



Internship report on:

**“Consumer Behavior of Banglalink Digital Communications Limited”**

**Course code: BUS400**

**Submitted to**

Dr. Md. Mamun Habib, PhD

Associate Professor

BRAC Business School

BRAC University

**Submitted by**

S M Sazid Islam

ID: 15104081

Semester: Spring 2019

BRAC Business School (BBS)

BRAC University

**Date of Submission: 7<sup>th</sup> May, 2019**



## Letter of Transmittal

May 07, 2019

Dr. Md. Mamun Habib, PhD  
Associate Professor  
BRAC Business School (BBS)  
BRAC University

**Subject: Submission of internship report on “Consumer Behavior of Banglalink Digital Communications Limited”**

Dear Sir,

With due respect, I would like to inform you that, it is a great pleasure for me to submit the internship report on the topic: “Consumer Behavior of Banglalink Digital Communications Limited”, as a requirement of BUS400 course and for the completion of Business Administration Degree (BBA). It has been a great experience for me to work in the Marketing department of one of the leading telecommunication operator company of Bangladesh. While doing an internship in Banglalink, I obtained an in-depth knowledge on Market Research and gathered experiences on the business like use of different research methodologies like FGD- Focus group discussion, EGD- Expert group discussion, IDI- In-depth interview, etc. Moreover, by working in different projects I got to understand the present situation of the telecommunication industry of Bangladesh and about the position of Banglalink in the market.

I am grateful to you sir for your guidance and kind cooperation at every step of my endeavor on this report. I shall be highly obliged if you are kind enough to receive this report and provide your judicious advice on effort.

Sincerely yours,

---

S M Sazid Islam  
BRAC Business School (BBS)  
BRAC University  
ID: 15104081



## Acknowledgement

At the very beginning, I would like to express my gratitude to Allah (SWT) for enabling me to complete this report in due time. To achieve the Bachelor of Business Administration (BBA) degree, the internship program is a mandatory part which needs to be completed under the course name BUS400 of BRAC University. As result, preparing this internship report was a very important task which involves invaluable assistance and cooperation of a number of people, without capitalizing on whose knowledge, the formidable task of completing this study could not have been possible. First of all, I would like to thank BRAC Business School for illuminating me throughout the journey of my Bachelor in Business Administration and Banglalink Digital Communications Limited for recruiting me as an intern in the Marketing department. I will be obliged to all the honorable faculties of BRAC University for their utmost level of help during my University life in the rest of life. Besides, I will be thankful to Banglalink Digital Communications Ltd. as I have gathered an enormous deal of experience while working on different projects like BHT (Brand Health Track), NPS (Net Promoter Score), SME & Soho package, etc. of Banglalink. As well as, I produced reports of pro and post evaluation of campaigns. I would like to express my sincere gratitude to my internship supervisor and honorable faculty of BRAC University, Dr. Md. Mamun Habib, PhD who guided me to write my internship report and finish my last report of my undergraduate life accordingly on time. Whenever I asked for direction about the report he always came up with a helping hand. It would never have been possible for me to prepare this report without the support and instruction of my honorable teacher. He gave me suggestions to make this report as informative and constructive as possible. I would also like to thank my line manager Mahfuz Un Nabi, Research Manager, Commercial Strategy and Planning for his help during since the very beginning stage of my internship program. From the very first day, he guided me with proper direction. I could not have prepared this report without his help. I will never forget his kind help and support during my learning period. Lastly, I would like to thank, all the members of the Commercial planning and market research team as well as the Marketing department of Banglalink who were very supportive and helpful throughout my 3 months' internship period.



## Executive Summary

The Telecommunication industry is one of the biggest industry in Bangladesh, Banglalink Digital Communications Limited is one of the leading and successful companies in the industry conquering the third position in the ranking. This paper reflects on to evaluate the customer satisfaction of Banglalink. Firstly, it assesses the telecommunication industry giving a description of the business followed by the paper focuses on gaining customer insights through survey data collection, followed by interpretation and analysis of the data collected through both online and offline platform. In this study, I focused mainly on identifying the potential customers of Banglalink based on their recharge pattern, connection type, their views towards the advertisements and promotions, etc. This research is exploratory research where I tried to unearth the present position of Banglalink in the telecommunication market as well as, tried to identify the areas of improvement according to the customers such as network coverage needs to be improved. Moreover, I tried to discover the areas mostly liked by the consumers of Banglalink. Since this is a customer based research there is some delamination of the study such as the sample size considered is only 100 and the group of people surveyed can be extended which will make the study more accurate and reliable. Finally, some crucial recommendations have been shared which Banglalink might follow to strengthen their customer satisfaction base.



## Contents

<b>Organizational Overview .....</b>	<b>1</b>
<b>Profile .....</b>	<b>1</b>
<b>Description of the Business.....</b>	<b>2</b>
<b>1. Introduction to the report or study .....</b>	<b>4</b>
<b>1.1 Rationale of the study .....</b>	<b>4</b>
<b>1.2 Scope and delamination of the study.....</b>	<b>4</b>
<b>1.3 Research Objective.....</b>	<b>4</b>
<b>1.4 Research questions .....</b>	<b>5</b>
<b>2. Literature review .....</b>	<b>5</b>
<b>3. Methodology of the study .....</b>	<b>7</b>
<b>4. Analysis &amp; Interpretation of the data .....</b>	<b>8</b>
<b>Findings of the Study .....</b>	<b>18</b>
<b>Recommendations .....</b>	<b>18</b>
<b>Conclusion .....</b>	<b>19</b>
<b>Appendix .....</b>	<b>20</b>
<b>References .....</b>	<b>21</b>



## Organizational Overview

### Profile

Banglalink is the third largest telecommunication company in Bangladesh with a huge number of subscribers of 33.69 million and market share of 21.55%. It started its journey in February 2005, with a very wise and honest mission of “**Bringing Mobile Telephony to The Masses**” which simply means making mobile phone services reachable to the mass people of Bangladesh irrespective of their class. This challenging yet effective mission helped Banglalink to reach this strong and competitive position today. Banglalink was successful to change the concept of those people who used to consider telecommunication services as a luxury by delivering affordable option for customers across a wide range of market segments. Since, Bangladesh is a mostly middle-class based, developing country people were very positive with the emergence of such an affordable telecommunication service while fulfilling the need. Banglalink is fully owned by VEON is formerly known as VempelCom. VEON is a Netherland based International telecommunications and technology business with more than 210 million customers worldwide. Earlier, Banglalink was owned by Orascom Telecom Ventures Limited. Banglalink managed to hold its competitive position in the market through the emergence of innovative and affordable packages and services targeting different market segments, aggressive improvements of network quality and dedicated customer care, creating an extensive distribution network across the country and establishing a strong brand image.

**Parent company:** VEON-Russia

**Type:** A Subsidiary company of VEON

**Founded on:** The Year 2005

**Headquarter:** Tiger’s Den, 3 Bir Uttam Mir Shawkat Sarak, Dhaka-1208

**Industry:** Telecommunication

**Products:** Mobile Telephony, EDGE, GSM, Postpaid, Prepaid SIM cards

**Mission:** “Bringing mobile telephony to the masses”



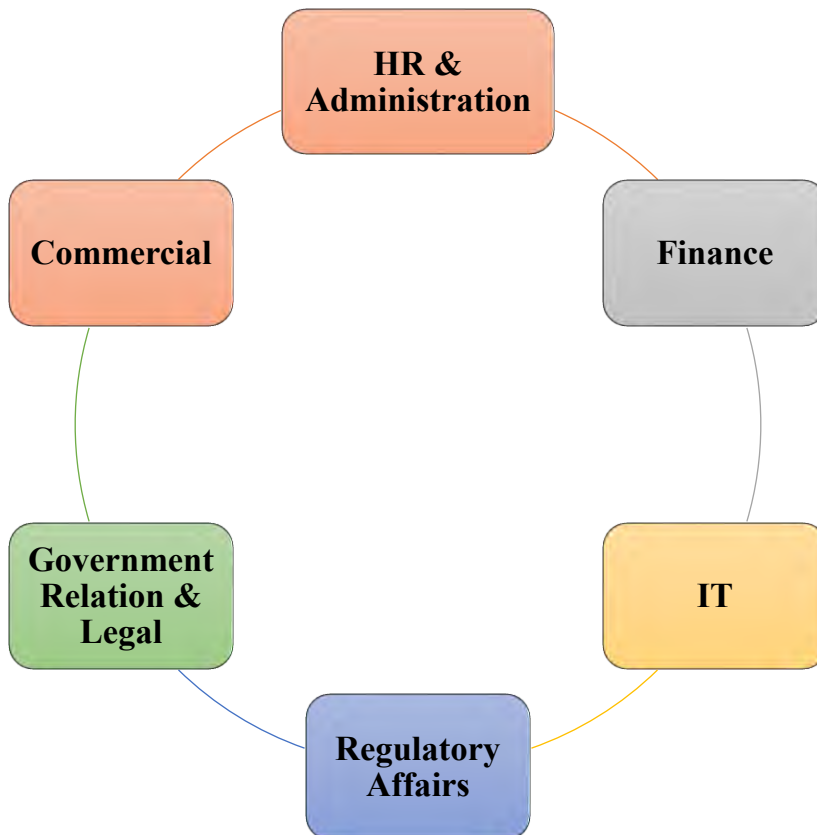
**Vision:** “Banglalink values people’s need best and will offer appropriate and user friendly communication services in order to make the user’s life easier”

**Goal:** To make cellular telecommunication service affordable to the mass people regardless of class and income level.

**Slogan:** “start something new”.

### Description of the Business

Banglalink is a workplace that promotes open desk system which encourages the employees to communicate better and promotes teamwork. The total team of Banglalink is divided into 6 which cover numerous other departments under them. The core departments of the organization are Finance, HR & Administration, Commercial, IT, Regulatory Affairs & Government Relation & Legal. These departments work together to provide a high-quality telecommunication service among all the customers around the world.



*Figure: Departments in Banglalink Digital Communications Limited*



**Figure: Organization Structure of Banglalink**

The core products of the company include pre-paid, post-paid & pro-paid (a combination of post and pre-paid) SIM cards which come with a number of value added services such as cricket update service, international roaming facility, Voice Mail Service, Text Mail Service, I-Bubble, Song dedication services, etc. Moreover, some of the physical products offered by Banglalink include handsets with attractive internet and call rate packages.





## **1. Introduction to the report or study**

### **1.1 Rationale of the study**

The quality of telecommunication services is mainly dependent upon the customer's insight about the services. The position that the companies hold today is mainly because of the subscribers they hold, the positive word of mouth shared by the subscribers and their usage rate which reflects the satisfaction level towards the cellular mobile service. Banglalink today is the 3<sup>rd</sup> largest telecommunication service provider in Bangladesh based on the number of subscribers which is about 33.69 million according to BTRC (Bangladesh Telecommunication Regulatory Commission) update of January 2019. This number is increasing day by day and having very good competition in the market. The rationale of the study is to analyze the consumer behavior of Banglalink and the overall satisfaction level of the consumers and the loopholes of the services are also identified. As well as, to discover the areas of improvement that the customers seek for which are preventing them from reaching the maximum satisfaction level. This research will give a clear picture of the customer's insight of Banglalink. An in-depth market research is conducted consist of both qualitative and quantitative questions to unearth the core reasons causing the fluctuation in customer satisfaction.

### **1.2 Scope and delamination of the study**

The main limitation of this study is that most of the respondents are from the same city, Dhaka which will not allow portraying a true scenario of the research. Moreover, people from other professions could have been included but due to lack of scope of reaching those people such as farmers, they were not considered. Hence, there is always a huge scope of better findings by increasing the sample size, diversifying the research by including people from other regions such as Khulna, Barisal, and professions like farmers.

### **1.3 Research Objective**

- To identify the core consumer behaviors of Banglalink
- To identify the true target market of Banglalink
- To identify the areas of improvement of Banglalink
- To identify the word of mouth base of Banglalink



- To identify the position of Banglalink in the current telecommunication market of Bangladesh
- To recommend possible ways for retaining a strong customer base by maximizing customer satisfaction

## 1.4 Research questions

The research seeks to answer the following questions:

- What is the majority consumer group of Banglalink telecommunication?
- What is the most used or popular SIM connection type of Banglalink?
- Does a user prefer Banglalink over competitor telecommunication services?
- What are the top reasons for using Banglalink according to users?
- What are the areas Banglalink needs to improve according to users?
- Does the Banglalink user spread a positive word of mouth about the service?

## 2. Literature review

The Market segment can be simply defined as a group of people who are potential or at-present customers who own some common characteristic that can be aligned to assume their responses to specific market stimuli (Frank, 2007). Purchasers of many products can be categorized into two segments: repeat buyers and first-time buyers that varies with respect to the media and communication plans which a potential supplier might implement (Robinson & Faris, 2005). Market segmentation addresses the identification of particular segments and then develop unique marketing programs along with suitable communication strategy for each segment (Mousse, 2014). When the customer segments are proficiently identified, marketer selects the perfect segment to consider a target market. Customers will have different expectations but since they are from the same target market, they have commonalities (Mark, 2004). However, not all firms have the ability to meet every respective need of customers and opting for it might be less profitable for the business. Therefore, the goal is to reach high-yield customers only who are eventually the lucrative segment for the firm to offer (Cammilleri, 2009)



Retention is the policy through which a company keep its consumers and maintain a strong relationship with them by continuously furnishing the connection in between (Crie, 1996). It is measured through the volume of usage or consumption span of a company's offerings (Henning-Thurgan, 2004). The more a customer stays connected with a firm, the more he will be prone to purchase even if price increases till the acceptance limit, and the more he will attempt to spread positive word of mouth (Coviello, 2001). Retention is an active indicator of a firm's ability for customer acquisition and financial performance (Gilad, 2011). Marketers must opt for finding factors the positively affect loyalty and make sure customer retains (Bahri-Ammari, 2014). This could be achieved by developing proven strategies of claims-process and the policy of relationship building and tracking (Lawrence & Buttle, 2006).

Customer loyalty is a sense of commitment customers perceive to repurchase a product or service that had been previously preferred (Majumdar, 2005). Loyal customers tend to purchase repeatedly from a particular vendor whenever needed and recommend those vendors to other potential customers and hold a positive impression towards that specific firm (Kandampully, 2000). There are two kinds of customer loyalty according to the literature, attitudinal and behavioral (Baloglu, 2001). Behavior loyalty signifies the way of behaving since repeat purchase proves a sense of loyalty (Kumar, 2006). The attitudinal approach indicates the coagulation of different positive emotions that grow loyalty towards a product or vendor (Kursunluoglu, 2011).

Customer perceived value is a trade-off among the benefits customers receive and the cost they need to pay in order to avail a particular offering from a vendor (Monroe, 1990). Therefore, perceived benefits are a collection of physical characteristics of the product, attributes of the service and support facilities that come across with the product (Anderson, 2005). Secondly, the perception of value differs between customers. The various customers in the same target market can possess different perception regarding the same product of that firm since perception depends on physiological, psychological and social factors (Perkins, 1993). Finally, a firm is better off if it can offer high value compared to its competitors for the same price hence value has a connection with competition in the same industry (Kortge & Okonkwo, 1993).

Promotions are benefits to customers by which encounter monetary savings. The promotion also allows customers to avail of higher quality products by decreasing the price that was one unaffordable (Neslin, 1993). Promotion reduces customer's difficulty to search for a particular



product as firms continuously communicate the promotions to its target customers through the most convenient communication aid (Dhar & Hoch, 1996). Furthermore, promotion may also trigger customers' feeling of confidence as to be smart and vigilant that has made them good shoppers (Dreze & Perle, 1994). Customers are allowed to explore and gain further information about the firm while experiencing a particular promotional campaign (Raghubir, 1998). Finally, promotion is made in order to provoke interests in customers' minds hence it creates a sense of joy and positive impression towards the firm that eventually encourage customers to consider the purchase of the promoted product (Schindler, 1992).

In this era, dynamic price setting strategies have become key to business success (Cox, 2004). Customers are sensitive to price and actively respond to price setting strategies and evaluate the product's attributes whether it properly signifies with the price charged (Xia, 2004). Consumers focus on judging the product's potential to meet his needs in contrast to the price paid to the vendor (Choi, 2006). Customers perceived the fair price as an important factor to calculate if the price is reasonable, acceptable and justifiable (Chung & Patrick, 2013). Customers tend to develop a positive or a negative impression regarding a particular firm towards what it offers in exchange of the price charged and based on this perception customer develop senses of loyalty, willingness to accept price increase and spread positive word of mouth (Monroe, 2006). Consumers who are satisfied with the price and believe the price is not overcharging compared to the value being provided tend to be interactive and share their views and opinions within their comfortable community, hence benefitting the particular organization that offered the product (Hollebeek, 2013).

### **3. Methodology of the study**

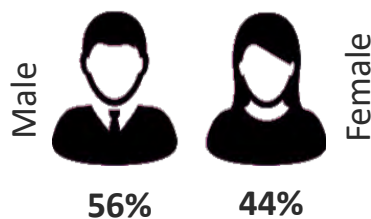
This research is exploratory research mainly survey based consist of both qualitative and quantitative questions. Quantitative questions are used to acquire personal information of a respondent such as gender, age group, education level, etc. While qualitative questions are used get in-depth opinions about the services offered by Banglalink so that people can share their views in detail and descriptive manner. Mostly all the data is collected through survey form in both online and offline platform. However, some information is gathered from secondary data like journals, research papers. The research is based on primary data collected from the

respondents, the Banglalink users and secondary data from journals are also used to enhance the quality and reliability of the study. Since the survey is conducted to identify the consumer behavior of one of the largest telecommunication services it is not possible to take the total sample in an account as the number of Banglalink users is huge all around the country. As a result, a sample size of 100 respondents is considered consisting of people from different professions such as officer, teacher, driver, student, etc. in order to produce a dependable and reliable study. Moreover, the survey has been conducted in both online and offline platform to minimize errors and anomalies. 85 responses are based on an online survey and 15 responses are based on an offline survey form.

#### 4. Analysis & Interpretation of the data

In order to portray the findings of the research, the results of the survey are represented in some pie and bar charts as well as using some graphical presentations showing the responses as a percentage of a total number of respondents and detailed interpretation. We have also added some frequency distribution tables that will reflect on true values of the survey results along with proper interpretations.

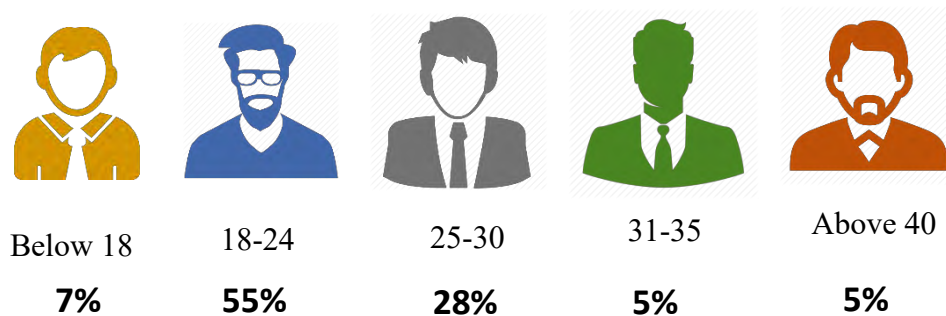
##### Gender



*Fig: Gender*

This question was asked to know the ratio of male and female customers of Banglalink. In order to design the offers more accurately, this distribution is very much important because this shows whether the majority of the Banglalink users are male or female. The result shows that there is a good balance of male and female users, the ratio is almost equal. Majority 56.5% are male comparatively 43.5% are female users among the respondents who participated in the survey. This reflects that the male to female ratio of Banglalink users is almost the same.

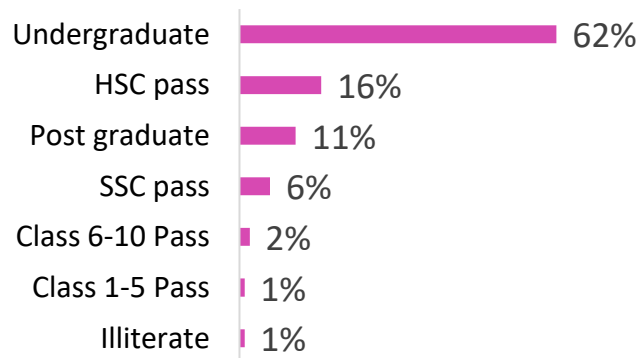
## Age Group



**Fig: Response on Age Group Distribution**

This question was asked to identify the majority age group of the potential customers of Banglalink. From the survey result it is identified that majority 55% of the users of Banglalink is in between 18 to 24 years old, followed by 25 to 30 age group of 28% while, a small group 7% of the users are teenagers. This shows that Banglalink should focus more on satisfying the consumers above twenty years old and design offers accordingly. While they should design affordable offers for teenagers to increase their user base.

## Education Level



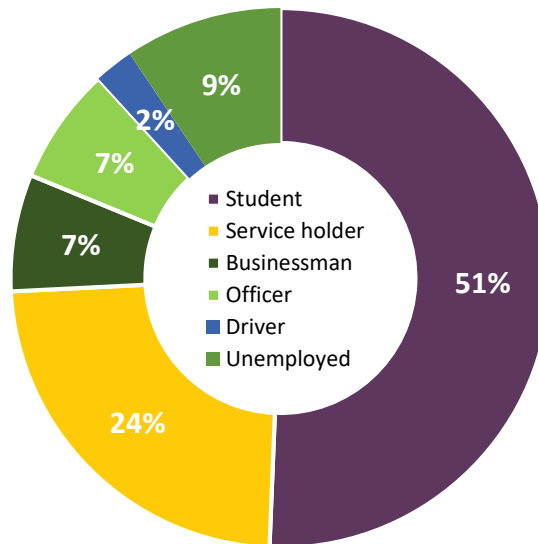
**Fig: Response on Education Level Distribution**

This distribution represents the education level of the consumers based on the survey. According to the result, a big group (62%) of the consumers is undergraduate level, followed by HSC pass and Post Graduate level of 16% and 11%. Among the rest of the consumers, only 6% are SSC pass and others are did not even complete school. This show that most of the consumers of



Banglalink are literate and it could also be stated that these consumers are aware of the offers and packages.

### Profession

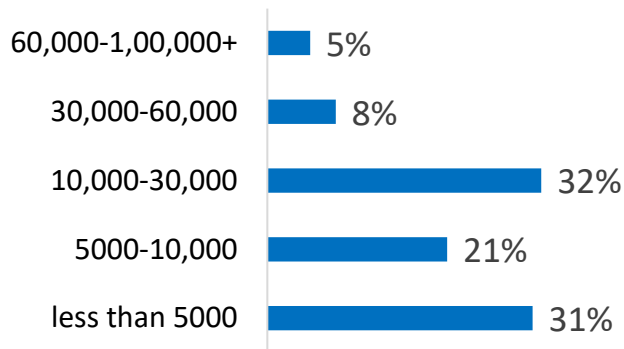


*Fig: Response on Profession Distribution*

This question was asked to the respondents to find out the profession of Banglalink users. The results represent that most of the users 51% are student followed by service holders of 24%. This shows that students like Banglalink most than people of any other profession. Whereas a certain group of 9% people are unemployed this should be taken into account while designing the offers so that this group of people can also afford and avail the offers.



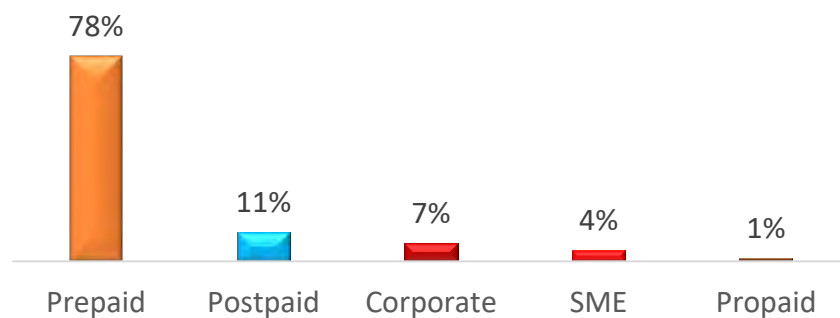
## Income Level



**Fig: Response on Income level Distribution in BDT**

The above graph shows the income level of the Banglalink users from where we can understand which income group of people mostly uses this telecommunication and as a result, this will help Banglalink to design their future offers for their potential consumers. As per the survey outcome, most of the users (32%) shared that they have an income level of 10,000 to 30,000 Taka, comparatively the second big group of customers of 31% has below 5000 Taka income level and 21% have income level in between 5000 to 10,000 Taka. However, a minority of the users are wealthy having an income level greater than 60,000 Taka. As a result, Banglalink should focus more on coming up with offers of lower cost.

## SIM Connection type



**Fig: Response on SIM Connection type**

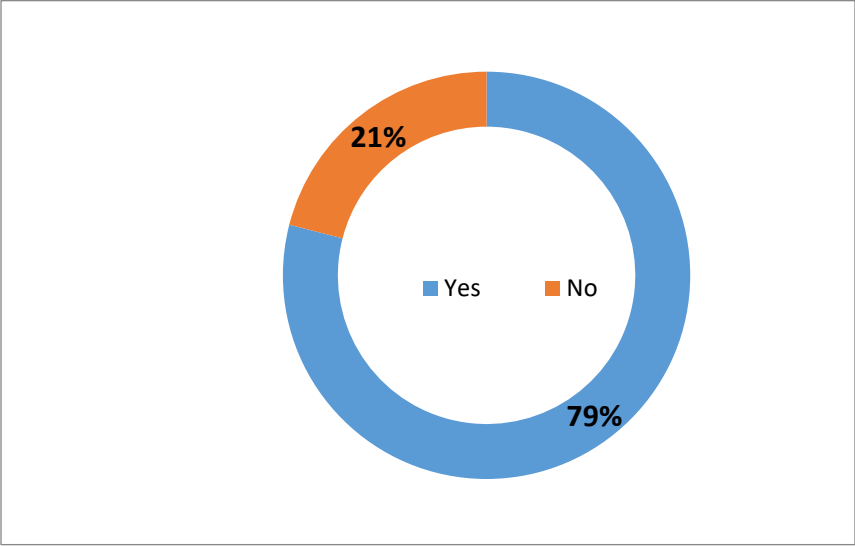
This question is asked to identify the number of respondents using different types of SIM. From the survey result, this is discovered that most of the users shared that they use Prepaid SIM, followed by 11% use Postpaid and 7% use Corporate SIM. On the other hand, a very small group





of people shared that they use SME and Prepaid SIM connection. As a result, Banglalink should focus more on the promotions of their prepaid SIM so that people are aware of the connection type and can avail the services. This analysis will help the company to specify their target market more appropriately and on which SIM connection type they should put their focus more.

**Primary SIM**



*Fig: Response on Primary SIM*

This survey data shows the percentage of people who consider and uses Banglalink SIM card as their primary and regular using SIM card. This will help the telecommunication company to understand their position in the market. It could be identified whether the users prefer Banglalink over competitor’s SIM card. The survey data shows that 79% of them stated that they use this connection as their primary SIM card while a minority of 21% does not use the SIM as their main contact number. Banglalink should focus on minimizing the non-primary SIM users’ percentage otherwise they will fall behind the competition in the market.

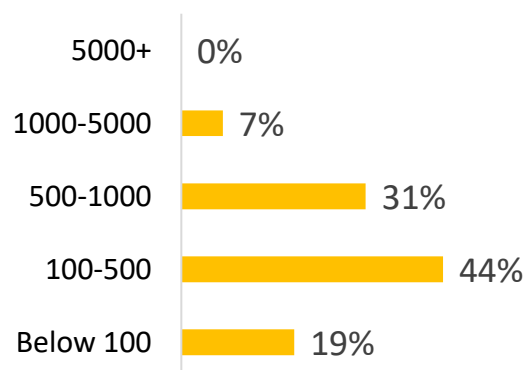


## Purpose of using Banglalink SIM

**Figure: Response on purpose of usage Distribution**

This distribution shows the purpose of using Banglalink SIM. This will help Banglalink to design their offers accordingly which will ultimately allow the company to make a greater profit. The survey findings indicate that most of the users, about 25% and 22% of the respondents shared that they use this connection for call rate and official use. However, 15% of the survey participants use Banglalink for network purpose, followed by 14% use for availing the bundle offers offered by the service provider. A very small group of users of 24% likes the talk-time and internet offers.

## Monthly recharge amount (in Taka)

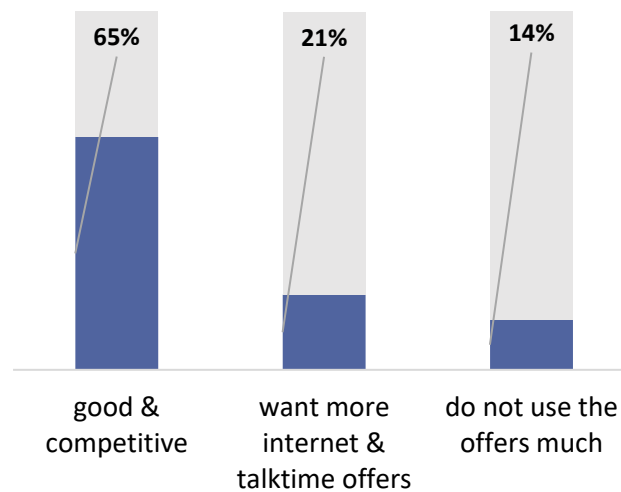


**Figure: Response on Monthly recharge amount (in Taka)**



This graph shows the recharge pattern of the consumers of Banglalink by which the usage pattern can be understood. The higher the monthly recharge amount, the higher the usage rate of the users. From the survey, it is unearthed that mostly users recharge 100 to 500 Taka in a month period which is about 44%. The second big group responded that they recharge about 500 to 1000 Taka and another remarkable group of 19% recharge below 100 Taka.

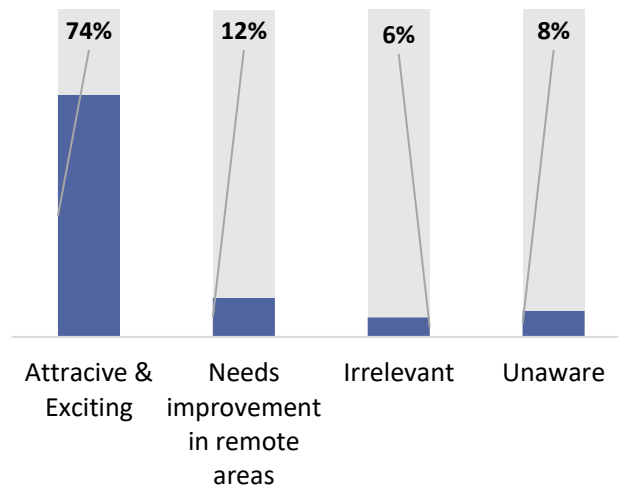
### Offers and Packages of Banglalink



**Figure: Response to opinions about Offers & Packages**

The above graphical presentation shows the opinions shared by the respondents based on the offers and packages offered by Banglalink. This will enable the organization to get a view of the customers by which they can modify and create new offers. The result indicates that 65% of the users think that the offers are good to avail and competitive. While the next big group of 21% claimed that they are in need of more convenient and affordable internet and talk-time offers. On the other hand, a small group of 14% participants in the survey is not bothered about the offers and packages.

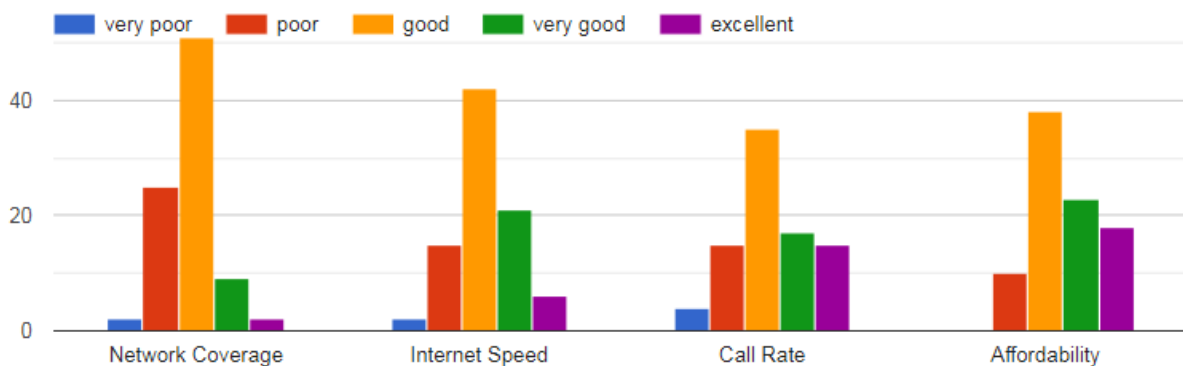
## Promotions and Advertisements



**Figure: Response on viewpoint about Promotions & Advertisements**

The above bars show the response to the promotions and advertisements of Banglalink. This distribution will help the company to understand its position in the market on advertisements and promotional aspect. A majority (74%) believes that advertisements and promotional tools are attractive and exciting to watch. Some of them of 12% of the respondents think that promotions need improvement in some remote and village areas. They claimed that the promotions do not reach them properly. While a different group of people of 6% do not find the boosting approaches relevant. Finally, a small yet significant group of 8% responded that they are unaware of the ads and promotions. This group is very important as they are unaware of the services which should be taken into account and promotions should be specifically targeted on them.

## Rating based on user experience:



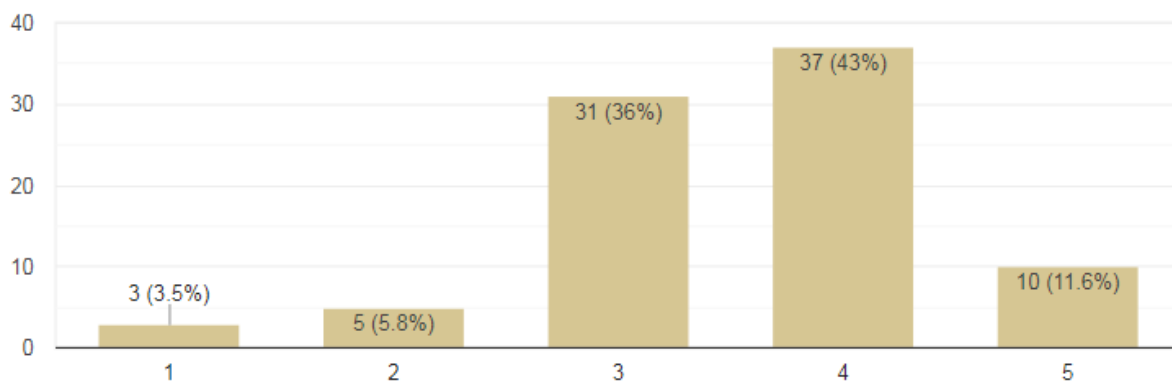
**Figure: Rating based on User Experience**



The users here rated the following aspects such as Network Coverage, Internet Speed, Call Rate and Affordability. From this, the actual scenario from the user's point of view can be achieved. The outcome shows that most people rated excellent for the affordability of Banglalink telecommunication whereas, the highest poor rating is given to network coverage which is an alarming issue for Banglalink as the network is an important and crucial factor that a user consider before buying any SIM card. Hence, this needs quick attention of the company otherwise they might lose a number of consumers. On the other hand, the internet speed and call rate have a moderate rating mixed of good and very good rates. In a nutshell, users are satisfied with all the 3 aspects except network coverage.

### Overall satisfaction level with Banglalink

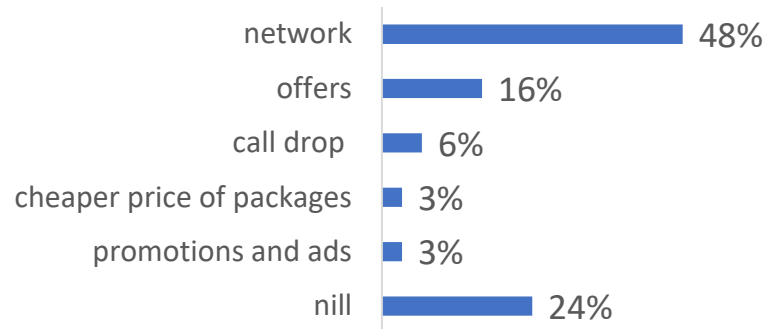
1- Extremely dissatisfied, 5- Extremely satisfied



**Figure: Response on overall satisfaction level with Banglalink**

This is the overall satisfaction level of the end users where maximum (43%) people rated Banglalink above average considering all the factors associated with the service, followed by 36% rated average and 12% of the users are extremely satisfied with Banglalink. While a few people of 4% are extremely dissatisfied. Hence, this shows that most of the end users are quite satisfied with the service, however, a minority are less satisfied which Banglalink should focus to create a strong customer base.

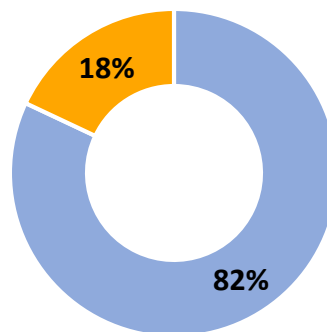
## Areas of Improvement



**Figure: Response on areas of improvement**

The question was asked to the respondents to identify the areas of Banglalink which needs improvement in order to retain a strong consumer base. Mostly (48%) shared that Banglalink is weak in network which should be their prime target for improvement as well as, some (16%) claimed that offers could be improvised and few of the users (6%) raised call drop issue. Hence, from the survey feedbacks, it is clearly visible that the network is an alarming factor which might cause Banglalink to fall behind in the competition.

## Word of mouth of Banglalink



**Figure: Response on Word of Mouth**

This question was asked to the users to analyze the word of mouth ratio of Banglalink. The distribution shows that Banglalink has a strong positive word of mouth base of 82% as these people would like to suggest others for using Banglalink. On the other hand, 18% of the users do not want to suggest others.



## Findings of the Study

1. Majority of the Banglalink users are satisfied with the overall service, rated the overall satisfaction level as above average. This shows that Banglalink has a strong consumer base and the people are taking the services, packages and offers positively enabling it to maintain a competitive position in the market.
2. The end users of Banglalink are very much likely to spread a positive word of mouth to their friends and family members. They are happy with the services and want others to use Banglalink. This shows that the users have a positive brand image associated with this telecommunication service provider.
3. The people prefer Banglalink among the other competitors in the market. They have a low intensity of switching to competitor companies as they are satisfied and it matched with their way of life making their life easier and comfortable.
4. The consumers of Banglalink are found to have slight complaint on the network coverage of the company, they are not finding the network constant geographically. The consumers shared that this is creating a barrier as they sometimes had to move out of Dhaka and do not get the desired network which leads to call drop issues.

## Recommendations

1. Banglalink should focus on retaining the strong positive word of mouth base by introducing more affordable and attractive offers.
2. The network is one of the most important factors for a telecommunication service provider company. Banglalink should take quick steps to improve the quality of their network coverage in order to prevent the customers from shifting to competitor companies and to increase the number of new consumers.
3. Many of the consumers of Banglalink use the connection for availing the internet offers. The company should focus on improving the internet speed and introduce more affordable offers with longer validity.



4. Call drop is a serious problem for the company which must be addressed. Since this creates a negative impression in the minds of the consumers. Consumers might think of switching to competitor companies if the problem is not solved. As a result, this is an alarming issue which needs to be taken care of.

## Conclusion

To conclude, this research is aimed to analyze the customer insights of Banglalink. A brief description of the company profile is outlined followed by the customer responses and attitudes are examined. A sample size of 100 respondents is selected from different professions and social class to make the study as accurate as possible. The survey is conducted both in online and offline platform. Moreover, some loopholes of the company are discovered according to the consumer's perspective. Through the study, the present situation of the company is identified from the findings by considering opinions on different dimensions of the service. Lastly, some crucial suggestions are mentioned which might help Banglalink to stand out among the competitors in the market and attract more new and loyal customers.





## Appendix:

### Questionnaire:

1. Gender?
2. Age Group
3. Education level
4. Profession
5. Income level (in BDT)
6. State your SIM connection type
7. Is Banglalink your primary SIM?
8. Purpose of using Banglalink SIM
9. Monthly recharge amount (in BDT)
10. Share your opinions regarding the offers & packages of Banglalink
11. Share your views about the advertisements & promotions used by Banglalink
12. Rate the following based on your user experience with Banglalink
  - Network coverage
  - Internet speed
  - Call rate
  - Affordability
13. Rate your overall satisfaction level with Banglalink
14. Mention the areas of improvement for Banglalink
15. Will you suggest anyone to use Banglalink, if no, and then share your reasons?

## References:

- Cellular Mobile. (n.d.). Retrieved from <http://www.btrc.gov.bd/cellular-mobile>
- Who we are. (n.d.). Retrieved from <https://veon.com/howeare/who-we-are/>
- The effects of distributive, procedural, and interactional justice on customer retention: An empirical investigation in the mobile telecom industry in Tunisia. (2017, March 23). Retrieved from <https://www.sciencedirect.com/science/article/pii/S0969698916305471>
- Value co-creation and customer loyalty. (2015, October 24). Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0148296315004518>
- Customer perceived value: A substitute for satisfaction in business markets? (n.d.). Retrieved from <https://www.emeraldinsight.com/doi/abs/10.1108/08858620210419754>
- Chandon, P., Wansink, B., & Laurent, G. (n.d.). A Benefit Congruency Framework of Sales Promotion Effectiveness - Pierre Chandon, Brian Wansink, Gilles Laurent, 2000. Retrieved from <https://journals.sagepub.com/doi/abs/10.1509/jmkg.64.4.65.18071>
- Engagement in online communities: Implications for consumer price perceptions. (n.d.). Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/0965254X.2015.1095224>