

# **Consumer Brand Equity Measurement on Mobile Telecommunication Industry in Bangladesh**

## **Submitted to:**

Sarker Rafij Ahmed Ratan

Assistant Professor,

Faculty of Business and Economics

United International University

## **Submitted by:**

Silvia Akter Tia

Id: 111 151 220

Major: Marketing



**School of Business and Economics**

**United international university**

**Date of submission: 14 August, 2021**

## Letter of transmittal

August 14, 2021

To,

Sarker Rafij Ahmed Ratan

**Assistant Professor**

School of Business and Economics

United International University

Subject: Submission of the Internship Report on **““Consumer Brand Equity on Mobile Telecommunication Industry of Bangladesh”**

Dear Sir,

You may be cheerful to know that I have effectively completed my extend report on “Consumer Brand Equity on Mobile Telecommunication Industry of Bangladesh” as a pre-requirement of accomplishing my Bachelor of Commerce Organization degree from United International University. I would like to submit this report for your kind consideration.

I therefore pray and trust, that your honor would be kind sufficient to acknowledge my project report and oblige in this manner.

Sincerely yours,

Silvia Akter tia

ID: 111 151 220

Bachelor of Business Administration

United International University

## **Declaration of the student**

Affirmation of the study I, Silvia Akter tia, need to announce that all the data and information utilized within the report are collected from significant sources. No deception of information has not been utilized anyplace in this report or no data is specifically replicated from any other sources. In addition, the report is being arranged to agree to the report organization and guidelines of my appointed supervisor.

Silvia Akter Tia

ID: 111 151 220

Bachelor of Business Administration

United International University

## Acknowledgment

First, I would like thank to Almighty Allah who blessed me to do this project successfully. I also have the great honor of my respected supervisor **Mr. Sarker Rafij Ahmed Ratan** Sir who support me greatly to execute this project. He provided me the complete guideline for this project, moreover, he also assists me how to write an accurate and formal report.

On the other hand, two corporate persons **Mrs. Nahid Alam**, HR Professional, Robi Axiata, and **Mr. Bijoy Mahtab Uddin**, Key Account Manager, Grameenphone who helped to collect genuine data about the telecom industry in Bangladesh, their shared information helps to represent my project accurately.

Finally, I want to thank all my friends and relatives who helped me to solve all the theoretical difficulties that I have faced during the preparation of this project.

So without the help of mentioned above persons, it will be quite impossible to execute this project report.

## Abstract

The project study is about the Consumer Brand Equity Measurement on the Telecommunication Industry of Bangladesh. Here, I cover the six components of Brand Equity-Brand Association, Brand Awareness, Brand Loyalty, and Brand Perceived Quality, Brand Preference, and Brand Experience. Here I also analyze the Telecom industry of our country using porter's five forces model. The measurement of Brand Equity was evaluated and analyzed by conducting the survey. In the end, the country leading operator Grameenphone gets the highest mark in survey results.

The mobile telecommunication industry in Bangladesh incorporates four authorized portable phone operators: Teletalk (State-owned), Grameenphone, Banglalink, and Robi (which as of late joined Airtel). In terms of client inclination to choose from which brand they take benefit of versatile media transmission, measuring client brand value can be compelling to get it which brand larger part of clients incline toward. In addition, the value of the brand could be a great indicator for understanding past activities and the course of future activities for marketers, dynamic in defining procedures for a given brand. In case, at the time, the client has created a favorable demeanor towards the brand, this clearly demonstrates that the past speculation (time, money, etc.) has found its stamp. The show too marks how marketers ought to arrange a course to attain the specified results. But one aspect is very clear that brand awareness, perception may be a key factor in building up the value of the brand.



## Table of Contents

CHAPTER I: INTRODUCTION.....	1
Background of the study .....	2
Statement of the Problem .....	2
Objectives of the Study .....	3
Motivation of the Study .....	3
Scope and limitations of the Study.....	4
Theoretical Framework .....	5
Definition of key terms .....	5
Brand Awareness:.....	5
Brand Loyalty: .....	6
Brand Preference:.....	6
Brand Experience: .....	6
Brand Perceive Quality: .....	6
Brand Association: .....	7
Organization of the remaining chapter .....	7
CHAPTER II: REVIEW OF THE LITERATURE.....	8
Introduction .....	9
Industry analysis .....	9
CHAPTER III: RESEARCH METHODS.....	18
Introduction .....	19
Research Design .....	19
Sample.....	19
Questionnaire development .....	19
Data collection .....	19

Data Analysis plan .....	20
CHAPTER IV: RESEARCH FINDINGS .....	21
Greameenphone: .....	24
Robi: .....	24
Airtel:.....	25
Banglalink: .....	26
Teletalk: .....	27
CHAPTER V: DISCUSSION .....	29
Conclusions .....	30
Suggestions for Future Research .....	30
Recommendations (if any) .....	30
References.....	32
Appendix-A:.....	32



# CHAPTER I: INTRODUCTION

## **Background of the study**

This project is a pre-requirement to complete the Bachelor of Business Administration degree from United International University. Every student needs to prepare a project report based on his/her internship and learning experiences. Though I didn't join anywhere for an Internship the topic was selected by my supervisor.

I did my major in marketing, so based on my specialty my supervisor asked me to prepare a report on "Consumer Brand Equity Measurement on Mobile Telecommunication Industry in Bangladesh" where I tried to apply my marketing learning and real-life experience.

Here I am trying to find out the actual scenario of the Telecommunication Industry in Bangladesh, and try to measure the market positions of the top 5 mobile operators and their brand equity with help of an Analysis of consumer behavior. Lots of amazing factors have come during preparing this report. I have discussed all the outcomes, Findings, suggestions in chapter 3.

## **Statement of the Problem**

Bangladesh has the vision to become "Digital Bangladesh", following that vision Telecommunication industry has been growing immensely. Bangladesh is now the 8<sup>th</sup> largest mobile market in the world according to unique subscribers and the sector now contributes almost 3% (approximate) of total GDP. Now we have 4 two major telecom service offerings are "Voice Calls" and "Internet Data" services.

In this market Grameenphone has come first and created a monopoly in this sector, it is still a market with a 45% market share, but right now ROBI, Banglalink, and only govt. operator Teletalk is providing their services here.

Though multiple operators are providing their services in our country and there must be different perspectives and preferences in the minds of the consumer. In this report, I have tried to measure the consumer brand equity of these mobile operators using my Components of Brand equity and consumer survey.

## **Objectives of the Study**

### **➤ Broad Objective-**

To know the Consumer Brand Equity Measurement on Mobile Telecommunication Industry in Bangladesh

### **➤ Specific Objective-**

- To analyze the current telecommunication industry of Bangladesh
- To evaluate the current external and internal factors of the telecommunication industry
- To analyze the industry competitiveness using the five forces model
- To evaluate the survey of consumers preference
- To provide recommendations and suggestions of Brand equity of Telecom Industry

## **The motivation of the Study**

In this study, I measure the consumer brand equity model based on the telecom industry of Bangladesh. Brand equity contains fulfilling the business promise towards its customers along with managing the business-customer relationship well. By using this model we can measure the six areas of Brand like Brand Awareness, Association, Experience, Loyalty, Perceived quality & Brand preference. Evaluating these components we can find out the consumer's thoughts and feelings towards mobile operators.

The mobile telecommunication industry is highly competitive among four telecommunication service providers in Bangladesh and also this sector contribution (In GDP) is increasing day by day. Therefore, measuring the customer brand equity or

value for these companies is the major motivation that worked behind preparing the study.

### **Scope and limitations of the Study**

The scope of this study is to share an analytical study that represents the Brand Equity Measurement of mobile network service providers in Bangladesh based on customers' perspectives. Every manager needs to know how much recognizes its brand, how much prefer their brand to its customers, and how much loyal their customers are towards its brand's product and services. Managers also can measure how much satisfaction a customer has by taking their services by evaluating The Components Brand equity. So, there are various scope to analyze this project study and this will be helpful for the telecom industry leaders of Bangladesh.

On the other hand, every study have some limitations, this study also has some too, and the following limitations are given below-

- **Time Limit:** The Brand Equity and telecom industry is a vast concept that is not possible to analyze the whole scenario in this limited time. But, I tried to discussed and analyze this project study as much as possible by following all the requirements.
- **Inconvenient facilities:** Due to the covid-19 pandemic situation it was quite impossible to visit the organization to meet and take interviews but I tried to manage in zoom meeting and take valuable information from UIU alumni members who are currently working in this sector.
- **Data Secrecy:** It is quite impossible to get secret information about this industry, no one was interested to share the secret information with the public, however, I collected lots of information about this project topic and tried to fulfill all the requirements of this study.

Therefore, by overcoming all the situations and limitations I have to try to analyze actual data to shape this project.

## **Theoretical Framework**

To find out there accurate outcome of this project report I am going to use the framework of Brand Equity which is consists of Brand Awareness, Association, Experience, Perceive Quality, Loyalty, and Preference. **Brand Equity** is a promoting term that alludes to the overall esteem of the brand as a particular resource. It can be rendered as the total of resources and liabilities that are associated with the brand title and image which brings around the relationship clients/ customers that tend to form with the brand.



Figure 01: Components of Brand Equity

## **Definition of key terms**

### **Brand Awareness:**

The primary step of the brand-building preparation is making mindful of the brand name within the mind of buyers. This refers that customers are well known about the brand

and able to relate it to a particular category. Building brand awareness can enable marketers to extend the brand visibility to the target gathering of customers through different promotional campaigns.

**Brand Loyalty:** Brand loyalty is the preference of a brand by the customer over comparative products within the market. This comes about in repetitive sales and is the most perfect way to spread word of mouth. If a company builds higher brand loyalty, it can reduce the product cost and helps to sustain in the competitive market. The company can moreover present good quality products and focusing on the same target customer base.

**Brand Preference:**

This is one of the important components of Brand Equity that brand equity and can charge additionally for the same a particular brands product. This component works properly when customers have a positive experience with the brand.

**Brand Experience:**

Generally this is the accumulation of customer experience with the overall brand while using the brand products/services. When customers have a great brand involvement/experience they will consider the brand as prevalent and will begin leaning toward it over others. The positive brand experience helps to build loyal customers.

**Brand Perceive Quality:**

Satisfying brand guarantee is the key to strong brand equity. The customer tends to evaluate brands with other comparative brands on the premise of different quantitative and qualitative parameters. Quality recognition too impacts the estimating choice of a company. In case a company creates quality items, they must need to produce the luxury/ premium pricing to its customers.

### **Brand Association:**

The Brand Association refers to anything that relates to the brand. With this component, the company tries to measure how relevant and popular its brand is in the minds of its target customer. Having a good brand association is essential as it helps to create repetitive sales and provides positive word of mouth.

### **Organization of the remaining chapter**

After completing the introduction chapter of this project, the next and 2nd chapter is about to discuss the literature review that mainly consists of porter's five forces model to analyze the industry's external competitive factors of the telecommunication industry. The chapter will make it easy to understand the basic marketing concepts of this project study.

The 3rd chapter is going to discuss the methodology of the techniques that are used in this study to achieve the objectives of this project. This chapter will share the methods of the analysis and the supporting data sources that are used to prepare the report.

The 4<sup>th</sup> chapter, named, findings, and analyses will carry the overall analysis through the survey questionnaire to analyze the brand equity of the Mobile Telecommunication Industry of Bangladesh.

Finally, the concluding chapter, chapter five, will provide some suggestions based on some future scopes of study and the conclusion of the report.

# **CHAPTER II: REVIEW OF THE LITERATURE**



## **Introduction**

The liberalization of Bangladesh's telecommunications sector starts with small steps in 1989 with the issuance of a license to a private operator for the provision of inter alia cellular mobile services to compete with Bangladesh Telegraph and Telephone Board (BTTB), the previous monopoly provider of telecommunications services within Bangladesh. Significant changes in the number of fixed and mobile services deployed in Bangladesh occurred in the late 1990s and the number of services in operation has subsequently grown exponentially in the past five years. However then, first, the developed countries around the world started to make development in telecommunication generation to preserve a non-stop glide of conversation which sooner or later intensifies their monetary sports with the aid of using presenting an extra evolved platform of conversation.

In Bangladesh, there are currently 4 mobile operators, Grameenphone, Robi, Banglalink & only govt. the operator that is Teletalk. In the past, GP was dominating the market but right now all the operators competing with each other to capture the maximum market share in Bangladesh. With the vision of "Digital Bangladesh," our telecom industry is developing day by day. And Consumers' preferences also changing based on their needs, so operators always try to provide quality services to keep loyal customers to get a maximum number of profits.

## **Industry analysis**

In this area, I am going to discuss the analysis of the Bangladesh Mobile Telecom industry. Where I will cover the industry specifications, Market Size, Some Economic Factors, and Technological Factors and analyze the competitiveness of this industry using Porter five forces model.

- **Specification of the industry-**

The country's walk towards materializing its vision 'Digital Bangladesh' has brought noteworthy development within the telecommunication and information technology division. The country's dynamic versatile endorser penetration reached 93.4% from a small 30.6% in 2008. Bangladesh is presently the eighth largest mobile showcase within

the world in terms of interesting endorsers and the sector presently contributes nearly 1.8% of add up to GDP. Two major telecom service offerings are “Voice Calls” and “Internet Data” administrations. Income from voice calls still overwhelms the industry whereas commitment from information income is growing exponentially since the propelling of 3G in Bangladesh.

Despite being the fifth biggest advertise in the Asia Pacific region, real industry infiltration is still half of the country population inferring solid development potential The telecom industry in Bangladesh has scaled up quickly over the past decade having an add up to 157 million dynamic membership and more than 85 million unique supporters. Interesting endorser entrance in Bangladesh rose to almost 55% by 2018 from as it were 1% in 2003 due to quick appropriation of telecommunication administrations.

The industry has turned out to be the fifth-largest market in Asia Pacific Locale, concurring with GSMA. However, almost half of the whole populace is to be associated with the versatile media transmission organization, moreover showing that there is enormous room to develop. The genuine showcase entrance remained steady in the final three a long time as obligatory bio-metric SIM reregistration has slowed down the pace of new customer acquisition.

- **Size, trend, and maturity of the industry**

The size of the mobile telecommunication market is increasing day by day. According to BTRC right now GP (81.54m) has the highest amount of subscribers, Robi (51.58m) along with Airtel is in the 2<sup>nd</sup> position, Banglalink (36.33) is in the 3<sup>rd</sup> position and the 4<sup>th</sup> one is Teletalk (5.82M). The mobile market has seen significant market consolidation over the past few years.

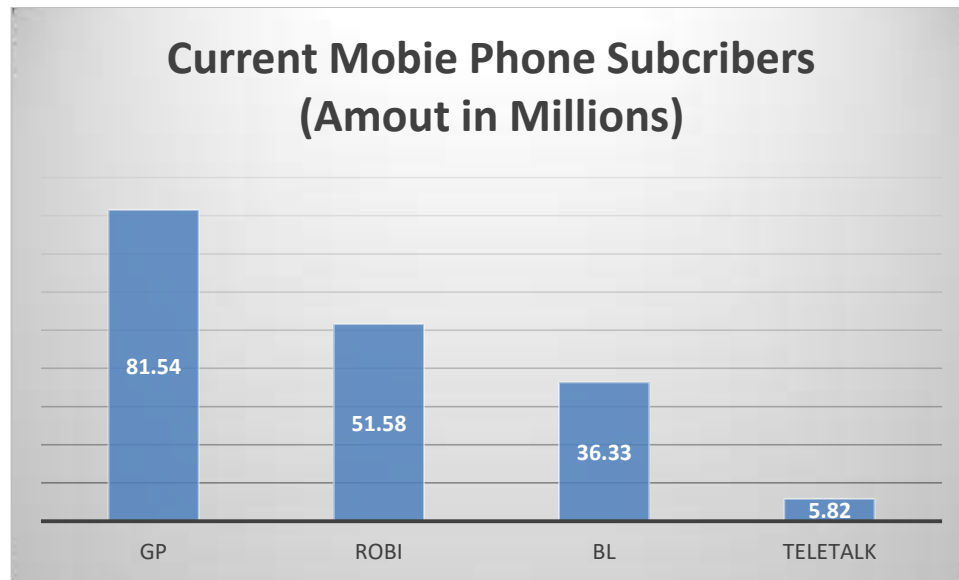


Figure: BTRC Official Website

Lion's share of endusers in Bangladesh is utilizing their portable phones for fundamental voice and SMS administrations. Since of this moor level of engagement, the nation produces one of the most reduced supporter ARPU levels within the world, at \$2.9, essentially underneath the midpoints for the Asia Pacific and the world of \$10.4 and \$14.6 individually, restricting the capacity of operators to incite the desired move to portable broadband technologies.

However, the moderate move to versatile broadband advances such as 3G and 4G in Bangladesh was the result of delays in timing. The 3G and 4G range barbers were both subject to various delays, taking put in in September 2013 and February 2018 separately, making Bangladesh one of the final nations in South Asia to grant licenses for the innovations.

It is anticipated that over the following ten a long time, a combination of progressing reasonableness (driven by falling smartphone costs), more noteworthy arrange scope and innovation propels (through the dispatch of 4G administrations) would empower Bangladesh's move to versatile broadband innovations to quicken out to 2025.

Nevertheless, the 3G life cycle has however to go a long way sometime recently coming to development. 3G associations are anticipated to outperform 2G associations in 2020,

coming to 46% of add up to associations – which needs proceeded venture and upkeep on the sake of versatile administrators. 4G adoption is therefore expected to initially lag that of 3G in the years following the launch of services but will accelerate out to 2025, at which point 4G will represent half of the total connections. And after all the developments of this sector govt. trying to come up with a 5G connection in the future.

- **External economic factors**

As the nation moves towards more noteworthy digitalization, with development in per capita wage and within the way of life of its citizens, the portable pass has ended up an integral part of the lifestyle of its individuals, in any case of age. Salary level Most individuals presently possess more than one set of versatile phones and more than one membership, which moreover leads to noteworthy development in showcase infiltration.

A steady macroeconomic situation that drives development in Bangladesh's telecommunications division: GDP development is additionally pushing the nation towards computerized development. Bangladesh's economy has developed at an average rate of 6% within the final decade and has surpassed 7% within the final two a long time, whereas the economy has developed within the last five long times. Final year Bangladesh yearns to gotten to be a middle-income nation by 2021, which can require an increment in GDP development of 7 to 8% per year. The postal and telecommunications segment developed 6.68% in 2017-2018, with a contribution of 2.58% to GDP (at steady costs) amid the year, according to BBS information. Communication administrations, particularly the portable administrations advertise, kept on overwhelm the telecommunications sector, which driven to strong development within the postal and broadcast communications subsector. Favorable macroeconomic markers have permitted the nation to outflank other territorial economies. The national intrigued rate is diminishing and the single-digit advance rate is making a difference in companies' back low-cost capital speculations. Credit to the private division is additionally expanding. Within the final 8 a long time, the TACC of foreign exchange saves stood at 20.6%, reflecting the financial and monetary quality of the nation. Bangladesh by and large needs a saving of around \$ 10 billion to meet its moment charge for three months, in light of a globally recognized standard.

A growing populace and an expansive number of middle-aged and youthful bunches are quickening the development of the telecommunications segment of Bangladesh. Over 168 million occupants who live both in provincial & urban ranges are anticipated to extend at 1.04%. Among the 168 million occupants, the yearly rate of alter in urbanization is 3.19% as 35.8% of them live in urban zones. Developing urbanization is changing traditional communication structures and, with expanding digitalization, the nation is moving towards a bigger organize network. Versatile phones and the developing request for open Web connections are getting to be a day-by-day requirement for the populace. Moreover, around 60% of the country's populace has a place in the two bunches: middle-aged people and youthful individuals. These two bunches are the lion's share who utilize portable media transmission technology in Bangladesh.

- **Technological factors**

The advancement of the telecommunication industry is developing day by day. All the Technology has been shifted in automation. Now maximum telecom operators adapting new technology to smooth their Business operations as well as competing with the competitors. Here I will discuss some important technological factors of the Telecommunication industry of Bangladesh. They are as follows-

- **Emerging Technologies-** Now operators are adopting new technology to run their business. In our country almost every area is covered by the mobile network, currently, we are using a 4G+ network, and very soon we will shift to 5g Network that will be our emerging technology.
- **New ways of Consuming Services-** Day by day Operators finding new ways of distribution of their products and services For example- In the past people were going to the nearest agent to mobile top-up, but now people can recharge their mobile top-up at home using mobile financial services/ Online Banking/ Mobile App.
- **Following AI Technology in Telecom Industry-** Artificial Intelligence is the future of disruptive technology. For example, now operators providing their offers/ services using Chatbots (Made by using AI Technology), such As Chatbot like

Airtel's "SIMI" where she provides messages (offers/information's) automatically to the customers.

- **Research and Development:** Operators now more focusing on the R & D department to strengthen their future stability in the new era of Technology. They always try to innovate new technology to fulfill customers' needs.

### Explaining Porter's Five Forces Model: The Competitive Analysis of Mobile



Telecommunication Industry-

- **Rivalry Among Existing Competitors-**

- Bangladesh has now 4 leading mobile operators, each company tries to capture the market share with a lower call rate & internet. So, there is heavy competition in this sector.
- Grameenphone is the largest and leading mobile operator in Bangladesh with almost 80 Million subscribers, and has large network coverage than others, Because of Large network base and subscribers, GP gets the advantage to earn revenue and charge higher rates than others.
- In this sector, the earning per revenue is relatively lower, but the competition is very high, therefore every operator finding new ways to attract customers.

- **Bargaining Power of Suppliers-**

- The bargaining power of suppliers within the mobile industries shifts depending on the brand title and strategic significance of the supplies as well as the estimate of the company.
- In this sector company like Ericsson, Nokia, Siemens, Huawei, AT & T in the mobile telecom machinery industries is the type of suppliers who enjoy strong power in the industry. Their major client is Grameenphone, Banglalink, Robi, Teletalk & BTRC, therefore they have the power to dominate the market.
- Recently Government may contact with Huawei for 5G Network service

So In this sector, the Bargaining Power of Suppliers is very much high.

- **Bargaining Power of Buyer-**

- In our country buyers have 4 options to choose mobile operators, buyers can easily switch from one operator to another.

- Expect Grameenphone, all the operators charge lower call rates and internet to attract customers, its tough competition to all operators to sustain the market.
- Buyers have the opportunity to use multiple or best operators as their personal choice and in our country Govt. prioritizes users than operators in this sector.

Therefore, the Bargaining Power of the Buyer is also high here.

- **The Threat of Substitutes-**

- The telecommunication industry is a high-tech sector and every operator providing almost the same services and offers so customers only can choose operators among 4 operators whether its good or bad.
- Though Bangladesh is not covered with Free WIFI connection so that people can't use any network without using any of these operators.
- The probable substitutes of the mobile operators are skype, WhatsApp, Emo, Viber, etc, but without wifi or mobile internet it is not possible to use these apps.

Therefore, The Substitutes of Mobile Operators is Lower In our country.

- **The threat of New Entrants-**

- Bangladesh has 4 mobile operators and they also stele themselves in strong positions with greater technology and services.
- Government and rules and regulations such as the huge amount of tax on Sim cards, Strong tariff control by the authority (BTRC), can also create difficulties to entrants.
- But some companies are finding other ways to enter the industry. For example, airtel Bharati acquired a 70% stake in Warid telecom as airtel enter to Bangladesh market.

Therefore, the threat of new entrants to the mobile telecommunication industry is moderate level.





# CHAPTER III: RESEARCH METHODS

## **Introduction**

The major purpose of this research study is to measure the consumer Brand Equity of the Telecommunication industry of Bangladesh. To conduct this research I collect some basic information about the telecom industry from the internet, then conduct a survey Online. People participate in my survey and give their valuable thoughts regarding the telecom industry. From the result of those respondents, I calculate on a 1 to 5 scale and evaluate the average results. From that survey, I try to find out the actual picture of Brand Equity in the telecom industry. More details are discussed in the later of this report.

## **Research Design**

The design of this report was prepared based on the Brand Equity concept and customer survey of the Telecom Industry in Bangladesh. To analyze this industry I try to use porters five forces model and also some technological and economic factors of this industry. After analyzing the industry I evaluate the customer survey result regarding Brand Equity of this industry and try to give some suggestions that government may apply in the future.

## **Sample**

I took a sample of around 52 Respondents online, where my friends and families are helped me to prepare this report. All the respondents are adults and they are using at least one mobile operator in their daily life.

## **Questionnaire development**

Though the major purpose of this study is Consumer Brand Equity model in Telecom Industry, so I used six components of Brand Equity concepts, and make 12 questions, each component contains 2 questions. Respondents give answers based on their experience, thoughts, and feelings with the mobile phone operators. And I try to analyze their answers based on Brand Equity concepts.

## **Data collection**

I collected data from two sources, they are as follows-

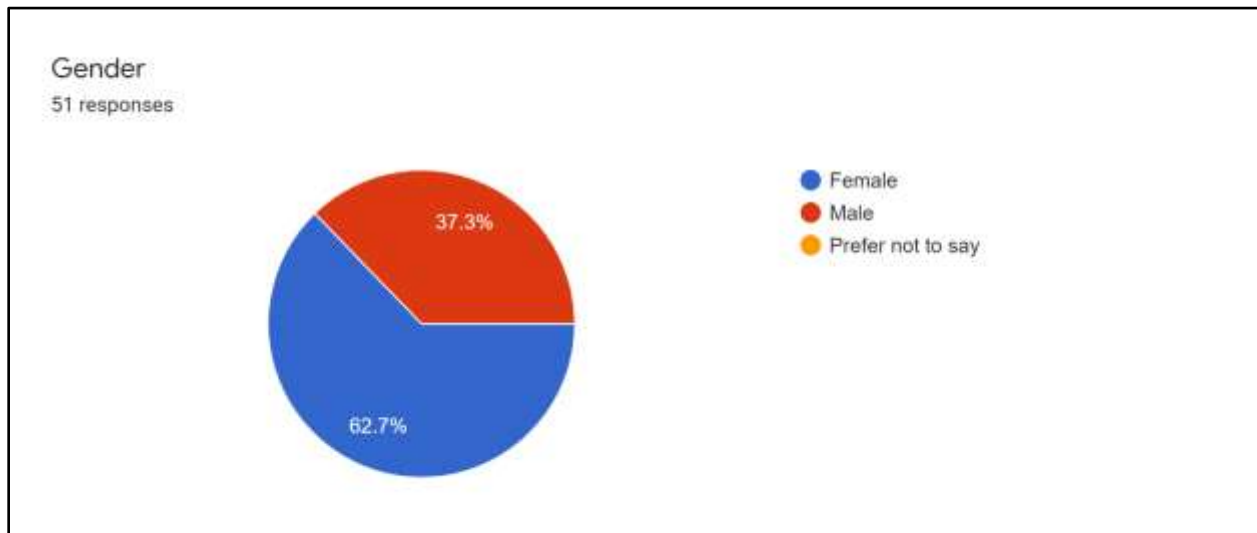
- **Primary Sources-**
  - Concepts if Brand Equity Model
  - Took Interview of Industry Expert
  - Data from Customer Survey
- **Secondary Sources-**
  - Marketing Book
  - Newspaper, Journals, Marketing Related Blog Sites, Annual Reports, and some govt. sites (e.g BTRC Website)

### **Data Analysis plan**

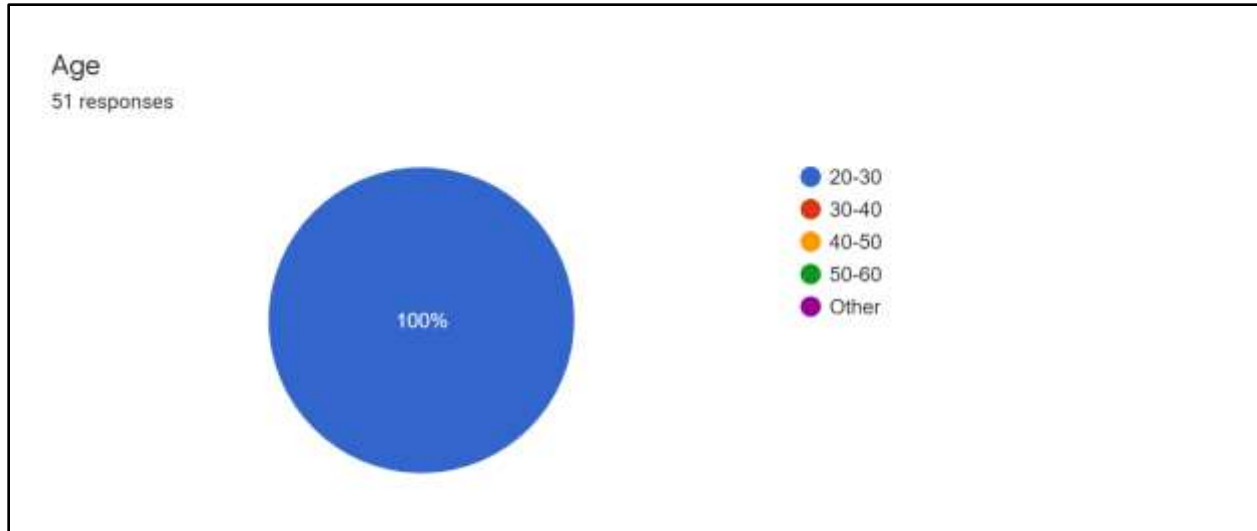
After collecting all the data samples and analyzing the industry I have evaluated the survey respondents' results using a graphical format (Bar Chart) and try to explain the result based on Six components of the Brand Equity Model, find out the actual perspective of the customer towards Telecom operators in Bangladesh.

## **CHAPTER IV: RESEARCH FINDINGS**

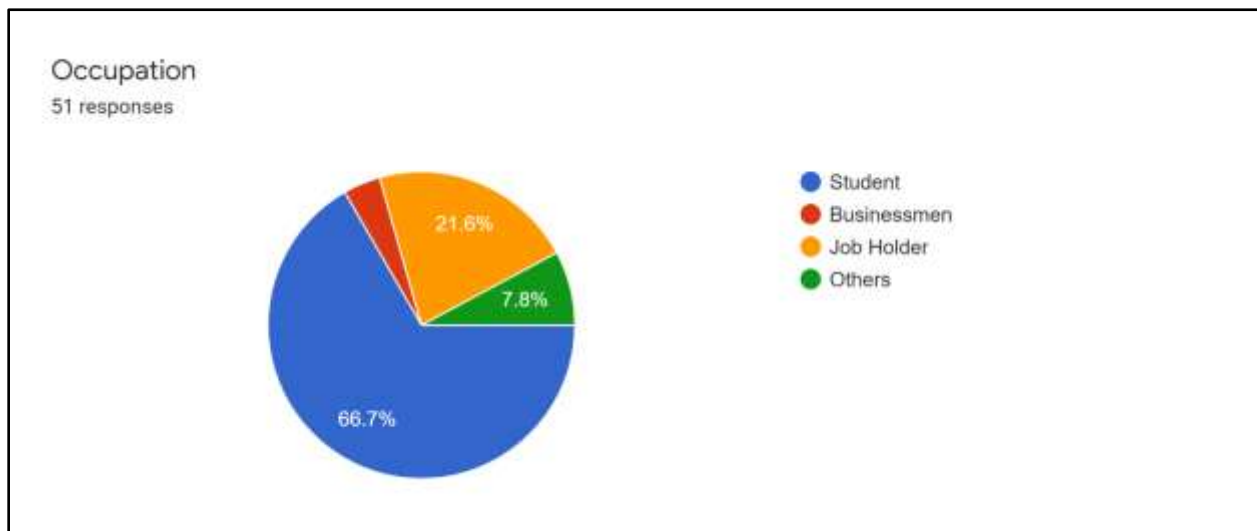
To analyze and evaluate the Brand equity of the Mobile Telecommunication industry of Bangladesh, I prepared a survey questionnaire to collect customer opinion. The questionnaire is prepared using Google Form and collected responses by sharing the link of the questionnaire to several people through Facebook and other social media platform. The findings of the survey are showing below by using a pie chart and bar chart.



**Interpretation:** I surveyed 51 respondents where 62.7% are Female and 37.3% were male respondents who shared their opinion on Brand Equity of the Telecommunication Industry.



**Interpretation:** In my survey 100% respondent are in 20-30 age range, its represent that most of the respondents are young.

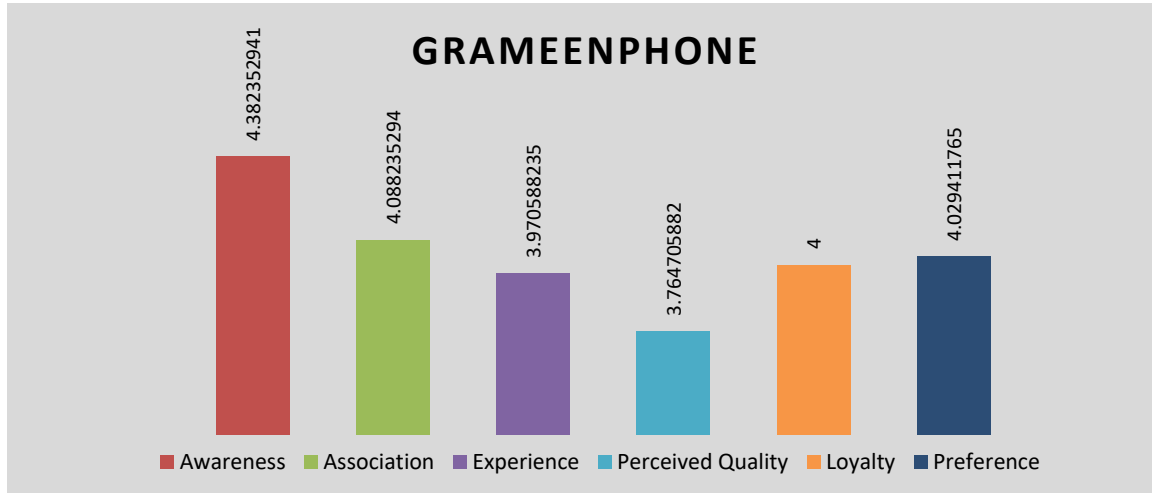


**Interpretation:** Almost 66.7% of people are students and 21.6% are Job Holder & rest of the respondents were doing Business or other activities.

Now, I made some questions based on the Six Components of Brand Equity model, each component has 2 questions and evaluates the average result of individual mobile operators in Bangladesh. I set marking scale from 1 to 5, where 5 = Strongly Agree, 4= Agree, 3= Natural, 2= Disagree, 1= Strongly Disagree. The evaluation is as follows

### **Grameen Phone:**

In this section, the result is based on that respondent who have chosen Grameenphone as their preference (currently using Grameenphone).

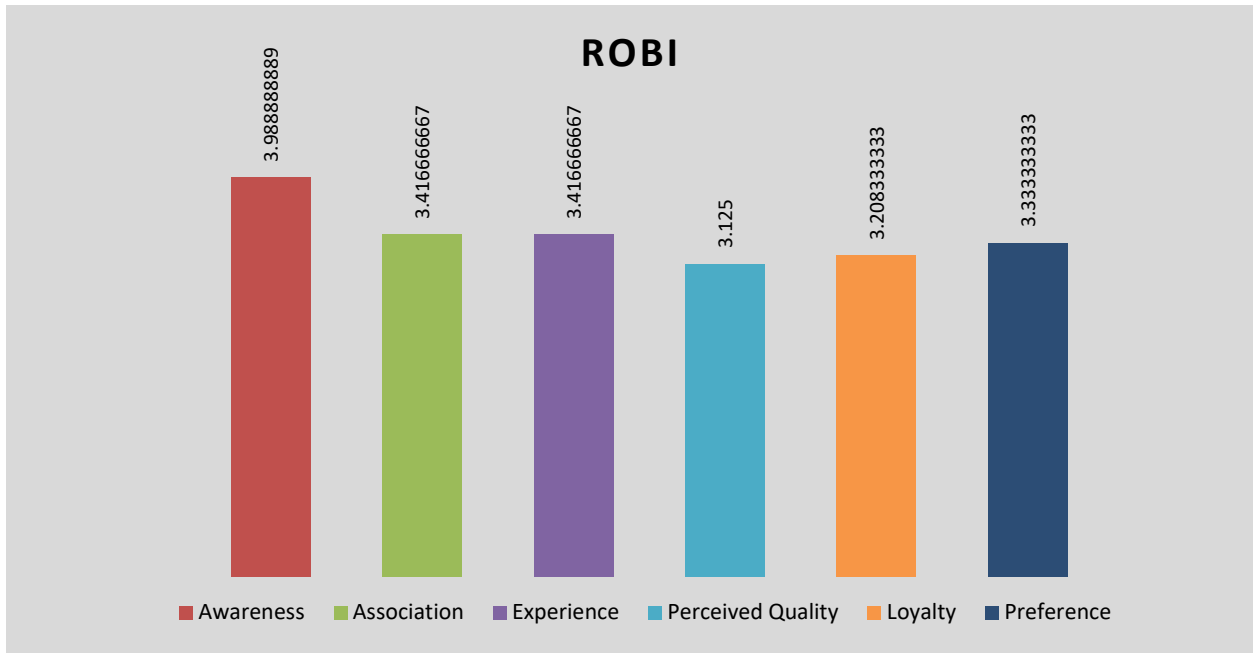


**Interpretation:** Based on customer response here we can see that GP's Brand Awareness is higher (4.38 out of 5) than other components of Brand Equity, which refers that Customers who are using GP are very much aware of this Brand. However, other components are also in a good position. But, Brand Perceived quality is relatively lower than others, it demonstrates that some customers are not happy or satisfy to use GP, but because of brand loyalty, the lower perceived quality will not affect customer's preferences.

### **Robi:**

In this section, the result is based on that respondent who has chosen Robi as their preference (currently using ROBI).

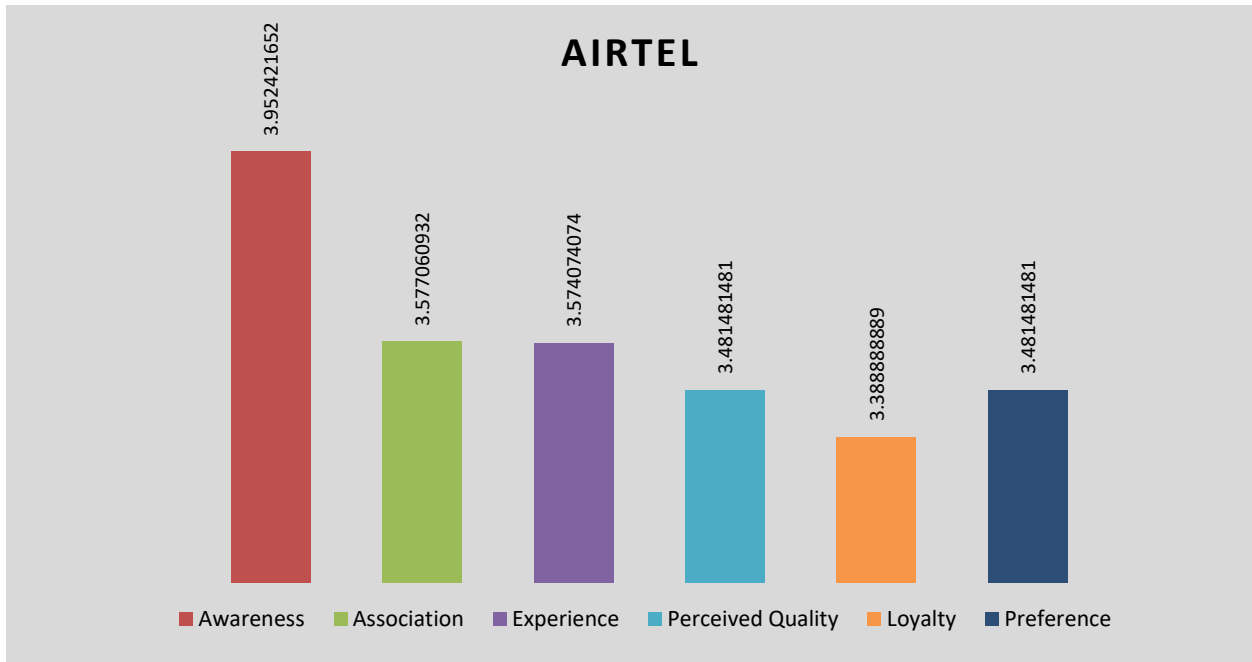




**Interpretation:** Based on customer response here we can see Robi's Brand Awareness is higher than other Brand Equity Components (3.99) and then Brand Association (3.4) & Experience (3.4) are followed. That means people are relatively aware of this brand and also positive attachment and experience with Robi. Though the result shows that most of the respondents are confused with this Brand (Robi). Mark '3' refers to Neutral which means they do not agree or disagree with the statement. So, if I compare with GP then the overall result is not up to the mark, but for a brand like Robi, the result is moderate.

### **Airtel:**

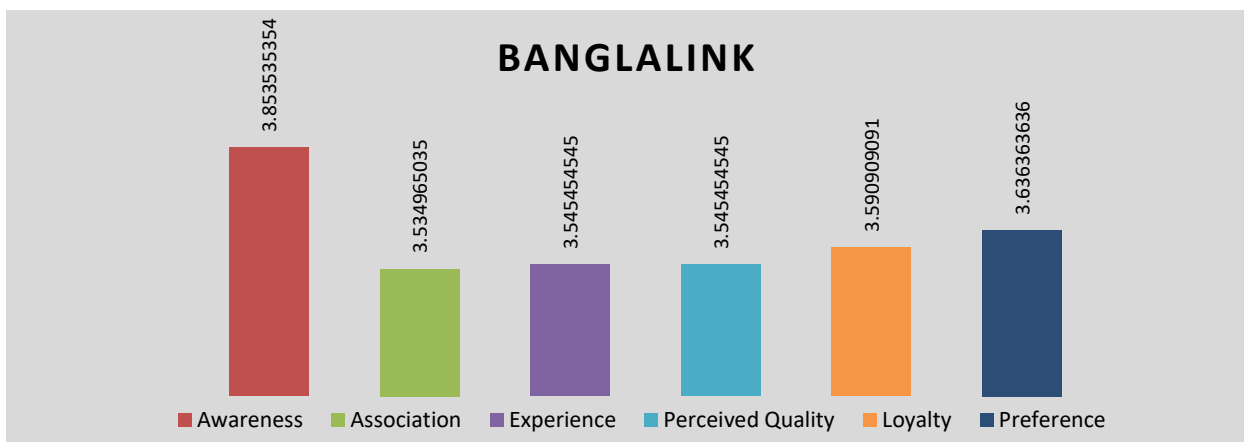
In this section, the result is based on respondents who have chosen Airtel as their preference (currently using Airtel).



**Interpretation:** Based on customer response here we can see Airtel's Brand Awareness is higher than other Brand Equity Components (3.95) it refers people know this brand well. Then we see the brand Association in the 2<sup>nd</sup> position (3.57) that refers that customers can relate with their needs with this brand. Here, the lowest mark shows in Brand Loyalty (3.39), which means customers are not loyal enough to this Brand (Brand Switching is high here).

### **Banglalink:**

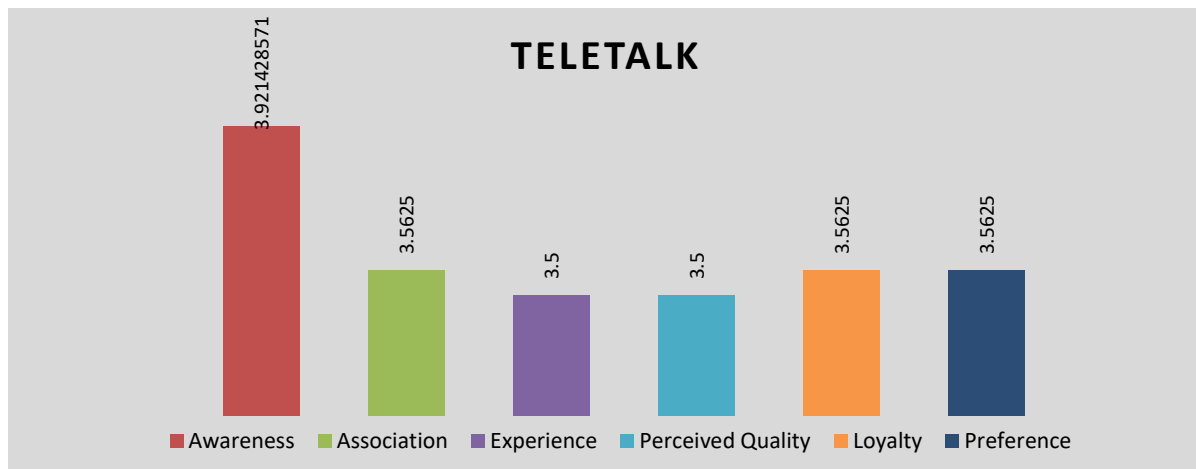
In this section, the result is based on the respondents who have chosen Banglalink as their preference (currently using Banglalink).



**Interpretation:** Based on customer response here we can see Banglalink's Brand Awareness is higher than other Brand Equity Components (3.85) that refers people are about this brand very well, then the Brand Preference is in the 2<sup>nd</sup> position (3.64) that refers people are more like to prefer this brand to others and also share the positive word of mouth. Other components like Association, Experience & Perceived quality are the equal result. Brand Loyalty is also a good position here.

### **Teletalk:**

In this section, the result is based on that respondent who have chosen Teletalk as their preference (currently using Teletalk).



**Interpretation:** Based on customer response here we can see Teletalk's Brand Awareness is higher than other Brand Equity Components (3.9) that refers people are about this brand very well buy the consumers, the result is similar to Robi's Brand Awareness result. Then the brand Association is in the 2<sup>nd</sup> position that means the consumer can relate their needs with this brand, but the lower part in the Brand experience and perceived quality, and as govt. operator the result is not satisfactory.

At last, we can say GP has the highest marks than the other 3 operators, as we know GP as has the highest subscribers in our country, and this survey result also proved this.



# CHAPTER V: DISCUSSION

## **Conclusions**

In this project study, the major objective is to measure the consumer Brand Equity in the Mobile Telecommunication Industry of Bangladesh, and I have explained as much as possible. I discussed the basic concept of Brand Equity Component, interview telecom industry leaders, then conducted a survey, and then analyze all the results. I have also explained the telecom industry overview using Porter's Five Forces Model. This project study helps to learn more about the brand and the telecom industry. And I Hope this learning will help me in the future. I will learn more about this topic and industry in the future.

## **Suggestions for Future Research**

This project study is based on Brand Equity Measurement, but to know more details about this topic we need to find more data. Just with the survey result, we can't take any marketing decision. Therefore, we need to research more like Focus group discussion, talking more interview telecom industry leaders, and also use more marketing models to conduct accurate results.

## **Recommendations**

For the development of the telecom industry in our country, I have some suggestions for Telecom Operators. They are as follows-

- Operators need to focus on customer satisfaction and personal experience with their brands, operators should adapt new technologies day by day to provide the best service to their customers.
- The current era is Digital Era, People are more use internet for their communication than SMS/ Voice, so operators should reduce the price of Internet Data, it will increase customer loyalty and Brand Association
- All the operators should try to cover all over Bangladesh within 2022

- Our Government should support to all the operators so they can run their Business Smoothly
- As Teletalk is the only Govt. operator, govt. should develop the offers and services to capture more market share.

## References

- 1) Data BD. (2018, November 28). *Telecommunication*. Retrieved from Data BD: <https://databd.co/profiles/industries/profile-telecommunication>
- 2) EBL Securities. (2018). *Bangladesh Telecommunication Industry- A Comprehensive Review*. Dhaka, Bangladesh: EBL Securities.
- 3) LightCastle Analytics Wing. (2019, July 09). *Transformation in the Telecommunications Industry*. Retrieved from lightcastle bd: <https://www.lightcastlebd.com/insights/2019/07/transformation-in-the-telecommunications-industry>
- 4) Shaw, A. A. (2018, August 12). *Brand Equity Importance and Examples*. Retrieved from Marketing Tutor: <https://www.marketingtutor.net/brand-equity-importance-examples/>
- 5) Wikipedia. (2013, December). Telecommunications in Bangladesh. *Telecommunications in Bangladesh*, p. 01.
- 6) C. A. W. P. D. a. S. A.-M. F. Atsu, "The impact of telecommunication revenue on economic growth: Evidence from Ghana," *African Journal of Economic and Management Studies*, vol. 5, no. 2, p. 195–208, 2014.

## Appendix-A:

- Name \*



Your answer

- **Gender \***

Female

Male

Prefer not to say

- **Age \***

20-30

30-40

40-50

50-60

Other

- **Occupation \***

Student

Businessmen

Job Holder

Others

- **Which Mobile phone Operator you are currently using? \***

Grameenpphone

Robi

Airtel

Banglalink

Tele Talk

### **Brand Awareness**

➤ I am familiar with this 'brand Name' \*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

➤ I am familiar with 'the products/ services' of my selected brand

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

### **Brand Association**

➤ I can relate my all requirements with this selected brand \*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

➤ This brand encourage me to repeat purchase \*

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

### **Brand Experience**

➤ I have positive experience with this brand \*

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

➤ I will refer this brand to friends and family \*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

### **Perceived Quality**

➤ I believe this brand producing good quality products/service \*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

➤ This brand charges fear price based on its quality \*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

### **Brand Loyalty**

➤ I am 'Loyal' to this brand even It charges high prices \*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

➤ I will share positive word of mouth of this brand

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

### **Brand Preference**

➤ I will prefer this brand and recommend this brand based on equality in 'price' \*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

➤ I preferred this brand and recommend this brand based on equality in 'availability'. \*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree