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**UNITED INTERNATIONAL UNIVERSITY**

**Project Report**

**On**

**The Impact of Brand Authenticity and Perceived Uniqueness on Brand Trust: A Study on Mobile Phone Services Providers in Bangladesh**

**Submitted To**

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Date of Submission: November 26, 2019

**The Impact of Brand Authenticity and Perceived Uniqueness on Brand Trust: A Study on Mobile Phone Services Providers in Bangladesh**

Acknowledgement

Successful completion of any project requires help from a number of persons and different websites. As a student, I have also taken help from different websites and people during preparation of this report. First of all, I would like to thank Almighty God. Then I express my sincere gratitude to my honorable supervisor **Muhammad Hasan Al-Mamun.** He allowed me his precious time freely right from the very beginning of this work till the completion. His experienced guidance, affectionate encouragement and critical suggestions provided me necessary help for the report and make the way for the meaningful ending of this report work in a short duration. I have no hesitation to say that, without his constant supervision and valuable advice and suggestions from time-to-time, it would be difficult to complete the whole report.

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**Letter of Transmittal**

November 26, 2019

Muhammad Hasan Al-Mamun

Assistant Professor

School of Business & Economics

United International University (UIU)

Subject: **Submission of the Project Report**

Dear Sir:

I would like to submit my project report titled **“The Impact of Brand Authenticity and Perceived Uniqueness on Brand Trust: A Study on Mobile Phone Services Providers in Bangladesh**”**,** which has been prepared as a partial requirement for the completion of the BBA Program of United International University.

While working on the report, I have tried to follow each and every guideline that you have advised. It has been a very enlightening experience to work in this new topic.

Sincerely,

Puza Sikder

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# Abstract

This project report deals with the marketing research that primarily intends to measure *The Impact of Brand Authenticity and Perceived Uniqueness on Brand trust*. The study was conducted in the context of Mobile Phone Services Providers in Bangladesh. The sample size is 114 and sampling technique was essentially non-probabilistic in nature.

Apart from the primary objective mentioned earlier, there are several objectives in this project report, which are: To evaluate the variations in Brand Authenticity (BA), and Uniqueness (U), Brand Trust (BT) across the brand considered in this study. To examine the structural relationships among the constructs used in the study. To evaluate the impact of Brand Authenticity (BA), and Uniqueness (U) on Brand Trust (BT).

It was found that there are no statistically significant variations in Brand Authenticity (BA), and Uniqueness (U), Brand Trust (BT) across the brands considered in this study and . But all these constructs were found to have statistically significant correlations among them. Brand Authenticity (BA) and Uniqueness (U) were found to have significant impact on Brand Trust (BT). But in terms of relative contribution, Brand Authenticity (BA) was found to contribute more to the variation in Brand Trust (BT) than Uniqueness (U)

**Key Words:** Brand Authenticity, Uniqueness, Brand Trust

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# Introduction

## 1.1 Introduction

In very past decades, customer orientation has been established as a major fundamental concept of marketing. It suggests that in order to gain in the peak of success for a firm, they should first require to realize customer mind that is what is their basic wants and expectation regarding a particular item and then try to fulfill their demand in a unique way (Narver and slater, 1990). The study the motive that consumers evaluate an organization’s strategic orientation is really familiarizing the concept of brand authenticity literature. This idea Brand means a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other. However, de Chernatony and McDonald (2003) define a successful brand as ‘‘an identifiable product, service, [organization] person or place, augmented in such a way that the buyer or user perceives relevant unique added values which match their needs most closely. Furthermore its success results from being able to sustain these added values in the face of competition’’ (p. 18, parenthesis added by the authors). A brand is found to be trustworthy when diverse stakeholder groups truly experience what they are promised (Fisher-Buttinger&Vallaster, 2008). To date the preponderance of branding research ‘‘has focused almost exclusively on large, multinational brands’’ (Berthon, Ewing, & Napoli, 2008, p. 28), which has also led to an inadequate understanding of brand authenticity (Abimbola Kocak, 2007; Jones, Anand, & Alvarez, 2005; Potter, 2010). (Stawinska, 2011) suggest in their study that increasing understanding of the key determinants of their success (such as brand authenticity) is essential. However, in respect of Mobile service providers in Bangladesh, this marketing concept works very strongly. More than 70 % people choose their brand based on the brand authenticity and unique characteristics of their brand.

## 1.2 Topic in Hand

The name of the proposed topic is “The Impact of Brand Authenticity and Perceived Uniqueness on Brand Trust: A Study on Mobile Phone Service Providers in Bangladesh”. The core concept related to this study will be discussed on the conceptual framework chapter. However, in this study the telecommunication sector, mobile service provider will be treated as the same meaning.

## 1.3 Context of the study

In mobile phone service provider industry, the brand authenticity and perceived uniqueness has a strong effect on brand trust and most customers choose their brand due to its brand trust and other things. For example, a customer chooses a mobile phone operator based on the network strength, not exist hidden cost, privacy policy, competitive price etc. However we will analyze it in our proposed study.

Further in developing countries, the markets are going to be matured like developed countries. It is very difficult for the companies to attract new customers and retain the old one due to intensive competition for making the above average profits. The simple conventional marketing strategies are not enough without focusing the key areas of development. So, this study provides an opportunity to focus on the key antecedents of brand trust and examine how it works within its environment.

## 1.4 Literature Review

Many researchers have been conducted in their study on various perspectives. These are as follows: Kristine Fritz, Verena Schoenmueller, Manfred Bruhn Concluded in their study named “Authenticity in branding, exploring antecedents and consequences of brand authenticity’ that brand authenticity can be influenced by the identified variables (i.e. brand heritage, brand nostalgia, brand commercialization, brand clarity, brand’s social commitment, brand legitimacy, actual self-congruence and employee’s passion). Moreover, brand authenticity positively affects brand relationship quality, which in turn positively influences consumers’ behavioral intentions. The analyzed relationships do not vary due to consumer-specific characteristics (i.e. brand involvement).

**Brand Trust**

The willingness of the consumer to depend on the ability of the brand to perform its prescribed functions is called brand trust (Moormal et al 1993, p. 315). The brand trust is an intentional confidence shown by the consumer on a specific product or service to exchange the partner’s trustworthiness (Dwyer and LaGace., 1986). Doney and Cannon (1997), Zaltman, and Deshpande (1992) proposed that trust is only relevant in the situation of uncertainty. consumers rely on the trusted brands only.

There are different fields of studies in which trust has been very important in proving the relationships such as sociology (e.g., Lewis and Weigert 1985), economics (e.g., Dasgupta 1988), psychology (e.g., Deutsch 1960; Larzelere and Huston 1980; Rempel et al. 1985; Rotter 1980), management (e.g., Barney and Hausen 1994) and marketing (e.g., Andaleeb 1992; Dwyer et al. 1987; Morgan and Hunt 1994). The past researches show that trust is very essential for the development of brand loyalty (Berry, 1995; Reichheld Schefter, 2000; Dyson, Farr & Hollis, 1996; Morgan and Hunt 1994, Chaudhuri and Holbrook, 2001). In marketing, the brand trust has got a great attention (Schurr, & Oh, 1987, Andaleeb, 1992; Dwyer,; Morgan & Hunt, 1994).

Barney and Hansen (1994) confirmed that trust is the mutual confidence that no party in an exchange will exploit another’s vulnerability. Consumers trust in brand is based on positive beliefs regarding the expectations of the consumers in a product or service.

**Brand Loyalty**

The brand loyalty is most completely defined by Jacoby and Olson (1970). They define brand loyalty as the mental purchase process resulted from nonrandom and long existence behavior of the customers. In simple words, we can say that brand loyalty is a repurchase behavior of customers towards a specific product or service. The consideration of brand loyalty is concerned when a customer has choice among various brands. In previous research, the researchers had been taking the measure of repurchase behavior as brand loyalty but in recent days, measuring true loyalty is the best way of measuring brand loyalty (Bennett and Rundle-Thiele, 2000). It is observed that brand loyalty covers both affective loyalty and action loyalty simultaneously (Baldinger and Rubinson) (1996). The affective loyalty Groth and McDaniel (1993) confirmed that affective loyalty shows consumer loyalty to a specific brand all the way. Oliver (1999) classified brand loyalty into four parts: cognitive loyalty, affective loyalty, conation loyalty and action loyalty. There are so many factors that lead to brand loyalty. Two indicators are added by Day (1996) affection and action for brand loyalty and divided brand loyalty into spurious brand loyalty and actual brand loyalty. In spurious brand loyalty, the consumer has no other choice of brand except the current one but in actual brand loyalty, the consumer shows a firm attitudinal and psychological binding with the specific product or service among the other similar brands. The advancement in technology, the saturation of markets, globalization and intense competition has urged the companies to focus more and more on brand loyalty. So brand loyalty may confirm the organizational growth and above average profits. In simple words, we can say that the purpose of brand loyalty is to attract new customers and retaining the old loyal customers.

**Perceived Product Quality**

The degree of excellence of a product or service is called quality. It is also defined as fitness for purpose. The product quality also differentiates the product or service in competitive world (Zeithaml, 1988, Aaker, 1996; Yoo, Donthu, & Lee, 2000; Low &Lamb, 2000). There are so many dimensions of product or service quality (Chao, 2008). The Nordic School’s view of service quality consists of two dimensions: functional quality and technical quality and (Gronroos, 1984). On the other hand, when firms identify then satisfy the needs, wants and demands of customers, they find a positional advantage over competitors as reflected in growing sales and building loyal customers (Hult and Ketchen, 2001; Zhu and Nakata, 2007). One reason is that customers perceive that the firm offers greater value in its products and services. As satisfied customers are likely to be loyal, the notion of positional advantage suggests that greater customer orientation corresponds with the reinforcement of the link between satisfaction and loyalty.

## 1.5 Overview of Mobile Telecom Market In Bangladesh:

Currently there are 3 mobile operators in Bangladesh. They are namely-

* Grameenphone: Joint Venture ownership 62%Telenor and 38%Grameen Telecom.
* Banglalink: Joint venture with Orascom Telecom Co. originated from Egypt.
* Robi: Joint venture between Telekom Malaysia Berhad TM and A. K. Khan& company limited. Due to the Merger of Robi and Airtell, it will be treated as one operator.

Over the last two to three years, the number of mobile subscribers in Bangladesh has been more than or close to more than doubling on an annual basis. By end-2007, the subscriber base had reached 34 million and was continuing to grow at an annual rate of around 60%. With the momentum that has been developed on the back of the government’s deregulation process, the strong growth seemed likely to continue. The entry of new operators into the market has certainly helped to further boost the competitive environment. This report describes how the mobile market is growing and the impact this is having on the developing nation, as well as providing an outline of the main players. The report also has a brief overview of the TV broadcasting sector.

Consumer demand in Bangladesh makes the mobile market one of the fastest growing markets in the world. During the first six months of 2007, Bangladesh recorded 7.7 million (1.3 million/month) subscribers. At this pace, the expected mobile subscribers by the end of 2007 were 35 million and penetration of around 25%, signifying year-on-year growth of up to 70%. The following figure can give an overview of the potential market of Bangladesh in the near future. (Telecom Insight 2007)

The rivals and their brief profile:

Now we will see the brief company profile of these rivals:

**Grameen phone**

Grameenphone is a GSM (global system of mobile communication)-based cellular operator in Bangladesh. It has started operations on March 26, 1997. It is partly owned by Telenor (62%) and Grameen Telecom (38%). Grameenphone is the largest mobile phone company in Bangladesh with 23.04 million customers as of october, 2008. It is also one the fastest growing cellular telephone network in Bangladesh. At the end of 2008, it had about 5200 BTS (Base Tower Stations) around the country. Grameenphone’s stated goal is to provide cost-effective and quality cellular services in Bangladesh. On the 16th of November, 2006 GP formally changed its logo to match its parent company Telenor’s logo. According to GP the new logo symbolizes trust, reliability, quality and constant progress. Grameenphone has already picked up 425 crore taka of Non-convertible Senior Coupon Biasing Bond @ interest rate of 14.5 by the help of ten financial group of companies. The company is recently going to call for IPO (Initial Public Offering) to collect capital from the share market of the country of 6 core 50 lakh dollar (449 core taka). GP has submitted the prospectus of proposal for IPO in 12/12/2008 to the chairman of SEC (Security and Exchange Commission). The name of present CEO of GrameenPhone is OdverHeszedal.

The name Grameenphone was kept as part of the new identity because the name Grameenphone carries with it all of the heritage, success and values of the companies past, added the then CEO of Grameenphone Erik Aas.

Hawaii, and Ericsson provides technological support to GrameenPhone. The tower range of GP exists 5-7 km. The technology used by Grameenphone is 1G (First Generation) which is supportable to 2G (Second Generation).

>>Products offered

Grameenphone offers subscription in two categories, Prepaid Subscription and Postpaid Subscription.

>>Prepaid subscriptions are subdivided into three plans:

1. Smile:

smile (mobile to mobile connectivity within Bangladesh),

smile PSTN (nationwide and international mobile and landline connectivity)

1. djuice (a youth based mobile to mobile connectivity within Bangladesh).

>>Postpaid plan:

explore (nationwide and international mobile and landline connectivity)

Grameenphone also offers different value-added services including SMS, MMS, Welcome Tunes (Ringback Tones), Voice SMS, SMS Push-Pull Service, Voice Mail Service (VMS), and Fax and Data among others. Grameenphone was the first mobile operator in Bangladesh to offer EDGE services to its subscribers.

>>Other activities

>>Village phone

With the help of Grameenphone, Grameen Telecom operates the national Village Phone programme, alongside its own parent Grameen Bank and the International Finance Corporation (IFC), acting as the sole provider of telecommunications services to a number of rural areas.

>>Community Information Centers

Community Information Center (CIC) or GPCIC is aimed at providing internet access and other communications services to rural areas. In February 2006, 26 CICs were established across the country as a pilot project. In this project, Grameenphone provides GSM/EDGE/GPRS infrastructure and technical support and other partners Grameen Telecom.

>>Grameenphone Centers

A grameenphone center (GPC) serves as a “one stop solution” for customers, with all telecommunications products and services, under a single roof. A grameenphone center also sells phones from vendors like Nokia, Samsung, Motorola,Sagem and Benq. EDGE/GPRS modems and accessories such as chargers and headphones are also sold at GPCs.

* CSR(Corporate social responsibility):

Grameenpnone focuses its CSR on the field of followings:

1. It contributes its responsibilities toward countries education, empowerment & health sector.
2. Beautification of the city towns.
3. It is the official sponsor of Bangladesh Cricket Board (BCB).

**Banglalink**

With a slogan of “making it difference”- banglalink started operations in February 2005. Previously, it was known as Sheba Telecom Pvt. Ltd that had been providing GSM (global system of mobile communication) services in Bangladesh since 1998. Orascom Telecom bought 100% share of Sheba Telecom in 2004 and gave its new name as banglalink.Banglalink, is the second largest cellular service provider in Bangladesh. As of August, 2008, banglalink has a subscriber base of more than 10 million. It is a wholly owned subsidiary of Orascom Telecom. banglalink had 1.03 million connections until December, 2005. The number of banglalink users increased by more than 253 per cent and stood at 3.64 million at the end of 2006, making it the fastest growing operator in the world of that year. In August, 2006, banglalink became the first company to provide free incoming calls from BTTB for both postpaid and prepaid connections. banglalink provides its powerful network by 5500(approx) BTS (Base Tower Stations) is covering 486 Thanas reasonably and 61 districts, covering a total population of around 90% till mid of 2008. After Govt. withdrawal of the restriction of planting network infrastructure from the three hilly districts (i.e. Banderbarban, Khagrachari, Rangamati) banglalink covered the 64 districts within very short time. The name of present CEO (Chief Executive Officer) of banglalink is Ahmed Abu Domer.

The logo of the company is designed on keeping the national animal i.e. Royal Bangle Tiger in mind, which symbolize to the faster growth. During the 3rd quartile of this year which means july-september, 2008 the company earned 524 core BDT. And the companies market expanded to 10.17 million customers. Anbanglalink’s executive opinion about this was, the quality of product & service and continuous development of network has helped them to reach this position. He also hoped that the customer size of the company will increase to 10.35 million by the end of this year. banglalink serves their customers with more than 700 CCP(Customer Care Point). Till now banglalink has invested 6,324 cores BDT. for the development of network and infrastructure.

Nokia-Siemens network & Hawaii provides technological support to banglalink. The tower range of banglalink exists 5-9 km. in case sometime it varies to about 13-15 km. The technology used by banglalink is 1G (First Generation) which is supportable to 2G (Second Generation). Banglalink also has

1500 km. of Fiber Optic cable which gives the surety of good network. During the occasional periods banglalink ensures much better service than the other operators.

**Products Offered**

Prepaid Packages

banglalink currently offers two prepaid plans. All the prepaid plans come in two phases—Standard (T&T incoming and outgoing with NWD and ISD) and M2M. All connections provide GPRS to subscribers.

ü dish, with the slogan One country, one rate, is one of the cheapest prepaid plans in the country by tariff.

ü ladies, first!, with the slogan Somporker Network (means network of relationship), is tailored for women.

**Postpaid Packages**

Currently there are three postpaid plans from banglalink. These packages are called enterprise personal. All packages come with T&T local, NWD, ISD and e-ISD connectivity.

ü personal package 1

ü personal package 2

ü personal call and control

**Banglalink enterprise**

banglalink enterprise offers a wide range of products and services to suit the needs of the business community. The current packages are:

ü enterprise corporate; targeted at the corporate segment

ü enterprise SME; targeted at the SME segment

ü enterprise personal

**banglalink CU**

banglalink CU package is targeted at the shopkeepers, which offers PCO facility to the general public. It comes in two varieties:

ü CU

ü CU call and control

**banglalink point**

banglalink points are aimed at providing a complete mobile solution, connections, handsets, accessories and provide selected customer services like SIM replacement, reconnection, bill payment etc. They are strategically located at key points around the country. Kallol Group a local distribution company had partnered with banglalink to operate at least forty banglalink points throughout the country. As of March, 2008, the deal with Kallol Group has been called off and banglalink is focusing on managing its own customer care centers.

* CSR(Corporate social responsibility):

Banglalink focuses its CSR on the field of followings:

1. Tradition & culture of Bengal.
2. Beautification of the city towns.
3. It is the official sponsor of Bangladesh Tourism Corporation.
4. It has undertaken the voting campaign to vote for Cox-bazaar and sunder-boon and cleaning Cox-bazaar.
5. It has provided Trolley for the passengers of ZiaInternationalAirport.

Robi

RobiAxiata Limited is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. It was formerly known as Telekom Malaysia International (Bangladesh) which commenced operations in Bangladesh in 1997 with the brand name ROBI. On 28th March 2010, the service name was rebranded as ‘Robi’ and the company came to be known as RobiAxiata Limited.

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

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

* *Products offered*

Robi offers an array of different packages. In addition to offering the fundamental pre-paid and post-paid mobile services, it offers a wide range of value added products and services such as, SMS, GPRS, mobile data services, infotainment services, SMS banking, Caller Ring Back Tone, Ringtones download, Picture Messaging, MMS, Voice Greetings, Call Blocking on 4th August 2008, which give subscriber to control which call he or she receive or not and Bengali SMS.

* *Customer care*

ROBI has 19 CustomerCareCenters and 200 Customer Service Points in 61 allowable districts all over the country. Robi has another 670 Robi Touch Points (ATP) scattered along the most densely populated areas.

* *CSR(Corporate social responsibility):*

Robi has been offering scholarships to three Bangladeshi students every year for bachelor courses in engineering, information technology and business administration since 1998 to study at MultimediaUniversity in Malaysia. It is a founding member of Chittagong Skills Development Centre (CSDC) that is offering technical training and business management education through its strategic partnership with Penang Skills Development Centre (PSDC) of Malaysia and its internal members. It also beautifies the city areas. In 2007 Robi received Standard Chartered-Financial Express Corporate Social Responsibility (CSR) Award 2006 for their significant contributions to CSR and philanthropic activities.

# Objective and Methodology

## 

## 2.1 Objective of the Study

This study intends to fulfill the following objectives:

* 1. To evaluate the reliability of constructs considered in the study, namely: Brand Authenticity (BA), Uniqueness or Perceived Uniqueness (U), and Brand Trust (BT). For the purpose of assessing the reliability of the constructs used, Cronbach Alpha will be calculated for each of the aforementioned construct.
  2. To evaluate the variations in Brand Authenticity (BA), and Uniqueness (U), Brand Trust (BT) across the brand considered in this study. For this purpose three different one-way ANOVAs will be conducted to assess the variations.
  3. To examine the structural relationships among the constructs used in the study. For the purpose of evaluating such relationships, a correlations matrix will be constructed and the lower diagonal values of the matrix will be interpreted.
  4. To evaluate the impact of Brand Authenticity (BA), and Uniqueness (U) on Brand Trust. For the purpose of evaluating such impact, a multiple regression analysis will be conducted.

## 2.2 Methodology of the Study

### 2.2.1 Research Design

The data of this research is collected through structured survey questionnaire. The respondent’s psychographic and demographic information are also collected for this project report though this survey. Moreover, the collected data were both qualitative and quantitative in nature and the total numbers of respondents are 114.

### 2.2.3 Research Question and Hypothesis

On the basis of discussion and the research electives, it is predicted that Brand Authenticity, Uniqueness have impact on Brand Trust.

# Findings of the Study

.1 Findings of the Study

This paper involves extensive project work analysis and deals with mainly qualitative data which are collected from the survey from 114 respondents. The analysis part is basically accomplished based on statistical technique like descriptive statistics and regression analysis. With the help of these two analysis whole project work is demonstrated and the research findings are given based on those analysis. Various tables are also illustrated for the purpose of this research project

## 3.2 Descriptive Analysis

**Statistical Out**

**Gender**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 48 | 42.1 | 42.1 | 42.1 |
| Female | 66 | 57.9 | 57.9 | 100.0 |
| Total | 114 | 100.0 | 100.0 |  |

I have conducted an academic survey on one hundred fourteen (114) respondents to examine the Impact of Brand Authenticity and Perceived Uniqueness on Brand Test: A Study on Mobile Phone Services Providers in Bangladesh. According to the response we have found that there are 48 respondents are male and 66 respondents are female.

**Education**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SSC or below | 24 | 21.1 | 21.1 | 21.1 |
| HSC | 36 | 31.6 | 31.6 | 52.6 |
| Bachelor | 36 | 31.6 | 31.6 | 84.2 |
| Masters or Equivalent | 18 | 15.8 | 15.8 | 100.0 |
| Total | 114 | 100.0 | 100.0 |  |

I have conducted an academic survey on one hundred fourteen (114) respondents to examine the Impact of Brand Authenticity and Perceived Uniqueness on Brand Test: A Study on Mobile Phone Services Providers in Bangladesh. According to the respond we have found that there are 24 respondents are SSC or below, 36 respondents are HSC, 36 respondents are Bachelor and 18 respondents are Masters or equivalent.

**Profession**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Student | 39 | 34.2 | 34.2 | 34.2 |
| Service Holder | 42 | 36.8 | 36.8 | 71.1 |
| Business | 21 | 18.4 | 18.4 | 89.5 |
| Others | 12 | 10.5 | 10.5 | 100.0 |
| Total | 114 | 100.0 | 100.0 |  |

I have conducted an academic survey on one hundred fourteen (114) respondents to examine the Impact of Brand Authenticity and Perceived Uniqueness on Brand Test: A Study on Mobile Phone Services Providers in Bangladesh. According to the response we have found that there are 39 respondents are students, 42 respondents are service holder, 21 respondents are doing business and 12 respondents are Others profession.

**Average Monthly Family Income**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 30,000 or below | 60 | 52.6 | 52.6 | 52.6 |
| 30,000 - 60,000 | 36 | 31.6 | 31.6 | 84.2 |
| 60,000 - 90,000 | 6 | 5.3 | 5.3 | 89.5 |
| 90,000 - 1,20,000 | 6 | 5.3 | 5.3 | 94.7 |
| Above 1,20,000 | 6 | 5.3 | 5.3 | 100.0 |
| Total | 114 | 100.0 | 100.0 |  |

I have conducted an academic survey on one hundred fourteen (114) respondents to examine the Impact of Brand Authenticity and Perceived Uniqueness on Brand Test: A Study on Mobile Phone Services Providers in Bangladesh. According to the response we have found that there are 60 respondents average monthly income are 30,000 or below , 36 respondents are average monthly income are 30,000-60,000, 6 respondents are average monthly income are 60,000-90,000, 6 respondents are average monthly income are 90,000-1,20,000 and 6 respondents are average monthly income are 1,20,000 above.

**Brand**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | GP | 38 | 33.3 | 33.3 | 33.3 |
| BL | 38 | 33.3 | 33.3 | 66.7 |
| Robi | 38 | 33.3 | 33.3 | 100.0 |
| Total | 114 | 100.0 | 100.0 |  |

I have conducted an academic survey on one hundred fourteen (114) respondents to examine the Impact of Brand Authenticity and Perceived Uniqueness on Brand Test: A Study on Mobile Phone Services Providers in Bangladesh. According to the response we have found that there are 38 respondents are using GP, 38 respondents are using BL, 38 respondents are using Robi.

**Descriptive Statistics of the Major Constructs Considered in the Study**

**Descriptive Statistics**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| BA | 114 | 1.33 | 5.00 | 2.9649 | .63705 |
| U | 114 | 1.50 | 4.50 | 3.0921 | .61171 |
| BT | 114 | 1.67 | 4.67 | 3.2456 | .68708 |
| Valid N (listwise) | 114 |  |  |  |  |

(i) **Brand Authenticity**

Maximum - 5

Minim mum - 1.33

Mean, - 2.96

Standard Deviation,  - 0.64

Sample size n) - 114

Now, assuming 95% level of confidence, the following confidence interval can be constructed here,

|  |  |
| --- | --- |
| Confidence interval = ± D  = 2.96 ± .12  = 2.84 ↔ 3.08 | D = Z   = 1.96 x  = .12 |

**(ii)** **Uniqueness**

Maximum - 4.50

Minim mum - 1.50

Mean, - 3.09

Standard Deviation, σ - 0.61

Sample size n) - 114

Now, assuming a 95% level of confidence, the following confidence interval can be constructed here,

|  |  |
| --- | --- |
| Confidence interval = ± D  = 3.09 ± .11  = 2.98 ↔ 3.2 | D = Z σ  = 1.96 x  = .11 |

**(iii)** **Brand Trust:**

Maximum - 4.67

Minim mum - 1.67

Mean, - 3.25

Standard Deviation, σ - 0.69

Sample size n) - 114

Now, assuming a 95% level of confidence, the following confidence interval can be constructed here,

|  |  |
| --- | --- |
| Confidence interval = ± D  = 3.25 ± .13  = 3.12 ↔ 3.38 | D = Z σ  = 1.96 x  = .13 |

**Reliability of the Construct Brand Authenticity**

**Cronbach’s alpha definition**

Cronbach’s alpha is a measure of internal consistency, that is, how closely related a set of items are as a group.    It is considered to be a measure of scale reliability. A “high” value for alpha does not imply that the measure is unidimensional.(Wikipedia, 2019)

\*\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*\*

\_

RELIABILITY ANALYST - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 114.0 N of Items = 3

Alpha = .84

Brand authenticity can be assumed to well-measured because its alpha value is .84

**Reliability of the Construct Uniqueness**

\*\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*\*

\_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 114.0 N of Items = 4

Alpha = .82

Brand uniqueness can be assumed to well-measured its alpha value is .82

**Reliability of the Construct Brand Trust**

\*\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*\*

\_

RELIABILITY ANALYST - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 114.0 N of Items = 3

Alpha = .79

Brand trust can be assumed to well-measured because its alpha value is .79

**Oneway-1: Variations in Brand Authenticity across the Brands**

**Descriptive**

BA

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| GP | 38 | 3.0877 | .57831 | .09381 | 2.8976 | 3.2778 | 2.00 | 5.00 |
| BL | 38 | 2.9474 | .60789 | .09861 | 2.7476 | 3.1472 | 2.00 | 4.00 |
| Robi | 38 | 2.8596 | .71295 | .11566 | 2.6253 | 3.0940 | 1.33 | 4.67 |
| Total | 114 | 2.9649 | .63705 | .05967 | 2.8467 | 3.0831 | 1.33 | 5.00 |

**ANOVA**

BA

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 1.006 | 2 | .503 | 1.245 | .292 |
| Within Groups | 44.854 | 111 | .404 |  |  |
| Total | 45.860 | 113 |  |  |  |

The following hypothesis can be developed here-

Ho : µ1 = µ 2 = µ 3

H1 : µ 1 ≠ µ 2 ≠ µ 3

Here F = 1.245

Significance = 0.292

α = 0.05

Ho will be accepted here because the value of significance is  than the value of α.

**Oneway-2: Variations in Uniqueness across the Brands**

**Descriptive**

U

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| GP | 38 | 3.1316 | .54443 | .08832 | 2.9526 | 3.3105 | 2.00 | 4.25 |
| BL | 38 | 3.0132 | .74649 | .12110 | 2.7678 | 3.2585 | 1.50 | 4.50 |
| Robi | 38 | 3.1316 | .52869 | .08577 | 2.9578 | 3.3054 | 1.75 | 4.00 |
| Total | 114 | 3.0921 | .61171 | .05729 | 2.9786 | 3.2056 | 1.50 | 4.50 |

**ANOVA**

U

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .355 | 2 | .178 | .470 | .626 |
| Within Groups | 41.928 | 111 | .378 |  |  |
| Total | 42.283 | 113 |  |  |  |

The following hypothesis can be developed here-

Ho : µ 1 = µ 2 = µ 3

H1 : µ 1 ≠ µ 2 ≠ µ 3

Here F = .470

Significance = 0.626

α = 0.05

Ho will be accepted here because the value of significance is  than the value of α

**Oneway-3: Variations in Brand Trust across the Brands**

**Descriptive**

BT

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| GP | 38 | 3.2719 | .61442 | .09967 | 3.0700 | 3.4739 | 1.67 | 4.33 |
| BL | 38 | 3.2456 | .67421 | .10937 | 3.0240 | 3.4672 | 2.00 | 4.33 |
| Robi | 38 | 3.2193 | .77991 | .12652 | 2.9629 | 3.4756 | 1.67 | 4.67 |
| Total | 114 | 3.2456 | .68708 | .06435 | 3.1181 | 3.3731 | 1.67 | 4.67 |

**ANOVA**

BT

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .053 | 2 | .026 | .055 | .947 |
| Within Groups | 53.292 | 111 | .480 |  |  |
| Total | 53.345 | 113 |  |  |  |

The following hypothesis can be developed here-

Ho : µ 1 = µ 2 = µ 3

H1 : µ 1 ≠ µ 2 ≠ µ 3

Here F = .055

Significance = 0.947

α = 0.05

Ho will be accepted here because the value of significance is  than the value of α

## 3.3 Regression Analysis: The Impact of Brand Authenticity and Uniqueness on Brand Trust

**Variables Entered/Removed(b)**

|  |  |  |  |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | U, BA(a) | . | Enter |

a All requested variables entered.

b Dependent Variable: BT

**Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .444(a) | .197 | .182 | .62130 |

a Predictors: (Constant), U, BA

**ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 10.498 | 2 | 5.249 | 13.598 | .000(a) |
| Residual | 42.847 | 111 | .386 |  |  |
| Total | 53.345 | 113 |  |  |  |

a Predictors: (Constant), U, BA

b Dependent Variable: BT

**Coefficients(a)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.338 | .408 |  | 13.100 | .000 |
| BA | -.359 | .092 | -.333 | -3.916 | .000 |
| U | -.332 | .096 | -.296 | -3.477 | .001 |

a Dependent Variable: BT

1. Testing the overall hypothesis

The following hypothesis can be developed here-

Ho: R2 =0

H1: R2 ≠ 0

Here F = 13.598

sig = 0.000

α = 0.05

Null hypothesis will be rejected here. So here is a relation between brand authenticity, perceived uniqueness, and brand trust.

1. Testing the partial hypothesis:

Now the following partial hypothesis can be developed here

|  |  |
| --- | --- |
| Brand Authenticity  Ho :  = 0  H1 :  ≠ 0  Here t = - 3.916  Sig = 0.000    α = 0.05 | Uniqueness  Ho :  = 0  H1 :  ≠ 0  d  Here t = - 3.477  Sig = 0.000  α = 0.05 |

Both the partial hypotheses are rejected here. So both brand authenticity and perceived uniqueness have impact on Brand trust.

1. Examining the strength of associations

Here the strength of associations can be evaluated by using Coefficient of data value.

Here : R2 = 0.197

= 19.70%

Now it can be concluded that the variation in brand trust can be explained by brand authenticity and uniqueness by 19.70%

1. The relative contributions of independent variable

Here the relative contributions of each independent variable can be examined by the associated beta value

|  |  |
| --- | --- |
| indep independent variable | Beta v value |
| Brand authenticity  uniqueness | .333  .296 |
|  |  |

# Limitations of the Study

## 4.1 Limitation of the Study

* The main limitation of this project report is the unavailability of related information
* Unavailability of literature and other data
* Limited time is the main constraint to complete the project work in a broader way.

# Future Research Scope and Conclusion

## 5.1 Future Research Scope and Conclusion

Finally it can be stated that brand authenticity and perceived uniqueness have strong effects on brand trust. So the mobile telecommunication service providers need to enhance brand authenticity, may offer benefits by influencing consumer’s sense of connection to the brand. Since the study was limited to 114 respondents, findings can only be used as a guide for further research. The purpose of the research is to extend the sample volume and work with more variables so that it can give us more depth in results and interpretations. It appears from this research that the work is limited to only on some factors. Therefore, it is recommended that choosing some other relevant factors will enhance the research work.

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# Appendix

**THE IMPACT OF BRAND AUTHENTICITY AND PERCEIVED UNIQUENESS ON BRAND TEST: A STUDY ON MOBILE PHONE SERVICES PROVIDERS IN BANGLADESH**

Dear Participant,

You are invited to participate in this study titled “THE IMPACT OF BRAND AUTHENTICITY AND PERCEIVED UNIQUENESS ON BRAND TEST: A STUDY ON MOBILE PHONE SERVICES PROVIDERS IN BANGLADESH” being conducted by student form United International University. This project report is conducting for academic purpose. Your participation in this study is voluntary. Your name and personal information will remain strictly confidential and will not appear in any published reports or journal articles.

**Demographic Questions**

Phone Number (optional):

Gender: Male Female

Education: SSC or below HSC Bachelor Masters or equivalent professional degree or above

Profession: Student Service Holder Business Others

Average Monthly Family Income: 30,000 or below 30,000—60,000 60,000—90,000

90,000 – 1,20,000 above 1,20,000

**The following sections contain a number of statements relating to your experience about Impact of brand authenticity and perceived uniqueness on brand test**

*Please indicate your level of agreement with the following statements regarding use of various tools of Facebook. Where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agreed, and 5 = highly agreed.*

***Grameen Phone***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SN | Statements | 1 | 2 | 3 | 4 | 5 |
| BA1 | GP has a true passion for its business |  |  |  |  |  |
| BA2 | GP wants to do its best at providing its services |  |  |  |  |  |
| BA3 | GP is devoted to what it does |  |  |  |  |  |
| U1 | GP has distinctive characteristics |  |  |  |  |  |
| U2 | There is something about GP that makes it stand out |  |  |  |  |  |
| U3 | There is something special about GP |  |  |  |  |  |
| U4 | There’s something that separates GP from other Service provider |  |  |  |  |  |
| BT1 | I trust GP |  |  |  |  |  |
| BT2 | I could rely on GP |  |  |  |  |  |
| BT3 | GP is an honest company |  |  |  |  |  |

**Banglalink**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SN | Statements | 1 | 2 | 3 | 4 | 5 |
| BA1 | Banglalink has a true passion for its business |  |  |  |  |  |
| BA2 | Banglalink wants to do its best at providing its services |  |  |  |  |  |
| BA3 | Banglalink is devoted to what it does |  |  |  |  |  |
| U1 | Banglalink has distinctive characteristics |  |  |  |  |  |
| U2 | There is something about Banglalink that makes it stand out |  |  |  |  |  |
| U3 | There is something special about Banglalink |  |  |  |  |  |
| U4 | There’s something that separates Banglalink from other Service provider |  |  |  |  |  |
| BT1 | I trust Banglalink |  |  |  |  |  |
| BT2 | I could rely on Banglalink |  |  |  |  |  |
| BT3 | Banglalink is an honest company |  |  |  |  |  |

**Robi**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SN | Statements | 1 | 2 | 3 | 4 | 5 |
| BA1 | Robi has a true passion for its business |  |  |  |  |  |
| BA2 | Robi wants to do its best at providing its services |  |  |  |  |  |
| BA3 | Robi is devoted to what it does |  |  |  |  |  |
| U1 | Robi has distinctive characteristics |  |  |  |  |  |
| U2 | There is something about Robi that makes it stand out |  |  |  |  |  |
| U3 | There is something special about Robi |  |  |  |  |  |
| U4 | There’s something that separates Robi from other Service provider |  |  |  |  |  |
| BT1 | I trust Robi |  |  |  |  |  |
| BT2 | I could rely on Robi |  |  |  |  |  |
| BT3 | Robi is an honest company |  |  |  |  |  |