Report On

Consumer's Brand switching tendency inside Telecommunication industry

By

Fariha Noor Adila

18104122

An internship report submitted to BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

September 2022

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

Fariha Noor Adila
18104122

Supervisor's Full Name & Signature:

_____

Ms. Rahma Akhter
Senior Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Rahma Akhter

Senior Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on "Banglalink digital communications Limited".

Dear Madam,

With all due respect, I would like to say that I have finished my internship and am presenting you this report as part of my academic requirements for finishing my degree at BRAC University.

I want to express my sincere gratitude for your wonderful assistance during my internship and while I was writing this report. It is a fantastic honor and I think I'm lucky to have had the chance to complete my internship and submit my report under your direction. This report will include an overview of the company and an in-depth examination of the subject, "Consumer's Brand Switching Tendency Inside Telecommunication Industry," as well as insight into my position as an intern in the commercial department at Banglalink Communications Limited.

I greatly appreciate your direction and counsel in completing this report. I pray and hope that the report will be up to your expectations.

Sincerely Yours,

_____

Fariha Noor Adila

18104122

BRAC Business School

BRAC University

Date:

Non-Disclosure Agreement

This agreement is made and entered into by and between Banglalink digital communications Limited and the undersigned student at BRAC University, BRAC Business School.

_____

Fariha Noor Adila

Acknowledgement

I want to express my gratitude to the management and commercial team of Banglalink Digital Communications Limited for giving me the chance to learn about their company and work there as an intern. The internship program was exponential and provided me with many opportunities to accelerate my learning,

In addition, I want to thank my boss, Mr. Sufian Morshed Chowdhury, Senior Manager of Banglalink Digital Communications Limited's Consumer Value Management division. He helped me through the entire internship program and gave me knowledge of every facet of the business. He treated me like a coworker and supported my three-month growth enormously.

Last but not least, Ms. Rahma Akhter, Senior Lecturer, BRAC Business School, has my sincere gratitude for her assistance with every facet of my report. Her detailed instructions and recommendations made it possible to produce this report.

Executive Summary

The telecommunications sector is one of the service sectors, where development is accelerating and, as a result, the economy and job market are improving. Today, the majority of individuals utilize mobile services for internet surfing, messaging, and calls as well. Technology-driven advancements in communication methods have benefited all businesses and contributed to economic growth (Weber & Schütte, 2019). In recent years, the telecommunications market's structure has altered. Prior to a few years ago, the industry was often monopolistic, but today's telecommunication service providers engage in fierce rivalry. Companies today work hard to develop customer-focused strategies to draw in new subscribers and keep existing ones.

The goal of the study is to look into the variables influencing consumers' brand switching behavior in the Bangladeshi telecommunications sector. To quantify the links between the study's variables, a quantitative technique has been used. A questionnaire was used to gather the primary information. Using practical sampling, the 50 respondents that made up the sample were chosen. The results show that in Bangladesh, high prices, bad brand perception, subpar network quality, and a lack of promotional activities directly affect consumer switching behavior. The findings of the study can assist telecommunications businesses in determining which elements are more crucial to retaining customers and preventing brand switching.

Key words: Telecommunications, brand switch, brand image, pricing, promotions, consumer satisfaction.

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Overview of the Internship

1.1 Information of the Student:

Name: Fariha Noor Adila

Student ID: 18104122

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information:

1.2.1 Information about the internship

Duration: 3 Months (16st May,2022 – 11th August,2022)

Name of the Company: Banglalink digital communications limited

Department: Commercial Marketing Department

Company Logo:

1.2.2 Information about the company supervisor

Name: Md. Sufian Morshed Chowdhury

Designation: Senior Manager, Consumer value management, Bnaglalink digital communications limited

1.2.3 Internship description

Internship is indeed a practical stage that allows people to get actual work experience in a specific sector. A student can gain the necessary working qualifications by working in a company, assuming responsibilities, and carrying out duties through an internship properly. Students have the chance to put their newly learned abilities and conceptual understanding into practice in a formal setting during the internship stage. It gives pupils a realistic perspective on and expertise with the job, manners, culture, and obligations.

The Advanced Internship Program is the primary internship program offered by Banglalink Communications Ltd. (AIP). This program offers various advantages and facilities to the interns. And perhaps most importantly, Banglalink offers a welcoming workplace. Additionally, interns gain a thorough awareness of the real operations of the business and professional worlds. I had the good fortune to be chosen as an intern for Banglalink's esteemed "Advanced Internship Program." I was given a job as an intern in the Commercial Division. The commercial division is very well organized and has numerous sub departments. The commercial division's various teams include the "Customer Value Management" team. The internship role was a part of the "cvm" team.

1.3 Internship Department Overview

Four distinct functions make up the Customer Lifecycle Management department:

1.3.1 Base Administration, Platform, Net and or Digital CLM, and Loyalty & Partnership:

Platform management engages with vendors to ensure the proper operation of the platforms, whereas base management focuses on retention, minimizing churn, and assuring reactivation.

Revenue generated from this point forward, 4G monetization, and multiply are all part of digital and internet CLM (Toffee monetization). Loyalty and partnerships help to boost consumer engagement.

1.3.2 Difference from product and pricing:

As there are numerous overlapping activities between the Product & Pricing department and CLM, there is a fine line between the two departments. While CLM handles this using BTL channels including SMS, flash SMS, OTT, and digital targeting through consumer profiling, the product team is in charge of communicating product information and offers through ATL channels.

1.3.3 Subscriber Base Maintenance:

To reach breakeven after any Gross Add, a minimum of 6 months must pass. Since establishing profit margin requires a significant amount of time, customer onboarding and lifecycle maintenance are extremely crucial. The total revenue is determined by the total number of subscribers divided by the ARPU. This department is in charge of managing subscribers and raising ARPU in both situations. It is crucial to respond to changes because Telco is a very adaptable sector and change occurs frequently. Due to the competitive nature of the market, many clients are being lost. As a result, retention is crucial in this situation. It is also necessary to increase each customer's use. ARPU naturally rises with increased involvement.

1.3.4 Customer Profiling:

In order to meet subscribers' needs with tailored offerings, customer profiling is a crucial process. Based on their usage patterns, this department attempts to cluster. At times, category-based actions are required. Since this is a very flexible business and the usages of the profiles might change very quickly, they need to be updated periodically. In general, segmentation (which groups clients based on their homogeneity) and treatment are the two main

goals (treat them as per their needs). The type of device being utilized by the user has a significant impact on Device ID Targeting. We can determine what kind of content is being consumed once the device ID has been locked. We can determine which additional operators they use from a telecom viewpoint and

1.3.5 Potential Opportunities:

Banglalink has made it a goal to be a digital corporation rather than just another telecom provider, but there are still certain opportunities that it can take advantage of. Device ID targeting is one of them, which improves accuracy and personalizes communications. The type of device being utilized by the user has a significant impact on Device ID Targeting. We can determine what kind of content is being consumed once the device ID has been locked. From a telecom standpoint, we may identify which additional operators they employ and use that information to promote more aggressive offers.

1.3.6 Base Attach and Bonus on Recharge:

BTL offerings come in two different varieties: base attach and BOR (bonus on recharge). By establishing a few usage parameters, BSS Charging's Intelligent Network (IN), which manages some offerings, can build them. An ID is generated against a user if they reach any consumption threshold. This client gains access to a certain promotion. CMS aids in the completion of BOR. By examining a specific usage pattern from the past and developing logic to obtain the bases, we can obtain BOR from CMS.

1.3.7 Platforms :

System-generated and outbound promotional SMSs are both employed. The number of SMS that can be sent has a cap. The SMS-C SMS aggregator is utilized. When SMS are not sent on time,

SMSC may have a backlog. A single platform should ideally be used for SMS transmission. However, there are numerous systems available for sending SMSs. There are 4 at the moment. Customer management system is referred to as CMS. The SMSs that are issued using CMS are meant to be connected to particular campaigns. ATL communication is the major usage of the bulk SMS technology. On the other hand, CMS uses specific targeting criteria to determine whether a specific consumer qualifies for an offer.

1.3.8 Orange Club (Banglalink Loyalty and Partnership) Overview:

The accumulated points can be applied to certain data packs. Banglalink utilizes a point earning and redemption system for the competition. You will join the Orange Club Silver Tier and be eligible for partner benefits if you have 300tk in your account. The point-based prizes are available to everyone. However, those in the silver and above grades will be eligible for other partnership-related incentives.

1.3.8 Orange Club (Banglalink Loyalty and Partnership) Overviews?

With the aid of PR, Banglalink supports the communication of its partners. Before spending the money, daily newspapers, Banglalink-owned platforms like social media, and other tools are evaluated financially. Banglalink then displays the price and amount to them. If the partners find this satisfactory, they choose to collaborate with us.

1.4 Internship Duties

1.4.1 Bulk SMS tool

SMS transmission is at the core of the nation's telecom providers. It is one of the best ways to share information with both old and new audiences. Marketing services, and offerings. Banglalink now largely relies on SMS to obtain new consumers. Additionally, they customize all offerings and services for current consumers. I was given a "Acquisition Grid" as part of my everyday bulk SMS schedule duty. It is a file that includes all of the information about SMS and the recipients. A fascinating fact revealed or taught me that clients receive personalized SMS according to their categories and usage patterns. As an illustration, a customer can purchase 10 GB for 221 Tk, but another customer may not acquire that as it has a different usage pattern . I had to use the "Bulk SMS Tool" in order to schedule SMS in this manner. I used that tool. By choosing a day, hour, mask, bases, and SMS text, you can build work orders for SMS scheduling. The Bulk SMS Tool's current daily capacity for the Acquisitions team is 2.5 million. My KPI as an intern was to make sure that somehow this capacity is used to its fullest potential. So, the rate was 52.4% in January, and in February, after I assumed full control, the capacity was 97.6%. Consequently, this was a worthwhile experience.

1.4.2 Competition analysis and offer mapping

One key responsibility that I had was making daily, weekly, and monthly competition offer analysis. I had to do it for Mfs offerings, mobile app and website offerings. It was for internet, voice, bundle and cash back offers. The analysis was done mostly based on taka. For example, in 9tk BL is offering 900 MB, in 9tk GP is offering 500MB, in 9tk ROBI is offering 700 MB. there would be a side by side comparison and, based on that, we would offer mapping. Such as, in the coming month, how much MB would be given for what amount of taka and what would be the

validity. Also, we would post hourly offers such as flash hour offers. For that, we would send out instant offers that would be mapped instantly based on competitors' activity. Additionally, a vat revision was done during my tenure. For that, we had to revise all existing offers and increase or decrease as per revenue growth.

1.4.3 UAT testing

User acceptance testing is a kind of testing where whenever a new offer is launched, we internal team members would do a per testing to see if offers are acceptable or not. We look for bugs to fix. Here we check if the offers can be availed or not, if bonuses are being added, if validity is correct or not. After tastings and fixing, we make the offers go live. And then we do post testing where we see after offers have been made live. What issues are there at that broadcasting.

1.4.4 Monthly capacity report

Additionally, I did a monthly capacity report. which was done in the integrated bulk sms tool named Legacy. Where we evaluated if our monthly capacity was utilized at its fullest or not. This is done through accumulating data from different services such as vas, toffee, data, voice, and so on. With the available SMS limit, we make a ratio of the used capacity that was successfully sent. From this we can evaluate how much we successfully used to keep our consumers in touch.

1.4.5 New campaign

This was the initial duty I was assigned when I started my internship. This was a brand-new promotion that would be made available to customers who would buy new SIM cards. Thus, the offer was referred to as FR 222. Customers will now receive the special discount when they recharge the newest Banglalink sim for the initial time with Taka 222. Additionally, customers would be able to continue receiving the same benefits when they expired by recharging from Taka 221 onward. My responsibility in this was to update and revise the package or offer details in the primary write-up paper.

1.4.6 Daily lifecycle

In-depth analyses of operational base, revenues, recharging, data usage, and KPI are also included in the Daily Lifecycle report. Now, in order to prepare that report, I would have to regularly rely on my manager's Daily Lifecycle Dashboard, which uses the same information gathered by the Intelligence team. After that, I had to edit the data in the "Daily MTD vs LMTD DLC" file and restructure it in a logical manner. I had to change them in three separate sheets in that file, along with the Dashboard. As a result, completing this work helped me advance my Microsoft Excel skills.

1.5 My overall experience

Even while this internship has been difficult at times, practically every task has taught me something new. I have been given a number of challenging tasks to complete, the most of them are things I have never done before. As a result, I'm learning a great deal. I've been developing skills that will make me better prepared for potential future opportunities. These skills and knowledge are priceless.

I learned how to utilize Microsoft Outlook because it is frequently used for daily communication in all work settings. Since I complete all of my work using PowerPoint presentations, Excel spreadsheets, and Word documents, I frequently use Microsoft Office tools like Word, Excel, and PowerPoint. I've discovered time-saving shortcuts and learned how to use more functions. I used Microsoft Teams a lot for meetings. My superiors have frequently offered me guidance on how to finish projects and which software to utilize for various jobs. My knowledge of what to utilize at different times has improved. My technological expertise and time management have both improved as a result.

I've been under pressure to finish several tasks on time because I was assigned several tasks at

once. I was constantly juggling several tasks at once to meet the deadlines. My ability to multitask consequently dramatically improved. The pressure allowed me to adjust this technique.

Throughout my internship, my bosses were really supportive and never shied away from lending a helping hand. Any newcomer to Banglalink gets the chance to learn a lot from more experienced members. Whatever the topic, the senior personnel here are more than happy to assist. No matter their position, every single individual here is incredibly knowledgeable. Everything is carried out here in accordance with a set of guidelines. The execution of every operation is systematic.

1.6 Observation and recommendations

Banglalink, one of the most successful global corporations in the world, is currently the third-largest telecommunications service provider in the nation, providing its level-best services to millions of users.

Banglalink ltd., which achieved its achievements within a brief period of time. Moreover, it is among the rapidly expanding companies in terms of their services' excellence. I was honored to complete the internship in Banglalink Digital Communications. The Administrative Division plays a crucial role in the organization's performance, and this department makes sure to include experienced individuals for the facility's upkeep and tasks for the entire regional offices and headquarters with unique inspiration and ideas.

I can say with certainty that I have encountered the best company culture. To receive everything from a corporation in three months is a very short period of time. However, I was able to think of both Banglalink's positive and negative aspects. I don't have enough experience to offer any advice, but would like to share a few of my personal thoughts and suggestions that Banglalink may use:

- Network quality has to be enhanced.
- The devoted users can receive more advantages.
- Value added services (VAS) should be developed that are innovative.
- CSR initiatives ought to be expanded.

- Social media marketing should be used to strengthen brands.

- Increases in Signatory Employees are possible.

- It is possible to provide interns with transportation services.

- There should be at least a six-month internship.

Chapter 2 : Company Overview

2.1 Introduction

Banglalink Digital tele-communications rank among the top three cellular operators of Bangladesh inside the tele-communications sector. TelecomVentures Limited, formerly identified as Orascom TelecomVentures Limited, domiciled in Malta, is the sole owner of Banglalink Digital, formerly known as Orascom-Telecom Bangladesh Limited. Ir is a directly owned subsidiary of Global-Telecom Holding, which is a division of Dutch holding company VEON, and Telecom-Ventures Limited. Banglalink reported 1.03 million customers as of December 2005. By the end of 2006, Banglalink boasted 3.64 million customers, a 257 percent increase that made it the operator with the fastest growth rates in the entire world. In August 2006, Banglalink became the initial provider to provide all postpaid and prepaid customers with free incoming calls from BTCL (Bangladesh Telecommunications Company Ltd), formerly BTTB (Bangladesh Telegraph and Telephone Board). On August 20, 2008, Banglalink crossed the ten million subscriber milestone. As of August 2021, 36.90 million customers were active users of Banglalink. Even now, Banglalink Digital continues to expand its clientele by providing a variety of elevated solutions via 2G, 3G, and 4G cellular services.

Over 90percent of Bangladesh's population was able to connect with one another and stay connected because of Banglalink. Banglalink Digital Communications Ltd. gained traction in Bangladesh's fastest-growing economy by pursuing a novel idea of providing customers with low-cost structured offerings and services for the first time. As soon as it began providing pre-paid, post-paid, international roaming, informational, entertaining, data-based, call management, and mobile banking services, it gained a significant amount of distribution in

Bangladesh as well as a high level of customer loyalty. Banglalink places a lot of emphasis on a few core principles that are focused on enhancing and improving the customer experience through innovative and economical means. By fully involving clients and attending to their requirements via entrepreneurial and other means, Banglalink has had a positive effect on the telecommunications market.

2.2 History

According to the Corporations Act of 1994, Banglalink is a privately owned company that was established in Bangladesh. Back in 1989, Sheba Telecom (Pvt.) Ltd., a Malaysian joint venture that was registered and granted permission to operate in the country of 199

Bangladesh's upazilas. In November 1996, Banglalink received a 15-year GSM license, allowing it to offer cellular mobile, radio telephone, and other services throughout the entire nation. Unfortunately, they lost track of its commercial potential. Aligning the communications networks between Egypt and Bangladesh was challenging. As a result, Orascom Telecom Holdings, an Egyptian corporation, bought all of Sheba Telecom's interests for $60 million in 2004. . After that, starting Feb 10, 2005, it became relaunched as Banglalink, marking a significant turning point in Bangladesh's telecom sector. Making a difference was the tagline used by Banglalink Digital Communication at the beginning of its journey.

By December 2005, there were 3 ml subscribers. Sheba Telecom (Pvt.) Limited changed its name to Orascom Telecom Bangladesh Limited in March 2008 to more closely resemble its parent firm. Then, in 2011, VEON (previously Vimpelcom Ltd.) bought 51.92% of Orascom's stock. As a result, they changed the name of the company to Banglalink Digital Communications Ltd. in 2013. VEON is the parent firm of Banglalink. Telecom Ventures Ltd., a wholly-owned subsidiary of Global Telecom Holdings, owns 100% of Banglalink Digital Communications Limited. After VEON Ltd. and Wind Telecom S.p.A. combined their businesses in April 2011, VEON now owns 51.9% of Global Telecom Holding. For its 235 million users today and for

many more in the future, VEON, a global provider of connectivity listed on the NASDAQ and Euronext Amsterdam, aspires to be at the forefront of the personal internet transformation.

The "Beeline," "Kyivstar," "WIND," "Jazz," "Banglalink," and "Djezzy" trademarks are used by VEON. Each New Year during the previous years, the company made sure to keep track of the introduction of new innovative and distinctive items aimed at various market sectors.

2.3 Vision

By providing top-notch service, Banglalink hopes to lead the industry. The company's primary objective is to link and knit with Bangladesh's sizable population. Additionally, its vision calls for digitizing the nation in order to provide new possibilities and better the lives of its citizens.

2.4 Mission

The company Banglalink upholds its tagline in every move they undertake to improve the lives of Bangladeshis. The company's tagline is "Start something new," so it aims to improve people's quality of life by making it simpler and more comfortable for them to do so.

In conclusion, Banglalink's goals are to maximize value for shareholders, maintain segmentation for merchandise and services, and assure customer benefits throughout the entire service process.

2.5 Organization values

Banglalink Digital Communications Ltd. adheres to five basic values in all of its operational activities. These principles support the organization's vision and mission and propel it forward. The values are as follows:
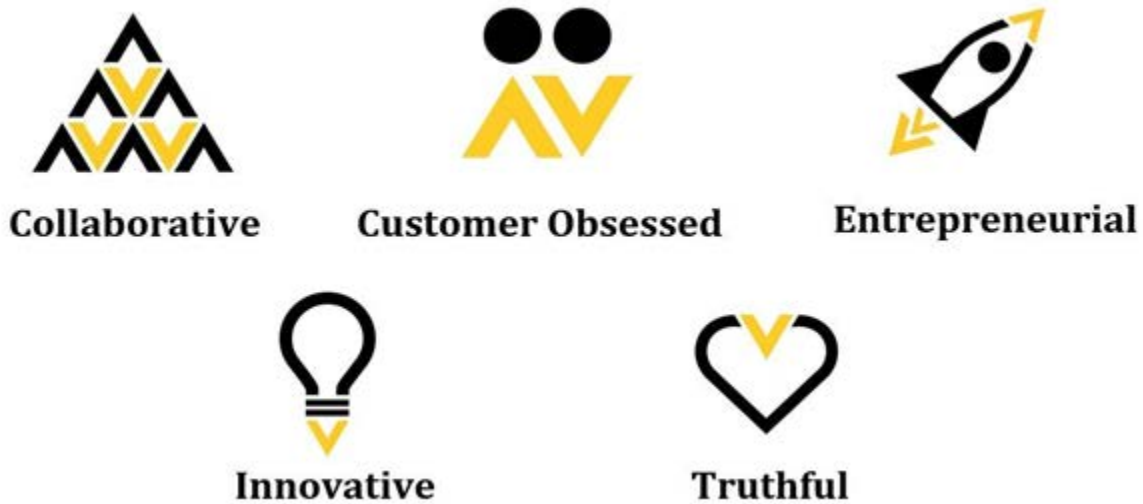
Figure1: Banglalink organization values with icons

Customer-Obsessed

• We have a passion for our customers - they are at the heart of everything we do

Innovative

• We never stop. We are always moving, looking for the next disruptive digital ideas

Entrepreneurial

• We have an ownership mentality, demonstrating passion and taking responsibility of the business as if it were our own

Collaborative

• We bring people together, united by our passion for our customers

Collaborative

• We bring people together, united by our passion for our customers

2.6 Products and services

2.6.1 Prepaid package

Banglalink includes 2 prepaid plans at the entry-level. Desh & Banglalink Play are these. While keeping these two prepaid deals the same, Banglalink makes minor adjustments and provides additional prepaid deals like Desh hello, Desh 7 FNF, and others (Annual Report of Banglalink , 2018). The Desh offer was introduced by Banglalink on September 14th, 2006. By tariff, it is the most affordable plan in the nation. All day long, it provides 10 paisa every 10 seconds to all Banglalink FNF numbers. Banglalink Play gives 16 FNF at any number at a rate of 4.17 paisa per 10 seconds in another prepaid package. In addition to the special FNF, Banglalink Play offers 29 paisa per SMS & 100 SMS for just 99 paisa per day.

2.6.2 Postpaid package

The majority of Banglalink's postpaid plans are customer-focused as well as provide the greatest deal. There are currently two main postpaid packages offered by Banglalink. Which are:

Banglalink Inspire:
With a reasonable baseline level rate, a high proportion of FNF number, and a variety of certain other amenities and services Banglalink Inspire is specifically made for postpaid users. For users to auto bill pay, there is no deposit necessary. Every new customer receives 300 SMS per month, 500 MMS per month, 100 MB of internet per month, and three months of free service from Amar Tune. Enjoy a 42 paisa per minute call pricing on Banglalink Inspire for two additional numbers.

SME Banglalink:
Small and medium businesses can take advantage of the affordable pricing and comprehensive bundle included in the Banglalink SME package. SME bundle from Banglalink. Customers have the option to select from the Banglalink SME call and Tune plans. 2019 (www.banglalink.com).

3G Banglalink:

Figure 2: Banglalink 3G

Customers may access the internet quickly even when on the go with Banglalink 3G thanks to the HSPA connection. Banglalink 3G introduces the capability from using bandwidth on a 3G cellular phone or device for the inaugural time in Bangladesh. Users of Banglalink 3G can access cutting-edge 3G capabilities on their mobile phone and take advantage of enhanced videoconferencing, streaming, downloading, and data transmission. According to the Bangladeshi telecommunications authorities, Banglalink's 3rd generation service are the quickest in Bangladesh when compared to other carriers.

Banglalink 4G : A whole new digital era has lately begun in Bangladesh. That is 4G! After the current 3G and 2G mobile technologies, 4G is the fourth generation of mobile phone technology. Technology-neutral frequency in the 1800 & 2100 MHz frequencies has been granted to Banglalink to provide users with the finest internet experience possible (VEON, VEON, 2018). The auction was held by BTRC, where Banglalink successfully acquired:
• Pairing spectrum at 5.6 MHz inside the 1,800 MHz band; &
• Pairing spectrum at 5 MHz inside the 2,100 MHz band (VEON, VEON, 2018). Since much of the spectrum is technology neutral, any band can be used with any technology.

2.6.3 Banglalink services:

Apps

Figure 3: Banglalink apps

Banglalink Boighor: Banglalink offers the first eBook app in the nation that enables users to read all of their preferred books.

Vibe: Vibe is the most popular app in the world for streaming Bangla music, allowing users to listen to top-notch music that matches their moods or music preferences.

Toffee: Banglalink offers a fantastic streaming app that offers consumers a wide variety of content on their handheld devices. Customers have a wide range of alternatives thanks to the widest selection of TV channels on any local app and a wealth of captivating video features and exclusive movies and telefilms.

Cinematic: Stay up to date with the most recent Bangla movie news, including trailers, brand-new movie releases, behind-the-scenes pictures, and more.

MyBl: They are offering subscribers a fresh, updated version of the MyBL App that gives them access to all of Banglalink's self-service options.

Game On: Banglalink presents "Game On," a new app that enables users to stream live cricket and football matches as well as other content.

Banglaflix: Subscribers to Banglalink can access premium video streaming services by downloading the Banglaflix app.

Daktarbhai: A new software from Banglalink called Daktarbhai puts healthcare at users' fingertips. The Daktarbhai app offers access to all healthcare services in one location, including Health Tips, Medicine Reminders, Personal Health Records, etc.

TutorsInc: Banglalink and TutorsInc have partnered to give customers an easy option to obtain study materials for both domestic and international curricula. Online courses, one-on-one video sessions, notes, custom test prep materials, live classes, and more are all available at one one location.

2.6.4. Banglalink Internet:

Banglalink was the first to offer third-generation services to customers in Bangladesh. Customers can browse the internet at the quickest speed thanks to the 3G service. Banglalink invests consistently in growing its infrastructure to provide customers with high quality phone, internet, and other services. The national fiber optic network and quickest 3G service are the best representations of Banglalink's unwavering dedication. It gives its users access to cutting-edge mobile phone 3G services, high-speed internet transmission, enhanced video calling, and greater video streaming and download experiences. To better serve clients across the country, Banglalink is continually extending its 3G coverage. Prepaid & postpaid net services are offered from Banglalink.

2.6.5. Customer care

Banglalink has a sufficient quantity of services for customer service available nationwide to satisfy its consumers. Banglalink registered their biometrics procedure through customer service to meet with government regulations. Via their service for customer service, customers may obtain any type of info on SIM register, SIM replacements, call blocking services, etc. Any client question can be answered by any of the specialized services for customer care. The customer service team at Banglalink makes every effort to be available around-the-clock (Annual Report of Banglalink , 2018).

Figure 4: Customer service promotion

2.7 Organization structure

Banglalink is set up in a hierarchical structure. The business is split up into various sections, which are each in charge of a certain region. Every one of the sections has its own divisions with distinct areas of expertise. Their sections are often divided into three teams or functions. As follows:

• **Commercial:** This team constantly aspires to provide all of its clients with the best goods and services, and they make a concerted effort to guarantee constant client happiness.

• **Technology:** To provide seamless connectivity across Bangladesh, their cto is continually trying to introduce creative solutions into business.

• **Enablers:** The staff that keeps the firm operating smoothly is known as the enablers. They permit all operations to run and execute properly.

Management

Erik Aas
Chief Executive Officer

Upanga Dutta
Chief Commercial Officer

Cem Velipasaoglu
Chief Financial Officer

Jahrat Adib
Chowdhury
Chief Legal Officer

Hüseyin Türker
Chief Technology &
Information Officer

Taimur Rahman
Chief Corporate &
Regulatory Affairs Officer

Muniruzzaman
Sheikh
Chief Ethics and
Compliance Officer

Monzula Morshed
Chief Human Resource
and Administration Officer

Figure 5: Management team
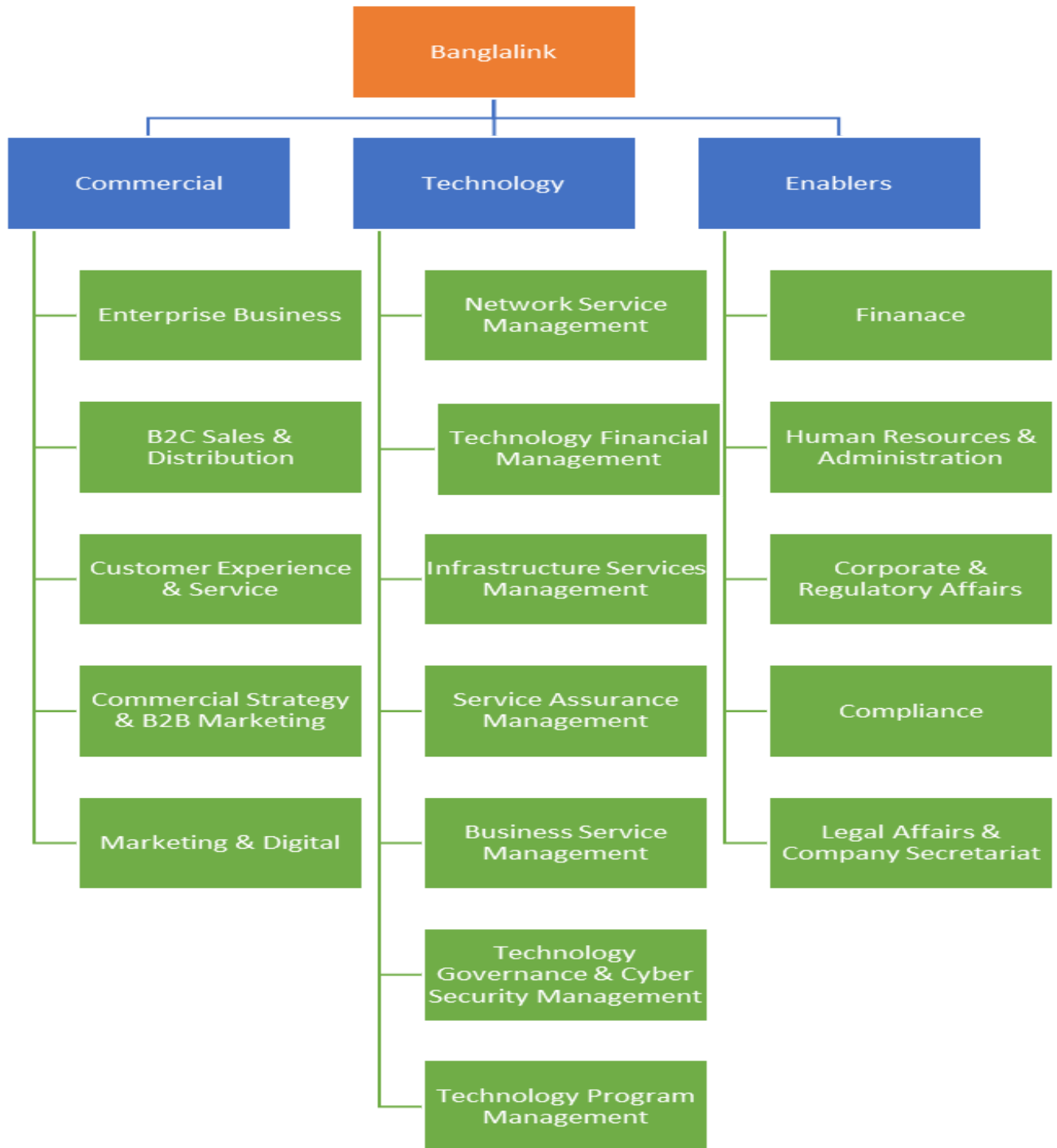
Figure 6: Organogram of Banglalink

2.8 Number of employees

The tireless efforts of Banglalink's active employees have contributed to the company's ranking as the third-largest provider of telecom services in the nation. Banglalink offers equal opportunity to all of its employees and has never tolerated any form of non-compliance behavior. It makes an ongoing effort to maintain an atmosphere of openness and equality for all employees. The total number of employees at Banglalink as of this writing is 1093.

2.9 Corporate office

Banglalink has built its head office in Bangladesh's capital city of Dhaka to facilitate the seamless functioning of its operations and both internal and external activities throughout the nation.

"Tiger's Den" is the name of Banglalink's corporate headquarters. In Bangladesh's capital city of Dhaka, on Gulshan 1's Bir Uttam Mir Shawkat Road. The headquarters of Banglalink were the first WWFN-certified green office in Bangladesh.

Figure 7: Tiger's den headquarter

2.10 Current analysis

The first and most important examination in the study of a company's operations derives from the very nature of the organization. Employing pre-existing frameworks or methods, businesses carry out this analysis.

2.10.1 SWOT Analysis

SWOT analysis is one such instrument or framework. It essentially includes both internal and external considerations for a company and offers a comprehensive analysis. Strength, Weakness, Opportunities, and Threat, or SWOT, is an acronym.

The SWOT analysis for Banglalink provides a summary of the present business environment for the organization. Following is how the analysis is laid out:

Strengths	Weakness
→ Comparatively lower call rate → Positive affiliation with rural communities → Developed infrastructure	→ Inefficient network coverage → Limited innovation → Low alternative/customized and innovative offerings
Opportunities	**Threats**
→ Supportive organizational culture → Digital products and services development → Investment support from parent company	→ Highly competitive market players → Government legislation → Alternative offerings of competitors → Network strength of competitors

Figure 8: Swot analysis

2.10.2 Pestle analysis

Political

Government decisions are strengthened by the political climate. The claimed service from Banglalink may be hindered if the authorities of our nation passes any legislation that raises the call tariff. The solutions Banglalink has promised may not be delivered. Another example that relates to this subject is the government's announcement a few months ago that every SIM card owner will be subject to biometric registration. Those who did not finish the biometric, their sim

had already stopped functioning. All mobile operator company has been adversely affected by this choice. This was maintained for political reasons.

Economical

economic and political aspects are intertwined. Banglalink will have to raise both of the price of sim card and call rates if the government raises the sim card tax. Due to a government decision, the pledge could be broken. Thus, there is a connection between the political and economic factors.

Social

The younger generation is always represented by Banglalink. We see that Banglalink solely features young people in all of its advertisements, and each and every one of them demonstrates its respect for Bangladeshi culture and tradition. Banglalink denotes a social connection to the client.

Technological

Bangladesh's national motto is "It will be digitized by 2023." Banglalink is dedicated to its motto.
They now offer 3G services, and just added 4G services. They will undoubtedly add new features in the future to make it digital.

Environmental

Any tragedy is always supported by Banglalink. The corporation has always expressed support for any occurrence. In recent, Sylhet flood, Banglalink is one of the first company to came to their aid.

Legal

Banglalink adheres strictly to the code of behavior. Anyone who violates the regulations will receive an immediate warning. Banglalink is one of the biggest companies in Bangladesh because they adhere to its rules with great rigor.

2.10.3 Competitor analysis

Three major rivals of Banglalink are Grameenphone, Robi Axiata Limited, and Teletalk.

Grameenphone:

Grameenphone, also known as GP and with more than 83.46 million users and a 46.1% subscriber market share, is the mass communications provider in Bangladesh (as of January 2022). It is a partnership among Grameen Telecom Corporation & Telenor. A Norwegian telecommunications corporation called Telenor owns 55.8% of Grameenphone, followed by Grameen Telecom with 34.2% and the public with the remaining 10%. Grameenphone was the first business to bring GSM technology to Bangladesh and established the very first cellular network that completely encircled the whole nation.

Robi:

The foremost mobile phone network provider in Bangladesh is Robi Axiata Limited. It is a partnership between the Malaysian company Axiata Group Berhad, the Indian company Bharti Airtel Limited, and the Japanese company NTT DoCoMo Inc. Axiata owns 68.7% of the company's shares, Bharti retains 25%, and NTT DOCOMO of Japan owns the remaining 6.3%. With the launch of Robi Axiata Limited as the combined business on November 16, 2016, the first merger in Bangladesh's telecom industry has taken place. Robi Axiata Limited is the name given to the combined business after Robi and Airtel amalgamated. After the merger process was completed successfully, Robi became Bangladesh's second-largest mobile phone provider. The combined business operates across the country.

Teletalk:

A public limited company, Teletalk Bangladesh Limited is listed with the Registrar of Joint Stock Companies of Bangladesh. Total shares held by the People's Republic of Bangladesh government. On 26 April, Teletalk Bangladesh Limited was established.

The sole government-sponsored mobile phone provider in the nation, it was established in December 2004 as a public limited company under the Companies Act, 1994, with an authorized capital of Tk. 20,000,000,000. Currently, Teletalk has a network presence across 64 Districts, 402 Upazilas, and the majority of the highways. To cover more of Bangladesh, Teletalk is expanding its network. The total number of Teletalk subscribers as of January 2021 was 6.4 million. The provider now holds the fourth-place spot among Bangladesh's telecom companies.
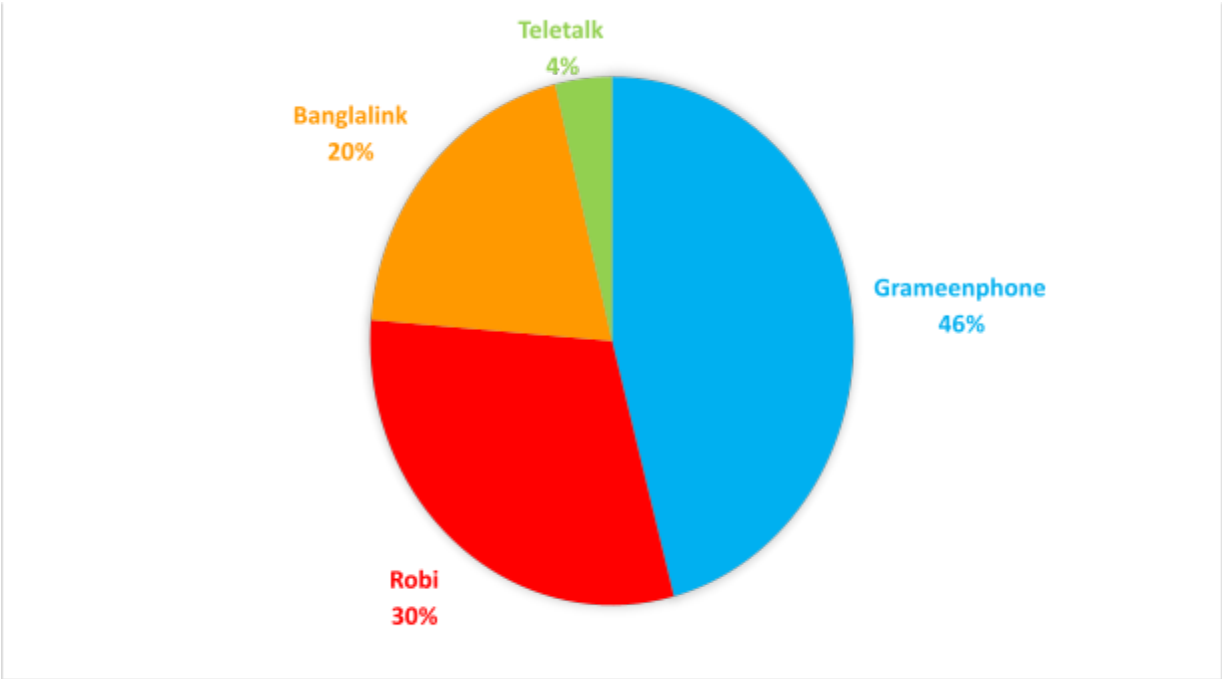

Figure 9 : Market Share of Telecommunication Operators in Bangladesh

Chapter 3

A Report On

Consumer's Brand switching tendency inside Telecommunication industry

3.1 Background of the study

It has not been long since mobile operators entered the Bangladeshi market. The history can be traced back to nearly two years. But in these two years, they have come a long way from being a luxury product to being a convenience based product. The telecommunication industry is one of the most lucrative industries that is only going to grow. We can see the key impact of them in the global pandemic. When most people in Bangladesh are not under the facilities of wireless connectivity, and if we exclude the capital, other regions of Bangladesh were facing a huge setback. Mobile operators came forward with their lucrative offers and got life back on track. They not only improved their network quality but also came up with product offerings that helped people to stay connected with their loved ones, run businesses, succeed in education, and so forth. The first mobile operator in Bangladesh was Citycell who acted as a monopoly in the Market. Gradually, other competitors came in and started doing healthy competition. Now the market is mostly played by the top three competitors being Grameenphone, robi and banglalink. Each of them are very competitive and always bringing in new and exciting offers which are very lucrative.

3.2 Problem Identification

In a developing nation like Bangladesh, the telecom sector is always expanding and has a lot of potential, thus there is no shortage of fiercely competing businesses. The main problems Bangladesh faces in this sector are: Poor network quality in many locations, higher service costs, frequent call drops, and slow internet. Which results in frequent switching of brands in this industry.

3.3 Broad objective

The major goal was to learn more about business life and how to best fit my personality and skill set with a corporate environment. I had to create this report as the last step in finishing my BBA program at Brac Business School, Brac university, in order to confirm my experience, get it evaluated, seek advice, and follow a structure. Additionally, the goal is to comprehend and examine the elements that influence how consumers view the Banglalink Digital Communications Limited brand.

3.4 Specific objective

This study's specific goal was to assess and comprehend the elements that lead to brand behavioral intention in Bangladesh's telecommunications industry customers.

1. To comprehend how switching brands and high prices relate to the telecom sector.

2. To comprehend how brand switching in the telecom business is related to bad network quality.

3. To comprehend how branding and cheap promotional offers relate to the telecom sector.

4. To comprehend how brand shifting as well as poor brand perception are related in the telecom sector.

3.5 Literature review

3.5.1 Brand switching

Brand shifts come in three main flavors: situational, influential, and reactive (Kouser et al., 2012). Situational switching happens when a customer's geographic circumstance or other aspects of their life change (N'Goala, 2007). Customers that switch to other brands as a consequence of the impact of rivals are known as influential switchers (Peng & Wang, 2006). Competitors may provide incentives to sway potential clients. Customers that make reaction

switches are individuals who leave one brand for another after having a bad experience with it (S. K. Lam et al., 2010). Price, the clarity of signal as well as its offerings, the price the client pays to switch, etc. are the factors that cause users to change brands (Alfred, 2013). Cost and price are the two most crucial variables that affect brand preference (Makwana et al., 2014). The likelihood of a customer transferring to another telecom provider will be minimized if they pay reasonable rates and receive quality services (Basari & Shamsudin, 2020). More clients are led toward satisfaction when reduced prices are charged (Otto et al., 2020). When switching brands, there are two different categories of customers: passive and active (Fetscherin, 2019). The most active clients are the ones who are always evaluating various possibilities, searching for opportunities or rewards (Parthiban, 2019). These clients have already established their goals and have met with their new provider to obtain information. Passive switchers are those that prefer to stick with their current brand and don't want to make a shift (Aaker, 2012). When a consumer purchases services from every Sims brand, the price of the Sims is included, as are company fees for each minute, text message fees, and internet fees (Price & Jaffe, 2011). Customers favor mobile service providers who modify their rate plans in accordance with user needs (Ho & Kwok, 2002). Businesses that fulfill customer criteria make more money and hold a significant portion of the market (Huang et al., 2017).

3.5.2 Poor network

By offering their clients high-quality services, brand networks can enhance how their customers view their quality (Spiess et al., 2014). High network quality providers have been seen to have a low percentage of client churn (Zhou et al., 2011). In order to provide network coverage, telecom operators must guarantee that their network signals are accessible throughout the entire country or city, and that the network quality is excellent and trouble-free for their consumers (Wirén et al., 2019). Signal strength is influenced by the voice service provider's clarity (Qalati et al., 2019). High-quality service providers command a larger market share and enjoy favorable word-of-mouth (Ng et al., 2011). It has been noted that a telecom company's success or failure is significantly influenced by the network's quality (Y. Wang et al., 2004). The most important

factor in choosing to use or discontinue the existing service provider is the consumers' personal brand experience (Bui et al., 2011). The first encounter is crucial in determining whether a consumer will stick with their current service provider or choose a different one (Shin & Kim, 2008). The caliber of network services that telecom businesses offer to their customers must be their top priority (Agyapong, 2011).

3.5.3 High price

Customers are drawn more strongly to service providers who lower their costs (Verhoef et al., 2001). Simply put, a price shift encourages customers to switch (Antón et al., 2007). Due to their limited purchasing power, it has been noticed that the majority of clients migrate to another brand if a company raises the price of its services or bundles (Jaafar et al., 2012). Customers in the telecom industry are price-sensitive, and when they are subjected to rival marketing activities, the majority of them are drawn to lower rates from competitors (Polo et al., 2011). Because reasonable price is crucial to customer satisfaction, fair price coupled with great quality results in consumer contentment and discourages switching (Szwarc, 2005).Companies are now concentrating mostly on the cost of their services to their customers because this is what drives them to move to a different brand (Cretu & Brodie, 2007). When a customer makes a purchase, price is a crucial factor (Nandrianina Louis Pierre, 2020). Price is a crucial factor that influences brand switching because it is paid every time a customer uses or purchases the goods (Son & Jin, 2019). The client weighs the costs of its service providers against those of other network services before deciding whether to transfer or stay with them (Colgate & Lang, 2001). Lower call rates and SMS fees are the users' primary concerns when choosing a service provider, and they favor those that are cost-effective (Funk, 2007).

3.5.4 Poor brand image

Positive brand perception enhanced brand equity plus favorability (Chang & Liu, 2009). In addition to keeping current customers from switching brands and drawing in new ones, the brand image is essential (Blombäck and Axelsson, 2007). The majority of telecom businesses promote advertising and media affairs to attract new consumers and keep their current ones (Clow, 2016). Mobile consumers' perceptions of the products and services offered might be influenced by brand perception (C.-F. Chen & Myagmarsuren, 2011). Global brand aids consumers in mentally distinguishing one brand from others (Dennis et al., 2007). Brand images are intended to communicate to customers the concept, message, and topic of the business. By providing its potential clients the impression that their services are of high quality, a good brand increases the appeal of their brands. Customer loyalty to the brand is greatly influenced by the strength of the brand's image (Malik , 2012). Customers get increasingly devoted to the products they buy (Chochoáková et al., 2015). To convey your brand's value to the consumer, you need to have a positive brand image (Burt & Mavrommatis, 2006). Additionally, a strong brand is crucial for effective marketing and word-of-mouth promotion (Brown , 2005). While unfavorable visuals have a negative effect on consumers' minds (Kim , 2018). It demonstrates how a brand's perception in a consumer's mind develops from several sources (Giakoumaki & Krepapa, 2020).

3.5.5 Low promotions offer

Customers are significantly influenced by advertising to change brands (Sathish , 2011). Telecommunication businesses should concentrate on the advertising and promotional initiatives of their rivals (Clow, 2016). The sales promotions are directly related to the brand switching (Westberg, 2004). One brand's marketing initiatives have a direct impact on another brand (Shamout, 2016). The customer is constantly looking for appealing discount marketing events (Vogel, 2008). Additionally, telecom businesses should keep an eye on the marketing initiatives of their rivals and take appropriate steps to prevent clients from switching to other brands (S. K. Lam, 2010). Promotions is a method of interacting impersonally with potential customers in

order to develop profitable long-term relationships (Adefulu, 2015). The promotion provides the chance for a chance to compete in the marketplace and is essential to the company's continued growth (Urip, 2010). The marketing also offers details on the goods or services offered by the current business, including their costs, qualities, and availability (Faulds, 2009). Sale marketing activities draw in new clients, which boosts demand and sales for the services, but they also draw back customers who have stopped buying from the business or using its facilities (Familmaleki et al., 2015). In order to increase their revenue and market shares, businesses are using sale promotions in the modern day (Popovic, 2006). Internet services, free call minutes, and other promotional items may be included in sales (Van Horn, 2007).

3.6 Methodology

This study's objective is to examine the variables influencing brand switching behavior in Bangladesh's telecom sector. To achieve the objective, data from 50 users of telecommunications services was collected. In just two weeks after the survey's debut in August 2022, the results were gathered. 70 people responded to the poll after we disseminated 90 links to it. We had to eliminate some of the responses since they were ineffective. Nevertheless, we verified that the right people had completed the survey by double-checking all returned questionnaires. The secondary data for this research was gathered from a variety of sources, including the company website, publications, studies, journal papers, and internet news stories.
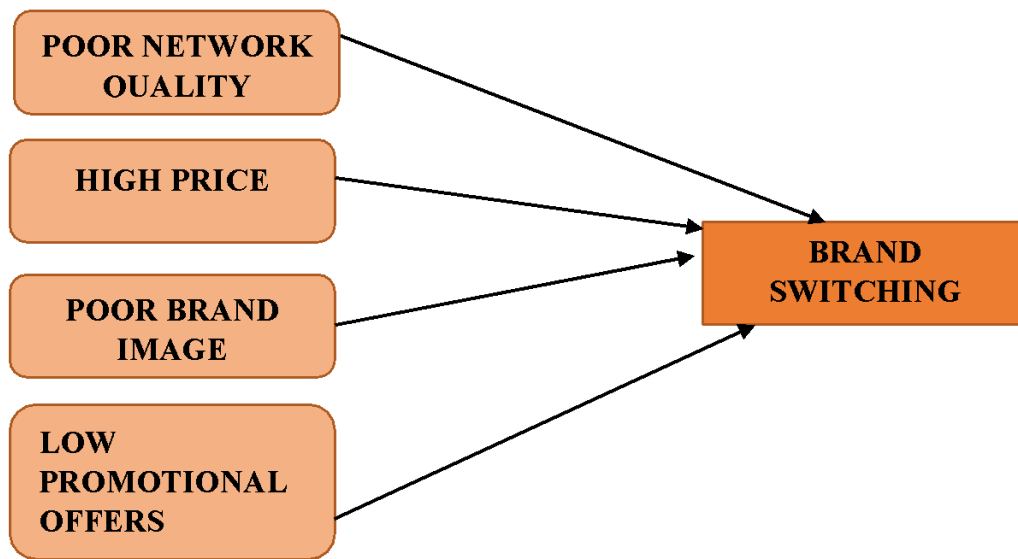
3.7 Conceptual framework

Figure 10: conceptual framework

In our study, brand switching behavior is the dependent outcome, and the independent clauses are bad network quality, expensive price, poor brand image, and low promotion offer rates. Cost and brand image metrics are taken from (Feng Jr & Zhang Jr, 2009). The dimension of promotional tools is taken from (Luo, 2006). The network quality metric is taken from (Berry & Parasuraman, 1991). The parameters of brand switching behavior are taken from (Stark et al., 2011).

Before creating the questionnaire and analyzing the components, we consulted with academics. The items were carefully analyzed by academic specialists, and the instruments were reviewed and altered in light of the setting of the study. The dependent variable in our study is brand switching behavior, and the independent variables are subpar network quality, high cost, subpar brand image, and subpar promotion offer rates. Metrics for price and brand image are obtained from (Feng Jr & Zhang Jr, 2009). The size of promotional items is derived from (Luo, 2006). The statistic for network quality comes from (Berry & Parasuraman, 1991). The factors influencing brand switching behavior are based on (Stark et al., 2011).

We worked with academics and tour operators with expertise in the tourist sector and mental health management before developing the questionnaire and breaking down the components. Academic experts thoroughly examined the items, and the instruments were evaluated and modified in light of the study's context.

3.8 Questionnaire design

Construct	SN	Survey Items	Source
High Price	1	A higher price makes me switch to a competitor	(Feng Jr & Zhang Jr, 2009)
	2	I am not ready to pay a higher price on my network	
	3	I am happy with the price I pay for my service	
	4	The price I pay for my service is fair and reasonable	
Network and service Quality	1	Telecom service provider network is country wide	(Luo, 2006)
	2	I am satisfied with the network quality	
	3	Telecom service provider respond quickly to complaints	
	4	Telecom service provider provide quality service	
Brand Image	1	I am a convinced brand is a leader in its field	(Feng Jr & Zhang Jr, 2009)
	2	I feel the brand is socially responsible	
	3	I am a convinced brand is very advanced	
	4	I am a convinced brand is committed to gender equality	
Promotional offers	1	I am usually attracted by the advertisement	(Berry & Parasuraman, 1991)
	2	I am usually stimulated by promotion	
	3	I usually change to another brand because of its reasonable price and good value for money	
	4	I usually change to another brand because it is a high level of product with a relatively higher price	
Brand Switching	1	I like to switch brands based on price.	(Stark et al., 2011)
	2	I like to switch brands based on network and service quality.	
	3	I like to switch brands based on brand image.	
	4	I like to switch brands based on promotional offers.	

Figure 11: Questionnaire

3.9 Findings and Analysis

3.9.1 Demographic profile

According to our survey, 55.33% of the survey participants were men. 44.77% of responders are between the ages of 18 and 39. 39.67% of our respondents were enrolled in a bachelor's program. Regarding the respondents' employment status, 16.5% of them were full-time employees, 42.67% of them were as well, and 24% were jobless. In the previous five years, 38.33% of the respondents changed their network sim. The majority of respondents (45%) choose Grameenphone, while 3.33% use Teletalk the least.

3.9.2 Data analysis

Price

From our statements regarding price, we could find that 44.4% are neutralized about price rise and 37% agree with switching brand when comes to high price. Then, 32.1% are neutral about paying a high price for a good network and 25% disagree with it. Further, 32.1% show dissatisfaction with the services that they pay and 21.4% show highly dissatisfaction. 42.9% believe that the price is not fair and reasonable for their current service. Only 4% think that it is fair and reasonable.

Network and service quality

In terms of network, 35.7% feel neutral about their country wise availability of the service and network. And 42.8% are satisfied with the network coverage. 32.1% of people are satisfied with

their current network service, where 57.2% showed neutral views. Customer care service in terms of complaints only 20% showed satisfaction, whereas 70% were dissatisfied. In terms of overall service the majority is neutral where 21% showed satisfaction and 28 % showed dissatisfaction.

Brand image

In terms of brand image, 50% want their service provider to be the market leader. 20% think it doesn't play any role whether the service provider is the market leader or not. 58% think their service provider is very advanced. 42.3 % think their brand is socially responsible. In terms of gender equality majority, 43% are in a neutral position with their brand. They can not say if their telecom brand practices gender equity or not,

Promotional offer

Further, for promotional offers 57.2% are attracted by their promotional offer. Where satisfaction and dissatisfaction weighs around the same number. But then again, 35.7% have mentioned that they are not simulated by the promotions. Further, more than 60% have said that they would switch to a competitor from a good value for money product. 36% have said that they are neutral about switching brands with higher value for higher money products.

Brand switching

32.1% have said that they might switch brands for price. Where the majority does not emphasize on pricing when it comes to brand switching. 66% might switch brand for brand image. Image of the brand plays a very vital role. Network and service quality play a key role in terms of creating a brand image. 67% believes that the may be a reason for brand switch. 42.9% is neutral when it comes to promotional offer in terms of brand switch. Promotional offers trigger consumers comparatively less in terms of brand switch.

3.9.3 Discussion

This particular study aims to investigate the elements that lead to brand switching behavior in Bangladesh's telecom sector. We used a questionnaire method to gather primary data. 71.67% of respondents had never changed their cell service provider in the preceding five years, compared to 28.33% who had brand switched in that time. The data showed that a high number of users were using GP , approximately 45%, while 26.67% were using Robi, 25% consumers were Banglalink, a very insignificant portion used Teletalk . The four factors that influence brand switching are the focus of the model we employed in this study. The results show there are convincing proofs that such factors influence consumer brand shifting. It has been discovered that elements including excessive cost, a lack of effective promotional tools, subpar network performance, and a negative perception of the brand are crucial in influencing brand switching behavior in Bangladesh's telecom sector. The results of the study demonstrate most respondents transfer mobile-services in response to price changes, with high price being the most important factor in customer decisions regarding brand switching. Poor network and service quality is the second most important issue that drives people to transfer brands. The poor brand image is the third most important factor in customers switching to other brands. High mobile phone service costs may cause users to switch to competing brands (Jain & Singh, 2019). Low network promotional offers have the least impact on customers' decisions to switch brands. The data demonstrates that if the customer's current network provider fails to deliver a good quality network, they may switch to a different brand if this continues. The findings show that, of all the variables, high price is the one that has the greatest impact on respondents' decisions to transfer service providers. All considerations, primarily price, should be taken into consideration by the cellular service provider. Pricing strategies have the biggest impact on consumer switching intentions, followed by poor network quality, a bad brand image, and a meager promotional offer, which has the least impact.

3.9.4 Theoretical framework

My research's conclusions have theoretical ramifications for the fields of marketing and consumer behavior. For instance, I discussed how crucial network and service quality are in influencing brand switching behavior in Bangladesh's telecom sector. The provision of high-quality services has also been theorized to be related to customer loyalty (De Ruyter et al., 1998). A theoretical knowledge of consumers' probable switching intentions is also provided by our study. Customers' intents to switch providers are determined, among other things, by their level of service provider satisfaction (Hellier, Geursen, Carr, & Rickard, 2003), which has been experimentally related to brand loyalty through customer retention (Lam, Ahearne, Hu, & Schillewaert, 2010). (Oyeniyi & Joachim, 2008).

3.10 Conclusion

According to the study, factors including high prices, a negative brand image, poor service or network quality, and a lack of promotional activities significantly affect consumers' brand switching behavior in Bangladesh's telecommunications sector. The results of this study demonstrate that as time goes on and technology develops, not only does society profit from the services offered, but it also aids in the growth of enterprises. This strategy's initial objective of reducing consumer brand switching behavior shows that cellular networking companies can raise their service standards and network quality to keep customers. As a result, companies may maintain enduring connections with customers and stop them from switching brands. The second objective of the research is to determine what causes consumers to switch brands. The second objective of this study is to look into the elements that influence consumer brand switching. The findings of this study demonstrate that elements such a high price, a bad network, a bad brand image, and a lack of promotional activities are the ones that cause customers' behavior to be influenced. These factors could inhibit brand change or promote it. The results show that customers may switch to a different brand if their current network provider is unable to deliver a high-quality network. Additionally, several advertising strategies are used to set themselves apart

from the competition. The survey also suggests a number of strategies that mobile networking businesses should employ to retain their customers. Additionally, all of the provided hypotheses were accepted with sig values close to zero, demonstrating the strong influence of price, quality, brand image, and promotional activities on customer brand switching behavior. When a consumer buys for a service or a product, it has been found that he expects to receive an equivalent or more value in return. If his current brand doesn't live up to his expectations, he is more likely to switch brands. These businesses consequently incur losses financially as well as negative reputation. According to the respondents, low customer loyalty in the cellular networking market is a result of rising competitive strategies utilized by rival companies in the communications sector.

3.11 Limitations

The city of Dhaka is the primary focus of this study. Other regions, specially, village areas can be used but due to a lack of resources and time, it was not possible to enlarge it to that extent. Due to time and financial restrictions, the sample size was also limited; the results would have been more accurate if a bigger sample had been used. Despite the fact that this research is quantitative, managerial perspectives can be used to conduct a qualitative study; however, due to time constraints, mixed methods techniques were not applied. This research article is only confined to four variables, and other aspects impacting customer switching are not included; also, it only covers the consumer's perspective, and the service firm's point of view is not covered in the study.

3.12 Recommendations

Other variables may be added to the research to increase its accuracy. In the future, a qualitative study design may be used to fully comprehend client switching behavior, adding the managerial perspective. This information will assist them in designing approaches for obtaining new

clientele. More variables, such as demographic characteristics of consumers, usage patterns, and life cycle, can be considered in the future to make studies more concrete. Customer service officers and technical support workers are critical in the telecommunications business because they are in direct touch with subscribers 24 hours a day, seven days a week, who explain their difficulties and demand immediate solutions. Customers will surely be unsatisfied if a customer service person is unable and incompetent enough to address their issues. Technical staff members should also be quick and shrewd in order to address customer service representatives' issues as quickly as possible. Additionally, in order to compete in this dynamic environment, service quality programs that are succinct, thoughtful, strong, and personalized must be addressed. Managers of Banglalink should determine prices that best suit customers. Customers would be quite upset if there were frequent call drops, therefore they need to make sure the network is highly solid. They should be aware of all the promotional deals that their rivals are offering, and they should base their own deals on those and other factors. Finally, they should endeavor to maintain and improve their brand's reputation among consumers as a reliable one.

3.13 Scope of the study

This paper provides a general overview of the variables influencing how a telecom firm is perceived in Bangladesh. As a result, this report is valuable for imparting information and lessons regarding Banglalink Digital Communications' branding and digital media strategy. Bangladesh has transformed as a result of the emergence of the telecom sector. Consumer brand switching tendencies have grown in recent years. We noted a variety of factors that were both in favor of and against brand switching in the telecommunications sector. With this telecom industry can think of better ways to reach its consumers and consumer retention rates can be mitigated to some extent. Academicians and researchers can also take key variables that affect brand switch and do further study on them.

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Appendix

Questionnaire

Demographic information

1. Gender
    a. Male
    b. Female
2. Age
    a. 18–39 years old
    b. 40–49 years old
    c. 50 years or older
3. Education level
    a. School
    b. College
    c. Bachelor's degree
    d. Master's degree
4. Occupation
    a. Full-time employees
    b. Part-time employees
    c. Unemployed
5. Switching status : (last 5 years)
    a. Yes
    b. No
6. Telecom Service User
    a. GP
    b. Robi
    c. Banglalink
    d. Teletalk

Price

1. A higher price makes me switch to a competitor.

    Strongly Disagree   Strongly Agree

2. I am not ready to pay a higher price on my network.

    Strongly Disagree   Strongly Agree

3. I am happy with the price I pay for my service.

Strongly Disagree   Strongly Agree

4. The price I pay for my service is fair and reasonable.

Strongly Disagree   Strongly Agree

Network and service Quality:

1. My telecom service provider network is country wide.

Strongly Disagree   Strongly Agree

2. I am satisfied with the network quality.

Strongly Disagree   Strongly Agree

3. Telecom service provider respond quickly to complaints

Strongly Disagree   Strongly Agree

4. Telecom service provider provide quality service.

Strongly Disagree   Strongly Agree

Brand Image:

1. I am a convinced my telecom service brand is a leader in its field

Strongly Disagree   Strongly Agree

2. I feel my telecom service brand is socially responsible.

Strongly Disagree   Strongly Agree

3. I am convinced my telecom service brand is very advanced

Strongly Disagree   Strongly Agree

4. I am convinced my telecom service brand is committed to gender equality

Strongly Disagree   Strongly Agree

Promotional Offers:

1. I am usually attracted by the advertisement of telecom service provider

Strongly Disagree   Strongly Agree

2. I am usually stimulated by promotion

Strongly Disagree   Strongly Agree

3. I usually change to another brand because of its reasonable price and good value for money

Strongly Disagree   Strongly Agree

4. I usually change to another brand because it is a high level of product with a relatively higher price.

Strongly Disagree   Strongly Agree

Brand Switching:

1. I like to switch brands based on price.

Strongly Disagree   Strongly Agree

2. I like to switch brands based on brand image.

Strongly Disagree   Strongly Agree

3. I like to switch brands based on network and service quality.

Strongly Disagree   Strongly Agree

4. I like to switch brands based on promotional offers.

Strongly Disagree   Strongly Agree