

**A RELATIONAL STUDY ON CONSUMER PROMOTION, PRICE  
PERCEPTION, SERVICE QUALITY PERCEPTION AND BRAND  
LOYALTY IN THE CONTEXT OF TELECOMMUNICATION INDUSTRY  
IN BANGLADESH**

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LOYALTY IN THE CONTEXT OF TELECOMMUNICATION INDUSTRY  
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**SUBMITTED TO:**

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Date of Submission: 10th October, 2013

## Letter of Transmittal

10<sup>th</sup> October, 2013

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Subject- Submission of Internship Report

Dear Sir,

With great pleasure, I submit the Internship Report on “A Relational Study on Consumer Promotion, Price Perception, Service Quality Perception and Brand Loyalty in the Context of Telecommunication Industry in Bangladesh”. I expect this report to fulfill the requirements of my internship program (Bus400) at Robi Axiata Limited.

I have put in my best efforts to make this report a success. I have followed all the criteria and guideline you provided us to prepare this report. However, I am sure that this report could have been a more superior one, if it had not been my first time to conduct such a relational study. However, this has obviously been a great source of learning for me to conduct similar research studies in future.

I would like to express my sincere gratitude to you for your guidance and suggestions in preparing the report. I will be happy to provide any further explanation regarding this research report if necessary.

Thank you for providing us with this great opportunity and guiding us throughout the preparation of this report.

Thank you

Sincerely

.....

Nasrin Sultana

Id-09304056

## **ACKNOWLEDGEMENT**

This is my humble attempt to present gratitude in writing this report I have truly drawn upon our own experience as students of B.B.A. I have received help from number of persons in preparing this report and would like to thank them all.

I would like to take the opportunity to express my sincere gratitude and respect to Showvonick Datta to prepare this report. In spite of his busy work schedule, he had kindly agreed to talk to me, guide me and I would like to express my heartfelt gratitude for that.

I am also deeply thankful to the organization, Robi Axiata Limited to give me the opportunity to experience my internship with them and also want to show my gratitude to Mr. Rajeev Barai, General Manager, MO Buying Finance for his tremendous support down the journey and all other people who have helped in preparing this report with guidance and necessary information.

Finally, I would like to add few more words saying that this report is prepared by novice and naturally there could be unwilling errors and omissions which are extremely belonging to me.

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# Executive Summary

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Consumer promotion, in general, is a very expensive issue. Therefore, it is imperative that consumer promotions and other dependent elements have to be studied to make sure that if a consumer promotion activity is implemented, it is a highly effective one. This way, precious monetary resources have the minimum chances of being wasted. To understand the competition in the telecommunication industry better, price perceptions and service quality perceptions on promotion are also considered being worth studying. To look at market share issues, the brand loyalty element should also be explored.

This report is directed towards exploring the relationship between consumer promotions, price perception, service quality perceptions and brand loyalty in the telecommunication industry of Bangladesh. Through sizeable literature review and discussions, it is known that there is considerable correlation that exists among the study variables mentioned above. The data sampling was conducted on the customers of different telecom operators. A structured questionnaire was used to find out the views of people regarding consumer promotion in telecom industry of Bangladesh, price perceptions and service quality perceptions about companies' services and also to find out about brand loyalty in this industry.

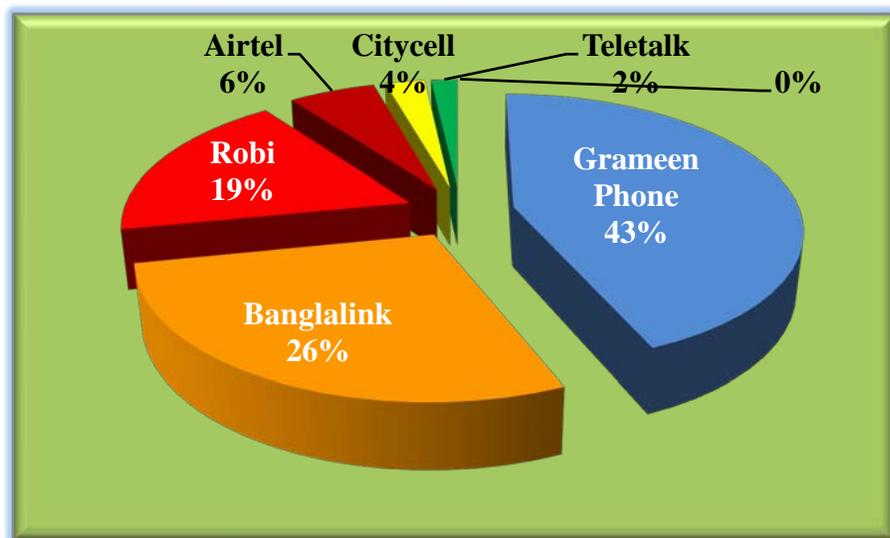
One Sample T-Test Analysis, Crosstab Analysis and Annova were run on the collected data to analytically explore the relations and their extent. It was found that consumer promotion in the telecommunication industry of Bangladesh communicates the quality of voice clarity and VAS and does not communicate the quality of network availability and internet service to the consumers. Moreover, consumers in the telecommunication industry of Bangladesh perceive that if the price is fair, the quality is moderate. At last but not the least, occupation and level of income have effect on brand loyalty, whereas gender has no effect on brand loyalty.

In addition, the report showed that the most important factor while choosing the service of a telecom company is the quality. Besides, the most effective promotional tool is TVC and Print Ads in terms of its effectiveness in communicating the price of the service, quality of the service and the brand image of the company.

# **1.0 Introduction**

## Introduction

Bangladesh has a booming telecommunication industry of which GrameenPhone occupies a share of 43% making it the market leader. The major competitors in the telecommunication industry are GrameenPhone, Robi, Banglalink, Airtel, Citycell and Teletalk.



To battle this steep competition, the above mentioned companies constantly run consumer promotion in hope to sell more than the respective competitors. Although this strategy always works well at first, but with the passage of time, the intense consumer promotions have done little to prevent the best from losing shares to its competitors.

Consumer promotion, in general, is a very expensive issue. Therefore, it is imperative that consumer promotions and other dependent elements have to be studied to make sure that if a consumer promotion activity is implemented, it is a highly effective one. This way, precious monetary resources have the minimum chances of being wasted. To understand the competition in the telecommunication industry better, price perceptions and service quality perceptions on promotion are also considered being worth studying. To look at market share issues, the brand loyalty element should also be explored.

## **1.2 Objectives of the Study**

### **1.2.1 Broad Objectives**

The research was conducted for a relational study on consumer promotion, price perception, service quality perception and brand loyalty in the context of telecommunication industry in Bangladesh. More importantly, it was required for the fulfillment of the BBA program.

### **1.2.2 Specific Objectives**

The specific objective of this report is to explore the relationship between –

- To find out Consumer promotion like TVC, Billboards, Print Ad, Ad in Radio are good enough to increase interest or influence about that particular services
- To find out the relation between Price perception and service quality
- To find out the relationship of Brand loyalty in the telecommunication industry of Bangladesh with gender, income level, occupation.

## **1.3 Significance of the Study**

There are five major companies that are operating to serve the whole telecommunication markets; as a result the competition has heightened. Consumer promotions are being heavily used in this market to increase sales. Consumer promotions, when implemented, use up a lot monetary resources. Failure to implement the consumer promotion activity effectively may result in major loss of money.

This report will be beneficial for the employees, management practitioners, competitors, industry and the society as a whole –

- Employees can observe whether the consumer promotion they are offering is effective or not

- Moreover, whether they are communicating the core elements such as price of the service, quality of the service through their promotional activities or not can also be realized.
- Decision makers can bridge the gap between what the consumers want to know from a promotion and what the company is communicating.
- Management practitioners can gain important insights regarding the areas for improvement or adequate spheres.
- Competitors can also benefit from the outcomes of this study by getting an indication of where to focus its monetary resources.

## **1.4 Scope**

The report deals with the consumer promotion, price perception, service quality perception, and brand loyalty in the telecommunication industry. The study gives knowledge how this industry are performing to satisfy the customer's expectation. The information was collected from primary quantitative data and further secondary research. One set of question for customers of different companies of Dhaka city was prepared. The data collected by the questionnaire will be analyzed using the MS Excel and SPSS.

## **1.5 Research Methodology**

### **1.5.1 PRIMARY RESEARCH**

The data has been collected through a questionnaire containing several types of questions for respondent profile, usage background and satisfaction measurement.

### **1.5.2 SECONDARY RESEARCH**

Secondary data has been collected from academic and business journals, tests, electronic databases, newspapers, magazines and internet.

### **1.6 Limitations of the Study**

The study was limited by a number of factors –

- Firstly, the research was limited only in Dhaka city.
- Secondly, sample size was very small (only 100) to present the proposed scenario.
- Thirdly, time constraint led to get narrower outcomes
- Finally, the knowledge constraint of the researcher was another limitation for this study.

## 2.0 Literature Review

## **2.1 Service Quality**

According to Berry et al. (1988), service quality has become a significant differentiator and the most powerful competitive weapon which all the service organizations want to possess. Definitions of service quality hold that this is the result of an evaluation process where customers compare their expectations about a service with their perception of the service to be received (Lewis & Booms, 1983; Lehtinen & Lehtinen, 1982; Gronroos, 1984; Parasuraman et al., 1985, 1988, 1994). They also added that service quality can be split into technical quality which means 'what is done' and functional quality which means 'how it is done'.

### **Switching Cost**

According to Porter (1998), switching cost is the cost involved in changing from one service provider to another. In addition to measurable monetary costs, switching costs also include time and psychological effort involved in facing the uncertainty of dealing with a new service provider (Dick and Basu, 1994; Gultinan, 1989). According to Jackson (1985), it is the sum of economic, psychological cost, and physical costs. It includes the psychological cost of becoming a customer of a new firm, and the time effort involved in buying new brand (Klemperer, 1995; Kim et al., 2003). Hence, switching cost varies from customer to customer (Shy, 2002). Psychological cost is a perceived cost stemming from social bonds that form in the course of time and the uncertainty and risk associated with switching to an unfamiliar brand (Patterson and Sharma, 2000; Sharma, 2003). Thus the switching cost can vary from customer to customer. The definition provided by Porter (1998) will be considered as switching cost in this study.

## **Trust**

Trust is consistently related to the vulnerability of the trustor (Bigley and Pearce, 1998; Singh and Sirdeshmukh, 2000), because without vulnerability of the trustor upon the trustee, trust becomes irrelevant. In business studies, trust has been found to be important for building and maintaining long-term relationships (e.g. Geyskens et al., 1996; Rousseau et al., 1998; Singh and Sirdeshmukh, 2000). Anderson and Narus (1990) postulated that, if one party believe that the actions of a third party will bring positive outcomes to him, trust can be build. Trust was viewed as one of the most relevant antecedents of stable and collaborative relationships.

## **Customer Loyalty**

Customer loyalty represents the repeat purchase, and referring the company to other customers (Heskett et al. 1994). He also stated that customer loyalty is a figure that may be measured directly as measuring the actual repeated sales to customers.

According to Duffy (2003) loyalty is the feeling that a customer has about a brand which ultimately generates positive and measurable financial results. Improvements in retention and increasing in the share of the company are the obvious economic benefits of customer loyalty.

## **Customer Satisfaction**

The most common interpretations reflect the notion that satisfaction is a feeling which results from a process of evaluating what was received against that expected, the purchase decision itself and the fulfillment of needs or want (Armstrong & Kotler, 1996; Berkowitz et al.1999). Kotler (1999) also noted that satisfaction is a function of perceived performance and expectations which identifies feelings of a person resulting from comparing a product's perceived performance in relation to his or her expectations. Bitner and Zeithaml (2003) stated

that satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations.

## **2.2 Relationship between Service Quality and Customer Satisfaction**

The empirical studies show that two constructs service quality and customer satisfactions are conceptually distinct (Bitner, 1990; Boulding, Kalra, Staelin, & Zeithaml, 1993). Sureshchandar et al, (2002) identify that the survey result shows that there are high relationships between service quality and customer satisfaction.

In more recent studies Spreng and Mackoy (1996) addressed the relationship between service quality and customer satisfaction by using the model developed by Oliver et al (1992). The model integrates the two constructs and suggests, among other things that perceived service quality is an antecedent to satisfaction. Spreng and Mackoy (1996) showed that service quality leads to customer satisfaction. Bitner (1990) developed a model of service encounter evaluation and empirically supported the effect of satisfaction on service quality.

Bolton and Drew (1991) also proposed that satisfaction leads to service quality. Earlier, Woodside et al. (1989), supported the causal relation of service quality and satisfaction with data collected in the area of health care.

## **2.3 Relationship between Service Quality and Customer Loyalty**

The relationship between service quality and customer preference loyalty has been examined, among others, by Boulding et al. (1993) and Cronin and Taylor (1992). Cronin and Taylor (1992) focused solely on repurchase intentions, whereas Boulding et al. (1993) focused on the elements of repurchasing and willingness to recommend. In the study by Cronin and Taylor service quality did not appear to have a significant (positive) effect on repurchase intentions (in

contrast to the significant positive relation between satisfaction and repurchase intention), while Boulding et al. (1993) found positive relationships between service quality and repurchase intentions and willingness to recommend. Furthermore, it has been argued that actually responding to dissatisfaction (e.g. complaining directly to the company or complaining to a third party) is negatively related to the level of service quality (Beardon et al., 1979; Yi, 1990).

## **2.4 Relationship between Switching Cost and Customer Loyalty**

It has been suggested that the degree of switching costs may have an influence on customer loyalty in a given industry (Anderson and Fornell, 1994; and actual Dick and Basu, 1994; Fornell, 1992; Gremler and Brown, 1996). In other words, in the presence of switching cost, customers who might be expected to select from a number of functionally identical brands display brand loyalty (Klemperer, 1987). In conclusion, it appears that there is a positive relationship between the level of switching costs and customer loyalty in services.

## **2.5 Relationship between Trust and Customer Loyalty**

Trust is logically and experientially a critical variable in relationships, as has been hypothesized and borne out in the marketing literature (Moorman et al., 1993; Morgan and Hunt, 1994). Those who are not willing to trust a vendor in a competitive marketplace are unlikely to be loyal. However, it must be admitted that, while in a market with suitable alternatives lack of global and generosity trust should lead to negative loyalty (desire and intention to switch), positive generosity and global trust may not necessarily lead to positive loyalty. In some markets where all or nearly all vendors are trustworthy, one could trust many vendors equally, one could expect trust as a normal part of doing business, and therefore be loyal or not without reference to trust. So, the trust-loyalty relationship, while positive, may be weak in some markets.

## **3.0 ORGANIZATION**

### **OVERVIEW**

### **3.1 Background of Robi**

In order to get on with the rhythm of the modern world, infra-structural development of the telecommunication sector should get the priority. As a consequence, RobiAxiata Ltd. one of the pioneers not only in the telecommunications private sector of Bangladesh, but also is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. With a mission to meet the communication needs of the people of Bangladesh, RobiAxiata Ltd. formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name of Aktel. Later, on 28<sup>th</sup> March, 2010 the company started its new journey with the new brand name “Robi”.

By serving the urban dwellers and rural people simultaneously, Robi is going to fulfill the country’s vision to make communication a basic necessity and with the reach at all levels of the society. Sharing Robi’s experience and expertise with people of Bangladesh will not only assist in the development of the telecom infrastructure in the country but most importantly the people of Bangladesh remains connected and closer with each other.

Robi is truly a people-oriented brand of Bangladesh. Robi believes in ahead with innovation and creativity. The company is providing the telecommunication services to support national telecommunication policy for a higher rate of telecommunications ratio and coverage in Bangladesh. Robi is committed to provide warm, friendly approachable service to its valued customers as well as mass society. Robi services its subscribers with the philosophy of the excellence with the limited interconnection.

To ensure leading-edge technology, Robi has the international expertise of Axiata and NTT DOCOMO INC that support 2G voice, CAMEL phase 2 and GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology such as Intelligence Network (IN), which provides peace of mind solutions in terms of voice clarity, extensive nationwide network coverage and multiple global partners for international roaming (IR). It has the widest International Roaming coverage in Company, Robi believes in providing superior service that leads to good business and good Bangladesh connecting 600 operators across 200 countries. Its customer centric solution includes value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates.

As a customer focused Information Communications development in the society. Robi believes that quality is continuous and never ending journey. Hence, a step Robi is taking continuously to upgrade and expand their network for better and more efficient services to subscribers.

## 3.2 Board

### Vision

To be a leader as a Telecommunication Service Provider in Bangladesh.

### Mission

Robi aims to achieve its vision through being number 'one' not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of our budding nation.

### Principle of Robi

Principles statements define how people want to behave with each other in the organization. RobiAxiata Limited statement is about how the organization will value their customers, suppliers, and the internal community. For this reason RobiAxiata Limited Employees hold themselves accountable to the following guiding Principles for the organization. From the perspective of Robi:

**Emotional:** Passionate, Creative, Respectful and Open

**Functional:** Simple, Ethical, Transparent, Ownership

No matter what we do in order to realize our purpose, we hold ourselves hidden within for whatever reason. Everything we do is about doing the best we can. We are there for each accountable to the following overarching guiding Principles for our organization.

- **Passionate:** We are Passionate-it's in all of us. Whether visible or other and we endeavor to help in every way we can.
- **Creative:** Everything we do we should do in a creative innovative manner. We bring energy to our work. Our communications demonstrates our creative flair. We provide creative and imaginative and services to our customers.
- **Respectful:** We are truly respectful to each other, our subordinates, peers, partners and customers. We treat everyone equally and we allow people to express their thoughts opinions in a respectful manner.
- **Open:** We have no hidden agendas. We share information freely. We can only be open with our customers, partners, and stakeholders if we are open with ourselves- regardless of hierarchy.

- Simple: Everything we do and say should be simple and easy to understand. In terms of communications we make sure the messaging is in plain, simple language. Our plains are simple and uncomplicated.
- Ethical: we are moral, upright, honest, righteous, virtuous, honorable, keeping our promises in all we say and do. We clearly align to our internal and organizational code of ethics and code of honor. We will oppose all forms of corruptions.
- Transparent: A few key words and phrases sums this up: Honesty, openness, frankness, no lies, no deceit, no games, easily understood. We are transparent with our customers, with each other, with our subordinate and peers
- Ownership: whilst working individually or correctively, we clearly demonstrate individual and collective ownership. Making mistakes is clearly part of daily business as it is part of daily life- as long as we own up to this clear, no culture of fear.

### **Market share of Robi**

Robi has got 18% market share in the Telecommunication industry in Bangladesh considering the subscriber base and is in the third position based on the number of customers. But when revenue is concerned, Robi has a lot of valuable customers who are keeping Robi at second position.

### **Product Portfolio**

Robi mainly offer two types of product based on the subscription category for general subscribers-Pre-paid and Post-paid.

**Pre-paid package:** Robi Pre-paid is continuously offer new features and plans to provide absolute freedom to the customer. Robi offers a single Pre-paid package with different tariff plans to meet different types of needs instant, easy and multiple migration facility form one tariff to another. Tariff plans are as follows-

Joy 21 Super Pack Tariff	Tarunno 26	Anonna 27	Muhurto 31
Hoot Hut Chomok 32	Robi Club 34	Goti 36	Nobanno 37
Shasroyee 38	Shorol 39		

For the entrepreneurs Robi offer a different package called Uddokta & Easy Load Tariff.

**Post-paid package:** Robi offers few lucrative Post-paid Packages named Simple plans, Normal plans, and Robi corporate. These Tariff and facilities can be easily found from the webpage: [www.robi.com.bd](http://www.robi.com.bd).

## Chain of Command

The organization is headed by its Chief Executive designated as the Managing Director entrusted with overall responsibilities of business direction of the organization and leading dynamically towards the attainment of its Vision, Mission and Goal. In attaining the above mission, the MD is assisted by 4 general managers RobiAxiata Ltd. has established a strong and formidable sales channel, which consists of direct dealers and its own sales force.

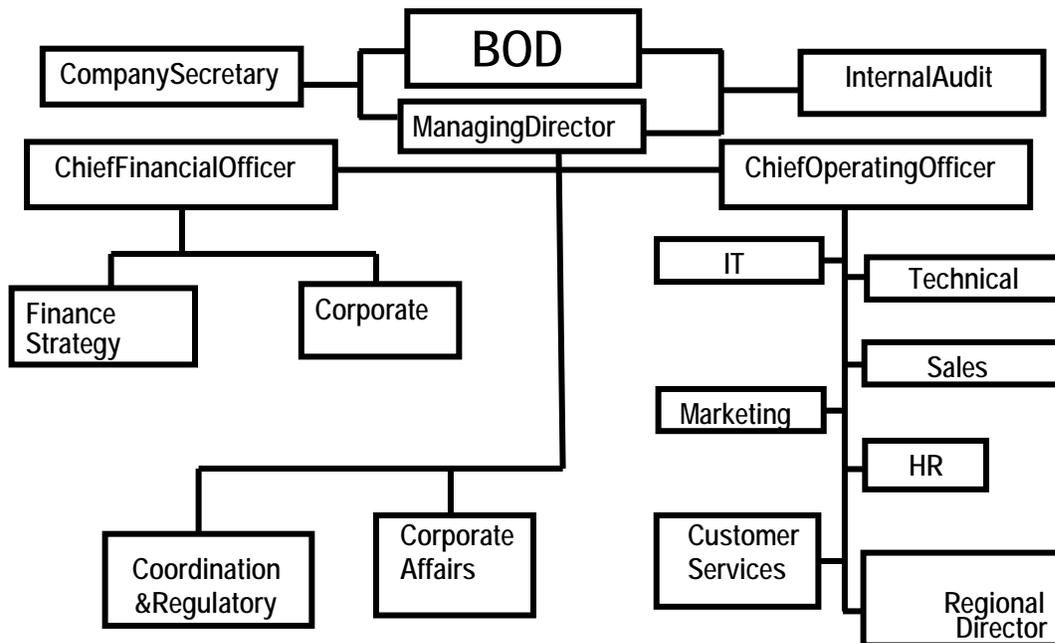


Figure: Chain of Command

## **Divisions & Departments of RobiAxiata Ltd.**

Robi is operating with following Divisions / Departments having its establishment in different locations at Dhaka, Chittagong and other regions of Bangladesh.

### **Robi has following divisions and departments:**

- Finance Division
- Commercial Division
- Information Technology Division
- Technical Division
- Human Resources Division
- Revenue Assurance Department
- Regulatory Affairs Department
- Internal Audit Department
- Corporate Affairs Department
- Corporate Strategy Department
- Supply Chain Management Department
- Credit Control Department
- Legal & Compliance Department
- Security & Safety Department
- MD's/CEO's Office

## **Company Achievements**

- Crossed the landmark of 2 core (20 million) subscriber base in 2012.
- Robi Axiata Limited, the leading mobile phone operator of the nation, has received “Star News HR EXCELLENCE AWARDS FOR INNOVATION IN HR”.
- Robi has been conferred the prestigious Frost & Sullivan Asia Pacific ICT Award 2010 for ‘Emerging Market Service Provider of the Year’
- Awarded the prestigious fund grant from GSMA MMU (Mobile Money for the Unbanked) in 2009
- Crossing 10 million subscribers mark in 2009
- Ranked within top 6 global comparable telecoms in A.T. Kearney benchmarking exercise in 2009.
- Cost optimization project saved 2 times of what was projected.
- The weekly Financial Mirror Samsung Mobile & Robintex Business Award 2008-2009 as the best Telecommunication Company.
- TeleLink Telecommunication Award 2007 for its excellence in service, corporate social responsibilities and dealership management for the year 2006 in commemoration of World Telecommunication Day 2007
- Arthakantha Business Award given by the national fortnightly business magazine of Bangladesh for its excellence in Service in telecom sector.
- Financial Mirror Businessmen Award given by the national weekly Tabloid business magazine.
- Deshbandhu C. R. Das Gold Medal for contribution to telecom sector in Bangladesh.
- Beautification Award for exceptional contribution to the Dhaka Metropolitan City from Prime Minister Office on 13<sup>th</sup> SAARC summit.
- Standard Chartered-Financial Express Corporate Social Responsibility (CSR) Awards 2006 for contribution in Education, Primary Health, Poverty Alleviation and Ecological Impact.
- DesherKagoj Business Award 2006 for corporate social responsibilities activities.

## **Corporate Social Responsibilities**

Robi Axiata Ltd. is always committed to the society. In fact, 2005 & 2006 were a year of

exploration into Corporate Social Responsibility (CSR) for Robi Axiata Ltd. To actively identify and start establishing Robi Axiata Ltd. as a concerned entity devoted to the development of many social interests throughout greater Bangladesh based on four core values. There are enlightened through education, Assure better health, Protect environment and Fight with poverty. In recognition of its CSR effort, Robi Axiata Ltd. is the first among all mobile phone operators to win prestigious “Standard Chartered-Financial Express Corporate Social Responsibility Award-2006”.

Robi Axiata Ltd. believes education platform remains the main focus to develop a nation. To ensure an early jump into technology and intellectual transfer, Robi Axiata Ltd. has established a tradition of providing scholarships every year to three individuals to complete their higher studies in Multimedia University in Cyberjaya, Malaysia. To provide a world-class teaching and learning resources for Bangladeshi professionals, Robi Axiata Ltd. joint hand with Chittagong Skills Development Center (CSDC), Underprivileged Children’s Education Programs (UCEP-Bangladesh), etc. Robi Axiata Ltd. also aims to identify and supports indeed those in need of basic infrastructure to practice the fundamentals of Islam. This contribution goes in building orphanages and renovations of mosques all across the Bangladesh. To improve living condition of distressed people; Robi Axiata Ltd. has always been providing support to them. As a shared concern with the society at large, Robi Axiata Ltd. also focused towards the roaming street children found throughout Bangladesh. Not only with Robi Axiata Ltd. continue its thrust towards identifying & involving itself with more avenues for CSR activities, it encourages the fellow enterprise of Bangladesh to participate in such activities on a regular basis. By becoming more aware of living & social community, Robi Axiata Ltd. can certainly see so many areas to be involved in. Only through concerted efforts of the private sector, there will be emerged a socially responsible collective consciousness.

## **SWOT Analysis**

### **i. Strength**

#### **➤ Foreign Knowledge Resources**

Axiata (Bangladesh) Limited (formerly known as TM International (BD) Limited) is a joint venture between Telekom Malaysia Sdn. Bhd. (70%) and NTT DOCOMO (30%). The top-level management consists of foreign personalities. Most of the departmental heads are from Malaysia, India, Australia, and Sri-Lanka. Because of this mix & match of local and foreign expertise in the company, there is a blend of knowledge. Moreover, the generation of foreign knowledge in the company has enabled the company to compete internationally.

#### **➤ Skilled Human Resource**

Because of its attractive incentive packages and strong brand image which it has earned over the years as Aktel, in the job-market, skilled workforces have grown an interest towards Robi. This has given the company an extra benefit, as the company can recruit the finest from the pool of employees. Furthermore, Axiata Ltd. (Robi) frequently recruits young, enthusiastic, and resourceful employees from reputed academic institutions. It also provides motivation among its employees by offering extra inducements such as: awarding gold medals to best employees of the year, organizing entertainment programs, providing transportation facility etc. These extra services have enhanced employees' motivation level and loyalty.

#### **➤ Non-Political Work Environment**

The work-environment of Robi is very friendly and co-operative. The practice of internal politics is completely absent and there is an orderly co-ordination among the departments. As most of the employees belong to the same age group, there is a harmonization in the organization.

#### **➤ Collaboration with Financial Institutions**

Apart from having collaboration with diverse companies, Robi also has collaboration with a number of financial institutions. For example, Robi has affiliations with HSBC and Standard Chartered bank for billing and salary purposes. It also has collaboration with EBL, DBBL,

SCB, BRAC Bank and other banks. Because of maintaining an excellent relationship with these financial institutions, the company gets the privilege while taking loans or any type of financial services from these institutions.

➤ **Distinctive Service Offers**

Robi (formerly known as Aktel) has a well-known reputation of being “The First Being Ever” in the country. It has always tried to bring something new and exceptional in the market. There were countless services, brought by TMIB under AKTEL brand. Some of the outstanding services were: E-fill, Pulse offer, GPRS (Mobile Internet), Greeting Messages (Fun Dose), buy-one-get-one offers etc. But it did not stop there, now Robi is still coming up with different, attractive services. By providing distinct services, Robi has achieved the status of “Fast Mover”.

➤ **Positive Corporate Culture**

The corporate culture of Robi is famous for being friendly and positive. The company has a “Thursday Dress-Code” for the employees. It also assembles money from every employee to have tea-break snacks. There is a pleasing synchronization among the staffs, which has built a positive corporate culture.

➤ **Societal Marketing**

Robi regularly takes part in charity functions and is renowned for donating money in different deprived institutions around the country. The company has already donated money, free-books, free-medicines, and free SIM cards in various schools, madrasas and hospitals. It is also involved in societal marketing advertising.

➤ **Customer Care Base**

Robi has established several Customer Care Centers in major points of Dhaka city, such as Gulshan-1, Gulshan-2, Dhanmondi, Motijheel, Uttara etc. Moreover, it has set up Customer Care Centers in major districts of the country such as Comilla, Chittagong, Sylhet and Khulna. Robi now has 20 Customer Care Centers and 430 Robi Care Points in 64 districts all over the country. It has over 25,000 retail selling points along with 100,000 voucher sales

point all over Bangladesh which allows the subscribers to get services even staying in remote places of the country.

## **ii. Weakness:**

### **➤ Poor Work Delegation Structure**

The departmental structure of Robi is not precise and well thought-out. Each department contains several units. However, the units are not separated by well-defined boundaries and it is very difficult to distinguish among them.

### **➤ Employee Insufficiency**

The departments of Robi do not have sufficient work force to carry on a thorough task. Most of the employees in each unit are loaded with several duties and sometimes it becomes a burden on their shoulders. Lack of employees in each department is an obvious problem of the company.

### **➤ High Fixed Cost**

Telecommunication industry has a high level of fixed costs. Robi, operating in this industry, also faces such disadvantages. Office rent, network tower maintenance cost, operational cost etc are the fixed costs of the company. These fixed costs do not allow the company to gain the advantage of economies of scale, which is essential for the company to perform well financially. Because of high fixed cost and low economies of scale, the company also has a low reinvestment rate.

### **➤ High Employee Turnover Rate**

As there are four major players operating in the market, it is apparent that each company will try to draw employees from other companies by offering better incentive-packages. This practice has created a high employee turnover rate in Robi. Every now and then, lots of competent workers leave the company to join other companies. This has created a major crisis, as Robi cannot implement any effective long-term strategy.

### **➤ Inadequate Network Coverage in Rural Areas**

Presently, Robi has full network coverage in 64 districts. However, some of the upazilas of these districts do not get the coverage. Therefore, despite covering all the main districts of

the country, ROBI users in rural areas sometimes do not get the frequency. This has created a disappointment among the subscribers.

➤ **Shortage of Logistics Supports**

Many departments on Robi do not have sufficient equipment support such as fax machines, printer, scanners etc. lack of proper equipment in departments has created work constraint.

➤ **Dealer Insufficiency**

Robi has only 4-5 authorized dealers and two distributors, which is insufficient for a company, covering network in almost all districts. As a result of inadequate number of dealers and distributors, there is high possibility of Gray Marketing. If the SIM cards of Robi pass on the hands of unauthorized dealers, it would be very difficult for the company to maintain a consistency in price and quality.

➤ **Network Limitation**

Call drop, congestion, and poor network connectivity with BTTB result in bad image of the company.

➤ **Some Value-Added Services are not successful**

Voice mail service hasn't been proved as lucrative due to language barrier, lack of promotions, lack of know-how about interactive services and also because people are reluctant to speak to a machine. Not only this, usage of short message service is still low due to lack of adequate promotion, lack of knowledge of English and unawareness of handset configuration and un-ergonomic nature of keypad.

### **iii. OPPORTUNITIES**

➤ **Incompetent Public Sector**

The public sector in Bangladesh is not capable of meeting the market demand of prospective phone users. Moreover, the lengthy and bureaucratic process of public offices has discouraged people to use T&T and public mobile phone (TeleTalk). For these inconvenience systems, people in our country have adopted private mobile phone services as an alternative. This is a great opportunity for Robi to grab this huge market of prospective phone users.

➤ **Upward Moving Population Income**

According to World Bank source, the disposable income of people in Bangladesh is increasing every year. In addition, Bangladeshi market has high mobile phone acceptability. Both the factors are fostering the fact that Bangladesh is a potential market for mobile phone companies. Operating in such a market is a lucrative opportunity for Robi.

➤ **Business Diversification Opportunity**

Operating in telecommunication industry has given Robi with the opportunity of business diversification in related sectors. Having the expertise in telecommunication field for a long time, Robi can expand its business to phone set business, mobile phone battery business etc.

➤ **Easy Entrance to Foreign Market**

Robi (Axiata Ltd.) has joint venture with a prominent Malaysian telecom company, Telecom Malaysia Berhad an NTT DOCOMO. At the same time, operating in an aggressive market has enabled the company to become very competitive. These attributes have permitted the company to have an easy access to foreign market and compete with foreign rivals.

➤ **Easy Loan Access**

As discussed before, Robi has collaboration with a number of financial institutions regarding billing and wage-payment purposes. This has allowed the company to have a good relationship with the institutions. Robi can take advantage of these collaborations and can have easy access to loans and other financial matters.

➤ **New Strategic Alliances**

Strategic alliance in telecommunication industry is not a new phenomenon. All the four operators in Bangladesh have strategic alliances with several foreign companies. Robi can form new alliances with eminent companies of different countries to achieve higher competitiveness and bring more expertise inside the company.

➤ **Network Coverage Expansion**

Robi has already network coverage in almost all of the districts. However, some of the upazilas and rural areas of these districts are not under the coverage. In this circumstance, to

increase the coverage in remote areas, Robi can utilize its already established towers. Otherwise, they can set up new towers. Establishing new towers will not be a barrier for ROBI, as the company can form collaborations with Grameen Phone or other operators who already have towers in those areas.

➤ **Huge Need for Telecom Service**

Current market growth of the telecommunication is significant which arises a great opportunity for the cellular phone companies to grow rapidly. The demand of the cell phone is still increasing. Variety services with most lucrative features made this sector more and more attractive day by day. Recent year's growth reflects the enormous potential for the development to telecommunications and information technology in the country.

➤ **Declining Prices for Handsets**

The prices of the mobile sets are declining in Bangladesh that makes an easy gateway for the customers to use cell phones. It will create an opportunity for the telecommunication industry by getting large number of customers. There are some other opportunities, which can be important factors for Robi are: economic growth of Bangladesh, new and better interconnection agreement and future privatization of the fixed network.

**iv. THREATS**

➤ **Widest Coverage of GrameenPhone**

GrameenPhone has network coverage all over the country. GP's coverage is actually better than Robi's coverage, as GP covers all the upazilas and rural areas. Because of the availability of network in distant places and good frequency, GP has a superior brand image to people. This is of course a threat to Robi.

➤ **Political Instability and Natural Calamity**

Bangladesh is called red-zone in terms of political risks. The instability of administrative system has resulted in unstable regulations. With the change of governments, regulations also change from season to season. This volatility has hindered Robi from making a long-term effective strategy. At the same time, the country also has a high natural calamity tendency. Natural catastrophes damage the network towers situated in different districts of the country.

➤ **Recession in the Economy**

Mobile phone is still considered as a ‘luxury’ in Bangladesh rather than a necessity. Being one of the developing nations in the world, the risk of recession in Bangladesh is very high and frequent. During the recessions, people are reluctant to invest behind luxury items such as mobile phones. This is a huge obstacle for Robi to reach all population sectors in the country.

➤ **Non-cooperative Telecommunication Regulatory Body**

The regulatory bodies in the telecommunication ministry are unfair and biased. Plus, the system itself is bureaucratic and lengthy in Bangladesh. Because of their non-cooperative attitude and injustice, the usual work place of Robi is slowing down. This is of course a risk to the company.

➤ **Customer Resistance against Tariff**

Any new tariff or VAT is always a controversial issue to the people of our country. People in Bangladesh are reluctant to accept new tariffs and it takes a long time for them to approve it. In the budget of 2005-2006, the government imposed a tax of Taka 900 on every SIM card, which has created a huge debate and protest among customers. Many of the customers have stopped buying SIM cards. This tax also hindered the mobile operators to maintain a constant price level and to offer attractive packages.

➤ **Existing Competitors in the Market**

At present, there are four private and one public mobile phone operators operating in the Bangladeshi market. All of the private operators are aligned with foreign companies. These companies are following aggressive marketing strategy and the level of rivalry offers every week at a striking price level. This high intensity of competition in the industry is a major threat to Robi, as Robi has to survive this fast paced competition.

➤ **Threats of potential New Entrants**

Besides the existing competitors, new and large competitors are also trying to enter the Bangladeshi market. Some companies like Reliance, Tata etc. are trying to make an entry to our market. These new companies will increase the rivalry in the industry. Potential new entrants can get into the telecommunication market with cost effective approach and take off

market shares. New domestic and foreign cellular phone companies can start telecommunication network business.

➤ **Private T&T Phone Companies**

Apart from the new and existing mobile phone operators, competition is also expected from private T&T phone companies. Because of the inadequacy of the public T&T Company, many private companies are coming in the market. These companies are also a threat to Robi, as they offer similar services at a lower price to customers.

➤ **Possible Health Risk from Mobile Phone**

Recently, a scientific study has shown that there is high risk of health hazard including brain tumor and cancer from the usage of mobile phone. The study concluded that long time use of mobile phone might cause such diseases and so people should reduce of mobile phone. Though there is no solid evidence of this fact, it has created an argument and panic. This is naturally a threat to Robi.

➤ **Price War**

All the five companies operating in our telecom industry are fighting to get the market share in favor of them by cutting price of the mobile phone connection. All competitors are lowering the unit price and also providing pulse facility. So, all the players in the market are following aggressive strategy in terms of the pricing.

## **4.0 Internship Experience**

### **4.1 Job Description**

My work in Robi was based on the Media Buying activities under the Supply Chain management department. This team work for the promotional activities of Robi. They have to maintain relationship with vendors, attend negotiation meeting with vendors, setting budget for the different promotional activities and sponsorships. All this activities are done through their procurement procedure. The main objective was to go through the media savings data, by cross checking and come up with my findings whether there is any error present or not. I had calculate the current and yearly expenditure on TVC, press. Also check procurement order amount, savings.

### **4.2 Job Responsibilities**

I worked in MO Buying Finance team in Robi. I worked with a lot of calculation through MS Excel for cross checking yearly expenditure on TVC, press, radio. Different TV channel, radio, and press have their spot rate for telecasting or publishing advertisement. I have to cross check those spot rates from the billing amount with the final spot rate amount. If I found any mistake or mismatch between spot rates in the working sheet, I had to inform it to the supervisor. How much one particular vendor charged, how much savings earned, discounted amount all of these calculation were done by me. Sometimes I also maintain some contractual paper, procurement approval, sponsorship file through scanning and made it through serial manner. I also attend some negotiation meeting with my supervisor to maintain relationship with the regular vendors.

### **4.3 Personal Observation**

- The work that the finance division does is very much correlated. So they believe in team work and maintain the time schedule very strictly.
- Every work here checks in two to three steps. So if there is any mistake, it comes forward to another team. When I had done my work, it was checked by another intern also.
- I found the working environment very friendly also. Everyone helps one another in doing their work. I got very much help from my supervisor and other seniors also.

- The interns get every kind of help from the organization. Actually, they give the chance to work together in a team.
- In Robi, there is no personal room for any employee. It is a unique thing that I got in Robi. Everyone works in a team and the team works in a big table. In a table, there works general manager, manager, specialist and intern also. In this case, everyone is getting a chance of sharing the experience and getting a chance of being ready for the next position.
- The organization believes in flexible working hour. Every day, the employees have to work 8 hours but there is no scheduled time. The organization prefer between 10am to 6pm. This flexible working hour gives confidence and satisfaction to the employees. They have no fear for being late to five to ten minutes in early morning.

## **5.0A Brief Overview of the Mobile**

### **Operators in Bangladesh**

As the internship report is based on the GSM mobile operators of Bangladesh, a brief overview of the telecom operators and their services are given below-

## **GrameenPhone**



GrameenPhone is now the leading telecommunications service provider in the country with more than 41.8 million subscribers as of March, 2013.

Starting its operations on March 26, 1997, the Independence Day of Bangladesh, GrameenPhone has come a long way. It is a joint venture enterprise between Telenor (55.8%), the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries, and Grameen Telecom Corporation (34.2% ), a non-profit sister concern of the internationally acclaimed micro-credit pioneer Grameen Bank. The other 10% shares belong to general retail and institutional investors.

GrameenPhone has always been a pioneer in introducing new products and services in the local market. GP was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. The technological know-how and managerial expertise of Telenor has been instrumental in setting up such an international standard mobile phone operation in Bangladesh. Being one of the pioneers in developing the GSM service in Europe, Telenor has also helped to transfer this knowledge to the local employees over the years.

GrameenPhone was also the first operator to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull

services, EDGE, personal ring back tone and many other products and services. The entire GrameenPhone network is also EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently nearly 3 million EDGE/GPRS users in the GrameenPhone network.

From the very beginning, GrameenPhone placed emphasis on providing good after-sales services. In recent years, the focus has been to provide after-sales within a short distance from where the customers live. There are now more than 600 GP Service Desks across the country covering nearly all Thanas of 61 districts. In addition, there are 78 GrameenPhone Centers in all the divisional cities and they remain open from 8am-7pm every day including all holidays.

In addition, the Village Phone Program, also started in 1997, provides a good income-earning opportunity to more than 210,000 mostly women Village Phone operators living in rural areas. The Village Phone Program is a unique initiative to provide universal access to telecommunications service in remote, rural areas. Administered by Grameen Telecom Corporation, it enables rural people who normally cannot afford to own a telephone to avail the service while providing the VP operators an opportunity to earn a living.

### **Banglalink**

Orascom Telecom Bangladesh Limited ("Banglalink") is a 100% owned subsidiary of Orascom Telecom Holding (OTH) in Bangladesh. It was acquired by OTH in 2004, and after a complete overhaul and the deployment of a new GSM network, its telecommunication services were re-launched under the brand name Banglalink. When Banglalink began operations in Bangladesh in

February 2005, its impact was felt immediately: overnight mobile telephony became an affordable option for customers across a wide range of market segments.

### ***Vision***



To become one of the world's leading telecom operators providing the best quality services to our customers, value to our shareholders and a dynamic, challenging and fun environment for our employees.

### ***Mission***

To satisfy all communication needs of the developing markets which they serve. It is our belief that there is viable economic model to serve emerging markets while availing affordable quality. We are racing to serve the largest possible number of customers, covering the most populous countries in the world. We believe that by positioning ourselves as the primary provider of communication services, we are shaping the future of the markets we serve.

Banglalink's success was based on a simple mission: "bringing mobile telephony to the masses" which was the cornerstone of its strategy. Banglalink changed the mobile phone status from luxury to a necessity and brought mobile telephone to the general people of Bangladesh and made a place in their hearts. The mobile phone has become the symbol for the positive change in Bangladesh.

This positive change that is quite correctly attributed to Banglalink, has become the corporate positioning of Banglalink and is translated in their slogan "making a difference" or "din bodol". "Making a difference" not only in the telecom industry, but also through its products and

services, to the lives of its customers. This corporate stance of "making a difference" has been reflected in everything Banglalink does.

Banglalink attained 1 million subscribers by December 2005 and 3 million subscribers in October 2006. In less than two years which is by December 2007, Banglalink overtook Aktel to become the second largest operator in Bangladesh with more than 7.1 million customers. Banglalink currently has 18.1 million subscribers as of March 2013, representing a market share of 26.15%.

Growth over the last years have been fuelled with innovative products and services targeting different market segments, aggressive improvement of network quality and dedicated customer care, creating an extensive distribution network across the country, and establishing a strong brand that emotionally connected customers with Banglalink.

## **Robi**

Robi Axiata Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Robi Axiata Limited, formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March, 2010 the company started its new journey with the brand name **“ROBI”**.

Robi is truly a people-oriented brand of Bangladesh. Robi, the people's champion, is there for the people of Bangladesh, where they want and the way they want. Having the local tradition at its core, Robi marches ahead with innovation and creativity.



To ensure leading-edge technology, Robi has the international expertise of Axiata and NTT DOCOMO INC. It supports 2G voice, CAMEL Phase II & III and GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology such as Intelligent Network (IN), which provides peace-of-mind solutions in terms of voice clarity, extensive nationwide network coverage and multiple global partners for international roaming. It has the widest International Roaming coverage in Bangladesh connecting 550 operators across 205 countries. Its customer centric solution includes value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates.

With its strengths and competencies developed over the years, Robi aims to provide the best quality service experience in terms of coverage and connectivity to its customers all over Bangladesh. Together with its unique ability to develop local insights, Robi creates distinct services with local flavor to remain close to the hearts of its customers.

## Airtel

In January 2010, Bharti Airtel Limited, Asia's leading integrated telecom services provider, acquired 70% stake in Warid Telecom, Bangladesh, a subsidiary of the UAE-based Abu Dhabi Group.



Bharti Airtel is making a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom and have management and board control of the company. This is the largest

investment in Bangladesh by an Indian company. Dhabi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company.

The new funding is being utilised for expansion of the network, both for coverage and capacity, and introduction of innovative products and services. As a result of this additional investment, the overall investment in the company will be in the region of USD 1 billion.

This is Bharti Airtel's second operation outside of India. The company launched its mobile services in Sri Lanka in January 2009 on a state-of-the-art 3.5G network. The company crossed the 1 million customers mark within six months of launch on the back of innovative offerings as well as rapid expansion of network coverage and distribution.

## **Teletalk**

Teletalk Bangladesh Limited is a public limited company, registered under the Registrar of the Joint stock companies of Bangladesh. Total shares owned by the Government of Bangladesh.

### **Mission and Vision**



To innovate and constantly find new ways to enhance our services to our customer's current needs and desires for the future. Our vision is to know our customers and meet their needs better than anyone else.

Teletalk Bangladesh limited was established keeping a specific role in mind. Teletalk has forged ahead and strengthened its path over the years and achieved some feats truly to be proud of, as

the only Bangladeshi mobile operator and the only operator with 100% native technical and engineering human resource base, Teletalk thrives to become the true people's phone – "Amader Phone".

Basic objectives for which the company was formed are highlighted here under –

1. To provide mobile telephone service to the people from the public sector
2. To ensure fair competition between public and private sectors and thereby to safeguard public interest
3. To meet a portion of unmitigated high demand of mobile telephone
4. To create a new source of revenue for the government.

Teletalk Bangladesh Limited (the "Company") was incorporated on 26 December, 2004 as a public limited company under the Companies Act, 1994 with an authorized capital of Tk.20,000,000,000 being the only government sponsored mobile telephone company in the country. On the same day the Company obtained Certificate of Commencement of Business.

Teletalk Bangladesh Limited has continually expanded its network, to better accommodate its growing customer base as well as to keep the promise of providing better service. As of now, Teletalk has already established its network foothold in 64 Districts, 402 Upazilas, and most of the highways. Teletalk is continuing its network expansion to reach more corners of Bangladesh.

## **Products & Services Offered by the Telecom Operators in Bangladesh**

The GSM telecom operators of Bangladesh have a wide variety of products that make them to reach their desired customers. Segmentation is done here in such a way that the customers having different demographic or psychographic attributes can choose between the products and also they can customize their products. The main product of the telecom operators is the SIM cards that provide the air time to the customers.

➤ **SIM Cards**

➤ **Regular Users**

The regular or everyday users are users who wants to have cheaper rates in their calls and wants better connectivity. They are mostly prepaid users and all the telecom operators have done significant marketing with their regular products for these users. For the regular users,

- **GrameenPhone** offers Shohoj, Bondhu, Aapon packages.
- **Banglalink** offers Banglalink Desh, Banlalink Akrate, Rongdhonu packages.
- **Robi** offers Robi Prothom, Robi Muhurto packages.
- **Airtel** offers Jem and Jahi prepaid packages.
- **Teletalk** offers Bijoy, Shadheen, Shapla packages.

➤ **Corporate/Business Users**

➤ **Small Business Users**

## ➤ **Mobile Handsets**

### **Services Offered**

The telecom operators along with its various products also provide variety of services. There are some special service and some are unique for different telecom operators. These services can be categorized by Value Added Services and After Sale services. Furthermore, the operators also offer GSM features.

## ➤ **Value Added Services**

Value Added Services (VAS) offer subscribers a service which can create value in subscribers mind and add value to the company's service. These services generate revenue for the company. VAS are sometime created to meet subscribers demand and sometime to create demand of new services. Value added service also include non-voice services where the company concentrating to make subscribers adapt and increase usages, because the company knows one day voice service will reach to its saturation and then non-voice services will keep continuous growth of the company's annual revenue. Hence, the bundle of VAS is a great resource for the company to generate revenue.

Subscribers can use their mobile phone for many other purposes than making voice calls. With most of the telecom operator's VAS, subscribers can use their mobile phone to:

- Send and receive text messages, picture messages, voice messages
- Download ring tones, logos, wallpapers
- Obtain news updates, cricket score updates

- Browse the Internet and also send and receive e-mails
- Transfer data and send fax
- Participate in competitions and vote for subscribers opinion

➤ **Missed Call Alert**

➤ **EDGE**

EDGE stands for Enhanced data for global evolution. This is the new service which is actually enhanced data transfer. It contains Internet, WAP and MMS. WAP and internet provides website access and download contents (picture, logo) through mobile phone. MMS helps to send and receive picture message through mobile. The operators have done segmentation for providing the EDGE service. For example, GrameenPhone provides Package 1 to Package 7 named internet packages for prepaid and postpaid subscribers.

### **Some Special Services**

The telecom operators are offering various special services at a very low rate. It makes the customers delighted and also generates revenue for the customer.

- **Instant Messaging**
- **Short Message Service (SMS)**
- **Voice Mail Service (VMS)**
- **Welcome Tune Service**
- **Friends and Family**

### ➤ **International Roaming**

The International Roaming facility is a useful service for the GP subscribers who travel abroad and subscribers of the partner networks who visit Bangladesh. It has also become an additional source of revenue for the company. Regular (ISD) subscribers can use their mobile phones in the countries where operators have partner networks. The subscribers of the partner networks can also use their mobile phones in Bangladesh. Regular (with ISD) subscribers can avail the international roaming service if they are holders of International Credit Cards (Foreign currency MasterCard issued by NBL in Bangladesh, American Express Card or any other master card from anywhere in the world). Security deposits and other terms and condition apply to avail the international roaming service.

GrameenPhone became the first mobile phone operator in the country to offer its subscribers the International Roaming facility from March 1999. The number of GP International Roaming partner networks increased rapidly from 12 in 1996 to 56 in December 2000. And now GrameenPhone has 248 International Roaming partner networks spread across 91 countries in four continents, as of June 2005. Other operators like Banglalink, Warid, Robi also provide the international roaming service.

### ➤ **Voice/Speech Based Service**

For the first time GP introduces Hot-code dialing, which allows subscribers to access directly to the desired information without going through the step-by-step menu system. After GP, Robi, Banglalink, Teletalk have also introduced it. A subscriber can call the number to image center from his/her to get information like billing, service features, tariff, and usages detail information. Subscribers can avail this service 24 hours a day. There are both Human agent and interactive

voice response (IVR). Call center service charges 0.57Tk/min for both post-paid and pre-paid subscribers. The call centers have few segments like- subscribers can choose the language and type of service based on his/her requirements.

- **Service Center**

- **Mobile Cash and Mobile Remittance**

The operators in the telecom industry have made the life of the subscribers much easier than before by providing mobile cash service to them. With this mobile cash the customers can easily pay their electricity, gas and water bills just going to a bill-pay store and not standing in the banks for hours to pay them. GrameenPhone and Banglalink subscribers can also have their ticket for the railway services with this mobile cash. Banglalink has incorporated mobile remittance service where the customers can get their money sent from their relatives abroad.

- **After Sale Services**

After sales services is after sales subscription services. All telecom subscribers can take after sale service from regional Customer care centers. After sales services includes reconnection, SIM replacement, product migration, Address change, sign change.

- **Reconnection**

- **Migration**

- **SIM Replacement**

- **Sign and Address Change**

- **Transfer of Ownership**

## **GSM Features**

The telecom subscribers enjoy the following GSM features without bearing any additional costs:

- **Caller ID**
- **Call Waiting**
- **Call Conference**
- **Call Divert**

# **6.0 Analysis Part**

## 6.1 Major Findings

To get the clear idea about the relation on consumer promotion, price perception, service quality perception and brand loyalty in the context of telecommunication industry in Bangladesh I did a small survey on the 100 subscribers. This questionnaire was made with the concern of MR. Rajeev Barai, General Manager, MO Buying, Finance Division. While preparing the questions I consider some issues those pursue customers to want that particular services in the telecommunication industry. These are:

1. Income Level
2. Telecom services using now
3. Multiple Telecom services
4. Consumer promotion like TVC, Billboard, Print Ad, Ad in Radio
5. The quality of voice clarity
6. The quality of network availability
7. The quality of internet service
8. Quality of Value Added Services (VAS)
9. Price
10. Service quality

So from these above terms I will have a clear and concise prediction about the quality performance of the telecommunication industry in Bangladesh.

### 6.1.1 Gender

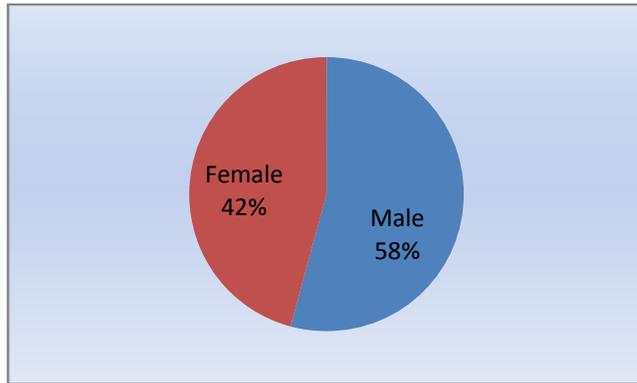


Figure 1

- ✚ 100 surveys were conducted to complete the customer questionnaire survey. Among them 58 are males and 42 are females.

### 6.1.2 Occupation

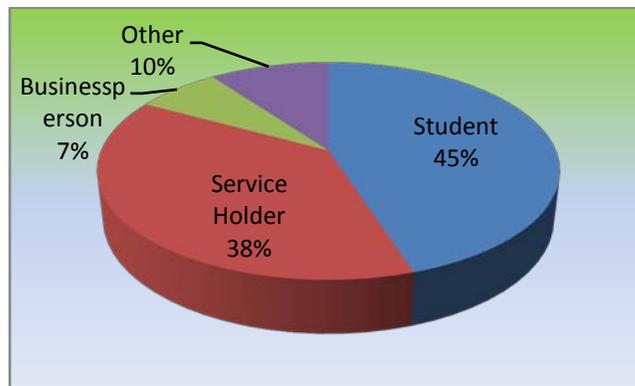


Figure 2

- ✚ 100 surveys were conducted to complete the customer questionnaire survey. Among them 45% are students, 38% are Service Holders, 7% are Businessperson, and 10% are others.

### 6.1.3 Income Level

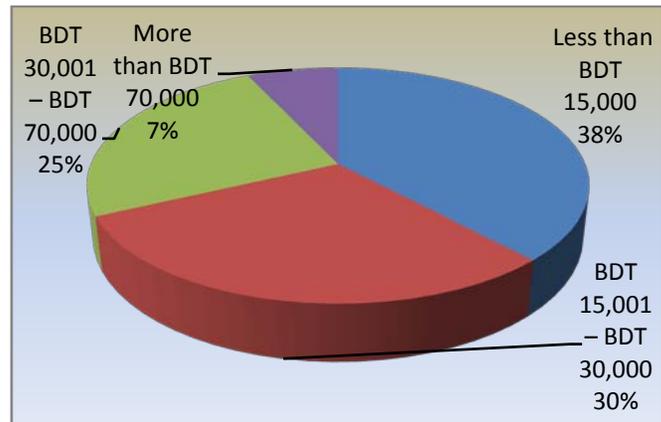


Figure 3

- Income Level is an important factor while choosing any kind of services. Here Less than BDT 15,000 are 38%, BDT 15,001-BDT 30,000 Are 30%, BDT 30,001-BDT 70,000 are 25%, and more than BDT 70,000 are 7%.

### 6.1.4 Which telecom service are you using now?

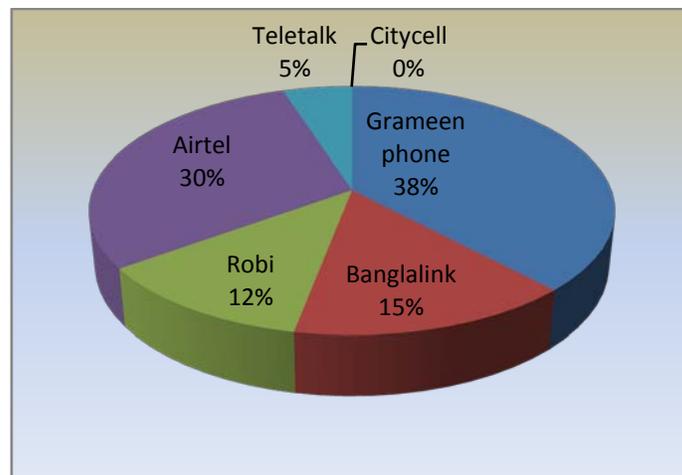
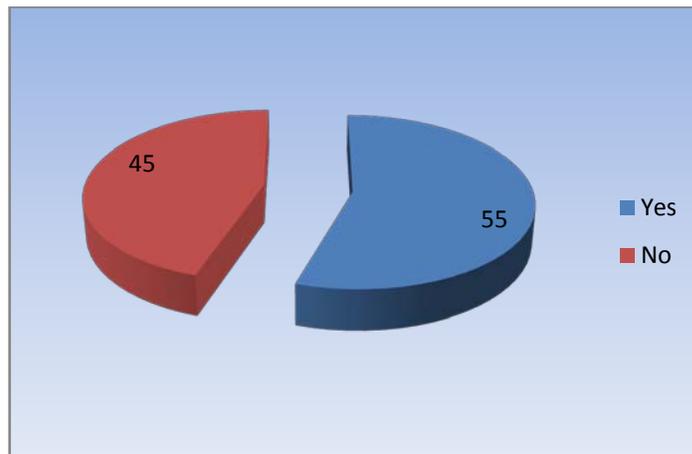


Figure 4

- 100 surveys were conducted to complete the customer questionnaire survey. Among them 38% are the GrameenPhone users,15% are Banglalink users,12% are Robi users,30% are Airtel users, 5% are Teletalk users, and no users of Citycell.

### 6.1.5 Do you use multiple telecom services?



**Figure 5**

- ✚ Many of the subscribers now a day's use multiple telecom services for different reasons (network problem, enjoy internet service, personal or official reasons). 100 surveys were conducted to complete the customer questionnaire survey. Among them 55 are using multiple telecom services and 45 are not using multiple telecom services.

### 6.1.6 Consumer promotion like TVC, Billboard, Print Ad, and Ad in Radio- Interests me about particular company's service

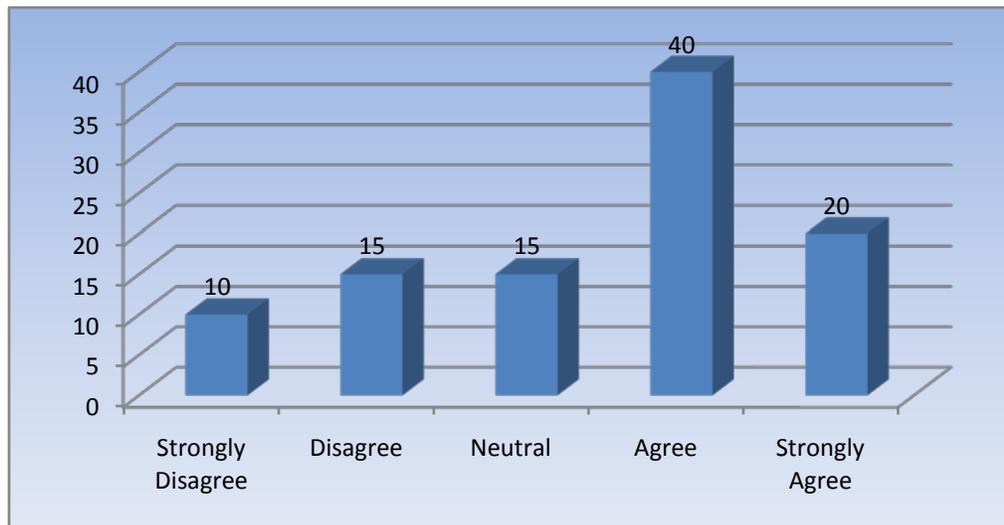


Figure 6

The main major marketers are to develop messages and select media that expose consumers, capture their attention. Consumer promotion like TVC, Billboard, Print Ad, and Ad in Radio create an interest consumer about a particular company's service. Television remains an essential communications tool for advertisers. People spend more time with TV than any other media. Billboards featuring stag visual image of these telecommunication industries. Now a day's Print Ad and Radio also play a very important role regarding promotional activities in telecommunication industry. . Consumer promotion like TVC, Billboard, Print Ad, and Ad in Radio create an interest consumer about a particular company's service-Strongly Disagreed by 10, Disagreed by 15, 15 were Neutral, Agreed by 40, and Strongly Agreed by 20. That reflects that TVC, Billboard, Print Ad, and Ad in Radio play an important role among consumers to create interest about a particular company's service.

### 6.1.7 Consumer promotion like TVC, Billboard, Print Ad, Ad in Radio –

#### Influences me to buy the company's service

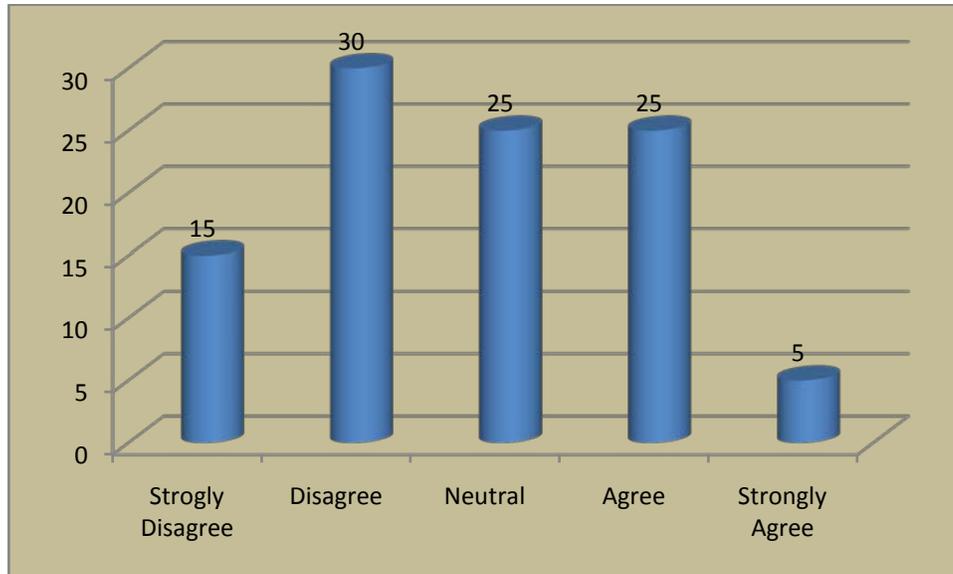


Figure 7

- Through consumer promotion like TVC, Billboard, Print Ad, Ad in Radio influences customers to buy that particular services. When one particular Ad liked by most of the viewer it's automatically influence to buy that particular product. This is called intension to purchase. Here from survey I found that this statement is- Strongly Disagree-15%,Disagree-20%,Neutral-25%,Agree-35%,Strongly Agree-5%.This implies that in Bangladesh consumer promotions are not strong enough to influence one to buy that particular service.

### 6.1.8 Consumer promotion in the telecommunication industry of Bangladesh communicates – The quality of voice clarity

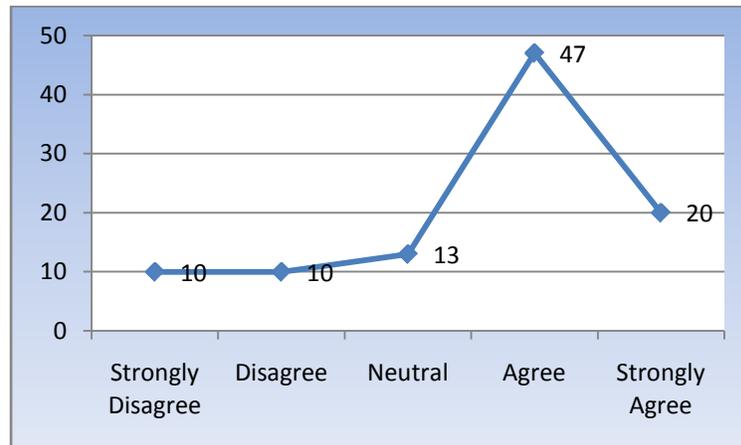


Figure 8

✚ In mobile telephony sector in Bangladesh vast competition has emerged. So the subscribers have various alternatives to choose according to their convenience. Obviously customers prefer a particular brand on the basis of some criteria. Therefore, to survive in the industry the companies have to identify the factors related to customer satisfaction and loyalty. The quality of voice clarity can be count as one important factor. Through this survey we can observe that the promotional activities communicate with the quality of voice clarity. 47% of the total sample population are agree and 20% are strongly agree, which is more than 50%.

### 6.1.9 Consumer promotion in the telecommunication industry of Bangladesh communicates – The quality of network availability

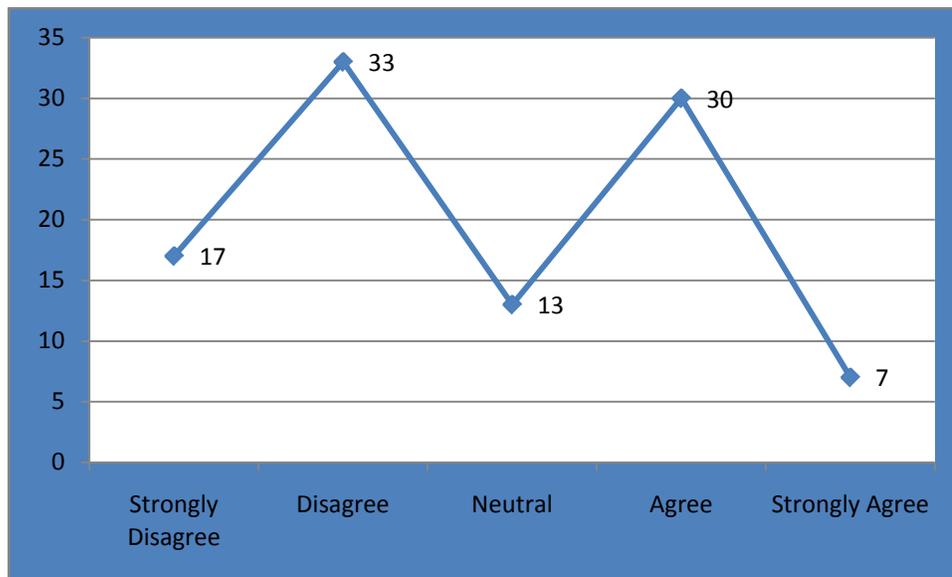


Figure 9

- ✦ The quality of network availability plays an important role while choosing one particular services. But the main problem is that mobile operator's network capacity is less than their demand. Again for some technical storage mobile phone company customers are facing problem to exchange information. Such as, a customer sometimes does not get connection or line due to busy network when he needs it much. And their problem is that network yet not set up countrywide for which the consumer cannot send information all the places. From my survey I found that consumer promotion in the telecommunication industry of Bangladesh does not communicate with the network availability. From the 100 respondents strongly disagrees 17, disagrees 33, neutrals 13, agrees 30, and strongly agrees 7.

### 6.1.10 Consumer promotion in the telecommunication industry of Bangladesh communicates– The quality of internet service

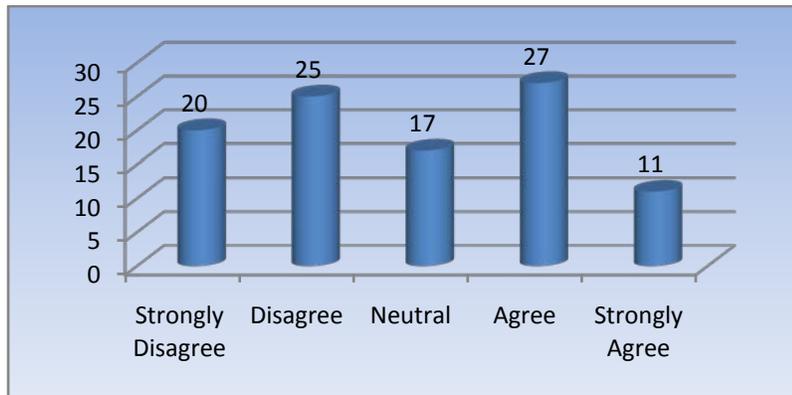


Figure 10

✚ Subscribers are not easily access in internet because of connection problem, speed of the internet which hampers their daily works. From my survey I found that 20% of the total respondents strongly disagree, 25% disagrees, 17% neutrals, 27% agrees, 11% strongly agrees.

### 6.1.11 Consumer promotion in the telecommunication industry of Bangladesh communicates – The quality of Value Added Services (VAS)

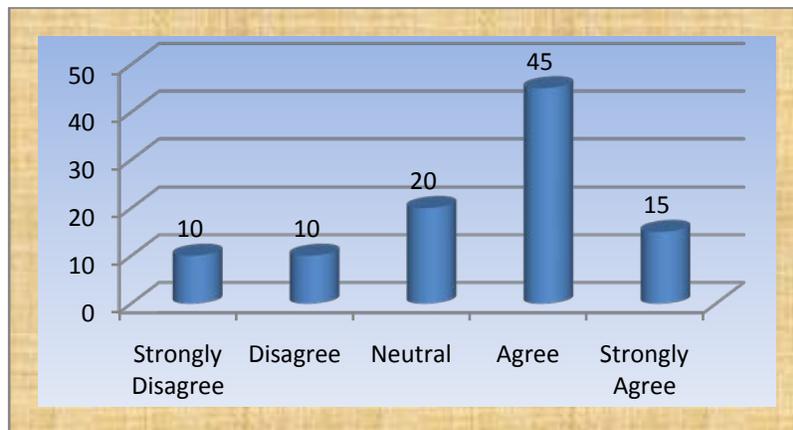
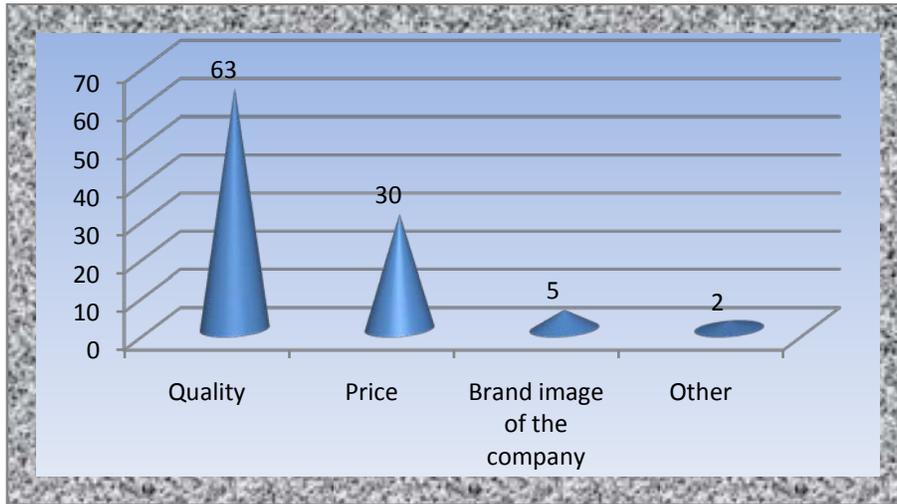


Figure 11

✚ Value Added Services (VAS) offer subscribers a service which can create value in subscribers mind and add value to the company's service. Now a day's all mobile operators are practicing this very well and through their promotional activities they communicates with customers. Here consumer promotion in the telecommunication

industry of Bangladesh communicates with the quality of Value Added Services strongly disagreed by 10%, disagreed by 10%, 20% neutrals, Agreed by 45%, and strongly agreed by 15%.

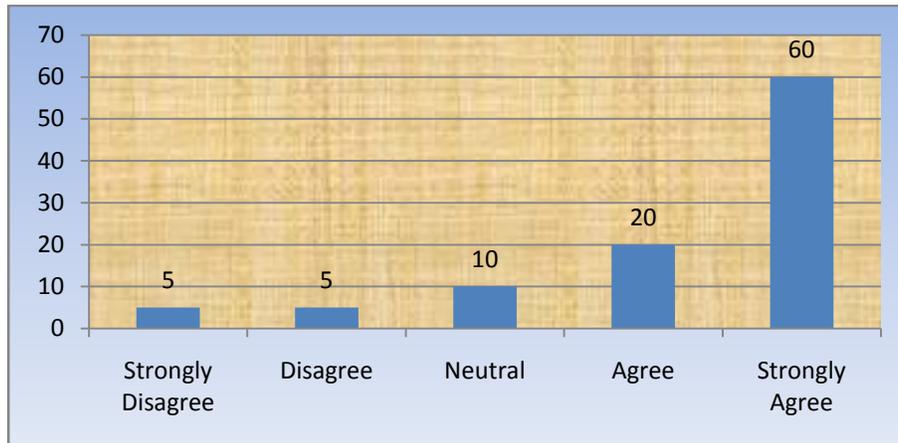
**6.1.12 What do you consider as important while choosing the service of a telecom company?**



**Figure 12**

- ✚ Quality is the most important issue considered by the users while choosing the service of a telecom industry. I found from survey 63% considered quality, 30% considered price, 5% considered brand image of the company, and 2% other.

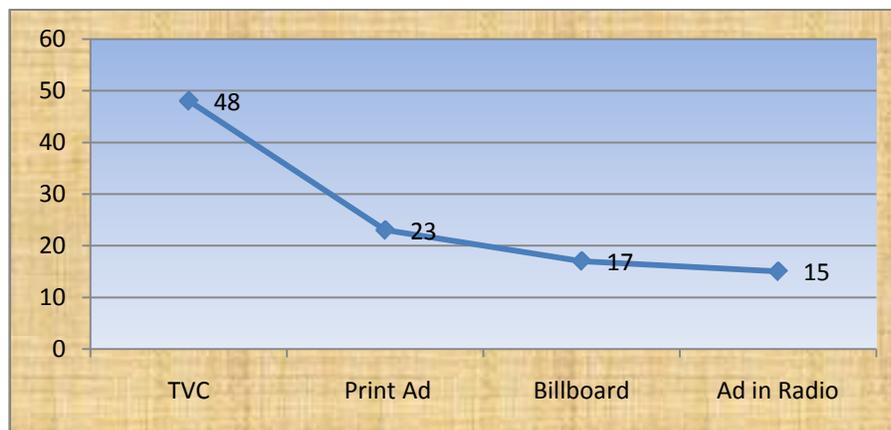
**6.1.13 While choosing a service, one individual think – If the price is fair, the quality is moderate**



**Figure 13**

✚ In Bangladesh most of the people while choosing one particular services, they are very price sensitive. In general they preferred moderate services with the fair price rather than high price high quality or low price low quality. Here 60% strongly agreed and 20% agreed this.

**6.1.14 Please rank the following promotional tools – TVC, Billboard, Print Ad, Ad in Radio**

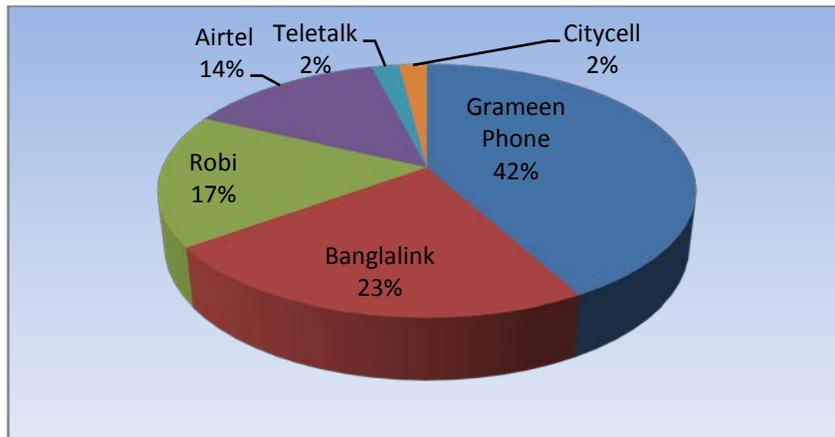


**Figure 14**

✚ The main major marketers are to develop messages and select media that expose consumers, capture their attention. Consumer promotion like TVC, Billboard, Print Ad,

and Ad in Radio create an interest consumer about a particular company's service. Television remains an essential communications tool for advertisers. People spend more time with TV than any other media. Billboards featuring stag visual image of these telecommunication industries. Now a day's Print Ad and Radio also play a very important role regarding promotional activities in telecommunication industry. TVC is ranked by 48 respondents, billboard is ranked by 17 respondents, Print Ad is ranked by 23 respondents, and Ad in Radio is ranked by 15 respondents. So TVC and Print Ad is the most effective tool used by the mobile operators in Bangladesh.

**6.1.15 Please rank the following company's promotions in order – GrameenPhone, Banglalink, Robi, Airtel, Citycell, Teletalk**



**Figure 15**

- ✚ Promotion is the act of furthering growth or development of something, activities that attract customers. From my survey I found that Gramophone are doing well in the promotional activities rather than other mobile operators.

# Hypothesis Generation

Based upon the information collected through above Primary and Secondary Research, hypotheses were being created. These hypotheses are being listed below –

*1) Is there any significant relationship between consumer promotion and service quality perception in the telecommunication industry of Bangladesh?*

- I. Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of voice clarity to the consumers.  
Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of voice clarity to the consumers.
  
- II. Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of network availability to the consumers.  
Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of network availability to the consumers.
  
- III. Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of internet service to the consumers.  
Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of internet service to the consumers.
  
- IV. Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of Value Added Services (VAS) to the consumers.  
Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of Value Added Services (VAS) to the consumers.

2) *Is there any significant relationship between price perception and service quality perception in the telecommunication industry of Bangladesh?*

V. Ho: Consumers in the telecommunication industry of Bangladesh do not perceive that higher the price of the service, higher the service quality.

Ha: Consumers in the telecommunication industry of Bangladesh perceive that higher the price of the service, higher the service quality.

VI. Ho: Consumers in the telecommunication industry of Bangladesh do not perceive that lower the price of the service, lower the service quality.

Ha: Consumers in the telecommunication industry of Bangladesh perceive that lower the price of the service, lower the service quality.

3) *Is there any significant relationship between consumer promotion and price perception in the telecommunication industry of Bangladesh?*

VII. Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the price of the service to the consumers.

Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the price of the service to the consumers

4) *Is there any significant relationship between price perception and brand loyalty in the telecommunication industry of Bangladesh?*

VIII. Ho: In the telecommunication industry of Bangladesh, consumers are not brand loyal if the price of the service is high.

Ha: In the telecommunication industry of Bangladesh, consumers are brand loyal if the price of the service is high.

IX. Ho: In the telecommunication industry of Bangladesh, consumers are not brand loyal if the price of the service is low.

Ha: In the telecommunication industry of Bangladesh, consumers are brand loyal if the price of the service is low.

5) *Is there any significant relationship between service quality perception and brand loyalty in the telecommunication industry of Bangladesh?*

X. Ho: In the telecommunication industry of Bangladesh, consumers are not brand loyal if the quality of the service is high.

Ha: In the telecommunication industry of Bangladesh, consumers are brand loyal if the quality of the service is high.

XI. Ho: In the telecommunication industry of Bangladesh, consumers are not brand loyal if the quality of the service is low.

Ha: In the telecommunication industry of Bangladesh, consumers are brand loyal if the quality of the service is low.

6) *Does demographic attributes have any effect on brand loyalty?*

XII. Ho: Gender does not have any effect on brand loyalty.

Ha: Gender has effect on brand loyalty.

XIII. Ho: Occupation does not have any effect on brand loyalty.

Ha: Occupation has effect on brand loyalty.

XIV. Ho: Income level does not have any effect on brand loyalty.

Ha: Income level has effect on brand loyalty.

## 4.3 Sample Plan

### 4.3.1 SAMPLE DESIGN

#### **Target Population**

In comprehending the target population, three sets of target population have been chosen:

- ⇒ Students of Dhaka City (Survey Questionnaire)
- ⇒ Service Holders of Dhaka City (Survey Questionnaire)
- ⇒ Businessperson of Dhaka City (Survey Questionnaire)

#### **Sample Frame**

The sample frames that have been selected are as follows:

- ⇒ Universities of Dhaka City
- ⇒ Corporate Houses of Dhaka City
- ⇒ Households of Dhaka City

#### **Sample Element**

- ⇒ Students, Service Holders, Businessperson who are currently using the service of a particular telecom company of Dhaka City.

Here, 100 surveys were conducted to complete the customer questionnaire survey.

Error Factor: 5%, as we are estimating that 95 out of the 100 interviews will be conclusive for our research.

### **4.3.2 SAMPLE TYPE**

Non-Probability sampling has been chosen for the research purpose. The objectives of the research will be determining what sort of sampling would be appropriate. In this research the questionnaire has been built to validate the hypotheses that have been formulated after the 'primary qualitative' stage. This means it is not portraying the universe and research findings will be valid when the representatives of the target population that will be surveyed through questionnaire.

To be more precise, the Convenience Sampling has been chosen as a method of interviewing. Because, to obtain a large number of completed questionnaire in the shortest time frame possible, and to complete it in an economical way, it was better to use convenience survey method. More to add, since a specific list of population was not present in this case, it was decided to conduct the convenience survey for the customers. Even though it was extensively used, there was always a risk of bias, since bias and variability of estimates could not be measured. So the set of respondents were chosen from as diverse background as possible.

## 6.3 Hypothesis Testing

- **Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of voice clarity to the consumers.**

**Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of voice clarity to the consumers.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of voice clarity	100	2.74	1.220	.122

**One-Sample Test**

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of voice clarity	-2.132	99	.035	-.260	-.50	-.02

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 2.74 which means almost “Neutral”. So, assuming 3 as the test value, we have conducted the T-Test. The value of t is -2.132 with significance 0.035 which is less than 0.05. So the null hypothesis is rejected. I can conclude that Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of voice clarity to the consumers.

⇒ **Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of network availability to the consumers.**

**Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of network availability to the consumers.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of network availability	100	3.14	1.407	.141

**One-Sample Test**

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of network availability	.995	99	.322	.140	-.14	.42

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 3.14 which means above “Neutral”. So, assuming 3 as the test value, we have conducted the T-Test. The value of t is 0.995 with significance 0.322 which is greater than 0.05. So the null hypothesis is not rejected. I can conclude that Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of network availability to the consumers.

⇒ **Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of internet service to the consumers.**

**Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of internet service to the consumers.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of internet service	100	2.90	1.124	.112

**One-Sample Test**

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of internet service	-.890	99	.376	-.100	-.32	.12

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 2.90 which means almost “Neutral”. So, assuming 3 as the test value, we have conducted the T-Test. The value of t is -0.890 with significance 0.376 which is greater than 0.05. So the null hypothesis is not rejected. I can conclude that Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of internet service to the consumers.

⇒ **Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of Value Added Services (VAS) to the consumers.**

**Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of Value Added Services (VAS) to the consumers.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of VAS	100	2.62	1.099	.110

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of VAS	-3.458	99	.001	-.380	-.60	-.16

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 2.62 which means almost “Neutral”. So, assuming 3 as the test value, we have conducted the T-Test. The value of t is -3.458 with significance 0.001 which is less than 0.05. So the null hypothesis is rejected. I can conclude that Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of VAS to the consumers.

⇒ **Ho: Consumers in the telecommunication industry of Bangladesh do not perceive that higher the price of the service, higher the service quality.**

**Ha: Consumers in the telecommunication industry of Bangladesh perceive that higher the price of the service, higher the service quality.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
While choosing a service, I think higher the price of the service, higher the quality	100	3.04	1.188	.119

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
While choosing a service, I think higher the price of the service, higher the quality	.337	99	.737	.040	-.20	.28

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 3.04 which means above “Neutral”. So, assuming 3 as the test value, we have conducted the T-Test. The value of t is 0.337 with significance 0.737 which is greater than 0.05. So the null hypothesis is not rejected. I can conclude that Consumers in the telecommunication industry of Bangladesh do not perceive that higher the price of the service, higher the service quality.

⇒ **Ho: Consumers in the telecommunication industry of Bangladesh do not perceive that lower the price of the service, lower the service quality.**

**Ha: Consumers in the telecommunication industry of Bangladesh perceive that lower the price of the service, lower the service quality.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
While choosing a service, I think lower the price of the service, lower the quality	100	2.82	1.149	.115

**One-Sample Test**

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
While choosing a service, I think lower the price of the service, lower the quality	-1.566	99	.120	-.180	-.41	.05

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 2.82 which means almost “Neutral” and the mode is 2 which means “Disagree”. So, assuming 3 as the test value, we have conducted the T-Test. The value of t is -1.566 with significance 0.120 which is greater than 0.05. So the null hypothesis is not rejected. I can conclude that Consumers in the telecommunication industry of Bangladesh do not perceive that lower the price of the service, lower the service quality.

Since the previous two tests proved that consumers in the telecommunication industry of Bangladesh perceive that neither lower the price of the service, lower the service quality nor higher the price of the service, higher the service. Now, I have conducted One Sample T-Test for the question “While choosing a service, do you think if the price is fair, the quality is moderate”.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
While choosing a service, I think if the price is fair, the quality is moderate	100	2.58	.901	.090

**One-Sample Test**

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
While choosing a service, I think if the price is fair, the quality is moderate	-4.662	99	.000	-.420	-.60	-.24

In this test, the mean is 2.52 which means almost “Neutral”. So, assuming 3 as the test value, I have conducted the T-Test. The value of t is -4.662 with significance 0.000 which is less than 0.05. So the null hypothesis is rejected. I can conclude that Consumers in the telecommunication industry of Bangladesh perceives that if the price is fair, the quality is moderate.

⇒ **Ho: Consumer promotion in the telecommunication industry of Bangladesh does not communicate the price of the service to the consumers.**

**Ha: Consumer promotion in the telecommunication industry of Bangladesh communicates the price of the service to the consumers.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Consumer promotion in the telecommunication industry of Bangladesh communicates the price of the service	100	3.02	1.371	.137

**One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Consumer promotion in the telecommunication industry of Bangladesh communicates the price of the service	.146	99	.884	.020	-.25	.29

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 3.02 which means above “Neutral”. So, assuming 3 as the test value, we have conducted the T-Test. The value of t is 0.146 with significance 0.884 which is greater than 0.05. So the null hypothesis is not rejected. I can conclude that Consumer promotion in the telecommunication industry of Bangladesh does not communicate the price of the service to the consumers.

⇒ **Ho: In the telecommunication industry of Bangladesh, consumers are not brand loyal if the price of the service is high.**

**Ha: In the telecommunication industry of Bangladesh, consumers are brand loyal if the price of the service is high.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Over the last few months/years, I have been using the same service because the price of the service is high	100	2.96	1.205	.121

**One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Over the last few months/years, I have been using the same service because the price of the service is high	-.332	99	.741	-.040	-.28	.20

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 2.96 which means almost “Neutral”. So, assuming 3 as the test value, we have conducted the T-Test. The value of t is -0.332 with significance 0.741 which is greater than 0.05. So the null hypothesis is not rejected. I can conclude that in the telecommunication industry of Bangladesh, consumers are not brand loyal if the price of the service is high.

⇒ **Ho: In the telecommunication industry of Bangladesh, consumers are not brand loyal if the price of the service is low.**

**Ha: In the telecommunication industry of Bangladesh, consumers are brand loyal if the price of the service is low.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Over the last few months/years, I have been using the same service because the price of the service is low	100	3.06	1.213	.121

**One-Sample Test**

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Over the last few months/years, I have been using the same service because the price of the service is low	.495	99	.622	.060	-.18	.30

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 3.06 which means above “Neutral”. So, assuming 3 as the test value, I have conducted the T-Test. The value of t is 0.495 with significance 0.622 which is greater than 0.05. So the null hypothesis is not rejected. I can conclude that in the telecommunication industry of Bangladesh, consumers are not brand loyal if the price of the service is low.

⇒ **Ho: In the telecommunication industry of Bangladesh, consumers are not brand loyal if the quality of the service as high.**

**Ha: In the telecommunication industry of Bangladesh, consumers are brand loyal if the quality of the service as high.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Over the last few months/years, I have been using the same service because the quality of the service is high	100	2.98	1.231	.123

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Over the last few months/years, I have been using the same service because the quality of the service is high	-.163	99	.871	-.020	-.26	.22

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 2.98 which means above “Neutral”. So, assuming 3 as the test value, I have conducted the T-Test. The value of t is -0.163 with significance 0.871 which is greater than 0.05. So the null hypothesis is not rejected. I can conclude that in the telecommunication industry of Bangladesh, consumers are not brand loyal if the quality of the service is high.

⇒ **Ho: In the telecommunication industry of Bangladesh, consumers are not brand loyal if the quality of the service as low.**

**Ha: In the telecommunication industry of Bangladesh, consumers are brand loyal if the quality of the service as low.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Over the last few months/years, I have been using the same service because the quality of the service is low	100	3.08	1.152	.115

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Over the last few months/years, I have been using the same service because the quality of the service is low	.695	99	.489	.080	-.15	.31

For testing the above hypothesis, I have conducted One Sample T-Test. In this test, the mean is 3.08 which means above “Neutral”. So, assuming 3 as the test value, I have conducted the T-Test. The value of t is 0.695 with significance 0.489 which is greater than 0.05. So the null hypothesis is not rejected. I can conclude that in the telecommunication industry of Bangladesh, consumers are not brand loyal if the quality of the service is low.

Since the previous four tests proved that consumers in the telecommunication industry of Bangladesh are brand loyal neither if the price of the service is low or high nor the quality of the service is low or high. Now, I have conducted One Sample T-Test for the question “Over the last few months/years, have you been using the same service because the price of the service is fair?”

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Over the last few months/years, I have been using the same service because the price of the service is fair	100	2.64	.959	.096

**One-Sample Test**

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Over the last few months/years, I have been using the same service because the price of the service is fair	-3.754	99	.000	-.360	-.55	-.17

In this test, the mean is 2.64 which means almost “Neutral”. So, assuming 3 as the test value, I have conducted the T-Test. The value of t is -3.754 with significance 0.000 which is less than 0.05. So the null hypothesis is rejected. I can conclude that in the telecommunication industry of Bangladesh, consumers are brand loyal if the price of the service is fair.

Now, let's have a look which variable represents the brand loyalty of the respondents in this report –

**Do you put an effort while choosing the service of a telecom company? \* Do you use multiple telecom services? Crosstabulation**

			Do you use multiple telecom services?		Total
			Yes	No	
Do you put an effort while choosing the service of a telecom company?	Yes	Count	40	30	70
		% within Do you use multiple telecom services?	74.1%	65.2%	70.0%
	No	Count	14	16	30
		% within Do you use multiple telecom services?	25.9%	34.8%	30.0%
Total		Count	54	46	100
		% within Do you use multiple telecom services?	100.0%	100.0%	100.0%

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.928 <sup>a</sup>	1	.335		
Continuity Correction <sup>b</sup>	.554	1	.457		
Likelihood Ratio	.926	1	.336		
Fisher's Exact Test				.385	.228
Linear-by-Linear Association	.919	1	.338		
N of Valid Cases	100				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.80.

b. Computed only for a 2x2 table

This is a Crosstab between “Do you put an effort while choosing the service of a telecom company?” and “Do you use multiple telecom services?” just to know whether there is any association between these two variables. Since, the significance of Pearson chi-square test is .335 which is greater than 0.05; there is an association between these two variables.

**Do you feel attached to a particular telecom company over the others? \* Do you use multiple telecom services? Crosstabulation**

			Do you use multiple telecom services?		Total
			Yes	No	
Do you feel attached to a particular telecom company over the others?	Yes	Count % within Do you use multiple telecom services?	44 81.5%	28 60.9%	72 72.0%
	No	Count % within Do you use multiple telecom services?	10 18.5%	18 39.1%	28 28.0%
Total		Count % within Do you use multiple telecom services?	54 100.0%	46 100.0%	100 100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.235 <sup>a</sup>	1	.022		
Continuity Correction <sup>b</sup>	4.262	1	.039		
Likelihood Ratio	5.263	1	.022		
Fisher's Exact Test				.027	.019
Linear-by-Linear Association	5.182	1	.023		
N of Valid Cases	100				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.88.

b. Computed only for a 2x2 table

This is a Crosstab between “Do you feel attached to a particular telecom company over the others?” and “Do you use multiple telecom services?” just to know whether there is any association between these two variables. Since, the significance of Pearson chi-square test is .022 which is less than 0.05; there is no association between these two variables.

**If a company's service you are using now is not available at the stores, would you choose another company?  
\* Do you use multiple telecom services? Crosstabulation**

		Do you use multiple telecom services?		Total
		Yes	No	
If a company's service you are using now is not available at the stores, would you choose another company?	Yes	Count 32 59.3%	Count 32 69.6%	64 64.0%
	No	Count 22 40.7%	Count 14 30.4%	36 36.0%
Total		Count 54 100.0%	Count 46 100.0%	100 100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.145 <sup>a</sup>	1	.285		
Continuity Correction <sup>b</sup>	.741	1	.389		
Likelihood Ratio	1.152	1	.283		
Fisher's Exact Test				.304	.195
Linear-by-Linear Association	1.134	1	.287		
N of Valid Cases	100				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.56.

b. Computed only for a 2x2 table

This is a Crosstab between “If a company's service you are using now is not available at the stores, would you choose another company?” and “Do you use multiple telecom services?” just to know whether there is any association between these two variables. Since, the significance of Pearson chi-square test is 0.285 which is greater than 0.05; there is an association between these two variables.

From the above three Crosstabs, it is pretty much clear that in this report, “Do you use multiple telecom services?” variable is the representative of brand loyalty among the consumers of telecom industry of Bangladesh.

⇒ **Ho: Gender does not have any effect on brand loyalty.**

**Ha: Gender has effect on brand loyalty.**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Gender of Respondent <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Do you use multiple telecom services?

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.203 <sup>a</sup>	.041	.031	.493

a. Predictors: (Constant), Gender of Respondent

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.024	1	1.024	4.213	.0308 <sup>a</sup>
	Residual	23.816	98	.243		
	Total	24.840	99			

a. Predictors: (Constant), Gender of Respondent

b. Dependent Variable: Do you use multiple telecom services?

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.746	.148		11.803	.000
	Gender of Respondent	-.217	.106	-.203	-2.053	.0308

a. Dependent Variable: Do you use multiple telecom services?

Here, the significance is 0.308 which is greater than 0.50. So, the null hypothesis is not rejected.

I can conclude that gender has no effect on brand loyalty.

⇒ **Ho: Occupation does not have any effect on brand loyalty.**

**Ha: Occupation has effect on brand loyalty.**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Occupation of Respondent <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Do you use multiple telecom services?

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.110 <sup>a</sup>	.012	.002	.500

a. Predictors: (Constant), Occupation of Respondent

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.298	1	.298	1.190	.027 <sup>a</sup>
	Residual	24.542	98	.250		
	Total	24.840	99			

a. Predictors: (Constant), Occupation of Respondent

b. Dependent Variable: Do you use multiple telecom services?

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.343	.118		11.360	.000
	Occupation of Respondent	.085	.078	.110	1.091	.027

a. Dependent Variable: Do you use multiple telecom services?

Here, the significance is 0.027 which is less than 0.50. So, the null hypothesis is rejected. I can conclude that occupation has effect on brand loyalty.

⇒ **Ho: Income level does not have any effect on brand loyalty.**

**Ha: Income level has effect on brand loyalty.**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Level of Income of Respondent <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: Do you use multiple telecom services?

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.112 <sup>a</sup>	.013	.003	.500

a. Predictors: (Constant), Level of Income of Respondent

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.314	1	.314	1.254	.026 <sup>a</sup>
	Residual	24.526	98	.250		
	Total	24.840	99			

a. Predictors: (Constant), Level of Income of Respondent

b. Dependent Variable: Do you use multiple telecom services?

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.374	.091		15.039	.000
	Level of Income of Respondent	.057	.051	.112	1.120	.026

a. Dependent Variable: Do you use multiple telecom services?

Here, the significance is 0.026 which is less than 0.50. So, the null hypothesis is rejected. I can conclude that income level has effect on brand loyalty.

## 4.5 Findings

- ⇒ Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of voice clarity to the consumers.
- ⇒ Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of network availability to the consumers.
- ⇒ Consumer promotion in the telecommunication industry of Bangladesh does not communicate the quality of internet service to the consumers.
- ⇒ Consumer promotion in the telecommunication industry of Bangladesh communicates the quality of VAS to the consumers.
- ⇒ Consumers in the telecommunication industry of Bangladesh do not perceive that higher the price of the service, higher the service quality.
- ⇒ Consumers in the telecommunication industry of Bangladesh do not perceive that lower the price of the service, lower the service quality.
- ⇒ Consumers in the telecommunication industry of Bangladesh perceive that if the price is fair, the quality is moderate.
- ⇒ Consumer promotion in the telecommunication industry of Bangladesh does not communicate the price of the service to the consumers.
- ⇒ In the telecommunication industry of Bangladesh, consumers are not brand loyal if the price of the service is high.
- ⇒ In the telecommunication industry of Bangladesh, consumers are not brand loyal if the price of the service is low.
- ⇒ In the telecommunication industry of Bangladesh, consumers are not brand loyal if the quality of the service is high.

- ⇒ In the telecommunication industry of Bangladesh, consumers are not brand loyal if the quality of the service is low.
- ⇒ In the telecommunication industry of Bangladesh, consumers are brand loyal if the price of the service is fair.
- ⇒ Gender has no effect on brand loyalty
- ⇒ Occupation has effect on brand loyalty
- ⇒ Level of Income has effect on brand loyalty

## 5.0 Recommendations

- ⇒ Quality is considered as the most important factor while choosing the service of a telecom company. So, quality should be focused more in the promotional activities.
- ⇒ Since consumers in the telecommunication industry of Bangladesh perceive that if the price is fair, the quality is moderate; promotional activities should be more detailed to communicate the price of the service and its fairness.
- ⇒ In the telecommunication industry of Bangladesh, consumers are brand loyal if the price of the service is fair. So, the promotional activities should promote their fairness of services in terms of price and service quality.
- ⇒ TVC and Print Ad is the most effective promotional tool used by the telecom companies considering the effectiveness in communicating the price of the service, quality of the service, brand image of the company. So, telecom companies should focus on more on TVC and Print Ads rather than other promotional tools.
- ⇒ Consumer promotion in the telecommunication industry of Bangladesh should communicate the quality of network availability and internet service to the consumers through their promotional activities
- ⇒ GrameenPhone is the leader in communicating the price of the service, quality of the service, brand image of the company through their promotions. Other telecom companies should step forward in this regard as this is one the most important keys to high revenue.

## Conclusion

In conclusion, I would like to say that the telecom industry has the potential to stand with the other operators in the same industry worldwide. The telecom operators have the knowledge and expertise which will definitely help them to gain more customers in the future and increase the market share. The customers are the kings who give their valuable fund to the operators and the operators run just because the customers are using their products and services. So it is to be remembered that the customers are right.

In the context of service oriented organization, trust and switching cost have great importance in the service marketing to ensure the customer loyalty beside the service quality. Therefore, from this study, telecom operators can get the indications on which of the issues they have to pay more attention to hold the market share, to raise it and to increase the usages. Finally, this research will encourage further study and useful guidelines for these types of researches.

So the customers should be made clear about what they are using, what its charges are and how they can best utilize it. Making the customers happy and aware puts the operators in less risk as they will not expect more and expect less when they know about the operator. They will expect exactly what the operators want them to expect and thus if the operators can over-deliver, the customer satisfaction will be attained.

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# Appendices

***A RELATIONAL STUDY ON CONSUMER PROMOTION, PRICE PERCEPTION, SERVICE QUALITY PERCEPTION AND BRAND LOYALTY IN THE CONTEXT OF TELECOMMUNICATION INDUSTRY IN BANGLADESH***

Tick (√) the most appropriate responses for you. This survey is for the partial fulfillment of my **Internship**. The questionnaire should take no more than five minutes to complete. Your responses will be of great help in accomplishing the study. However, this information is for academic purposes only and will not be disclosed elsewhere. I heartily thank you for your cooperation.

- 1) Gender:
  - Male
  - Female
- 2) Occupation:
  - Student
  - Service Holder
  - Businessperson
  - Other \_\_\_\_\_
- 3) Income Level:
  - Less than BDT 15,000
  - BDT 15,001 – BDT 30,000
  - BDT 30,001 – BDT 70,000
  - More than BDT 70,000
- 4) Which telecom service are you using now?
  - GrameenPhone
  - Banglalink
  - Robi
  - Airtel
  - Citycell
  - Teletalk
- 5) Do you use multiple telecom services?
  - Yes
  - No
- 6) Consumer promotion like TVC, Billboard, Print Ad, Ad in Radio –

<i>(Tick (√) the most appropriate responses for you)</i>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Interests me about a particular company's service					
Influences me to buy the company's service					
Gives a good image of the company					

- 7) Consumer promotion in the telecommunication industry of Bangladesh communicates –

<i>(Tick (√) the most appropriate responses for you)</i>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The quality of voice clarity					
The quality of network availability					
The quality of internet service					
The quality of Value Added Services (VAS)					
The price of the service					
A good value for money					

8) Do you put an effort while choosing the service of a telecom company?

- Yes
- No

9) Do you feel attached to a particular telecom company over the others?

- Yes
- No

10) If a company's service you are using now is not available at the stores, would you choose another company?

- Yes
- No

11) Over the last few months/years, I have been using the same service because –

<i>(Tick (√) the most appropriate responses for you)</i>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The price of the service is high					
The price of the service is low					
The price is fair / good value for money					
The quality of the service is high					
The quality of the service is low					
Of the brand image of the company					

12) What do you consider as important while choosing the service of a telecom company?

- Price
- Quality
- Brand image of the company
- Other \_\_\_\_\_

13) While choosing a service, I think –

<i>(Tick (√) the most appropriate responses for you)</i>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Higher the price of the service, higher the quality					
If the price is fair, the quality is moderate					
Lower the price of the service, lower the quality					
Lower the price of the service, higher the quality					

14) Considering how well the telecom company is communicating the price of the service, quality of the service, brand image of the company through their promotions, please rank the following company's promotions in order –

<i>(1 – Most Impressive, 5 – Least Impressive)</i>	Ranking
GrameenPhone	
Banglalink	
Robi	
Airtel	
Citycell	

15) Please rank the following promotional tools used by the telecom companies in order considering the effectiveness in communicating the price of the service, quality of the service, brand image of the company.

<i>(1 – Most Effective, 5 – Least Effective)</i>	Ranking
TVC	
Billboard	
Print Ad	
Ad in Radio	

**“THANK YOU FOR YOUR COOPERATION”**