**Project Report**

**On**

**The Impact of Brand Reliability and Brand Intention on Brand Loyalty: A Study on Selected Mobile Phone Service Operators in Bangladesh**

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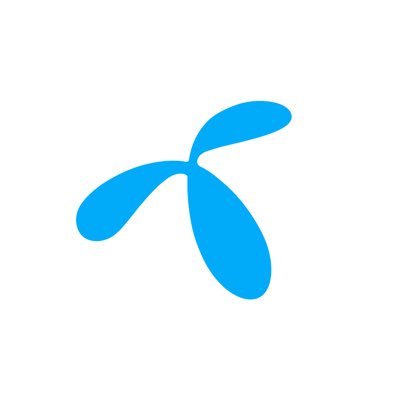
**The Impact of Brand Reliability and Brand Intention on Brand Loyalty:**

**A Study on Selected Mobile Phone Service Operators in Bangladesh**



United International University

School of Business and Economics



**Project Report**

On

The Impact of Brand Reliability and Brand Intention on Brand Loyalty:

A Study on Selected Mobile Phone Service Operators in Bangladesh

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BBA Program

School of Business and Economics

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Date of Submission: 19 January 2019

**Letter of Acknowledgement**

First of all, I like to express my gratitude to almighty Allah for helping me to perform all the necessary tasks of completing my Report according to the given guidelines.

I would like to express my sincere and humble thanks to my teacher and supervisor Mohammad Hasan Al-Mamun Sir, School of Business and Economics, United International University, for his constant supervision, moral supports, valuable instructions and helpful advice to conduct the study at hand. And last, but not least, my heartiest thanks and deepest honor to my parents and family members for their encouragement and contribution.

Letter of Transmittal

19 January, 2019

Muhammad Hasan Al-Mamun

School of Business and Economics

United International University

Subject: Submission of Project Report

Dear Sir,

It gives me immense pleasure in presenting the project report on “The Impact of Brand Reliability and Brand Intention on Brand loyalty: A Study on Selected Mobile Phone Service Operators in Bangladesh” which was assigned to me as a partial fulfillment of the BBA program.

The three-month time which I have spent on this project preparation gave me the opportunity to have an insight on selected mobile phone service operators in Bangladesh and on the topical area apparent on the title of the report.

I tried my best to work sincerely to cover all aspects regarding the study. Though I faced some limitations in preparing this report, I have thoroughly enjoyed preparing this project report which has contributed significantly to my understanding on the topical area in particular and marketing research process in general.

I sincerely hope that you will appreciate my efforts.

Sincerely yours

……………………………..

Md. Razib Hossain

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**Abstract (Executive Summary)**

The project in hand intends to examine the impact of brand reliability and brand intention on brand loyalty. The context of this examination was the mobile telecommunication services in Bangladesh. Here four mobile telecommunication service brands such as GrammeenPhone, Blanglalink, Robi and Airtel were considered for the study. Performance of mobile service brands is an important factor to the people while they are about to subscribe to a service provider. A brand creates a strong position by the relevance and intention. Strength of the brand is also affected by active familiarity based on past trail, saliency, or knowledge of brand promise.

To complete the study three constructs have been used such as brand loyalty, brand intention, and brand reliability. Survey has been conducted on 80 respondents where respondents were divided by equally for each brand. Each brand has got 20 respondents. In the study the sample was primarily divided into two categories, male and female. The student portion of the sample comprised 80 percent male and 20 percent female. Here included SSC or below 21.3 percent, HSC 15 percent, Bachelor 53.8 percent and Masters or equivalent 10 percent. Two constructs, namely *brand reliability* and *brand intention,* have been used for to measure their impact on the brand loyalty. Such impact was measured by multiple regression analysis. Both brand reliability and brands intention were found to have statistically significant impact on brand loyalty. But brand reliability was found to have more impact on brand loyalty as both the independent variables were evaluated in terms of the associated beta values.

**Key Words**: Brand Reliability, Brand Intention, Brand Loyalty, Mobile Telephone Service providers

**Table of Contents**

Contents

[Introduction 2](#_Toc535489042)

[Topic in Hand 2](#_Toc535489043)

[Context of the Study 3](#_Toc535489044)

[Literature Review 4](#_Toc535489045)

[Brand Reliability 4](#_Toc535489046)

[Brand Intention 5](#_Toc535489047)

[Brand Loyalty 6](#_Toc535489048)

[Industry Perspectives 9](#_Toc535489049)

[Historical Evolution of the mobile telephone service industry 9](#_Toc535489050)

[World Perspective 9](#_Toc535489051)

[History of Telephone Service industry 9](#_Toc535489052)

[Bangladesh Perspective 17](#_Toc535489053)

[Brief Historical Background of the Brand Considered in the Study 17](#_Toc535489054)

[Overview of the mobile telecom market in Bangladesh 18](#_Toc535489055)

[History of GrammeenPhone 18](#_Toc535489056)

[History of Bangla link 21](#_Toc535489057)

[History of Robi 23](#_Toc535489058)

[History of Airtel 25](#_Toc535489059)

[Objective of the Study 27](#_Toc535489062)

[Methodology of the Study: 28](#_Toc535489063)

[Finding of the study: 29](#_Toc535489064)

[Limitation of the Study: 41](#_Toc535489065)

[Future Research scope and conclusion 42](#_Toc535489066)

[References 43](#_Toc535489067)

[Appendix 45](#_Toc535489068)

# 

# Introduction

## 

## Topic in Hand

Mainly I will discuss about the impact of brand reliability and brand intention on brand loyalty. Although marketers agree about basic branding principles, a number of models of brand equity offer some different perspectives. However, they propose in unison that brand intention and brand reliability create brand loyalty.

Relevance measures the appropriateness and breathes of brand’s appeal.

Esteem measure perception of quality and loyalty, or how well the brand is regarded and respected.

Another thing is intention that means knowledge measures how aware and familiar consumer is with the brand and the propensity to buy or consume the brand.

When brands create their strong positions by the relevance and intention, active familiarity based on past trail, saliency, or knowledge of brand promise can affect brand loyalty. Rational and emotional advantages create brand loyalty, and rational and emotional attachments to the brand to the exclusion of most other brands in the choice list.

Strong brands create meaningful image in the customer mind. Strong brands provide huge benefits. When a person creates a strong brand the person must wait long term. Because of reliability, reliability is not short time oriented it is a long term project. On the other hand, I think reliability means after long time like 5 or 6 years will provide same performance and same result this is brand reliability. Service depends on well brands. Well Brands provides well service for the consumers. For example, Toyota car, sonny Mobile Phone, iPhone, Nike & P&G. These are perceived to be strong brands in the world. When a customer will get proper service or proper result by their product, ultimately this brand will create position in the customer mind.

Customer intention is the second level of customer mind. When customer uses any kind of product the customer will get appropriate benefits or services, which create the customer intention of this brand. For example, I have been purchased a Walton Mobile I think that was good so my intention level and satisfaction level is high. Second time when I will purchase a mobile defiantly I will decide the Walton Phone.

Customer brand loyalty is most important. When a customer perceives brand reliability and brand intention then the customer always purchase & use the same brand. Performance is main thing of brand reliability, intention & loyalty. Suppose that a person purchases an AC That Ac would give long time service. If the brand Name was ABC, He or She always buys ABC branded product. Here at first create brand reliability followed by brand intention which in turn creates brand loyalty.

## Context of the Study

The world’s first mobile phone was invented on April 3, 1973, when Martin Cooper a senior engineer at Motorola, called rival telecommunications company and informed them he was speaking via mobile phone. The phone Cooper used, if you could call it that, weighed a staggering 1.1kg and measured in at 228.6x127x44.4mm. With this prototype device, you got 30minutes of talk time and it took around 10 hours to charge.

In 1983, Motorola released its first commercial mobile phone, known as the Motorola Dynastic 8000x. The handset offered 30 minutes of talk time, six hours standby, and could store 30 phone numbers. It also cost $3995

# Literature Review

## Brand Reliability

Marketing Jagdeep said that, “Reliability is the first brand ability that the brand requires, in order to be a success in the marketplace. To be reliable, in effect, is to be able to deliver on time every time. When your brand promises a customer that the product will perform in a certain manner, within a certain time frame, you must consistently make sure that the promise is fulfilled or exceeded.”

Good quality invokes customer trustworthiness. Any branded product is performing consistently well. First of all, Reliability is the Brand’s ability to invoke trustworthiness, but these types of brands areal ways successful in the marketplace. These types of Brands deliver on time, service on time and timely they try to provide other value added services. When your brand promises a consumer that the product will perform in a certain way, within a certain day’s frame, you must consistently make sure that the promises are fulfilled.

For example, let us consider a mobile phone. A priori assumption is that it will keep the customer satisfied. Now let us suppose that it does not provide the promised services to consumers. Or that it repeatedly breaks down. What does organization think will come to the customer's mind? If he has to buy a second mobile phone for the home or office, do you think he will consider the same brand that once proved to be unreliable?

Brand reliability assessment can be affected by the following identified factors:

When we purchase any product we must care brand and product sincerity. Product should be good and qualify. When a product must include good quality, good feature and others functions available I think those products must be quality full product. Product commitment like warranty and guarantee system. Sometimes many sellers over their commitment as a result company fail their profit, because of poor commitment. Purity is also important for any kind of products and any kind of brand. Efficiency must important any kind of organization. I can explain huge difference in product efficiency and product effectiveness like a product “X” X is very quality full product. I used to product X it is very update and work all of command but result is provably similar, on the other hand Rafiq used to product “Y” product Y is so first and when Rafiq command any kind of command product Y output is excellent and result is same like 100 out of 100, this is efficient.

For example, my expectation is 90% but I have been got 60% this not ethical when I will get 85 or 80 percent out of 90% this is right and I will be satisfied.

## Brand Intention

Kotler and Armstrong (2018) said that, “Brand intention, brand attitude can be defined as the expression of an individual’s favorable and unfavorable evaluation or feeling toward a brand.”

When customer will be satisfied then the customer brand intention will be high. Customer satisfaction is a comparison of expectations of experience. Customer satisfaction is a measure of the degree to which a product or service meets the customer expectations. Customer satisfaction differs depending on the situation and the product or service.

The following figure illustrates how brand intentions are usually created:

Some people believe that sometimes quality create brand prestige than a customer set their mind and they believe those brand, this is the customer brand purchase intention.

## Brand Loyalty

Brand Loyalty is a customer’s perception to buy a particular brand in a product or service category. It occurs; when customer perceives that the brand offers the right product features, images, quality and others. This perception may translate into repeat purchase resulting in loyalty.

According to Business dictionary, “Brand loyalty is the tendency of consumers to continuously purchase one brand’s products over another. Consumer behavior patterns demonstrate that consumers will continue to buy products from a company that has fostered a trusting relationship. Loyalty is extremely beneficial to businesses as it leads to repeat purchases by consumers, higher revenues, and customer referrals.”

For example, when a person will buy any kind of product of any brand, if the brand’s product is good again the person purchases the same brand’s product.

The following figure illustrates are brand loyalty is usually created for a particular brand:

Support extra-ordinary support services

Quality/ Product must provide the promised quality

Service Maintaining good quality services

Satisfaction /Customer must be satisfied

Feedback Feed back or positive word of mouth

**Brand loyalty is profitable for any kind of branded product. For example, shown the example**

Increase Profitability 8 to 10 times more

Profitable than others

Brand Ambassador

Preferred Brands

Portfolio

Category Shopper

Resonance Dimensions: Repeat purchases that means loyal customers are purchasing the same brand within the same product category. When a customer purchases any product again and again ultimately a brand gets huge benefit. These benefits can be summarized below:

1. Stability of sales
2. Profit increase

Loyalty and resonance is not same, loyalty just a customer same product purchase again and again. On the other hand, resonance, a step ahead of customer brand loyalty when the customer will feel a deeper relationship with the brands he or she purchases.

# Industry Perspectives

## Historical Evolution of the mobile telephone service industry

## World Perspective

## History of Telephone Service industry

World is very dynamic and ever changing. The World’s first telephone invented by Antonio Meucci in 1849, Antonio Meucci was an Italian Innovator& scientist. A first voice communicating device like telephone was invented around 1854 by Antonio Meucci. He is very intelligent person in the world. He first invented Telephone operator service and telephone. In Meucci field warning at the US patent. His warning describes his invention, but does not mention diagram, photogram, and electromagnet, transformation of sound into electrical waves, transformation of electrical waves into sound or other important features of an electromagnetic telephone. The 1st USA demonstration of Meucci’s invention took place in island, USA in 1854. In 1860 a description of it was increase published in an Italian language New York newspaper. Although no familiar copy of that newspaper issue or much kind of articles books has survived to the present day. Meucci claimed to have been discovered a paired electromagnetic sender & receiver, where the world of a diagram modulated a single is a coil by moving an electromagnet. Although this not remarkable in his 1871 US. In the 1880s Meucci was credited with the early invention of deductive loading of telephone wires to increase long and short distance signals fortunately or unfortunately, serious burns form an accident, lack of English and low business abilities performed in Meucci failing to develop his discovers commercially in USA. Meucci showed some sort of device in 1849 in Havana, Cuba. However, this may have been further credited with the discovered of an anti-outside sound circuit.

However, any kind of test showed that his solution to outside sound was to keep up two separate telephone circuits and thus use many communication wires. The anti-outside sound circuit later founded by Bell Telephone instead expanded outside sound through a feedback process. The USA Telegraph laboratory reportedly lost some of Meucci’s working models, his wife reportedly willing of others and Meucci. Who sometimes lived on public subordinate, don’t like to renew his 1871 teletrofono patent warning after 1874.

World First Telephone



World Modern Telephone



Step by step development of Telephone

1. In 1844, Innocenzo Manzettifined (1844) the first innovated idea of a speaking telegraph. Use of the speaking telegraph and sound telegraph monikers would be after midnight is changed by the newer name is telephone.
2. In 1854, this time was very important because of this time Charles Boureseul published an article in the most popular magazine (This is Paris Magazine). Transmission *electric de le parle* that means electric transmission of speech, describing a make and break types telephone transformer later created by Johann Reis.
3. In 1861, actually we know the name of Johann Philipp Reis, he was the most popular scientist. His publicity demonstrated the reins telephone before the physical society of Frankfurt. His telephone was no limited to classical sounds. He also used to this telephone to transmit the phrase.
4. In 1865, La Feuillet Aoste is heart touching name. He was familiar person in the world of science. It is gossip that English technicians to whom Mr. Manzetti illustrate his method for transmitting spoken and listening words on the telephone wire intend to apply said innovation in England on several private and personal telephone lines. However, telephone would not be demonstrated there until 1876 with a set of Telephone line from Bell.
5. In 1871, Antonio Meucci is first telephone innovator or discoverer in the world. He establishes many kinds of personal and private important files, whose number was 3335 in the US. He has many kinds of patent office titled, whose name was sound Telegraph. Here describing communication of voice between two people wire was patented. This patent civet was not a discovered patent awards.
6. In 1875, the most important patent was 161 & 739. Sender and receivers for electric telephone is granted.
7. In 1876, everybody heard the name this name is Alexander Graham Bell applies for the patent. He tries to improve the telephone industry and tries to update the current level of technology. For electromagnetic telephones using what is now called amplitude modulation but which he referred to as undulating current.
8. In 1877, filed for a patent on a carbon Transmitter. The patent number was 474 and 230 was granted 3 May 1892 after a long period of 15 year because of the associated litigation. He was granted patent 222 and 390 for a carbon granules transmitter in 1879.

20th Century development telephone in the world,

According to an article published in Wikipedia, “By 1904 over three million phones in the U.S. were connected by manual switchboard exchanges. By 1914, the U.S. was the world leader in telephone density and had more than twice the teledensity of Sweden, New Zealand, Switzerland, and Norway. The relatively good performance of the U.S. occurred despite competing telephone networks not interconnecting. What turned out to be the most popular and longest lasting physical style of telephone was introduced in the early 20th century, including Bell's Model 102 telephone. A carbon granule transmitter and electromagnetic receiver were united in a single molded plastic handle, which when not in use were placed in a cradle in the base unit. The circuit diagram of the model 102 shows the direct connection of the receiver to the line, while the transmitter was induction coupled, with energy supplied by a local battery. The coupling transformer, battery, and ringer were in a separate enclosure from the desk set. The in the base interrupted the line current by repeatedly but very briefly disconnecting the line 1 to 10 times for each digit, and the hook switch (in the center of the circuit diagram) permanently disconnected the line and the transmitter battery while the handset was on the cradle. Starting in the 1930s, the base of the telephone also enclosed its bell and induction coil, obviating the need for a separate ringer box. Power was supplied to each subscriber line by central office batteries instead of the user's local battery which required periodic service. For the next half century, the network behind the telephone grew progressively larger and much more efficient, and after the rotary dial was added the instrument it changed little until Touch one signaling started replacing the rotary dial in the 1960s.”

History of mobile phone service Industry

Once upon a time people are used Telephone, now a day’s Telephone also popular in the world. After Telephone Martin Cooper was invented mobile phone. Nowadays maximum people use mobile phone because mobile phone has huge benefits and we can easily carry mobile with ourselves. In 1971 Martin Cooper invented mobile phone. It was heavy weight and large in size with antenna. His first patented handheld cellular phone was invented by his assistant researcher John F. Tully. Finally, Martin cooper established Motorola mobile phone. It was high in price and was mainly used by the upper echelon of the society. The first commercial automated cellular network was 1G. Many countries are interested like Japan, Finland, Norway, USA, Sweden etc. in establishing that kind of network in their own countries. Several many countries then followed the procession in the early 1980 & 1981. In 1991 the second generation updated cellular technology was launched in Finland by Radioing. It was very standard and comfort in that period of time. Later on, more advanced networks were developed and put to work. These advanced kinds of networks are popularly known as 3G, 4G, and 5G.

**World First Mobile Phone**

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## Bangladesh Perspective

Bangladesh is a developing country and Bangladesh is closely following the cavalcade of technological innovation and development, particularly in the field of telecommunication.

Landmarks in the history of telecom industry in Bangladesh

Government publications by the Bangladesh Government revealed the development of institutional framework for the purpose of providing telecommunication services in Bangladesh. In 1971, “rebuild as Bangladesh Telegraph and Telephone Department under Ministry of Posts and Telecommunications.” In1975, “rebuild as telegraph and telephone board. And also rebuild as Bangladesh telegraph and telephone board with right to issue license to telecom and wireless service. Digital telex exchange in Bangladesh was established in 1981, and automatic digital ITX started in Dhaka city.”

According to the same publications referred before, coin box telephone (1985 to 1989), service introduced in Bangladesh by BTTB, GENTEX telegraph messaging service introduced in Bangladesh. And also Bangladesh rural telecom authority got license to operate exchanges in 200 upazilla. Seba telecom got license to operate exchange is 199 upazilla. Cellular phone company pacific Bangladesh telephone limited and Bangladesh telecom got license.

In 1995, “card telephone service introduced in Bangladesh by BTTB and TSS.”

Now a day’s 5 telecommunication service companies are available in our country and we also can use 4 G networks any time anywhere.

## Brief Historical Background of the Brand Considered in the Study

At I should to know about the brand than I will select the brand. I will be select four types of brand.

These brands are most popular in our country. Actually these types of brand provide service, like communication with conversation and browsing internet. So mention the four types of brand.

# Overview of the mobile telecom market in Bangladesh

GrameenPhone – Joint venture ownership 62% Telenor and 38% Grameen Telecom

Banglalink – Join venture with Orascom Telecom Co. originated from Egypt.

Robi – Join venture between Malaysia Berhad TM and A. K Khan & Company Limited.

Airtel – Airtel the previous name is Waried Telecom.

## History of GrammeenPhone

Grameenphone received a license for cellular phone operation in Bangladesh from the Ministry of Posts and Telecommunications on 28 November 1996. The company started operations on 26 March 1997, Independence Day in Bangladesh.

 Grameenphone originally offered a mobile-to-mobile connectivity (widely known as GP-GP connection), which created a lot of enthusiasm among the users. It became the first operator to reach the million subscribers milestone as well as ten million subscriber milestones in Bangladesh.

On 16 November 2006, Grameenphone officially changed its logo to match its parent company Telenor's logo. But now a day’s Grammeenphones use one logo in long time.

**Business Solutions of GP**

In another article in Wikipedia, “Business judgments are a complete, quality and unit business communications service from Grameenphone – designed and performance like network especially for the business community in Bangladesh. Their Business process team is here to help provide you with customized telecommunications solutions through consultation with you. At office or on the move – stay associated through Business Solutions.”

**Business Segments:**

* Corporate Business Segment
* SME Horrible sales
* SME in horrible sales

**Strategic:**

Strategically important people or organizations that hold socially influential positions are considered Strategic Clients.

**Corporate:**

Companies/organizations with 200+ employees and/or investment of more than Tk. 350 million are considered to be corporate clients. They have an average purchasing power of approximately 220 subscriptions.

Companies/organizations with 100-200 employees and/or investment of more than Tk. 300 million are considered to be long SME’s. They have an average purchasing power of approximately 110 subscriptions

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SI | Minute Offer | TK (BDT) | Validity | Internet | TK (BDT) | Validity |
| 1 | 4 | 2.25 | 4 hours | 3.5 GB | 337 | 28 Days |
| 2 | 17 | 9.25 | 16 hours | 5 GB | 399 | 28 |
| 3 | 24 | 12.44 | 24 hours | 5.5 GB | 427 | 28 |
| 4 | 25 | 13.44 | 12 hours | 6 GB | 609 | 28 |
| 5 | 40 | 22.00 | 16 hours | 6 GB | 148 | 7 |
| 6 | 150 | 87 | 3 days | 2 GB | 138 | 7 |
| 7 | 300 | 168 | 7 days | 1 GB | 86 | 7 |

SWOT analysis:

According to the executive opinion we have analyzed the SWOT of the company. According to an executive of GP their-

**Strength:** Network coverage (94%of total area of the country.) &Total number

of customer.

**Weakness:** Short term defensive strategy & high call rate, which may hamper

The company’s good will & Future competition

**Opportunity:** To get link to the upcoming technology i.e. Wi-Max.

**Threat:**Upcoming technology may not support the present technological process

## History of Banglalink

Sheba Telecom (Pvt.) Ltd. was granted license in 1989to operate in the rural areas of 199 upazilas, 64 district and Dhaka city.

In October 2004, “OrascomTelecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited. It was acquired for USD 61 million. Sheba had a base of 62,000 users, of whom 48,000 were regular when it was sold. Afterward it was re-branded and launched its services under the "Banglalink" brand on 11 February 2005.”

In March 2009, “ Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, equal its parent company name.”

In July 2013, “following the 2011 ownership restructuring in the parent company, the company name changed for the second time to Banglalink modern Communications Ltd.”

Now a day’s Banglalink best call and internet offer is

|  |  |  |
| --- | --- | --- |
| 43 Taka | 75 minutes | 7 Days Validity |
| 50 SMS | 7 Days Validity |
| 50 MB | 7 Days Validity |

## History of Robi

Official website of Robi provides a brief historical sketch of the organization, “Robi launched its operations on the 15 November, 1997 in Dhaka and on 26 March, 1998 in Chittagong as **Aktel**. Its founding chairman is Late Mr. Zahiruddin Khan, an ex-commerce minister. Aktel was formed as a joint-venture between Telekom Malaysia and A.K. Khan Company. All along through its inception it was ranked as No.2 mobile operator and was placed far behind the industry leader GrameenPhone in terms of revenue and no. of subscribers. Aktel started investing heavily with funds from Telekom Malaysia (the majority stake owner) on expanding its network in 2001 but the investment was far too inadequate in comparison with GrameenPhone’s investment, although customer base was increasing heavily its position remained at No.2, Unlike GrameenPhone, Aktel kept very low in marketing its brand. But from the end of 2004, Aktel spent heavily to market its brand all over the media, outdoor and other marketing mediums. It was a huge success and the Aktel brand became well established. Credit was given to the then Chief Operating Officer Mr. Vijay Watson who is believed to be the mastermind behind the change and success of Robi.”

In mid-2009, “news broke out that A.K.Khan & Company was selling its 30% and Vodafone, etisalat and NTT DoCoMo were among the potential buyers. Mr. AK Shamsuddin Khan, Chairman A.K.Khan & Company and Mr. Salahuddin Kasem Khan, former Chairman of Aktel and Managing Director of A.K.Khan & Co Ltd represented the sellers After months of negotiation NTT DoCoMo sealed a deal with A.K.Khan & Company for US $ 350mln on June 2009. The deal was completed on September 19, 2009.”

**Products**

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, EDGE, international roaming, SMS banking, Caller Ring Back Tone, MMS, Voice Greetings, Call Blocking on 4 August 2008, which give subscriber to control which call he or she receive or not and Bengali SMS. Robi has got the widest international roaming coverage among all the operators in Bangladesh.

**Customer Care**

Robi has 21 Customer Care Centersand 450 Robi Care Points in 64 districts all over the country. Robi has over 25,500 retail selling points along with 110,000 voucher sales point all over Bangladesh.

Call rates and various other rates for others services provided by Robi are summarized in the table given below:

|  |  |  |
| --- | --- | --- |
| Volume | Time | Price (BDT) |
| 10 MB | 1 day | 3.44 |
| 45 MB | 1 day | 12.20 |
| 150 MB | 3 days | 23 |
| 200 MB | 1 day | 30 |
| 2 GB | 2 days | 27 |
| 3 GB | 2 days | 41 |
| 4 GB | 7 days | 108 |
| 6 GB | 7 days | 129 |
| 2 GB | 30 days | 316 |
| 7 GB | 30 days | 649 |

Call rate of Robi in 2019

29 TK for .56 TK per minute

44 TK for .56 TK per Minute

Actually Robi give the better opportunity in other telecom service industry in our country.

## 

## History of Airtel

Airtel is a name that connects India with millions of people all over the world with millions of people in India*.* Today, this telecom giant is amongst the most trusted telecommunication brands in the world. The company’s modest journey from a regional operator limited to the city of Delhi to second largest mobile operator in the Asia Pacific region is nothing short of inspiring.

History

From the humble beginnings in the Indian telecom industry in 1986, “Airtel has its roots in Bharti Telecom Limited. Founded in 1986 by Sunil Bharti Mittal, the company was the first in India to offer push button telephones, when the rest of the country was still using rotary phones.”

The first partnership they had was with Slimes AG of Germany, and they started making push-button landlines in India rather than importing it from Taiwan, as it used to be before.

The company then went on to launch various telecom technologies to the Indian market and had innovation at its heart. Going on to acquire license to build a cellular network in Delhi, Bharti Telecom Limited laid the ground work for the mobile operations of the company in the year 1992. It began operations in Delhi in the year 1995 as Bharti Tele-Ventures. The service was extended to various other states by various acquisitions and partnerships.

# Objective of the Study

The objectives of the study can be summarized as follows:

1. Try to measure the brand reliability, brand intention and brand loyalty in the context of telecommunication industry of Bangladesh.
2. To assess the reliability of the aforementioned constructs used in the study.
3. To examine the variability of brand reliability across the four brands considered in the study.
4. To examine the variability of brand intention across the four brands considered in the study.
5. To examine the variability of brand loyalty across the four brands considered in the study.
6. To assess the impact of brand reliability and brand intention on brand loyalty in the context of mobile telecommunication industry in Bangladesh.

# Methodology of the Study

Target population

People who used (GrameenPhone, Robi, Airtel, and Banglalink) and currently reside in Dhaka city.

Sampling Decision

A non-probability convenience sampling technique was used in the study. The sample size for study is 80(like GrameenPhone for 20 samples, Airtel for 20 Samples, Robi for 20 samples, andBanglalink for 20 Samples). The decision of this sample size was finalized in consultation with the supervisor. The respondents were users from different areas of Dhaka city.

Questionnaires Design

A questionnaire was designed to collect the primary data. The questionnaires had two parts, one consists of consumer basis demographic information and other contains the main questions reflecting the consumers for measuring the subject of the studies. A 5-point (1= highly disagreed, 2= disagreed, 3= neutral, 4= agreed, 5= highly agreed) Likert type instrument was used on for collecting data of main constructs.

Data Collection

The primary data were collected using take survey. The survey was conducted myself and my supervisor. In secondary data collection, all relevant literatures were consulted with due diligence.

Data Analysis

Descriptive statistics were used to make profiles of sample used in the study. Frequency were calculated and reported to demonstrate the nature of sample taken. Cronbach’s alpha was for each of the constructs in study for proposes of examining the reliability of the constructs in the context of this study. Multiple regression analysis was conducted in the study. A series of one-way ANOVA were conducted to examine if the measured constructs vary across the brands.

# 

# Finding of the study

1. Sample characteristics
2. The characteristics of the respondents participated in the study can be summarized in the table given below:

|  |  |  |  |
| --- | --- | --- | --- |
| Variables | Categories | No. of Respondents | Percentage |
| Brands | GrameenPhone | 20 | 25.0 |
| Robi | 20 | 25.0 |
| Banglalink | 20 | 25.0 |
| Airtel | 20 | 25.0 |
| Total | 80 | 100 |
| Gender | Male | 60 | 75.0 |
| Female | 20 | 25.0 |
| Total | 80 | 100 |
| Education | SSC or Below | 17 | 21.3 |
| HSC | 12 | 15.0 |
| Bachelor | 43 | 53.8 |
| Master Degree | 08 | 10.0 |
| Total | 80 | 100 |
| Profession | Student | 26 | 32.5 |
| Service Holder | 5 | 6.3 |
| Business | 5 | 6.3 |
| Others | 44 | 55.0 |
| Total | 80 | 100 |
| Average Monthly Family Income | 30000 or Below | 27 | 33.8 |
| 30000 to 60000 | 28 | 35.0 |
| 60000 to 90000 | 19 | 23.8 |
| 90000 to 120000 | 5 | 6.3 |
| 120000 or above | 1 | 1.3 |
| Total | 80 | 100 |

A series of frequency distributions will be constructed for the purpose of describing the characteristics of the respondent used in the study.

Frequency Table:

Gender

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 60 | 75.0 | 75.0 | 75.0 |
| Female | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

Gender: My survey I have been taken 60 males and 20 females. I have been taken 80 persons of my survey. On the other hand, there are 75 percent male and 25 percent female here. Valid percent and cumulative percent are also same here.

Education

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SSC or below | 17 | 21.3 | 21.3 | 21.3 |
| HSC | 12 | 15.0 | 15.0 | 36.3 |
| Bachelor | 43 | 53.8 | 53.8 | 90.0 |
| Masters or equivalent degree or above | 8 | 10.0 | 10.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

Education: My survey has included four types of education categories like SSC or below, HSC, Bachelor, Master or equivalent degree or above. Frequency is there are 17 are SSC or below, 12 are HSC, 43 are bachelor and 8 are masters or equivalent degree or above. On the other hand, there are 21.3 percent SSC or below, 15 Percent HSC, 53.8 percent Bachelor and 10 percent Masters or equivalent degree or above. Valid percentage and Cumulative percentage also same here

Profession

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Student | 26 | 32.5 | 32.5 | 32.5 |
| Service Holder | 5 | 6.3 | 6.3 | 38.8 |
| Business | 5 | 6.3 | 6.3 | 45.0 |
| Others | 44 | 55.0 | 55.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

Profession: Profession is one of the most important aspects to be considered. There are four types of profession like, Student, Service holder, Business and others. Frequency 26 is student, 5 are service holders, 5 are business man and 44 are others here. Valid percent are 32.5 percent students, 6.3 percent service holder, 6.3 percent business man and 55 percent others here. Valid percent are 32.5 percent are student, 6.3 percent service holders, 6.3 percent business man and 55 percent are others. Cumulative percentage student are 32.5 percent, 38.8 percent are service holder and 45 percent are Business man.

Average Monthly Family Income

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 30,000 or below | 27 | 33.8 | 33.8 | 33.8 |
|  | 30,000 - 60,000 | 28 | 35.0 | 35.0 | 68.8 |
|  | 60,000 - 90,000 | 19 | 23.8 | 23.8 | 92.5 |
|  | 90,000 - 1,20,000 | 5 | 6.3 | 6.3 | 98.8 |
|  | Above 1,20,000 | 1 | 1.3 | 1.3 | 100.0 |
|  | Total | 80 | 100.0 | 100.0 |  |

Average Monthly Family Income: Here also include five categories like 30000 or below, 30000 to 60000, 60000 to 90000, 90000 to 120000 and 120000 Above. Some people are frequency are 27 people family income are 30000 or below, 28 people family income are 30000 to 60000, 19 people family income are 60000 to 90000, 5 people family income are 90000 to 120000 and 1 person’s family income is above 120000. I will discuss about percent like 33.8 percent people family income are 30000 or below, 35 percent people family income are 30000 to 60000, 23.8 percent family income are 60000 to 90000, 6.3 percent people are family income 90000 to 120000 and 1.3 percent family income are above 120000. Here percent and valid percent also same. But cumulative percent are something difference.

Brand

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | GP | 20 | 25.0 | 25.0 | 25.0 |
|  | Robi | 20 | 25.0 | 25.0 | 50.0 |
|  | BL | 20 | 25.0 | 25.0 | 75.0 |
|  | Airtel | 20 | 25.0 | 25.0 | 100.0 |
|  | Total | 80 | 100.0 | 100.0 |  |

When I have been surveyed I have been taken four types of brand like GrammeenPhone, Robi, Banglalink and Airtel. Here I taken equal quantity of each brand survey papers like GP 20 papers, BL 20 Papers, Airtel 20 Papers,Robi 20 Papers, percentage and valid percentage are same hare like 25 percent each and every brand. But cumulative percentage are something deference here like 25, 50, and 75 percent.

1. Description: Statistical exploration of the principle construct used in the study.

|  |  |  |
| --- | --- | --- |
|  | N | Kurtosis |
|  | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Brand Reliability | 80 | 1.50 | 5.00 | 3.3500 | .92401 | .004 | .269 | -.799 | .532 |
| Brand Intention | 80 | 1.75 | 5.00 | 3.3625 | .68886 | -.313 | .269 | -.194 | .532 |
| Brand Loyalty | 80 | 1.25 | 5.00 | 3.3750 | .83154 | -.587 | .269 | -.115 | .532 |
| Valid N (list wise) | 80 |  |  |  |  |  |  |  |  |

At first I would present the rule of thumb for evaluating the Cronbach Alpha Value:

|  |  |
| --- | --- |
| Cranach’s alpha | Internal Constancy |
| a > = 0.9 | Excellent |
| 0.9 > a > = .80 | Good |
| .80 > a > = .70 | Acceptable |
| .70 > a > = .60 | Questionable |
| .60 > a > = .50 | Poor |
| .50 > a | Unacceptable |

Here I show the table and find out the excellent, good, acceptable, questionable, poor and unacceptable.

* For brand reliability, the value of Cronbach Alpha is 77.95% which is considered as acceptable according to the rules.
* For brand intention, the value of Cronbach Alpha is 67.11% which is considered as questionable according to the rules.
* For brand loyalty, the value of Cronbach Alpha is 71.93% which is considered as acceptable according to the rules.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Aspects | Mean Value | Standard Deviation Value | Skewness  Value | Kurtosis Value |
| Brand Reliability | 3.3500 | .92401 | .004 | -.799 |
| Brand Intention | 3.3625 | .68886 | -.313 | -.194 |
| Brand Loyalty | 3.3750 | .83154 | -.587 | -.115 |

Here, Brand Reliability is Acceptable, Brand Intention is questionable and Brand Loyalty is Acceptable.

1. Reliability of the construct used in the study.
2. Variability of brand reliability across the brands. This is one way ANOVAs descriptive,

Brand Reliability, Variability brand reliability across the brand

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| GP | 20 | 3.2375 | .79254 | .17722 | 2.8666 | 3.6084 | 2.00 | 4.75 |
| Robi | 20 | 3.2625 | 1.09867 | .24567 | 2.7483 | 3.7767 | 1.50 | 5.00 |
| BL | 20 | 3.5000 | 1.04504 | .23368 | 3.0109 | 3.9891 | 1.50 | 5.00 |
| Airtel | 20 | 3.4000 | .75829 | .16956 | 3.0451 | 3.7549 | 2.00 | 5.00 |
| Total | 80 | 3.3500 | .92401 | .10331 | 3.1444 | 3.5556 | 1.50 | 5.00 |

ANOVA

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | DF | Mean Square | F | Sig. |
| Between Groups | .906 | 3 | .302 | .345 | .793 |
| Within Groups | 66.544 | 76 | .876 |  |  |
| Total | 67.450 | 79 |  |  |  |

HO: *µ*1 = µ2 = µ3

H1: µ1 ≠ µ2 ≠ µ3

Significance = 0.793

∞ = 0.05

Ho is accepted. Because of significance is greater than alpha.

Variability brand intention across the brand

Brand Intention

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| GP | 20 | 3.1250 | .64635 | .14453 | 2.8225 | 3.4275 | 2.00 | 4.25 |
| Robi | 20 | 3.4500 | .80541 | .18010 | 3.0731 | 3.8269 | 1.75 | 5.00 |
| BL | 20 | 3.3875 | .65129 | .14563 | 3.0827 | 3.6923 | 2.00 | 4.50 |
| Airtel | 20 | 3.4875 | .63076 | .14104 | 3.1923 | 3.7827 | 1.75 | 4.25 |
| Total | 80 | 3.3625 | .68886 | .07702 | 3.2092 | 3.5158 | 1.75 | 5.00 |

ANOVA

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | DF | Mean Square | F | Sig. |
| Between Groups | 1.606 | 3 | .535 | 1.134 | .341 |
| Within Groups | 35.881 | 76 | .472 |  |  |
| Total | 37.488 | 79 |  |  |  |

Ho: µ1= µ2 = µ3

H1: µ1 ≠ µ2 ≠ µ3

Significance = 0.64635

∞ = 0.05

(Null hypothesis) Ho is accepted. Because of significance is greater than alpha.

Brand loyalty

Description

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| GP | 20 | 3.3875 | .74549 | .16670 | 3.0386 | 3.7364 | 1.50 | 4.50 |
| Robi | 20 | 3.3125 | .97291 | .21755 | 2.8572 | 3.7678 | 1.25 | 4.75 |
| BL | 20 | 3.4000 | .73628 | .16464 | 3.0554 | 3.7446 | 2.00 | 4.50 |
| Airtel | 20 | 3.4000 | .90830 | .20310 | 2.9749 | 3.8251 | 1.50 | 5.00 |
| Total | 80 | 3.3750 | .83154 | .09297 | 3.1900 | 3.5600 | 1.25 | 5.00 |

ANOVA

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | DF | Mean Square | F | Sig. |
| Between Groups | .106 | 3 | .035 | .049 | .985 |
| Within Groups | 54.519 | 76 | .717 |  |  |
| Total | 54.625 | 79 |  |  |  |

Ho: µ1= µ2= µ3

H1: µ1 ≠ µ2 ≠µ3

Significance = .985

∞ = 0.05

Null hypothesis is accepted. Because of significance is greater than alpha.

Brand loyalty across the variability

**Variables Entered**

|  |  |  |  |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Brand Intention, Brand Reliability(a) | . | Enter |

1. All requested variables entered.
2. Dependent Variable: Brand Loyalty

**Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .657(a) | .432 | .417 | .63468 |

1. Predictors: (Constant), Brand Intention, Brand Reliability

**ANOVA (b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Sum of Squares | DF | Mean Square | F | Sig. |
| 1 | Regression | 23.608 | 2 | 11.804 | 29.304 | .000(a) |
| Residual | 31.017 | 77 | .403 |  |  |
| Total | 54.625 | 79 |  |  |  |

1. Predictors: (Constant), Brand Intention, Brand Reliability
2. Dependent Variable: Brand Loyalty

Ho: µ1 = µ2 = µ3

H1: µ1 ≠ µ2 ≠ µ3

Significance = 0.74549

∞ = 0.05

Ho is accepted. Because of significance is greater than alpha.

Brand reliability and brand intention impact on brand loyalty.

BL = a + b1BR + b2BI

= .76 + .33BR + .44BI

Overall hypothesis

Ho: R2pop ≠ 0

H1: R2pop ≠ 0

F = 29.304

Significance = 0.000

Α =0.05

Ho is rejected. Because of significance is greater than alpha.

Partial hypothesis

|  |  |
| --- | --- |
| Brand Reliability | Brand Intention |
| Ho: B1= 0  H1: B1≠ 0  t = 3.510  Significance = 0.001  ∞ = 0.05  Ho is rejected. | Ho: B2 = 0  H1: B2 ≠ 0  t = 3.093  Significance = .001  ∞ = 0.05  H0 is rejected |

Relation with coordination

Brand Reliability is .370

Brand Intention is .364

Strength of association

R2 = 0.432

= 43.20%

Brand reliability focused on brand loyalty. Here much more impact like brand reliability impact on brand loyalty. Because of strength of association is 43.20 percent.

### 

# 

# Limitations of the Study

In this research the study suffers from limitations for which further research is needed to generalize the findings. First limitation is about sample used, the sample size could have been much larger for the study. The sampling technique was another limitation due to the use of non-probability convenience. Even though the significant of target customer in Bangladesh mobile service company. I have been taken four brands like GrameenPhone, Airtel, Robi, and Banglalink. Location bias is another limitation of this research because the survey was conducted only in Dhaka city.

# Future Research scope and conclusion

In this research only two constructs (Reliability and Loyalty) were used to brand and impact on brand loyalty. More contrasts should have been used in addition to the aforementioned constructs especially consumer engagement could have been used. In fact, in future, there should be a separate research on brand reliability and brand intention impact on brand loyalty to gain a mathematical justification in deciding the number of constructs requires to measure mobile telephone service according to Bangladesh company like (GrameenPhone, Robi, Banglalink, Airtel) brand loyalty.

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# Appendix

An Academic Survey

(The Impact of Brands Trust on Brand Equity)

Name (optional):

Phone Number (optional):

Gende: 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

Please indicate your level of agreement with the following statements regarding the following statements. Where 1 = highly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, and 5 = highly agreed.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SN | Statements | 1 | 2 | 3 | 4 | 5 |
| BR1 | Grameenphoneis a brand name that meets my expectations |  |  |  |  |  |
| BR2 | I feel confidence in Grameenphone |  |  |  |  |  |
| BR3 | Grameenphonenever disappoints me |  |  |  |  |  |
| BR4 | Grameenphoneguarantees satisfaction |  |  |  |  |  |
| BI1 | Grameenphonewould be honest and sincere in addressing my concerns |  |  |  |  |  |
| BI2 | I could rely on Grameenphoneto solve any problem with the product |  |  |  |  |  |
| BI3 | Grameenphonewould make any effort to satisfy me in case of a problem |  |  |  |  |  |
| BI4 | Grameenphonewould compensate me in some way for the problem with the product |  |  |  |  |  |
| BL1 | I consider myself to be loyal toGrameenphone |  |  |  |  |  |
| BL2 | Only under extreme circumstances would I consider purchasing services different from Grameenphone |  |  |  |  |  |
| BL3 | I am even willing to get Grameenphone service even it means I will have to wait |  |  |  |  |  |
| BL4 | Even when another brand is on promotion, I would prefer the Grameenphone |  |  |  |  |  |

An Academic Survey

(The Impact of Brands Trust on Brand Equity)

Name (optional):

Phone Number (optional):

Gende : 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

Please indicate your level of agreement with the following statements regarding the following statements. Where 1 = highly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, and 5 = highly agreed.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SN | Statements | 1 | 2 | 3 | 4 | 5 |
| BR1 | Banglalinkis a brand name that meets my expectations |  |  |  |  |  |
| BR2 | I feel confidence in Banglalink |  |  |  |  |  |
| BR3 | Banglalinknever disappoints me |  |  |  |  |  |
| BR4 | Banglalinkguarantees satisfaction |  |  |  |  |  |
| BI1 | Banglalinkwould be honest and sincere in addressing my concerns |  |  |  |  |  |
| BI2 | I could rely on Banglalinkto solve any problem with the product |  |  |  |  |  |
| BI3 | Banglalinkwould make any effort to satisfy me in case of a problem |  |  |  |  |  |
| BI4 | Banglalinkwould compensate me in some way for the problem with the product |  |  |  |  |  |
| BL1 | I consider myself to be loyal toBanglalink |  |  |  |  |  |
| BL2 | Only under extreme circumstances would I consider purchasing services different from Banglalink |  |  |  |  |  |
| BL3 | I am even willing to get Banglalink service even it means I will have to wait |  |  |  |  |  |
| BL4 | Even when another brand is on promotion, I would prefer the Banglalink |  |  |  |  |  |

An Academic Survey

(The Impact of Brands Trust on Brand Equity)

Name (optional):

Phone Number (optional):

Gende: 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

Please indicate your level of agreement with the following statements regarding the following statements. Where 1 = highly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, and 5 = highly agreed.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SN | Statements | 1 | 2 | 3 | 4 | 5 |
| BR1 | Robiis a brand name that meets my expectations |  |  |  |  |  |
| BR2 | I feel confidence in Robi |  |  |  |  |  |
| BR3 | Robinever disappoints me |  |  |  |  |  |
| BR4 | Robiguarantees satisfaction |  |  |  |  |  |
| BI1 | Robiwould be honest and sincere in addressing my concerns |  |  |  |  |  |
| BI2 | I could rely on Robito solve any problem with the product |  |  |  |  |  |
| BI3 | Robiwould make any effort to satisfy me in case of a problem |  |  |  |  |  |
| BI4 | Robiwould compensate me in some way for the problem with the product |  |  |  |  |  |
| BL1 | I consider myself to be loyal toRobi |  |  |  |  |  |
| BL2 | Only under extreme circumstances would I consider purchasing services different from Robi |  |  |  |  |  |
| BL3 | I am even willing to get Robi service even it means I will have to wait |  |  |  |  |  |
| BL4 | Even when another brand is on promotion, I would prefer the Robi |  |  |  |  |  |

An Academic Survey

(The Impact of Brands Trust on Brand Equity)

Name (optional):

Phone Number (optional):

Gende: 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

Please indicate your level of agreement with the following statements regarding the following statements. Where 1 = highly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, and 5 = highly agreed.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SN | Statements | 1 | 2 | 3 | 4 | 5 |
| BR1 | Airtel is a brand name that meets my expectations |  |  |  |  |  |
| BR2 | I feel confidence in Airtel |  |  |  |  |  |
| BR3 | Airtel never disappoints me |  |  |  |  |  |
| BR4 | Airtel guarantees satisfaction |  |  |  |  |  |
| BI1 | Airtel would be honest and sincere in addressing my concerns |  |  |  |  |  |
| BI2 | I could rely on Airtel to solve any problem with the product |  |  |  |  |  |
| BI3 | Airtel would make any effort to satisfy me in case of a problem |  |  |  |  |  |
| BI4 | Airtel would compensate me in some way for the problem with the product |  |  |  |  |  |
| BL1 | I consider myself to be loyal to Airtel |  |  |  |  |  |
| BL2 | Only under extreme circumstances would I consider purchasing services different from Airtel |  |  |  |  |  |
| BL3 | I am even willing to get Airtel service even it means I will have to wait |  |  |  |  |  |
| BL4 | Even when another brand is on promotion, I would prefer the Airtel |  |  |  |  |  |

**Frequency Table**

**Gender**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 60 | 75.0 | 75.0 | 75.0 |
| Female | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**Education**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SSC or below | 17 | 21.3 | 21.3 | 21.3 |
| HSC | 12 | 15.0 | 15.0 | 36.3 |
| Bachelor | 43 | 53.8 | 53.8 | 90.0 |
| Masters or equivalent degree or above | 8 | 10.0 | 10.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**Profession**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Student | 26 | 32.5 | 32.5 | 32.5 |
| Service Holder | 5 | 6.3 | 6.3 | 38.8 |
| Business | 5 | 6.3 | 6.3 | 45.0 |
| Others | 44 | 55.0 | 55.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**Average Monthly Family Income**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 30,000 or below | 27 | 33.8 | 33.8 | 33.8 |
| 30,000 - 60,000 | 28 | 35.0 | 35.0 | 68.8 |
| 60,000 - 90,000 | 19 | 23.8 | 23.8 | 92.5 |
| 90,000 - 1,20,000 | 5 | 6.3 | 6.3 | 98.8 |
| Above 1,20,000 | 1 | 1.3 | 1.3 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**Brand**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | GP | 20 | 25.0 | 25.0 | 25.0 |
| Robi | 20 | 25.0 | 25.0 | 50.0 |
| BL | 20 | 25.0 | 25.0 | 75.0 |
| Airtel | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**Descriptives**

**Descriptive Statistics**

|  |  |  |
| --- | --- | --- |
|  | N | Kurtosis |
|  | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Brand Reliability | 80 | 1.50 | 5.00 | 3.3500 | .92401 | .004 | .269 | -.799 | .532 |
| Brand Intention | 80 | 1.75 | 5.00 | 3.3625 | .68886 | -.313 | .269 | -.194 | .532 |
| Brand Loyalty | 80 | 1.25 | 5.00 | 3.3750 | .83154 | -.587 | .269 | -.115 | .532 |
| Valid N (listwise) | 80 |  |  |  |  |  |  |  |  |

**Reliability**

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

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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 = 80.0 N of Items = 4

Alpha = .7795

**Reliability**

\*\*\*\*\*\* 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 = 80.0 N of Items = 4

Alpha = .6711

**Reliability**

\*\*\*\*\*\* 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 = 80.0 N of Items = 4

Alpha = .7193

**Oneway**

**Descriptives**

Brand Reliability

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| GP | 20 | 3.2375 | .79254 | .17722 | 2.8666 | 3.6084 | 2.00 | 4.75 |
| Robi | 20 | 3.2625 | 1.09867 | .24567 | 2.7483 | 3.7767 | 1.50 | 5.00 |
| BL | 20 | 3.5000 | 1.04504 | .23368 | 3.0109 | 3.9891 | 1.50 | 5.00 |
| Airtel | 20 | 3.4000 | .75829 | .16956 | 3.0451 | 3.7549 | 2.00 | 5.00 |
| Total | 80 | 3.3500 | .92401 | .10331 | 3.1444 | 3.5556 | 1.50 | 5.00 |

**ANOVA**

Brand Reliability

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .906 | 3 | .302 | .345 | .793 |
| Within Groups | 66.544 | 76 | .876 |  |  |
| Total | 67.450 | 79 |  |  |  |

**Oneway**

**Descriptives**

Brand Intention

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| GP | 20 | 3.1250 | .64635 | .14453 | 2.8225 | 3.4275 | 2.00 | 4.25 |
| Robi | 20 | 3.4500 | .80541 | .18010 | 3.0731 | 3.8269 | 1.75 | 5.00 |
| BL | 20 | 3.3875 | .65129 | .14563 | 3.0827 | 3.6923 | 2.00 | 4.50 |
| Airtel | 20 | 3.4875 | .63076 | .14104 | 3.1923 | 3.7827 | 1.75 | 4.25 |
| Total | 80 | 3.3625 | .68886 | .07702 | 3.2092 | 3.5158 | 1.75 | 5.00 |

**ANOVA**

Brand Intention

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 1.606 | 3 | .535 | 1.134 | .341 |
| Within Groups | 35.881 | 76 | .472 |  |  |
| Total | 37.488 | 79 |  |  |  |

**Oneway**

**Descriptives**

Brand Loyalty

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| GP | 20 | 3.3875 | .74549 | .16670 | 3.0386 | 3.7364 | 1.50 | 4.50 |
| Robi | 20 | 3.3125 | .97291 | .21755 | 2.8572 | 3.7678 | 1.25 | 4.75 |
| BL | 20 | 3.4000 | .73628 | .16464 | 3.0554 | 3.7446 | 2.00 | 4.50 |
| Airtel | 20 | 3.4000 | .90830 | .20310 | 2.9749 | 3.8251 | 1.50 | 5.00 |
| Total | 80 | 3.3750 | .83154 | .09297 | 3.1900 | 3.5600 | 1.25 | 5.00 |

**ANOVA**

Brand Loyalty

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .106 | 3 | .035 | .049 | .985 |
| Within Groups | 54.519 | 76 | .717 |  |  |
| Total | 54.625 | 79 |  |  |  |

**Regression**

**Variables Entered/Removed(b)**

|  |  |  |  |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Brand Intention, Brand Reliability(a) | . | Enter |

a All requested variables entered.

b Dependent Variable: Brand Loyalty

**Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .657(a) | .432 | .417 | .63468 |

a Predictors: (Constant), Brand Intention, Brand Reliability

**ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 23.608 | 2 | 11.804 | 29.304 | .000(a) |
| Residual | 31.017 | 77 | .403 |  |  |
| Total | 54.625 | 79 |  |  |  |

a Predictors: (Constant), Brand Intention, Brand Reliability

b Dependent Variable: Brand Loyalty

**Coefficients(a)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .761 | .362 |  | 2.099 | .039 |
| Brand Reliability | .333 | .095 | .370 | 3.510 | .001 |
| Brand Intention | .445 | .127 | .369 | 3.496 | .001 |

a Dependent Variable: Brand Loyalty