

**Consumer Brand Equity on Mobile
Telecommunication Industry of Bangladesh**

Consumer Brand Equity on Mobile Telecommunication Industry of Bangladesh

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December 7, 2019

To,

Sarker Rafij Ahmed Ratan

Assistant Professor,

Faculty of Business and Economics

United International University

Subject: Submission of project report.

Dear Sir,

You will be happy to know that I have successfully completed my project report on “Consumer Brand Equity on Mobile Telecommunication Industry of Bangladesh” as a pre-requirement of achieving my Bachelor of Business Administration degree from United International University.

The mobile telecommunication industry in Bangladesh includes four authorized mobile phone operators: Teletalk (State-owned), Grameenphone, Banglalink, and Robi (which recently joined Airtel). In terms of customer preference to decide from which brand they take service of mobile telecommunication, measuring customer brand equity can be effective to understand which brand majority of customers prefer. Moreover, the value of the brand is a good barometer for understanding past actions and the course of future actions for marketers, active in formulating strategies for a given brand. If, at the time, the customer has developed a favorable attitude towards the brand, this clearly indicates that the past investment (time, money, etc.) has found its mark. The present also marks how marketers should plan a course to achieve the desired results. But one aspect is quite clear that brand awareness, perception is a key factor in establishing the equity of the brand.

However, I want to ensure you that I have followed all the guidelines of the report and have prepared a relevant study based on true information and didn't collected any data from any sources directly.

I, therefore, pray and hope, that your honor would be kind enough to accept my project report and oblige thereby.

Sincerely yours,

Shahidul Islam

ID: 111 151 543

BBA Program

United International University

Declaration of the student

I, Shahidul Islam, want to declare that all the information and data utilized in the report are collected from relevant and valid sources. No misrepresentation of data has not been used anywhere of this report or no information is directly copied from any other sources. Moreover, the report is being prepared according to the report format and guidelines of mu respected project supervisor.

Date: 20.11.2019

Shahidul Islam

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BBA Program

United International University

Acknowledgement

At the very beginning of the study, I want to thank Almighty Allah for His gratitude to me. I still want to express my gratitude to my parents for supporting and assisting me till now. Without all of their effort, completing the Bachelor of Business Administration (BBA) degree from United International University would not be possible for me.

Secondly, I want to thank and share my gratitude to my respected marketing course faculty as well as my project supervisor *Sarker Rafij Ahmed Ratan, Assistant Professor, School of Business and Economics, United International University* for his kind effort to prepare my report. The report format, guidelines and advices I had received from him motivated me a lot to complete such an extensive study.

Thirdly, I want to thank Shamiul Huq, Brand Manager, Grameenphone Ltd & Shakib Ahmed, General Manager, Brand & Market Communications & Market Operations, Robi Axiata Ltd for sharing their valuable time for me to interpret different aspect of customer's choice and measuring the brand equity of mobile telecommunication network industry.

Finally, I want to thank all my friends and relatives who helped me to overcome all the conceptual difficulties that I have faced during the preparation of this project report. Without all of their help mentioned above, the report might not be a successful one.

Abstract

The study is prepared to analyze the customer-based brand equity four major mobile telecommunications companies. The self-managed questionnaires are used to collect empirical data on brand loyalty, trust, image, emotional attachments and secondary performance data based on the customer base of the cellular company. The survey results show that the GrameenPhone has built the strongest brand equity and Banglalink has the least consumer brand equity in Bangladesh among other competing brands. This research has put forward some useful ideas for an understanding of consumer-based brand equity in the telecommunications sector. The study also discussed on the industries previous years contributions and the external environment analysis through porter five forces analysis that are pressuring the industry to be competitive. These results are more useful for professionals to understand the link between brand awareness and organizational performance. The result suggests mobile telecommunication companies to develop effective advertising campaigns and design policies and customer satisfaction plans.

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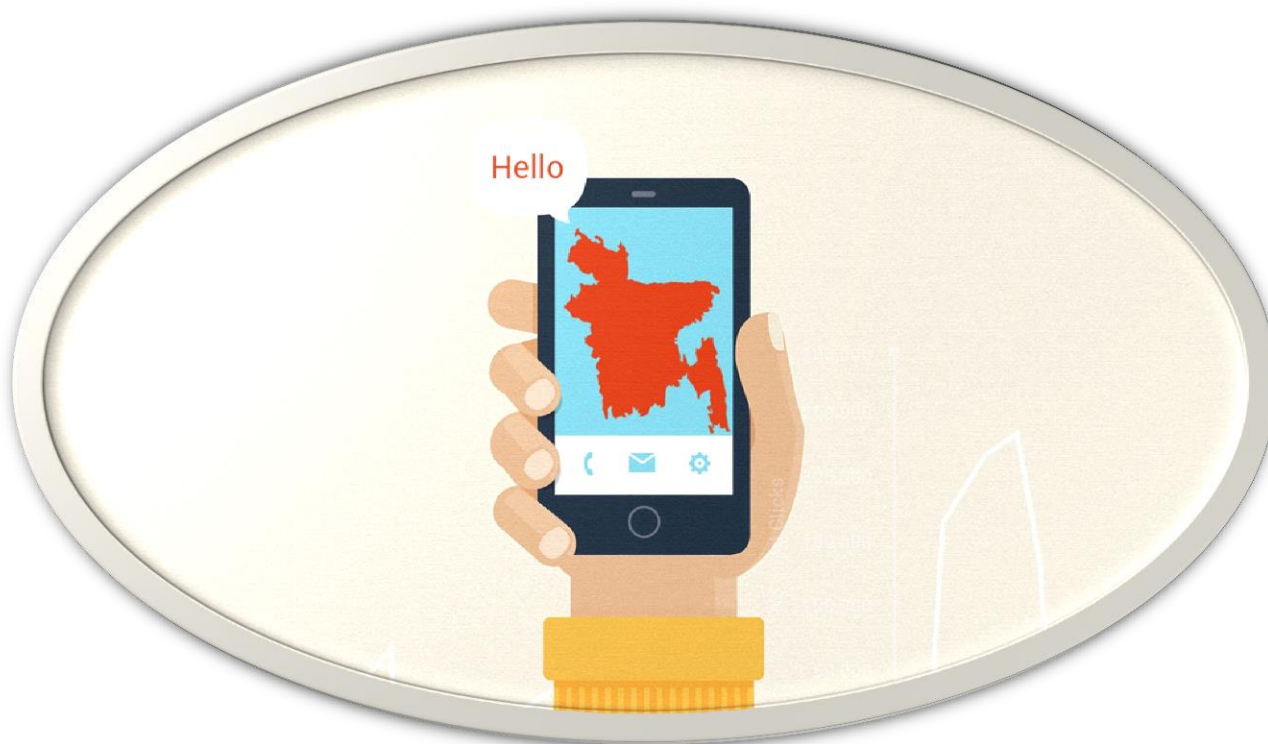
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List of Abbreviation

	Abbreviation
BBA	Bachelor of Business Administration
BTRC	Bangladesh Telecommunication Regulatory Commission
CBE	Customer Brand Equity
AMTS	Advanced Mobile Telephone System
BMPIA	Bangladesh Mobile Phone Importers Association
PSTN	Public Switched Telephone Network

CHAPTER I: INTRODUCTION



I.1 Background of the study

The project study is a pre-requirement of achieving my Bachelor of Business Administration degree from United International University. Each BBA student has to go through either taking Internship program or preparing a self-observed project study in their last trimester of BBA program.

In the internship program, students have to join in a firm or organization as an intern and perform several job responsibilities to learn the practical work experience of that organization for three months of project period. The students are required to submit a internship report that elaborates his or her learning perspectives within the organization. The disadvantageous part of this internship program is that there are very few opportunities to apply the overall business learnings in that job responsibilities as they are pre-designed and don't provide opportunities to alter them.

In the project or thesis program, students are required to observe any industry in Bangladesh for three months without directly performing any job within the industry. After the three months of data collection and observation of the industry closely, the students are required to submit a project stud based on their concentrated area.

However, as the project offer vast area to utilize my last four years of learning on an industry, I have chosen to go for the study. At first of my research, I have found that the mobile network operators in Bangladesh are holding high brand value over the country, I had decided to prepare my project report on "Consumer Brand Equity on Mobile Telecommunication Industry of Bangladesh"

I.2 Statement of the Problem

The Bangladeshi Telecommunication industry is competing and offering continuous customers service to their customer and there is high rivalries exists from the very previous period within this industry. Once, there was only a mobile phone operator that exist in Bangladesh, which is GrameenPhone, who conducted monopoly in the market.

Then sequentially, Sheba and Citycel entered the market and the market competition started. Later, Banglalink entered into the market and brought all the market share of Sheba Telecom and become the 2nd most customer preferred brand after Grameenphone in Bangladesh. Later, Robi & Teletalk joined in the industry.

However, all these mobile telecommunication service providers have a huge market share and customer preference in Bangladesh. Therefore, the report is tried to measure the brand equity of these four mobile telecommunication service providers in terms of customer preference in Bangladesh.

I.3 Objectives of the Study

The objectives of the report is to analyze the consumer brand equity of Bangladesh telecommunication industry, majorly the four mobile network service providers of Bangladesh, to evaluate the brand value and how they are satisfying its customer.

The report objectives can be separated into two parts:

- a. Primary objective: The primary objective of the report is to prepare the report successfully fulfilling all the guidelines of a quality report.
- b. Specific objectives:
 - i. To analyze the Telecommunication industry of Bangladesh.
 - ii. To evaluate the external and internal competitiveness within the industry.
 - iii. To evaluate the customer brand equity through preparing a customer survey questionnaire based on customer perception, trust, and satisfaction on mobile telecommunication brand.

I.4 Motivation of the Study

Brand equity is very important for distributors of consumer products and services. Brand equity simplifies the functionality of extensions and brand identity. In fact, consumers who trust the brand and show great loyalty are eager to try one. Although there are several ways to measure the monetary value of a brand's capital, the brand lacks the measurement of capital based on the brand. It represents a scale to measure the value of the brand according to the client. The consumer-based brand value is developed on

the basis of five underlying dimensions of the ladder brand value: performance, satisfaction, social image, reliability and commitment.

The mobile telecommunication industry is competing highly among four telecommunication service provider in Bangladesh. Therefore, evaluating the customer brand equity or value for these companies are the major motivation that worked behind preparing the study.

I.5 Scope and limitations of the Study

The scope of the report is to share a study that represent the brand equity of mobile network service providers in Bangladesh based on customers perspective. The managers may know how to evaluate their product performance and how to collect information from the customers. The marketing & business students and lecturer may understand how and where to apply the theoretical business knowledge that they learn in the university.

Anyways, the observation, data collection, and study preparation was not that easy to conduct. I have faced difficulties in each of this part. Some of them are listed below as limitation:

- i. Short time period: I have to prepare this extensive study within three months of the project program. I found it so difficult to choose a topic, gather information about the industry, conducting survey, and prepare the report according to the format in these short time period.
- ii. Inconvenient facilities: visiting the organizations, managing meeting time & assistance through information from the organization were very hard as the personnel were very busy with their responsibilities.
- iii. Data Secrecy: Most of the organization don't want to distribute their customer information for public use.

I.6 Definition of key terms

a. Brand Equity

According to Lane (2003), "Brand Equity" is an expression used in the marketing industry that describes the value of a known brand, based on the idea that the owner of

a known brand can generate more revenue simply by recognizing the brand, since consumers believe that a product with a known name is better than products with a lesser-known name.] Brand value refers to the value of a brand.

Source: Keller, Kevin Lane (2003). "Brand Synthesis: The Multidimensionality of Brand Knowledge". Journal of Consumer Research. 29 (4): 595–600. doi:10.1086/346254.

b. Brand Image

The brand is the manner in which clients think about a brand. This can be characterized as the impression of the brand in the psyches of clients. The image of the brand creates after some time. Customers structure an image dependent on their collaborations and their involvement in the brand. These communications come in numerous structures and don't really include the buy or utilization of items and administrations.

c. Brand Satisfaction

Customer satisfaction indicates customer satisfaction with a business relationship. In other words, it is how satisfied customers are with their transactions and their overall experience with the company.

d. Brand Loyalty

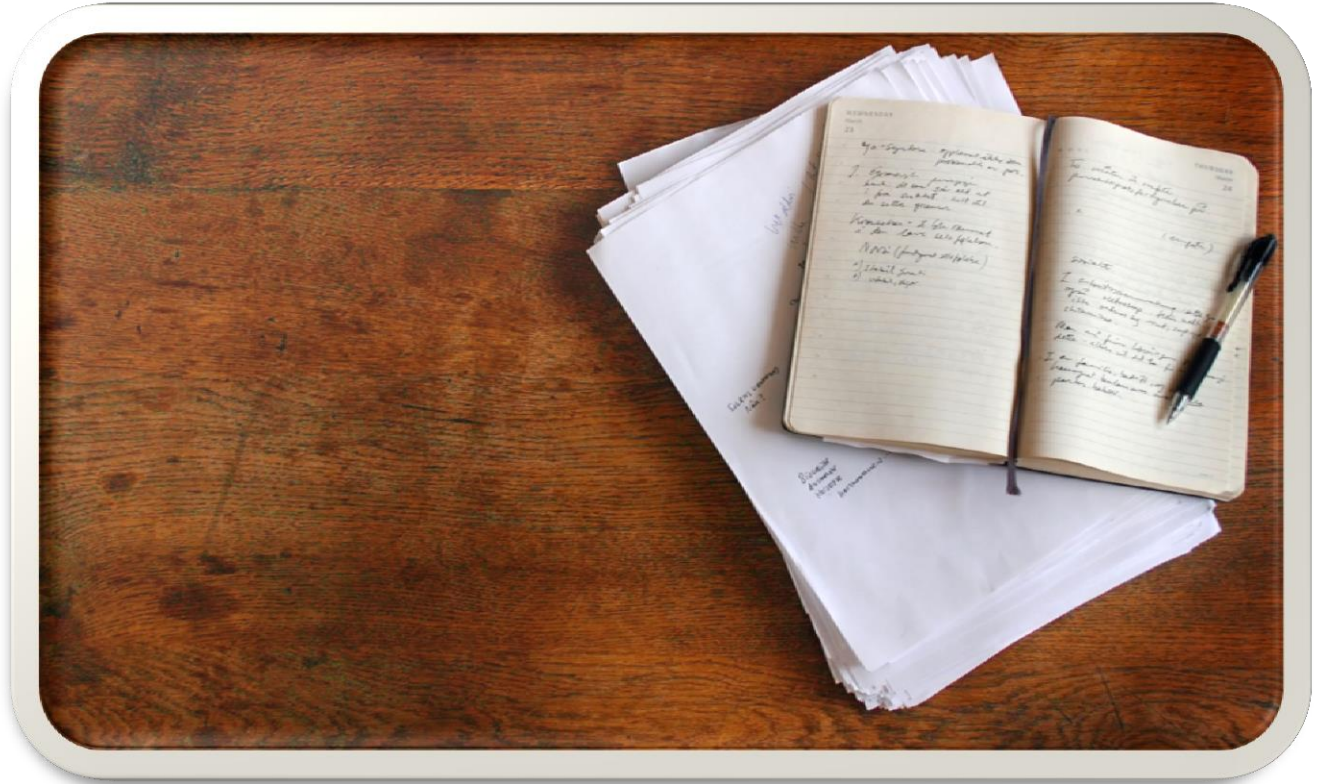
Brand loyalty is the tendency of consumers to continually buy products from one brand over another. Consumer behavior shows that consumers will continue to buy the products of a company that has fostered a relationship of trust.

I.7 Organization of the remaining chapter

After the introduction chapter of the study, the next and 2nd chapter is about to discuss the review of the literature that mainly consists of a porter's five forces model to evaluate the industry and its external competitive forces in the telecommunication industry. The chapter will make easier to understand a lot of marketing concepts of this

report. The 3rd chapter is going to describe the methodology or the techniques that are used in the report to achieve the objectives of the report. This chapter will share the methods of the analysis and the supporting data sources that are used prepare the report. The fourth chapter, named 'findings and analyses will carry the overall analysis through the survey questionnaire to analyze the brand equity of Mobile Telecommunication Industry of Bangladesh. Finally, the concluding chapter, chapter five, will disclose some suggestions based on some future scopes of study and conclusion of the report.

CHAPTER II: REVIEW OF THE LITERATURE



2.1 Introduction

In terms of the embracing of cellular technology in 1993, Bangladesh is the first country in South Asia with the introduction of the AMTS - Advanced Mobile Telephone System (BTRC, 2011). The launch of services took several years, although the liberalization of the telecommunications sector in Bangladesh began in 1989. In 1996, the government of Bangladesh launched three GSM licenses to break the domination and make cellular technology accessible to consumers and the masses. Later at that time, the country's cellular industry has never looked back, has converted the biggest telecommunication structure provider in the telecommunications sector that has produced a lot of job opportunities by providing health services and education for citizens. (Source: BRTC and Wikipedia 2011 and 2012)

In Bangladesh, there were six mobile operators. They are Grameenphone (GP), Citycell, Robi (Aktel), Teletalk, Airtel, and Banglalink (Wikipedia, 2012). Citycell was the leading mobile phone operator in Bangladesh at that time. Today in terms of the number of subscribers, Grameenphone is the market leader and Robi & Banglalink are the market challenger in the mobile telecommunications sector in Bangladesh. In Bangladesh, the number of mobile subscribers is increasing very rapidly. However, Citycell suspended this service in 2004 and Airtel merged with Robi in 2017.

2.2 Industry analysis

2.2.1 Specification of the industry

The country's progress towards its vision of digital Bangladesh has led to impressive growth in the telecommunications and information technology sectors. The penetration rate of mobile subscribers in the country reached 93.4%, compared to 30.6% in 2008. Bangladesh is now the eighth largest mobile phone market in the world in terms of unique subscribers and the sector now it represents almost 1.8% of total GDP. The two main offers of telecommunications services are "voice calls" and "Internet data" services. Revenue from voice calls continues to dominate the sector, while the contribution of data revenues has grown exponentially since the launch of 3G in Bangladesh.

Being the fifth largest market in the Asia-Pacific region, the true penetration of the sector still accounts for half of the country's population, indicating promising growth potential and the Bangladeshi telecommunications industry has expanded rapidly. Millions of unique subscribers. The penetration rate of individual subscribers in Bangladesh reached almost 55% in 2018, compared to only 1% in 2003, due to the rapid adoption of telecommunications services. According to GSMA, the sector has become the fifth largest market in the Asia-Pacific region. However, approximately half of the population has not yet connected to the mobile telecommunications network, which also indicates that there is still a long way to go. Effective market penetration has remained stable for the past three years, with the new mandatory registration of biometric SIM cards that slowed the pace of acquisition of new customers.

2.2.2 Size, trend, and maturity of the industry

In Bangladesh, most users of mobile telephony mainly use their PDAs for main SMS and voice communications. Due to this low level of engagement, the nation creates one of the lowest levels of ARPU for users on the planet at \$2.9 million, well below the \$10.4 million and \$14.6 million for the world which limits the ability of administrators to produce the necessary progress towards mobile broadband progress.

However, moderate progress towards broadband mobile innovations such as the 3rd generation and 4th generation in Bangladesh is the post-effect of the postponements. Sales of the 3rd generation and 4th generation range depended on various reports, which occurred in September 2013 and February 2018, making Bangladesh one of the last countries in South Asia to allow this progress.

Over the next decade, better financial availability (thanks to lower cell phone costs), greater system inclusion and innovative progress (thanks to the dispatch of 4G administrations) should consider moving from Bangladesh advances in mobile broadband which will accelerate until 2025.

In any case, the 3G life cycle did not elapse before reaching development. It is normal for 3G connectivity to exceed 2G connectivity by 2020, or 46% of the total number of connectivity, which requires constant commitment and support from mobile administrators. Consequently, the reception of 4G should initially be lower than that of 3G in the years following the dispatch of the administration, but it will accelerate until 2025, in which case 4G will increase at half the absolute number associations. (Source: GSMA Knowledge (2018, Q4))

2.2.3 External economic factors

As the country moves towards greater digitalization, with a growth in per capita income and a change in the way of life of its citizens, the mobile pass has become an integral part of the daily life of its people, regardless of age. Income level Most people now own more than one set of mobile phones and more than one subscription, which also leads to significant growth in market penetration.

i. Stable macroeconomic scenario

A stable macroeconomic scenario that drives growth in Bangladesh's telecommunications sector: GDP growth is also pushing the country towards digital growth. Bangladesh's economy has grown at an average rate of 6% in the last decade and has exceeded 7% in the last two years, while the economy has grown in the last five years. Last year Bangladesh aspires to become a middle-income country by 2021, which will require an increase in GDP growth of 7 to 8% per year. The postal and telecommunications sector grew 6.68% in 2017-2018, with a contribution of 2.58% to GDP (at constant prices) during the year, according to BBS data. Communication services, especially the mobile services market, continued to dominate the telecommunications sector, which led to strong growth in the postal and telecommunications subsector. Favorable macroeconomic indicators have allowed the country to outperform other regional economies. The national interest rate is decreasing and the single-digit loan rate is helping companies finance low-cost capital investments. Credit to the private sector is also increasing. In the last 8 years, the TACC of foreign

exchange reserves stood at 20.6%, reflecting the economic and financial strength of the country. Bangladesh generally needs a reserve of approximately \$ 10 billion to meet its import bill for three months, in light of an internationally recognized standard.

ii. Greater smartphone penetration

Increased smartphone penetration, resulting in increased data consumption: with greater penetration in the smartphone market and, subsequently, with the launch of 3G and 4G services in the country, mobile Internet subscriptions have increased growth phenomenal, as well as global internet penetration.

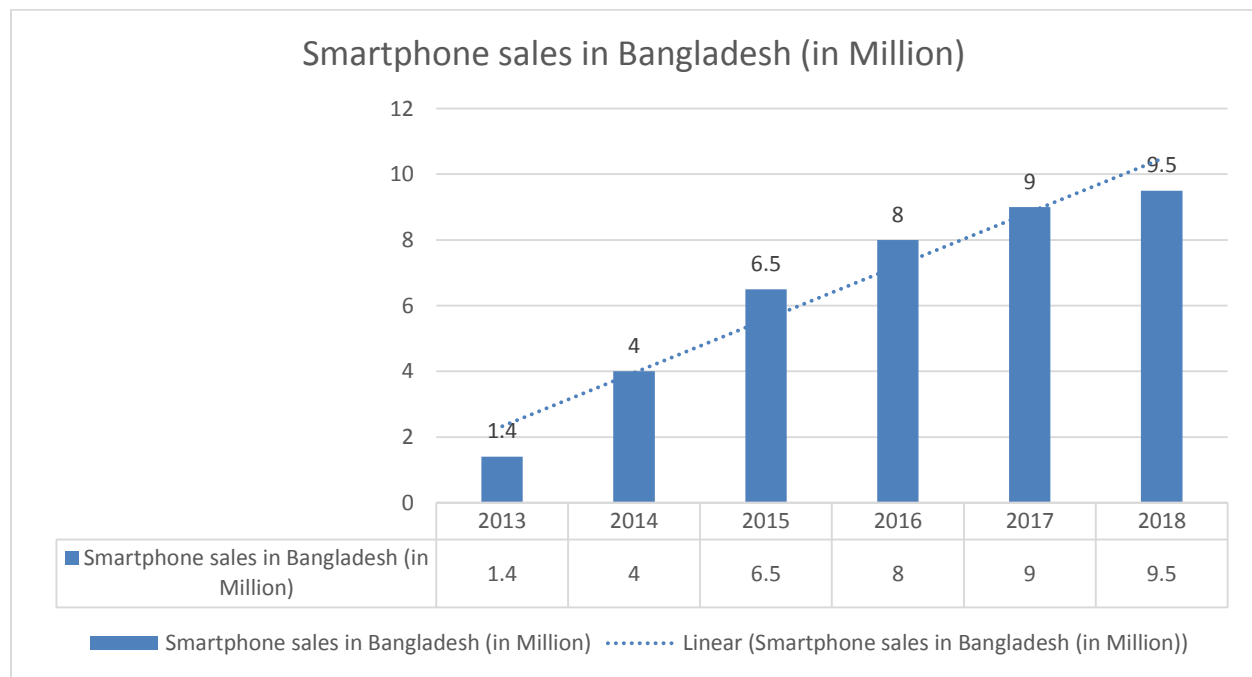


Chart 1: Smartphone sales in Bangladesh

(Source: Bangladesh Mobile Phone Importers association (BMPIA) Cited from the Newspaper named Daily Star)

According to industry experts, there are currently almost 100 million mobile devices in the country. The use of smartphones in Bangladesh is progressing in parallel with the reduction in smartphone prices and the increase in people's purchasing power. According to GrameenPhone Ltd., the total penetration of smartphones in the country was 28% in August 2017. Along with branded smartphones, low-cost Chinese phones are driving growth. Brand manufacturers have already begun to produce/assemble

smartphones locally, which will give them some comfort. In addition, 2G devices on the market must be replaced by 3G and 4G compatible devices on the market, which will bring more uses to the data. In addition, the proliferation of smartphones will continue and the number of data users will continue to increase.

iii. Demographic factors

A growing population and a large number of middle-aged and young groups are accelerating the growth of the telecommunications sector of Bangladesh. Above 168 million inhabitants those who live both in rural & urban areas, are predicted to increase at 1.04%. Among the 168 million inhabitants, the annual rate of change in urbanization is 3.19% as 35.8% of them live in urban areas. Growing urbanization is changing traditional communication structures and, with increasing digitalization, the country is shifting towards larger network connectivity. Mobile phones and the growing demand for accessible Internet connections are becoming a daily need for the population. Furthermore, around 60% of the country's population belongs to the two groups: middle-aged people and young people. These two groups are the majority who use mobile telecommunication technology in Bangladesh.

2.2.4 Technological factors

Technology advances towards new products and services and improves the way the end-user is produced and delivered. Innovations can create completely new industries and modify and limit existing industries. The Internet offers better opportunities for companies in strategic positions that are distinctive compared to the precedents of computer technology (Porter, 2001). ICT can reduce costs, communicate & expand geographic boundaries and increase access to information and education beyond the barriers of economic, social, and geographic isolation, and have a significant impact on development through the development process of life for the poor (MA Rahman, 24 2007).

There is a digital divide between developing and developed countries, but the mobile sector has made the availability of accurate data services, the contribution of mobile Internet and the possibility of reducing the digital divide between people with access to

information and services in Bangladesh (BTRC, 23A, CIPE, 23).) With the support of the government and increasingly private investment, Bangladesh has entered a new digital era instead of analog technology. A total of six mobile operators and nine PSTN network operators have been regulated to facilitate customer access to voice services (MOF, 2011, pp. 238-239). To reduce the interruption and liberalization of innovative VoIP technologies, the country will launch a series of IP telephony licenses. Many ISPs, newly entered WiMAX operators, mobile operators and PSTN operators play the same role for data services (MOF, 2011, pp. 238-239). Gateway and Infrastructure operators (IIG, IGW, and ICX) are an important part of the backbone telecommunications network in Bangladesh.

Furthermore, rural telecommunications are the top priority and BTRC (Bangladesh Telecommunication Regulatory Commission) is committed to providing the connectivity to all citizens. The IP telephony license (IPTSP) has been opened for ISP operators as an overlay service and they have already issued 40 licenses (MOF, 2011, pp. 238-239). Bangladesh is connected to SEA-ME-WE 4 or Southeast Asia - Middle East - Western Europe 4 via an underwater cable and is also a member of the SEA-ME-WE-5 proposal to send the country to its first space Satellite Bangabandhu-1 on 28 of 2016. Did the third generation mobile phone technology (3G) is knocking at our door. The government awaits public comments on 3G mobile service guidelines while licensing advanced 3G technology. The computer industries are also found in Bangladesh. Currently, more than half of Bangladesh's software and IT companies provide services in the United States, Canada, Norway, Denmark, Germany, the United Kingdom, Australia, KSA, UAE, Italy, Japan and 5 different countries. Switzerland, France and Nepal made \$ 1.5 million in profits. (MOF, 2011, 238). The main software users in Bangladesh are Nokia, Japan Airlines, World Bank, HP, United States Department of Agriculture and United States Department of Agriculture (MOF, 23, p. 238).

2.2.5 Barriers to entry

1. In Bangladesh, The four mobile network operator have positioned significantly

2. Almost capture the coverage of all around the country

3. Government rules and regulation such as charging huge tax on SIM cards, strong tariff control by BTRC are creating huge barrier to new entrants.

Mobile telecommunication is a resource-intensive and capital-oriented sector that creates huge barriers to entry for potential players in Bangladesh. Established operators have established significant economies of scale and brand status in terms of network coverage, which has also become a barrier to market entry. Moreover, the government regulations, such as the high tariffs imposed on Sim Cards and strict approval of tariff regulations, can also hamper newcomers; price wars between competitors are already at the lowest level in the region. However, one of the biggest barriers to entry into the mobile telecommunications market in Bangladesh is obtaining a radio spectrum license from BTRC. As a result, relatively limited direct access to the sector is currently limited due to license controls. But the company will find another way to enter the industry through integration with existing operators. For example, Bharti Airtel acquired a 70% stake in Warid Telecom and named it "Airtel" to enter the Bangladesh market (Salam, 23). As a result, the threat of new players in the mobile phone space appears to be **medium to low**.

2.2.6 Supplier Power

1. Suppliers buying power varies depending on the brand size

2. Strategic importance of the supplies depend on the brand demand

3. The Current four major mobile network provider are so wealthy that all have various alternative suppliers

All administrators, except for Teletalk, are universal and have worldwide experience. Organizations can purchase essential equipment on certain channels around the world. The intensity of the barter of suppliers for mobile phones varies according to the brand and the vital offer, as well as the size of the company, for example, Ericsson and Nokia Siemens in the versatile multimedia communications segment, is the type of supplier that appreciates the solid strength in the segment. Again, there are many suppliers and potential resellers in the broadcast communications division, for example. Cisco, Siemens Venture Correspondences, Nokia, Alcatel-Lucent, Huawei, HP, Motorola, Oracle, Samsung, etc. As reported by Salam (2013) in 2010, Huawei, the Chinese telecommunications equipment manufacturer, was one of the main suppliers of multimedia communication equipment in Bangladesh and its main customers are Citycell, Grameenphone, Robi (Aktel), Banglalink, Teletalk, and BTCL. ; while VimpelCom (also known as "Beeline") provided voice and information administrations to Djuice of Grameenphone and Banglalink and Summit Tele Force Ltd. (India) offered help for Grameenphone's sun-based vitality. Recently, Huawei's innovation has done significant work in modernizing the founding of the GrameenPhone in the new 3G stage (GP, 2012). All these accessible assets guarantee targeted costs and inexhaustible help for the country's multimedia communications division stock. Thereafter, the intensity of bargaining with the division's suppliers is **moderate to low**.

2.2.7 Buyer Power

1. Buyers have major 4 choice of mobile network operator

2. All these four mobile network operators are offering competitive call rate

3. The rights of switching from an operator to other operators are easy in Bangladesh

In Bangladesh, there are four major mobile operators who offer almost uninterrupted facilities that have small exchange costs among the competitors and, therefore, have given purchasers with **particularly high** bargaining power. Though buyers bargaining power in this sector is particularly high, except for customers in remote areas who do not have an alternative network available in their neighborhood.

2.2.8 Threat of Substitutes

1. Mobile telecommunication is a high-tech industry and it can be face the threat of substitute anytime

2. The industry is already facing threats through online chat platforms such as of Skype, Messenger, Whatsapp, Viber, Imo etc.

Mobile communication is a high-tech industry and the alternatives that can replace current products or services are closely related to innovation factors. In the case of the mobile telecommunications industry in Bangladesh, there are alternatives in the form of fixed landlines by the government and some nearby PSTN operators. Some other alternatives include Imo, VoIP service provider (VSP), Messenger, Skype, Whatsapp, Google Talk, Viber, wireless Internet service providers, such as WiMax-based companies, etc. However, these substitutes are highly acceptable to the Bangladeshi mobile users and it has a high negative impact on the profitability of the mobile

telecommunications industry. The existing alternatives have a high impact or in their infancy, so the threat to the industry is high. As a result, Bangladesh's **threat of substitutes is high**.

2.2.9 Industry rivalry

1. GrameenPhone is currently the market leader and have positioned itself in a advantageous place where it is being difficult for other s to compete

2. All the four companies are extremely trying to offer competitive call rate, superior network coverage and better value added services

3. The competition between them driven the industries average profitability to a very low level

There is an intense rivalry that exists in terms of prices between the four mobile operators. Grameenphone is the industry leader and is in an advantageous position over others. Each company is trying to increase its market share by reducing the frequency of calls, better value-added services, and superior network coverage. Competition has taken the average income per share of the sector to a very low level. Considering the intensity of competition, the rivalry between existing competitors is very high.

From the analysis of the five forces, we can say that the mobile telecommunications industry in Bangladesh is moderately attractive with great growth potential.

CHAPTER III: RESEARCH METHODS



RESEARCH METHODOLOGY

3.1 Introduction

The main method used to analyze brand equity was to develop and collect information through a survey questionnaire, as it is a good way to obtain information from a large number of respondents. People take their time to participate in an interview or to share their experiences, think and then come back to the questionnaire. Participants can express their opinions or feelings in private without having to worry about the researcher's possible response. But still, some respondents may tend to give socially acceptable answers. However, respondents required to be encouraged to answer all the questions honestly than can help the researchers to generate an actual scenario that may also helpful for society.

3.2 Research Design

The research is designed by few steps. At first the basic conceptual definition of brand equity related concepts are shared. Then, the smartphone industry and its competitiveness, the demographical and technological factors of mobile telecommunication industry, external competitiveness through Porter's five forces analysis were conducted to make it easy to understand the industry well.

Now, in the later part, an analysis is conducted to measure the Brand Equity among the four major mobile network provider in Bangladesh. To analyze this, a Survey Questionnaire were prepared to collect customer's response.

3.3 Sample:

50 respondents are randomly taken from online platforms who provide their brand related opinions and based on their brand related opinion the brand equity of Bangladeshi mobile telecommunication industry were developed. 4 major mobile network operator such as GrameenPhone, Banglalink, Teletalk, and Robi; are selected to analyze their brand equity.

3.4 Questionnaire development:

While developing the survey questionnaire. Few Brand equity concepts such as brand loyalty, brand trust, brand image, emotional attachments from the customer perspective;

were selected to apply in the questionnaire so that the brand equity of the mobile network operator of Bangladesh can be analyzed.

3.5 Data collection

The data are used in the report are collected from two major sources. The sources are:

a. Primary Sources:

- i. From the Marketing book and journals.
- ii. From the different brand related articles.
- iii. From the academic, theoretical, and practical learnings of Marketing.

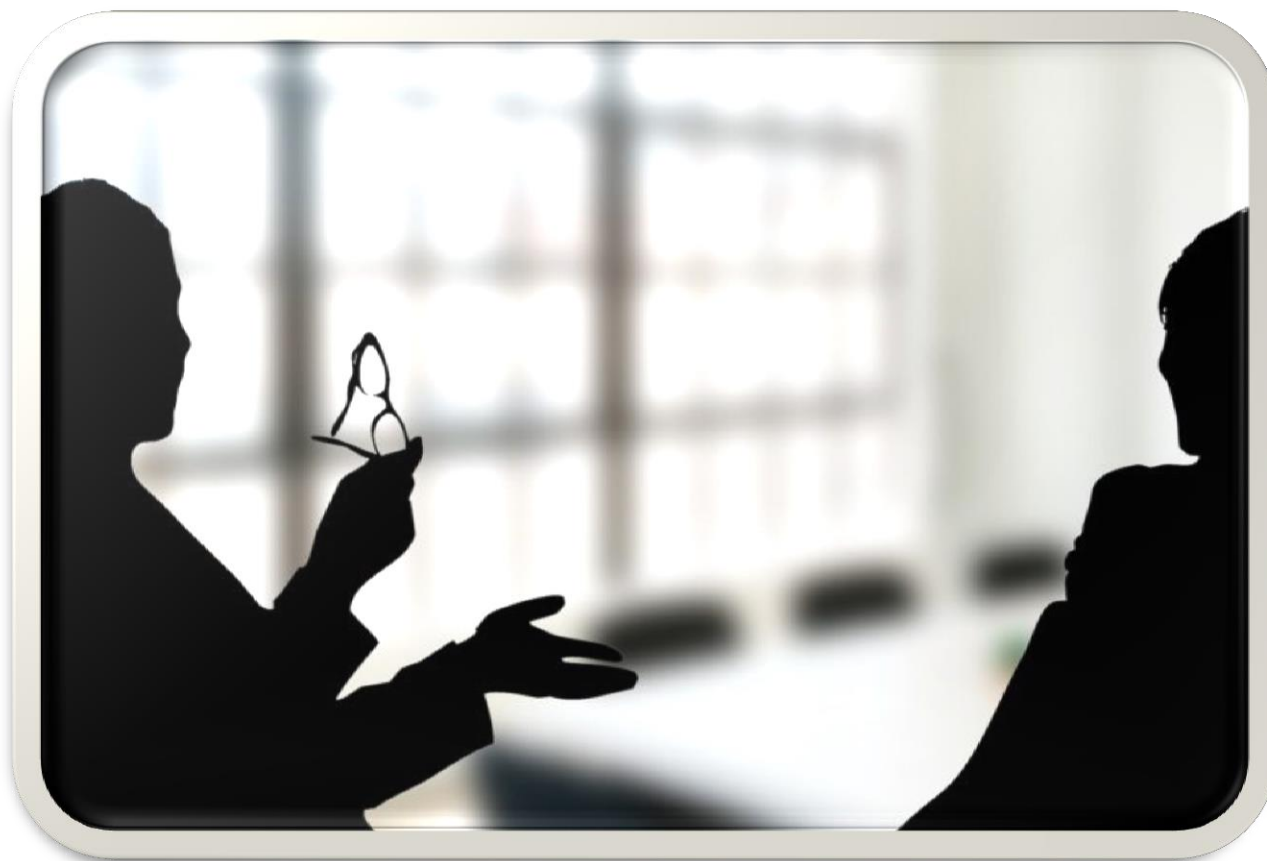
b. Secondary Sources:

- i. From several online blogs and websites that published brand equity analysis.
- ii. From annual reports and brochures of major mobile telecommunication of Bangladesh.

3.6 Data Analysis plan

To analyze the brand equity several graphical data are utilized to portray the equity easily. The report also analyze being prepared based on exploratory research technique. A questionnaire was prepared to collect brand equity related data from 50 respondents. Moreover, the survey questionnaire is being prepared on using online Google form survey and collected responses by sharing the link of the questionnaire to several respondents through Facebook groups and other social media platform. The findings of the survey are showing below by using pie charts.

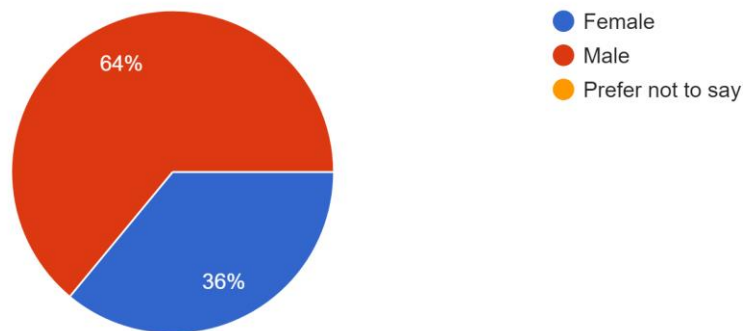
CHAPTER IV: RESEARCH FINDINGS



To analyze the Brand equity of Bangladeshi Mobile Telecommunication, a survey questionnaire were prepared to collect the customer opinion. The questionnaire is prepared on using online Google form survey and collected response by sharing the link of the questionnaire to several respondents through Facebook groups and other social media platform. The findings of the survey are showing below by using pie charts.

1. What is your gender?

50 responses

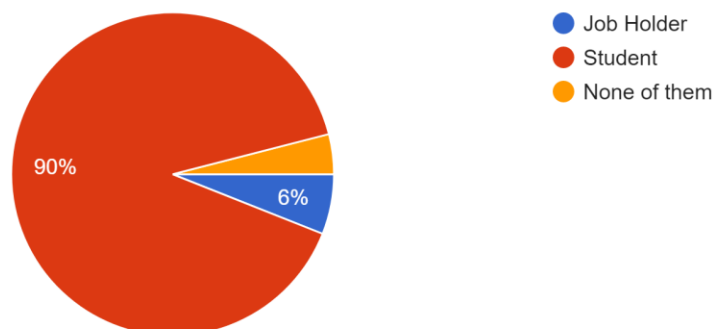


Interpretation:

To identify the demographic information the question was asked and found that out of 50 respondents 64% (32) were male and 36% (18) were female who shared their opinion in the brand equity survey.

2. What is you current occupation?

50 responses

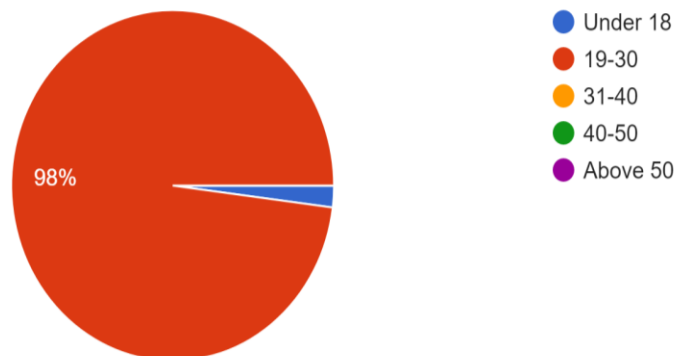


Interpretation:

Out of 50 respondent, 90% or 45 respondents are students and only 6% respondents were job holder. Therefore, it can be said the Brand equity of Bangladeshi Mobile Telecommunication are measured from the opinion based on the Bangladeshi Young generation.

3. Please choose your age group?

50 responses

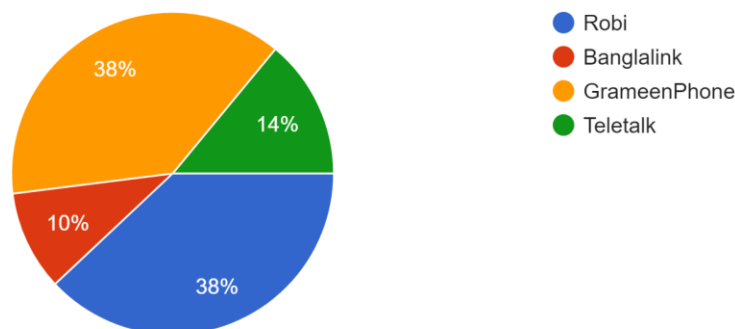


Interpretation:

The third question was asked to find out the age group of the respondents and out of 50 responses 98% or 49 respondents replied that they are in the 19-30 years of old.

4. I considered myself to be loyal to the below brand name when purchasing a product or service.

50 responses



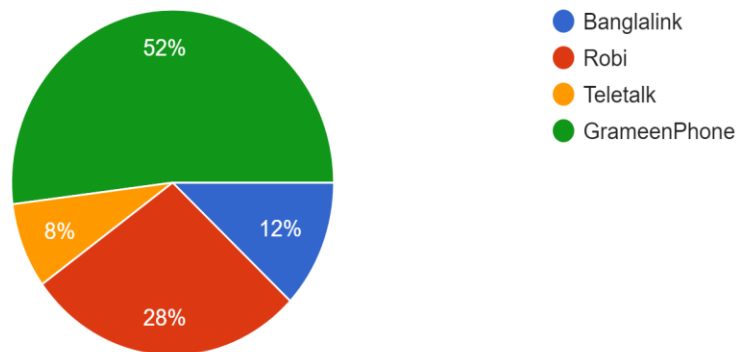
Interpretation:

The statement above was asked to the respondents to find out their loyalty to the brand. Out of 50 responses, 19 (38%) replied that they are loyal to GrameenPhone, another

majority (38%) replied that they are loyal to Robi. 14% or 7 respondents are loyal to Teletalk and 10% or 5 respondents were there who are loyal to Banglalink. Therefore, it can be said that GrammenPhone and Robi both have much loyal user in Bangladesh.

5. I will still purchase from the brand mentioned below even if the price is higher than its competitors.

50 responses

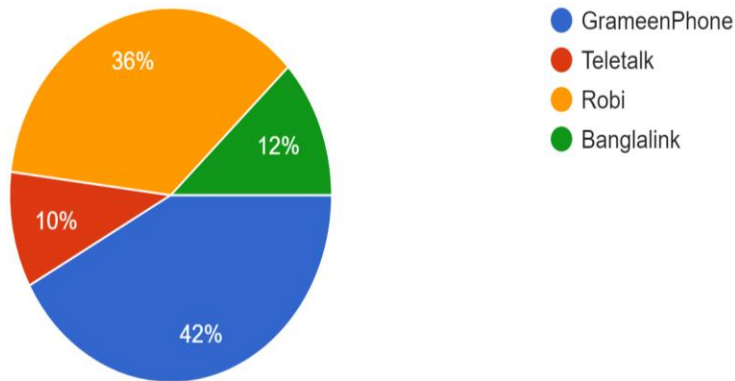


Interpretation:

The question asked to measure the customer loyalty and trust on the four particular mobile network provider. Out of 52% or 26 replied that they will still purchase GrameenPhone Products, 28% or 14 respondents replied that they will purchase from Robi even if the price is higher than the competitors. There are also 8% Teletalk and 12% Banglalink user who wanted to stick to the brands even if they are charging high price.

6. I tend to recognize the brand mentioned below quickly among the other competing brands.

50 responses

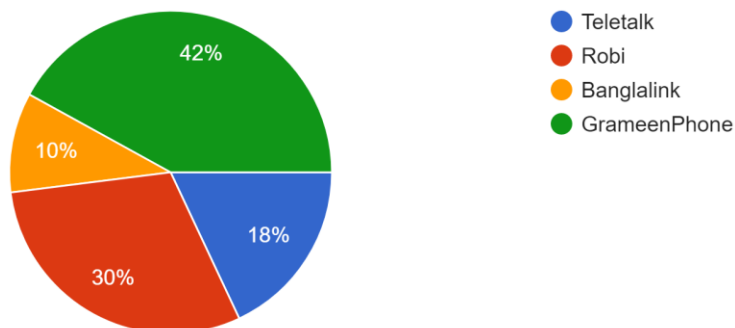


Interpretation:

To analyze the Brand image, the question was asked to identify how well the brand has communicated itself with its customers. Out of 50 respondents, 42% of the respondents replied that they are quickly able to identify Grameenphone, 36% or 18 respondents can identify Robi, 12% or 6 can identify Teletalk and only 5 respondents can identify Banglalink among the four competing brands.

7. I can able to recall a few positive or negative association of the brand name mentioned below, when making a purchase decision.

50 responses

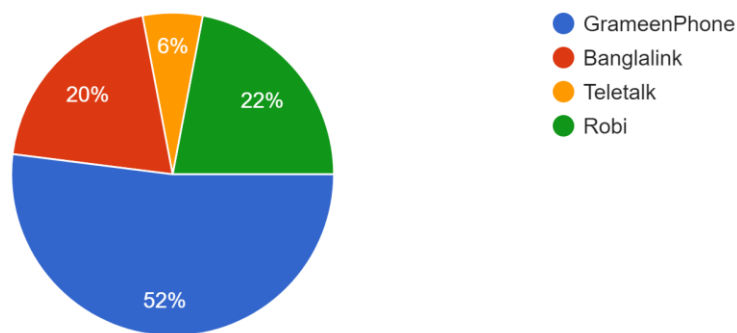


Interpretation:

To identify the emotional attachment of the customers with the brand, the statement were prepared. Out of 50 respondents, 42% or 21 replied that they can recall positive or negative association with GrameenPhone, 30% or 15 replied they have attachment with Robi, 18% or 9 responds for Teletalk and 10% or 5 respondents replied that they can recall positive or negative association with Banglalink.

8. The celebrity endorsement of the brand mentioned below, influence me to purchase the brand's products or services.

50 responses

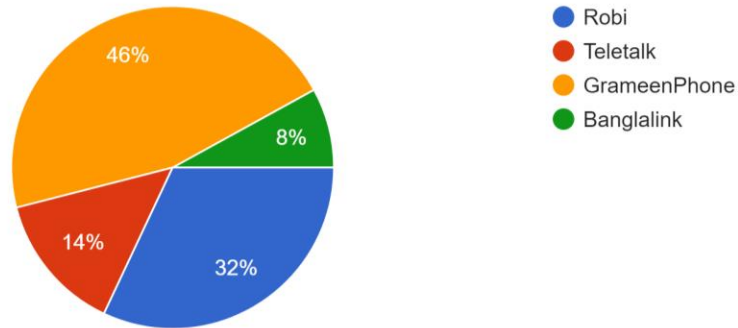


Interpretation:

The statement were given to understand which brand is doing well in the celebrity endorsement, for example, Grameenphone is endorsing Shakib Al Hasan, who is a popular Bangladeshi cricketer as well as number one all-rounder in the world. Out of 50 respondents, 52% or 26 replied that they are influced by the GrameenPhone celebrity endorsement, 22% influenced by Robi, 20% influenced by Banglalink, and only 6% are influenced by Teletalk celebrity endorsement.

9. I would likely recommend the brand mentioned below to my friends or relatives.

50 responses



Interpretation:

Out of 50 respondents, 46% are willing to recommend GrameenPhone, 32% are willing to recommend Robi, 14% or 7 customers are likely to recommend Teletalk, and only 8% or 4 customers are there who like to recommend Banglalink to their friends and relatives.

CHAPTER V: DISCUSSION



5.1 Conclusions

The aim of this study was to analyze the consumer brand equity of Bangladesh telecommunication industry, majorly the four mobile network service providers of Bangladesh, to evaluate the brand value and how they are satisfying its customer. Earlier in the report we have acknowledged that brand equity is very important for brands of consumer products and services. It simplifies the functionality of extensions and brand identity. In fact, consumers who trust the brand and show great loyalty are eager to try one. Although there are several ways to measure the monetary value of a brand's capital, the brand lacks the measure of capital based on the brand. Represents a scale to measure the value of the brand based on the customer. The value of the consumer brand is developed on the basis of five dimensions underlying the value of the ladder brand: performance, satisfaction, social image, reliability and commitment. After conducting the analysis it is found that GrameenPhone has built a strong relationship with its consumer and has created a strong brand equity among consumers. The second most popular brand has become Robi. The government authorized mobile network provider Teletalk is in the third position and Banglalink, which was the most popular network provider after GrameenPhone in few years ago is now in the fourth position in terms of customer's brand equity.

5.2 Suggestions for Future Research

While conducting the research on 'Consumer Brand Equity on Mobile Telecommunication Industry of Bangladesh' it is realized that a detailed analysis should be conducted on to identify the reasons behind GrameenPhone has earned and maintained its brand equity over the several years as a most successful mobile network operator in Bangladesh. The strategy the company has applied over the years to be such a successful brand. It also need to be required to analyze the reasons behind Banglalink to lose its popularity over the years.

5.3 Recommendations (if any)

Finally, in this part few recommendations are provided for the betterment of the mobile telecommunication industry of Bangladesh.

- a. Relationship marketing is very important. Friendly customer service is a must.

- b. Advertising can influence the products people choose to buy. As a result, operators must produce meaningful, engaging, and stimulating ads to ensure customers buy their connections.
- c. Low call rates are always the main reason people prefer specific connections.
- d. Welcome melodies, jokes are factors that are not worth spending, because respondents define them as the least important feature. Therefore, the budget for communicating these functions to customers must be reduced, and funds must be invested in functions such as ringtones, SMS, MMS, Internet, credit transfer, etc. At this point, segmentation will be a useful tool.
- e. Mobile operators should redouble their efforts to provide more retailers and franchise outlets to make their services more convenient.
- f. Customers always want a certain monetary return in order to use the connection and provide this structure; mobile phone companies can guarantee better customer relationships. Bonuses and discounts are the absolute priorities of respondents.
- g. To stay on top and ensure continued growth, rather than stagnation, Grammenphone must reduce call frequency and provide more services to attract more customers, maintain existing customers and change customers of other operators.
- h. Banglalink's strategy of chaos every day at the cost of reducing network maintenance costs cannot be called a good strategy. Banglalink must improve its network and introduce other services offered by major mobile phone companies. Because people now have higher requirements for non-cheap packaging.
- i. Teletalk is trying to launch a new package for young people because the younger group feels less suitable for Teletalk. So that youth groups can enjoy a large part by presenting a package. To this end, it should launch 4G/5G mobile services in Bangladesh for the first time.
- j. Robi, the second-largest mobile phone company in Bangladesh, should intensify its efforts to strengthen its strategy. To get rid of this image, Robi must be the first company to launch GPRS and communicate through the right media with the

greatest exposure to properly promote people. It should be more committed to differentiation and leverage.

Reference

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Appendix-A:

A Survey Questionnaire on Consumer Brand Equity on Mobile Telecommunication Industry of Bangladesh

Basic Information Section

* Required

1. What is your gender? *

Mark only one oval.

- ☐ Female
☐ Male
☐ Prefer not to say

2. What is your current occupation? *

Mark only one oval.

- ☐ Job Holder
☐ Student
☐ None of them

3. Please choose your age group? *

Mark only one oval.

- ☐ Under 18
☐ 19-30
☐ 31-40
☐ 40-50
☐ Above 50

Brand-Specific Information (Please Select only one option from each statement that reflects your answer most)



4. I considered myself to be loyal to the below brand name when purchasing a product or service. *

Mark only one oval.

- ☐ Robi
☐ Banglalink
☐ GrameenPhone
☐ Teletalk

5. I will still purchase from the brand mentioned below even if the price is higher than its competitors. *

Mark only one oval.

- ☐ Banglalink
- ☐ Robi
- ☐ Teletalk
- ☐ GrameenPhone

6. I tend to recognize the brand mentioned below quickly among the other competing brands. *

Mark only one oval.

- ☐ GrameenPhone
- ☐ Teletalk
- ☐ Robi
- ☐ Banglalink

7. I can able to recall a few positive or negative association of the brand name mentioned below, when making a purchase decision. *

Mark only one oval.

- ☐ Teletalk
- ☐ Robi
- ☐ Banglalink
- ☐ GrameenPhone

8. The celebrity endorsement of the brand mentioned below, influence me to purchase the brand's products or services' *

Mark only one oval.

- ☐ GrameenPhone
- ☐ Banglalink
- ☐ Teletalk
- ☐ Robi

9. I would likely recommend the brand mentioned below to my friends or relatives *

Mark only one oval.

- ☐ Robi
- ☐ Teletalk
- ☐ GrameenPhone
- ☐ Banglalink

