Report On

Analysis on Consumer Behavior towards bKash – A New Dimension in Mobile Financial Service

By

Name: Kh. Faysal Kader
ID: 20264022

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

Brac Business School
Brac University
November, 2024

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:

Kh. Faysal Kader

Student ID 20264022

Supervisor's Full Name & Signature:

Dr. Tarnima Warda Andalib

Assistant Professor,

Brac Business School,

Brac University.

Letter of Transmittal

Dr. Tarnima Warda Andalib

Assistant Professor,

Brac Business School

Brac University, KHA 224, Progati Sarani, Merul Badda, Dhaka 1212.

Subject: Submission of Internship Report

Dear Madam,

With the utmost respect, I am pleased to inform you that I, Kh. Faysal Kader, ID- 20264022, finished writing my report titled as "Analysis on Consumer Behavior towards bKash – A New Dimension in Mobile Financial Service".

For the time of my four-month internship, which happened from September 1 to December 30, 2023, I was assigned with the designation as a Senior officer of Project & Partner Management under the Product & Technology Division of bKash Limited. I have sincerely worked on the assigned task and prepared analytical and research-based report about my experience working at bKash Limited. I also want to express my thankfulness to everyone who has given me the resourceful information. I would greatly appreciate if you grant my report and guide me through my internship procedure.

Sincerely yours,

Kh. Faysal Kader

20264022

Brac Business School,

Brac University

Date: November 16, 2024

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between bKash Limited and the undersigned student at Brac University.

Kh. Faysal Kader, ID: 20264022

……………………………………..

Acknowledgement

At First, I would be thanking my almighty that he has given me the greatest opportunity to be a part of such a company which provides one of the greatest opportunities for today's generation in Bangladesh and, as well helping me out through all my hardships. I feel extremely honored that I have been able to wrap up my internship at bKash as a Senior Officer, Project and Partner Management, a vibrant department of this company within the product and technology team.

I feel gratified towards Mr. Nasheedul Majid, the Vice President, Partner Management team, who made the time to listen, provide guidance and help me stay focused, till the finishing of my project at bKash Limited.

I want to convey my heartfelt thanks to Ms. Dr. Tarnima Warda Andalib, Assistant Professor at Brac Business School, for her guidance during this internship journey and her valuable input in the report outcomes. She also provided the necessary guidance and support on time to time.

Executive Summary

The opportunity of working in the Project & Partner Management department under Product and Technology division at bKash Limited has been the basis of the internship report.

My research study depicts the entire journey throughout my internship, the company's departmental management and services, and also includes my assigned research purpose in this report.

In the first chapter, I have mentioned that how my internship has helped me with my learning and skill accession. In the second chapter, company's overview is given. This report also includes various management strategies that bKash Limited employs.

This portion includes a summary of segments strengths, weaknesses and also limitations. Also, in the last section I have included my research on "Analyze Consumer Behavior towards bKash".

Keywords: bKash; Product and Technology division; Learning and Skill Accession.

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List of Acronyms

MFS – Mobile Financial Services

PPM – Project & Partner Management

Glossary

PPM: Project & Partner Management department of bKash deals with Product & Technology division's project and partners. Numerous types of projects like technical projects, admin projects, financial projects, Customer service related projects, Partner governance parts all are under this department.

Chapter 1: Overview of Internship

Student Information:

Name: Kh. Faysal Kader

ID: 20264022

Program: MBA (Master of Business Administration)

Major: Human Resource Management (HRM)

Internship Information:

Period: 4 Months

Company Name: bKash Limited

Department: Project & Partner Management

Division: Product & Technology Division

Address: Shadhinata Tower, 1, Bir Sreshtha Shaheed Jahangir Gate, Dhaka Cantonment, Dhaka 1206

Internship Company Supervisor's Information: Name: Mr. Nasheedul Majid

Position: Vice President, Partner Management (Project & Partner Management Team)

Job Scope:

I secured a position as a Senior Officer in the Product & Technology Division, which is one of the largest divisions at bKash and this division functionally divided into eleven teams.

Internship Outcomes:

As Senior officer of the partner management team, I worked directly with the partners, maintained healthy relationships with them, did partner governance work like partner evaluation on a quarter basis, managed their invoices, facilitate them through different coordination work.

Benefits:

New employees at bKash go through a three days training process which enables them to learn about bKash DNA. They have been given a brief idea about bKash cultures, structures and business.

bKash provided each employees a user-friendly work environment which helps them to grow individually. By providing the healthy culture it brings employees inner potentials.

Problems/troubleshoots (faced during the internship period):

I used to focus on the partner governance aspect of my role as a Senior Officer in the Project & Partner Management team. It is necessary to determine each partner's area for development and to take the initiative to address below average performance.

Additionally, each partner's skill set develops over time as a result of training, experience with new projects, hiring new employees, and departures from the partner's company. As partner manager it's necessary to connect customer opportunities to the correct partner by bringing partners under the governance process.

Recommendations (regarding future internships with the organization):

From my experiences I can say that bKash is an excellent opportunity for the recent graduates. Our company strictly prohibits gender discrimination or religion, or any discrimination regarding public or private university. The employees of bKash always practice better communication, collaboration and constantly updates themselves with great aspects. We welcome people who possesses all these attributes and wants to apply for working in bKash.

Chapter 2: Organization Part

Introduction

Objective:

The objective of this section of the report is to provide a summary of the history of bKash Limited. It will describe the main departments of the company, their functions, the services currently provided, and the overall condition of the mobile financial industry.

Methods: The following methods were employed to compile the information presented.

Methodology:

Primary research: the departmental staff and members have given their statements in-person interactions regarding the information of operations and primary responsibilities of some departments.

Secondary research: From the official website, the information about bKash Limited's overview, the state of the industry, and key departments has been gathered.

Scope:

In this portion, the background of bKash Limited will be covered which includes the primary departments and also company's objectives. Hereby, we are describing every of the services offered by bKash limited. This includes a thorough explanation of providing customers with a comprehensive understanding of all these services available.

This section also provides the methods and approaches that this business carries out for its regular operations.

Overview of bKash Limited:

bKash Limited operates as a subsidiary of BRAC Bank. In April 2013, the International Finance Corporation (IFC), part of the World Bank Group, became an equity partner in the company, afterwards an investment from the Bill & Melinda Gates Foundation in subsequent April. bKash always aims to ensure that Bangladeshi citizens can access to the financial services in a broader way. The target is to ensure that the low-income pupil can also be the part of the financial services which provides them practical, affordable, and reliable experience (bKash, 2016).

bKash Mission:

To ensure the availability of financial services to the Bangladeshi people is the primary goal of bKash. Its unique goal is to serve the nation's lower income population by offering reasonable-priced products and services.

Factors behind the rapid growth of bKash:

One of the greatest strengths of bKash limited is their alliance with Brac Group and the Bank. bKash has been founded as a subsidiary of BRAC bank and has a great significance in rural areas, including participation in MFI. Moreover, bKash is an independent MFS organization licensed by Bangladesh Bank and not an extension of conventional commercial bank. It has gathered a substantial number of well-known equity investors from around the world and also, it has been running by evident team that understands the business and the technology.

In collaboration with every cellular provider, bKash has developed simple technology that is user friendly. The charges and service fees are reasonable in the eyes of the customers. bKash has set up easy brainstorming points as well as a professionally educated and trained distribution network. The customers get access to bKash services through a wide distribution network comprising 300 BRAC Bank ATMs, upwards of 100,000, Agents who are spread out in every district and Thana, blanket nationwide coverage.

bKash Products and Services:

Currently, bKash Limited are giving these products and services mentioned below:

Cash-in: A person can recharge their bKash account by going to a bKash agent and providing the required amount.

Cash-out: Cash withdrawals from BRAC Bank ATMs or bKash agents are available for a small fee.

Send Money: There is a small fee associated with transferring funds between bKash accounts.

Pay: Users are able to send money to over 47,000 registered retailers nationwide.

Pay Bill: The user can pay a variety of bills, including those related to credit cards, education, gas, electricity, and the internet.

Add money: By utilizing a personal credit card or bank account, an individual can easily deposit funds into their own bKash account.

Recharge a mobile phone: Users can add the required amount to their own phone or to someone else's phone.

Purchase tickets: From the app, users may purchase tickets for movies, buses, trains, flights, and launches.

Transfer Money: Users can quickly transfer money from their existing bank accounts to bKash account.

Insurance: Through the bKash app, individuals can buy life and health insurance plans to safeguard the future of their family members.

Travel: The bKash app allows users to reserve hotel rooms all throughout the nation.

Shopping: The bKash app allows users to shop online immediately.

Remittance: Currently people living outside the country are sending their remittance through bKash with the help of the commercial banks as well.

Donation: The bKash app allows users to make direct donations to a number of organizations.

Product & Technology Structure of bKash limited:

Let's have a short conversation about the primary divisions and a more in-depth look at the Product & Technology Division since that is the area, I have been assigned to work in.

Research & Engineering Team: Assigned for Research & Development part of the organization.

Data Engineering Team: Statistical data analysis and decision makings are one of the core parts of this team.

System Engineering Team: Server Management, Storage Management, Database Management are some crucial parts of this team.

Service Operation Team: Assigned for regular operational tasks of the organization.

Project & Partner Management Team: Assigned for multiple project related works, Partner performance improvement related works.

Payable & Identity Management Team: Assigned for Educational, Utility bill payment related works.

Financial Product Team: Focused on bank related integration works.

IT Governance Team: Assigned for Security, Networking, DC Operations related works.

Solution Architecture & Planning Team: All solution related works, Architecture planning are core responsibility for this team.

App & Operation Team: Assigned for all app related operational works.

Merchant App Team: Focused on merchant integration parts.

Industry and Competitive Analysis:

In the context of Mobile financial services, bKash leads the market. They are facing tough competition from the existing companies also from the newly launched service providers.

SWOT analysis is essential for examining the industry and competitive scenery of the organization. I've designed the SWOT analysis of bKash Limited in the table down.

Strengths	Weaknesses
• Reputation.	• Transaction Limit
• The First comer’s advantage	• Significant fees for cash withdrawals and money transfers.
• Fast and User-friendly app interface	• Ongoing instances of fraud lead, many individuals to less trust in them.
• Trusted	• Difficulty on account opening for rural people
• Variety of services	
• Availability in the nearest market place	
Opportunities	Threats
• Recently they allowed the birth certificate for account opening, the number of customers will be increasing	• Competition from rivals like Nagad, Rocket, Upay, etc.
• Collaborating with corporations such as Walmart and Amazon will boost their transaction volume.	• The simplified process for banks to offer mutual fund services to clients might lead to a change in customer perception.
• Partnering with additional merchants and businesses will also expand their transaction base.	
• Enhanced oversight and awareness of fraudulent activities would greatly boost customer confidence.	

Summary and Conclusion:

On our day-to-day life bKash has taken a bigger place in people's hearts and many users are basically using on a daily basis. They have transfigured the nation's mobile financial services business and also multiplicated public awareness of it beyond all previous levels. bKash has helped people to make transactions in an easy way and also economically friendly.

All the innovative measures adopted by bKash limited has helped them being well ahead of the competition. Implementing both the primary and secondary research methodologies, I demonstrated an extensive comprehension of the organization’s fundamental principles, range of offerings and departments operations. The SWOT analysis has made it easier of the identification of the areas where they might focus to bolster and grow their business.

Recommendations:

Many businesses lose out to competitors as a result of their failure to pay attention to client feedback or market trends. Thus, bKash has to take initiative and pay attention to their clients.

Chapter 3: Analysis on Consumer Behavior towards bKash – A New Dimension in Mobile Financial Service

Problem Statement and Purpose of Study:

Mobile financial services (MFS) are simple services which offer financial assistance and integrate the financial service via portable networks. This view is shared by Bangladesh Bank (2012) who describes this technique to enclose the integration of mobile networks and banking transactions by customers which also encloses their ability to make deposits. This includes, depositing funds, withdrawing and transferring funds, and receiving payments from the MFS account among others. Many times, these services are provided through bank agents, when the mobile account holders transact with non-bank branches.

In this report, I aimed investigating the behavioral and attitudinal aspects of usage of bKash including the users and non-user's perspectives. This report is prepared with and supervised by Dr. Tarnima Warda Andalib, an Assistant Professor of BRAC Business School, BRAC University and Mr. Nasheedul Majid, VP Partner Management, bKash limited.

Origin:

As Master's in Business Administration student (MBA Program) of Brac University, I got the chance to work with the largest mobile financial service company, bKash Limited. After completing all required courses, BRAC University offers each of the students an "Internship" opportunity. It provides an excellent chance for students to acquire practical knowledge in real-life situations and the workplace.

With the guidance of my onsite supervisor, Mr. Nasheedul Majid, VP of Partner Management at bKash, I have compiled this report on "Analyzing consumer behavior towards bKash."

Dr. Tarnima Warda Andalib, Assistant Professor at BRAC Business School, has approved this subject for my research report and allowed me to develop it as part of the requirements for the internship phase, providing me with pertinent guidance throughout the period.

Objective:

Customer user experience alludes that the customer needs are always dependent on

establishment, purchase, and employment of labor. There are various patterns engaged with the client's way of works.

In this report, our main agenda is to analyze the consumer behavior towards bKash. Being the largest MFS in the country, bKash have their potential & loyal customer base. Keeping that in mind, a survey was conducted with some related questionnaires.

Research Question:

The primary aim of a study or a problem that requires resolution throughout the entire research process is referred to as a research question. In both qualitative and quantitative research, selecting the most suitable research topic is crucial. In order to get the answers, we will be examining a number of different questions in this investigation.

Some of the sample questions as below:

- Why You took the decision to use bKash?
- Why You Preferred bKash App?
- What Are the Factors That Insisted You to choose bKash?
- How frequently do you operate bKash?
- Has bKash simplified your life compared to how it was before?
- What was the previous challenges without bKash?
- Due to the Internet blackout in July'24, which service of bKash you have missed most?
- Rate your life experience with bKash in the given criteria.

Research Methodology:

For the objective of doing research, it is mandatory to follow the Research methodology. It helps by providing a systematic way to collect information and make that to the desired output or results. For my validated research topic, I was able to independently gather both primary and secondary data. These data were instrumental in achieving the desired outcomes of my research topic.

Limitations:

- We conducted this survey only online via Google Forms.
- The participants were aged between 20-30 years old.
- Find unwillingness from a couple of people to answer the survey questions.
- Time limitation.
- Due to the workload pressure as current employment.

Primary Research:

My internship experience in the corporate environment

Direction from the senior officials

By conducting week-after-week meetings.

Casual meetings of associates.

Secondary Research:

For secondary research purposes, information will be procured from auxiliary resources.

Research Design: Descriptive research (A single cross-sectional Design)

Research Technique: Survey method

Research Tool: Structured questionnaire

Sample size: 50 people

Sample area: Bangladesh

Sampling method: Convenience Sampling.

Exploration will be led to the guide of a solitary cross-segment plan. This clarifies that there will be the presence of only one example of respondents and information, which will be acquired from this example just a single time. There were 50 responders with one example and gathered data with that example just a single time.

Literature Review:

The rise of mobile financial services, enabling individuals to interact with banks through their mobile phones, represents a new approach to accessing banking services facilitated by modern telecommunications advancements (Shezan M., 2015). Shezan (2015) Magnified

those mobile financial services circumscribed a variety of functions, including prevailing insurance, paying bills, transferring funds, trading stocks, managing investment portfolios, and checking account balances along with transaction histories.

While speaking of the astounding story of mobile money transfer, Comninos (2008) stated that while the rapid scaling of the industry is due to the growth strategy of mobile providers, the high demand for remittances generated by rural/urban migration is responsible for the industry's initial success in Kenya.

Mobile Financial Services (MFS) can generally be divided into two main types, as outlined by Boyd and Jacob in 2007: mobile payments (m-payments) and mobile banking (m-banking). Mobile banking is defined as "a channel through which customers engage with a bank using a mobile device, like a mobile phone or personal digital assistant (PDA)."

An IFC report from 2014 indicated that 98% of mobile users are able to access bKash. Hasan and Islam (2016) employed a distance-based methodology to calculate a financial inclusion index (IFI) for Bangladesh at the district level, considering multiple aspects of inclusive finance. Their findings revealed that the index value, which reflects the overall financial inclusion in Bangladesh, rose from 0.503 in 2008 to 0.697 in 2014.

Factors Influencing Consumer Behaviors:

SL No.	FACTORS	QUOTES BY AUTHORS	AUTHORS
1	Customer satisfaction	Customers consistently desire dependable, prompt, reassuring, and empathetic service from mobile banking. service provider.	MA Rouf, MA Babu, MA Khatun, M Rasel of marketing research, 2019
2	Quality service	bKash in the near future can become an important aspect for the socio-economic development.	MM Hasan, MR Islam (2013)
3	Credibility	bKash has already established credibility in consumers mind	Mirza Mohammad Adnan Shezan (2015)
4	Popularity	bKash has high popularity in Mobile Financial Service across the country.	Priyanka Das Dona, Sharmin Islam Mouri, Md. Hasan & Md. Zainal Abedin (2014)

5	Efficiency and Convenience	The majority of banking and financial operations are conducted online, enhancing both efficiency and convenience for clients.	Mashiath Khurshid Syed Abul Basher (2023)

Findings:

I conducted the survey mainly on 50 respondents by giving them fixed questionnaire in Google forms. My agenda was clearly mentioned in the Survey title that I want to analyze the consumer behavior towards bKash. Also, I wanted to find the people's perception about the bKash products and their frustrations while using that.

Upon completing the survey, I discovered that the majority of respondents were aged between 20 and 30 years. The questionnaire primarily consisted of open-ended questions. Additionally, I received some brief responses to better understand their genuine emotions. Scale-based questions were also included to determine the extent of their agreement or disagreement of the factors affecting their perceptions.

Analysis and Results

Demography:

Demographic analysis is a crucial part of research as it tells us the factors that can be helpful for research. It guides the characteristics of a population and predict how might it can change in the upcoming times.

In the following pages, we will examine the profiles of respondents categorized by demographic groups. Additionally, we will observe varying responses from each group.

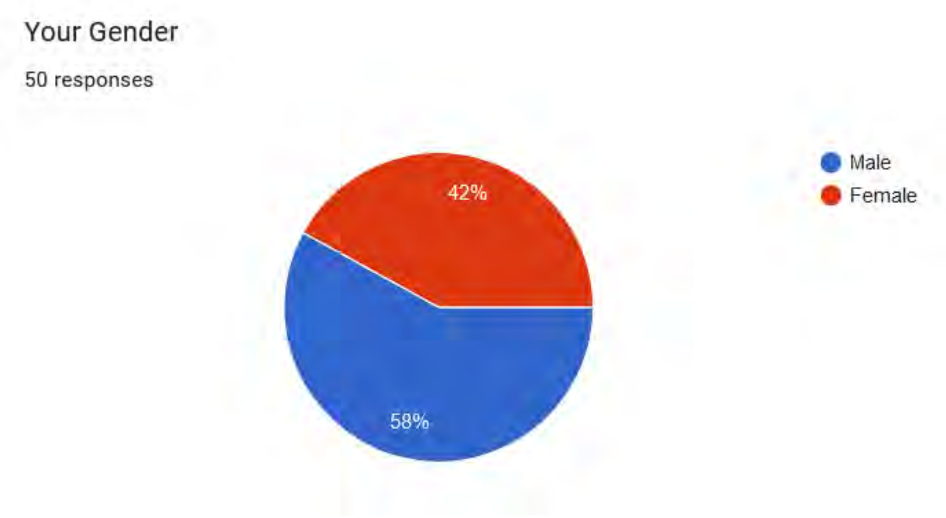

Figure 1: The Gender ratio of the respondents

In the limitations it is mentioned that the male percentage in the survey is greater than the female percentage. Amongst the 50 respondents, 58% are male and 42% are females.

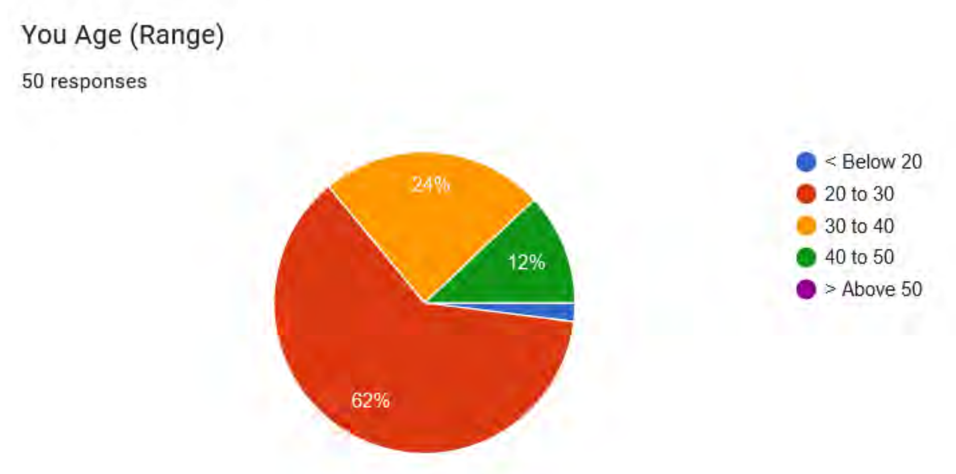

Figure 2: The Age ratio of the respondents

By finding the respondents, we have identified the young age participation are much more than the Senior group. Though we have got some senior personal responses as well.

The completed survey states a clear data that indicates 62% from the age group 20 to 30.

24% from the age group 30 to 40. 12% from the age group 40 to 50. And, Lastly, 2% from below 20 age groups.

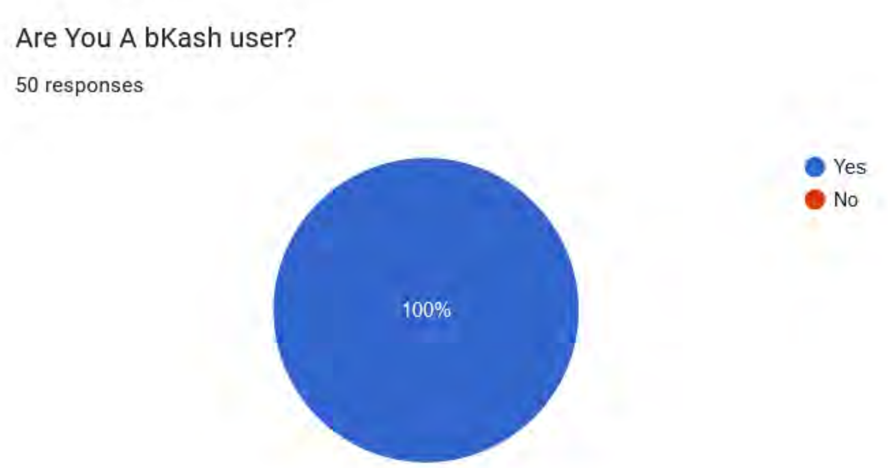

Figure 3: The user ratio of the respondents

One good outcome of the survey we must say, all of the 50 respondents use bKash. They frequently use it for their daily life objectives. Besides, all individual gave response on how actively they use bKash.

The major agenda of the survey relates to this corner parts because the real feedback only provide to them if someone regularly using it. So, it will be easy for the researcher to analyze the behavior of the consumer.

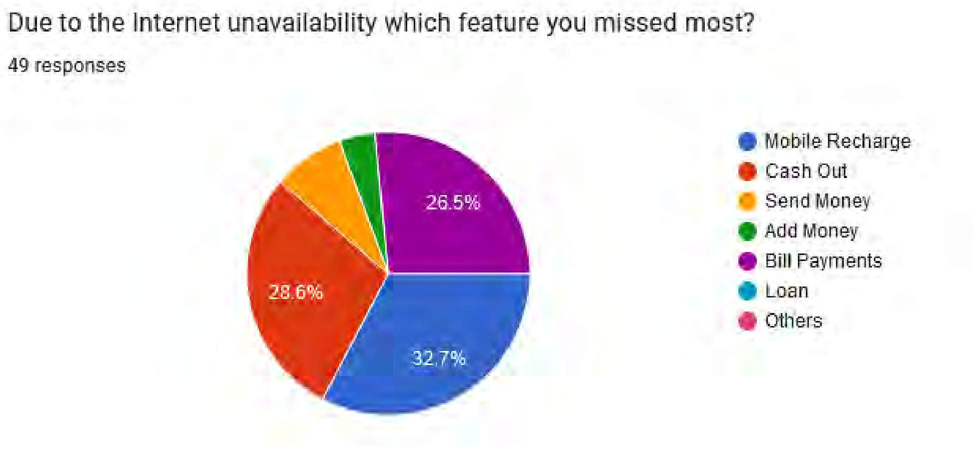

Figure 4: Feature ratio of the respondents during Internet Blackout in July'24

We all are aware of the July revolution of our country, Bangladesh. We saw how quota reform movement turns into Pro-democracy movements. We faced Internet blackout during this period. Internet black out was occupied for 3-4 days approximately. Mass people came to the road to pay their utility bills as all mobile financial services were unavailable. So, we putted it on the survey and got the response regarding the feature of bKash, which consumers missed most. We find 32.7% responded for Mobile recharge, 28.6% respondent for Cash out, 26.5% for Bill payments. It indicates how people dependent on bKash and other MFS services. It also needs to admit that bKash provides customers many cash backs on Mobile recharge and Cash out service due to its tremendous popularity.

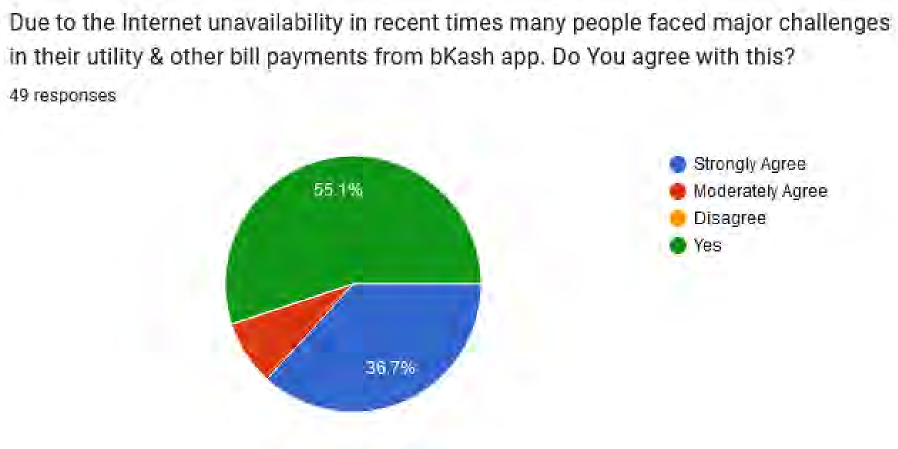

Figure 5: Response ratio of the respondents on Major challenges faced on Internet Blackout

We have putted this question as A Likert scale manner. As we have done a survey on multiple-aged persons, different genders with them, different views and perspectives have each of them. We want to get the holistic view of the respondents.

So, the survey questions we have putted here was "Many people faced challenges in their utility and other bill payments due to the Internet Black out in July".

And, as obvious, most of the people Strongly agreed and give positive response to that. No one disagreed in this questionnaire.

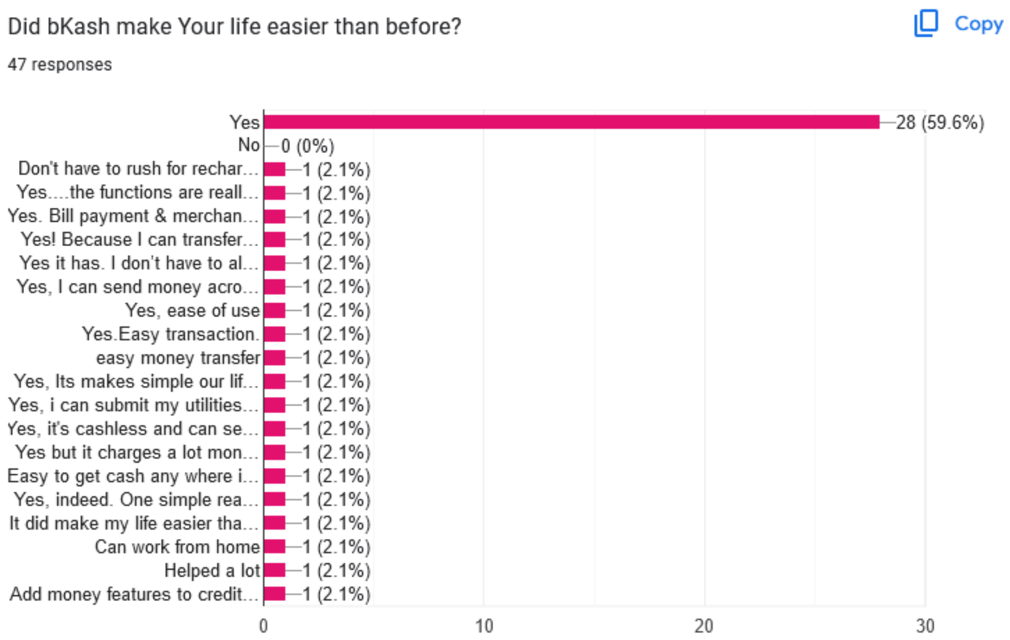

Figure 6: Response ratio of the respondents on Did bKash made life easier

MFS comes to the market in 2011 on the top of the mind to enter to the cashless society era. Thus, bKash, Rocket, Upay, etc. playing vital role on it.

Most respondents find that positive too. They all respondent with Yes. Initially we have putted in our survey as an Open-ended question with two options. Later we wanted to count the respondents' thoughts as well. So, the output came in that way. However, the moral objective we have covered that is "Analyzing the consumer behavior towards it.

What was your previous challenges without bKash?

45 responses

had to carry cash

There were not any faster option for money transactions, paying bill, take out money from visa/debit/credit card to any app without atm and a lot more.

Standing in line for utility bill payments.

It was tough to find a booth everywhere!

None

Cashless Transaction and not having changes

Cash handling

Charges

Cash withdrawal problem in rural areas

Figure 7: Response ratio of the respondents on Previous challenges without bKash

Initially, above one was also an open-ended question too. But to analyze more of the consumer behavior we captured the messages from the survey results.

Most of them told hard cash problems, some said the lack of ATM booths, some said charges, some find the challenge in bill payments by standing in line for hours.

It clearly indicates how bKash associated with the people's daily lives.

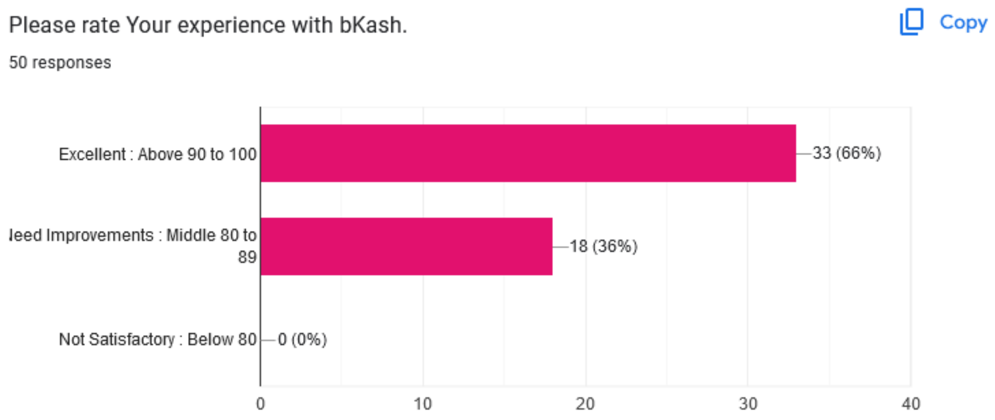

Figure 8: Response ratio of the respondents to Rate experience with bKash

The good findings are most of the respondents find very insightful with bKash app. They find that helpful and thus gave Excellent feedback on the survey questionnaire.

Some of them thought there are still scope of improvements. The lucrative part of the survey, none of the respondents thought that bKash app is not satisfactory.

Factors Affecting Consumer Behavior Towards bKash:

In this section we will portray the factors that affect the consumer behavior towards bKash. As a market leader in the MFS industry, it is obvious choice for the people to use it their daily life. Here are the tables below that summarizes respondents on the factors that analyze & explore the consumer behavior towards bKash.

Questions	Totals	Positive Response	Moderate Response	Negative Response	Total
Mention Your name	50	100%	0%	0%	100 %

Gender	50	100%	0%	0%	100 %
Age	50	100%	0%	0%	100 %
bKash User	50	100%	0%	0%	100 %
Do you have a reason for Your bKash preference?	50	98%	0%	2%	100 %
Frequency of Use	50	100%	0%	0%	100 %
Elder User	50	84%	0%	16%	100 %
bKash made your life easier or not?	50	100%	0%	0%	100 %
Faced challenges without bKash?	50	96%	0%	4%	100 %
Many people faced major challenges in their utility & other bill payments from bKash app due to the Internet black out	50	100%	0%	0%	100 %
Due to the Internet black out you missed bKash feature or not?	50	100%	0%	0%	100 %
Rate Your Experience with bKash? Whether it's excellent, need improvements or poor?	50	83%	17%	0%	100 %
Valid Email Response from respondents?	50	100%	0%	0%	100 %

Table 1: Factors Affecting Consumer Behaviors

PSPP Results Summary:

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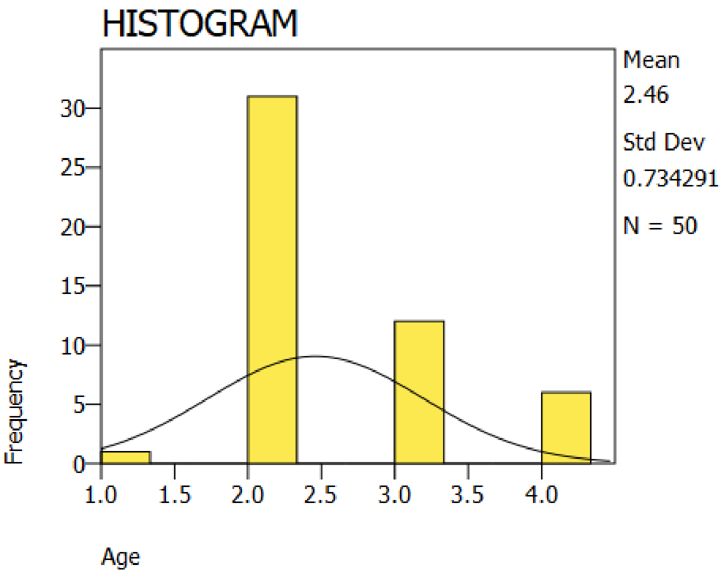
Statistics

		Gender
N	Valid	50
	Missing	0
Minimum		Male

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	29	58.0%	58.0%	58.0%
	Female	21	42.0%	42.0%	100.0%
Total		50	100.0%		



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Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 <	1	2.0%	2.0%	2.0%
	Between 20 to 30	31	62.0%	62.0%	64.0%
	Between 30 to 40	12	24.0%	24.0%	88.0%
	Between 40 to 50	6	12.0%	12.0%	100.0%
Total		50	100.0%		

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MFS_User_or_Not

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	100.0%	100.0%	100.0%
Total		50	100.0%		

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CROSSTABS
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        /CELLS=COUNT ROW COLUMN TOTAL.
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Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age × Gender	50	100.0%	0	.0%	50	100.0%

Age × Gender

			Gender		Total
			Male	Female	
Age	Bel 20 <	Count	0	1	1
		Row %	.0%	100.0%	100.0%
		Column %	.0%	4.8%	2.0%
		Total %	.0%	2.0%	2.0%
	20 to 30	Count	16	15	31
		Row %	51.6%	48.4%	100.0%
		Column %	55.2%	71.4%	62.0%
		Total %	32.0%	30.0%	62.0%
	30 to 40	Count	8	4	12
		Row %	66.7%	33.3%	100.0%
		Column %	27.6%	19.0%	24.0%
		Total %	16.0%	8.0%	24.0%
	40 to 50	Count	5	1	6
		Row %	83.3%	16.7%	100.0%
		Column %	17.2%	4.8%	12.0%
		Total %	10.0%	2.0%	12.0%
Total		Count	29	21	50
		Row %	58.0%	42.0%	100.0%
		Column %	100.0%	100.0%	100.0%
		Total %	58.0%	42.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	3.85	3	.278
Likelihood Ratio	4.40	3	.221
Linear-by-Linear Association	3.31	1	.069
N of Valid Cases	50		

```
CROSSTABS
        /TABLES= MFS_User_or_Not        BY        Gender
        /FORMAT=AVALUE TABLES
        /STATISTICS=CHISQ
        /CELLS=COUNT ROW COLUMN TOTAL.
```

Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
MFS_User_or_Not × Gender	50	100.0%	0	.0%	50	100.0%

MFS_User_or_Not × Gender

			Gender		Total
			Male	Female	
MFS_User_or_Not	Yes	Count	29	21	50
		Row %	58.0%	42.0%	100.0%
		Column %	100.0%	100.0%	100.0%
		Total %	58.0%	42.0%	100.0%
Total		Count	29	21	50
		Row %	58.0%	42.0%	100.0%
		Column %	100.0%	100.0%	100.0%
		Total %	58.0%	42.0%	100.0%

Chi-Square Tests

	Value
N of Valid Cases	50

App_Or_USSD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	App User	45	90.0%	91.8%	91.8%
	USSD User	4	8.0%	8.2%	100.0%
Missing	.	1	2.0%		
Total		50	100.0%		

```
CROSSTABS
        /TABLES= Gender BY        App_Or_USSD
        /FORMAT=AVALUE TABLES
        /STATISTICS=CHISQ
        /CELLS=COUNT ROW COLUMN TOTAL.
```

Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender × App_Or_USSD	49	98.0%	1	2.0%	50	100.0%

Gender × App_Or_USSD

			App_Or_USSD		
			App User	USSD User	Total
Gender	Male	Count	26	2	28
		Row %	92.9%	7.1%	100.0%
		Column %	57.8%	50.0%	57.1%
		Total %	53.1%	4.1%	57.1%
	Female	Count	19	2	21
		Row %	90.5%	9.5%	100.0%
		Column %	42.2%	50.0%	42.9%
		Total %	38.8%	4.1%	42.9%
Total		Count	45	4	49
		Row %	91.8%	8.2%	100.0%
		Column %	100.0%	100.0%	100.0%
		Total %	91.8%	8.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Sig. (2-tailed)	Exact Sig. (2-tailed)	Exact Sig. (1-tailed)
Pearson Chi-Square	.09	1	.763		
Likelihood Ratio	.09	1	.764		
Fisher's Exact Test				1.025	.579
Continuity Correction	.00	1	1.000		
Linear-by-Linear Association	.09	1	.766		
N of Valid Cases	49				

```
FREQUENCIES
        /VARIABLES= App_Or_USSD
        /FORMAT=AVALUE TABLE
        /STATISTICS=SUM
        /PIECHART= NOMISSING.
```

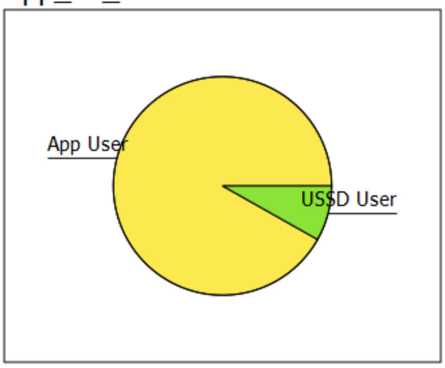
Statistics

		App_Or_USSD
N	Valid	49
	Missing	1
Sum		53.00

App_Or_USSD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	App User	45	90.0%	91.8%	91.8%
	USSD User	4	8.0%	8.2%	100.0%
Missing	.	1	2.0%		
Total		50	100.0%		

App_Or_USSD

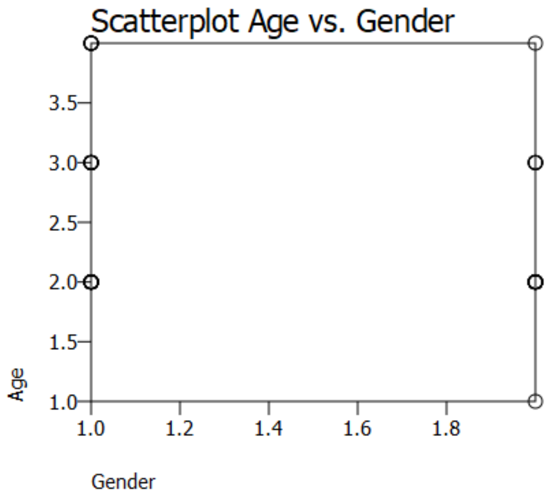


```
FREQUENCIES
        /VARIABLES= Parents_Use_BKASH
        /FORMAT=AVALUE TABLE
        /STATISTICS=SUM.
```

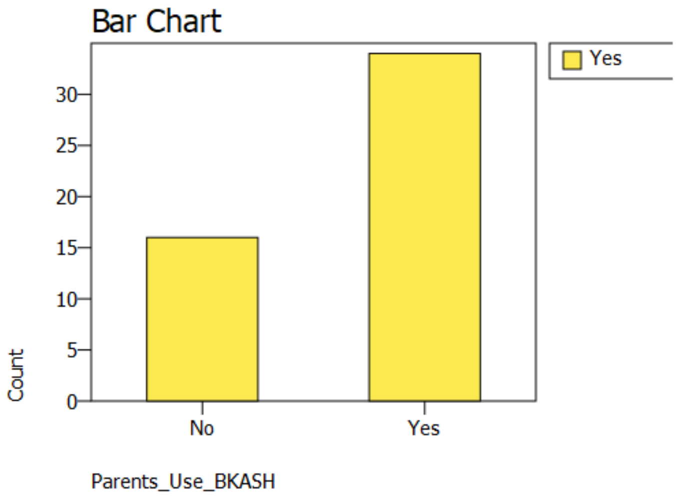
Parents_Use_BKASH

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	16	32.0%	32.0%	32.0%
	Yes	34	68.0%	68.0%	100.0%
Total		50	100.0%		

```
GRAPH SCATTERPLOT(BIVARIATE) = Gender WITH Age.
```




```
GRAPH /BAR = COUNT BY Parents_Use_BKASH BY MFS_User_or_Not.
```



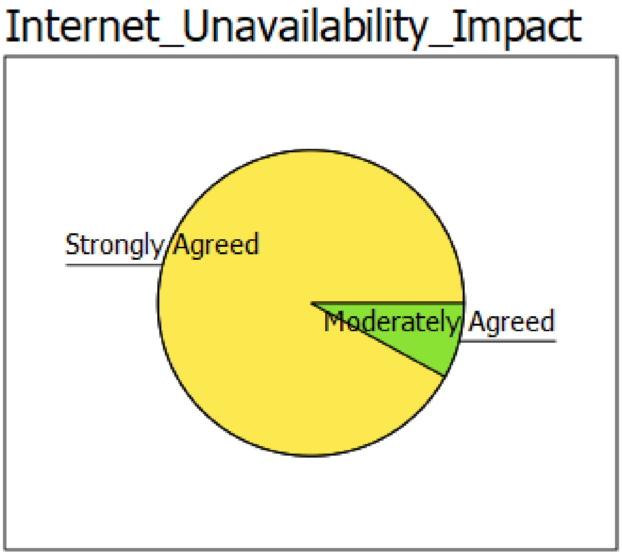
```
FREQUENCIES
        /VARIABLES= Internet_Unavailability_Impact
        /FORMAT=AVALUE TABLE
        /STATISTICS=SUM
        /PIECHART= NOMISSING.
```

Statistics

		Internet_Unavailability_Impact
N	Valid	50
	Missing	0
Sum		54.00

Internet_Unavailability_Impact

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	46	92.0%	92.0%	92.0%
	Moderately Agreed	4	8.0%	8.0%	100.0%
Total		50	100.0%		



```
FREQUENCIES
        /VARIABLES= Rate_BKASH_Experience
        /FORMAT=AVALUE TABLE
        /STATISTICS=SUM
        /PIECHART= NOMISSING.
```

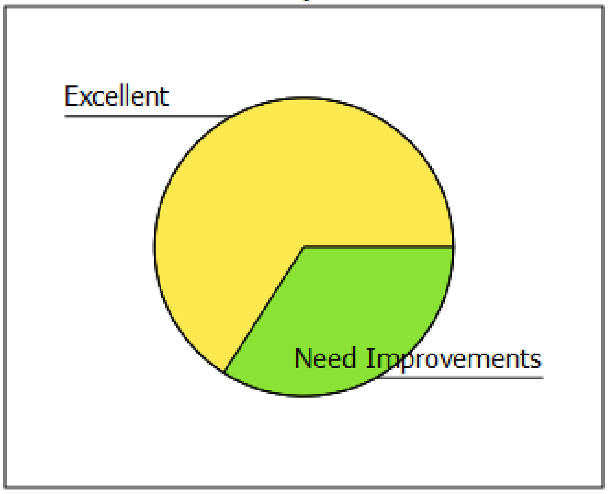
Statistics

		Rate_BKASH_Experience
N	Valid	50
	Missing	0
Sum		67.00

Rate_BKASH_Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	33	66.0%	66.0%	66.0%
	Need Improvements	17	34.0%	34.0%	100.0%
Total		50	100.0%		

Rate_BKASH_Experience



Recommendations:

According to this study's conclusion and data analysis there can be some recommendations towards bKash to improve their customers user experience and insights to the business.

* The service charge of bKash is higher than other companies which leads many users not using it on a daily basis. Payment fees are applicable for both the sender and receiver for transactions. This can be a greater cause for a mass number of users from not using bKash on a day-to-day basis.

* The level of severity is very much vulnerable in bKash compared to traditional banking services. bKash clients incur payment fees when they transmit or receive funds through bKash. The increased service charge by all fees is also considerable. This factor may discourage potential users from availing of the bKash service.

* Another major disadvantage can be money laundering or fraudulent activity in MFS which can be seen very often currently due to easy access to the technology. To sustain in embracing most bKash, the leading provider of mobile financial services, many customers every day lose their money to online scammers and suffer from fraud and harassments.

Summary & Conclusion:

This study will provide behavioral insight into Bangladeshi consumers in general. This particular research should provide useful information about the factors that lead certain customers to bKash accounts, the factors that prevent some customers from using them and what some customers will have to do to attract them to bKash accounts in the first place. Moreover, establish which age group is utilizing it, the reasons for selecting this age group and their evaluation of the bKash services provided.

To conclude, bKash Limited may be the market leader at the moment but still working to take the entire market share. The students are already benefiting from the provision of account facilities. But there is a high level of competition in this industry and very fast growth.

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Appendix:

Ratio Analysis of MFS Users Trend (Year by Year)					
Indicators	2018	2019	2020	2021	2022
Registered Customers	321.1	340.8	361.8	384	407.6
Total Transaction (BDT Billion)	67.52	78.26	90.71	105.14	121,87