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Brand Equity and Customer Brand Choice: A Study on Mobile Operator Services in Northern Region of Bangladesh

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BRAND EQUITY AND CUSTOMER BRAND CHOICE: A STUDY ON MOBILE OPERATOR SERVICES IN NORTHERN REGION OF BANGLADESH

PhD Dissertation

By

Md. Jamal Uddin

A Dissertation

Submitted to the Institute of Bangladesh Studies (IBS), University of Rajshahi in Partial Fulfillment of the Requirements for the Degree of

Doctor of Philosophy

in

Marketing

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Rajshahi, Bangladesh

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Dedicated

To My Beloved Parents

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Certificate

This is to certify that the thesis entitled, **"Brand Equity and Customer Brand Choice: A Study on Mobile Operator Services in Northern Region of Bangladesh"** submitted by Mr. Md. Jamal Uddin to the Institute of Bangladesh Studies (IBS), University of Rajshahi, for the award of Degree of Doctor of Philosophy in Marketing is a record of research work done under my supervision during the period 2013-2016 and the thesis has not formed the basis of the award of any Degree, Diploma, Associate-ship, Fellowship or any other similar titles of any university or institution. Also certified that the thesis represents an independent work on the part of the candidate.

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Declaration

I declare that the thesis entitled **"Brand Equity and Customer Brand Choice: A Study on Mobile Operator Services in Northern Region of Bangladesh"** submitted to the Institute of Bangladesh Studies, University of Rajshahi for the degree of Doctor of Philosophy in Marketing is a record of independent research work carried out by me under the supervision and guidance of **Dr. Md. Salim Reza,** Professor Department of Marketing, University of Rajshahi. This has not been submitted to any other university or institute for the award of any degree, diploma, associate-ship or other similar purposes.

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Acronyms and Abbreviations

ARPU	:	Average Revenue Per User
BTRC	:	Bangladesh Telecommunication Regulatory Commission
EBITDA	:	Earnings before Interest, Taxes, Depreciation and Amortization
EDGE	:	Enhanced Data-Rates for Global Evolution
GPRS	:	General Packet Radio Service
GSM	:	Global System of Mobile Communication
GTC	:	Grameen Telecom
GTH	:	Global Telecom Holding
ICT	:	Information Communication Technology
IDD	:	International Direct Dialing
ISD	:	International Subscriber Dialing
MFS	:	Mobile Financial Services
MMS	:	Multimedia Message Service
NWD	:	Nation Wide Dialing
POP	:	Point of Purchase Display
PSTN	:	Public Switched Telephone Network
SIM	:	Subscriber Identification Module
SME	:	Small and Medium Enterprise
SMS	:	Short Message Service
TMC	:	Telenor Mobile Communications
VAS	:	Value-added Service
VMS	:	Voice Message Service
WAP	:	Wireless Application Protocol

ABSTRACT

The area of brand equity has received considerable attention during the last few years. Brands with the greatest equity are the most profitable because their customers are generally more loyal and willing to pay higher prices for the product, and have a closer relationship with the brand. Branding is a technique to capture consumers psychologically. Consumers often rely upon brands to guide their purchase decisions. It is important for the company to establish strong, positive associations with the brand and its use in the minds of consumers.

Bangladeshi telecom sector is going under dramatic changes. More and more competition is emerging in telecom sector. The importance of brand equity in services can be looked at from the perspective of the service provider and the consumer. For the service organization brand equity gives a differential advantage that enables the firm to generate greater profits including greater customer loyalty and also protects the firms offerings from competitive attacks. Since the fierce competition in the mobile communication service market, all the operators emphasis on the brand establishment, devoting substantive resources to build, publicize and improve their brands.

This study attempts to measure brand equity in the context of customer of leading mobile operator brand in northern region of Bangladesh. To attain the main objective efficiently, it's broken down in to specific objectives. To identify the most important brand equity factors that affect customer choice of mobile operator brand, evaluate the customer attitude towards expected and perceived service of mobile operator brand, know the customer satisfaction level on different attributes of particular brand and to study the influence of operators advertising effectiveness on customer brand choice.

This study was basically descriptive in nature. Both qualitative and quantitative research approach were used to satisfy the objectives of the study. Two divisional districts from northern region (Rajshahi and Rangpur) and three mobile operators (Grameenphone, Banglalink and Robi) were purposively selected for collecting primary data for this study. The population of the study was the users of three mobile operators from two districts in northern region. The total sample size for this study was 384 (three hundred eighty four) which were divided among the three mobile operators according to their market share ratio of 2014. Convenience sampling method was used for selecting the respondents of the study.

The primary data for this study were collected through structured questionnaire. The questionnaires were distributed among the three mobile operator users who come to the customer service point for getting service. Prior to commencing the actual field survey, the survey instrument was piloted in face-to face interview with 45 respondents. Collected quantitative data from the respondents were analyzed using the Statistical Package for Social Science (SPSS) software.

Simple percentage method were used in study to analysis the personal factors and other factors of brand equity and customer brand choice. Chi-square test was used to test the significance association between brand equity factors and customer choice of specific mobile operator brand. Kendall's coefficient of concordance was used for ranking the advertising effectiveness related factors of brand. Regression analysis were used to identify what extent brand equity factors affecting customer brand choice and the influence of advertising effectiveness on brand choice.

The study result shows that, the highest average overall brand equity score of Grameenphone brand found mean 6.02 and std. deviation .587, followed by Banglalink and Robi brand. The highest brand awareness score for Banglalink brand mean 6.06 and std. deviation 1.198, followed by Grameenphone and Robi brand. The highest brand image score for Grameenphone found mean 5.78 and std. deviation 1.150, followed by Banglalink and Robi brand. The highest perceived quality score for Grameenphone brand mean score 6.13 and std. deviation 1.323, followed by Robi brand and Banglalink brand. The highest brand loyalty score for Grameenphone brand mean 6.18 and std. deviation .909, followed by Banglalink brand Robi brand.

Multiple regression analysis for the affect of brand equity factors on customer brand choice found brand equity factors significantly affect customer choice of Grameenphone brand (F = 55.531 and p=.000 <0.05). Brand loyalty was the highest affect on consumer brand choice of Grameenphone brand (β=.461, t= 4.951, p=0.000< 0.05) followed by perceived quality, followed by brand awareness, followed by brand image. Brand equity factors significantly affect customer choice of Banglalink brand (F = 95.249 and p=.000 <0.05). Brand awareness was the highest affect on consumer brand choice of Banglalink brand (β=.501, t= 3.860, p=0.000< 0.05), followed by brand image, followed by brand loyalty. Brand equity factors significantly affect customer choice of Robi brand (F = 36.286 and p=.000 <0.05). Brand awareness was the highest affect on consumer brand

choice of Robi brand (β=.746, t= 6.013, p=0.000< 0.05), followed by brand loyalty, followed by perceived quality.

For all mobile operator brands some cases customer expectation was high rather than customer perception such as: dependable and consistent network ability for solving customers complaints, willingness of employee to help customers in urgent situation, mobile operators provides assurance for easy internet access, mobile operators apologizing for inconvenience caused to customers, mobile operators provide assurance to charge call rate exactly etc.

Maximum numbers of respondents of all brands were dissatisfied on international roaming facility, internet bonus offer, corporate social responsibility, value-added service charge and talk-time bonus offer. Respondents of all brands were satisfied on customer care service, value-added services, pulse offer, recharge facility, network quality, friends and family offers, mobile financial service, occasionally special offer, package facility etc.

Television was the top best media for mobile operators advertising as indicated by respondent (mean rank 2.23), followed by SMS advertising, followed by newspaper, then billboard, then poster, then magazine, then neon sign, then internet. Effective advertising had a positive influence on customer brand choice of all mobile operator brands. Grameenphone and Banglalink were the emerging as strong brands in advertising effectiveness followed by Robi brand.

The study findings suggest that, Banglalink and Robi brand should try to improve average overall brand equity. All brands Grameenphone, Banglalink and Robi should take proper initiative to improve customer perception and reduce service quality gap. Mobile operators should improve their service facility and reduce dissatisfaction rate of the customers and all companies should focus on increasing their advertising effectiveness.

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CHAPTER-1

INTRODUCTION

1. 1 Prelude

The concept of Brand is the current marketing focus of many leading companies today. Every product or service is associated with a brand name that helps the customers to differentiate it for making a purchase. Every company wants to choose a brand name that comes out into the market is really interesting. Brand building does not stop with naming a brand; it is about creating value with regard to the organization. Branding is a dynamic process and it plays an important role in the success of a business, especially in a competitive environment where survival of a business depends on the customers preferences.

Although there has been growing recognition of the value of brands, a number of developments have occurred in the recent years that have significantly complicated marketing practices and posed many challenges to brand managers. To overcome these challenges and occupy the leadership status, it is vital for the company to build strong brand equity.[1] Brand equity is the collection of assets and liabilities of a brand and linked to the brand identity that shows the added value in the mind of consumer that company had earned from the past performance of its brand.[2]

Brand equity is not only important for businesses that offer tangible products but also service organizations. Since services are generally intangible, it is more difficult for consumers to evaluate their qualities which in turn could increase consumer perception of risk associated with buying services.[3] However, brand given its intrinsic value can help to reduce the perceived risks of buying and consuming services.

The mobile operators are the fastest growing companies in the telecommunication industry in Bangladesh. Currently, there are six mobile operators in Bangladesh, namely Grameenphone Limited, Banglalink (Orascom Telecom Bangladesh Limited), Robi Axiata Limited, Airtel Bangladesh Limited, Citycell (Pacific Bangladesh Telecom Limited) and Teletalk Bangladesh Limited. Over the last few years, Bangladesh has

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[1] S. Hoeffler and K.L. Keller, "Building Brand Equity through Corporate Societal Marketing," *Journal of Public Policy & Marketing,* Vol. 21, No.1, (2002), pp. 78-89.

[2] David A. Aaker, *Managing Brand Equity* (New York: Free Press, 1991), p. 15.

[3] M. Asif Khan, "An Empirical Assessment of Service Quality of Cellular Mobile Telephone Operators in Pakistan," *Asian Social Science,* Vol. 6, No. 10, (October, 2010), pp. 164-77.

achieved a period of booming growth with a large number of mobile subscribers. By the end of the year 2007, the number of subscribers was 34 million. The growth slowed slightly during 2009 and 2010. The total numbers of mobile subscribers was 52.4 million and 68.5 million. The annual growth rate was 16% and 24% respectively. In 2014, the mobile penetration was 69.83% of the whole population.[4]

Grameenphone and Banglalink is the leading mobile service provider in Bangladesh. They always try to capture the new customers offering new services. In 2014, Grameenphone and Banglalink had a 42.8%, and 25.5% market share respectively of the entire market. Rest of the companies possessed following market share, such as Robi 21%, Airtel 7.1%, Citycell 1.62% and Teletalk 1.98%.[5]

So, there has been an intense competition among the companies over the years. This competition provides a beneficial environment to mobile users for choosing the mobile operators. The present study on Brand Equity and Customer Brand Choice of Mobile Operator Services in Northern Region of Bangladesh help consumers to choose their favorite brand, besides identifying the strengths and weaknesses of each brand, which certainly help the companies to take proper initiative and gain more market share.

1.2 Statement of the Problem

Consumer passes through in making choices about which products and services they buy is consumer buying decision process. This process has five stages; problem recognition, information search, alternative evaluation, buying decision, evaluation after buying decision.[6] Consumer behavior is affected by some individual and environmental factors. In addition to these factors during the decision process of buying behavior, in recognition of the problem, the consumer begins to search information and then evaluates alternatives according to qualifications of the brand (such as: brand image, perceived quality, brand awareness etc). Brand awareness plays an important role in consumer decision making by bringing three advantages; these are learning advantages, consideration advantages, and choice advantages. When consumer has enough information, they make a choice between the alternatives.[7]

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[4] http://www.globaltimes.cn/content/807315.shtml (access date: 27/07/2014)
[5] http://www.telecomsmarketresearch.com/resources/bangladesh_mobile_operator_subscriber_statistics .html (access date: (30/01/2015)
[6] K.E. Clow, and D. Baack, *Integrated Advertising, Promotion and Marketing Communications*. (2nd Edition, New Jersey: Prentice Hall, 2004), P- 61.
[7] Kevin Lane Keller, *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (2nd ed., New Delhi: Prentice-Hall of India Private Limited, 2007), pp. 67-68.

Brand image represent basis of purchase decisions and also create value to the firm as well as its customers. Perceived quality also provides value to consumers by providing them with a reason to choice and by differentiating the brand from competing brands. Brand loyalty is often characterized by a favorable attitude towards a brand and repeated purchases of the same brand over time.[8]

The general aim of all marketing activities is creating new satisfied and loyal customers. In traditional marketing, to create loyalty of a customer, companies used some classical methods such as: pricing, placing strategies. They emphasis on their service quality dimension such as: tangibility, reliability, responsiveness, assurance and empathy. However, today to reach the success, companies provide enough concentration to build their brand equity. Thus, branding can be viewed as a tool to have a position of a product or a service with a consistent image of quality and value for money to ensure the development of a recurring preference by the customer.[9]

The rapid growth and development in information technology and mobile devices has made the Bangladeshi mobile phone service markets more and more competitive. Every company wants to get a sustainable competitive advantage in the marketplace by offering new product or services for creating a superior customer value. The mobile operators always try to create new users and encourage them for more usages. Everyday, we came across various advertisements of the mobile telecom companies on televisions, newspapers and such other media.

These advertisements are focusing on giving affordable packages, prices and offering attractive services to their customers. Sometimes, this situation creates an alarming competitive movement among the companies. Usually in a normal situation, a customer makes a purchase without paying enough attention to his needs and desires. But customers may fall into a conflicting situation in making the decision for choice while several brands claim to offer same meaningful services.

Also, customers have a little opportunity to evaluate what types of benefits they get from the service provider rather than they pay. By evaluating the qualifications of brand the customer can better understand the invisible service what he or she actually buying.[10]

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[8] Keller, Op.cit.; p. 70.

[9] M. Gommans, K.S. Krishnan and K. B. Scheffold, "From Brand Loyalty to E-Loyalty: A Conceptual Framework," *Journal of Economic and Social Research*, (2001), Vol. 3 N.1, pp 43-58.

[10] L.L. Berry, "Cultivating service brand equity," *Journal of the Academy of Marketing Science,* 28(1), (2000), pp. 128–137.

Powerful brands provide long-term security and growth, higher sustainable profits, increase asset value, achieve competitive differentiation, premium prices, higher sales volumes and economies of scale. The strong brand helps to create greater trust for the company and the particular service they provide. Other advantages of a strong brand are, it creates better margins by adding value to the service, builds stable long term demand and increases market share. All these advantages add up to increased profitability of the company.[11] Again, for strong brand, customers are willing to pay more for the same level of service. So, when evaluating the strength of a brand it is common to talk about brand equity and customer brand choice.

1.3 Research Questions

In pursuance of the problem statement some questions arises in the researchers mind. The research questions are as follows:

a) Which brand equity factors and to what extent those factors affect customer choice of mobile operator brand in Bangladesh?

b) What attitude customers generally show towards the service quality of mobile operators brand?

c) What is the level of customer satisfaction with regard to the different attributes of particular brand?

d) How does advertising effectiveness influence customer brand choice?

1.4 Research Objectives

1.4.1 General Objective

The main objective of the study is to measure brand equity in the context of customer of leading mobile operator brand in northern region of Bangladesh. Besides the main objective there are also some specific objectives as stated below:

1.4.2 Specific Objectives

a) To identify the most important brand equity factors that affect customer choice of mobile operator brand.

b) To evaluate the customer attitude towards expected and perceived service of mobile operator brand.

c) To know the customer satisfaction level on different attributes of particular mobile operator brand.

d) To study the influence of advertising effectiveness on customer brand choice.

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[11] P. Temporal, *Branding in Asia*, (John Wiley & Sons, Singapore, 2000), pp. 25-33.

1.5 Definition of Key Terms

Brand

Brand is a name, term, sign, symbol, design, or a combination of these that identifies the maker or seller of a product or service. Brand represent consumers perception and feelings about a product and its performance-everything that the product or service means to consumer.[12]

Brand Equity

Brand Equity is that the power of a brand lies in the minds of consumers and what they have experienced and learned about the brand over time. Brand equity relates to the fact that different outcomes result from the marketing of a product or service had been identified by the brand. Brand equity is the added value to the firm, the trade of the consumer with which a given brand endows a product.[13]

Brand Choice

The consumer choice behavior is a complex process and it is under effects of several factors. Brand choice actually indicates the consumers selective choice of particular brands i.e. it show the preference or demand of a specific brand over the competitors brand.[14]

Customer

A person, company, or other entity which buys goods and services produced by another person, company, or other entity. Customers are generally categorized into two types: An intermediate customer or trade customer who is a dealer that purchases goods for re-sale. An ultimate customer who does not in turn re-sell the things bought but either passes them to the consumer or actually is the consumer.[15]

Service

A service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything its production may or may not be tied to a physical product.[16] For example the business sector: mobile operator, airlines, banks, hotels, insurance companies, law firms, management consulting firms, medical practices, motion picture companies, plumbing repair companies, real state etc.

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[12] P. Kotler and G. Armstrong, *Principles of Marketing* (12th ed.; New Delhi: Prentice-Hall of India Private Limited, 2008), p.216.

[13] Peter Farquhar, "Managing Brand Equity," *Marketing Research* (September, 1989), p. 47.

[14] H. Karjaluoto, *et.al.* "Factors Affecting Consumer Choice of Mobile Phones: Two Studies from Finland," *Journal of Euromarketing*, Vol. 14, No. 3, (2005), pp. 59-82.

[15] J. Frain, *Customers and customer buying behavior: Introduction to marketing* (4th ed., Cengage Learning EMEA, 1999). p.161.

[16] P. Kotler and K.L. Keller, *Marketing Management* (12th ed., Pearson Education Inc, New Jersey, 2006), p.402.

1.6 Importance of the Study

The brand equity has emerged as one of the most critical issues in the areas of marketing. The benefits of the highest brand equity of the company is quality signaling, searching costs reduction, purchasing risk reduction, symbolic power, and so on. As consumers of today are more demanding, they are not only just looking for functional benefit but also for intangible benefit.

Therefore, the consumers are searching for a list of attributes which can meet their demand and they may feel satisfied. Brand equity enables customers to evaluate the benefits of a brand and to choose an attractive brand. Several writings have discussed the importance of brand equity and how to build and manage brand equity of service sector. But research in the area of brand equity and customer brand choice of service sector such as mobile telecommunication sector is inadequate in Bangladesh.

This study is important for both service provider and customers perspective. Customers will get a guideline from this study for choosing their attractive brand. This study guideline also helpful for the firms to generate profit by gaining greater customer loyalty, create a favorable consumer response to price increase and decrease, increase marketing communication effectiveness and brand extension opportunities.

1.7   Methodology of the study

This section includes: nature of the study, sample size and sampling method, sources of data, tools of data collection, data analysis and interpretation procedures.

1.7.1   Nature of the Study

This study is descriptive in nature. Both qualitative and quantitative research approach were used to achieve the objectives of the study.

1.7.2   Sample Size and Sampling Method

Two divisional districts from northern region (Rajshahi and Rangpur) and three mobile operators (Grameenphone, Banglalink and Robi) were purposively selected for this study. The population of the study was the users of three mobile operators from two districts in northern region. There are 40 (fourty) Grameenphone customer service point in Rajshahi district and 31(thirty one) in Rangpur district.[17] 26 (twenty six) Banglalink service point in both Rajshahi and Rangpur district.[18] 15 (fifteen) Robi sheba point in Rajshahi district and 11 (eleven) in Rangpur district.[19] Within them 05 (five) customer service point were selected from each operator in each district through simple random sampling method (using lotary system). To obtain representative sample size, following statistical formula was used for unknown population.[20]

$$n = \frac{z^2\,pq}{e^2}$$

$$n = \frac{(1.96)^2 *0.5*0.5}{(0.05)^2} = 384$$

Where, n = sample size

z = confidence level (at 95% level z = 1.96)

p = estimated population proportion (0.5, this maximizes the sample size)

q = (1- p)

e = error limit of 5% (0.05)

Total sample (384) was taken from three mobile operators according to their market share ratio of 2014. Respondents were selected on the basis of convenience of data collection and cooperation from them.

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[17] http://www.grameenphone.com/personal/customer-service/store-locator (access date: 16/02/2015)

[18] http://www.banglalink.com.bd/en/customer-care/banglalink-customer-care/banglalink-service-points/ (access date: 16/02/2015)

[19] http://www.robi.com.bd/en/store-finder (access date: 16/02/2015)

[20] C. R. Kothari, *Research Methodology*: *Methods and Techniques* (5th ed.; New Age International Publishers, India. 2004), p. 180

Table: 1.1

Detailed respondents from three mobile operators were as follows

Brand	Rajshahi	Customer	Rangpur	Customer	Total
Grameenphone	Grameenphone center, Boalia, Rajshahi	19	Grameenphone customer service, Rangpur sadar	19	
	Grameenphone customer service, Bagha, Rajshahi	18	Grameenphone customer service, Badarganj, Rangpur	18	
	Grameenphone customer service, Charghat, Rajshahi	18	Grameenphone customer service, Kaunia, Rangpur	19	
	Grameenphone customer service, Mohanpur, Rajshahi	19	Grameenphone customer service, Mithapukur, Rangpur	18	
	Grameenphone customer service, Putiha, Rajshahi	18	Grameenphone customer service, Pirganj, Rangpur	18	
Total		**92**		**92**	**184**
Banglalink	Banglalink service point, Rajpara, Rajshahi	12	Banglalink service point, Rangpur sadar, Rangpur	12	
	Banglalink service point, Paba Rajshahi	11	Banglalink service point, Kaunia, Rangpur	10	
	Banglalink service point, Charghat, Rajshahi	11	Banglalink service point, Mithapukur, Rangpur	12	
	Banglalink service point, Godagari, Rajshahi	10	Banglalink service point, Pirgacha, Rangpur	11	
	Banglalink service point, Mohanpur, Rajshahi	11	Banglalink service point, Taragonj, Rangpur	10	
Total		**55**		**55**	**110**
Robi	Robi sheba point, Boalia, Rajshahi	10	Robi sheba point, Rangpur sadar, Rangpur	10	
	Robi sheba point, Rajpara, Rajshahi	10	Robi sheba point, Badarganj, Rangpur	09	
	Robi sheba point, Bagha, Rajshahi	09	Robi sheba point, Kaunia, Rangpur	09	
	Robi sheba point, Mohanpur, Rajshahi	08	Robi sheba point, Pirgacha, Rangpur	09	
	Robi sheba point, Charghat, Rajshahi	08	Robi sheba point, Pirganj, Rangpur	08	
Total		**45**		**45**	**90**
Grand Total		**192**		**192**	**384**

Source: Field survey data

1.7.3 Sources of Data

The researcher used field based primary data which were collected directly from the users of three mobile operators through self administrated questionnaire. The questionnaires were distributed among the three mobile operator users who come to the customer service point for getting service. Besides primary data, secondary data were also used in this study. The secondary data were collected from manuscripts, various books, published and unpublished journals, articles, research papers, government official records, news papers, internet web site etc.

1.7.4 Tools of Data Collection

The primary data for this study were collected through structured questionnaire. The researcher prepared a questionnaire with close ended and open ended questions. The questionnaire had five sections. Section-I includes personal information of the respondent such as: name, residential address, age, sex, educational qualifications, monthly income, brand owned by the respondent, type of mobile connection, number of SIM card, monthly spending for mobile connection, handset used by mobile user etc.

Section-II includes brand equity and brand choice related question. Four factors of brand equity (brand awareness, brand image, perceived quality and brand loyalty) were considered and multiple choice question, dichotomous question were used for analyzing customer brand choice. For calculation of brand equity score of each brand semantic differential scale[21] (seven point rating scale) was used.

Section-III includes service quality evaluation related question. Five dimensions of service quality (tangibility, reliability, responsiveness, assurance and empathy) were considered and a five-point Likert scale[22] (1 = strongly disagree and 5 = strongly agree) was used to evaluate the respondent opinion regarding expected and perceived service quality of each mobile operator brand in the study.

Section-IV includes customer satisfaction assessment related question. Customer satisfaction was measured on different satisfaction attributes of brand such as: network quality, call charge, internet speed, customer care service, package facility, recharge facility, different types of bonus offer, occasionally special offer, mobile financial service, information service, value added service, value added service charge etc. by using a five point scaling techniques where 1= highly dissatisfied and 5= highly satisfied and Section-V includes advertising effectiveness related question.

Pilot study

Prior to commencing the actual field survey, the survey instrument was piloted in face-to-face interview with 45 respondents (20 respondents from Grameenphone, 15 respondents from Banglalink and 10 respondents from Robi) to determine the appropriateness and relevance of the questions in the instruments. The feedback from these respondents resulted in some amendments and modifications in the questionnaire.

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[21] N. K. Malhotra, *Marketing Research*. (5th ed.; New Delhi: Prentice-Hall of India Private Limited, 2006), p. 273.
[22] R. Likert, "A Technique for The Measurement of Attitudes", *Archives of Psychology,* (1932). 140, pp 55–60.

1.7.5 Data Analysis Techniques

Collected quantitative data from the respondents were analyzed using the Statistical Package for Social Science (SPSS) software so as to obtain a more comprehensive analysis of the study. The data were analyzed by using the following statistical tools:

Simple percentage method

Simple percentage method was used in study to analysis the personal factors and other factors of brand equity and customer brand choice.

Chi-Square test

Chi-Square test is an important test amongst the several tests of significance. It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As a non-parametric test it can be used to determine if categorical data shows dependency or two classifications are independent. In this study Chi-square test was used to test the significance association between brand equity factors and customer choice of specific mobile operator brand.

Kendall's Coefficient of concordance

Kendall's coefficient of concordance represented by the sample 'W' is an important non-parametric measure of relationship. It is used to determine the degrees of association among several (k) sets of ranking and N objects or individuals. The basis of this test is to imagine how the given data would look if there was no agreement among the several sets of ranking, and then to imagine how it would look if there was a perfect agreement among the several sets. In this study Kendall's coefficient of concordance was used for ranking the advertising effectiveness related factors of brand.

Regression analysis

Regression analysis is adopted when the researcher has one dependent variable which is presumed to be a function of two or more independent variables. The objective of this analysis is to make predictions about the dependent variable based on his covariance with all the concerned independent variables. In this study the regression analysis was used to identify what extent brand equity factors affecting customer brand choice and the influence of advertising effectiveness on brand choice.

Following model was established for multiple regression analysis in the study

$BC = \beta_o + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + E$

Where,

BC= Brand choice

X_1= Brand awareness, X_2= Brand image, X_3= Perceived quality, X_4= Brand loyalty and E= Error term

For simple liner regression analysis following model was developed

$BC = \beta_o + \beta_1 X_1 + E$

Where, BC= Brand choice and X_1= advertising effectiveness and E= Error term

1.8 Scope and Limitations

The present study identifies the most important brand equity factors that affecting customer choice of mobile operators brand in northern region of Bangladesh. Service quality has become more important factor rather than technical aspects for mobile operator brand choice. This study emphasis on customer attitude towards the service quality of mobile operator brand. Advertising is a major marketing promotion tool. This study also explains the role of advertising effectiveness for mobile operator brand choice.

The first limitation was one of the brand equity factor named Brand patent was not considered as it is not seemed to be relevant with this study. There are huge numbers of mobile users in Bangladesh. The researcher only considered three mobile operators and two divisional districts from northern region for collecting primary data because of specific time period and budget limitation. The study only discussed about brand equity factors for customer brand choice, but other social and psychological factors of customers was not considered here.

1.9 Layout of Dissertation

The findings of the study are presented here in the form of a dissertation. The chapter outlines of the dissertation are as follows:

Chapter- 1   **Introduction:** Introduction chapter includes: prelude, statement of the problem, research question, research objectives, definition of key terms, importance of the study, methodology of the study, scope and limitations of the study.

Chapter- 2   **Literature review:** This chapter includes a brief review of results of some previous studies which are related to the present research work.

Chapter- 3   **Theoretical explanation of brand and brand equity:** This chapter focuses on the fundamentals of branding, functions of branding, importance of branding, scope of branding, brand

management process, brand equity and model, managing service brand and service quality model, customer satisfaction, IMC and development of brand equity.

Chapter- 4   **Overview of selected mobile operator brand:** This chapter describes about company profile, company vision, mission and values, ownership structure, products and services, growth and development and corporate social responsibility of Grameenphone, Banglalink and Robi brand.

Chapter- 5   **Data analysis and interpretation:** This chapter includes analysis of primary data which were collected from the respondents through questionnaire.

Chapter- 6   **Findings, Recommendations and Conclusion:** This chapter includes findings, recommendations, conclusion and scope for further research.

Bibliography

Appendix

CHAPTER- 2

LITERATURE REVIEW

This chapter is devoted to a brief review of the results of some previous studies which are related to the present research work. It is always beneficial for researcher to consult available literature to access the stock of knowledge and receives future guidelines for conducting further research in the particular area. First, the researcher has focused briefly on main objectives, methods and findings of important empirical studies relating to brand equity and customer brand choice of telecommunication sector. Then the researcher focused on brand equity and customer brand choice of other service sector in the context of national and international perspective. At this stage the researcher has tried his best to make review of relevant works done in this area. A few research works, journal articles and reports related with the study are briefly reviewed below:

Naveed Irshad and Waseem Irshad (2012)[23]

N. Irshad and W. Irshad explored the relationship between brand equity as a whole construct comprising (brand association and brand awareness, perceived service quality and service loyalty) with purchase intention. This study was cross sectional study with investigation into the causal correlation impact of independent variable (brand equity) on the dependent variable (Purchase intention). The brands under the observations were Ufone, Mobilink, Warid, Telenor and Zong all operating in multi-nations. Results indicated that significant and positive relationship between brand equity and purchase intention, while partial mediation has been proved for brand performance. Only three dimensions of brand equity (perceived service quality, brand association and awareness and service loyalty) had been measured. The study also suggested that organization must increase their service quality, connection quality, network coverage, brand association and awareness, service loyalty which could enhance purchase intention. The study only focused on the relationship between brand equity and purchase intention.

Ahasanul Haque, Sabbir Rahman and Mahbubur Rahman (2010)[24]

A. Haque S. Rahman M. Rahman conducted a study on factors determinants the choice of mobile service providers on Bangladeshi consumers. The aim of this study was to find out

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[23] N. Irshad and W. Irshad, "Service Based Brand Equity, Measure of Purchase Intention, Mediating Role of Brand Performance," *Academy of Contemporary Research Journal,* Vol. 1, Issue 1, (2012), pp. 1-10.

[24] A. Haque S. Rahman M. Rahman, "Factors Determinants the Choice of Mobile Service Providers: Structural Equation Modeling Approach on Bangladeshi Consumers," *Business and Economics Research Journal,* Vol. 1, N. 3, (2010) pp. 17-34

the factors that may have played significant role to select the telecommunication service providers. The survey instruments employed on Bangladeshi consumers included demographic background, price, service quality, product quality and availability and promotional offers for consumer perception. A self-structured questionnaire was developed to collect the required primary data from the consumers. The survey questionnaire consists of 5 distinct sections, each of which contains relevant questions pertaining different parts of the study. Questionnaires were systematically distributed utilizing a non-probability convenience sampling from walk in customers at market places, educational institutions, pedestrians, walk-ways (footpaths), government and private institutions. Primary data was collected randomly from the consumers as a convenience sample from Dhaka, Chittagong and Rajshai. SEM (structural Educational Modeling) was carried out to investigate the relationship among the variables which influence the consumers perception choice in selecting the telecommunication services providers. Among all the significant variables, from the result, price was the most important elements among respondents followed by service quality, product quality and promotion. The result of the study also showed that product quality and availability has a significant impact on consumer perception choice in selecting mobile telecommunication service provider and supported. Promotion has significant impact on consumer perception choice in selecting mobile telecommunication service provider.

M. Ashaduzzaman, S.M.S. Ahmed and M. M. Khan (2011)[25]
M. Ashaduzzaman, S.M.S. Ahmed and M. M. Khan conducted a study on consumer choice behavior towards mobile phone operators in Bangladesh. The broad objective of the study was to find out consumer choice behavior towards mobile phone operators in Bangladesh. However, other objectives were to find out demographic profiles that influence users choice behavior; to find out operators awareness to the customer and to find out customers satisfaction level. The study was based on both primary and secondary data. Primary data was collected from 95 respondents using structured questionnaire. The result of the study found that the highest numbers of respondents was influenced by operator promotion activities. Maximum numbers of respondents were influenced by television and newspaper advertising. Male respondents were more influenced by friends than female respondents. Female respondents were more influenced by family members

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[25] M. Ashaduzzaman, S.M.S. Ahmed and M. M. Khan, "Consumer Choice Behavior Towards Mobile Phone Operators in Bangladesh," *Journal of Arts, Science & Commerce,* Vol. 2, Issue. 4, (October, 2011), pp. 30-39.

than male. Grameenphone users spend more money than others. Grameenphone users were extremely satisfied (90%) towards the services followed by the other mobile phone operators in Bangladesh. Teletalk users were not satisfied at all. The highest numbers of Teletalk users had been suffering from network problem (93%).

M. Karunanithy and S. Sivesan (2013)[26]

M. Karunanithy and S. Sivesan conducted a study on promotional mix and brand equity of mobile service providers. The objective of the study was to find out the factors that determines the promotional mix and brand equity and to suggest the mobile service providing companies to build brand equity. Systematic random sampling method was adopted and primary data were collected through questionnaire and interviews. The results revealed that the correlation value between promotional mix and brand equity 0.722 which is significance at 1% levels. According to the regression analysis, 52% of promotional mix effect on brand equity. Promotional mix positively effects on brand equity. The study only focused on the promotional mix elements and brand equity.

Hadi Moradi and Azim Zarei (2011)[27]

H. Moradi and A. Zarei conducted a study and investigated the relationships among brand equity, purchase intention and brand preference from Iranian young consumers view point. Secondary aim of this research was examined the moderate role of country of origin image. The study was exploratory in nature based on questionnaire survey. Sample in this study was selected randomly. The amount of brand loyalty, perceived quality, brand association and brand awareness indicate brand equity. Results showed that brand equity had direct and positive impact on brand preference, and purchase intention, but results unsupported moderating role of country of origin image. The study only investigates the relationships among brand equity, purchase intention and brand preference of young consumers.

Muhammad Bilal, Aamir Khan and Sajjad Khan (2013)[28]

M. Bilal, A. Khan and S. Khan conducted a study on 'The Impact of Brand Features on Brand Equity.' They found out how the marketing communication affects the brand

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[26] M. Karunanithy and S. Sivesan, "An Empirical Study on the Promotional Mix and Brand Equity: Mobile Service Providers," *Industrial Engineering Letters*, Vol.3, No.3, (2013), pp. 01-09.

[27] H. Moradi and A. Zarei, "The Impact of Brand Equity on Purchase Intention and Brand Preference: the Moderating Effects of Country of Origin Image," *Australian Journal of Basic and Applied Sciences*, Vol. 5(3), (2011) pp. 539-545.

[28] M. Bilal, A. Khan and S. Khan, "The Impact of Brand Features on Brand Equity," *International Review of Basic and Applied Sciences*, Vol. 1 Issue.2, (July 2013), pp. 42-50.

equity in the cold drink and mobile industries. For collecting data structured questionnaire was used. The result of the study indicated that perceived quality and brand awareness were the key factors that impact the brand equity. The study result suggested that the companies should always continue to emphasize on perceived quality and brand awareness regarding brand equity in the cold drink and mobile industries. Furthermore, advertising also impacts the brand equity. The study only considered the impact of brand features on brand equity.

Juthamard Sirapracha and Gerard Tocquer (2012)[29]

J. Sirapracha and G. Tocquer conducted a study on 'Branding and Customer Experience in the Wireless Telecommunication Industry.' The objective of the study was to explore the relationship between customer experience, brand image and brand loyalty in the wireless telecommunication service industry in Thailand. The methodology employed in this research was both qualitative and quantitative. The findings revealed that wireless service brands deliver different customer experiences and images, and that customer experiences influence the strength of a brand including brand image and customer loyalty.

Hani Al-Dmour, Zubi M. F. Al-Zubi and Dana Kakeesh (2013)[30]

H. Al-Dmour, Z. M. F. Al-Zubi and D. Kakeesh conducted a study and tried to identify the effect of services marketing mix elements on customer-based brand equity through empirical study of mobile telecommunication service. It also aims were to determine the influence of such elements on customer-based brand equity and to reveal which was the most influential. The study was empirical in nature based on questionnaire survey. Research findings indicated, there was a statistical significant relationship between service marketing mix elements and brand awareness, image, quality, loyalty and the result showed that the promotion and process element was the most influential on brand equity factors followed by physical evidence, the service name and people respectively. The study only discussed about the effect of service marketing mix elements on customer based brand equity in mobile telecommunication service.

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[29]J. Sirapracha and G. Tocquer, "Branding and Customer Experience in the Wireless Telecommunication Industry," *International Journal of Trade, Economics and Finance,* Vol. 3, No. 2, (April 2012), pp. 103-108.

[30] H. Al-Dmour, Z. M. F. Al-Zubi and D. Kakeesh, "The Effect of Services Marketing Mix Elements on Customer Based Brand Equity: An Empirical Study on Mobile Telecom Service Recipients in Jordan," *International Journal of Business and Management*, Vol. 8, No. 11, (2013), pp. 13-26.

Muhammad Mubushar, Imtiaz Haider and Kamran Iftikhar (2013)[31]

M. Mubushar, I. Haider and K. Iftikhar examined the relation among five facets of marketing communication and brand equity in cellular industry of Pakistan. Secondly-to identified the most important facet of integrated marketing communication that affects the brand equity. Thirdly- to investigated the mediating affect of corporate reputation between various facets of marketing communication and brand equity. The study was empirical in nature. Data were collected from consumers of cellular phone with the help of adapted research questionnaire. The most important element of integrated marketing communication was advertising which plays significant role to build the brand image in the eyes of customers. Secondly the price promotion also attracts the clientele and boosts the sale growth. The study only considered about the relation among five facets of marketing communication and brand equity in cellular industry of Pakistan.

M. L. Shenga and T.S.H. Teo (2012)[32]

M. L. Shenga and T.S.H. Teo conducted a study on 'Product attributes and brand equity in the mobile domain: The mediating role of customer experience.' The objective of the study was find out the empirical evidences how and why customer experience mediates the relationship between product attributes and brand equity in the mobile domain. The study was showing that utilitarian (perceived ease of use and perceived usefulness) and hedonic (entertainment and aesthetics) attributes of products were two fundamental resources that ensure brand equity in the mobile domain. In this study, a survey was carried out on 262 mobile users in Taiwan. The result indicated that utilitarian and hedonic attributes of products affect mobile brand equity through customer experience. In other words, perceived ease of use, perceived usefulness, entertainment, and aesthetics may not be intrinsic value; their value on mobile brand equity was realized through customer experience. However, whereas the effect of perceived ease of use on mobile brand equity was partially mediated, perceived usefulness, entertainment, and aesthetics were fully mediated by customer experience.

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[31] M. Mubushar, I. Haider and K. Iftikhar, "The Effect of Integrated Marketing Communication on Customer Based Brand Equity with Mediating Role of Corporate Reputation in Cellular Industry of Pakistan," *Global Journal of Management and Business Research Marketing,* Vol. 13, Issue 6, Version 1,(2013), pp. 23-30.

[32] M. L. Shenga and T.S.H. Teo, "Product attributes and brand equity in the mobile domain: The mediating role of customer experience," *International Journal of Information Managemen,* Vol. 32, (2012), pp.139– 146. doi:10.1016/j.ijinfomgt.2012.11.017

Asad, H. Abu-Rumman (2013)[33]

A.H. Abu-Rumman conducted a study on the impact of social media marketing on brand equity: an empirical study on mobile service providers in Jordan. The objective of the study was examined the relationships between the social media marketing dimensions on the brand equity. The population of the study was the customers of mobile service providers working in the Jordanian market (Zain, Umniah, and Orange). A simple random sample was the sampling technique of this study. The researcher posted an electronic questionnaire in the companies social networks to get the sample responses. The responses number was (360) responses (320) questionnaire were accepted. The study results showed that the sub domains were all ranked high, in which the brand equity got the highest rank, then at the second rank, the domain credibility, at the third rank the domain interaction. In addition the results showed that the domain accessibility got the lowest rank.

W. Olatokun and S. Nwonne (2012)[34]

W. Olatokun and S. Nwonne conducted a study on Users Choice of Mobile Service Providers in the Nigerian Telecommunications Market. The objectives of the study was to evaluated the significance of price (call rate), service quality, service availability, promotion and brand image as it affect users perception in selecting a mobile telecommunication services provider in the Nigerian telecommunication market. A cross sectional survey design was adopted to identify the determinants of choice of mobile service providers. A non-probabilistic sampling technique; convenience sampling was used to select 367 respondents from the study population. Among all the significant variables, price was the most important among the respondents followed by service quality and service/product availability. The study showed that promotion and brand image were not choice indicators and hence, did not significantly influence users perception in selection of mobile operator. The study only considered factors affecting users brand preference Nigerian telecommunications market.

Boateng Henry and Maapa Kwame Quansah (2013)[35]

B. Henry and M. K. Quansah investigated the factors influencing customers choice of telecommunication network in Ghana. The study was employed the survey strategy using

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[33] A.H. Abu-Rumman, "The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan," *Integrative Business and Economic Research,* Vol. 3, No. 1, (2013), pp. 315-326.

[34] W. Olatokun and S. Nwonne, "Determinants of Users' Choice of Mobile Service Providers in the Nigerian Telecommunications Market," *African Journal of Computing & ICT,* Vol 5. No. 4, (June, 2012), pp. 19-31.

[35] B. Henry and M. K. Quansah, "Mobile telecommunication networks choice among Ghanaians," *Management Science Letters,* 3 (2013) 1839–1850, doi: 10.5267/j.msl.2013.06.040

questionnaires to investigated the motivation for telecommunications network selection in Ghana. A structured questionnaire with close-ended questions was developed to gather the data. For the drivers of consumer brand choice the questions were in five-point Likert scale, with options: 1= Strongly Disagree, 2= Disagree, 3= Neither Agree Nor Disagree, 4= Agree and 5= Strongly Agree, where respondents were required to indicate their level of agreement with motives of telecommunication networks. The convenience sampling method was used to select a sample size of 200. Respondents for the survey were profiled in accordance with their sex, age, educational background and their choice of telecommunication network. Multiple regression analysis was performed to ascertain the factors influencing customers choice of telecommunication networks. The study found six factors that influence customers to choose a particular network. These factors include; brand awareness, brand image, perceived quality, price, and convenience and brand loyalty. The study concludes that all the six factors contribute to the factors that drive consumer choice of telecommunications service in Ghana.

Solomon A. Keelson and Takoradi (2012)[36]

S. A. Keelson and Takoradi conducted a study on factors affecting consumer choice of multiple mobile services. The objective of the study was to examine student selection of mobile phone services. Both primary and secondary research methods were employed. Quantitatively, the research instrument for the study was structured as an undisguised questionnaire. There were three target groups for the study – the Polytechnics, the Public Universities, and the Private Universities. Purposive sampling technique was used to select four polytechnics, three public universities and three private universities, where 50 respondents each were surveyed for the study (given a total of 500 respondents). To get the appropriate number of female and males; and to ensure that only non-working students were survey, a quota sampling technique was adopted. SPSS version 17 was used for the data analysis. Descriptive statistics were computed for frequencies for the respondents profiles and mean scores for the other constructs. The findings identified unreliability of service, different call rate for difference operators, and reference group influence as some of the factors affecting choice of multiple services. The study also found increased mobile phone expenditure, the pain of looking for other sources of funding of mobile services, and missing important calls while receiving other calls as major prices to be paid for the use of single mobile phone services. The main source of financing multiple choices of mobile phones was self-financing.

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[36] S. A. Keelson and Takoradi, "Factors Affecting Consumer Choice of Multiple Mobile Services," *Global Journal of Business Research*, Vol. 6, N.4,(2012), pp. 59-67.

Francis Boachie-Mensah and Anthony Dadzie (2011)[37]

F. Boachie-Mensah and A. Dadzie conducted a study on 'Brand Preference for Mobile Phone Operator Services in the Cape Coast Metropolis.' The general objective of this study was to assess the level of brand awareness and factors underlying brand preference of mobile phone service brands. The specific objectives were to identify user demography, information sources for mobile operator and services adoption, operator services usage characteristics and satisfaction levels among users in the Cape Coast Metropolis. Quantitative survey research design was employed in the study. The primary data for the study were obtained from a field survey, which involved the use of self-administered questionnaires to the mobile customers. The results revealed that dominant group of mobile phone users was under 40 years of age. Commercial sources were the most preferred source of information for respondents when choosing their mobile operator brand and services. Television was observed to be the most preferred channel by respondents. Friends, families and neighbors exert the least influence on respondents in choosing their operator brand. The choice of a mobile operator brand was more dependent on its key attribute of network coverage than any other attributes. Past and current usage of operator services however contrasted with future usage. The mobile operator, Tigo, scored the highest satisfaction level of respondents. The study only considered factors affecting customer brand preference of mobile phone operator services.

Shahzad Khan and Sobia Rohi (2013)[38]

S. Khan and S. Rohi conducted a study and determine all those factors which affect the youth's brand choice for purchasing of mobile phones. The respondents were targeted on the basis of convenience through non-probability sampling. A self-administered questionnaire was designed and used in the study as a data collection tool. The data of the study were collected from the private university students of City University and Sarhad University, Peshawar. The result of the study indicated that youth's brand choice was driven by a number of factors like price, quality, family and friends recommendations, brand image, celebrity endorsement, promotion effectiveness, features, user-friendliness, stylish appearance, innovative features and post-purchase services. In addition, the study

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[37] F. Boachie-Mensah and A. Dadzie, "Brand Preference for Mobile Phone Operator Services in the Cape Coast Metropolis," *International Journal of Business and Management*, Vol. 6, No. 11, (November, 2011), pp. 190-205.

[38] S. Khan and S. Rohi, "Investigating the Factors Affecting Youth Brand Choice for Mobile Phones Purchase: A Study of Private Universities Students of Peshawar," *Management & Marketing Challenges for the Knowledge Society,* Vol. 8, No. 2, (2013), pp. 369-384.

showed that quality, brand image and recommendations by family and friends were the key variables that influenced the brand choice of youths for mobile handset purchase in Peshawar, Pakistan. The researchers suggested that marketers need to consider and prioritize these factors, especially when targeting the younger consumers. The study only considered the factors affecting youth brand choice.

Hongwei He and Yan Li (2011)[39]

Hongwei He and Yan Li examined how different aspects of service quality had effects on overall perception of service quality, perceived value, and service brand equity of active users of mobile telecommunications services in Taiwan. In this study survey questionnaire was prepared and snowball-sampling technique was employed for collecting data from the respondents. The study found that empathy, network quality, reliability, and assurance, but not tangibles and responsiveness, had a significant effect on service quality and value perception. Second, the effect of overall service quality on brand equity was partially mediated by perceived value. Third, overall service quality was differential mediation effects on the relationships between specific service quality dimensions and perceived value. Finally, empathy and network quality was direct effects on brand equity. The study only discussed about how different aspects of service quality affects the brand equity of mobile telecommunications services.

Nasit (2011)[40]

Nasit in his dissertation titled 'An empirical study on marketing strategy of telecom sector in Gujarat State' tried to found out the existing marketing strategies adopted by telecom industries and the customer response on various marketing mix adopted by telecom sector companies. Six major telecom service provider in Gujarat, BSNL, Reliance telecommunication ltd., Tata tele services ltd., Bharti telecommunication ltd (AIRTEL), Idea ltd., Vodafone ltd. through random systematic sampling. The result of the study indicated that there was positive influence of various product prices, promotion mix in marketing strategy. There was significant influence of service quality on customer satisfaction. Availability of recharge, voice clarity, dealer network, and sales promotion offers were major source of quality for customer satisfaction. There was no significant

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[39] Hongwei He and Yan Li, "Key Service Drivers for High-Tech Service Brand Equity: The Mediating Role of Overall Service Quality and Perceived Value," *Journal of Marketing Management,* Vol. 27, Nos. 1–2, (February, 2011), pp. 77–99.

[40] Alpesh .A. Nasit, "An empirical study on marketing strategy of telecom sector in Gujarat State," PhD Thesis, Saurashtra University, 2011, http://etheses.saurashtrauniversity.edu/id/eprint/764

relationship between marketing strategy and demographic variables. The research confirms that marketing mix element significantly affects customer satisfaction. Source of information as an advertising media was found to play a relatively secondary influence in building a customer relationship.

Ching-Fu Chena and Odonchimeg Myagmarsuren (2011)[41]

Ching-Fu Chen and O. Myagmarsuren examined customer loyalty and explore the interrelationships between customer equity variables, namely brand image, company image, relationship quality and relationship value, and customer loyalty, evidence from the telecommunications services. The study was based on questionnaire survey. The findings indicated that brand and company images significantly influence relationship quality, and relationship quality had a significant influence on relationship value. However, customer loyalty was not affected by either dimensions of images and relationship quality directly; rather images and relationship quality affect customer loyalty mediated by relationship value. This study also reveals that relationship marketing variables (i.e. relationship quality and relationship value) act as mediators in the link between brand equity (i.e. brand image and company image) and customer loyalty towards telecommunications services.

Erfan Severi and Kwek Choon Ling (2013)[42]

Erfan Severi and Kwek Choon Ling conducted a study to found out the indirect relationship amongst the brand equity dimensions on brand equity. Descriptive research design was adopted. Convenience sampling technique was used in this study. The result of the study indicated, the relationship between brand awareness and brand equity was mediated by brand association; relationship between brand association and brand equity was mediated by brand loyalty; relationship between brand loyalty and brand equity was mediated by brand image and finally relationship between brand image and brand equity was mediated by perceived quality. The study only discussed about the effect of brand equity factors on brand equity.

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[41] Ching-Fu Chen & O. Myagmarsuren, "Brand Equity, Relationship Quality, Relationship Value, and Customer Loyalty: Evidence from The Telecommunications Services," *Total Quality Management & Business Excellence,* (2011), http://dx.doi.org/10.1080/14783363.2011.593872

[42] E. Severi and K. Choon Ling, "The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity," *Asian Social Science*; Vol. 9, No. 3, (February, 2013), pp. 125-137. URL: http://dx.doi.org/10.5539/ass.v9n3p125.

Norzalita Abd Aziz and Norjaya Mohd Yasin (2010)[43]

N. Abd Aziz and N. Mohd Yasin conducted a study and attempt to verify the determinants of brand equity of services based on consumers perception of a banking service. This study used cluster sampling, a type of probability sampling, which involves the division of the sampling area into regions. From each of these regions a probability sample was used. This study was based on customer-based brand equity called the Brand Resonance model, which comprises six building blocks, namely, brand salience, brand performance, brand imagery, brand judgment, brand feelings and brand resonance. The results indicated that there was a strong positive and significant relationship between brand performance and brand judgment, and between brand performance and brand feelings. Strong, positive and significant relationships were also found between brand performance and brand resonance, between brand judgment and brand resonance as well as between brand feelings and brand resonance. The study also implied brand was an important relational tool in the service firms customer relationship management and brands were valuable to consumers because they reduce the perceived risk of consumption.

T. Ming Tan *et al*. (2012)[44]

T. Ming Tan *et al*. examined the causal relationships among the dimensions of consumer-based brand equity in the context of service shop; and to improve the conceptualization of service quality, which serves as a sub-dimension of perceived quality. The study was based on questionnaire survey. Total of 602 self administrated questionnaires were distributed via non-probability sampling. The result indicated that, the dimensions of service quality in the service shop were comprised of tangibles, responsiveness, empathy, assurance, recovery, and knowledge. The causal effects of service quality were significantly greater than product cues in formatting favorable consumer response towards the brand. The major contribution was it provides imperative insight into the development of consumer based brand equity in the service industry that was based on typology-specific. The study also indicated, service quality was an important driver of consumer-based brand equity in the service shop. The study only focused on causal relationships among the dimensions of consumer-based brand equity.

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[43] N. Abd Aziz and N. Mohd Yasin, "Analyzing the Brand Equity and Resonance of Banking Services: Malaysian Consumer Perspective," *International Journal of Marketing Studies,* Vol. 2, No. 2, (November, 2010), pp. 180-189.

[44] T. Ming Tan et al., "Consumer-based Brand Equity in the Service Shop," *International Journal of Marketing Studies*, Vol. 4, No. 4, (2012), pp. 60-77.

Ruchan Kayaman and Huseyin Arasli (2012)[45]

R. Kayaman and H. Arasli explored interrelations of the four brand equity components; brand awareness, brand loyalty, perceived quality and brand image in hotel industry and improved the conceptualization of customer-based hotel brand equity. The study was based on questionnaire survey and Judgmental sampling were used to select the sample. The study was comprised 45 variables representing the four dimensions of brand loyalty, brand image, perceived quality, and brand awareness. The findings of the study support the three-dimensional model of customer-based brand equity in hotel industry. Several components of perceived quality had a significant and direct effect on brand loyalty, while some of them had an indirect and significant impact on brand image. Brand awareness dimension was not found significant in the tested model for hotels. In addition, three service quality cues: tangibility, reliability and empathy were the basic cues for brand image in the hotelier's existing and potential marketing plans.

Shahriar Azizi and Shahram Jamali Kapak (2013)[46]

S. Azizi and S. Jamali Kapak developed a model of factors affecting overall brand equity in Shahrvand chain store. Convenience sampling method was used for sampling. Results showed that brand-customer personality congruency affects brand identification positively. The positive impact of brand identification on brand loyalty and trust was confirmed. Results also indicated that brand trust impact brand loyalty positively, the positive impact of brand loyalty and trust on the overall brand equity. The study only focused on the factors affecting overall brand equity in chain store.

Umesh Dangarwala and Deepa K. Bhatia (2013)[47]

U. Dangarwala and D. K. Bhatia measured the respondents opinion on five dimensions of brand equity. Second, to study the influence of demographic factors of the respondents on their opinion on all the five dimensions of brand equity viz. brand awareness, brand loyalty, perceived quality, brand association and overall brand equity. Third, to find out which brands of laptop and mobile are preferred by students and fourth, to find out amount spent by students in purchase of laptop and mobile. This study was based on

[45] R. Kayaman and H. Arasli, "Customer Based Brand Equity: Evidence from the Hotel Industry," *Managing Service Quality,* Vol. 17 No. 1, (2012), pp. 92-109.

[46] S. Azizi and S. Jamali Kapak, "Factors Affecting Overall Brand Equity: The Case of Shahrvand Chain Store," *Management & Marketing*, vol. XI, issue. 1, (2013), pp. 92-103.

[47] U. Dangarwala and D. K. Bhatia, "An Empirical Study of Brand Equity Dimensions for Selected Consumer Durables among Selected Students of Vadodara city," *Global Research Analysis,* Vol. 2, Issue.1, (January, 2013), pp. 122-125.

descriptive research design. Structured non disguised questionnaire was framed to collect primary data from respondents. The study found that respondents purchase and use the most reputed and well known brands of laptop and mobile phones. It was interesting that the study reveals that most of the respondents use laptop of Dell and mobile of Nokia and Samsung. The study also found that selected demographic variables like age groups, course enrolled and monthly family income of respondents were not influence their opinion on all the brand equity dimensions like brand awareness, brand loyalty, perceived quality, brand associations and overall brand equity for durables viz. laptop and mobile phones. Respondents have shown preference to multinational brands. Hence, the study suggested, the competition from multinational brand should be considered to be a challenge for domestic companies to create brand awareness of their brands by devising appropriate marketing strategy in order to survive in global competitive market.

Norjaya Mohd. Yasin and Abdul Rahman Zahari (2011)[48]

N. Mohd. Yasin and A. R. Zahari analyzed the significance of family and viral marketing on the formation of customer-based brand equity. The study was empirical in nature and the mall intercept method was used for data collection. This study focused on four dimensions of customer-based brand equity- brand awareness, brand loyalty, perceived quality, brand associations. The findings of the study indicated that only viral marketing had a significant and positive influence on all dimensions of brand equity. Family recommendation was found to have a significant influence on two of the dimensions of brand equity i.e. perceived quality and brand loyalty. Meanwhile, all dimensions of brand equity namely perceived quality, brand loyalty, brand awareness and brand association were found to had a significant influence on brand equity. The study only considered of the significance of family and viral marketing on the formation of customer-based brand equity.

Ahmad Usman and Noor-Ul-Ain Nawaz (2013)[49]

A. Usman and Noor-Ul-Ain Nawaz conducted a study on customer brand loyalty in telecommunication sector. The objective was to provide a broad view of brand loyalty by proposing a model and testing its potential antecedents (service quality, satisfaction, trust and commitment). Simple random sampling technique was used to select sample and

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[48] N. Mohd. Yasin and A. R. Zahari, "Does Family And Viral Marketing Have Any Effect on Brand Equity," *Contemporary Marketing Review,* Vol. 1(8), (October, 2011), pp. 1-13.
[49] A. Usman and Noor-Ul-Ain Nawaz, "What Makes Customers Brand Loyal: A Study on Telecommunication Sector of Pakistan," *International Journal of Business and Social Science,* Vol. 2 No. 14, (2013), pp. 213-221.

questionnaire was used to collect data. A sample of 475 customers of cellular network providers was selected. The results showed that, in mobile phone network market, service quality was considered as most important factor of brand loyalty. An indirect positive relationship of service quality and satisfaction to brand loyalty had also been affirmed. The researcher suggested that as customer retention is critical for strategists in dynamic world of telecommunication sector. The study suggested for mobile operators to devise well-structured customer loyalty programs for protecting the customers base line. The study only discussed about the customer brand loyalty in telecommunication sector.

Zain-Ul-Abideen and Salman Saleem (2012)[50]

Z.U. Abideen and S. Saleem investigated the relationship between independent variables which were environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior of telecommunication services of Rawalpindi, Islamabad, and Lahore (cities of Pakistan). The basic objective of this research was to assess the influence of emotional advertising through attitudinal buying behavior of consumer and analyzed the influence of environmental advertising through attitudinal buying behavior consumer. The consumer who use different types of telecom services and who shop new services from their franchises, head offices etc, in the cities of Rawalpindi, Islamabad and Lahore was taken as the population of this study. A convenient sample (non-probability sampling method) of 200 consumers was shared up for the study in which respondent of the study was request to complete the structured questionnaire on voluntary basis. Multiple Regression analysis was used as a statistical test to determine the degree of relationship between the variables involved in this study. The results of this study indicated that there was a weak association between environmental responses with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Emotional response on the other hand established strong association with the consumer buying behavior.

Sheetal Singla and Sanjeev Bansal (2011)[51]

S. Singla and S. Bansal conducted a study on factors affecting choice criteria of consumers for mobile handsets. The main objective of the study was to identify and compare key attributes that influence mobile phone purchasing of consumer between

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[50] Z.U. Abideen and S. Saleem, "Effective advertising and its influence on consumer buyingbehavior," *European Journal of Business and Management,* Vol. 3, No.3 (2012), pp. 55-65.

[51] S. Singla and S. Bansal, "A study on the factors affecting choice criteria of consumers for mobile handsets A comparative analysis in Ludhiana & Sangrur districts," *Asian Journal Of Management Research,* Vol. 2, Issue. 1, (2011), pp. 443-456.

Sangrur and Ludhiana districts, India. Other objectives were to study consumer choice for mobile companies, to study the most important factors for consumers in mobile handsets, to study the customer satisfaction/ dissatisfaction level. A questionnaire was framed and sends to 795 customers. The result of the study indicated that consumers want good looks of cell phones in fewer prices in Ludhiana and Sangrur city. A major group of consumers (52%) were satisfied in Sangrur District. The major reasons for dissatisfaction were poor quality of signals such as: call failure, call drop downs, unsolicited calls etc. and higher costs. Poor network coverage, frequent network problems, high call rates was the most important factors which affects the switching behavior of consumer.

M. R. Jalilvand, N. Samiei and S. H. Mahdavinia (2011)[52]

M. R. Jalilvand, N. Samiei and S. H. Mahdavinia conducted a study on the effect of brand equity components on purchase intention. This study aim was to investigate the effect of brand equity dimensions on purchase intention, based on Aaker's well-known conceptual framework in the automobile industry. The framework embraces information on four dimensions, including brand awareness (three items), brand associations (three items), perceived quality (four items) and brand loyalty (four items) all measured by using a seven-point Likert-type scale. A self-administered questionnaire was used to collect data from prospective customers who referred to Iran Khodro's agencies. The questionnaires were distributed based on a cluster sampling method. The result indicated that brand awareness, brand association, brand loyalty, and perceived quality have a significant impact on consumers purchase intention.

W.T. Wang, H. Min Li (2012)[53]

W.T. Wang, H. Min Li conducted a study on factors influencing mobile services adoption: a brand equity perspective. The purpose of this study was to develop and validate empirically a research model that depicts the relationships between the identified key value proposition attributes of mobile value added services and the core factors of brand equity. Consequently, this study investigated the relationships among key M-commerce attributes, core brand equity components, and consumer behaviors. Survey data was collected from 497 mobile value added service consumers and structural

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[52] M. R. Jalilvand, N. Samiei & S. H. Mahdavinia, "The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker's Model in the Automobile Industry*," International Business and Management,* Vol. 2, No. 2, (2011), pp.149-158.

[53] W.T. Wang, H. Min Li, "Factors influencing mobile services adoption: a brand‐equity perspective," *Internet Research*, Vol. 22 Iss: 2, (2012), pp.142 – 179, http://dx.doi.org/10.1108/10662241211214548

equation model used to validate the research model. The results indicated that the mobile service attributes of personalization, identifiably, and perceived enjoyment had significant positive influences on the key brand equity factors, including brand loyalty, perceived quality, brand awareness, and brand associations and all four of the brand equity factors interpreting consumer purchase intention in the context of mobile value added service consumption.

Research Gap

Several studies have been conducted on service based brand equity on international perspective. There are number of studies (Hongwei He and Yan Li, 2011; Ching-Fu Chena and Odonchimeg Myagmarsuren, 2011; Erfan Severi and Kwek Choon Ling, 2013; Ruchan Kayaman and Huseyin Arasli, 2012) that have found out the effects and relationship of brand equity factors (brand awareness, brand image, perceived service quality and brand loyalty) to the overall brand equity. Some studies emphasis on the effect of marketing mix elements on customer based brand equity of telecommunication service (Muhammad Mubushar, Imtiaz Haider and Kamran Iftikhar, 2013; Hani Al-Dmour, Zubi M. F. Al-Zubi and Dana Kakeesh, 2013). Again some researchers emphasis on brand features for choosing a particular brand (Muhammad Bilal, Aamir Khan and Sajjad Khan, 2013; Shahzad Khan and Sobia Rohi, 2013; W. Olatokun and S. Nwonne, 2012; Francis Boachie-Mensah and Anthony Dadzie, 2011; Solomon A. Keelson and Takoradi, 2012; Ahasanul Haque, Sabbir Rahman and Mahbubur Rahman, 2010; Boateng Henry and Maapa Kwame Quansah, 2013; W.T. Wang, H. Min Li, 2011). In spite of all these studies, there has been no independent and complete study conducted on brand equity and customer brand choice of mobile operator services in the context of Bangladesh. So, the present study has been identify the most important brand equity factors for customers brand choice of each brand in the study, besides the study evaluate the customer attitude towards expected and perceived service quality of mobile operator brand, customer satisfaction level and study to influence of advertising effectiveness on customer brand choice.

CHAPTER- 3

THEORETICAL EXPLANATION OF BRAND AND BRAND EQUITY

Branding is a major component of marketing strategy used by organizations to retain customers and for growth. Organizations develop brands as a way to attract and keep customers by promoting value, image, prestige, and lifestyle. In an increasing complex world, individuals and business are faced with more choices but seemingly have less time to make those choices. The ability of strong brand helps to simplify consumer decision making and reduce risk. A brand is a 'name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.'[54] Branding has been around the countries as a means of distinguish the goods of one producer from another.

This chapter contains in depth discussion about brand, brand elements, brand equity, brand equity model, how to manage service brand, service quality model, service quality and customer satisfaction, marketing promotion and development of brand equity. Based on the above discussion the researcher has developed a conceptual model for this study.

3.1 The fundamentals of branding

3.1.1 Brand elements

The different components of a brand, which identifies a product and distinguishes it from other products, are referred to as brand elements. Brand elements, sometimes referred to as brand identities, are those 'trade-markable' aspects that serve to identify and differentiate the brand. The main brand elements are brand name, logo, slogan, brand mark, character, spokespeople, jingles, package.[55]

The brand name as the portion of the brand that can be expressed verbally, including letters, words or numbers. It is any word or illustration that clearly distinguishes the product and services from one seller to another. The brand name usually takes the form of words.[56]

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[54] P. Kotler, and G. Armstrong, *Principles of Marketing,* (11th edition. New Jersey : Pearson Education, 2006), p. 243

[55] K. L. Keller, *Building, measuring, and managing brand equity*, (New Jersey : Prentice Hall John Wiley and Sons, 2003), p.175

[56] C. Gerber-Nel, "Determination of the brand equity of the provincial, regional and national rugby teams of South Africa," *D Com Thesis. Department of Business Management, UNISA.*(2006), p.117

Figure: 3.1
The fundamentals of branding

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┌─────────────────────────────────────────────────────────────────┐
│ Brand elements:                                                   │
│  • Brand name                       • Brand logo                  │
│  • Brand symbol                     • Brand colors                │
│  • Brand mark                                                     │
└─────────────────────────────────────────────────────────────────┘
                                │
                                ▼
┌─────────────────────────────────────────────────────────────────┐
│                        Brand identity                             │
└─────────────────────────────────────────────────────────────────┘
                                │
                                ▼
┌─────────────────────────────────────────────────────────────────┐
│                  Function performed by brands                     │
└─────────────────────────────────────────────────────────────────┘
        │                                           │
        ▼                                           ▼
┌──────────────────────────┐        ┌──────────────────────────────┐
│ Benefits to consumer:    │        │ Benefits to marketer:        │
│  • Simplify decision     │        │  • Sign of ownership         │
│    making                │        │  • Differentiation           │
│  • Serve as functional   │        │  • Legal device              │
│    devices               │        │  • Strategic device          │
│  • Serve as symbolic     │        │                              │
│    devices               │        │                              │
│  • Reduce perceived risk │        │                              │
│  • Provide meaning       │        │                              │
└──────────────────────────┘        └──────────────────────────────┘
                                │
                                ▼
┌─────────────────────────────────────────────────────────────────┐
│ Strategic importance of brands:                                   │
│     • Increase market share and profitability                     │
│     • Serve as barrier to entry for competitors                   │
│     • Market extension into new areas possible                    │
│     • Make it easier to enter new markets in different countries  │
│     • Create price premium                                        │
│     • Deal with market disruption                                 │
│     • Attract and retain talent                                   │
│     • Stimulate innovation                                        │
│     • Facilitate lower marketing costs                            │
│     • Create customer value and value propositions                │
│     • Make the development of customer loyalty possible           │
│     • Make the development of customer relationship possible      │
└─────────────────────────────────────────────────────────────────┘
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Source: Keller, Building, Measuring and Managing Brand Equity, 2003, p.12

Brand logo is a symbol that can provide consumers with instant and powerful brand recognition of business and the services or products company offer. A graphical mark used to identify a company, organization, product or brand. Logos can be displayed along side or in lieu of a company's name in order to generate awareness of the company's association with a particular product or service. Logos are an example of intangible assets because they hold value. Logos have become an integral part of a company's identity, and are used heavily in the marketing of products and services.[57]

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[57] http://www.investopedia.com/terms/l/logo.asp (access date: 09/03/2015)

The brand name and brand logo used by Grameenphone, Banglalink and Robi are presented in figures 3.2, 3.3 and 3.4

Figure: 3.2
Grameenphone brand name and logo

Source: www.grameenphone.com

Figure: 3.3
Banglalink brand name and logo

Source: www.banglalinkgsm.com

Figure: 3.4
Robi brand name and logo

Source: www.robi.com.bd

Brand slogan is a small set of words or a short phrase that mobile company uses to make its, company and products stick in consumer memories. An effective advertising slogan not only sticks in a customers mind, but also invokes a mood and creates a bond with the consumer.[58] Banglalink use slogan **'Making a difference'**. The new slogan of Banglalink 'Start something new'. Grameenphone use slogan 'Stay Close' 'go beyond' 'cholo bohodur'. The new slogan of the brand Robi 'Jole Uthun Apon Soktite'.

Brand mark is that portion of a brand, cannot be expressed verbally and includes a graphic design or symbol. Thus the brand mark is that element of the visual brand identity does not consist of words, but of a design and symbol. In contrast a logo is a unique symbol that represents a specific company, or a brand name written in a distinctive type or style.[59]

Brand color is the visual component people remember most about a brand followed closely by shapes/symbols then numbers and finally words.[60] Mobile operator Robi use red color which indicate of energy, passion and action. Grameenphone use blue color which associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence and faith.

In creating a brand, marketers have many options from which to choose brand elements with which to identify their products. The creation of a brand requires decisions about aspects such as choosing a name, logo, symbol, packaging design and other attributes to identify a product or service and to distinguish it from competitive offering in the market.

However, it should be noted that marketers refer to a brand in a broader context by including aspects such as the creation of a certain amount of awareness, reputation and prominence in the marketplace. Brands are more than just names and symbols: they represent consumers perceptions and feelings about a product and its performance everything that the product or service means to consumers.[61]

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[58] http://www.businessdictionary.com/definition/slogan.html (access date: 09/03/2015)
[59] http://www.businessdictionary.com/definition/brandmark.html (access date: 09/03/2015)
[60] http:// www.colormatters.com/color-and-marketing/color-and-branding (access date: 09/03/2015)
[61] Kotler and Armstrong, Op.cit.; p.249

3.1.2 Functions performed by brand

Brands perform a number of very important functions in the marketing process. These functions are to the benefit of consumers, as well as to the benefit for of the companies that own and manage the brands.

Benefits to consumers

Brands simplify product decisions for consumers. Consumers perceive many different types of risk in buying and consuming a product. One way in which consumers reduce the perceived risk is to buy well-known brands, especially those brands with which they had favorable past experiences. Brands play a very important role in communicating features and benefits to consumers. Consumers associate brands with certain functional attributes or capabilities. This association provides an opportunity for service brands to make the intangible service tangible by providing real, measurable services to customers. Brands also create symbolic meaning which enables users to show others the brand that they are using.[62]

Consumers attach a special meaning to brands that change their experience with a product. An identical product may be evaluated differently by a consumer, depending on the brand identification or attribution given to the product. Thus brands take on a unique, personal meaning that influences the decision-making of consumers. Brand identification makes repeat purchasing easier for consumers.[63]

Benefits to marketers

In terms of ownership the brand determines who undertakes the marketing activity associated with it. The brand indicates some sense of responsibility by the owner. Product identification is one of the major benefits that marketers derive from branding, as each brand identifies the organization products. A brand offers a company legal protection for unique features or aspects of the product. Intellectual property rights provide legal title to the brand owner, which makes it possible for the company to protect the brand name (through the use of registered trademarks), manufacturing processes (through patents) and packaging (through use of copyright and designs). These intellectual property rights ensure that companies can safely invest in a brand and reap the benefits of a valuable asset. Brands also provide revenue opportunities by means of licensing.[64]

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[62] Keller, Op.cit.; pp.9-10
[63] C.W.Lamb, J.F. Hair, C. McDaniel, C. Boshoff, *Marketing*, (3rd South African edition. Cape Town : Oxford University Press, 2008), pp.214-216
[64] Kotler and Armstrong, Op.cit.; p.253

Through branding the marketer can differentiate a product from that of competitors and, as a result, develop a sustainable competitive advantage. Brands can signal a certain level of quality that may result in satisfied consumers repurchasing the product. The resulting brand loyalty provides predictability and security of demand, and creates barriers to entry for competitors. The brand is a strategic device that is central to the marketing strategy of a company.[65]

3.1.3 The strategic importance of brand

Investment in brands is more than just an annual marketing expense item; it is a strategic priority. It is generally accepted that business success is ultimately measured in terms of shareholder value. Extensive research in this area confirms a positive relationship between the value of a brand and shareholder value. Strong brands contribute to business value by growing and protecting a company's cash flow and thus contribute significantly to shareholder value. Brand strategy should ultimately be regarded as an approach to building shareholder value.[66]

The potential sources of value that strong brands provide to a business are numerous ways, such as: increase market share and profitability, serve as barriers to entry for competitors, make extension into new areas possible, make it easier to enter new markets in different countries and different segment, facilitate lower price elasticity, create price premium, deal with market disruption, attract and retain talent, simulate innovation, facilitate lower marketing costs, create customer value and value propositions, make the development of customer loyalty, make the development of customer relationships.

3.1.4 The Scope of Branding

Although firms provide the impetus to brand creation through marketing programs and other activities, ultimately a brand is something that resides in the minds of consumers. A brand is a perceptual entity that is rooted in reality but reflects the perceptions and perhaps even the idiosyncrasies of consumers. Branding is endowing products and services with the power of a brand. Branding is all about creating differences.

For a product it is necessary to teach consumer 'who' the product is – by giving it a name and using other brand elements to help identify it –as well as 'what' the product does and why consumer should care. Branding involves creating mental structures and helping consumers organize their knowledge about products and services in a way that clarifies their decision making and in the process, provides value to the firm.

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[65] J. Miller, and D. Muir, *The business of brands*, John Wiley & Sons, Singapore, 2004), pp. 19-20
[66] ibid. p.210

Branding can be applied virtually anywhere a consumer has a choice. Brand differences often are related to attributes or benefits of the product itself. For branding strategies to be successful and brand value to be created, consumers must be convinced that there are meaningful differences among brands in the product or service category. The key to branding is that consumers must not think that all brands in the category are the same.[67]

3.1.5 The use of brand elements by Grameenphone, Banglalink and Robi

The use of brand elements plays an important role in branding of products and services in the Bangladesh cellular market. As indicated in figures 3.2, 3.3 and 3.4, the brand names and logos are consistently used by the Grameenphone, Banglalink and Robi brands to the local market. Each brand name is supported by a unique symbol (logo) that represents the company.

In April 2008, Grameenphone re-positioning their brand lunched with slogan 'Stay Close' which reinforces their branding by the importance of staying close with the people. Now Grameenphone use slogan 'go beyond' 'cholo bohodur'. In November 2006, Grameenphone launched their new logo. The logo of grameenphone is the symbol of trust, reliability, quality, constant progress, and signal of continued focus on securing the best possible communications services with subscribers.[68] Logo of mobile operator is visible sales and service centers, franchises, retail outlets, billboards, electronic media and website.

Banglalink uses slogan **'Making a difference'**. The main objective of using this slogan Banglalink helps make a difference in people's lives by providing affordable and reliable connectivity solutions. Company always strives to connect people and link their lives by listening to them and by understanding their needs. The new slogan of Banglalink 'Start something new'.[69] The new slogan of the brand Robi 'Jole Uthun Apon Soktite'. The slogan use by mobile operator is trying to create an excitement within the customer towards the company and influence them for choice a brand.

3.2 Brand management

Brand management involves the design and implementation of marketing programmes and activities in order to build, measure and manage brand equity. The strategic brand

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[67] Keller, Op.cit.; p.36
[68] http://www.grameenphone.com (access date: 12/03/2015)
[69] http://www.banglalinkgsm.com (access date: 12/03/2015)

management process involves four main steps: identify and establish brand positioning and values; plan and implement brand marketing programmes; measure and interpret brand performance; and grow and sustain brand equity.[70] The steps to be followed in strategic brand management is presented in figure 3.5

3.2.1 Identify and establish brand positioning and values

The creation of brand identity and brand meaning is central to the execution of first step of strategic brand management. According to Aaker brand identity is the cornerstone of brand strategy. This view is generally accepted by scholars in the field of branding and all subsequent theory development in terms of brand management supports the idea of brand identity as the first building block to be established in the development of brand equity[71]

Figure: 3.5
The steps to be followed in strategic brand management
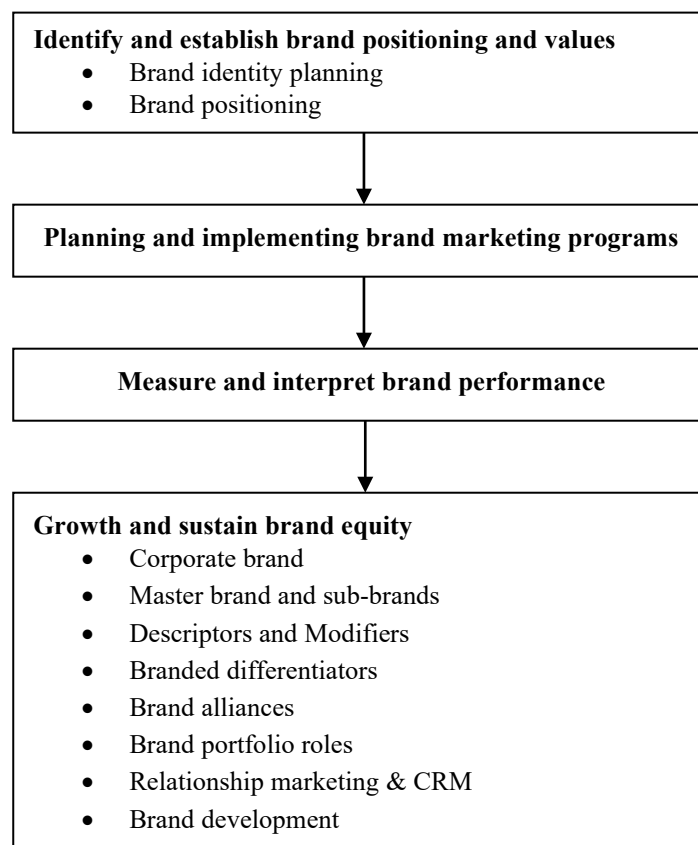
Source: Kotler and Keller, Marketing Management 2006, pp.296-303

Brand identity planning

Brand identity planning is required to create a unique brand identity. Brand identity consists of a unique set of brand associations. These associations represent what the brand

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[70] Keller, Op.cit.; p.44
[71] D.A. Aaker, *Building strong brands*. (London : Simon & Schuster, 2002), p.68

stands for and imply a promise to customers from the organization. Aaker propose the use of a brand identity planning system to establish a relationship between the brand and the customer.[72] The brand identity planning system includes: strategic brand analysis, brand identity system, credibility, value proposition and relationship.

(a) Strategic brand analysis

Strategic brand analysis is used as an input into brand identity planning. It entails an analysis of the customer, competitors and the brand itself, including the organization behind the brand. It enables management to develop an effective brand identity that resonates with customers, differentiates the brand from competitors, and represents what the organization can and will deliver over time.

(b) Brand identity system

Brand identity drives the brand building efforts of a brand by providing direction, purpose and meaning to the brand. A key to developing a strong brand identity is to broaden the identity to include other dimensions and perspectives. Aaker recommends the use of four different brand perspectives organized around the brand identity structure. The different perspectives, namely the brand as a product, the brand as an organization, the brand as a person and the brand as a symbol, provide insight in order to enrich and differentiate the brand identity. The brand identity structure consists of the core identity, brand essence, and extended identity.[73]

(i) Core identity

The core identity represents the timeless essence of the brand. It is a selected subset of the extended identity. The core identity is central to both the meaning and success of the brand and contains the associations that are most likely to remain constant as the brand travels to new markets and products. It includes the elements that make the brand both unique and valuable. Core identity usually contributes to the value proposition and the brands basis for credibility. For most brands there should be a close correspondence between the values of the organization and the core identity.[74] Grameenphone defines its core identity in terms of five values: make it easy, keep promise, be inspiring, be respectful, integrity and relationships. Banglalink defines its core identity in terms of four values: straight forward, reliable, innovative and passionate.

(ii) Brand essence

The brand essence provides a higher level of focus than the core identity. It is defined as a single thought that captures the soul of the brand. In some cases it is not feasible or

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[72] David Aaker, Op.cit.; p.44
[73] ibid. p.78-85
[74] D. Aker, Op.cit.; p.59

worthwhile to develop brand essence, but in others it can be a powerful tool. The brand essence can be viewed as the glue that holds the core identity elements together. The Banglalink says their customer 'Apnar Jonnoi Amra - Kotha Dilam'. This is one types of brand essence strategy of Banglalink.

(iii) Extended identity

The extended identity includes the brand identity elements that provide texture and completeness. It includes the perspectives of the brand as a product, the brand as an organization, the brand as a person and the brand as a symbol. A larger extended identity means a stronger brand – one that is likely to be more memorable, interesting and connected to the life of consumers.

(c) Credibility

Unless the role of a brand is simply to support other brands by providing credibility, the brand identity needs to provide a value proposition to the customer.

(d) Value proposition

A brands value proposition is a statement of the functional, emotional, and self-expressive benefits delivered by the brand. This value proposition provides value to the customer. An effective value proposition should lead to a brand-customer relationship and drive purchase decisions. The organizations value proposition as the set of benefits or values the organization promises to deliver consumers in order to satisfy their needs. Three elements include value proportion such as: functional benefits, emotional benefits and self-expressive benefits.[75]

(i) Functional benefits

Functional benefits are the most visible and common basis for a value proposition. The value proposition is based on product attributes or features that provide functional utility to the customer. Functional benefits usually relate directly to the functions performed by the product, or service for the customer. Functional benefits may fail to differentiate a product or service from competitive products or services as they can be easy to copy. One way to overcome this limitation is to expand the brand identity beyond the product attributes by considering the perspectives of the brand as organization, person and symbol. Another way is to expand the value proposition to include emotional and self-expressive benefits, as well as functional benefits.[76]

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[75] Kotler and Armstrong, Op.cit.; p.9
[76] ibid, p.96

(ii) Emotional benefits

Emotional benefits are experienced when the brand provides the user with a positive feeling. Emotional benefits add richness and depth to the experience of owning and using the brand. Strong brand identities tend to have both functional and emotional benefits. The inclusion of emergency services as part of a cellular package, for example Grameenphone emergency balance recharge, health service, insurance facility of mobile operator for their customer are typical example of the development of the brand to provide emotional benefits of safety and security.

(iii) Self-expressive benefits

Self-expressive benefits can be provided by a brand when it becomes a way for a user to communicate his or her self-image. Banglalink enterprise package, Grameenphone Xplore packages targeted at on-the-move executives that rely heavily on mobile communication for example, provide potential self-expressive benefits.

(iv) The role of price in the value proposition

In addition to emotional and self-expressive benefits the value proposition is also influenced by price. Figure 3.6 presents the role of price in the value proposition:

Figure: 3.6
The role of price in the value proposition of brand
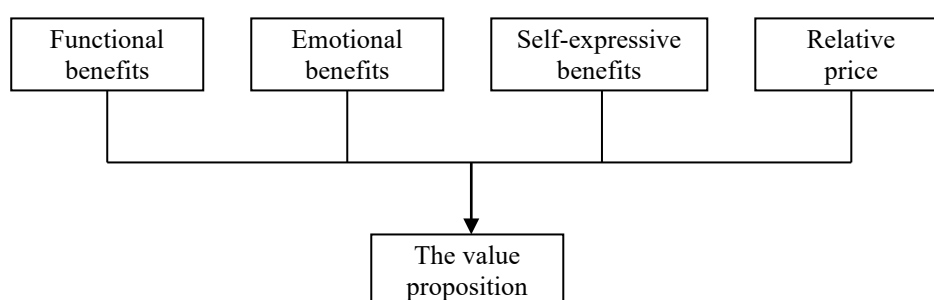
Source: David Aaker, Building Strong Brands 2002, p. 102

As indicated in figure 3.6, a price that is too high relative to the benefits it buys for the consumer will diminish the product or services value proposition. Brands are not evaluated independent of price. Price is a complex construct. A high price can reduce the value proposition, but it can also signal higher quality. As part of the brand identity, price can define the competitive set (i.e. products or services considered as competitive offerings) by determining whether the brand is upscale, middle-market or downscale. Within the brands competitive set, a high relative price signals a higher quality or premium position, while a low relative price signals a lower quality or value position.[77]

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[77] C. Lovelock and J. Wirtz, 2004. *Services marketing: people technology, strategy*. (5th edition. New Jersey : Pearson Prentice Hall, 2004), p.64

(e) Relationship

The ultimate purpose of a brands identity is to establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional, or self-expressive benefits. The value proposition is more than the positioning of a product or service with regard to a single attribute. Many brand-customer relationships emerge when an extended brand identity is used. The perspectives of the brand as an organization, person and symbol contained in the brand identity system can provide valuable dimensions in this regard.

Brand positioning

The brand position is the part of the brand identity and value proposition that is actively communicated to the target market. The brand position, which should demonstrate a competitive advantage over competitor brands, represents current communication objectives. Some elements, although important, may not be part of the brand position due to the fact that they do not differentiate the brand from other brands. Certain elements may also be excluded from the brand position as the brand may not be ready to deliver on the promise or the audience may not be ready to accept the message.

Brand positioning requires that a brand and its competitors be positioned in the mind of consumers in such a way that the brand maximizes potential benefits to the company. A good brand positioning helps to guide marketing strategy by clarifying what a brand is all about. Brands exist in the minds of consumers and it is essential that marketers position their brands clearly in the minds of target customers.[78] The brand positioning includes: sustainable competitive advantage, definition of the competitive frame of reference, point-of-difference associations, and point-of-parity associations.

(a) Sustainable competitive advantage

The brand positioning strategy should be based on sustainable competitive advantage. This requires the identification of key areas in which the brand can be differentiated from competitors by providing value to customers that competitors cannot provide. When the differentiating factor is difficult to imitate or more expensive for competitors to provide, a sustainable competitive advantage has been developed. Brand positioning can be based on any of the following positioning methods, or on a combination of these: attribute positioning, benefit positioning, user or application positioning, competitor positioning, quality and price positioning, and origin positioning.[79]

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[78] W.C. Lamb *et al*., *Marketing,* (3rd South African edition. Cape Town : Oxford University Press, 2008), p.152
[79] ibid, p.168

(b) Definition of the competitive frame of reference

In order to decide on positioning it is necessary to determine a competitive frame of reference. This frame of reference entails identification of the target market and an assessment of the nature of the competition. Identifying the target market is important, as different consumers may have different brand knowledge structures and thus different perceptions and preferences with regard to the brand. Deciding on a target market implicitly defines the nature of the competition as consumers in the target market will be exposed to competitive brands.[80]

(c) Point-of-difference associations

Point-of-difference associations are strong, favorable, and unique brand associations. They may be based on any type of attribute or benefit association. However, it is important that consumers positively evaluate these associations and believe that they cannot be found to the same extent in competitive brands. Consumers actual brand choices often depend on the perceived uniqueness of brand associations, especially if the unique brand associations imply superiority over other brands. It is also of significant value if the unique associations provide a sustainable competitive advantage, in other words the ability to provide superior value to customers over a protracted period of time.[81]

(d) Point-of-parity associations

Points of parity refer to those associations that are not necessarily unique to the brand, but may be shared with other brands. Points of parity play an important role in brand consideration. Points of parity can be classified into two groups: category points of parity and competitive points of parity. Category points of parity are those associations that consumers view as being necessary to be a legitimate and credible offering in a certain product or service category. Competitive points of parity are those associations designed to negate competitors point-of-difference associations.[82]

3.2.2 Planning and implementing brand marketing programs

In order to develop the brand knowledge structures that create customer-based brand equity, the planning and implementation of brand marketing programmes are necessary. The organizations branding strategy and marketing programmes are used to create customer-based brand equity in the minds of its customers.

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[80] ibid, p.172
[81] ibid, p.173
[82] ibid

The branding strategy of an organization reflects the number and nature of common and distinctive brand elements applied to the different products that the organization sells. The branding strategy, brand marketing programmes and secondary brand associations form part of the organizations integrated marketing communication. Integrated marketing communication strategically controls or influences all messages sent to customers and other stakeholders.[83]

3.2.3 Measuring and interpreting brand performance

The creation of brand value moves through a number of stages by the brand value chain system. Brand value can be measured in terms of market performance and ultimately in terms of shareholder value - both outcome variables. The performance of the outcome variables is driven by the sources of customer-based brand equity as they reside in the customer mindset. Thus, brand equity measurement requires insight into the sources and outcomes of brand value creation. Various methodologies can be used for brand measurement purpose such as branded business value, incremental brand sales and customer-based brand metrics.[84]

3.2.4 Growing and sustaining brand equity

The management of multiple brands requires a more diverse perspective of brand management than that outlined in the previous brand management steps. It is important to view the brand within the context of other brands managed by the company. The growing and sustaining brand equity includes:

Corporate brand

The corporate or company brand is used to define the use of brand elements at the highest level in the organization. The corporate or company image is particularly relevant when the corporate or company brand plays a prominent role in the branding strategy, Such as Grameenphone, Banglalink and Robi strategy. Corporate image can be defined as the associations that a consumer calls to mind for a specific corporate entity. The different types of associations that are likely to be linked to a corporate brand can be grouped into four broad categories: common product attributes, benefits or attitudes; people and relationships; values and programs; and corporate credibility.[85]

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[83] P. Kotler and L. K. Keller, *Marketing management*, (12th edition. New Jersey : Pearson Prentice Hall, 2006), p.296

[84] C.M. Cant *et al.*, *Marketing management*, (5th edition. New Jersey : Pearson Prentice Hall, 2007), pp.263-278

[85] Kotler and Keller, Op.cit.; p.423

Master brand and sub-brands

The Grameenphone, Banglalink and Robi corporate brands are used as master brands. Sub-brands are defined as brands connected to the master (or parent, family or range) brand that augment or modify the associations of the master brand. The master brand is the primary frame of reference, but it is stretched by sub-brands that add associations, a brand personality or other dimensions.[86] The sub-brands have limited freedom to create a distinct brand image. It is important that the associations created for the sub-brands strengthen the master brand.

Descriptors and modifiers

Descriptors are used to describe the offerings - usually in functional terms. Descriptors are used to define packages for specific segments of the target market. Such as Grameenphone post paid package includes two type of package: postpaid package- 1 and postpaid package-2 and the tariff structure of two packages are different. Banglalink Enterprise solution package and tariff is designed for corporate personnel. A modifier is used to designate a specific item or model type, or a particular version or configuration of the product. Modifiers are often used to signal refinements or differences in the brand, related to factors such as quality levels, attributes and functions. Brand modifiers play an important organizing role in communicating how different products within a category that share the same brand name differ with regard to one or more significant attributes or benefit dimensions.[87]

Branded differentiators

Branded differentiators are used to define a feature, ingredient, technology, or service or programme. By creating a point-of-difference association the branded differentiator makes the branded offering appear superior. Branded differentiators can also be used to add more functions and benefits to the offering. Grameenphones 3G's data service is an example of a branded technology used to enhance the Grameenphone master brand. Banglalink customer care service and Robi sheba is a branded programme used by Banglalink and Robi to differentiate its brand.

Brand alliances

Brand alliances entail the use of brands from different companies that combine to engage in strategic or tactical brand building programmes or to create co-branded market

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[86] D. Aaker and E. Joachimsthaler, *Brand leadership.* (London : Simon & Schuster, 2002), p. 102
[87] ibid p.104

offerings sponsorships or personalities that have a long-term role in building the equity of a brand in the portfolio should become part of the portfolio that needs to be actively managed.[88] For an example Mobile operator Robi make strategic contract with smart-phone to provide Robi offer a value bundle to existing and new Robi subscribers with Samsung Z1 (First Tizen Powered Smart-phone).

Brand portfolio roles

The brand portfolio role, allocated to specific brands within the brand portfolio, makes the optimal allocation of brand building and brand management resources possible. A strategic brand is a brand that is of strategic importance to the organization. It needs to succeed and therefore should receive the resources that are needed. Three types of strategic brands can be identified, i.e. the current power or mega brand, the future power brand and the linchpin brand.[89] The cellular voice service offerings of Grameenphone and Banglalink prove them as current power or mega brands. Grameenphone holds number one position and it is a linchpin brand.

Relationship marketing and customer relationship management

Due to the importance of the development of profitable customer relationships, customer relationship management has become one of the most important concepts of modern marketing. Customer relationship management encompasses every interface between the company and its consumers. In a narrow context it is defined as a customer data management activity which entails managing detailed information about individual customers and carefully managing the customer interfaces (touch points) to maximize customer loyalty.[90]

Brand touch points are the interactions between the brand and the customer and are of critical importance in the customer relationship management process. The brand touch points include the pre-purchase experience, the purchase experience, the usage experience and the post-purchase experience. The website portals of Grameenphone, Banglalink and Robi website are positioned as important platforms to enable customer relationship management. These websites provide brand information, messaging services, access to content services, loyalty rewards and locations of outlets.

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[88] Aaker, Op.cit.; p.120-21
[89] ibid p.124
[90] Kotler and Armstrong, Op.cit.; p.13

Brand development

The brand development strategy options available to the marketer are primarily determined by the organizations brand name and the product category served. There are four basic brand development strategies available, i.e. the introduction of new line extensions, brand extensions, multi-brands and new brands. These are presented in Table 3.1

Table: 3.1
Brand development strategies

Brand name	Product category	
	Existing	New
Existing	Line extension	Brand extension
New	Multi-brands	New brand

Source: Kotler and Armstrong, Principles of Marketing, 2006, p.255

Due to their established corporate brand and customer base, Grameenphone, Banglalink and Robi are primarily developing their brands by means of line extensions and brand extensions. Grameenphone, Banglalink and Robi both operators are using brand extension as a strategy. Both developed products targeted at a new product category, i.e. Grameenphone Xplore and Banglalink Business Solutions have been established to penetrate the corporate market. Grameenphone djuice, Banglalink desh rong and Robi Turnno have been established to targeted youth segment customers. The convergence of information communication technology (ICT) and communication services will play an important role in the future development of services in this market.

3.3 Brand equity

Use of the terminology 'Brand equity' started in the late 1980s with branding pioneer David Aaker who contributed significantly to the development of the concept. Since the initial development of the concept, brand equity has become a focal point in marketing management. Although the marketing concept has articulated a customer-centered viewpoint since the 1960s, marketing has only recently started to decrease its emphasis on short-term transactions and increase its focus on long-term customer relationships.

The increased focus on long-term customer relationships is even more prevalent in the marketing of services. This customer-centered viewpoint is reflected in the concepts and metrics, such as brand equity and related concepts, which drive marketing management.[91]

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[91] A.V. Zeithaml, J. M. Bitner, and D.G. Gremler, *Services marketing: integrating customer focus across the firm*, (4th edition. New York : McGraw-Hill, 2006), p.557

Definitions of the concept brand equity vary according to the different viewpoints held by scholars in the field.

Three approaches are, however, clearly distinguishable: a customer-centered approach that defines brand equity as it is perceived by the customer or prospect; a market performance-orientated approach based on techniques used to establish and monitor brand performance in the marketplace; and a valuation-orientated approach that assesses the brands contribution to the organization's shareholder value or asset base.[92] We use customer-centered approach in our study.

Figure: 3.7
The customer equity model
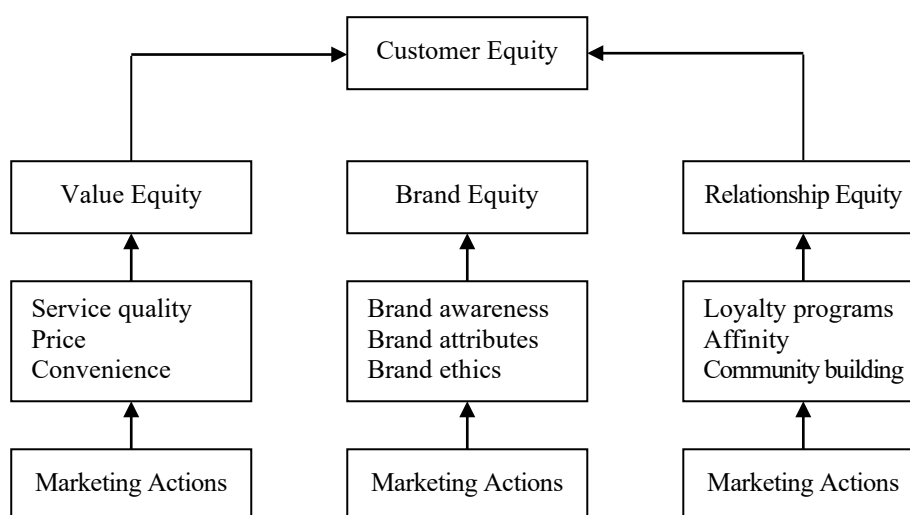
Source: Zeithaml *et al*. Services Marketing: Integrating Customer Focus Across the Firm 2006, p. 557

Customer equity is the discounted lifetime value of a company's customer base. According to this view customer equity is made up of three components, i.e. value equity, brand equity and relationship equity. These components are proposed to vary in terms of importance, depending on the purchase decision-making situation. Each component includes a set of key drivers.[93]

(a) Value equity: This refers to customers objective assessment of the utility of a brand, based on perceptions of what is given up for what is received. The three drivers of value equity are quality, price and convenience.

(b) Brand equity: This refers to customers subjective and intangible assessment of the brand, above and beyond its objectively perceived value. The three key drivers of brand

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[92] Kotler and Keller, Op.cit.; p.290
[93] Zeithaml, Op.cit.; p.557

equity are customer brand awareness, customer brand attitudes, and customer perception of brand ethics.

(c) Relationship equity: This refers to customers tendency to stick with the brand, above and beyond objective and subjective assessments of the brand. The four key drivers of relationship equity are loyalty programmes, special recognition and treatment programmes, community building programmes, and knowledge building programmes.

Brand equity definitions

(i) Brand equity is added value to the firm, the trade of the consumer with which a given brand endows a product. [94]

(ii) A set of brand assets and liabilities linked to a brand, its name and symbol, that add value to or subtract from the value provided by a product or service to a firm and/ or to that firm's customers. [95]

(iii) The set of association or behaviors on the part of the brand's customers, channel, members and parent corporation that permits the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable and differentiated advantages over competitors. [96]

(iv) The sales and profit impact enjoyed as a result of prior years marketing efforts versus a comparable new brand. [97]

(v) Brand equity subsumes brand strength and brand value. Brand strength is a set of associations and behaviors on the part of a brand's customers, channel members and parent corporation that permits the brand to enjoy sustainable and differentiated competitive advantages. Brand value is the financial outcome of management's ability to leverage brand strength via tactical and strategic actions in providing superior current and future profits and lowered risks. [98]

(vi) Brands with equity provide an own-able, trustworthy, relevant, distinctive promise to customer. [99]

(vii) The measurable financial value in transaction that accrues to a product or service from successful programs and activities. [100]

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[94] Peter Farquhar, "Managing Brand Equity," *Marketing Research* (September, 1989), pp. 47.

[95] Aker*, Op.cit.; p. 15.

[96] Marketing Science Institute.

[97] John Brodsky, "Issues in Marketing and Monitoring," Paper presented at the ARF Third Annual Advertising and promotion workshop, (February 5-6, 1991).

[98] Rajendra Srivastava and AllanD. Schocker, "Brand Equity: A Perspective on Its Meaning and Measurement," MSI Report, (Cambridge, MA: Marketing Science Institute), 1991, pp. 91-124.

[99] Brand Equity Board.

[100] J. Walker Smith, "Thinking About Brand Equity and the Analysis of Customer Transactions," Paper presented at the ARF Third Annual Advertising and promotion workshop, (February 5-6, 1991).

3.3.1 The customer-based brand equity model

In addressing the questions of what makes a strong brand and how to build a strong brand, Keller proposes the use of a customer-based brand equity model. The customer-based brand equity model proposes that four essential steps are required to build a strong brand. Execution of these steps requires the sequential establishment of six brand building blocks with customers. These brand building blocks provide the components for a customer-based brand equity pyramid.[101]

Figure: 3.8
The customer-based brand equity pyramid
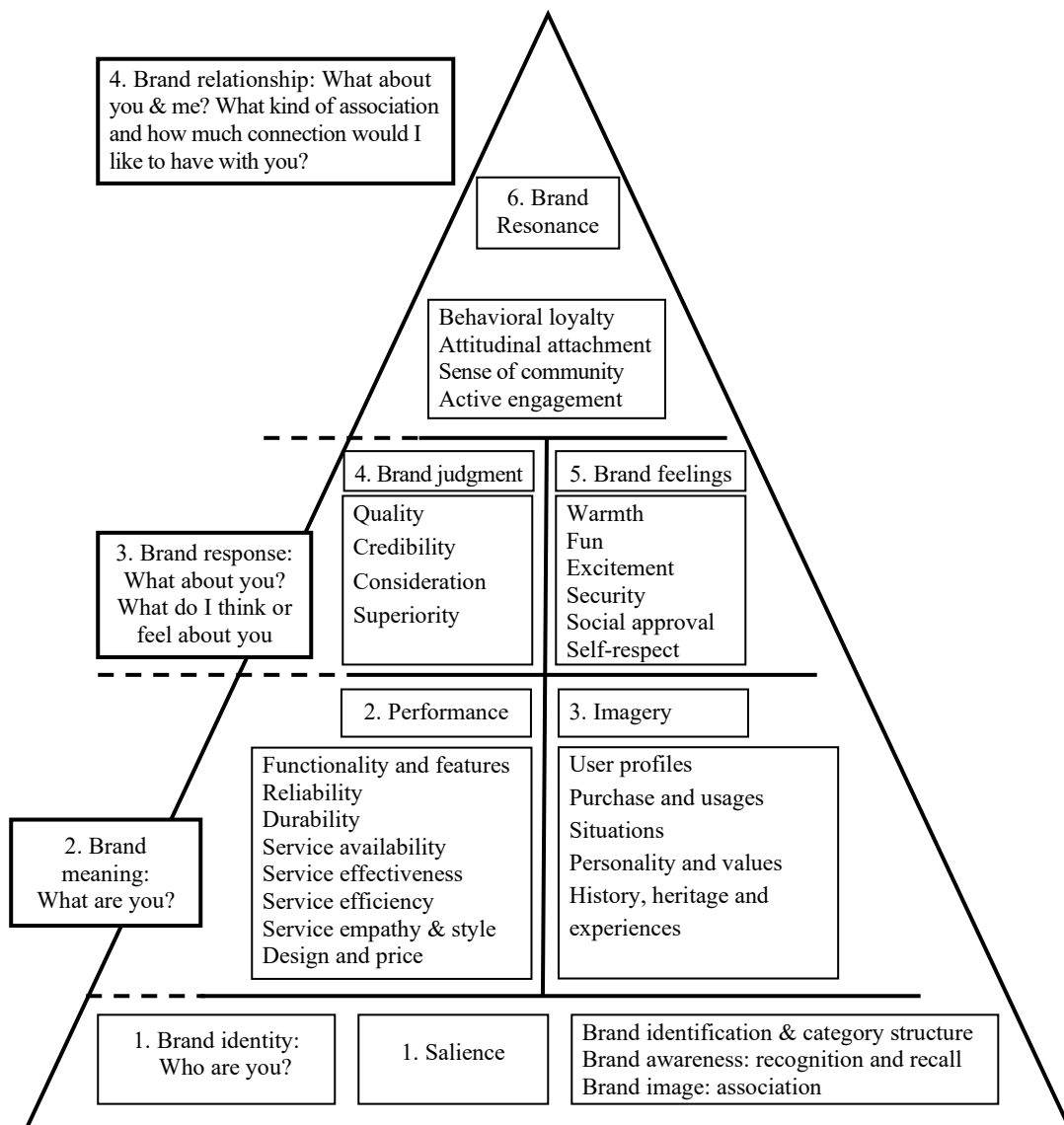
Source: Kotler and Keller, Marketing Management 2006, p. 281

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[101] Keller, Op.cit.; p.279

Four steps are required to build a strong brand. These steps should be executed by following a systematic approach. The first step in building a strong brand is to create the brand identity. The second step is to create brand meaning. The third step is to elicit proper brand responses and the final step is to create brand relationships. It is important to follow these steps in this specific order: to start with brand identity and to progress to brand relationships. The customer-based brand equity pyramid is depicted in figure 3.8.

Brand identity

The creation of brand identity is the first step towards creating a strong brand. This step requires the establishment of the brand building block known as 'brand salience'.

(a) Brand salience

Brand salience relates to the aspects of brand identification, brand awareness and brand image. The brand identity links the brand to a product category, product needs, associated purchase and consumption or usage situations through the use of brand elements. The link between brand identity and the category structure is of vital importance, as it makes the positioning of the brand possible.[102] Grameenphone, Banglalink and Robi consistently use the same brand elements (refer to figures 3.2, 3.3 and 3.4) to create and maintain their brand identities, and to link their brand identities to the cellular service product category.

Brand awareness refers to the consumers ability to recall and recognize the brand under different conditions. Brand image can be defined as perceptions about a brand, as reflected by the brand associations held in memory by the consumer. The associations that a consumer calls to mind for a specific brand make up the consumers image of that brand. Different consumers might think of different associations. Many associations, however, are likely to be shared by the majority of consumers and can be referred to as the brand image. It should be noted that these brand images may vary, depending on the particular groups of consumers or market segments involved. A positive brand image exists when consumers hold strong, favorable and unique associations of the brand in memory.[103]

Brand meaning

Brand salience is an important first step in building customer-based brand equity, but with the exception of low-involvement decision settings, it is usually not sufficient. The next step in the customer-based brand equity model entails firmly establishing the totality of

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[102] Kotler & Keller, Op.cit.; p. 281
[103] Lamb *et al*., Op.cit.; p.183

brand meaning in the minds of customers. Brand meaning is made up of two major categories of brand associations. These categories are related to functional performance considerations and more abstract imagery-related considerations. The functional performance considerations are referred to as the brand performance building block.[104]

(a) Brand performance

Brand performance relates to the ways in which the product or service meets the customers functional needs. It refers to inherent product or service characteristics. Brand performance addresses aspects such as how well the product or service is based on objective assessments of quality, and the extent to which it satisfies the utilitarian, aesthetic and economic needs and wants of customers. Brand attributes are used to describe the features that characterize a product or service. Brand benefits are used to refer to the personal value and meaning that consumers attach to the product or service attributes.[105] Any of the performance dimensions can serve as a means for differentiation of the brand. In most instances strong brands have performance advantages of some kind. It is exceptional for a brand to overcome severe deficiencies with regard to the different performance-related dimensions. Specific performance attributes and benefits that create functionality vary widely according to product category. However, five important attributes and benefits tend to underlie brand performance in many instances: functionality and features; reliability, durability and serviceability; service effectiveness, efficiency and empathy; and style, design and price.[106]

(b) Brand imagery

Brand imagery refers to the way in which consumers think about a brand abstractly, rather than about what they think the brand actually does. It refers to the more intangible aspects of the brand and deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers psychological or social needs. Brand imagery can broadly be categorized into the following categories: user profiles; purchase and usage situations; personality and values; and history, heritage and experiences.[107]

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[104] Kotler & Keller, Op.cit.; p.281
[105] Cant *et al.*, Op.cit.; p.193
[106] Lamb *et al.*, Op.cit.; p.179
[107] Kasper *et al.*, Op.cit.; p. 94

(i) User profiles

This set of imagery associations relates to the type of person that is using the brand, and may result in a profile or mental image in the minds of customers, actual users or more aspiration, idealized users.[108]

(ii) Purchase and usage situations

The associations made with a typical purchase situation may be based on considerations such as type of channel (for example department store, specialty store or online store on the Internet), specific stores (for example stores specifically selling only the one brand), ease of purchase, and associated rewards. Associations related to typical usage situations may be based on aspects such as time of day, week, month or year when the brand is used, location where it is used, and type of activity performed while it is being used.[109] Distribution channels play an important role in the development of brand imagery. The major Bangladeshi cell phone network service providers use intensive coverage to distribute prepaid services and selective coverage to distribute contract services.

(iii) Personality and values

A brand may be associated with specific personality traits such as being characterized as 'modern', 'old-fashioned', 'lively' or 'exotic'. Five dimensions of brand personality can broadly be identified. The five dimensions and corresponding sub-dimensions are as follows: sincerity (down to earth, honest, wholesome and cheerful); excitement (daring, spirited, imaginative and up to date); competence (reliable, intelligent and successful); sophistication (upper class and charming); ruggedness (outdoors and tough).[110] User imagery and brand personality may not always be in agreement. In product categories in which performance-related attributes dominate consumer decisions, brand personality and user imagery may not be highly related. However, in those categories in which user and usage imageries are central to consumer decision-making.

(iv) History, heritage and experience

The personality of a brand may take on associations from its past. These associations may be the result of certain aspects of the marketing program for the brand, such as the color of the product or appearance of its packaging, the company that produces the product, the

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[108] ibid, p. 169
[109] Keller, Op.cit.; p.84
[110] Aaker, Op.cit.; pp.142-145

country in which the product is made, events that the brand sponsors, and people who endorse the brand. Associations related to history, heritage and experiences in many instances transcend the generalizations that make up usage imagery. Country of origin is considered as an important source of brand equity and may be used by consumers as a proxy for quality, trust and reliability.[111]

Brand responses

Brand responses involve what customers think or feel about the brand. Two broad categories of brand responses can be identified, namely brand judgment and brand feelings.

(a) Brand judgment

Brand judgment focuses on the personal opinions and evaluations of the brand by customers and tends to be more rational. Customers use all the different performance and imagery associations of the brand to form different kinds of opinions. In order to create a strong brand four types of brand judgment are particularly important, namely quality, credibility, consideration and superiority. These brand beliefs are often associated with the functional qualities of the brand.[112]

(i) Brand quality

Consumers may hold many attitudes towards a brand, however, the most important relate in various ways to the perceived quality of the brand. Other important attitudes related to quality are perceptions of value and satisfaction.[113]

(ii) Brand credibility

Brand credibility can be summarized according to three key dimensions:

- **Perceived expertise** refers to the brand being perceived as competent, innovative, and a market leader.
- **Trustworthiness** refers to the brand being perceived as dependable and keeping customer interests in mind.
- **Likeability** refers to the brand being perceived as fun, interesting and worth spending time with.

Thus credibility is concerned with whether consumers perceive the company or organization behind the brand as good at what they do, concerned about their customers, and likeable.[114]

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[111] Kasper *et al.*, Op.cit.; p.128
[112] ibid. p.176
[113] Keller, Op.cit.; p. 88
[114] Keller, Op.cit.; p.89

(iii) Brand consideration

This entails more than mere awareness. It refers to the likelihood that consumers will include the brand in the set of possible options that they might purchase or use. Unless a brand receives serious consideration and is deemed relevant, the consumer will keep it at a distance and will not embrace it. In terms of brand equity brand consideration is a crucial filter. Brand consideration is largely dependent on the extent to which strong and favorable brand associations can be created as part of the brand image.[115]

(iv) Brand superiority

The extent to which customers view the brand as unique as and better than others are referred to as 'brand superiority'. In essence it addresses the question as to whether consumers believe that the brand offers advantages that other brands cannot. It is of critical importance to enable the development of intense and active relationships with customers. The number and nature of unique brand associations that make up the brand image largely determine brand superiority. Creating brand superiority is essential to positively influence consumer decision-making, to ensure that the brand is included in a consumers consideration set and ultimately to ensure that the brand becomes the consumers final decision.[116]

(b) Brand feelings

Brand feelings refer to customers emotional responses and reactions to the brand. Six important types of brand feelings can be identified: warmth, fun, excitement, security, social approval and self-respect. The first three types of feelings are experiential and immediate and the last three more private and enduring. Consumer responses can vary across all the mentioned types of feelings. However, what matters ultimately, is how positive these responses are. It is also important that these responses come to mind when consumers think about the brand. Brand responses, i.e. judgment and feelings, can only positively influence consumer behavior if consumers have internalized positive judgment and positive feelings in their dealings with the brand.[117]

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[115] ibid.
[116] ibid, p.90
[117] Kasper *et al.*, Op.cit.; p. 185

Figure: 3.9

The successive brand sets involved in consumer decision-making

Total set	Awareness set	Consideration set	Choice set	Decision

| Grameenphone
Banglalink
Robi
Airtel
Citycell
Teletalk | Grameenphone
Banglalink
Robi
Airtel | Grameenphone
Banglalink
Robi | Banglalink | |
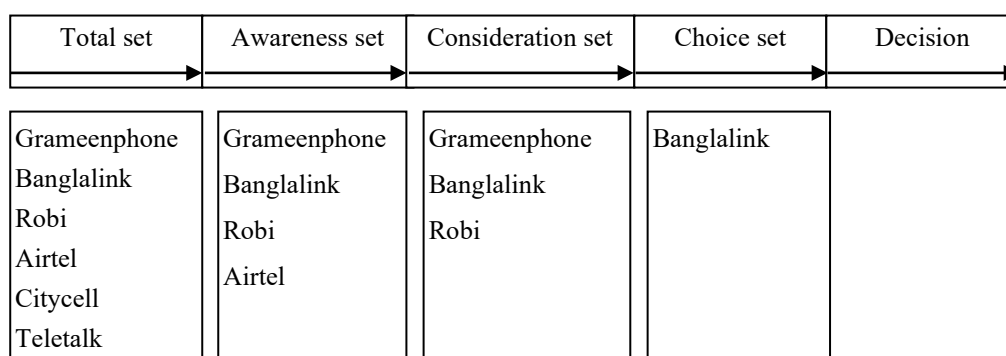
Source: Develop by researcher

Brand relationships

During this brand building step the brand building block referred to as 'brand resonance' has to be established.

(a) Brand resonance

Brand resonance refers to the nature of the relationship that the customer has with the brand. Brand resonance can be broken down into four categories: behavioral loyalty, attitudinal attachment, sense of community and active engagement.[118]

(i) Behavioral loyalty

This refers to the frequency with which consumers purchase the brand, and the amount or share of category volume attributed to the brand; in other words how often do consumers purchase the brand and how much do they purchase? Behavioral loyalty is not sufficient to create brand resonance. Some customers may be buying the brand because it is the only one available, due to factors such as market penetration and stock keeping levels, or because it is the only brand that they can afford.[119]

(ii) Attitudinal attachment

A strong personal attachment is also required to create brand resonance. Mere satisfaction with the brand is not enough. The creation of greater loyalty requires a deeper attitudinal attachment. One way in which a deeper attitudinal attachment can be created is through the development of marketing programs, products and services that fully satisfy consumer needs. Resonance requires a strong personal attachment. Customers should go beyond

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[118] Keller, Op.cit.; p.92
[119] ibid, p.93

having a positive attitude to viewing the brand as something special. Customers with a deep attitudinal attachment are likely to make comments such as 'I love the brand' or to describe it as one of their favorite possessions.[120]

(iii) Sense of community

A brand can take on a broader meaning to the customer as a result of identification with a brand community, whereby customers can feel an affinity or affiliation with other people associated with the brand.[121]

(iv) Active engagement

This is the strongest affirmation of brand loyalty. It occurs when customers are willing to invest time, money or other resources in the brand, beyond those expended during purchase or consumption of the brand. Customers visiting brand-related websites or chat rooms, or customers joining a club focused on a brand, are typical examples of active engagement. When customers develop this kind of relationship with the brand they become brand evangelists and ambassadors that help to communicate messages about the brand. The lifestyle portals of the cell phone service providers make active engagement with the cellular brands. In order to reach the pinnacle of the customer-based brand equity pyramid a strong relationship between the brand and the customer has to be developed. The development of this relationship creates the differential effect that brand knowledge has on the customers response to the marketing of a brand referred to as 'customer-based brand equity'. [122]

3.3.2 David Aaker brand equity model

David Aaker established five components of brand equity; brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets. Figure 3.10 shows the five dimensions of brand equity. The five dimensions of brand equity affecting value to the customer have the potential to add value for the firm. In our study, just the first four dimensions (brand awareness, brand association, perceived quality and brand loyalty) of Aaker's brand equity were adopted because the fifth category representing patents, trademarks, and channel relationships address the firms asset rather than customer perceptions and reactions to the brand. Thus, it is considered another intangible asset of the firm.

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[120] Lovelock and Wirtz, Op.cit.; p.367
[121] ibid.
[122] Lovelock and Wirtz, Op.cit.; p.369

Figure: 3.10
David Aaker brand equity model
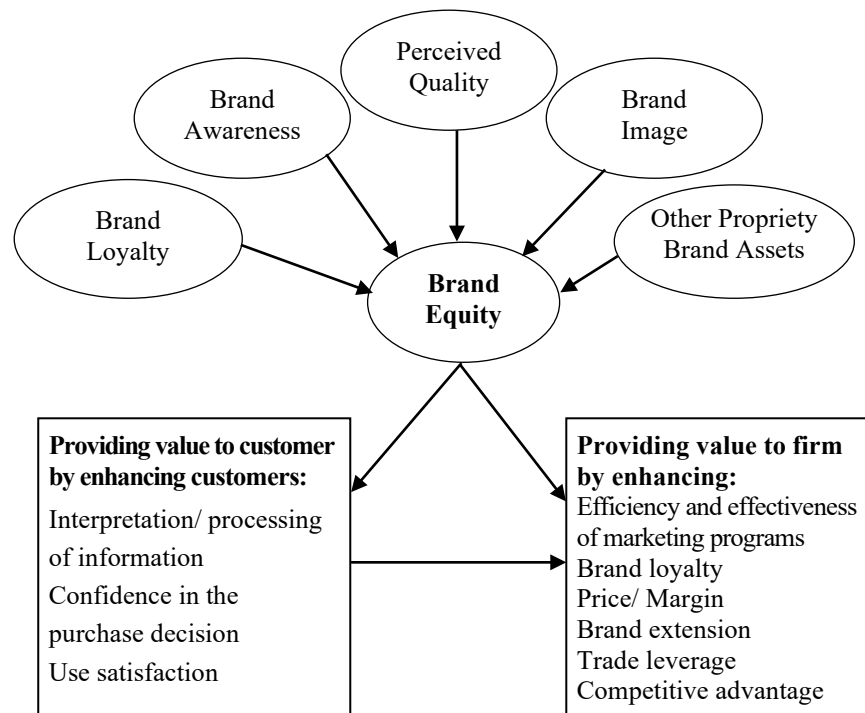
Source: David Aaker, Managing Brand Equity, 1991, p. 21

Brand Awareness

Brand awareness is an important component of brand equity. Awareness can affect perceptions and attitudes. Beside, brand awareness affects customers to make their decision, particularly for low-involvement packaged goods and strengthens brand performance in the market. It can make peanut butter taste better and instill confidence in a retailer. In some contexts, it can be a driver of brand choice and even loyalty. Hence, marketers should concentrate on brand management and appropriate tactics to build and maintain customers brand awareness by enhancing connection between a product or service and its customers. Brand awareness reflects the salience of the brand in the customers mind.

There are levels of awareness which include:

• Recognition (Have you heard of the Mobile operator offers?)

• Recall (What brands of mobile operator can you recall?)

• Top-of-Mind (The first-named of brand in recall)

• Brand Dominance (The only brand recalled)

• Brand Knowledge (I know what the brand stands for)

• Brand Opinion (I have an opinion about the brand)

Research has shown that recognition alone can result in more positive feelings toward nearly anything. Customers prefer an item they have previously seen or heard about it. Thus when decisions are made that involves products or services, the familiar brand will have the edge. When consumer see or heard about a brand and remember that they have seen it before, they realize that the company is spending more to support the brand. [123] The mobile operators of Bangladesh are consistently informing their customer about their brands through promotional activities.

Brand Association

Managing brand equity emphasis that brand equity is supported in great part by the associations that consumers make with a brand. The key associations/differentiation component of brand equity usually involves image dimensions that are unique to a product class or to a brand. The challenge then, is to generate general measures that will work across product classes. Measurement of associations/differentiation can be structured around three perspectives on the brand: the brand-as-product (value), the brand-as person (brand personality) and the brand-as-organization (organizational associations). First, brand-as-product perspective focuses on the brands value proposition. The value proposition, which usually involves a functional benefit, is basic to brands in most product classes. If the brand does not generate value, it will usually be vulnerable to competitors. Second element of associations/differentiation, brand personality, is based on the brand-as-person perspective. For some brands, the brand personality can provide a link to the brands emotional and self-expressive benefits as well as a basis for customer/brand relationships and differentiation. Another dimension of brand associations is the brand-as-organization perspective, which considers the organization (people, values, and programs) that lies behind the brand. This perspective can be particularly helpful when brands are similar with respect to attributes, when the organization is visible (as in a durable goods or service business), or when a corporate brand is involved. It can play an important role by showing that a brand represents more than products and services. [124]

Perceive quality

Perceived quality is an association that is usually central to brand equity. Perceived quality of mobile operator has been shown to be associated network quality, customer

[123] Aker, Op.cit.; p.23
[124] Aker,Op.cit.; p.25

service quality, quality of the sales personnel, image of corporate personnel etc. Further, it is highly associated with other key brand equity measures, including specific functional benefit variables. Thus, perceived quality provides a surrogate variable for other more specific elements of brand equity. Perceived quality also has the important attribute of being applicable across product classes. Of course, high quality may mean something different for a bank than for a beer. But tracking the relative difference in the scores does have meaning.[125] Perceived quality provides for the firms, which include:

➢ Establishing reasons for purchase the customers.

➢ Differentiating the brand from competitive brands and positing the brand.

➢ Making company possible to charge high prices.

➢ Attracting the interest of distribution channel member.

➢ Brand extension opportunities.

Brand Loyalty

Brand loyalty is also a factor of brand equity measurement. It is key consideration when placing a value on a brand that is to be brought of sold, because a highly loyal customer base can be expected to generate a very predictable sale and profit stream. In fact, a brand without a loyal consumer base usually is vulnerable or has value only in its potential to create loyal customers. Further, the impact on brand loyalty on marketing costs is often substantial: it is simply much less costly to retain customers then to attract new ones.

A loyal customer base represents a barrier to entry, a basis for a price premium, time to respond to competitor innovations, and a bulwark against deleterious price competition. Loyalty is of sufficient importance that other measures, such as perceived quality and associations, can often be evaluated based on their ability to influence it. A basic indicator of loyalty is the amount a customer will pay for the brand in comparison with another brand (or set of comparison brands) offering similar benefits. This is called the 'price premium' associated with the brand, and it may be high or low and positive or negative depending on the two brands involved in the comparison. . A focus on loyalty segmentation provides strategic and tactical insights that will assist in building strong brands.[126] High brand loyalty of customer has some advantages for firms:

➢ Company can charge high price for loyal customer.

➢ Loyal customer does not want to switch and go to another company.

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[125] ibid.
[126] Aker, Op.cit.; p.26

➤ A loyal customer buys himself and encourages other customer to buy.

➤ Loyal customer create barrier to entry into the market.

➤Loyal customer always generate profits for the company.

Other propriety brand asset

Other propriety brand asset includes: patents, trademarks and channel relationships. Brand Assets will be most valuable if they inhibit or prevent competitors from eroding customer base and loyalty. Trademarks will protect brand equity from competitors who might want to confuse customers by using the same name, symbol or package. A patent is strong and relevant to customer choice, and can prevent direct competition. A distribution channel can be controlled by a brand because of a history of brand performance. The other propriety brand assets should be distinct and not able to be shared by another brand in order to protect the manufacturer from those who want to duplicate the brand.[127]

3.4 Managing service brand

Some of the world's strongest brands are services- consider financial service leaders such as Citibank, American Express, HSBC. Mobile operator such as Telenor, Orascom, Airtel, Vodacom. Several hospitals have attained 'mega brand' reputations for being the best in their field, such as the Mayo Clinic, Massachusetts. As with any brand, service brand must be skillful at differentiating themselves and developing appropriate brand strategies. Service marketer fall the difficulty of differentiating their services. Service offering however can be differentiated in many ways such as innovative features, premium price, innovative quality, add secondary service features with the service package. Sometimes the company achieves differentiation through the sheer range of its service offerings and the success of its cross-selling efforts. Developing brand strategies for a service brand requires special brand elements. Brand name, logo, symbol, characters and slogans these components can build brand awareness and brand image of the company. Organizational associations such as perceptions about the people who make up the organization and who provide the service are likely to be particularly important brand associations that may affect evaluations of service quality directly or indirectly. Service firms must therefore, design marketing communications and information programs so that consumer learn more about the brand.[128]

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[127] ibid.
[128] Kotler and Keller, Op.cit.; p.229

3.4.1 Managing service quality of brand

Customers have service expectation from many sources, such as past experience, word of mouth, personal needs and external communication. In general customer compares the perceived service with the expected service.[129]

Figure: 3.11
Service quality model
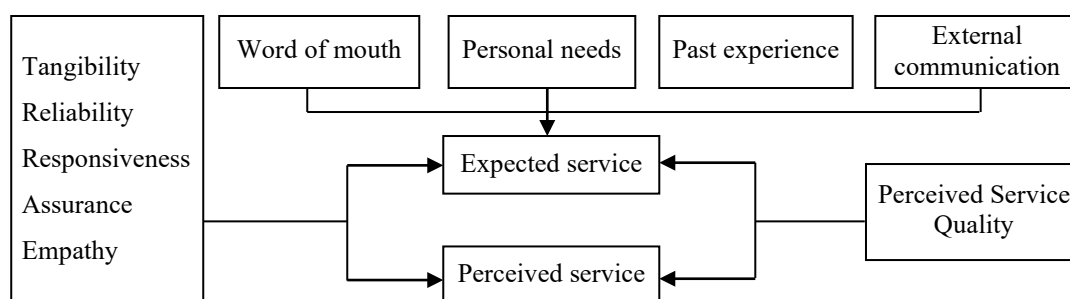
Source: Kasper *et al*., Service Marketing Management: A Strategic Perspective**. 2006, p.190

If the perceived service falls below the expected service customer are disappointed. If the perceived service meets or exceeds the expectations, they are apt to use the provider again. For total service quality judgment can be computed, based on the use following formula: perception minus expectation equals service quality, or (P – E = Q). The SERVQUAL Model has also been developed to provide insight into the reasons for the difference between expected and perceived service. The difference between expected and perceived service is referred to as the external gap that can be explained by the following way:[130]

Gap-1: Gap between consumer expectation and management perception- Management does not always correctly perceive what customer want.

Gap-2: Gap between management perception and service quality specification- Management might correctly perceive customer wants but not set a performance standard.

Gap-3: Gap between service quality specification and service delivery- Personnel might be poorly trained or incapable or unwilling to meet standard; or they may be held to conflicting standards, such as taking time to listen the customers and serving them fast.

Gap-4: Gap between service delivery and external communication- Consumer expectation are affected by statements made by company representatives and ads. External communications have distorted the consumer's expectation.

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[129] B. Glenn Voss, A. Parasuraman and Dhruv Grewal, " The Role of Price, Performance and Expectation in Determining Satisfaction in Service Exchanges," *Journal of Marketing*, No- 62, (October, 1998), pp. 46-61.

[130] G.K. Hoffman and G.E.J. Bateson, *Services marketing : concepts strategies and cases,* (3rd edition, Ohio : Thomson South-Western, 2006), p.335

Gap-5: Gap between perceived service and expected service- This gap occur when consumer misperceives the service quality.

Figure: 3.12
The SERVQUAL model service gaps
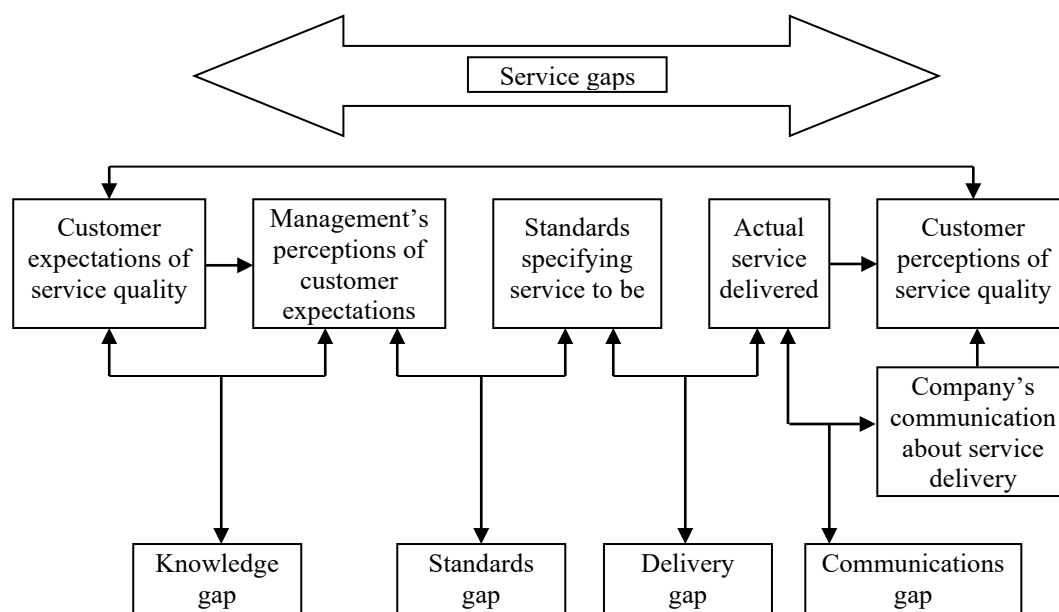
Source: Boshoff & du Plessis, Service Marketing: A Contemporary Approach. 2009, p.49

Based on the service quality model (figure- 3.11), the following five dimension of service quality have been identified in order to importance.[131]

Dimension 1- Tangibles

The tangible service quality dimension refers to the appearance of the physical surroundings and facilities, equipment, personnel and the way of communication. In other words, the tangible dimension is about creating first hand impressions. A company should want all their customers to get a unique positive and never forgetting first hand impression, this would make them more likely to return in the future.

Dimension 2 - Reliability

The reliability service quality dimension refers to how the company are performing and completing their promised service, quality and accuracy within the given set requirements between the company and the customer. Reliability is just as important as a first hand impression, because every customer wants to know if their supplier is reliable and fulfill the set requirements with satisfaction.

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[131] L.L. Berry and A. Parasuraman, *Marketing Service*: *Competing Through* Quality (New work: The Free Press, 1991), p. 16.

Dimension 3 - Responsiveness

The responsiveness service quality dimension refers to the willingness of the company to help its customers in providing them with a good, quality and fast service. This is also a very important dimension, because every customer feels more valued if they get the best possible quality in the service.

Dimension 4 - Assurance

The assurance service quality dimension refers to the company's employees. Are the employees skilled workers which are able to gain the trust and confidence of the customers? If the customers are not comfortable with the employees, there are a rather large chance that the customers will not return to do further business with the company.

Dimension 5 - Empathy

The empathy service quality dimension refers to how the company cares and gives individualized attention to their customers, to make the customers feeling extra valued and special. The fifth dimension are actually combining the second, third and fourth dimension to a higher level, even though the really cannot be compared as individuals. If the customers feel they get individualized and quality attention there is a very big chance that they will return to the company and do business there again.

3.4.2   Service quality and customer satisfaction

A variety of different definitions of the concept of customer satisfaction exists. The most popular view defines satisfaction as the customers evaluation of a product or service in terms of whether the product or service has met the customers needs and expectations regarding a product or service feature, or regarding the product or service itself. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment.[132]

Although service quality and customer satisfaction have certain things in common, general consensus is that the two concepts are fundamentally different in terms of their underlying causes and outcomes. Satisfaction is generally viewed as a broader concept than service quality. Service quality focuses specifically on the dimensions of service. In the SERVQUAL Model these dimensions are defined as reliability, responsiveness, assurance, empathy and tangibles. Based on this view, perceived service quality is a

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[132] V.A. Zeithaml, M.J. Bitner, and G.D. Gremler, *Services marketing: integrating customer focus across the firm*, (4th edition, New-York : McGraw-Hill, 2006), p.106

component of customer satisfaction. Figure 3.13 depicts the relationship between the two concepts.

Figure: 3.13
Service quality and customer satisfaction
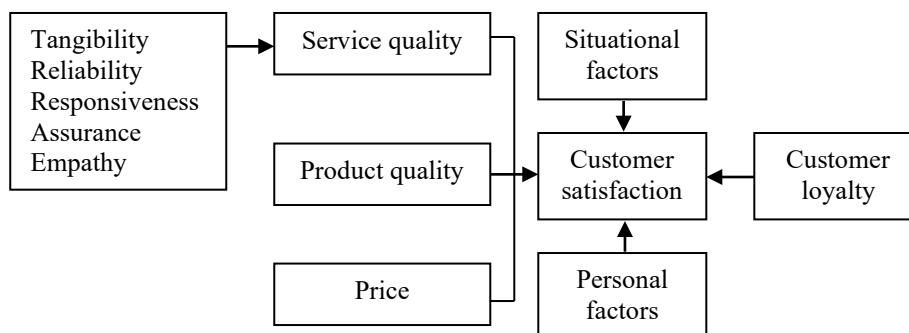
Source: Zeithaml *et al.,* Services Marketing: Integrating Customer Focus across the Firm, 2006, p. 107

Service quality is a focused evaluation that reflects the customers perception of reliability, assurance, responsiveness, empathy and tangibles. Satisfaction is a broader concept. It is influenced by perceptions of service quality, product quality, price, personal factors and situational factors. The service quality of a cellular service is judged on aspects such as the appearance of cellular distribution outlets, clarity and reliability of the voice and/or data services, the willingness of staff to help customers and to provide prompt service, and the knowledge, courtesy and caring attention of staff. Customer satisfaction will be influenced by these factors, as well as by the quality of the cell phone if provided as part of the service (contract), the price of the service, personal factors (such as attitude towards the service provider) and uncontrollable situational factors. Satisfaction and loyalty are interrelated factor.[133]

3.5 Marketing promotion and development of brand equity

Marketing promotions are the means by which firms attempt to inform, persuade, and remind customer directly or indirectly about the brands they sell.[134] In a sense of marketing promotion represent the voice of the brand and are means by which the brand can establish a dialog and build relationship with consumer. Although advertising is often a central element of marketing promotion program, other elements are used by company for building brand equity and brand choice of the customer. Marketing promotion can contribute to brand equity by creating awareness of the brand; liking strong, favorable and

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[133] Zeithaml *et al*., Op.cit.;pp.108-109
[134] Keller, Op.cit.; p. 283

unique associations to the brand in the consumer memory; creating positive brand judgments or feelings and facilitating a stronger consumer brand connection and brand resonance. With the helps of marketing promotion tools customers are aware about the necessary information regarding their desired brand. This can help customer to evaluate the brand and make a purchase decision. So, the flexibility of marketing promotion lies in part with the number of different ways that they can contribute to brand equity. At the same time, brand equity provides the focus how different marketing promotion options should best be designed and implemented.[135] There are five types of promotional tools such as: advertising, sales promotion, personal selling, public relation and event sponsorship are used by mobile operators discussed below:

Advertising

Advertising can be defined as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. Advertising plays an important and often controversial role in contributing to brand equity and brand choice. Advertising is recognized powerful means of creating strong, favorable brand associations and draw positive judgments and feelings.[136] The mobile operator use advertising for telling the customer about new product or services. Such as Grameenphone new package: Bondhu, Apon, Banglalink new package: Desh, price change of the sim card or inform about reduce call rate by mobile operator for their different package. The mobile operator use different types of advertising media such as: television, radio, newspaper and magazines, online, billboard and poster etc.

Personal Selling

Personal selling is sometimes called the 'last 3 feet' of the marketing function, because 3 feet is the approximate distance between the salesperson and the customer on the retail sales floor as well as the distance across the desk from the sales rep to a prospective business customer. A bond or partnership between a sales representative and his or her clients can be one of the most valuable assets a company holds in the marketplace.[137] The SME package, post-paid package and other corporate package of mobile operators sales to the ultimate customer through company sales people. Personal selling can be divided into two major categories: (1) retail sales and (2) business to business selling. The sales

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[135] Keller, Loc.cit.; p. 285
[136] ibid. p.286
[137] K.E. Clow, and D. Baack, *Op.cit.*; p. 368

and service staff of mobile operators provide assistance with prepaid and postpaid SIM replacement, reconnections, migrations, billing, product information, ownership transfer, complaints and queries, password unblocks, SIM checks, technical problems, international roaming, welcome tunes configuration, Voice SMS, voice mail, and EDGE-related services.

Figure: 3.14
Integrated marketing communication and the development of brand equity
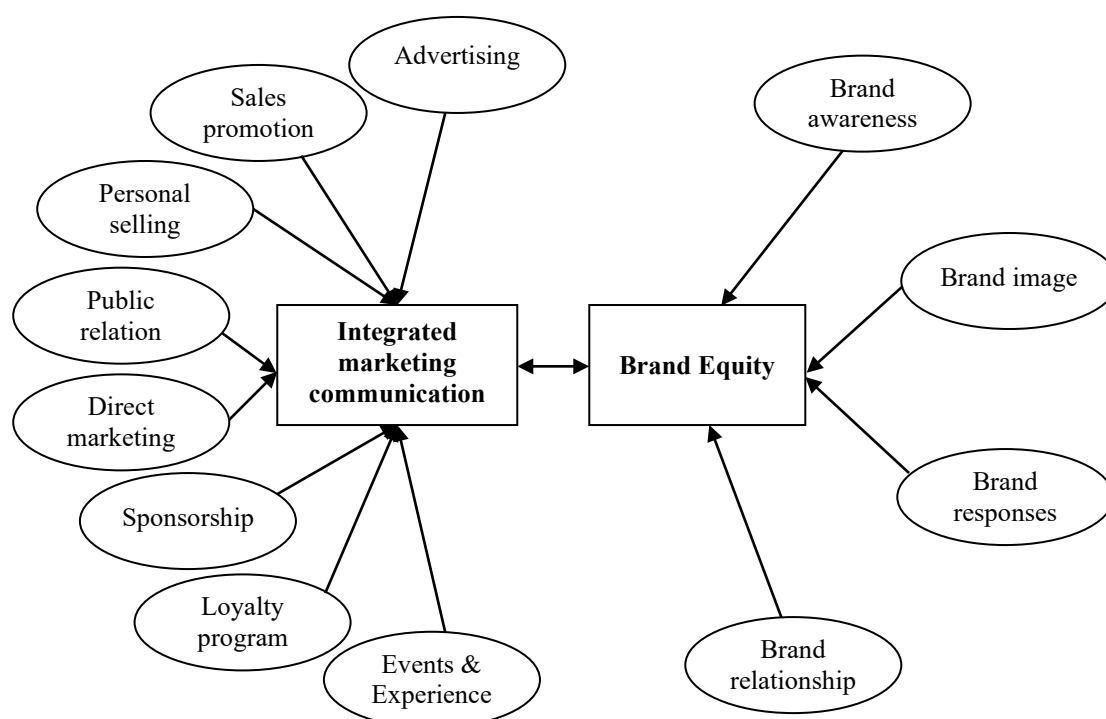
Source: Kotler and Keller, Marketing management, 2006, p.537

Sales promotion

Sales promotion is a short-term incentive to encourage the purchase or sales of a product or service. Sales promotion can be targeted at either the trade or at end consumers. Advertising typically provides consumers a reason to buy whereas sales promotion offers consumers an incentive to buy. Thus sales promotions are designed for change the behavior of the trade so that they carry the brand and activities support it. Change the behavior of the consumers so that they buy a brand for the first time; buy more of the brand, by the brand earlier or more often.[138]   Basically there are two types of sales promotion- consumer and trade promotion. Consumer promotions are designed to change the choices, quantity or timing of consumer's purchases. The forms of sales promotion

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[138] Clow and Back, Op.cit.; p. 370

used by mobile operator are: bonus packs, cash back offers, coupon, gift, contest etc. the forms of mobile operator bonus packs are: recharge bonus, usages bonus, internet bonus, usages value added service bonus etc. Example, Grameenphone recharge bonus: all prepaid customers can enjoy 1 paisa /second (24 hour) call rate to any local number upon recharge exact BDT 29. In addition to that subscribers can also enjoy Free 29MB 3G Internet.

Public Relation

Another major mass promotional tool is public relation. Building good relationships with the company's various publics by obtaining favorable publicity, building a good corporate image and handling or heading off unfavorable rumors, stories and events. Public relation and publicity relate to a variety of programs and are designed to promote and protect the company's image or its individual products. Publicity is non-personal communications such as press releases, media interviews, press conferences, feature articles, newsletters, photographs, films and tapes. Public relations may also involve such things as annual reports, fund-raising and membership drives, lobbying, special event management and public affairs. Marketers recognized that public relations is also invaluable during a marketing crisis, it also needs to be routine part of any marketing communications program. Even companies that primarily use advertising and promotions can benefit from well-conceived and well-executed publicity. Public relations can have a strong impact on public awareness at a much lower cost than advertising. If the company develops an interesting story or event, it could be picked up by several different media, having the same effect as advertising is costly and it would have more credibility than others media.[139] For an example, Banglalink signs agreement with bikroy.com, Banglalink signs mou with the department of agricultural extension.

Event marketing and sponsorship

Event marketing refers to public sponsorship of events or activities related to sports, arts and entertainment or social cause. A number of reasons why mobile operators sponsor events, such as: identifying with a particular target market or lifestyle, increase awareness of the company or product name, reinforces consumer perceptions of key brand image associations, enhance corporate image dimensions, create experience and evoke feelings of consumer, express commitment of company to the community or on social issues. [140]

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[139] Philip Kotler, Op.cit.; p. 411
[140] Keller, Op.cit.; p.315

Event sponsorship provides mobile operator the opportunity to engage with the people of Bangladesh and the direct engagement with people always bring positive impact in their lives and improve their societal state. Example of event sponsorship program of mobile operator: Banglalink Bangladesh utshob- 2014, Banglalink 5th Bhairab boat race competition- 2014, Robi- Drishty debate competition, Grameenphone Chhayanaut's Pohela Boishak utshob- 1421, Banglalink coastal cleanup day-2014, Banglalink Hason Raja loko utshob- 2014, Banglalink sponsors 'Modhu Mela- 2014', Robi sponsors Robo-Fight at CUET, Grameenphone a major promoter of local culture, particularly the rural traditional festivals that represent the heritage. Sultan Mela, Lalon Folk Festival, Boli Khela, Raj Punnah, Ilish Utshob, Boat Race etc.

3.6 Conceptual model of the study

Figure: 3.15

Conceptual model of the study
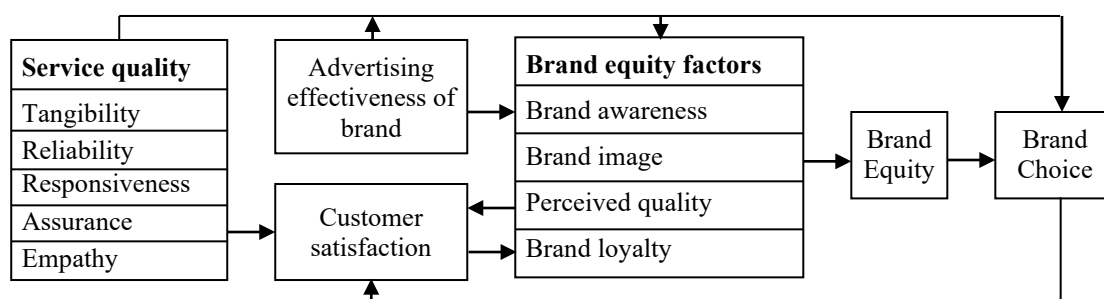
Source: Develop by researcher

From the above theory and discussion the researcher develop a conceptual model for this study. The researcher shows that brand choice is dependent variable here. Independent variables are advertising effectiveness of the brand which create brand awareness within the customer and affect customer brand choice. The service quality factors like: tangibility, reliability, responsiveness, assurance and empathy creates customer satisfaction and also affects customer brand choice. Finally brand equity factors like: brand awareness, brand image, perceived quality and brand loyalty affects customer for choice their favorite brand.

CHAPTER- 4

OVERVIEW OF SELECTED MOBILE OPERATOR BRAND

4.1 Grameenphone

4.1.1 Company profile

Seventeen years ago, Grameenphone embarked on a journey with the ambition to connect the unconnected by making mobile communication as part of everyday life for all Bangladeshis. As the world now moves into the digital era, it is time to focus on bring mobile connectivity for all. Grameenphone is a GSM (global system of mobile communication)-based cellular operator in Bangladesh. It has started operations on March 26, 1997. The shareholding structure comprises of mainly two sponsor shareholders namely Telenor Mobile Communications AS (55.80%) and Grameen Telecom (34.20%).

The rest 10% shareholding includes general public and other institutions. Grameenphone stated goal is to provide cost-effective and quality cellular services in Bangladesh. November 16, 2006 Grameenphone formally changed its logo to match its parent company Telenor's logo. According to Grameenphone the new logo symbolizes trust, reliability, quality and constant progress. Grameenphone was also the first operator to introduce the pre-paid service in September, 1999. In addition to core voice services, Grameenphone offers a number of value-added services, in each case on both a contract and prepaid basis.

It established the first 24-hour call center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS - based push-pull services, EDGE, personal ring back tone and many other products and services. Grameenphone also started village phone program in 1997, provides a good income earning opportunity to more than 4,00,000 women village phone operators living in rural areas. The village phone program is a unique initiative to provide universal access to telecommunications service in remote, rural areas, administered by Grameen Telecom Corporation.

It enables rural people who normally cannot afford to own a telephone to avail the service while providing the village phone operators an opportunity to earn a living. Internet and mobile data services open up new possibilities. There is an increasingly important link between progress and mobile connectivity-for individuals, as well as for society at large.

Grameenphone enable connectivity by making internet available, interesting and affordable for all. With the launch of 3G internet services in 2013, an increasing number of people are now being able to go online. This journey will continue in the years to come, until the ambition of 'Internet for All' has become a reality.

4.1.2 Company Vision, Mission and Values

Vision

- We provide the power of digital communication
- Enabling everyone to improve their lives
- Build societies and secure a better future for all.

Mission

- Knowing customer Expectations
- Knowing us
- Organizing us

Values

- **Make it easy:** Everything we produce should be easy to understand and use. We should always remember that we try to make customers lives easier.

- **Keep promises:** Everything we do should work perfectly. If it doesn't, we are there to put things right. We are about delivery, not over-promising. We are about actions, not words.

- **Be inspiring:** We are creative. We bring energy and imagination to our work. Everything we produce should look fresh and modern.

- **Be respectful:** We acknowledge and respect local cultures. We want to be a part of local communities wherever we operate. We want to help customers with their specific needs in a way that suits way of their life best.

4.1.3 Ownership structure of Grameenphone

Telenor Mobile Communications AS (TMC)

TMC, a company established under the laws of the Kingdom of Norway, seeks to develop and invest in telecommunication solutions through direct and indirect ownership of companies and to enter into national and international alliances relating to telecommunications. It is a subsidiary of Telenor Mobile Holdings AS and an affiliate of Telenor. Telenor ASA is the leading Telecommunications Company of Norway listed on the Oslo Stock Exchange. Telenor's strong international expansion in recent years has been based on leading-edge expertise, acquired in the Norwegian and Nordic markets,

which are among the most highly developed technology markets in the world. It has substantial International operations in mobile telephony, satellite operations and pay Television services. In addition to Norway and Bangladesh, Telenor owns mobile telephony companies in Sweden, Denmark, Hungary, Serbia, Montenegro, Bulgaria, Thailand, Malaysia, Pakistan, India and Myanmar. Telenor has 166 million consolidated mobile subscriptions worldwide as of December 31, 2013. Telenor uses the expertise it has gained at its home and international markets for the development of emerging markets like Bangladesh. TMC owns 55.80% shares of Grameenphone Ltd.

General Public, Other Institutions and Foreign

2.81% shareholding includes general public, 4.13% other institutions and 3.06% foreign.

Chart: 4.1
Ownership structure of Grameenphone
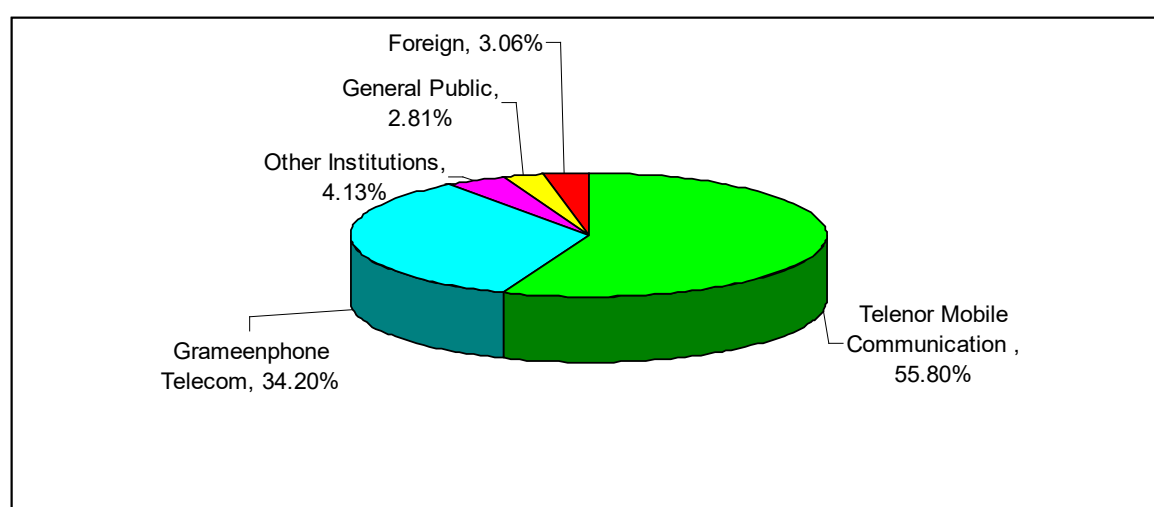
Source: Grameenphone annual report- 2014, p.22

Grameen Telecom (GTC)

Grameen Telecom (GTC) is a not-for-profit company in Bangladesh established by Professor Muhammad Yunus. GTC's mandate is to provide easy access to GSM cellular services in rural Bangladesh and create new opportunities for income generation through self-employment by providing villagers, mostly the poor rural women, with access to modern information and communication-based technologies. Grameen Telecom, with its field network, administers the Village Phone Program, through which Grameenphone provides its services to the fast growing rural customers. Grameen Telecom trains the operators and handles all service-related issues. Grameen telecom has been acclaimed for the innovative Village Phone Program. Grameen Telecom owns 34.20% of the shares of Grameenphone.

4.1.4 Products and services of Grameenphone

Grameenphone strives to provide the full benefit of communication services through easy-to-use products, addressing the diverse needs of the people of Bangladesh. With a focus on maintaining leading position in terms of customer satisfaction with network quality, GP enhanced their product quality and support service. Company offered different types of services including: emergency balance, new start up offer, segmented device offerings, revision of internet packages and many others. In partnering with local mobile handset brand Symphony, GP has launched a mobile content store where different types of free games, apps, videos, live wallpapers, and other personalization contents are made available to the customers. Grameenphone products and services includes: prepaid packages, postpaid packages, internet packages, enterprise solution, different types of value added services, international roaming, devices and adjacent businesses.

Figure: 4.1
Products and services of Grameenphone

Prepaid	● Bondhu ● Nishchinto ● Adjusted djuice ● Smile ● Amontron ● Shohoj ● Aapon ● Spondon ● Business Solutions ● Ekota ● GP Public Phone ● Village Phone ● Internet SIM
Postpaid	● Xplore ● Business Solutions ● Ekota ● GP Public Phone ● Internet SIM
Internet	● 3G Standard Pack (2 GB) ● 3G Smart Packs ● 3G Heavy Usage Pack ● 3G Minipack (75 MB) ● 2G Standard Pack (1 GB) ● 2G Standard Pack (3 GB) ● 2G Smart Packs ● 2G Heavy Usage Pack ● 2G Minipack (150 MB) ● 2G Minipack (25 MB) ● 2G Minipack (9 MB) ● 2G Minipack (2 MB) ● 2G Daily Pack (150 MB) ● 2G Night Time Heavy Pack ● 2G Pay As You Go ● Coordinated wimax: 512kbps Packs, 800kbps,1Mbps Packs.
Enterprise Solution	Mobile Office: ● M- Reporting ● mCentrex ● Black-Berry Tracking: ● Vehicle tracking ● Team tracker Messaging: ● Web SMS ● Business SMS ● Corporate Bulk SMS Office Connectivity: ● GP Connect
Value added services	Welcome tune, Music news, Music radio, News services, Media services, Sports services, Religious services, Directory services, Partner services, Education service, Career service, Corporate services, Social media service, Jokes services, Mobile backup, Call block, Voice chat, SMS chat, GP world, Instant messaging, Mobile applications, Health-line, Study-line, Missed call alert, Pay for me, Mobile reporting, Stock update, entertainment, Single short code 123, Online games, Quick search, Power USSD menu, Buddy tracker, E-care, Co-branded opera mini, GP App, Face-book services, Twitter SMS, Mobile TV
Roaming	● Outbound Roaming ● Inbound Roaming ● International SMS ● International MMS
Device	● Handset (Basic, Feature and Smart phone) ● Modem
Adjacent Business	● Wholesale Business ● Financial Services

Source: Grameenphone annual report- 2014, p.05

4.1.5 Growth and development of Grameenphone

In 2003 Grameenphone launched prepaid product with PSTN connectivity and total number of subscribers was 1 million. In 2010 Grameenphone launched new tariff plan, 'MobiCash' Financial Service Brand, Ekota for SME, Baadhon Package, mobile application development contest, network campaign; reached 29.97 million subscribers and market share was 43.7% of the entire market.

Chart: 4.2
Subscribers growth of Grameenphone

	2010	2011	2012	2013	2014
■ Subscriber (in million)	29.97	36.50	40.02	47.11	51.50
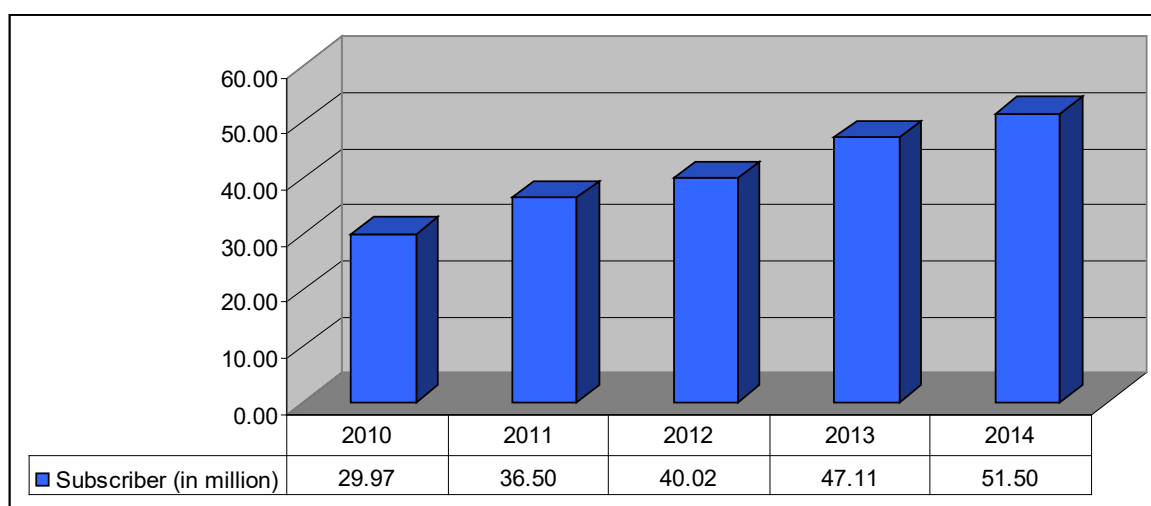
Source: Grameenphone annual report- 2010- 2014

In 2011 Grameenphone launched 'My zone'- location based discount on usage, micro SIM cards for iPhone, Spondon package with one-sec pulse; Grameenphone branded handset (C200, QWERTY handset 'Q100' and android handset 'Crystal'), customer experience lab, e-care solution; completed swapping of 7,272 nos of BTS; reached 36.5 million subscribers and market share was 42.7%.

In 2012 company awarded license for 2G operation for 15 years effective from November 2011; two new affordable packages 'Amontron' and 'Nishchinto' were launched, ten-second pulse was introduced for all products including help-lines; A GP App was launched to facilitate mobile self service; reached 40.02 million subscribers and market share was 41.2%.

In 2013 company awarded 3G license and related 10 MHz of spectrum for 15 years effective from September 2013; Introduced different 3G packages and services; launched life insurance coverage 'Nirvoy Life Insurance', mobile content store, self service recharge kiosk, first ever virtual agent 'Neel',coordinated WiMax service known as 'Go Broadband' etc. At the same time, Grameenphone faced intense challenges and

uncertainties. A healthy competitive environment prevailed in the market during the year benefiting the customers and helping the market to grow at a faster pace. At the end of 2013, GP's total subscriber base reached 47.1 million, representing a growth of 17.7% from 2012.

Chart: 4.3
Market share growth rate of Grameenphone

	2010	2011	2012	2013	2014
Market share (%)	43.7%	42.7%	41.2%	41.4%	42.8%
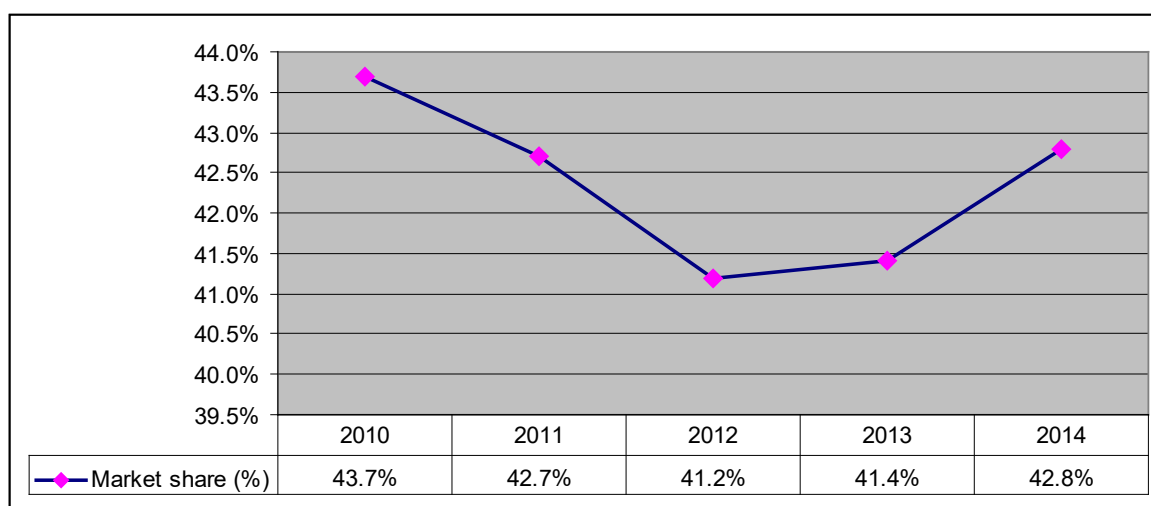
Source: Grameenphone annual report- 2010- 2014

Grameenphone has invested BDT 30 billion (BDT 2,993 crore) in 2013. These investments bring GP's accumulated investment in Bangladesh to about BDT 243 billion (or BDT 24,336 crore) since inception to date. Total revenue reached BDT 9,662 core in 2013, up by 5.1% from 2012. The growth is accredited by new customer acquisition, increased usage and competitive value for money market offerings, higher device sales growth in both local and international interconnection minutes growth in wholesale and financial services.

Grameenphone added 4.4 million (2013: 7.1 million) new customers in 2014, resulting in 1.4 percentage point increase in subscriber market share at 42.8%. In 2014, Grameenphone recorded revenue growth of 6.3% over 2013 to BDT 102.7 billion (2013: BDT 96.6 billion), with net profits of BDT 19.8 billion (2013: BDT 14.7 billion). In line with Internet for all commitment, Grameenphone continued to attract more mobile internet customers in the year, which totaled 10.8 million at the end of 2014. This increase resulted in higher data revenue contributions, followed by increased VAS revenue, to total revenues.

Revenue from mobile communication grew by 5.9% in 2014 to BDT 98.5 billion (2013: BDT 92.9 billion) with positive contribution from data & VAS, voice and interconnection. Data & VAS revenues grew by BDT 3.3 billion for the year to BDT 11.2

billion (2013: BDT 7.9 billion). At the end of 2014, data & VAS revenue accounted for 11.4% (2013: 8.5%) of mobile communication revenue.

Growth in data revenue was driven by higher mobile data usage from higher take-up of 3G smart plans and heavy browsing packages. In 2014, GP sold over 400 thousand of smart-phones and internet enabled handsets which also had a positive impact on growth from data and VAS revenue. Voice revenues grew by 2.1% in 2014, to BDT 76.6 billion (2013: BDT 75.0 billion), mainly driven by subscription growth.

Chart: 4.4
Data and VAS Revenue growth rate of Grameenphone

	2010	2011	2012	2013	2014
Data and VAS Revenue (%)	4.8%	5.3%	6.7%	8.2%	11.0%
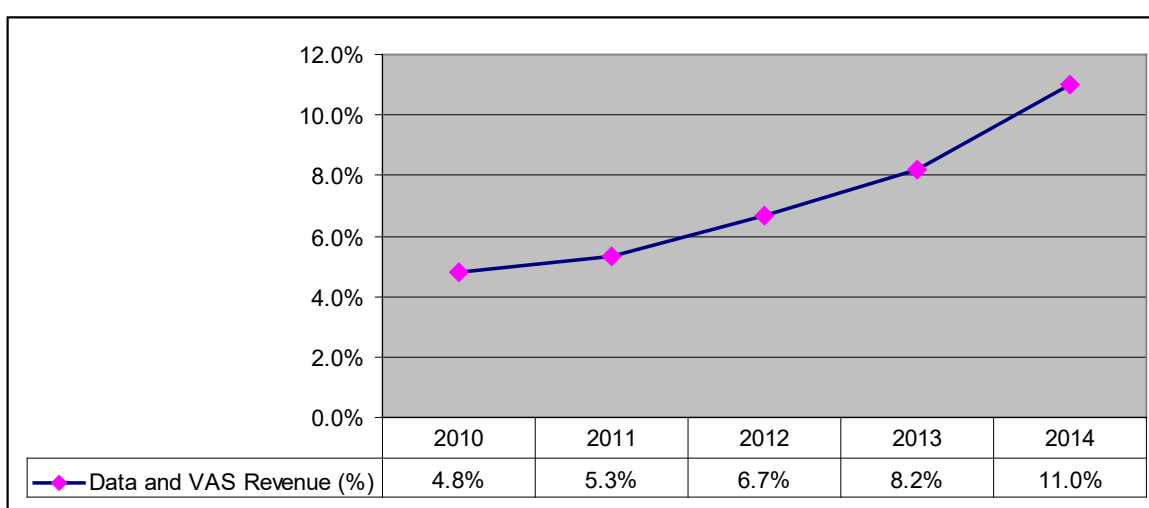
Source: Grameenphone annual report- 2010- 2014

In 2014 interconnection revenues increased by BDT 648 million to BDT 10.6 billion (2013: BDT 10.0 billion), from higher domestic and international voice traffic. Regulatory directive regarding the reduction in international call termination rate negatively impacted on the interconnection revenue growth for GP as well as the industry in the second half of the year. Growth in revenue from customer equipment was driven largely by the strong demand for popular smart-phones and internet enabled handsets.

4.1.6 Corporate social responsibility of Grameenphone

Grameenphone as a good corporate citizen has continued its sustainable corporate responsibility initiatives with an aim to empower society and bring about positive changes in the lives of the general people in Bangladesh. Apart from the regular projects, Grameenphone has also extended its hands to the victims of disasters and also to educational institution for developing their ICT capacity. The following are some of the projects currently running under the corporate responsibility policy:

Tele-dermatology

After successful completion of Tele-dermatology Pilot initiative, Grameenphone has increased the number of service points as well as expanded this service in 2013. The main objective of this expansion was to enhance the quality of life of vulnerable and underserved communities of semi-urban/urban slum and rural Bangladesh by establishing technology based low cost quality health care services. Apart from expansion of the number of service centers, the project also increased its scope from providing only dermatology related services to maternal health care, child health, skin diseases and other primary and secondary health care services.

Online School

The idea of online school is that the teacher conducts class from a distant location using video conferencing technology with the aid of moderators in the actual class. The main objective of the online school is to ensure quality education for underprivileged and secluded children living at the urban slums and remote areas. Till now 360 students are benefited by this initiative in five schools located at Gazipur, Gaibandha, Rajshahi, Madaripur and Bandarban.

Rehabilitation program for Savar building collapse victims

With the spreading of news about Savar building collapse, the entire nation was shaken and Grameenphone being a socially responsible company took instant steps to support the victims. The first and foremost step was to arrange a blood donation camp in partnership with Dhaka Tribune and Quantum Foundation. Grameenphone also pledged to provide business opportunities to three hundred victims who sustained severe physical injuries in the collapse.

Multipurpose computer lab for Dhaka University

Grameenphone pledged to establish a multipurpose computer lab for the Tourism and Hospitality Department under the Faculty of Business Studies of Dhaka University. The lab will be equipped with 52 computers, projectors, surround sound system and internet facilities.

Initiatives undertaken for awareness purposes

Grameenphone always encourages and promotes various awareness and engagement programs to enable people to make a difference. A few such initiatives are: celebrating earth hour 2013, sharing knowledge with young school students, sponsoring and knowledge based articles, etc.

Source: www.grameenphone.com, annual report 2010- 2014

4.2 Banglalink

4.2.1 Company profile

Sheba Telecom (Pvt.) Ltd. was granted license in 1989 to operate in the rural areas of 199 upazilas. Later it obtained GSM license in 1996 to extend its business of cellular mobile, radio telephone services. It launched operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture. In July, 2004, it was reported that Egypt based Orascom Telecom is set to purchase the Malaysian stakes in Sheba Telecom through a hush-hush deal, as Sheba had failed to tap the business potentials in Bangladesh mainly due to a chronic feud between its Malaysian and Bangladeshi partners.

An agreement was reached with Orascom worth US$25 million was finalized in secret. The pact has been kept secret for legal reasons, considering financial fallout and because of the feud. The main reason for the undercover dealing was the joint venture agreement between the Bangladeshi and the Malaysian partners, which dictates that if any party sells its Sheba shares, the other party will enjoy the first right to buy that. Integrated Services Ltd. (ISL), the Bangladeshi partner was being officially shown as purchasing the shares held by Technology Resources Industries (TRI) of Malaysia for $15 million.

ISL then paid another $10 million to Standard Chartered Bank of settle Sheba's liabilities. In September, 2004, Orascom Telecom holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited. It was acquired for US$60 million. Sheba had a base of 59,000 users, of whom 49,000 were regular when it was sold. Afterward it was re-branded and launched its services under the '**Banglalink™**' brand on February 10, 2005. Banglalink's license is a nationwide 15-year GSM license. When Banglalink entered the Bangladesh telecom industry in February 2005, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable communication tool for people across all segments.

Within one year of operation, Banglalink became the fastest growing mobile operator in the country. This milestone was achieved with innovative and attractive products and services targeting the different market segments, aggressive improvement of network quality, dedicated customer care and effective communication that emotionally connected customers with Banglalink. Banglalink is today the 2nd largest mobile operator in the country and celebrated with 3 crore customers.

4.2.2 Company Vision, Mission and Values

Vision

The company aims to make a difference in the lives of the people. Its vision is to 'Understand people's needs best and will create and deliver appropriate communication services to improve people's life and make it simple'.

Mission

- Segmented approach in terms of products and services.
- Delivering superior benefits in every phases of the customer experience (before, during and after sales.
- Creating optimum shareholder value.

Values

All employees of Banglalink are expected to demonstrate the following core values in day-to-day activities to 'Start Something New' in every area of operations in the Banglalink:

Innovative

- Being open minded and flexible.
- Discouraging false pride and challenging the normal way to do things.
- Learning and adopting the best practice.
- Thinking of a situation from various points of view.
- Creating an environment where others can put forth their ideas without hesitation and fear.

Straightforward

- Communicating clearly and effectively.
- Listening empathically and asking questions to seek out and understand different views.
- Leading by example.
- Accepting responsibility for successes and failures.

Reliable

- Generating trust and reliability.
- Being understanding and focusing on a solution that everyone can benefit from.
- Delivering results by deadlines.
- Thinking before making a commitment and sticking to it.
- Making honest decisions based on a facts and figures, not feelings or opinions.

Passionate

- Striving to achieve goals.

- Believing in self and teams ability to achieve targets.

- Driving for excellence in execution.

- Using information/resources available in the best possible way to achieve targets.

- Reaching the desired goal through trying out different options with determination.

4.2.3 Ownership structure of Banglalink

Banglalink Digital Communication Limited is 99.99998% owned by Telecom Ventures Ltd. (formerly Orascom Telecom Ventures Limited) of Malta, which is a fully owned subsidiary of Global Telecom Holding S.A.E (formerly Orascom Telecom Holding). Global Telecom Holding (GTH) is operating mobile networks in high growth markets in the Middle East, Africa and Asia. GTH operates in Algeria (Djezzy), Pakistan (Mobilink) and Bangladesh (Banglalink) and has an indirect equity shareholding in Globalive Wireless Canada (WIND Mobile). In addition, GTH has an indirect equity ownership in Telecel Zimbabwe (Zimbabwe) and through its subsidiary Telecel Globe.

4.2.4 Products and services of Banglalink

Banglalink continued to maintain a very strong brand image. Under the flagship brand Banglalink prepaid products offers variety of products such as: banglalink play, banglalink desh, banglalink desh hello, banglalink desh ek rate, banglalink desh ek rate darun, banglalink desh ten fnf to cater different needs of the subscribers. Driving innovation, in 2013 Banglalink has introduced four major products including youth oriented product called 'Play' which has become very popular.

Banglalink caters the telecommunication needs of business segments through offering a range of products including 'Banglalink SME and 'Banglalink PCO'. 'Banglalink Inspire' is designed for the individual professionals and personal use. 'Icon' the most premium telecom brand in the country. Banglalink's international roaming network with continual expansion comprises of 388 operators across 147 countries including in Flight and Maritime roaming facility.

Figure: 4.2
Products and services of Banglalink

Prepaid	● banglalink play ● banglalink desh ● banglalink desh hello ● banglalink desh ek rate ● banglalink desh ek rate darun ● banglalink desh ten fnf
Postpaid	● banglalink Inspire ● banglalink SME
Priyojon Program	● Prize point ● Partnership program ● banglalink prioyjon insurance
Internet	● Daily pack ● Weekly pack ● Monthly pack ● 3G packs: Tester, Starter, Mini player, Player, Explorer, Browser, Super browser
Business Service	● Corporate SMS broadcast ● Vehicle tracking ● Field force locator ● POS solution ● SMS attendance ● Corporate web hosting solution
Value added services	Amar Tunes , Songs Dedication (4226), Azan Alert (4646), banglalink Advance, Banglalink Babsha Jigyasha 7677 Billpay service, Easy Golpo Chora Gaan (5432), Messenger Service (8989), Mobile Remittance Service, Music Station (5858), Banglalink Phone backup, Banglalink Timer SMS, BBC Janala, Stock info service 6464, Blood bank (8008), Call Block Service (8181), Call Me Back, Calling Options, Friend Finder (2424), Health Link (789), i'bubble, i'Cook, IVR Horoscope Service (Dial: 4466), Jiggasha 7676, Junction 1313, Missed Call Alert, Namaz Alert, Voice Adda, Voice Mail Service, Voice Portal 4848, Yellow Page
Roaming	● Outbound Roaming ● Inbound Roaming ● International SMS ● International MMS
Device	● 3G device ● 2G device
Financial Service	● Mobile cash ticketing ● Mobile cash payment ● Mobile banking ● Mobile cash remittance ● Mobile money order

Source: www.banglalinkgsm.com

4.2.5 Growth and development of Banglalink

In 2005 Banglalink launched its operation and achieved 1 million customers. In 2007 Banglalink became the 2nd largest operator in the country. 2008 company achieved 10 million customers. Banglalink made significant advancement in year 2010 in acquiring new subscribers and expanding market share. The company registered 5.5 million new subscribers and reached 19.3 million while the market share increased to 28.2% this year from 26.5% of previous year. The company posted 30.5% growth in revenue and 21.5% increase in EBITDA.

Banglalink continued to expand its coverage across the country. In 2010 the number of base stations was increased to 6,000. Network coverage has been improved in urban areas

through indoor coverage enhancement. Banglalink remained a key contributor to the national exchequer. This year company was contributed 35.6% more to the exchequer then its preceding year's. Company launched different types of mobile financial services such as: railway ticketing, utility bill pay, concert ticketing and domestic remittance services with the Bangladesh post office this year.

Chart: 4.5
Subscribers growth of Banglalink

	2010	2011	2012	2013	2014
■ Subscriber (in million)	19.32	23.80	25.90	28.40	30.20
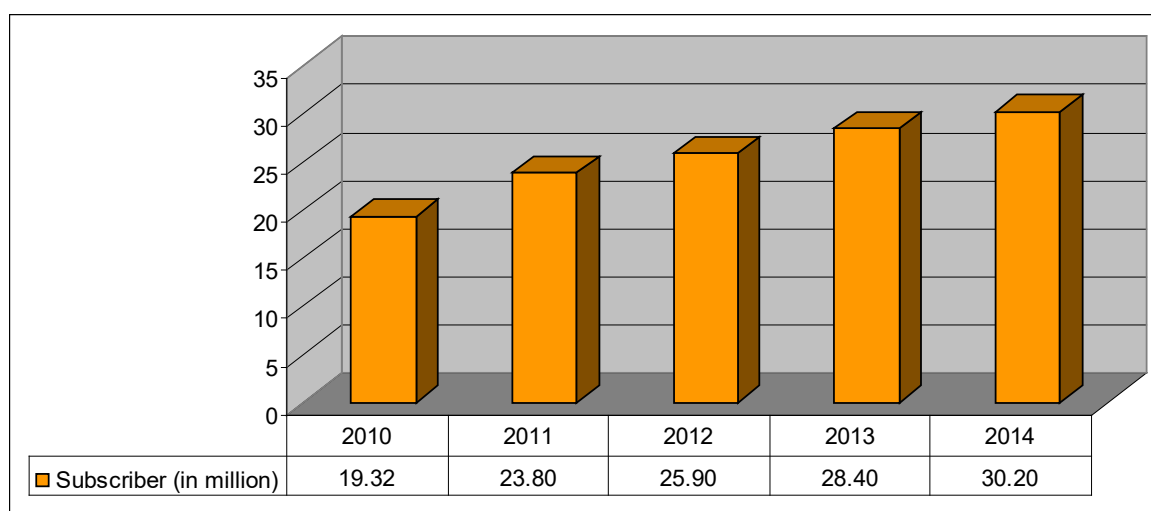
Source: Banglalink annual report- 2010- 2014

In 2011, around 1,000 BTS sites were on air, out of which around 50% are for new coverage and rest are densification sites. Network traffic capacity has been increased by 20% and traffic increased by 12%. Banglalink also gives data service to both prepaid and post-paid subscribers via its GPRS and EDGE Network. All districts and major highways are covered with seamless GPRS/EDGE network. During 2011, EDGE coverage area has been doubled. Also, the network observed more than 60% growth in data volume compared to 2010.

Banglalink unveiled several new products and services throughout the year. In 2011, among other new services, Banglalink launched 'Krishi Bazaar 2474' – a buy-sell service for farmers and people associated with agriculture. During the year, Banglalink also introduced 'Banglalink inspire', a new product targeting different professional groups of society with a variety of special features and benefits.

The company continued to increase its contribution to the national exchequer. Deposit to the national exchequer during 2011 amounted to BDT 23.8 billion. In 2011 net operating revenue growth in its fourth quarter financial performance compared to same period of

last year. The revenue of the operator stood at US$129 million in 2011 which was $122 million in 2010. But, EBITDA margin and ARPU both declined in 2011. EBITDA, measurement of a company's profitability, scaled down by almost 5 per cent from 25.2% of 2010 to 20.3% in same period of 2011 while ARPU experienced US$ 0.3 fall from $2.1 to $1.8. Despite decline in the operator's profitability, it showed significant subscriber base growth of 23% compared to the previous year. Until December 31, 2011, clientele of the operator reached 23.75 million and market share was 27.9% of the entire market.

Chart: 4.6
Market share growth rate of Banglalink

	2010	2011	2012	2013	2014
Market share (%)	28.2%	27.8%	26.6%	25.0%	25.5%
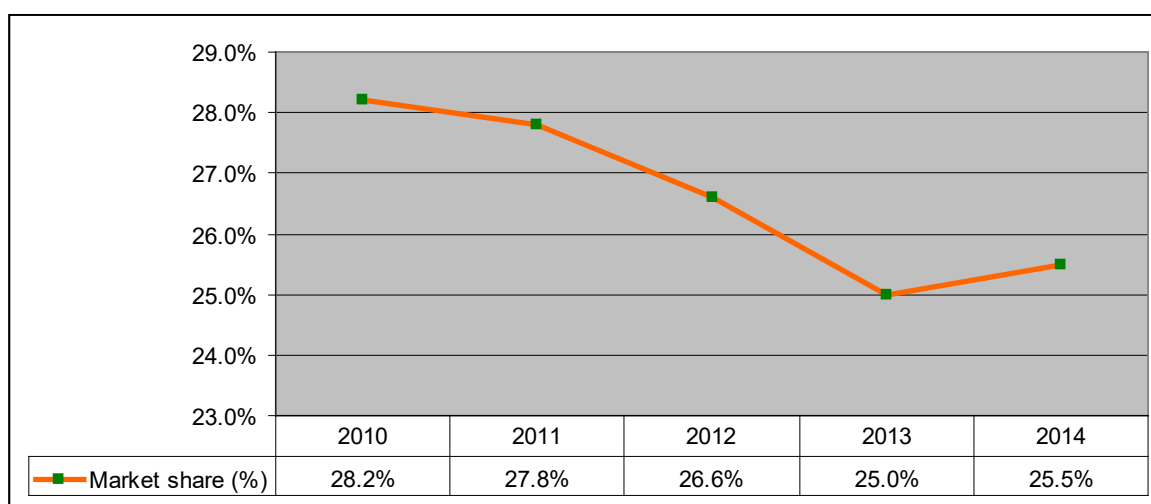
Source: Banglalink annual report- 2010- 2014

Banglalink covered 99% population of Bangladesh and 85% geographical area with more than 8,000 base stations around the country in 2012. In 2012 revenue earning of Banglalink was reached BDT 11.8 billion, a 23% rise from previous year 2011. The company also attained an impressive 20% revenue growth and 35% EBITDA margin. Despite the cut throat competition the company was able to maintain a steady ARPU of US$ 1.8. Till this year Banglalink deposited BDT 99.1 billion to the national exchequer and reinforced itself as one of the largest contributor to exchequer.

A significant growth in revenue earning of the operator is attributed to a larger subscriber base, in addition to a higher level of VAS and data adoption, and targeted acquisitions of the higher value segment, as well as reactivation promotions. This year company added 2.15 million new subscribers and subscriber base reached 25.9 million at the end of the year. The market share at the end of 2012 was 26.6% against 27.8% in the preceding year.

In 2013, data and VAS continued to show a remarkable growth. Data had a revenue growth of 90% with 150%+ usage growth and 14% user growth over the earlier year 2012. VAS achieved an incredible 27% growth over 2012. In 2013, Banglalink brought in new OTT partnerships, innovative bundle packs and 3G enabled devices into the network clubbed with offering competitive value for money data price plans. Banglalink prepaid subscriber base increased by 11% and postpaid subscriber base experienced remarkable 18% growth in 2013.

Banglalink, the mechanic of reshaping the country's telecom market, have launched 3G service by offering a unique opportunity to enter into the new era in October 10, 2013. This year opened a new horizon in mobile financial services (MFS) of Bangladesh with boom in mobile banking industry. Banglalink has been awarded with an exclusive franchise to provide the traditional money order service of Bangladesh post office at Banglalink retail points. Banglalink was enjoyed 40% growth in MFS revenue while customer base increased by 156% in this year.

Chart: 4.7
Revenue growth of Banglalink

	2010	2011	2012	2013	2014
Revenue (BDT. in Billion)	31.81	37.87	45.36	39.35	44.00
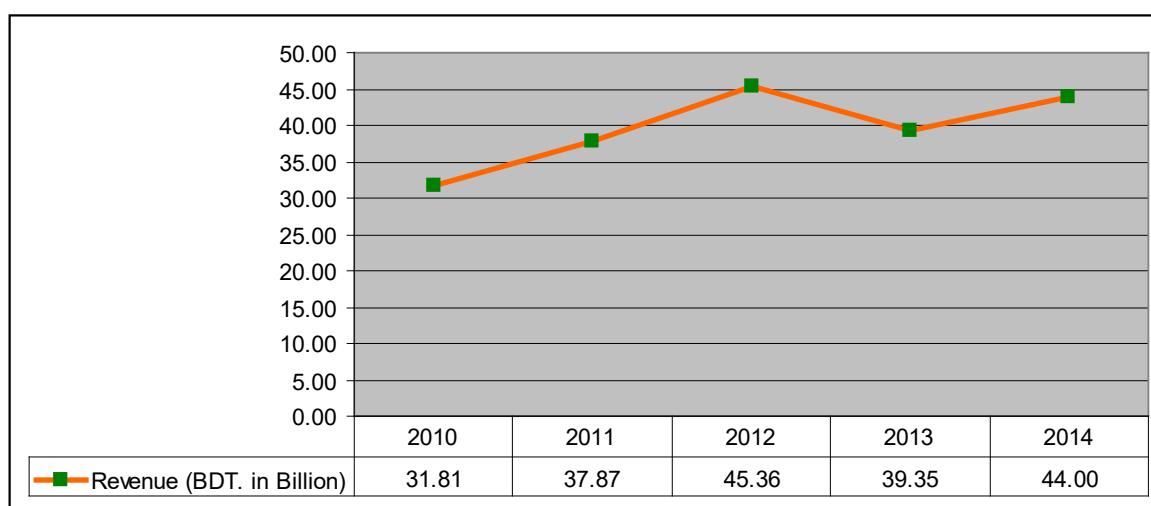
Source: Banglalink annual report- 2010- 2014

In 2014 Banglalink coverage 3G network in all 64 districts. Fastest 3G network and strong mobile data revenue growth 26%, growing revenue market share 22.6%, operational excellence leading to improving EBITDA margin BDT 4.4 billion and Revenue BDT 44.0 billion. Voice revenue 8% and data revenue 67% increase from last year 2013. The market share at the end of 2014 was 26.6% and subscriber reached 30.2 million.

4.2.6 Corporate social responsibility of Banglalink

Banglalink remained committed to play its role as a responsible corporate citizen to contribute in making a difference in the socio-economic development of Bangladesh. The company undertakes several projects each year for the welfare of community and preservation of the environment. Banglalink corporate social activities include the following initiatives:

Cox's bazar sea beach cleaning project and international coastal cleanup day

Since 2005, Banglalink has been cleaning world's longest sea beach, Cox's bazar and international coastal cleanup day. Under this project, 26 female workers clean the 3 km long beach 363 days a year in 2 shifts. Banglalink has been truly making a difference in preventing environmental pollution at Cox's bazar beach and preserving the environment.

Donating blankets at orphanages

Since 2009, to help underprivileged children, Banglalink has taken this special initiative to distribute blankets among the orphan children of many orphanages around the country- (includes: Dhaka, Chittagong, Khulna, Rajshahi, Rangpur, Barisal, Narayanganj, Mymensingh, and Tangail) which are in great need for it during winter season.

Special arrangements for hajj pilgrims at the hajj camp

Since 2009, Banglalink took several initiatives to provide free services to hajj pilgrims at hajj camp where they gather to depart for hajj. This includes: arranging air-conditioned busses for pilgrims, water distribution zone, phone counter for making free phone calls, provided them trolleys, signage, information through service and a hajj guide booklet to facilitate quick and easy understanding of hajj rituals.

ICT support for underprivileged children: computer lab set up

To remove the curse of illiteracy from society and to enlighten the students who will become the hope of tomorrow, Banglalink has successfully set up computer labs in 270 underprivileged schools at different parts of the country in 2011. The computer labs are equipped with pc, laptop, internet modem, multimedia projector, speakers and microphone. This is how banglalink is 'making difference' and in the process aiding the government in achieving its vision of 'digital Bangladesh'.

Source: www.banglalinkgsm.com, annual report 2010- 2014

4.3 Robi

4.3.1 Company profile

Robi, the most dynamic and rapidly-growing telecommunication operator in Bangladesh, is developing its services to meet increasing customer needs - ranging from voice and high speed internet services to tailor-made telecommunications solutions. Robi is a joint venture company between Axiata Group Berhad (91.59%) of Malaysia and NTT DOCOMO INC. (8.41%) of Japan. It commenced operation in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'.

In 2010 the company was re-branded to 'Robi' and the company changed its name to Robi Axiata Limited. Robi is the third largest mobile phone operator in Bangladesh in terms of subscriber and market share. Robi network provides nationwide coverage to nearly 100% of the population with more than 9,450 2G sites and more than 1,400 3.5G sites. It is also a challenger operator in the country to introduce GPRS and 3.5G services in Bangladesh.

Its GSM service is based on a robust network architecture and cutting EDGE technology. The company has the widest international roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Robi's customer centric solution includes value added services (VAS), quality customer care, digital network security and flexible tariffs. The company has introduced many first kind digital services in the country and has invested heavily in taking mobile financial services to the underserved communities in the rural and semi-urban areas.

4.3.2 Company Vision, Mission and Values

Vision

- Want to be a leader of telecommunication service provider in Bangladesh.

Mission

- Robi aims to achieve its vision through being number one not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of the budding nation.

Values

Uncompromising integrity

- We will be legally, ethically and morally correct.

- Our conduct will be fair and honest.

- We will listen, seek understanding and encourage open dialogue.

- We will treat others with dignity, valuing and benefiting from diversity.

Customer at the center

- We will be customer centric delivering their needs in terms of value, quality and satisfaction.

- Simplicity will be the key for the customer to learn about us, buy from us, and get support from us whenever and wherever.

- We will strive for continuous innovative solutions in every sphere of our work.

- We will not be distracted from creating and providing value for our customers.

I can, I will

- Ensure our efforts produce desired results.

- Seize opportunities at the right time and execute them on time.

- Go beyond our scope, strive for and achieve excellence.

- Do what it takes to ensure delivery of results not waiting for delegation.

4.3.3 Ownership structure of Robi

Robi Axiata Limited is a Joint Venture company between Axiata Group Berhad (91.59%) and NTT DOCOMO INC. (8.41%).

Chart: 4.8
Ownership structure of Robi
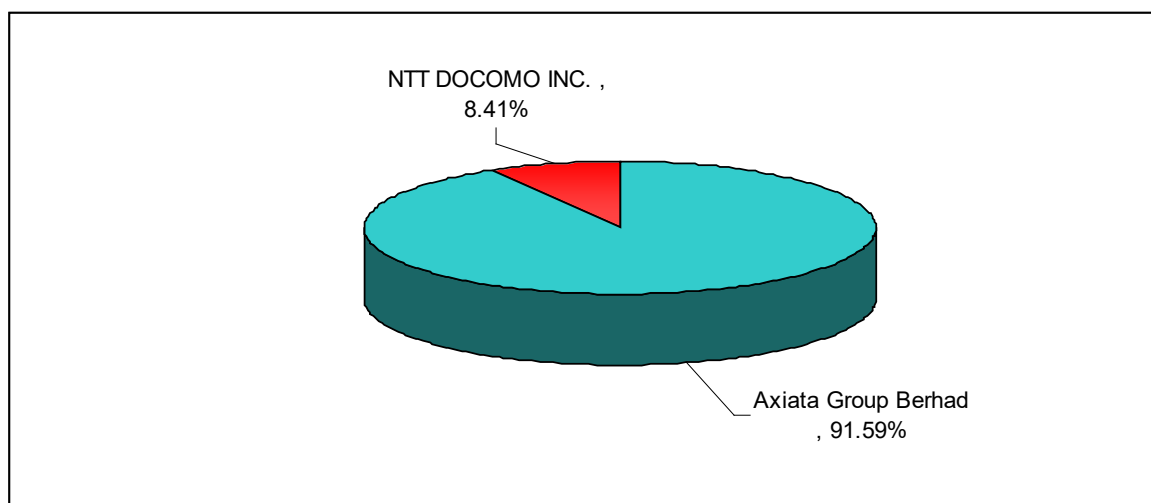
Source: www.robi.bd.com

Axiata Group Berhad

Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian grown holding company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including its subsidiaries and associates, has approximately 120 million mobile subscribers in Asia, and is listed on Malaysia's stock exchange (Bursa Malaysia).

NTT DOCOMO INC.

NTT DOCOMO INC. is the world's leading and largest mobile communication company in Japan. DOCOMO serves over 56 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DOCOMO also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by 48 million people.

4.3.4 Products and services of Robi

With the most affordable benefits and associated values, now Robi offers different types of prepaid packages, postpaid packages, internet packages, international roaming facility, value added services, information services, news services, financial services for customer with superior OCS network.

Figure: 4.3
Products and services of Robi

Prepaid	● Damal Samal ● Tarunno ● Anonna ● Muhurto ● Hoot Hut Chomok ● Robi Club ● Goti ● Nobanno ● Shasroyee ● Shorol
Postpaid	● Postpaid pack 1 ● Postpaid pack 2
Internet	● 4MB 1Day ● 25MB 1Day ● 100MB 7Day ● 500MB 30Days ● 1GB 30Days ● 2GB 30Days
Business Service	● Toma taxi service ● Balance recharge through ATM Cards ●Train tracker ●Balance transfer
Value added services	Meet and Greet with Mehazabien, Audio Movie service, Funny Status, Star Buzz, Sports WAP, Zomobie, Robi Bangla Dhol, Binodon24 TV, Media Fun Voice Portal, EA Games Club, Robi Tunes, Entertainment World, Robi Play, Video Zone, Robi Online Radio, Robi TV, Cricket World, Robi Zone, Fun Portal, Love Portal, Robi Kids Zone, Rashifol Service, Matrimony, Health Tips, Women Zone, BBC Janala, Robi Shobjanta, Haat-bazar, m-Farmer Service, e-traffic, Projukti Jiggasha O SMS Tips, Robi News Services, Islamic Services, Lifestyle and Education services.
Roaming	● With 600 operators and more than 200 countries roaming facility
Device	● Robi Samsung Galaxy Ace NXT 2 ● 3.5G Enabled Internet Modem ● Symphony B18 ● iPhone-6 ● Robi Samsung smart phone
Financial Service	● BIMA Mobile Insurance ● BPDB Bill Pay ● DWASA Bill Payment ● Robi Bazar

Source: www.robi.bd.com

4.3.5   Growth and development of Robi

In 2010 Robi's revenue and EBITDA growth was 30.68% and 22.60% respectively. It was primarily boosted by prepaid voice, prepaid VAS and IDD (international direct dialing) etc. Strong subscriber growth of 33% was paramount to the resulting revenue growth. The EBITDA was up 25% compared to 2009, reflecting an incremental absolute EBITDA of Tk 166.8 crore in 2010. The company subsequently contributed Tk 1,047.2 crore to the national exchequer in this year. This year total revenue was BDT 26.03 billion, subscriber reached 12.3 million which represent market share 18%.

Chart: 4.9
Subscriber growth of Robi

	2010	2011	2012	2013	2014
■ Subscriber (in million)	12.30	16.13	20.00	24.80	25.30
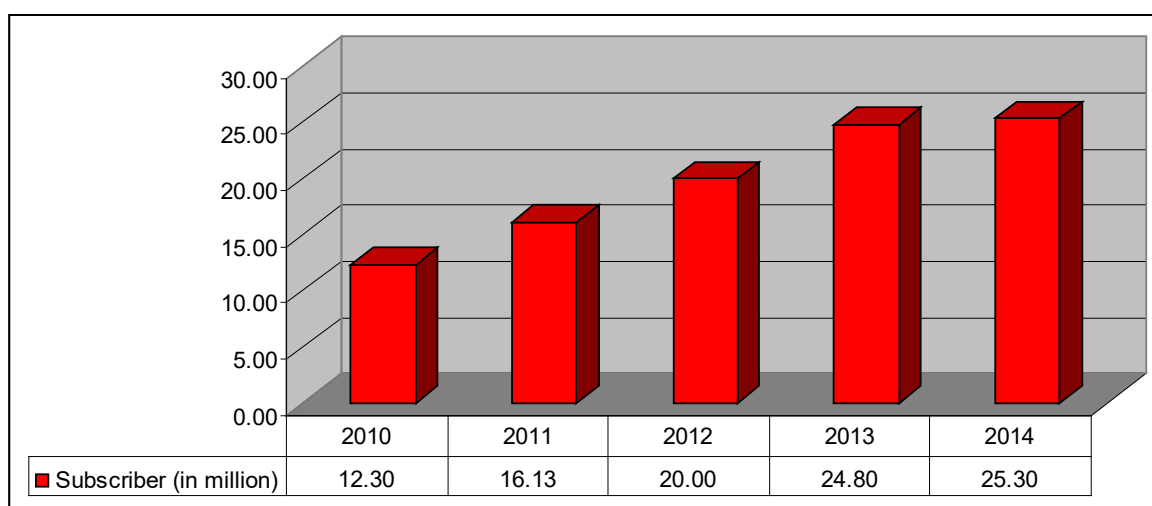
Source: Robi annual report- 2010- 2014

In 2011 company increased network capacity and coverage. Geographical coverage was increased from 86% to 87.4%, population coverage from 96% to 97.5%. Total revenue this year was BDT 30.68 billion, subscriber 16.13 million and market share was 19%. Robi earned Tk 38.953 billion revenue in 2012. Of the amount, BDT 9 million was net profit, 53% of the revenue earnings, BDT 22.98 billion, was paid to the public exchequer. The average quarterly growth rate of the year was 8.8%. This year company launched many innovative value added services like: Robi Blast, m- Farmer, voice tube, free goongoon offer etc. In 2012 total subscriber reached 20 million which represent 21.7% market share.

In 2013 Robi's revenue growth was slowdown by1%.The reduced revenue growth was attributed to the negative impact of political disruptions in overall businesses. EBITDA margins however improved to 40.2% in part due to lower subscriber acquisition cost and

improved efficiency in OPEX. As a result of better EBITDA, PAT was also up BDT 300 million to BDT 1.4 billion. Revenue was BDT 45.2 billion, subscriber reached 24.8 million which represent market share 22%.

Chart: 4.10
Market share growth rate of Robi

	2010	2011	2012	2013	2014
Market share (%)	18.0%	19.0%	21.7%	22.0%	21.0%
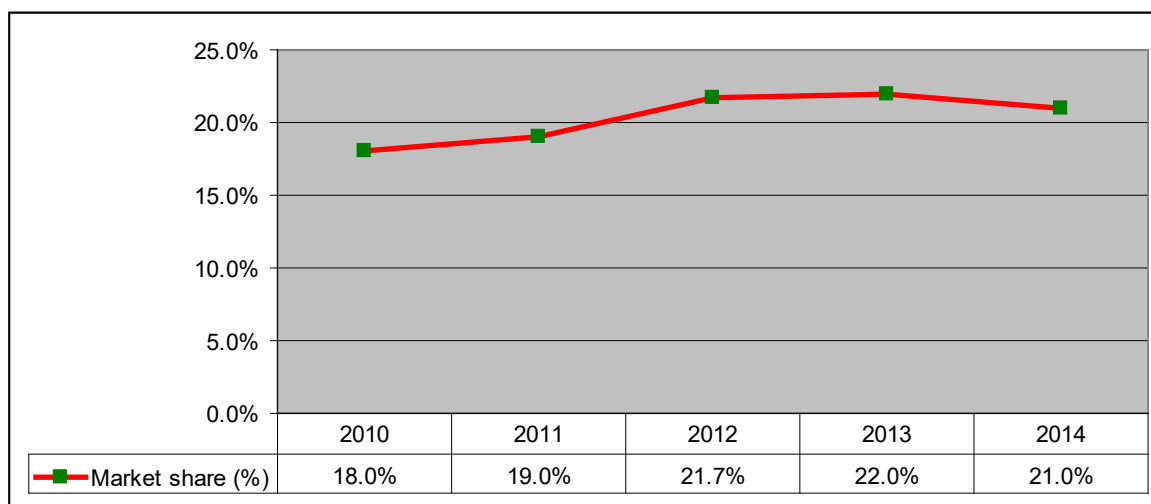
Source: Robi annual report- 2010- 2014

Robi also delivered a strong revenue growth BDT 49.4 billion in 2014 from BDT 45.2 billion in 2013. Data revenue witnessed an unprecedented growth of 120% during the same period in line with deployment of 3.5G services across the country. With this continued revenue growth faster than overall market growth, Robi further strengthened it's positioning as the second largest operator in terms of revenue market share in Bangladesh.

Chart: 4.11
Revenue growth of Robi

	2010	2011	2012	2013	2014
Revenue (BDT. in Billion)	26.03	30.68	38.95	45.20	49.40
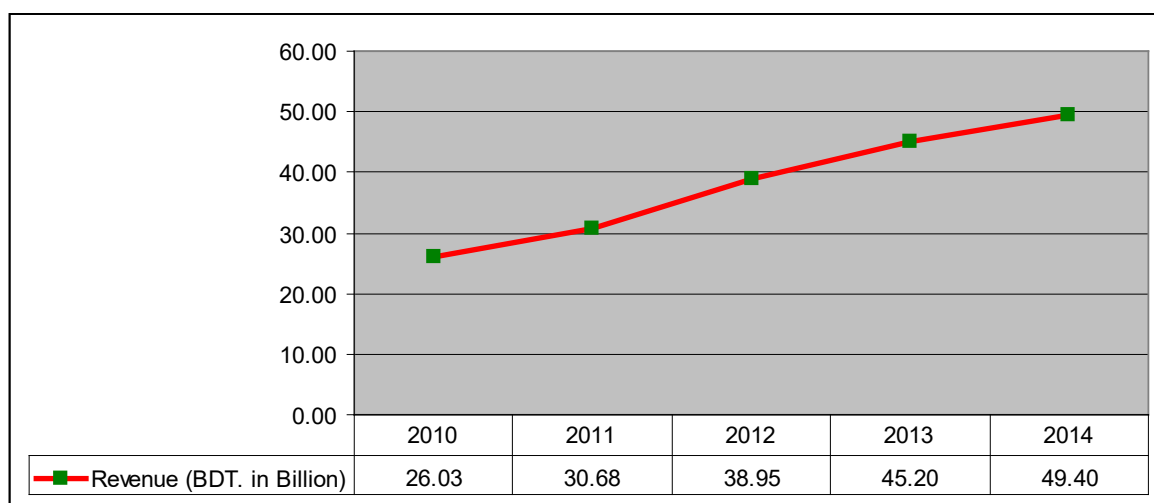
Source: Robi annual report- 2010- 2014

EBITDA grew by 18.3%, whilst EBITDA margin improved by 300 basis points to reach 38.3% resulting predominantly from revenue growth and bringing efficiency in cost structure. Despite additional operating expenses and depreciation from increased investments in spectrum and CAPEX (Capital Expenditure) to support the rollout of 3.5G network and expand 2.5G network, PAT increased by 20.4%, largely due to strong growth in EBITDA and focused investment strategy.

Robi added another 2.9 million new customers in 2014 to reach 25.3 million, which represents 21% of customer market. This year company has paid out more than BDT 21.7 billion to the government exchequer representing 43.8% of company revenue which is 0.4% of service sector GDP. Since inception in 1997, Robi has paid out more than BDT 142 billion to the government exchequer.

4.3.6 Corporate social responsibility of Robi

Robi realizes its responsibility towards the society and the environment and thus, it has been working to contribute to social uplift through community empowerment and environmental upkeep through appropriate initiatives. With the vision of enabling opportunities to improve lives, Robi drives its corporate responsibility efforts in the domain of health, environment, and ICT education.Health and safety

Robi ensuring the basic rights and health facilities for employees, has established a recreation center open to all employees to help them in working out from stress and extended access to the center even to their family members so that they can all enjoy good health. Robi also organizes different health awareness sessions on regular intervals in collaboration with specialized and reputed health institutions and health practitioners for its employees.

Pure drinking water at major railway stations

The landmark activity in the health front is the installation of purified drinking water supply facilities at key railway stations in the country. Robi in collaboration with Bangladesh railway has set up water treatment plants at Kamlapur railway station and airport railway station in Dhaka and also in the railway stations in Chittagong, Sylhet, Rajshahi, Khulna and Mymensingh.

Environment

Robi initiated the 'Robir Alo' program aiming at people in the off-grid region who used to depend on kerosene or wax candles to meet their demands for light and were unable to

use mobile phones due to lack of power. Robi has intervened in this aspect and provided solar panels to 590 of homes in remote villages in Kurigram and Bandarban. This has not only infused a new lease of life amongst the poor villagers who were deprived of electricity facilities but their carbon footprints have also been decreased significantly besides enabling them to avail a mobile phone and charge them up.

Green Initiative

With a vision to dialing for sustainable future Robi's Green mission is to be committed to environmentally sustainable business practices through responsible use of resources. The key initiatives under this program are Green BTS, efficient fleet management, reducing electricity wastage, lessen internal paper consumption, virtualization, unified communication, sharing of infrastructure, and e-waste management.

ICT Education

Robi has also established internet corners at all the seven divisional libraries in Dhaka, Rajshahi, Chittagong, Rangpur, Sylhet and Khulna. Robi strongly supports the government's vision of creating a digital Bangladesh by 2021 and thus the internet corners are very useful for students to get access internet.

Source: www.robi.com.bd, annual report 2010-2014

CHAPTER- 5

DATA ANALYSIS AND INTERPRETATION

Note: Expansion of symbols and abbreviations in analysis:

GP- Grameenphone, BL- Banglalink, RB- Robi, CE- Customer Expectation, CP-Customer Perception, GS- Service quality gap Score, df- degrees of freedom, %-Percentage.

5.1 Analysis of personal information of the respondents

Table: 5.1.1
Analysis of operator-wise age distribution of the respondent

			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Age distribution of Respondent	18-24	Count	61	57	23	141
		%	33.2%	51.8%	25.6%	36.7%
	25-34	Count	84	37	45	166
		%	45.7%	33.6%	50.0%	43.2%
	35-44	Count	27	10	14	51
		%	14.6%	9.1%	15.6%	13.3%
	45+	Count	12	6	8	26
		%	6.5%	5.5%	8.8%	6.8%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

The above table 5.1.1 shows operator-wise age distribution of the respondent. 33.2 percent respondent of Grameenphone, 51.8 percent respondent of Banglalink and 25.6 percent respondent of Robi are belongs age between 18-24 years. 45.7 percent respondent of Grameenphone, 33.6 percent respondent of Banglalink and 50.0 percent respondent of Robi are belongs age between 25-34 years. 14.6 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 15.6 percent respondent of Robi are belongs age between 35-44 years. 6.5 percent respondent of Grameenphone, 5.5 percent respondent of Banglalink and 8.8 percent respondent of Robi are belongs age above 45 years. The following chart 5.1.1 shows total 36.7 percent respondent are belongs age between 18-24 years, highest 43.2 percent respondent age between 25-34 years, 13.3 percent respondent age between 35-44 years and 6.8 percent respondent age above 45 years.

Chart: 5.1.1
Age distribution of the total number of respondent
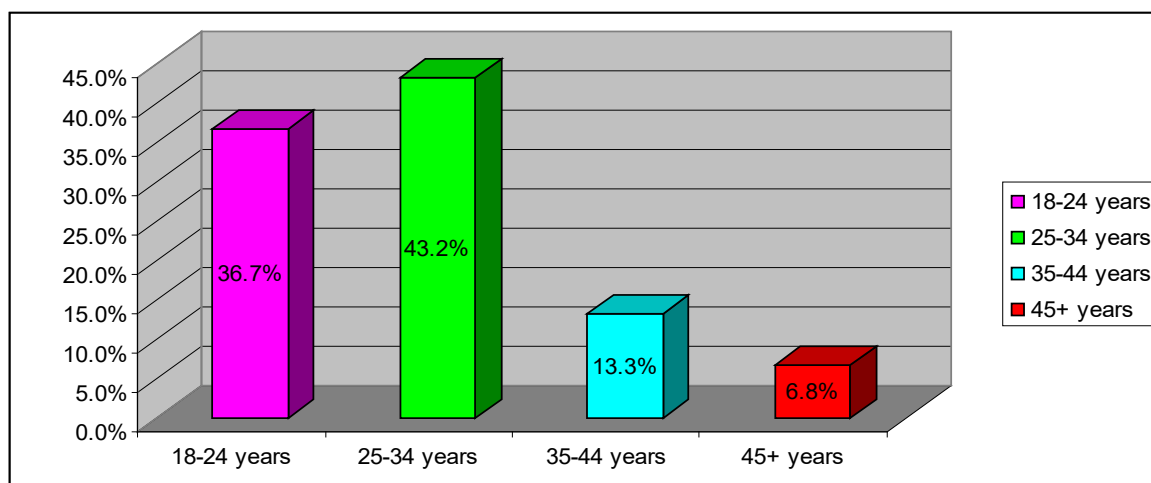
Source: Field survey data

Table: 5.1.2
Analysis of operator-wise Gender distribution of the respondent

			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Gender distribution of Respondent	Male	Count	156	88	66	310
		%	84.8%	80.0%	73.3%	80.7%
	Female	Count	28	22	24	74
		%	15.2%	20.0%	26.7%	19.3%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Chart: 5.1.2
Gender distribution of the total number of respondent
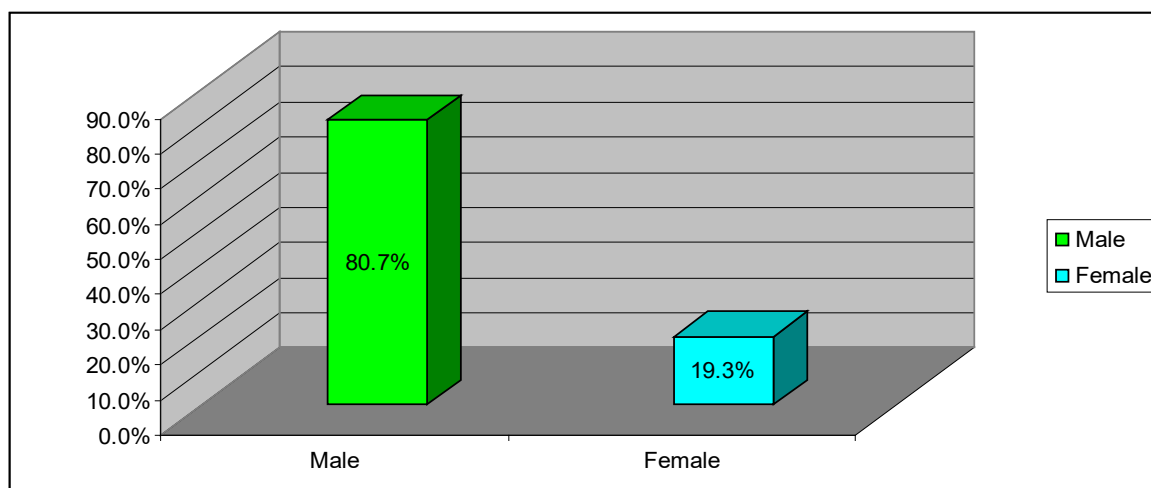
Source: Field survey data

Inference:

The above table 5.1.2 and chart shows operator-wise gender distribution of the respondent. 84.8 percent respondent of Grameenphone, 80.0 percent respondent of Banglalink and 73.3 percent respondent of Robi are male. 15.2 percent respondent of Grameenphone, 20.0 percent respondent of Banglalink and 26.7 percent respondent of Robi are female.

Table: 5.1.3
Analysis of operator-wise educational qualification of the respondent

			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Educational qualifications of the Respondent	Below SSC	Count	6	4	5	15
		%	3.3%	3.6%	5.6%	3.9%
	SSC	Count	8	6	8	22
		%	4.3%	5.5%	8.9%	5.7%
	HSC	Count	16	14	12	42
		%	8.7%	12.7%	13.3%	10.9%
	Graduate	Count	91	56	34	181
		%	49.5%	50.9%	37.8%	42.2%
	Post graduate	Count	63	30	31	124
		%	34.2%	27.3%	34.4%	32.3%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Chart: 5.1.3
Educational qualification of the total number of respondent

Post graduate, 32.3%
Below SSC, 3.9%
SSC, 5.7%
HSC, 10.9%
Graduate, 42.2%
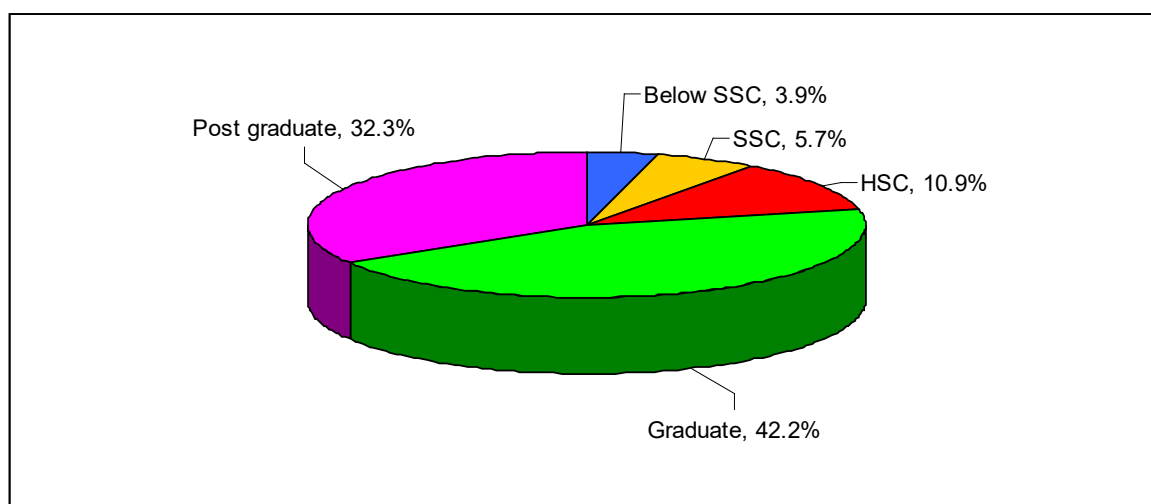
Source: Field survey data

Inference:

The above table 5.1.3 shows operator-wise educational qualification of the respondent. 3.3 percent respondent of Grameenphone, 3.6 percent respondent of Banglalink and 5.6 percent respondent of Robi are below SSC pass. 4.3 percent respondent of Grameenphone, 5.5 percent respondent of Banglalink and 8.9 percent respondent of Robi are SSC pass. 8.7 percent respondent of Grameenphone, 12.7 percent respondent of Banglalink and 13.3 percent respondent of Robi are HSC pass. 49.5 percent respondent of Grameenphone, 50.9 percent respondent of Banglalink and 37.8 percent respondent of Robi are graduate. 34.2 percent respondent of Grameenphone, 27.3 percent respondent of Banglalink and 34.4 percent respondent of Robi are post graduate. The above chart 5.1.3 shows total 3.9 respondents below SSC pass, 5.7 percent respondent SSC pass, 10.9 percent respondent HSC pass, 42.2 percent respondent graduate and 32.3 percent respondent are post graduate.

Table: 5.1.4
Analysis of operator-wise occupation distribution of the respondent

			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Occupation of the Respondent	Unemployed	Count	18	12	8	38
		%	9.8%	10.9%	8.9%	9.9%
	Student	Count	44	36	19	99
		%	23.8%	32.7%	21.1%	25.8%
	Service	Count	59	32	33	124
		%	32.1%	29.1%	36.7%	32.3%
	Business	Count	52	20	18	90
		%	28.3%	18.2%	20.0%	23.4%
	Others	Count	11	10	12	33
		%	6.0%	9.1%	13.3%	8.6%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

The above table 5.1.4 shows operator-wise occupation of the respondent. 9.8 percent respondent of Grameenphone, 10.9 percent respondent of Banglalink and 8.9 percent respondent of Robi are unemployed. 23.8 percent respondent of Grameenphone, 32.7 percent respondent of Banglalink and 21.1 percent respondent of Robi are student. 32.1

percent respondent of Grameenphone, 29.1 percent respondent of Banglalink and 36.7 percent respondent of Robi are service holder. 28.3 percent respondent of Grameenphone, 18.2 percent of Banglalink and 20.0 percent respondent of Robi are businessman. 6.0 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 13.3 percent respondent of Robi are others occupation holder. The following chart 5.1.4 shows total 9.9 percent respondent unemployed, 25.8 percent respondent student, 32.3 percent respondent service holder, 23.4 percent respondent businessman and 8.6 percent respondent others occupation holder.

Chart: 5.1.4
Occupation of the total number of respondent

Source: Field survey data

Table: 5.1.5
Analysis of operator-wise monthly income of the respondent

			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Monthly income of the Respondent	Below Tk. 10,000	Count	55	33	27	115
		%	29.9%	30.0%	30.0%	29.9%
	Tk. 10,001-20,000	Count	27	19	15	61
		%	14.7%	17.3%	16.7%	15.9%
	Tk. 20,001-30,000	Count	65	34	28	127
		%	35.3%	30.9%	31.1%	33.1%
	Tk. 30,001-40,000	Count	23	16	11	50
		%	12.5%	14.5%	12.2%	13.0%
	Tk. 40,000 +	Count	14	8	9	31
		%	7.6%	7.3%	10.0%	8.1%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

The above table 5.1.5 shows operator-wise monthly income of the respondent. 29.9 percent respondent of Grameenphone and 30.0 percent of both Banglalink and Robi respondent monthly income below tk. 10,000. 14.7 percent respondent of Grameenphone, 17.3 percent respondent of Banglalink and 16.7 percent Robi respondents monthly income between tk. 10,001-20,000. 35.3 percent respondent of Grameenphone, 30.9 percent respondent of Banglalink and 31.1 percent Robi respondents monthly income between tk. 20,001-30,000. 12.5 percent respondent of Grameenphone, 14.5 percent respondent of Banglalink and 12.2 percent Robi respondents monthly income between tk. 30,001-40,000. 7.6 percent respondent of Grameenphone, 7.3 percent of Banglalink and 10.0 percent Robi respondents monthly income tk. above 40,000. The following chart 5.1.5 shows total 29.9 percent respondent monthly income below tk. 10,000. 15.9 percent respondent monthly income between tk. 10,001-20,000. 33.1 percent respondent monthly income between tk. 20,001-30,000. 13.0 percent respondent monthly income between tk. 30,001-40,000 and 8.1 percent respondent monthly income above tk. 40,000.

Chart: 5.1.5
Monthly income of the total number of respondent
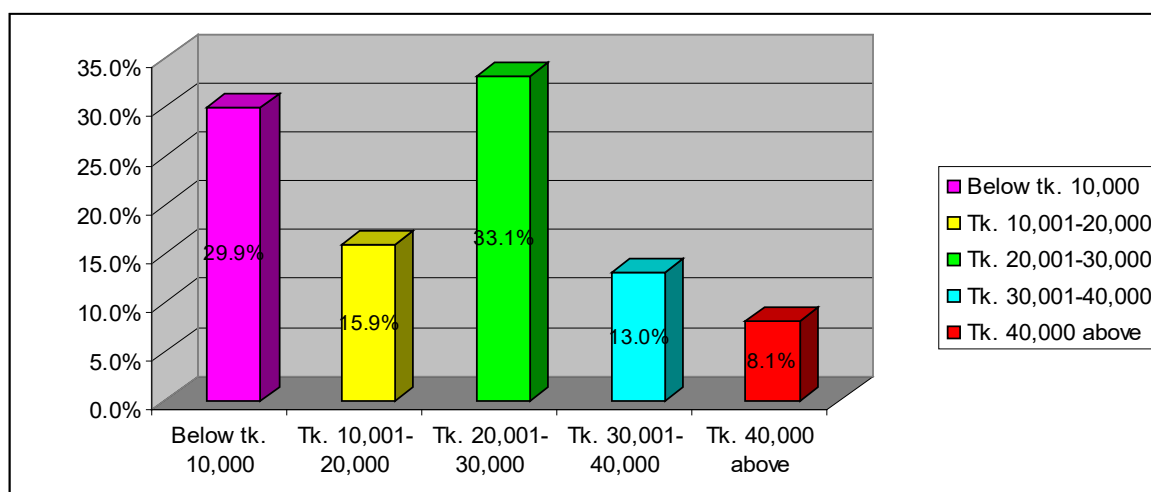
Source: Field survey data

Table: 5.1.6
Analysis of operator-wise brand owned by the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Mobile operator brand	Grameenphone	184	47.9	47.9	47.9
	Banglalink	110	28.7	28.7	76.6
	Robi	90	23.4	23.4	100.0
	Total	384	100.0	100.0	

Source: Field survey data

Inference:

The above table 5.1.6 shows mobile operator brand owned by the respondent. Total 47.9 percent respondent owned Grameenphone brand, 28.7 percent respondent owned Banglalink brand and 23.4 percent respondent owned Robi brand.

Chart: 5.1.6
Mobile operator brand owned by total number of respondent
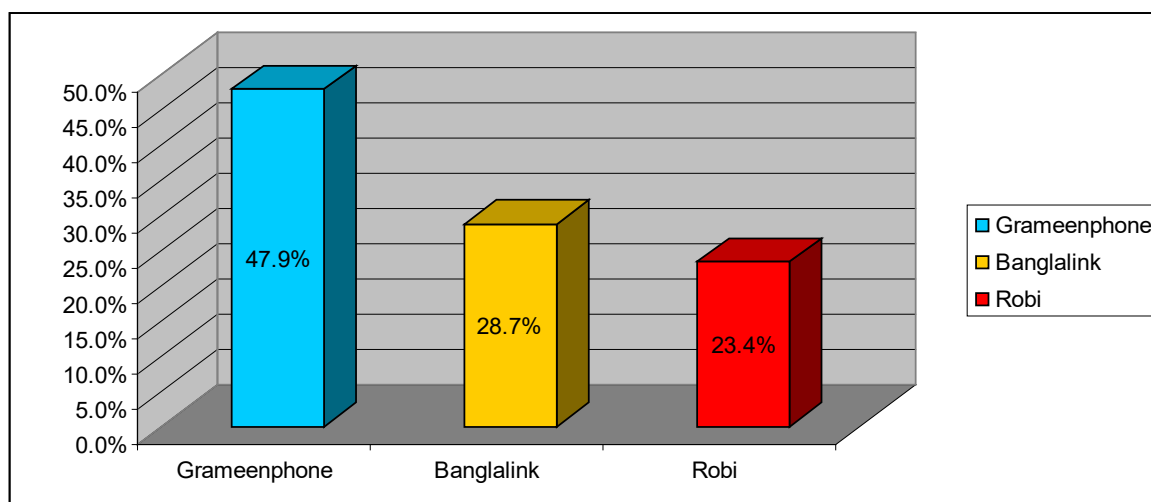
Source: Field survey data

Table: 5.1.7
Analysis of operator-wise types of mobile connection owned by the respondent

			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Type of mobile connection	Prepaid	Count	152	86	81	319
		%	82.6%	78.2%	90.0%	83.1%
	Postpaid	Count	32	24	9	65
		%	17.4%	21.8%	10.0%	16.9%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

The above table 5.1.7 shows mobile operator connection owned by the respondent. 82.6 percent respondent of Grameenphone, 78.2 percent respondent of Banglalink and 90.0 percent respondent of Robi owned prepaid connection. 17.4 percent respondent of Grameenphone, 21.8% respondent of Banglalink and 10.0 percent respondent of Robi owned postpaid connection. The following chart 5.1.7 shows total 83.1 percent respondent owned prepaid connection and 16.9 percent respondent owned postpaid connection.

Chart: 5.1.7
Types of mobile connection owned by total number of respondent
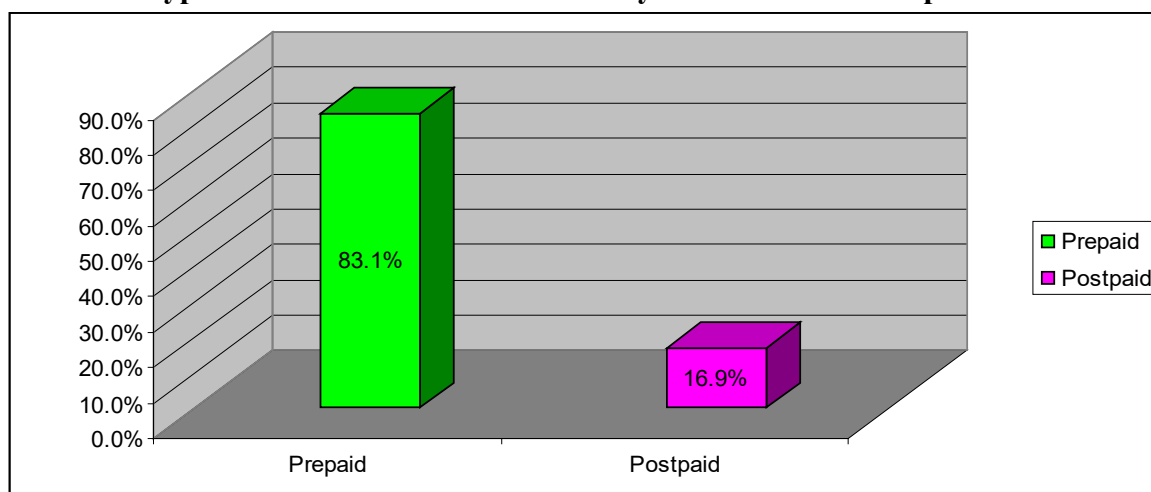
Source: Field survey data

Table: 5.1.8
Analysis of operator-wise number of SIM card owned by the respondent

			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Number of SIM card owned by Respondent	01	Count	48	30	28	106
		%	26.1%	27.3%	31.1%	27.6%
	02	Count	104	65	45	214
		%	56.5%	59.1%	50.0%	55.7%
	2 +	Count	32	15	17	64
		%	17.4%	13.6%	18.9%	16.7%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

The above table 5.1.8 shows number of SIM card owned by the respondent. 26.1 percent respondent of Grameenphone, 27.3 percent respondent of Banglalink and 31.1 percent respondent of Robi have one SIM card. 56.5 percent respondent of Grameenphone, 59.1 percent respondent of Banglalink and 50.0 percent respondent of Robi have two SIM card. 17.4 percent respondent of Grameenphone, 13.6 percent respondent Banglalink and 18.9 percent respondent of Robi have more than two SIM card. The following chart 5.1.8 shows total 27.6 percent respondents have one SIM card, 55.7 percent respondents have two SIM card and 16.7 percent respondent have more than two SIM card.

Chart: 5.1.8
Number of SIM card owned by total number of respondent
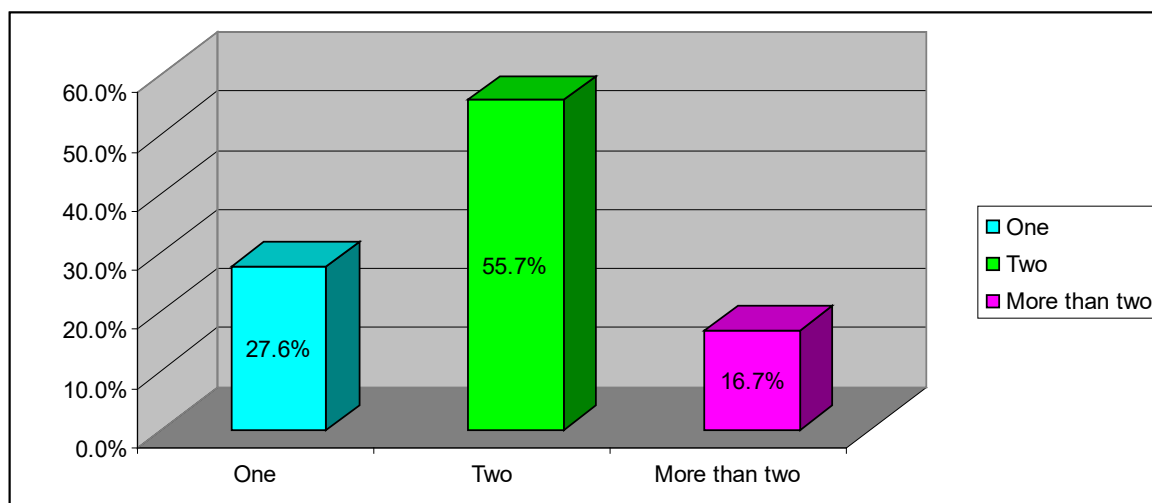
Source: Field survey data

Table: 5.1.9
Analysis of operator-wise experience of using mobile operator brand by the respondent

			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Experience of using mobile operator	Less than 2 years	Count	20	8	5	33
		%	10.9%	7.3%	5.6%	8.6%
	2-3 years	Count	22	16	7	45
		%	12.0%	14.5%	7.8%	11.7%
	3-4 years	Count	41	31	17	89
		%	22.3%	28.2%	18.9%	23.2%
	4-5 years	Count	54	35	30	119
		%	29.3%	31.8%	33.3%	31.0%
	More than 5 years	Count	47	20	31	98
		%	25.5%	18.2%	34.4%	25.5%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

The above table 5.1.9 shows experience of using mobile operator brand by the respondent. 10.9 percent of Grameenphone, 7.3 percent respondent of Banglalink and 5.6 percent respondent of Robi have less than two years using experience. 12.0 percent of Grameenphone, 14.5 percent respondent of Banglalink and 7.8 percent respondent of Robi have two to three years using experience. 22.3 percent of Grameenphone, 28.2

percent respondent of Banglalink and 18.9 percent respondent of Robi have three to four years using experience. 29.3 percent of Grameenphone, 31.8 percent respondent of Banglalink and 33.3 percent respondent of Robi have four to five years using experience. 25.5 percent of Grameenphone, 18.2 percent respondent of Banglalink and 34.4 percent respondent of Robi have more than five years using experience. The following chart 5.1.9 shows experience of using mobile operator brand by total number of respondent.

Chart: 5.1.9
Experience of using mobile operator brand by total number of respondent
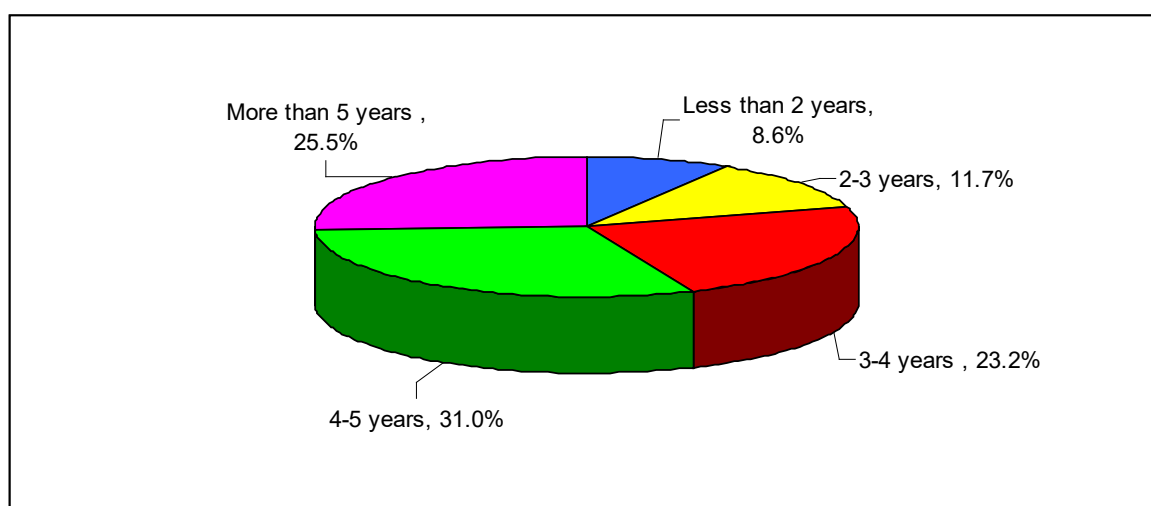
Source: Survey data

Table: 5.1.10
Analysis of operator-wise monthly spending for mobile connection by the respondent

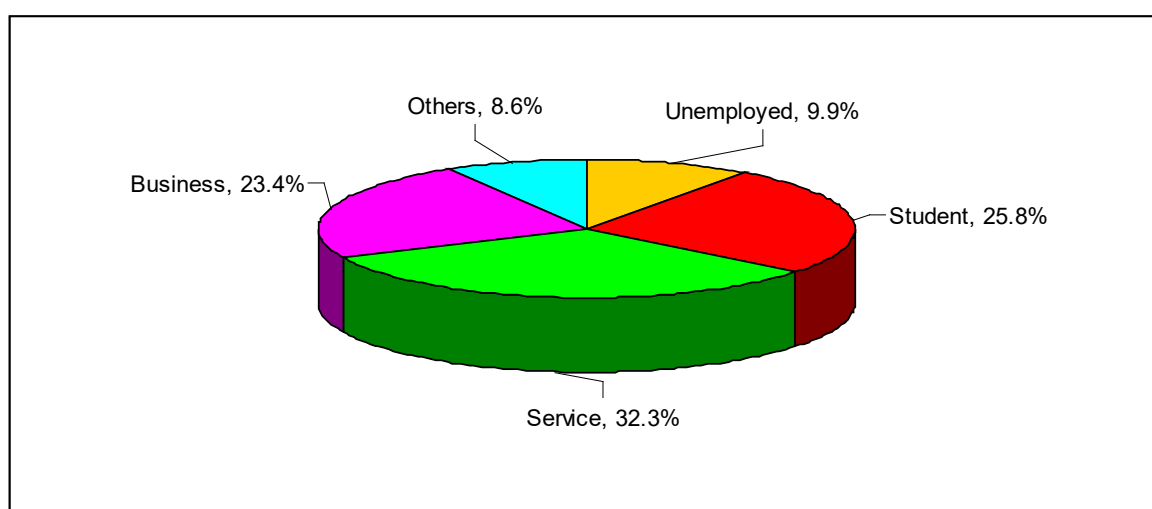|			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Monthly spending of the Respondent	Below Tk. 500	Count	14	12	8	34
		%	7.6%	10.9%	8.9%	8.9%
	Tk. 501-1,000	Count	71	33	30	134
		%	38.6%	30.0%	33.4%	34.9%
	Tk. 1,001-1,500	Count	59	26	17	102
		%	32.1%	23.7%	18.9%	26.6%
	Tk. 1,501-2,000	Count	24	24	22	70
		%	13.0%	21.8%	24.4%	18.2%
	Tk. 2,000 +	Count	16	15	13	44
		%	8.7%	13.6%	14.4%	11.4%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Survey data

Inference:

The above table 5.1.10 shows operator-wise monthly expenditure of the respondent. 7.6 percent respondent of Grameenphone, 10.9 percent of Banglalink and 8.9 percent

respondent of Robi monthly spend tk. below 500. 38.6 percent respondent of Grameenphone, 30.0 percent of Banglalink and 33.4 percent respondent of Robi monthly spend between tk. 501-1,000. 32.1 percent respondent of Grameenphone, 23.7 percent of Banglalink and 18.9 percent respondent of Robi monthly spend between tk.1,001-1,500. 13.0 percent respondent of Grameenphone, 21.8 percent of Banglalink and 24.4 percent respondent of Robi monthly spend between tk. 1,501-2,000. 8.7 percent respondent of Grameenphone, 13.6 percent of Banglalink and 14.4 percent respondent of Robi monthly spend above tk. 2,000. The following chart 5.1.10 shows monthly spending for mobile connection by the total number of respondent

Table: 5.1.10
Monthly spending for mobile connection by the total number of respondent
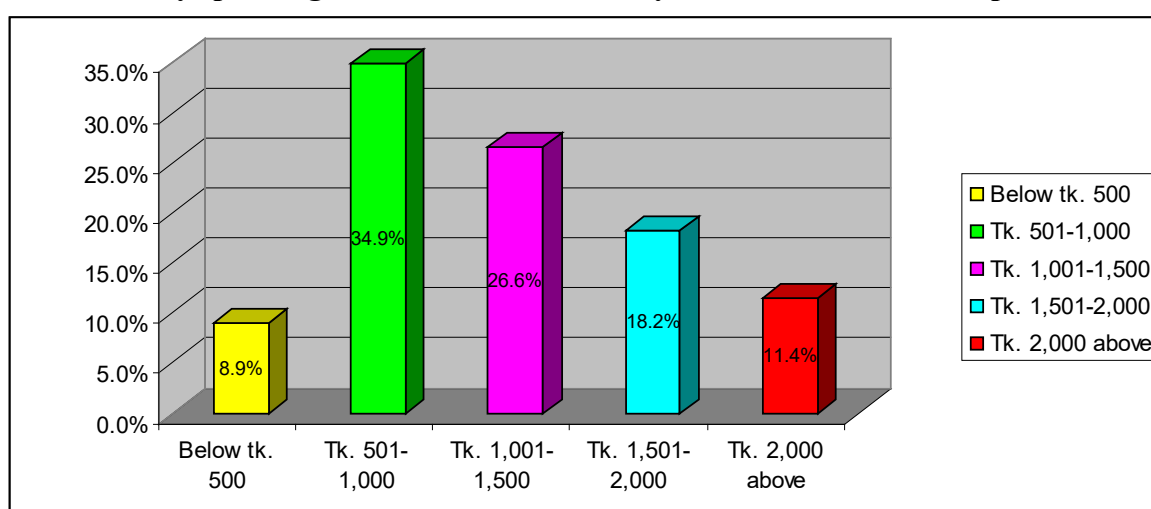
Source: Survey data

Table: 5.1.11
Analysis of operator-wise mobile handset owned by the respondent

			Mobile operator brand			Total
			Grameenphone	Banglalink	Robi	
Mobile handset owned by the respondent	Samsung	Count	56	31	24	111
		%	30.4%	28.2%	26.7%	28.9%
	Nokia	Count	42	21	15	78
		%	22.8%	19.1%	16.6%	20.2%
	Symphony	Count	39	29	29	97
		%	21.3%	26.3%	32.2%	25.3%
	Walton	Count	17	8	5	30
		%	9.2%	7.3%	5.6%	7.8%
	LG	Count	9	9	6	24
		%	4.9%	8.2%	6.7%	6.3%
	Others	Count	21	12	11	44
		%	11.4%	10.9%	12.2%	11.5%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Survey data

Chart: 5.1.11

Mobile handset owned by total number of respondent
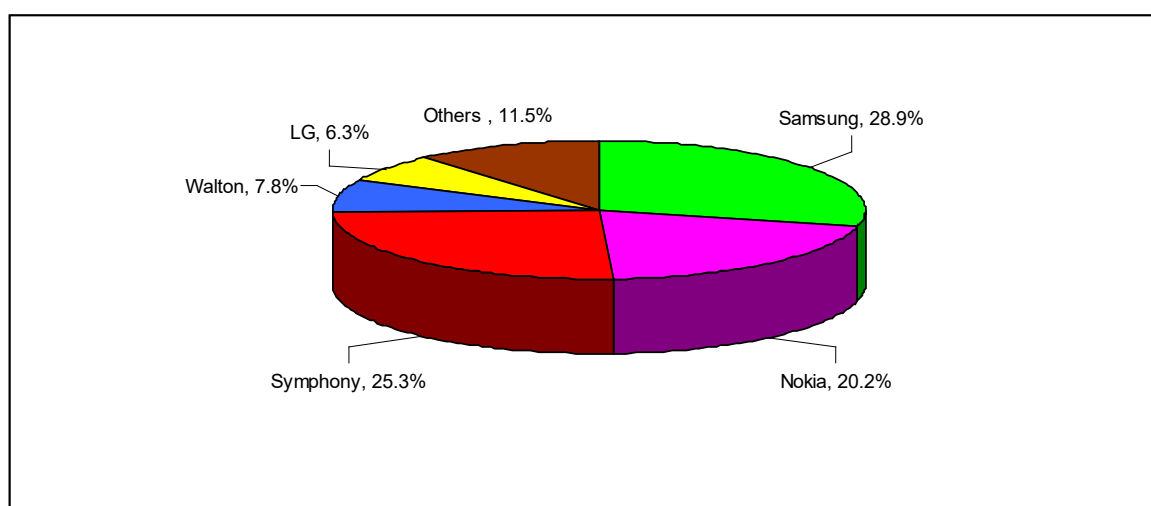
Source: Survey data

Inference:

The above table 5.1.11 shows operator-wise mobile handset owned by the respondent. 30.4 percent respondent of Grameenphone, 28.2 percent respondent of Banglalink and 26.7 percent respondent of Robi have Samsung handset. 22.8 percent respondent of Grameenphone, 19.1 percent respondent of Banglalink and 16.6 percent respondent of Robi have Nokia handset. 21.3 percent respondent of Grameenphone, 26.3 percent respondent of Banglalink and 32.2 percent respondent of Robi have Symphony handset. 9.2 percent respondent of Grameenphone, 7.3 percent respondent of Banglalink and 5.6 percent respondent of Robi have Walton handset. 4.9 percent respondent of Grameenphone, 8.2 percent respondent of Banglalink and 6.7 percent respondent of Robi have LG handset. 11.4 percent respondent of Grameenphone, 10.9 percent respondent of Banglalink and 12.2 percent respondent of Robi have others handset. The above chart 5.1.11 shows total 28.9 percent respondent have Samsung, 20.2 percent respondent have Nokia, 25.3 percent respondent have Symphony, 7.8 percent respondent have Walton, 6.3 percent respondent have LG and 11.5 percent respondent have others mobile handset.

5.2 Brand equity factors that affecting customer choice of mobile operator brand

Table: 5.2.1
Cross tabulation between most preferred source of information and choice of specific mobile operator brand

Mobile operator brand		Most preferred source of information of mobile operator brand					Total
		Word of mouth	Television	Print media	Sales people	Others	
Grameenphone	Count	45	76	25	31	7	184
	%	24.5%	41.3%	13.6%	16.8%	3.8%	100.0%
Banglalink	Count	23	49	11	21	6	110
	%	20.9%	44.5%	10.0%	19.1%	5.5%	100.0%
Robi	Count	16	35	13	22	4	90
	%	17.8%	38.9%	14.5%	24.4%	4.4%	100.0%
Total	Count	84	160	49	74	17	384
	%	21.9%	41.7%	12.8%	19.3%	4.3%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.166	8	.010
Likelihood Ratio	19.906	8	.011
N of Valid Cases□	384		

Hypothesis: There is no association between sources of information and specific mobile operator brand choice

Result:

Chi-square test was applied to find out the association between most preferred sources of information and specific mobile operator brand choice. It is found that the calculated value of chi square test is 20.166 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, the most preferred sources of information affecting consumer choice of their favorite mobile operator brand.

From above table 5.2.1 it is found that highest 24.5 percent respondent Grameenphone are affecting by word of mouth information, followed by Banglalink 20.9 percent, followed by Robi 17.8 percent respondent. Highest 44.5 percent respondent of Banglalink are

affecting by television as a source of information about mobile operator brand, followed by Grameenphone 41.3 percent respondent, followed by Robi 38.9 percent respondent. 14.5 percent respondent of Robi are affecting by print media as a source of information about mobile operator brand, followed by Grameenphone 13.6 percent respondent, followed by Banglalink 10.0 percent respondent. 24.4 percent respondent of Robi are affecting by company sales people for choice decision, followed by Banglalink 19.1 percent respondent, followed by Grameenphone 16.8 percent respondent. 5.5 percent respondent of Grameenphone, 4.4 percent respondent of Banglalink and 3.8 percent respondent of Robi are affecting by others source of information for mobile operator choice decision. Total 41.7 percent respondent television, 21.9 percent respondent word of mouth, 19.3 percent respondent company sales people, 12.8 percent respondent print media and 4.3 percent respondent are affecting by others source of information for mobile operator choice decision.

Table: 5.2.2

Cross tabulation between awareness about the sources of sales channel and choice of specific mobile operator brand

Mobile operator brand		Awareness about the sources of sales channel of mobile operators brand		Total
		Yes	No	
Grameenphone	Count	155	29	184
	%	84.2%	15.8%	100.0%
Banglalink	Count	82	28	110
	%	74.5%	25.5%	100.0%
Robi	Count	64	26	90
	%	71.1%	28.9%	100.0%
Total	Count	301	83	384
	%	78.4%	21.6%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.475	2	.242
Likelihood Ratio	4.496	2	.240
N of Valid Cases	384		

Hypothesis: There is no association between awareness about the sources of sales channel and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between awareness about the sources of sales channel and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 4.475 which is less than the table value 5.991 at 5% level of significance and 2 degrees of freedom. Since the calculated value is less than the table value the null hypothesis is accepted and it is inferred there is no significant association between the variables, awareness about the sources of sales channel does not affect customer choice of specific mobile operator brand.

From above table 5.2.2 the respondent opinion awareness about the sources of sales channel of mobile operators brand found highest 84.2 percent respondent of Grameenphone replied that they know about the sources of channel about mobile operators brand affecting their brand choice, followed by Banglalink 74.5 percent respondent, followed by Robi 71.1 percent respondent. On the other hand highest 28.9 percent respondent of Robi replied that they did not know the sources of channel of mobile operator brand, followed by Banglalink 25.5 percent respondent, followed by Grameenphone 15.8 percent respondent. Total 78.4 percent respondent know about the sources of channel about mobile operators brand, on the other hand 21.6 percent did not know the sources of sales channel of mobile operators brand affecting their choice decision.

Table: 5.2.3

Cross tabulation between most preferred buying channel and choice of specific mobile operator brand

Mobile operator brand		Most preferred buying channel of mobile operator brand					Total
		Customer care point	Retail outlet	Franchises	Online	Others	
Grameenphone	Count	95	73	6	7	3	184
	%	51.6%	39.7%	3.3%	3.8%	1.6%	100.0%
Banglalink	Count	39	59	6	2	4	110
	%	35.5%	53.6%	5.5%	1.8%	3.6%	100.0%
Robi	Count	35	44	2	3	6	90
	%	38.9%	48.9%	2.2%	3.3%	6.7%	100.0%
Total	Count	169	176	14	12	13	384
	%	44.0%	45.8%	3.6%	3.1%	3.5%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.352	8	.000
Likelihood Ratio	38.416	8	.000
N of Valid Cases☐	384		

Hypothesis: There is no association between most preferred buying channel and specific mobile operator brand choice

Result:

Chi-square test was applied to find out the association between most preferred buying channel and specific mobile operator brand choice. It is found that the calculated value of chi square test is 36.352 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is significant association between the variables, the most preferred buying channel affecting consumer choice of their favorite mobile operator brand.

From the above table 5.2.3 the respondent opinion on most preferred buying channel of mobile operator brand found highest 51.6 percent respondent Grameenphone are take their buying decision through customer care center, followed by Banglalink 35.5 percent, followed by Robi 38.9 percent respondent. Highest 53.6 percent respondent of Banglalink are take their buying decision of mobile operator brand through retail outlet, followed by Robi 48.9 percent respondent, followed by Grameenphone 39.7 percent respondent. 5.5 percent respondent of Banglalink are take their buying decision of mobile operator brand through franchises, followed by Grameenphone 3.3 percent respondent, followed by Robi 2.2 percent respondent. 3.8 percent respondent of Grameenphone are take their buying decision through online, followed by Robi 3.3 percent respondent, followed by Banglalink 1.8 percent respondent. 6.7 percent respondent of Robi, 3.6 percent respondent of Banglalink and 1.6 percent respondent of Grameenphone are take their buying decision by using others sources. Total 45.8 percent respondent retail outlet, 44.0 percent respondent customer care center, 3.6 percent respondent franchises, 3.5 percent respondent others and 3.1 percent respondent use online as a most preferred channel for taking their buying decision of favorite mobile operator brand.

Table: 5.2.4

Cross tabulation between role of decision making sources and choice of specific mobile operator brand

Mobile operator brand		From the following sources who makes the prime decision for choosing your brand					Total
		Self	Family member	Friends	Relatives	Operator promotion	
Grameenphone	Count	47	12	36	8	81	184
	%	25.5%	6.5%	19.6%	4.4%	44.0%	100.0%
Banglalink	Count	34	3	25	7	41	110
	%	30.9%	2.7%	22.7%	6.4%	37.3%	100.0%
Robi	Count	34	4	14	3	35	90
	%	37.8%	4.4%	15.6%	3.3%	38.9%	100.0%
Total	Count	115	19	75	18	157	384
	%	29.9%	4.9%	19.5%	4.8%	40.9%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.219	8	.002
Likelihood Ratio	71.582	8	.010
N of Valid Cases□	384		

Hypothesis: There is no association between role of decision making sources and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between role of decision making sources and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 74.219 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, the decision making sources play an important role for choosing customer of their favorite mobile operator brand.

From the above table 5.2.4 it is found that 37.8 percent respondent of Robi, 30.9 percent respondent of Banglalink and 25.5 percent respondent of Grameenphone take decision by self for choosing their favorite mobile operator brand. 6.5 percent respondent of Grameenphone take decision by family member, followed by Robi 4.4 percent respondent, followed by Banglalink 2.7 percent respondent. 22.7 percent respondent of

Banglalink take decision by friends, followed by Grameenphone 19.6 percent respondent, followed by Robi 15.6 percent respondent. 6.4 percent respondent of Banglalink take decision by relatives, followed by Grameenphone 4.4 percent respondent, followed by Robi 3.3 percent respondent. Highest 40.0 percent respondent of Grameenphone take decision by operator promotion for choosing their favorite mobile operator brand, followed by Robi 38.9 percent respondent, followed by Banglalink 37.3 percent respondent. Total 29.9 percent respondent self, 4.9 percent respondent family member, 19.5 percent respondent friends, 4.8 percent respondent relatives and 40.9 percent respondent take decision by operator promotion for choosing their favorite mobile operator brand.

Table: 5.2.5

Cross tabulation between factor is top prior in your mind and take decision for choice of specific mobile operator brand

Mobile operator brand		Which factor is top prior in your mind when you want to take decision for choice					Total
		Call rate	Network Quality	Customer service	VAS	Others	
Grameenphone	Count	80	31	35	25	13	184
	%	43.5%	16.8%	19.0%	13.6%	7.1%	100.0%
Banglalink	Count	41	37	12	14	6	110
	%	37.3%	33.6%	10.9%	12.7%	5.5%	100.0%
Robi	Count	37	26	12	8	7	90
	%	41.1%	28.9%	13.3%	8.9%	7.8%	100.0%
Total	Count	158	94	59	47	26	384
	%	41.1%	24.5%	15.4%	12.2%	6.8%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.554	8	.003
Likelihood Ratio	29.261	8	.000
N of Valid Cases☐	384		

Hypothesis: There is no association between factor is top prior in your mind and specific mobile operator brand choice

Result:

Chi-square test was applied to find out the association between factor is top prior in your mind and specific mobile operator brand choice. It is found that the calculated value of

chi square test is 28.554 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, factor is top prior in customer mind affecting choice of their favorite mobile operator brand.

From the above table 5.2.5 the respondent opinion on factor is top prior in their mind when they want to take decision for choice of favorite mobile operator brand found 43.5 percent respondent of Grameenphone told about call rate, followed by Robi 41.1 percent respondent, followed by Banglalink 37.3 percent respondent. Highest 33.6 percent respondent of Banglalink told about network quality, followed by Robi 28.9 percent respondent, followed by Grameenphone 16.8 percent respondent. 19.0 percent respondent of Grameenphone told about customer service is top prior in their mind, followed by Robi 13.3 percent respondent, followed by Banglalink 10.9 percent respondent. 13.6 percent respondent of Grameenphone told about value-added service, followed by 12.7 percent Banglalink respondent, followed by Robi 8.9 percent respondent. 7.8 percent respondent of Robi, 7.1 percent respondent of Grameenphone and 5.5 percent respondent of Banglalink are told about others service is top prior in their mind when they take decision for choice of favorite mobile operator brand. Total 41.1 percent respondent call rate, 24.5 percent respondent network quality, 15.4 percent respondent customer service, 12.2 percent respondent value-added service and 6.8 percent respondent told others service is top prior in their mind when they take decision for choice of favorite mobile operator brand.

Table: 5.2.6

Cross tabulation between brand related factors of mobile operator and customer choice of specific mobile operator brand

Mobile operator brand		Brand related factors of mobile operator affecting most for making choice decision					Total
		Brand reliability	Brand offers	Brand image	Service availability	Others	
Grameenphone	Count	14	75	29	56	10	184
	%	7.6%	40.8%	15.8%	30.4%	5.4%	100.0%
Banglalink	Count	10	48	11	37	4	110
	%	9.1%	43.6%	10.0%	33.6%	3.6%	100.0%
Robi	Count	5	41	8	29	7	90
	%	5.6%	45.6%	8.9%	32.2%	7.8%	100.0%
Total	Count	29	164	48	122	21	384
	%	7.5%	42.7%	12.5%	31.8%	5.5%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.419	8	.012
Likelihood Ratio	14.285	8	.001
N of Valid Cases☐	384		

Hypothesis: There is no association between brand related factors of mobile operator and customer choice of specific brand

Result:

Chi-square test was applied to find out the association between brand related factors of mobile operator and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 17.419 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, brand related factors affecting customer for choosing of their favorite mobile operator brand.

From the above table 5.2.6 the respondent opinion on brand related factors of mobile operator affecting you most for making choice decision found 9.1 percent respondent of Banglalink told about brand reliability, followed by Grameenphone 7.6 percent respondent, followed by Robi 5.6 percent respondent. Highest 45.6 percent respondent of Robi affecting by brand offers for making choice decision, followed by Banglalink 43.6 percent respondent, followed by Grameenphone 40.8 percent respondent. 15.8 percent respondent of Grameenphone affecting by brand image, followed by Banglalink 10.0 percent respondent, followed by Robi 8.9 percent respondent. 33.6 percent respondent of Banglalink told about service availability affecting them most for making choice decision, followed by Robi 32.2 percent respondent, followed Grameenphone 30.4 percent respondent. 7.8 percent respondent of Robi, 5.4 percent respondent of Grameenphone and 3.6 percent respondent of Banglalink is affecting by others brand related factors for making choice decision. Total 7.5 percent respondent brand reliability, 42.7 percent respondent brand offers, 12.5 percent respondent brand image, 31.8 percent respondent service availability and 5.5 percent respondent affecting by others brand related factors for making choice decision.

Table: 5.2.7

Cross tabulation between awareness about the mobile operator offers and customer choice of specific mobile operator brand

Mobile operator brand		Awareness about the mobile operator offers			Total
		Aware	Moderately aware	Not aware at all	
Grameenphone	Count	105	56	23	184
	%	57.1%	30.4%	12.5%	100.0%
Banglalink	Count	68	29	13	110
	%	61.8%	26.4%	11.8%	100.0%
Robi	Count	42	39	9	90
	%	46.7%	43.3%	10.0%	100.0%
Total	Count	215	124	45	384
	%	56.0%	32.3%	11.7%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.824	4	.000
Likelihood Ratio	18.461	4	.014
N of Valid Cases□	384		

Hypothesis: There is no association between awareness about the mobile operator offers and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between awareness about the mobile operator offers and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 19.824 which is greater than the table value 9.488 at 5% level of significance and 4 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, awareness about the mobile operator offers affecting customer choice of their favorite mobile operator brand.

From the above table 5.2.7 the respondent opinion on awareness about the mobile operator offers found highest 61.8 percent respondent of Banglalink is aware about mobile operator offers before purchase it, followed by Grameenphone 57.1 percent respondent, followed by Robi 46.7 percent respondent. 43.3 percent respondent of Robi is moderately aware about the mobile operator offers, followed by Grameenphone 30.4 percent respondent, followed by Banglalink 26.4 percent respondent. 12.5 percent

respondent of Grameenphone, 11.8 percent respondent of Banglalink and 10.0 percent respondent Robi is not aware at all about the mobile operator offers before purchasing it. Total 56.0 percent respondent is aware, 32.3 percent respondent is moderately aware and 11.7 percent respondent is not aware at all about the mobile operator offers before purchasing it.

Table: 5.2.8
Cross tabulation between point of purchase display and choice of specific mobile operator brand

Mobile operator brand		Point of Purchase display affect for choosing a particular brand					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Grameenphone	Count	12	5	4	94	69	184
	%	6.5%	2.7%	2.2%	51.1%	37.5%	100.0%
Banglalink	Count	7	12	6	51	34	110
	%	6.4%	10.9%	5.5%	46.4%	30.9%	100.0%
Robi	Count	6	10	2	44	28	90
	%	6.7%	11.1%	2.2%	48.9%	31.1%	100.0%
Total	Count	25	27	12	189	131	384
	%	6.5%	7.1%	3.1%	49.2%	34.1%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.400	8	.355
Likelihood Ratio	4.408	8	.354
N of Valid Cases☐	384		

Hypothesis: There is no association between point of purchase display and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between point of purchase display and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 4.400 which is less than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is less than the table value the null hypothesis is accepted and it is inferred that there is no significant association between the variables, point of purchase display does not affecting customer choice of their favorite mobile operator brand.

From the above table 5.2.8 it is found that 6.5 percent respondent of Grameenphone, 6.4 percent respondent of Banglalink and 6.7 percent respondent of Robi are strongly disagree with the statement that Point of Purchase display affect for choosing a particular brand. 2.7 percent respondent of Grameenphone, 10.9 respondent of Banglalink and 11.1 percent respondent of Robi are disagree. 2.2 percent respondent of Grameenphone and Robi, 5.5 percent respondent of Banglalink are neutral. Highest 51.1 percent respondent of Grameenphone, 46.4 percent respondent of Banglalink and 48.9 percent respondent of Robi are agree with this statement. 37.5 percent respondent of Grameenphone, 30.9 percent respondent of Banglalink and 31.1 percent respondent of Robi are strongly agree with the statement. Total 6.5 percent respondent strongly disagree, 7.1 percent respondent disagree, 3.1 percent respondent neutral, 49.2 percent respondent agree and 34.1 percent respondent strongly agree that Point of Purchase display affect for choosing a particular brand.

Table: 5.2.9
Cross tabulation between awareness about the condition imposed by operator and choice of specific mobile operator brand

Mobile operator brand		Awareness about the condition imposed by mobile operator affecting brand choice			Total
		Aware	Moderately aware	Not aware at all	
Grameenphone	Count	37	49	98	184
	%	20.1%	26.6%	53.3%	100.0%
Banglalink	Count	14	39	57	110
	%	12.7%	35.5%	51.8%	100.0%
Robi	Count	12	37	41	90
	%	13.3%	41.1%	45.6%	100.0%
Total	Count	63	125	196	384
	%	16.4%	32.6%	51.0%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.835	4	.195
Likelihood Ratio	6.969	4	.183
N of Valid Cases☐	384		

Hypothesis: There is no association between awareness about the condition imposed by operator and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between awareness about the condition imposed by operator and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 6.835 which is less than the table value 9.488 at 5% level of significance and 4 degrees of freedom. Since the calculated value is less than the table value the null hypothesis is accepted and it is inferred that there is no significant association between the variables, awareness about the condition imposed by mobile operator does not affecting customer choice of their favorite brand.

From the above table 5.2.9 the respondent opinion on awareness about the condition imposed by mobile operator affecting brand choice found highest 20.1 percent respondent of Grameenphone is aware about the condition imposed by mobile operator for affecting brand choice, followed by Robi 13.3 percent respondent, followed by Banglalink 12.7 percent respondent. 41.1 percent respondent of Robi is moderately aware about the mobile operator condition, followed by Banglalink 35.5 percent respondent, followed by Grameenphone 26.6 percent respondent. 53.3 percent respondent of Grameenphone, 51.8 percent respondent of Banglalink and 45.6 percent respondent Robi is not aware at all about the condition imposed by mobile operator affecting brand choice. Total 16.4 percent respondent is aware, 32.6 percent respondent is moderately aware and 51.0 percent respondent is not aware at all about the condition imposed by mobile operator affecting brand choice.

Table: 5.2.10

Cross tabulation between awareness to recognize the benefits of brand quickly among any other competing brands and customer choice of specific mobile operator brand

Mobile operator brand		Awareness to recognize the benefits of brand quickly among any other competing brands			Total
		High	Moderate	Low	
Grameenphone	Count	106	55	23	184
	%	57.6%	29.9%	12.5%	100.0%
Banglalink	Count	61	30	19	110
	%	55.4%	27.3%	17.3%	100.0%
Robi	Count	48	24	18	90
	%	53.3%	26.7%	20.0%	100.0%
Total	Count	215	109	60	384
	%	56.0%	28.4%	15.6%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.475	4	.243
Likelihood Ratio	7.496	4	.240
N of Valid Cases☐	384		

Hypothesis: There is no association between awareness to recognize the benefits of brand quickly among any other competing brands and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between awareness to recognize the benefits of brand quickly among any other competing brands and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 8.475 which is less than the table value 9.488 at 5% level of significance and 4 degrees of freedom. Since the calculated value is less than the table value the null hypothesis is accepted and it is inferred that there is no significant association between the variables, awareness to recognize the benefits of brand quickly among any other competing brands does not affecting customer choice of their favorite brand.

From the above table 5.2.10 the respondent opinion on awareness to recognize the benefits of brand quickly among any other competing brands found highest 57.6 percent respondent of Grameenphone is highly recognize the brand quickly among any other competing brands, followed by Banglalink 55.4 percent respondent, followed by Robi 53.3 percent respondent. 29.9 percent respondent of Grameenphone is moderately recognize the brand, followed by Banglalink 27.3 percent respondent, followed by Robi 26.7 percent respondent. 20.0 percent respondent of Robi is low recognize the brand, followed by Banglalink 17.3 percent respondent, followed by Grameenphone 12.5 percent respondent. Total 56.0 percent respondent highly recognize, 28.4 percent respondent moderately recognize and 15.6 percent respondent low recognize the brand quickly among any other competing brands.

Table: 5.2.11

Cross tabulation between awareness about the price of value added services is important and choice of specific mobile operator brand

Mobile operator brand		Awareness about the price of value added services is important affecting brand choice					Total
		Un-important	Little important	Moderately important	Important	Very important	
Grameenphone	Count	10	14	6	60	94	184
	%	5.4%	7.6%	3.3%	32.6%	51.1%	100.0%
Banglalink	Count	6	13	7	30	54	110
	%	5.5%	11.8%	6.4%	27.3%	49.1%	100.0%
Robi	Count	11	5	4	27	43	90
	%	12.2%	5.6%	4.4%	30.0%	47.8%	100.0%
Total	Count	27	32	17	117	191	384
	%	7.1%	8.3%	4.4%	30.5%	49.7%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.902	8	.000
Likelihood Ratio	18.628	8	.000
N of Valid Cases	384		

Hypothesis: There is no association between awareness about the price of value added services is important and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between awareness about the price of value added services is important and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 18.902 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, awareness about the price of value added services is important affecting customer choice of their favorite mobile operator brand.

From the above table 5.2.11 the respondents opinion on awareness about the price of value added services is important affecting brand choice found 5.4 percent respondent of Grameenphone, 5.5 percent respondent of Banglalink and 12.2 percent respondent of Robi are told that awareness about the price of value added services is unimportant affecting

brand choice. 7.6 percent respondent of Grameenphone, 11.8 respondent of Banglalink and 5.6 percent respondent of Robi are told it is little important. 3.3 percent respondent of Grameenphone, 6.4 percent respondent of Banglalink and 4.4 percent respondent of Robi are told it is moderately important. 32.6 percent respondent of Grameenphone, 27.3 percent respondent of Banglalink and 30.0 percent respondent of Robi are told it is important. Highest 51.1 percent respondent of Grameenphone, 49.1 percent respondent of Banglalink and 47.8 percent respondent of Robi are told it is very important factor. Total 7.1 percent respondent told unimportant, 8.3 percent respondent told little important, 4.4 percent respondent told moderately important, 30.5 percent respondent told important and 49.7 percent respondent told that awareness about the price of value added services is very important affecting brand choice.

Table: 5.2.12

Cross tabulation between image of brand and customer choice of specific mobile operator brand

Mobile operator brand		Image of brand association is highest for affecting brand choice					Total
		Product image	Price image	Service image	People image	Promotion image	
Grameenphone	Count	15	19	61	36	53	184
	%	8.2%	10.3%	33.2%	19.6%	28.8%	100.0%
Banglalink	Count	8	6	36	27	33	110
	%	7.3%	5.5%	32.7%	24.5%	30.0%	100.0%
Robi	Count	10	6	28	22	24	90
	%	11.1%	6.7%	31.1%	24.4%	26.7%	100.0%
Total	Count	33	31	125	85	110	384
	%	8.6%	8.1%	32.6%	22.1%	28.6%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.127	8	.041
Likelihood Ratio	17.649	8	.048
N of Valid Cases□	384		

Hypothesis: There is no association between image of brand and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between image of brand and customer choice of specific mobile operator brand. It is found that the calculated value of

chi square test is 16.127 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables. Product image, price image, service image and others image affecting customer choice of their favorite mobile operator brand.

From the above table 5.2.12 the respondent opinion on image of brand your association is highest for affecting brand choice found 11.1 percent respondent of Robi is affecting by product image for brand choice, followed by Grameenphone 8.2 percent respondent, followed by Banglalink 7.3 percent respondent. 10.3 percent respondent of Grameenphone is affecting by price image, followed by Robi 6.7 percent respondent, followed by Banglalink 5.5 percent respondent. Highest 33.2 percent respondent of Grameenphone is affecting by service image, followed by Banglalink 32.7 percent respondent, followed by Robi 31.1 percent respondent. 19.6 percent respondent of Grameenphone is affecting by sales people image, followed by Robi 24.5 percent respondent, followed by Banglalink 24.4 percent respondent. 30.0 percent respondent of Banglalink is affecting by promotion image for their favorite brand choice, followed by Grameenphone 28.8 percent respondent, followed by Robi 26.7 percent respondent. Total 8.6 percent respondent product image, 8.1 percent respondent price image, 32.6 percent respondent service image, 22.1 percent respondent sales people image and 28.6 percent respondent is affecting by promotion image for brand choice.

Table: 5.2.13

Cross tabulation between benefits in relation to price you pay your mobile operator and customer choice of specific mobile operator brand

Mobile operator brand		Opinion on benefits in relation to price you pay your mobile operator			Total
		High	Moderate	Low	
Grameenphone	Count	43	122	19	184
	%	23.4%	66.3%	10.3%	100.0%
Banglalink	Count	36	51	23	110
	%	32.7%	46.4%	20.9%	100.0%
Robi	Count	24	47	19	90
	%	26.7%	52.2%	21.1%	100.0%
Total	Count	103	220	61	384
	%	26.8%	57.3%	15.9%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.319	4	.507
Likelihood Ratio	3.323	4	.504
N of Valid Cases☐	384		

Hypothesis: There is no association between benefits in relation to price you pay your operator and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between benefits in relation to price you pay your mobile operator and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 3.319 which is less than the table value 9.488 at 5% level of significance and 4 degrees of freedom. Since the calculated value is less than the table value the null hypothesis is accepted and it is inferred that there is no significant association between the variables, benefits in relation to price does not affecting customer choice of their favorite brand.

From the above table 5.2.13 the respondent opinion on benefits in relation to price you pay your mobile operator found 32.7 percent respondent of Banglalink gets high benefits rather than they pay their mobile operators, followed by Robi 26.7 percent respondent, followed by Grameenphone 23.4 percent respondent. Highest 66.3 percent respondent of Grameenphone gets moderate benefits rather than they pay their mobile operators, followed by Robi 52.2 percent respondent, followed by Banglalink 46.4 percent respondent. 21.1 percent respondent of Robi gets low benefits, followed by Banglalink 20.9 percent respondent, followed by Grameenphone 10.3 percent respondent. Total 26.8 percent respondent gets high benefits, 57.3 percent respondent gets moderate benefits and 15.9 percent respondent gets low benefits rather than they pay their mobile operators.

Table: 5.2.14

Cross tabulation between strong brand image and customer choice of specific mobile operator brand

Mobile operator brand		Strong brand image is an important factor affecting brand choice					Total
		Un-important	Little important	Moderately important	Important	Very important	
Grameenphone	Count	8	12	11	65	88	184
	%	4.4%	6.5%	6.0%	35.3%	47.8%	100.0%
Banglalink	Count	16	8	3	33	50	110
	%	14.5%	7.3%	2.7%	30.0%	45.5%	100.0%
Robi	Count	9	11	4	38	28	90
	%	10.0%	12.2%	4.4%	42.2%	31.1%	100.0%
Total	Count	33	31	18	136	166	384
	%	8.6%	8.1%	4.7%	35.4%	43.2%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.218	8	.031
Likelihood Ratio	26.953	8	.020
N of Valid Cases☐	384		

Hypothesis: There is no association between strong brand image and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between strong brand image and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 27.218 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, strong brand image is an important factor affecting customer brand choice.

From the above table 5.2.14 the respondent opinion on strong brand image is an important factor affecting for choosing favorite brand found 4.4 percent respondent of Grameenphone, 14.5 percent respondent of Banglalink and 10.0 percent respondent of Robi are told that strong brand image is an important factor affecting for choosing favorite brand. 6.5 percent respondent of Grameenphone, 7.3 respondent of Banglalink

and 12.2 percent respondent of Robi are told it is little important. 6.0 percent respondent of Grameenphone, 2.7 percent respondent of Banglalink and 4.4 percent respondent of Robi are told it is moderately important. 35.3 percent respondent of Grameenphone, 30.0 percent respondent of Banglalink and 42.2 percent respondent of Robi are told it is important. Highest 47.8 percent respondent of Grameenphone, 45.5 percent respondent of Banglalink and 31.1 percent respondent of Robi are told it is very important factor. Total 8.6 percent respondent told unimportant, 8.1 percent respondent told little important, 4.7 percent respondent told moderately important, 35.4 percent respondent told important and 43.2 percent respondent told that strong brand image is an very important factor affecting for choosing favorite mobile operator brand.

Table: 5.2.15
Cross tabulation between customer pre-purchase expectation and choice of specific mobile operator brand

Mobile operator brand		Pre-purchase expectation affecting brand choice			Total
		High	Moderate	Low	
Grameenphone	Count	129	40	15	184
	%	70.1%	21.7%	8.2%	100.0%
Banglalink	Count	72	26	12	110
	%	65.5%	23.6%	10.9%	100.0%
Robi	Count	51	31	8	90
	%	56.7%	34.4%	8.9%	100.0%
Total	Count	252	97	35	384
	%	65.6%	25.3%	9.1%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.041	4	.714
Likelihood Ratio	6.982	4	.706
N of Valid Cases☐	384		

Hypothesis: There is no association between customer pre-purchase expectation and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between customer pre-purchase expectation and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 7.041 which is less than the table value 9.488 at 5% level of significance and 4 degrees of freedom. Since the calculated value is less than the table

value the null hypothesis is accepted and it is inferred that there is no significant association between the variables, pre-purchase expectation of customer does not affect the choice of specific mobile operator brand.

From the above table 5.2.15 the respondent opinion on pre-purchase expectation affecting your brand choice found highest 70.1 percent respondent of Grameenphone have high pre-purchase expectation that affect brand choice, followed by Banglalink 65.5 percent respondent, followed by Robi 56.7 percent respondent. 34.4 percent respondent of Robi have moderate pre-purchase expectation, followed by Banglalink 23.6 percent respondent, followed by Grameenphone 21.7 percent respondent. 10.9 percent respondent of Banglalink have low pre-purchase expectation, followed by Robi 8.9 percent respondent, followed by Grameenphone 8.2 percent respondent. Total 65.6 percent respondent have high, 25.3 percent respondent have moderate and 9.1 percent respondent have low pre-purchase expectation that affect their brand choice.

Table: 5.2.16
Cross tabulation between brand related factors of pre-purchase expectation and customer choice of specific mobile operator brand

Mobile operator brand		Brand related factors of pre-purchase expectation of customer					Total
		Special offer	FnF facility	Package offer	Internet facility	Others	
Grameenphone	Count	65	27	21	48	23	184
	%	35.3%	14.7%	11.4%	26.1%	12.5%	100.0%
Banglalink	Count	44	17	19	21	9	110
	%	40.0%	15.5%	17.3%	19.1%	8.2%	100.0%
Robi	Count	33	16	13	22	6	90
	%	36.7%	17.8%	14.4%	24.4%	6.7%	100.0%
Total	Count	142	60	53	91	38	384
	%	37.0%	15.6%	13.8%	23.7%	9.9%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.608	8	.041
Likelihood Ratio	44.235	8	.043
N of Valid Cases☐	384		

Hypothesis: There is no association between brand related factors of pre-purchase expectation and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between brand related factors of pre-purchase expectation and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 44.608 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, brand related factors such as special offer, fnf facility, package offer, internet facility affecting customer for brand choice.

From the above table 5.2.16 the respondent opinion on brand related factors your pre-purchase expectation affecting for brand choice found highest 40.0 percent respondent of Banglalink is affecting by occasionally special offer. Highest 17.8 percent respondent of Robi pre-purchase expectation is affecting by friends and family facility. Highest 17.3 percent respondent of Banglalink pre-purchase expectation is affecting by package offer. Highest 26.1 percent respondent of Grameenphone per-purchase expectation is affecting by internet facility. 12.5 percent respondent of Grameenphone, 8.2 percent respondent of Banglalink and 6.7 percent respondent of Robi pre-purchase expectation are affecting by others offers of mobile operators. Total 37.0 percent respondent special offer, 15.6 percent respondent friends and family offer, 13.8 percent respondent package offer, 23.7 percent respondent internet facility and 9.9 percent respondent pre-purchase expectation is affecting by others offers of mobile operators brand choice.

Table: 5.2.17
Cross tabulation between network quality of mobile operators and customer choice of specific brand

Mobile operator brand		Network quality of mobile operators			Total
		Good	Fair	Poor	
Grameenphone	Count	135	33	16	184
	%	73.4%	17.9%	8.7%	100.0%
Banglalink	Count	76	19	15	110
	%	69.1%	17.3%	13.6%	100.0%
Robi	Count	64	16	10	90
	%	71.1%	17.8%	11.1%	100.0%
Total	Count	275	68	41	384
	%	71.6%	17.7%	10.7%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.254	4	.000
Likelihood Ratio	36.401	4	.012
N of Valid Cases☐	384		

Hypothesis: There is no association between network quality of mobile operators and customer choice of specific brand

Result:

Chi-square test was applied to find out the association between network quality of mobile operators and customer choice of specific brand. It is found that the calculated value of chi square test is 37.254 which is greater than the table value 9.488 at 5% level of significance and 4 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, the network quality of mobile operators affecting customer choice of their favorite mobile operator brand.

From the above table 5.2.17 the respondent opinion on network quality of mobile operator affecting brand choice found highest 73.4 percent respondent of Grameenphone told about good network quality. Highest 17.9 percent respondent of Grameenphone told their network quality is fair network quality affecting brand choice. Highest 13.6 percent respondent of Banglalink told their network quality is poor. Total 71.6 percent respondent told their network quality is good, 17.7 percent respondent told fair and 10.7 percent respondent told poor network quality affecting brand choice.

Table: 5.2.18
Cross tabulation between uses related problems faced by customer and choice of specific mobile operator brand

Mobile operator brand		How much time you have faced use related problems of your brand					Total
		Never	Rarely	Sometimes	Often	Always	
Grameenphone	Count	5	53	90	21	15	184
	%	2.7%	28.8%	48.9%	11.4%	8.2%	100.0%
Banglalink	Count	3	12	61	24	10	110
	%	2.7%	10.9%	55.5%	21.8%	9.1%	100.0%
Robi	Count	4	17	41	22	6	90
	%	4.4%	18.9%	45.6%	24.4%	6.7%	100.0%
Total	Count	12	82	192	67	31	384
	%	3.1%	21.4%	50.0%	17.4%	8.1%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.109	8	.000
Likelihood Ratio	49.251	8	.037
N of Valid Cases☐	384		

Hypothesis: There is no association between uses related problems faced by customer and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between uses related problems faced by customer and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 56.109 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, uses related problems affecting customer for brand choice.

From the above table 5.2.18 it is found that 2.7 percent respondent of both Grameenphone and Banglalink never faced use related problem, followed by Robi 4.4 percent respondent. 28.8 percent respondent of Grameenphone rarely faced use related problem affecting their brand choice, followed by Robi 18.9 percent respondent, followed by Banglalink 10.9 percent respondent. Highest 55.5 percent respondent of Banglalink sometimes faced use related problem, followed by Grameenphone 48.9 percent respondent, followed by Robi 45.6 percent respondent. 24.4 percent respondent of Robi often faced use related problem, followed by Banglalink 21.8 percent respondent, followed by Grameenphone 11.4 percent respondent. 9.1 percent respondent of Banglalink always faced use related problem, followed by Grameenphone 8.2 percent respondent, followed by Robi 6.7 percent respondent. Total 3.1 percent respondent never, 21.4 percent respondent rarely, 50.0 percent respondent sometimes, 17.4 percent respondent often and 8.1 percent respondent always faced use related problems that affecting their brand choice.

Table: 5.2.19

Cross tabulation between types of use related problems and customer choice of specific mobile operator brand

Mobile operator brand		Types of use related problems you have faced most that affecting your brand choice					Total
		SIM related	Internet related	VAS related	Network related	Others	
Grameenphone	Count	56	45	42	26	15	184
	%	30.4%	24.5%	22.8%	14.1%	8.2%	100.0%
Banglalink	Count	40	18	23	20	9	110
	%	36.4%	16.4%	20.8%	18.2%	8.2%	100.0%
Robi	Count	38	14	21	12	5	90
	%	42.2%	15.6%	23.3%	13.3%	5.6%	100.0%
Total	Count	134	77	86	58	29	384
	%	34.9%	20.1%	22.3%	15.1%	7.6%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.583	8	.010
Likelihood Ratio	39.257	8	.013
N of Valid Cases☐	384		

Hypothesis: There is no association between types of use related problems and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between types of use related problems and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 39.583 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, several types of use related problems such as SIM related, internet related, value-added service related problem affecting customer for brand choice.

From the above table 5.2.19 it is found that highest 42.2 percent respondent of Robi faced SIM related problem, followed by Banglalink 36.4 percent respondent, followed by Grameenphone 30.4 percent respondent. 24.5 percent respondent of Grameenphone faced internet related problem that affecting their brand choice, followed by Banglalink 16.4

percent respondent, followed by Robi 15.6 percent respondent. 23.3 percent respondent of Robi faced value-added service related problem, followed by Grameenphone 22.8 percent respondent, followed by Banglalink 20.8 percent respondent. 18.2 percent respondent of Banglalink faced network related problem, followed by Grameenphone 14.1 percent respondent, followed by Robi 13.3 percent respondent. 5.6 percent respondent of Robi and 8.2 percent respondent of both Banglalink and Grameenphone faced others use related problem. Total 34.9 percent respondent SIM related, 20.1 percent respondent internet related, 22.3 percent respondent value-added service related, 15.1 percent respondent network related and 7.6 percent respondent faced others use related problem that affecting their brand choice.

Table: 5.2.20

Cross tabulation between how frequently company responds to solve your problem and choice of specific mobile operator brand

Mobile operator brand		How frequently company respond to solve your problem					Total
		Vary rarely	Rarely	Occasionally	Frequently	Very frequently	
Grameenphone	Count	8	16	12	61	87	184
	%	4.3%	8.7%	6.5%	33.2%	47.3%	100.0%
Banglalink	Count	9	8	10	39	44	110
	%	8.2%	7.2%	9.1%	35.5%	40.0%	100.0%
Robi	Count	4	7	8	33	38	90
	%	4.4%	7.8%	8.9%	36.7%	42.2%	100.0%
Total	Count	21	31	30	133	169	384
	%	5.5%	8.1%	7.8%	34.6%	44.0%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.309	8	.710
Likelihood Ratio	11.874	8	.695
N of Valid Cases	384		

Hypothesis: There is no association between how frequently company responds to solve your problem and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between how frequently company responds to solve your problem and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 12.309 which is less than the table value

15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is less than the table value the null hypothesis is accepted and it is inferred that there is no association between the variables, how frequently company responds to solve customer problem and choice of specific mobile operator brand.

From the above table 5.2.20 it is found that 8.2 percent respondent of Banglalink told company very rarely solve their problem, followed by Robi 4.4 percent respondent, followed by Grameenphone 4.3 percent respondent. 8.7 percent respondent of Grameenphone told company rarely solve their problem, followed by Robi 7.8 percent respondent, followed by Banglalink 7.2 percent respondent. 9.1 percent respondent of Banglalink told company occasionally solve their problem, followed by Robi 8.9 percent respondent, followed by Grameenphone 6.5 percent respondent. Highest 36.7 percent respondent of Robi told company frequently solves their problem. Highest 47.3 percent respondent of Grameenphone told company very frequently solves their problem. Total 44.0 percent respondent told very frequently, 34.6 percent respondent told frequently, 7.8 percent respondent told occasionally, 8.1 percent respondent told rarely and 5.5 percent respondent told companies very rarely solve their problem that affecting their brand choice.

Table: 5.2.21
Cross tabulation between customer service quality and choice of specific mobile operator brand

Mobile operator brand		Customer service quality of mobile operator brand			Total
		Good	Fair	Poor	
Grameenphone	Count	143	29	12	184
	%	77.7%	15.8%	6.5%	100.0%
Banglalink	Count	82	19	9	110
	%	74.5%	17.3%	8.2%	100.0%
Robi	Count	66	16	8	90
	%	73.3%	17.8%	8.9%	100.0%
Total	Count	291	64	29	384
	%	75.8%	16.6%	7.6%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.103	4	.000
Likelihood Ratio	27.119	4	.041
N of Valid Cases☐	384		

Hypothesis: There is no association between customer service quality and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between customer service quality and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 26.103 which is greater than the table value 9.488 at 5% level of significance and 4 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, the customer service quality of mobile operators affecting customer choice of their favorite brand.

From the above table 5.2.21 the respondent opinion on customer service quality of mobile operator brand found highest 77.7 percent respondent of Grameenphone told about good customer service quality affecting brand choice, followed by Banglalink 74.5 percent respondent, followed by Robi 73.3 percent respondent. 17.8 percent respondent of Robi told their customer service quality is fair affecting brand choice, followed by Banglalink 17.3 percent respondent, followed by Grameenphone 15.8 percent respondent. 8.9 percent respondent of Robi told their customer service quality is poor, followed by Banglalink 8.2 percent respondent, followed by Grameenphone 6.5 percent respondent. Total 75.8 percent respondent told their customer service quality is good, 16.6 percent respondent told fair and 7.6 percent respondent told poor customer service quality affecting brand choice.

Table: 5.2.22
Cross tabulation between internet speed and customer choice of specific mobile operator brand

Mobile operator brand		Internet speed of mobile operator brand			Total
		High	Moderate	Low	
Grameenphone	Count	117	44	23	184
	%	63.6%	23.9%	12.5%	100.0%
Banglalink	Count	56	36	18	110
	%	50.9%	32.7%	16.4%	100.0%
Robi	Count	42	27	21	90
	%	46.7%	30.0%	23.3%	100.0%
Total	Count	215	107	62	384
	%	56.0%	27.9%	16.1%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.115	4	.011
Likelihood Ratio	20.851	4	.010
N of Valid Cases□	384		

Hypothesis: There is no association between internet speed and customer choice of specific mobile operator brand

Result:

From the above table it is found that the calculated value of chi square test is 21.115 which is greater than the table value 9.488 at 5% level of significance and 4 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, the internet speed of mobile operators affecting customer choice of their favorite brand.

From the above table 5.2.22 the respondent opinion on internet speed of mobile operator brand found highest 63.6 percent respondent of Grameenphone told about high internet speed affecting brand choice. Highest 32.7 percent respondent of Banglalink told about moderate internet speed affecting brand choice. Highest 23.3 percent respondent of Robi told about low internet speed. Total 56.0 percent respondent told about high internet speed, 27.9 percent respondent told moderate and 16.1 percent respondent told low internet speed affecting brand choice.

Table: 5.2.23
Cross tabulation between the statement 'If another brand offers extra benefits, I did not switch my brand' and choice of specific mobile operator brand

Mobile operator brand		If another brand offers extra benefits, I did not switch my brand		Total
		Yes	No	
Grameenphone	Count	152	32	184
	%	82.6%	17.4%	100.0%
Banglalink	Count	86	24	110
	%	78.2%	21.8%	100.0%
Robi	Count	65	25	90
	%	72.2%	27.8%	100.0%
Total	Count	303	81	384
	%	78.9%	21.1%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.216	2	.725
Likelihood Ratio	4.891	2	.619
N of Valid Cases☐	384		

Hypothesis: There is no association between the statement 'If another brand offers extra benefits, I did not switch my brand' and choice of specific mobile operator brand

Result:

From the above table it is found that the calculated value of chi square test is 4.216 which is less than the table value 5.991 at 5% level of significance and 2 degrees of freedom. Since the calculated value is less than the table value the null hypothesis is accepted and it is inferred that there is no significant association between the variables.

From the above table 5.2.23 the respondent opinion 'If another brand offers extra benefits, I did not switch my brand' found highest 82.6 percent respondent of Grameenphone replied that they did not switch to another brand though another brand offers extra benefits. On the other hand highest 27.8 percent respondent of Robi replied that they switch to another brand if another brand offers extra benefits. Total 78.9 percent respondent did not want to switch another brand if another brand offers extra benefits, on the other hand 21.1 percent respondent want to switch another brand.

Table: 5.2.24
Cross tabulation between loyalty program of the brand and customer choice of specific mobile operator brand

Mobile operator brand		Which loyalty program of mobile operator affecting you most					Total
		Bonus packs	Cash back offer	Gift	Premium	Others	
Grameenphone	Count	82	64	15	12	11	184
	%	44.6%	34.8%	8.2%	6.5%	6.0%	100.0%
Banglalink	Count	46	40	11	6	7	110
	%	41.8%	36.4%	10.0%	5.5%	6.4%	100.0%
Robi	Count	31	35	12	7	5	90
	%	34.4%	38.9%	13.3%	7.8%	5.6%	100.0%
Total	Count	159	139	38	25	23	384
	%	41.4%	36.2%	9.9%	6.5%	6.0%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.272	8	.031
Likelihood Ratio	25.124	8	.004
N of Valid Cases □	384		

Hypothesis: There is no association between loyalty program of the brand and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between loyalty program of the brand and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 29.272 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, several types of loyalty program such as bonus pack, cash back offer, gift, premium affecting customer choice of their favorite brand.

From the above table 5.2.24 the respondent opinion on which loyalty program affecting you most for choosing a particular brand found highest 44.6 percent respondent of Grameenphone affecting by important loyalty program bonus packs, followed by Banglalink 41.8 percent respondent, followed by Robi 34.4 percent respondent. 38.9 percent respondent of Robi is affecting by loyalty program cash back offer, followed by Banglalink 36.4 percent respondent, followed by Grameenphone 34.8 percent respondent. 13.3 percent respondent of Robi is affecting by gift, followed by Banglalink 10.0 percent respondent, followed by Grameenphone 8.2 percent respondent. 7.8 percent respondent of Robi is affecting by premium loyalty program, followed by Grameenphone 6.5 percent respondent, followed by Banglalink 5.5 percent respondent. 6.4 percent respondent of Banglalink, 6.0 percent respondent of Grameenphone and 5.6 percent respondent of Robi is affecting by others loyalty program for brand choice. Total 41.4 percent respondent bonus packs, 36.2 percent respondent cash back offer, 9.9 percent respondent gift, 6.5 percent respondent premium, 6.0 percent respondent is affecting by others loyalty program for brand choice.

Table: 5.2.25

Cross tabulation between types of bonus packs and customer choice of specific mobile operator brand

Mobile operator brand		Which bonus packs affecting you most for choosing a particular brand					Total
		Recharge bonus	Talk-time bonus	Internet bonus	SMS, MMS	Others	
Grameenphone	Count	52	64	46	10	12	184
	%	28.3%	34.8%	25.0%	5.4%	6.5%	100.0%
Banglalink	Count	32	39	25	9	5	110
	%	29.1%	35.5%	22.7%	8.2%	4.5%	100.0%
Robi	Count	24	29	21	9	7	90
	%	26.7%	32.2%	23.3%	10.0%	7.8%	100.0%
Total	Count	108	132	92	28	24	384
	%	28.1%	34.3%	24.0%	7.3%	6.3%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.208	8	.000
Likelihood Ratio	42.751	8	.021
N of Valid Cases	384		

Hypothesis: There is no association between types of bonus packs and customer choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between types of bonus packs and customer choice of specific mobile operator brand. It is found that the calculated value of chi square test is 42.208 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, several types of bonus packs such as recharge bonus, talk-time bonus, internet bonus affecting customer choice of their favorite brand.

From the above table 5.2.25 the respondent opinion on types of bonus packs affecting you most for choosing a particular brand found 29.1 percent respondent of Banglalink affecting by important loyalty program recharge bonus, followed by Grameenphone 28.3 percent respondent, followed by Robi 26.7 percent respondent. 35.5 percent respondent of Banglalink is affecting by loyalty program talk-time bonus, followed by Grameenphone 34.8 percent respondent, followed by Robi 32.2 percent respondent. 25.0 percent

respondent of Grameenphone is affecting by internet bonus, followed by Robi 23.3 percent respondent, followed by Banglalink 22.7 percent respondent. 10.0 percent respondent of Robi is affecting by SMS, MMS bonus, followed by Banglalink 8.2 percent respondent, followed by Grameenphone 5.4 percent respondent. 7.8 percent respondent of Robi, 6.5 percent respondent of Grameenphone and 4.5 percent respondent of Banglalink is affecting by others bonus offers for brand choice. Total 28.1 percent respondent recharge bonus, 34.3 percent respondent talk-time bonus, 24.0 percent respondent internet bonus, 7.3 percent respondent SMS, MMS bonus and 6.3 percent respondent is affecting by others bonus offers for brand choice.

Table: 5.2.26

Cross tabulation between loyalty of particular brand reduce the switching rate to other brand and choice of specific mobile operator brand

Mobile operator brand		Loyalty of particular brand reduce the switching rate to other brand					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Grameenphone	Count	8	10	6	67	93	184
	%	4.4%	5.4%	3.3%	36.4%	50.5%	100.0%
Banglalink	Count	11	5	10	34	50	110
	%	10.0%	4.5%	9.1%	30.9%	45.5%	100.0%
Robi	Count	9	7	5	30	39	90
	%	10.0%	7.8%	5.6%	33.3%	43.3%	100.0%
Total	Count	28	22	21	131	182	384
	%	7.3%	5.7%	5.5%	34.1%	47.4%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.921	8	.821
Likelihood Ratio	9.856	8	.551
N of Valid Cases	384		

Hypothesis: There is no association between loyalty of particular brand reduce the switching rate to other brand and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between loyalty of particular brand reduce the switching rate to other brand and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 9.921 which is less than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated

value is less than the table value the null hypothesis is accepted and it is inferred that there is no significant association between the variables.

From the above table 5.2.26 the respondents opinion on loyalty of particular brand reduce the switching rate to other brand found 4.4 percent respondent of Grameenphone and 10.0 percent respondent of both Robi and Banglalink are strongly disagree with the statement that loyalty of particular brand reduce the switching rate to other brand. 5.4 percent respondent of Grameenphone, 4.5 respondent of Banglalink and 7.8 percent respondent of Robi are disagree. 3.3 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 5.6 percent respondent of Robi are neutral. 36.4 percent respondent of Grameenphone, 30.9 percent respondent of Banglalink and 33.3 percent respondent of Robi are agree with this statement. Highest 50.5 percent respondent of Grameenphone, 45.5 percent respondent of Banglalink and 43.3 percent respondent of Robi are strongly agree with the statement. Total 7.3 percent respondent strongly disagree, 5.7 percent respondent disagree, 5.5 percent respondent neutral, 34.1 percent respondent agree and 47.4 percent respondent strongly agree that loyalty of particular brand reduce the switching rate to other brand.

Table: 5.2.27

Cross tabulation between types of loyalty program you expect from your brand and choice of specific mobile operator brand

Mobile operator brand		What types of loyalty program you expect from your brand					Total
		Lower price	Improved network	Improved internet	Better service	Others	
Grameenphone	Count	85	25	33	29	12	184
	%	46.2%	13.6%	17.9%	15.8%	6.5%	100.0%
Banglalink	Count	42	31	18	14	5	110
	%	38.2%	28.2%	16.4%	12.7%	4.5%	100.0%
Robi	Count	33	21	19	13	4	90
	%	36.7%	23.3%	21.1%	14.4%	4.5%	100.0%
Total	Count	160	77	70	56	21	384
	%	41.7%	20.1%	18.2%	14.5%	5.5%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.227	8	.000
Likelihood Ratio	28.954	8	.000
N of Valid Cases	384		

Hypothesis: There is no association between types of loyalty program you expect from your brand and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between types of loyalty program you expect from your brand and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 32.227 which is greater than the table value 15.507 at 5% level of significance and 8 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables, several types of loyalty program such as lower price, improved network, improved internet service, better customer service affecting customer for choice their favorite mobile operator brand.

From the above table 5.2.27 the respondent opinion on types of loyalty program you expect from your brand found 46.2 percent respondent of Grameenphone expect lower price as a loyalty program affecting brand choice, followed by Banglalink 38.2 percent respondent, followed by Robi 36.7 percent respondent. 28.2 percent respondent of Banglalink expect improved network as a loyalty program, followed by Robi 23.3 percent respondent, followed by Grameenphone 13.6 percent respondent. 21.1 percent respondent of Robi expect improved internet as a loyalty program, followed by Grameenphone 17.9 percent respondent, followed by Banglalink 16.4 percent respondent. 15.8 percent respondent of Grameenphone expect better service as a loyalty program, followed by Robi 14.4 percent respondent, followed by Banglalink 12.7 percent respondent. 6.5 percent respondent of Grameenphone and 4.5 percent respondent of both Banglalink and Robi expect others loyalty program affecting brand choice. Total 41.7 percent respondent expect lower price, 20.1 percent respondent expect improved network, 18.2 percent respondent expect improved internet service, 14.5 percent respondent expect better customer service and 5.5 percent respondent expect others service as a loyalty program affecting their brand choice.

Table: 5.2.28

Cross tabulation between the statement 'how much loyalty you have for your brand' and choice of specific mobile operator brand

Mobile operator brand		How much loyalty you have for your brand			Total
		High	Moderate	Low	
Grameenphone	Count	108	55	21	184
	%	58.7%	29.9%	11.4%	100.0%
Banglalink	Count	53	30	27	110
	%	48.2%	27.3%	24.5%	100.0%
Robi	Count	45	29	16	90
	%	50.0%	32.2%	17.8%	100.0%
Total	Count	206	114	64	384
	%	53.6%	29.7%	16.7%	100.0%

Source: Field survey data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.952	4	.034
Likelihood Ratio	14.551	4	.026
N of Valid Cases☐	384		

Hypothesis: There is no association between the statement 'how much loyalty you have for your brand' and choice of specific mobile operator brand

Result:

Chi-square test was applied to find out the association between the statement 'how much loyalty you have for your brand' and choice of specific mobile operator brand. It is found that the calculated value of chi square test is 19.952 which is greater than the table value 9.488 at 5% level of significance and 4 degrees of freedom. Since the calculated value is greater than the table value the null hypothesis is rejected and it is inferred that there is a significant association between the variables.

From the above table 5.2.28 the respondent opinion on how much loyalty you have for your brand found highest 58.7 percent respondent of Grameenphone told about they have high brand loyalty, followed by Robi 50.0 percent respondent, followed by Banglalink 48.2 percent respondent. 32.2 percent respondent of Robi told about moderate brand loyalty, followed by Grameenphone 29.9 percent respondent, followed by Banglalink 27.3 percent respondent. 24.5 percent respondent of Banglalink told they are low brand

loyal, followed by Robi 17.8 percent respondent, followed by Grameenphone 11.4 percent respondent. Total 53.6 percent respondent are high brand loyal, 29.7 percent respondent moderate brand loyal and 16.7 percent respondent are low brand loyal.

Table: 5.2.29
Brand equity score of selected mobile operator brand

Brand equity factors		Mobile Operators		
		Grameenphone	Banglalink	Robi
Brand awareness	Mean	6.01	6.06	5.15
	Std. deviation	1.173	1.198	1.681
Brand image	Mean	5.78	5.15	4.83
	Std. deviation	1.150	1.723	2.078
Perceived quality	Mean	6.13	4.89	5.47
	Std. deviation	1.323	1.799	1.779
Brand loyalty	Mean	6.18	5.00	4.73
	Std. deviation	.909	1.832	1.929
Average overall brand equity score	Mean	6.02	5.30	5.17
	Std. deviation	.587	1.148	1.242

Inference:

From the above table 5.2.29 the highest average overall brand equity of Grameenphone brand found mean 6.02 and std. deviation .587, followed by Banglalink mean 5.30 and std. deviation 1.148, followed by Robi brand mean 5.17 and std. deviation 1.242. The highest brand awareness score for Banglalink brand mean 6.06 and std. deviation 1.198, followed by Grameenphone mean 6.01 and std. deviation 1.173, followed by Robi mean 5.15 and 1.681. The highest brand image score for Grameenphone found mean 5.78 mean 1.150, followed by Banglalink mean 5.15 and std. deviation 1.723, followed by Robi brand mean score 4.83 and std. deviation 2.078. The highest perceived quality score for Grameenphone brand mean score 6.13 and std. deviation 1.323, followed by Robi brand mean score 5.47 and std. deviation 1.779, followed by Banglalink brand mean score 4.89 and std. deviation 1.799. The highest brand loyalty score for Grameenphone brand mean score 6.18 and std. deviation .909, followed by Banglalink brand mean score 5.00 and std. deviation 1.832, followed by Robi brand mean score 4.73 and std. deviation 1.929.

Table: 5.2.30

Correlation between brand equity factors and overall brand equity score   of mobile operators brand

Brand equity factors	Overall brand equity score		
	Grameenphone	Banglalink	Robi
Brand awareness	.659**	.824**	.460*
Brand image	.548**	.382*	.452**
Perceived quality	.893**	.521**	.602**
Brand loyalty	.789**	.569**	.338*

** Correlation is significant at the 0.01 level
* Correlation is significant at the 0.05 level

Inference:

The above table 5.2.30 shows the correlation between brand equity factors and overall brand equity score of mobile operators. The highest correlation between brand awareness and overall brand equity score exists of Banglalink brand (.824), followed by Grameenphone brand (.659), followed by Robi brand (.460). The highest correlation between brand image and overall brand equity score exists of Grameenphone brand (.548), followed by Robi brand (.452), followed by Banglalink brand (.382). The highest correlation between perceived quality and overall brand equity score exists of Grameenphone brand (.893), followed by Robi brand (.602), followed by Banglalink brand (.521). The highest correlation between brand loyalty and overall brand equity score exists of Grameenphone brand (.789), followed by Banglalink brand (.569), followed by Robi brand (.338). The correlation between brand equity factors and overall brand equity score is significant at 0.01 and 0.05 levels.

Table: 5.2.31

The result of multiple regression analysis for the affect of brand equity factors on customer brand choice of Grameenphone

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.562	.582	.493	1.3652	55.531	.000

[a]Predictors: (Constant), Brand awareness, Brand image, Perceived quality, Brand loyalty

Table: 5.2.32

Coefficient of the multiple regression model of Grameenphone

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	1.635	.028		11.251	.000		
Brand awareness	.179	.072	.352	2.218	.001	.894	1.408
Brand image	.094	.012	.082	2.187	.003	.321	1.382
Perceived quality	.213	.063	.066	3.621	.000	.554	1.876
Brand loyalty	.461	.042	.189	4.951	.000	.638	1.551

[a]Dependent variable: Brand choice

Hypothesis: Brand equity factors does not affect customer choice of Grameenphone mobile operator brand

Result:

The regression (prediction) equation on the above model can be presented in following way BC= $1.635+.179X_1+.094X_2+.213X_3+.461X_4$ (p. no. 10). From table 5.2.31 it is found that, F = 55.531 and p=.000 <0.05. So, the null hypothesis is rejected. The brand equity factors have significantly affect customer choice of Grameenphone brand.

It is found from the table 5.2.31 the R Square value = .582. Expressed as a percentage, it is found that the model consisting of independent variables (brand awareness, brand image, perceived quality and brand loyalty) explains 58.2% of the variance in consumer brand choice of Grameenphone mobile operator, an important indication of relevance of the model. From table 5.2.32 it is found that the brand equity factor, brand loyalty was the highest affect on consumer brand choice of Grameenphone brand (β=.461, t= 4.951, p=0.000< 0.05), followed by perceived quality (β=.213, t= 3.621, p=0.000< 0.05), followed by brand awareness (β =.179, t= 2.218, p=0.001< 0.05), followed by brand image (β=.094, t= 2.187, p=0.003< 0.05). The Tolerance level is < or equal to 1; and all VIF (Variance Inflation Factor) values are well below 10. Thus, the measures selected for assessing independent variables do not reach level of multi co-linearity.

Table: 5.2.33

The result of multiple regression analysis for the affect of brand equity factors on customer brand choice of Banglalink

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.548	.427	.418	1.8841	95.249	.000

[a]Predictors: (Constant), Brand awareness, Brand image, Perceived quality, Brand loyalty

Table: 5.2.34

Coefficient of the multiple regression model of Banglalink

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	1.839	.093		17.842	.000		
Brand awareness	.501	.056	.325	3.860	.000	.682	1.229
Brand image	.421	.049	.352	2.547	.014	.825	1.448
Perceived quality	.093	.019	.004	.187	.858	.437	1.476
Brand loyalty	.145	.132	.047	1.814	.000	.568	1.813

[a]Dependent variable: Brand choice

Hypothesis: Brand equity factors do not affect customer choice of Banglalink mobile operator brand

Result:

The regression (prediction) equation on the above model can be presented in following way BC= $1.839 + .501X_1 + .421X_2 + .093X_3 + .145X_4$ (p. no. 10). From table 5.2.33 it is found that, F = 95.249 and p=.000 <0.05. So, the null hypothesis is rejected. The brand equity factors have significantly affect customer choice of Banglalink brand.

It is found from the table 5.2.33 that R Square value= .427. Expressed as a percentage, it is found that the model consisting of independent variables (brand awareness, brand image, perceived quality and brand loyalty) explains 42.7% of the variance in consumer brand choice of Banglalink mobile operator, an important indication of relevance of the model. From table 5.2.34 it is found that the brand equity factor, brand awareness was the highest affect on consumer brand choice of Banglalink brand (β=.501, t= 3.860, p=0.000< 0.05), followed by brand image (β=.421, t= 2.547, p=0.014< 0.05), followed by brand loyalty (β =.145, t= 1.814, p=0.000< 0.05). The Tolerance level is < or equal to 1; and all VIF (Variance Inflation Factor) values are well below 10. Thus, the measures selected for assessing independent variables do not reach level of multi co-linearity.

Table: 5.2.35

The result of multiple regression analysis for the affect of brand equity factors on customer brand choice of Robi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.652	.319	.426	1.6164	36.286	.000

[a]Predictors: (Constant), Brand awareness, Brand image, Perceived quality, Brand loyalty

Table: 5.2.36

Coefficient of the multiple regression model of Robi

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	9.902	.030		22.216	.000		
Brand awareness	.746	.024	.176	6.013	.000	.795	1.513
Brand image	.049	.154	.019	.258	.779	.531	1.884
Perceived quality	.258	.108	.189	2.409	.018	.601	1.237
Brand loyalty	.489	.096	.449	5.128	.000	.852	1.694

[a]Dependent variable: Brand choice

Hypothesis: Brand equity factors does not affect customer choice of Robi mobile operator brand

Result:

The regression (prediction) equation on the above model can be presented in following way BC= $9.902+.746X_1+.049X_2+.258X_3+.489X_4$ (p. no. 10). From table 5.2.35 it is found that, F = 36.286 and p=.000 <0.05. So, the null hypothesis is rejected. The brand equity factors have significantly affect customer choice of Robi brand.

It is found from the table 5.2.35 that R Square value= .319. Expressed as a percentage, it is found that the model consisting of independent variables (brand awareness, brand image, perceived quality and brand loyalty) explains 31.9% of the variance in consumer brand choice of Robi mobile operator, an important indication of relevance of the model. From table 5.3.36 it is found that the brand equity factor, brand awareness was the highest affect on consumer brand choice of Robi brand (β=.746, t= 6.013, p=0.000< 0.05), followed by brand loyalty (β=.489, t= 5.128, p=0.000< 0.05), followed by perceived quality (β =.258, t= 2.409, p=0.018< 0.05). The Tolerance level is < or equal to 1; and all VIF (Variance Inflation Factor) values are well below 10. Thus, the measures selected for assessing independent variables do not reach level of multi co-linearity.

5.3 Customer attitude towards expected and perceived service of mobile operator brand.

Table: 5.3.1

Evaluation of respondent perception about employees of mobile operators who have neat professional appearance

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	12	8	7	27
		%	6.5%	7.3%	7.8%	7.0%
	Disagree	Count	11	10	13	34
		%	6.0%	9.1%	14.4%	8.9%
	Neutral	Count	7	11	9	27
		%	3.8%	10.0%	10.0%	7.0%
	Agree	Count	91	45	34	170
		%	49.5%	40.9%	37.8%	44.3%
	Strongly agree	Count	63	36	27	126
		%	34.2%	32.7%	30.0%	32.8%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.1 the respondent perception about employees who have neat professional appearance 6.5 percent respondent of Grameenphone, 7.3 percent respondent of Banglalink and 7.8 percent respondent of Robi are strongly disagree with the statement that employees have neat professional appearance. 6.0 percent respondent of Grameenphone, 9.1 respondent of Banglalink and 14.4 percent respondent of Robi are disagreeing. 3.8 percent respondent of Grameenphone, 10.0 percent respondent of both Banglalink and Robi are neutral. Highest 49.5 percent respondent of Grameenphone, 40.9 percent respondent of Banglalink and 37.8 percent respondent of Robi are agreeing with this statement. 34.2 percent respondent of Grameenphone, 32.7 percent respondent of Banglalink and 30.0 percent respondent of Robi are strongly agreed. Total 32.8 percent respondent strongly agree, 44.3 percent respondent agree, 7.0 percent respondent neutral, 8.9 percent respondent disagree and 7.0 percent respondent strongly disagree with the statement that employees of mobile operators have neat professional appearance.

Table: 5.3.2

Respondent expectation, perception and gap score about employees of mobile operators who have neat professional appearance

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	2.96	3.99	1.03
Banglalink	3.21	3.83	0.62
Robi	3.96	3.68	-0.28

Source: Field survey data

Inference:

From above table 5.3.2 the respondent expectation, perception and gap score about employees of mobile operators who have neat professional appearance. For Grameenphone brand the mean score of customer expectation (appendix-B, table 5.3.43) is 2.96 and customer perception 3.99. The service quality gap score of Grameenphone brand found positive gap, mean score 1.03. For Banglalink brand the mean score of customer expectation is 3.21 and customer perception 3.83. The service quality gap score of Banglalink brand found positive gap, mean score 0.62. For Robi mobile operator the mean score of customer expectation is 3.96 and customer perception 3.68. The service quality gap score of Robi mobile operator found negative gap, mean score -0.28.

Table: 5.3.3

Evaluation of respondent perception about exclusive decoration of mobile operators customer care point

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	9	13	18	40
		%	4.9%	11.8%	20.0%	10.4%
	Disagree	Count	14	8	16	38
		%	7.6%	7.3%	17.8%	9.9%
	Neutral	Count	6	10	13	29
		%	3.3%	9.1%	14.4%	7.6%
	Agree	Count	72	48	24	144
		%	39.1%	43.6%	26.7%	37.5%
	Strongly agree	Count	83	31	19	133
		%	45.1%	28.2%	19.1%	34.6%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.3 the respondents perception about exclusive decoration of mobile operators customer care point 4.9 percent respondent of Grameenphone, 11.8 percent respondent of Banglalink and 20.0 percent respondent of Robi are strongly disagree with the statement that mobile operators have exclusive decoration of customer care point. 7.6 percent respondent of Grameenphone, 7.3 percent respondent of Banglalink and 17.8 percent respondent of Robi are disagree. 3.3 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 14.4 percent respondent of Robi are neutral. 39.1 percent respondent of Grameenphone, 43.6 percent of Banglalink and 26.7 percent respondent of Robi are agree with the statement. Highest 45.1 percent respondent of Grameenphone, 28.2 percent respondent of Banglalink and 21.1 percent respondent of Robi are strongly agree. Total 34.6 percent respondent strongly agree, 37.5 percent respondent agree, 7.6 percent respondent neutral, 9.9 percent respondent disagree and 10.4 percent respondent strongly disagree with the statement that mobile operators have exclusive decoration of customer care point.

Table: 5.3.4

Respondent expectation, perception and gap score about exclusive decoration of mobile operators customer care point

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	3.63	4.12	0.49
Banglalink	3.48	3.69	0.21
Robi	3.82	3.10	-0.72

Source: Field survey data

Inference:

From above table 5.3.4 the respondent expectation, perception and gap score about exclusive decoration of mobile operators customer care point. For Grameenphone brand the mean score of customer expectation is 3.63 and customer perception 4.12. The service quality gap score of Grameenphone brand found positive gap, mean score 0.49. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 3.48 and customer perception 3.69. The service quality gap score of Banglalink brand found positive gap, mean score 0.21. For Robi mobile operator the mean score of customer expectation is 3.82 and customer perception 3.10. The service quality gap score of Robi mobile operator found negative gap, mean score -0.72.

Table: 5.3.5

Evaluation of respondent perception about mobile operators use modern equipment for providing customer better service

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	15	14	15	44
		%	8.2%	12.7%	16.7%	11.5%
	Disagree	Count	11	25	18	54
		%	6.0%	22.7%	20.0%	14.1%
	Neutral	Count	9	12	12	33
		%	4.9%	10.9%	13.3%	8.6%
	Agree	Count	79	32	21	132
		%	42.9%	29.1%	23.3%	34.4%
	Strongly agree	Count	70	27	24	121
		%	38.0%	24.5%	26.7%	31.5%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.5 the respondents perception about mobile operators use modern equipment for providing customer better service 8.2 percent respondent of Grameenphone 12.7 percent respondent of Banglalink and 16.7 percent respondent of Robi are strongly disagree with the statement that mobile operators use modern equipment for providing better customer service. 6.0 percent respondent of Grameenphone, 22.7 percent respondent of Banglalink and 20.0 percent respondent of Robi are disagreeing. 4.9 percent respondent of Grameenphone, 10.9 percent respondent of Banglalink and 13.3 percent respondent of Robi are neutral. 42.9 percent respondent of Grameenphone, 29.1 percent respondent of Banglalink and 23.3 percent respondent of Robi are agreeing. 38.0 percent respondent of Grameenphone, 24.5 percent respondent of Banglalink and 26.7 percent respondent of Robi are strongly agreed. Total 31.5 percent respondent strongly agree, 34.4 percent respondent agree, 8.6 percent respondent neutral, 14.1 percent respondent disagree and 11.5 percent respondent strongly disagree with the statement that mobile operators use modern equipment for providing better customer service.

Table: 5.3.6

Respondent expectation, perception and gap score about mobile operators use modern equipment for providing better customer service

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.29	3.97	-0.32
Banglalink	4.09	3.30	-0.79
Robi	4.12	3.23	-0.89

Source: Field survey data

Inference:

From above table 5.3.6 the respondent expectation, perception and gap score about mobile operators use modern equipment for providing better customer service. It is found that for each operators customer expectation is high than customer perception. For Grameenphone brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.29 and customer perception 3.97. The service quality gap score of Grameenphone brand found negative gap, mean score – 0.32. For Banglalink brand the mean score of customer expectation is 4.09 and customer perception 3.30. The service quality gap score of Banglalink brand found negative gap, mean score -0.79. For Robi mobile operator the mean score of customer expectation is 4.12 and customer perception 3.23. The service quality gap score of Robi found negative gap, mean score -0.89.

Table: 5.3.7

Evaluation of respondent perception about mobile operators network ability for providing variety of entertainment facilities

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	8	22	13	43
		%	4.3%	20.0%	14.4%	11.2%
	Disagree	Count	12	25	15	52
		%	6.5%	22.7%	16.7%	13.5%
	Neutral	Count	7	12	11	30
		%	3.8%	10.9%	12.2%	7.8%
	Agree	Count	69	28	28	125
		%	37.5%	25.5%	31.1%	32.6%
	Strongly agree	Count	88	23	23	134
		%	47.8%	20.9%	25.6%	34.9%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.7 the respondent perception about mobile operators network ability for providing variety of entertainment facilities 4.3 percent respondent of Grameenphone, 20.0 percent respondent of Banglalink and 14.4 percent respondent of Robi are strongly disagree with the statement that mobile operators network ability for providing variety of entertainment facilities. 6.5 percent respondent of Grameenphone, 22.7 percent respondent of Banglalink and 16.7 percent respondent of Robi are disagree. 3.8 percent respondent of Grameenphone, 10.9 percent respondent of Banglalink and 12.2 percent respondent of Robi are neutral. 37.5 percent respondent of Grameenphone, 25.5 percent respondent of Banglalink and 31.1 percent respondent of Robi are agree with the statement. Highest 47.8 percent respondent of Grameenphone, 20.9 percent respondent of Banglalink and 25.6 percent respondent of Robi are strongly agree. Total 34.9 percent respondent strongly agree, 32.6 percent respondent agree, 7.8 percent respondent neutral, 13.5 percent respondent disagree and 11.2 percent respondent strongly disagree with the statement that mobile operators network ability for providing variety of entertainment facilities.

Table: 5.3.8

Respondent expectation, perception and gap score about mobile operators network ability for providing variety of entertainment facilities

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	3.88	4.18	0.30
Banglalink	3.92	3.05	-0.87
Robi	3.98	3.37	-0.61

Source: Field survey data

Inference:

From above table 5.3.8 the respondent expectation, perception and gap score about mobile operators network ability for providing variety of entertainment facilities. For Grameenphone brand the mean score of customer expectation is 3.88 and customer perception 4.18. The service quality gap score for Grameenphone brand found positive gap, mean score 0.30. For Banglalink brand the mean score of customer expectation is 3.92 and customer perception 3.05. The service quality gap score of Banglalink found negative gap, mean score -0.87. For Robi brand the mean score of customer expectation (appendix-B, table 5.3.43) is 3.98 and customer perception 3.37. The service quality gap score of Robi brand found negative gap, mean score -0.61.

Table: 5.3.9

Evaluation of respondent perception about large numbers of customer care point handling customer problem

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	13	6	16	35
		%	7.1%	5.5%	17.8%	9.1%
	Disagree	Count	19	4	21	44
		%	10.3%	3.6%	23.3%	11.5%
	Neutral	Count	8	3	8	19
		%	4.3%	2.7%	8.9%	4.9%
	Agree	Count	78	43	25	146
		%	42.4%	39.1%	27.8%	38.0%
	Strongly agree	Count	66	54	20	140
		%	35.9%	49.1%	22.2%	36.5%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.9 the respondent perception about large numbers of customer care point handling customer problem 7.1 percent respondent of Grameenphone, 5.5 percent respondent of Banglalink and 17.8 percent respondent of Robi are strongly disagree with the statement that mobile operators have large numbers of customer care point handling customer problem. 10.3 percent respondent of Grameenphone, 3.6 percent respondent of Banglalink and 23.3 percent respondent of Robi are disagreeing. 4.3 percent respondent of Grameenphone, 2.7 percent respondent of Banglalink and 8.9 percent respondent of Robi are neutral. 42.4 percent respondent of Grameenphone, 39.1 percent of Banglalink and 27.8 percent respondent of Robi are agreeing with the statement. 35.9 percent respondent of Grameenphone, highest 49.1 percent respondent of Banglalink and 22.2 percent respondent of Robi are strongly agreed. Total 36.5 percent respondent strongly agree, 38.0 percent respondent agree, 4.9 percent respondent neutral, 11.5 percent respondent disagree and 9.1 percent respondent strongly disagree with the statement that their mobile operator have large numbers of customer care point handling customer problem.

Table: 5.3.10

Respondent expectation, perception and gap score about mobile operators have large numbers of customer care point handling customer problem

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.29	3.90	-0.39
Banglalink	4.02	4.23	0.21
Robi	4.18	3.13	-1.05

Source: Field survey data

Inference:

From above table 5.3.10 the respondent expectation, perception and gap score about mobile operator have large numbers of customer care point handling customer problem, for Grameenphone brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.29 and customer perception 3.90. The service quality gap score of Grameenphone brand found negative gap, mean score -0.39. For Banglalink brand the mean score of customer expectation is 4.02 and customer perception 4.23. The service quality gap score of Banglalink brand found positive gap, mean score 0.21. For Robi brand the mean score of customer expectation is 4.18 and customer perception 3.13. The service quality gap score of Robi brand found highest negative gap, mean score -1.05.

Table: 5.3.11

Evaluation of respondent perception about mobile operators provide service as promised

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	11	28	28	67
		%	6.0%	25.5%	31.1%	17.4%
	Disagree	Count	9	31	15	55
		%	4.9%	28.2%	16.7%	14.3%
	Neutral	Count	6	10	5	21
		%	3.3%	9.1%	5.6%	5.5%
	Agree	Count	71	19	24	114
		%	38.6%	17.3%	26.7%	29.7%
	Strongly agree	Count	87	22	18	127
		%	47.3%	20.0%	20.0%	33.1%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.11 the respondent perception about mobile operators provide service as promised 6.0 percent respondent of Grameenphone, 25.5 percent respondent of Banglalink and 31.1 percent respondent of Robi are strongly disagree with the statement that mobile operators provide service as promised. 4.9 percent respondent of Grameenphone, 28.2 percent respondent of Banglalink and 16.7 percent respondent of Robi are disagree. 3.3 percent of Grameenphone, 9.1 percent respondent of Banglalink and 5.6 percent respondent of Robi are neutral. 38.6 percent respondent of Grameenphone, 17.3 percent respondent of Banglalink and 26.7 respondent of Robi are agreeing with the statement. Highest 47.3 percent respondent of Grameenphone and 20.0 percent respondent of both Banglalink and Robi are strongly agreed. Total 33.1 percent respondent strongly agree, 29.7 percent respondent agree, 5.5 percent respondent neutral, 14.3 percent respondent disagree and 17.4 percent respondent strongly disagree with the statement that mobile operators provide service as promised.

Table: 5.3.12
Respondent expectation, perception and gap score about mobile operators provide service as promised

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	3.68	4.18	0.50
Banglalink	3.54	2.76	-0.78
Robi	3.79	2.84	-0.95

Source: Field survey data

Inference:

From above table 5.3.12 the respondent expectation, perception and gap score about mobile operators provide service as promised, for Grameenphone brand mean score of customer expectation is 3.68 and customer perception 4.18. The service quality gap score of Grameenphone brand found positive gap, mean score 0.50. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 3.54 and customer perception 2.76. The service quality gap score of Banglalink brand found negative gap, mean score -0.78. For Robi brand the mean score of customer expectation is 3.79 and customer perception 2.84. The service quality gap score of Robi brand found negative gap, mean score -0.95.

Table: 5.3.13

Evaluation of respondent perception about mobile operators timely deliver SMS, MMS, Voice message and other value added services

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	8	38	6	52
		%	4.3%	34.5%	6.7%	13.5%
	Disagree	Count	12	24	9	45
		%	6.5%	21.8%	10.0%	11.7%
	Neutral	Count	4	6	3	13
		%	2.2%	5.5%	3.3%	3.4%
	Agree	Count	82	27	37	146
		%	44.6%	24.5%	41.1%	38.0%
	Strongly agree	Count	78	15	35	128
		%	42.4%	13.6%	38.9%	33.3%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.13 the respondent perception about mobile operators timely delivers SMS, MMS, Voice message and other value added services 4.3 percent respondent of Grameenphone, 34.5 percent respondent of Banglalink and 6.7 percent respondent of Robi are strongly disagree with the statement. 6.5 percent respondent of Grameenphone, 21.8 percent respondent of Banglalink and 10.0 percent respondent of Robi are disagree. 2.2 percent respondent of Grameenphone, 5.5 percent respondent of Banglalink and 3.3 percent respondent of Robi are neutral. Highest 44.6 percent respondent of Grameenphone, 24.5 percent respondent of Banglalink and 41.1 percent respondent of Robi are agreeing with the statement. 42.4 percent respondent of Grameenphone, 13.6 percent respondent of Banglalink and 38.9 percent of Robi are strongly agreed. Total 33.3 percent respondent strongly agree, 38.0 percent respondent agree, 3.4 percent respondent neutral, 11.7 percent respondent disagree and 13.5 percent respondent strongly disagree with the statement that mobile operators timely delivers SMS, MMS, Voice message and other value added services.

Table: 5.3.14

Respondent expectation, perception and gap score about mobile operators timely deliver SMS, MMS, Voice message and other value added services.

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	3.81	4.14	0.33
Banglalink	3.92	2.61	-1.31
Robi	3.76	3.97	0.21

Source: Field survey data

Inference:

From table 5.3.14 the respondent expectation, perception and gap score about mobile operators timely deliver SMS, MMS, Voice message and other value added services, for Grameenphone brand the mean score of customer expectation (appendix-B, table 5.3.43) is 3.81 and customer perception 4.14. The service quality gap score for Grameenphone brand found positive gap, mean score 0.33. For Banglalink brand the mean score of customer expectation is 3.92 and customer perception 2.61. The service quality gap score for Banglalink brand found negative gap, mean score -1.31. For Robi brand the mean score of customer expectation is 3.76 and customer perception 3.97. The service quality gap score for Robi brand found positive gap, mean score 0.21.

Table: 5.3.15

Evaluation of respondent perception about mobile operators has dependable and consistent network ability for solving customers complaints

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	10	25	28	61
		%	5.4%	22.7%	31.1%	15.9%
	Disagree	Count	7	36	20	62
		%	3.8%	32.7%	22.2%	16.1%
	Neutral	Count	8	4	6	18
		%	4.3%	3.6%	6.7%	4.7%
	Agree	Count	74	17	17	109
		%	40.2%	15.5%	18.9%	28.4%
	Strongly agree	Count	85	28	19	134
		%	46.2%	25.5%	21.1%	34.9%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.15 the respondent perception about mobile operators has dependable and consistent network ability for solving customers complaints 5.4 percent respondent of Grameenphone, 22.7 percent respondent of Banglalink and 31.1 percent respondent of Robi are strongly disagree with the statement that their mobile operator has dependable and consistent network ability for solving customers complaints. 3.8 percent respondent of Grameenphone, 32.7 percent respondent of Banglalink and 22.2 percent respondent of Robi are disagree. 4.3 percent respondent of Grameenphone, 3.6 percent respondent of Banglalink and 6.7 percent respondent of Robi are neutral. 40.2 percent respondent of Grameenphone, 15.5 percent respondent of Banglalink and 18.9 percent respondent of Robi are agree with the statement. Highest 46.2 percent respondent of Grameenphone, 25.5 percent respondent of Banglalink and 21.1 percent respondent of Robi are strongly agree. Total 34.9 percent respondent strongly agree, 28.4 percent respondent agree, 4.7 percent respondent neutral, 16.1 percent respondent disagree and 15.9 percent respondent strongly disagree with the statement that their mobile operator has dependable and consistent network ability for solving customers complaints.

Table: 5.3.16

Respondent expectation, perception and gap score about mobile operators has dependable and consistent network ability for solving customers complaints

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.33	4.18	-0.15
Banglalink	4.16	2.88	-1.28
Robi	4.02	2.77	-1.25

Source: Field survey data

Inference:

From above table 5.3.16 the respondent expectation, perception and gap score about mobile operators has dependable and consistent network ability for solving customers complaints, for Grameenphone brand the mean score of customer expectation is 4.33 and customer perception 4.18. The service quality gap score for Grameenphone found negative gap, mean score -0.15. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.16 and customer perception 2.88. The service quality gap score for Banglalink brand found negative gap, mean score -1.28. For Robi brand the mean score of customer expectation is 4.02 and customer perception 2.77. The service quality gap score of Robi brand found negative gap, mean score -1.25.

Table: 5.3.17

Evaluation of respondent perception about the employee of mobile operators provide service at the right time

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	6	10	22	38
		%	3.3%	9.1%	24.4%	9.9%
	Disagree	Count	8	8	25	41
		%	4.3%	7.3%	27.8%	10.7%
	Neutral	Count	5	10	11	26
		%	2.7%	9.1%	12.2%	6.8%
	Agree	Count	78	43	17	138
		%	42.4%	39.1%	18.9%	35.9%
	Strongly agree	Count	87	39	15	141
		%	47.3%	35.5%	16.7%	36.7%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.17 the respondent perception about the employee of mobile operators provide service at the right time 3.3 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 24.4 percent respondent of Robi are strongly disagree with the statement that the employee of mobile operators provide service at the right time. 4.3 percent respondent of Grameenphone, 7.3 percent respondent of Banglalink and 27.8 percent respondent of Robi are disagree. 2.7 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 12.2 percent respondent of Robi are neutral. 42.4 percent respondent of Grameenphone, 39.1 percent respondent of Banglalink and 18.9 percent respondent of Robi are agreeing with the statement. Highest 47.3 percent respondent of Grameenphone, 35.5 percent respondent of Banglalink and 16.7 percent respondent of Robi are strongly agreed. Total 36.7 percent respondent strongly agree, 35.9 percent respondent agree, 6.8 percent respondent neutral, 10.7 percent respondent disagree and 9.9 percent respondent strongly disagree with the statement that the employee of mobile operators provides service at the right time.

Table: 5.3.18

Respondent expectation, perception and gap score about the employee of mobile operators provide service at the right time

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	3.91	4.26	0.35
Banglalink	3.49	3.88	0.39
Robi	3.58	2.76	-0.82

Source: Field survey data

Inference:

From above table 5.3.18 the respondent expectation, perception and gap score about the employee of mobile operators provide service at the right time, for Grameenphone brand the mean score of customer expectation is 3.91 and customer perception 4.26. The service quality gap for Grameenphone found positive gap, mean score 0.35. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 3.49 and customer perception 3.88. The service quality gap score of Banglalink brand found highest positive gap, mean score 0.39. For Robi brand the mean score of customer expectation is 3.58 and customer perception 2.76. The service quality gap score for Robi brand found negative gap, mean score -0.82.

Table: 5.3.19

Evaluation of respondent perception about the mobile operators network insists error-free records

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	17	26	15	58
		%	9.2%	23.6%	16.7%	15.1%
	Disagree	Count	22	22	24	68
		%	12.0%	20.0%	26.7%	17.7%
	Neutral	Count	12	4	8	24
		%	6.5%	3.6%	8.9%	6.3%
	Agree	Count	71	38	23	132
		%	38.6%	34.5%	25.6%	34.4%
	Strongly agree	Count	62	20	20	102
		%	33.7%	18.2%	22.2%	26.6%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.19 the respondent perception about the mobile operators network insists error-free records, 9.2 percent respondent of Grameenphone, 23.6 percent respondent of Banglalink and 16.7 percent respondent of Robi are strongly disagree with the statement that their mobile operator insists error-free records. 12.0 percent respondent of Grameenphone, 20.0 percent respondent of Banglalink and 26.7 percent respondent of Robi are disagree. 6.5 percent respondent of Grameenphone, 3.6 percent respondent of Banglalink and 8.9 percent respondent of Robi are neutral. 38.6 percent respondent of Grameenphone, 34.5 percent respondent of Banglalink and 25.6 percent respondent of Robi are agree with the statement. 33.7 percent respondent of Grameenphone, 18.2 percent of Banglalink and 22.2 respondent of Robi are strongly agreed. Total 26.6 percent respondent strongly agree, 34.4 percent respondent agree, 6.3 percent respondent neutral, 17.7 percent respondent disagree and 15.1 percent respondent strongly disagree with the statement that their mobile operator insists error-free records.

Table: 5.3.20
Respondent expectation, perception and gap score about the mobile operators network insists error-free records

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	3.89	3.76	-0.13
Banglalink	3.75	3.04	-0.71
Robi	3.61	3.10	-0.51

Source: Field survey data

Inference:

From above table 5.3.20 the respondent expectation, perception and gap score about the mobile operators network insists error-free records, for Grameenphone brand the mean score of customer expectation (appendix-B, table 5.3.43) is 3.89 and customer perception 3.76. The service quality gap score for Grameenphone brand found negative gap, mean score -0.13. For Banglalink brand the mean score of customer expectation is 3.75 and customer perception 3.04. The service quality gap score for Banglalink brand found highest negative gap, mean score -0.71. For Robi brand the mean score of customer expectation 3.61 and customer perception 3.10. The service quality gap score for Robi brand found negative gap, mean score -0.51.

Table: 5.3.21

Evaluation of respondent perception about the employee of mobile operators inform customer exactly when service will be performed

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	8	10	7	25
		%	4.3%	9.1%	7.8%	6.5%
	Disagree	Count	12	4	12	28
		%	6.5%	3.6%	13.3%	7.3%
	Neutral	Count	9	7	6	22
		%	4.9%	6.4%	6.7%	5.7%
	Agree	Count	71	49	36	156
		%	38.6%	44.5%	40.0%	40.6%
	Strongly agree	Count	84	40	29	153
		%	45.7%	36.4%	32.2%	39.8%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.21 the respondent perception about the employee of mobile operators inform customer exactly when service will be performed 4.3 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 7.8 percent respondent of Robi are strongly disagree with the statement. 6.5 percent respondent of Grameenphone, 3.6 percent respondent of Banglalink and 13.3 percent respondent of Robi are disagree. 4.9 percent respondent of Grameenphone, 6.4 percent respondent of Banglalink and 6.7 percent respondent of Robi are neutral. 38.6 percent respondent of Grameenphone, 44.5 percent respondent of Banglalink and 40.0 percent respondent of Robi are agree with the statement. 45.7 percent respondent of Grameenphone, 36.4 percent respondent of Banglalink and 32.2 percent respondent of Robi are strongly agree. Total 39.8 percent respondent strongly agree, 40.6 percent respondent agree, 5.7 percent respondent neutral, 7.3 percent respondent disagree and 6.5 percent respondent strongly disagree with the statement that the employee of mobile operators inform them exactly when service will be performed.

Table: 5.3.22

Respondent expectation, perception and gap score about the employee of mobile operators inform customer exactly when service will be performed

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.03	4.15	0.12
Banglalink	4.10	3.95	-0.15
Robi	4.08	3.76	-0.32

Source: Field survey data

Inference:

From above table 5.3.22 the respondent expectation, perception and gap score about the employee of mobile operators inform customer exactly when the service will be performed, for Grameenphone brand the mean score of customer expectation is 4.03 and customer perception 4.15. The service quality gap score for Grameenphone brand found positive gap, mean score 0.12. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.10 and customer perception 3.95. The service quality gap score for Banglalink brand found negative gap, mean score -0.15. For Robi brand the mean score of customer expectation is 4.08 and customer perception 3.76. The service quality gap score for Robi brand found highest negative gap, mean score -0.32.

Table: 5.3.23

Evaluation of respondent perception about the service provider of mobile operators is willing to help customers in urgent situation

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	10	8	9	27
		%	5.4%	7.3%	10.0%	7.0%
	Disagree	Count	6	11	7	24
		%	3.3%	10.0%	7.8%	6.3%
	Neutral	Count	12	4	8	24
		%	6.5%	3.6%	8.9%	6.3%
	Agree	Count	92	38	30	160
		%	50.0%	34.5%	33.3%	41.7%
	Strongly agree	Count	64	49	36	149
		%	34.8%	44.5%	40.0%	38.8%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.23 the respondent perception about the service provider of mobile operators is willing to help customers in urgent situation 5.4 percent respondent of Grameenphone, 7.3 percent respondent of Banglalink and 10.0 percent respondent of Robi are strongly disagree with the statement. 3.3 percent respondent of Grameenphone, 10.0 percent respondent of Banglalink and 7.8 percent respondent of Robi are disagree. 6.5 percent respondent of Grameenphone, 3.6 percent respondent of Banglalink and 8.9 percent respondent of Robi are neutral. 50.0 percent respondent of Grameenphone, 34.5 percent respondent of Banglalink and 33.3 percent respondent of Robi are agree with the statement. 34.8 percent respondent of Grameenphone, 44.5 percent respondent of Banglalink and 40.0 percent respondent of Robi are strongly agree. Total 38.8 percent respondent strongly agree, 41.7 percent respondent agree, 6.3 percent respondent neutral, 6.3 percent respondent disagree and 7.0 percent respondent strongly disagree with the statement that the service provider of mobile operators is willing to help customers in urgent situation.

Table: 5.3.24

Respondent expectation, perception and gap score about the service provider of mobile operators is willing to help customers in urgent situation

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.17	4.05	-0.12
Banglalink	4.19	3.99	-0.20
Robi	4.02	3.86	-0.16

Source: Field survey data

Inference:

From above table 5.3.24 the respondent expectation, perception and gap score about the service provider of mobile operators is willing to help customer in urgent situation, for Grameenphone brand the mean score of customer expectation is 4.17 and customer perception 4.05. The service quality gap for Grameenphone brand found negative gap, mean score -0.12. For Banglalink brand the mean score of customer expectation is 4.19 and customer perception 3.99. The service quality gap score for Banglalink found highest negative gap, mean score -0.20. For Robi brand the mean score of customer expectation is 4.02 and customer perception 3.86. The service quality gap for Robi brand found negative gap, mean score -0.16.

Table: 5.3.25

Evaluation of respondent perception about the employees of mobile operators is approachable and easy to contact with customer

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	5	17	8	30
		%	2.7%	15.5%	8.9%	7.8%
	Disagree	Count	14	9	14	37
		%	7.6%	8.2%	15.6%	9.6%
	Neutral	Count	9	10	6	25
		%	4.9%	9.1%	6.7%	6.5%
	Agree	Count	74	43	34	151
		%	40.2%	39.1%	37.8%	39.3%
	Strongly agree	Count	82	31	28	141
		%	44.6%	28.2%	31.1%	36.7%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.25 the respondent perception about the employees of mobile operators is approachable and easy to contact with customer 2.7 percent respondent of Grameenphone, 15.5 percent respondent of Banglalink and 8.9 percent respondent of Robi are strongly disagree with the statement. 7.6 percent respondent of Grameenphone, 8.2 percent respondent of Banglalink and 15.6 percent respondent of Robi are disagree. 4.9 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 6.7 percent respondent of Robi are neutral. 40.2 percent respondent of Grameenphone, 39.1 percent respondent of Banglalink and 37.8 percent respondent of Robi are agree with the statement. Highest 44.6 percent respondent of Grameenphone, 28.2 percent respondent of Banglalink and 31.1 percent respondent of Robi are strongly agreed. Total 36.7 percent respondents strongly agree, 39.3 percent respondent agree, 6.5 percent respondent neutral, 9.6 percent respondent disagree and 7.8 percent respondent strongly disagree with the statement that the employees of mobile operators is approachable and easy to contact with customer.

Table: 5.3.26

Respondent expectation, perception and gap score about the employees of mobile operators is approachable and easy to contact with customer

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.11	4.16	0.05
Banglalink	4.01	3.56	-0.45
Robi	4.18	3.67	-0.51

Source: Field survey data

Inference:

From table 5.3.26 the respondent expectation, perception and gap score about the employees of mobile operators is approachable and easy to contact with customer, for Grameenphone brand the mean score of customer expectation is 4.11 and customer perception 4.16. The service quality gap score for Grameenphone found positive gap, mean score 0.05. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.01 and customer perception 3.56. The service quality gap score for Banglalink brand found negative gap, mean score -0.45. For Robi brand the mean score of customer expectation is 4.18 and customer perception 3.67. The service quality gap score for Robi brand found highest negative gap, mean score -0.51.

Table: 5.3.27

Evaluation of respondent perception about the call center of mobile operator frequently communicates customer queries and solves their problem

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	12	9	12	33
		%	6.5%	8.2%	13.3%	8.6%
	Disagree	Count	31	25	17	73
		%	16.8%	22.7%	18.9%	19.0%
	Neutral	Count	8	9	11	28
		%	4.3%	8.2%	12.2%	7.3%
	Agree	Count	71	35	24	130
		%	38.6%	31.8%	26.7%	33.9%
	Strongly agree	Count	62	32	26	120
		%	33.7%	29.1%	28.9%	31.3%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.27 the respondent perception about the call center of mobile operator frequently communicates about customer queries and solves their problem 6.5 percent respondent of Grameenphone, 8.2 percent respondent of Banglalink and 13.3 percent respondent of Robi are strongly disagree with the statement. 16.8 percent respondent of Grameenphone, 22.7 percent respondent of Banglalink and 18.9 percent respondent of Robi are disagree. 4.3 percent respondent of Grameenphone, 8.2 percent respondent of Banglalink and 12.2 percent respondent of Robi are neutral. 38.6 percent respondent of Grameenphone, 31.8 percent respondent of Banglalink and 26.7 percent respondent of Robi are agreeing with the statement. 33.7 percent respondent of Grameenphone, 29.1 percent respondent of Banglalink and 28.9 percent respondent of Robi are strongly agreed. Total 31.3 percent respondent strongly agree, 33.9 percent respondent agree, 7.3 percent respondent neutral, 19.0 percent respondent disagree and 8.6 percent respondent strongly disagree with the statement that the call center of their mobile operator frequently communicates about queries and solves their problem.

Table: 5.3.28
Respondent expectation, perception and gap score about the call center of mobile operator frequently communicates customer queries and solves their problem

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.05	3.76	-0.29
Banglalink	4.11	3.51	-0.60
Robi	3.97	3.39	-0.58

Source: Field survey data

Inference:

From above table 5.3.28 the respondent expectation, perception and gap score about the call center of mobile operator frequently communicates customer queries and solves their problem, for Grameenphone brand the mean score of customer expectation is 4.05 and customer perception 3.76. The service quality gap score for Grameenphone brand found negative gap, mean score -0.29. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.11 and customer perception 3.51. The service quality gap score for Banglalink brand found highest negative gap, mean score -0.60. For Robi brand the mean score of customer expectation is 3.97 and customer perception 3.39. The service quality gap score for Robi brand found negative gap, mean score -0.58.

Table: 5.3.29

Evaluation of respondent perception about the mobile operators provide assurance to charge call rate exactly

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	29	35	18	82
		%	15.8%	31.8%	20.0%	21.4%
	Disagree	Count	44	21	12	77
		%	23.9%	19.1%	13.3%	20.1%
	Neutral	Count	12	6	13	31
		%	6.5%	5.5%	14.4%	8.1%
	Agree	Count	58	25	22	105
		%	31.5%	22.7%	24.4%	27.3%
	Strongly agree	Count	41	23	25	89
		%	22.3%	20.9%	27.8%	23.2%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.29 the respondent perception about the mobile operators provide assurance to charge call rate exactly 15.8 percent respondent of Grameenphone, 31.8 percent respondent of Banglalink and 20.0 percent respondent of Robi are strongly disagree with the statement. 23.9 percent respondent of Grameenphone, 19.1 percent respondent of Banglalink and 13.3 percent respondent of Robi are disagree. 6.5 percent respondent of Grameenphone, 5.5 percent respondent of Banglalink and 14.4 percent respondent of Robi are neutral. 31.5 percent respondent of Grameenphone, 22.7 percent respondent of Banglalink and 24.4 percent respondent of Robi are agreeing with the statement. 22.3 percent respondent of Grameenphone, 20.9 percent respondent of Banglalink and 27.8 percent respondent of Robi are strongly agreed. Total 23.2 percent respondent strongly agree, 27.3 percent respondent agree, 8.1 percent respondent neutral, 20.1 percent respondent disagree and 21.4 percent respondent strongly disagree with the statement that their mobile operators provide assurance to charge call rate exactly.

Table: 5.3.30

Respondent expectation, perception and gap score about the mobile operators provide assurance to charge call rate exactly

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.05	3.21	-0.84
Banglalink	4.13	2.82	-1.31
Robi	4.15	3.27	-0.88

Source: Field survey data

Inference:

From above table 5.3.30 the respondent expectation, perception and gap score about the mobile operators provide assurance to charge call rate exactly, for Grameenphone brand the mean score of customer expectation is 4.05 and customer perception 3.21. The service quality gap score for Grameenphone brand found negative gap, mean score -0.84. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.13 and customer perception 2.82. The service quality gap score for Banglalink brand found highest negative gap, mean score -1.31. For Robi brand the mean score of customer expectation is 4.15 and customer perception 3.27. The service quality gap score for Robi brand found negative gap, mean score -0.88.

Table: 5.3.31

Evaluation of respondent perception about the mobile operators provide assurance enough towers for excellent network facilities

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	7	25	15	47
		%	3.8%	22.7%	16.7%	12.2%
	Disagree	Count	10	46	18	74
		%	5.4%	41.8%	20.0%	19.3%
	Neutral	Count	5	9	11	25
		%	2.7%	8.2%	12.2%	6.5%
	Agree	Count	92	14	24	130
		%	50.0%	12.7%	26.7%	33.9%
	Strongly agree	Count	70	16	22	108
		%	38.0%	14.5%	24.4%	28.1%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.31 the respondent perception about the mobile operators provide assurance enough tower for excellent network facilities 3.8 percent respondent of Grameenphone, 22.7 percent respondent of Banglalink and 16.7 percent respondent of Robi are strongly disagree with the statement. 5.4 percent respondent of Grameenphone, 41.8 percent respondent of Banglalink and 20.0 percent respondent of Robi are disagree. 2.7 percent respondent of Grameenphone, 8.2 percent respondent of Banglalink and 12.2 percent respondent of Robi are neutral. 50.0 percent respondent of Grameenphone, 12.7 percent respondent of Banglalink and 26.7 percent respondent of Robi are agree with the statement. 38.0 percent respondent of Grameenphone, 14.5 percent of Banglalink and 24.4 percent respondent of Robi are strongly agree. Total 28.1 percent respondent strongly agree, 33.9 percent respondent agree, 6.5 percent respondent neutral, 19.3 percent respondent disagree and 12.2 percent respondent strongly disagree with the statement that the mobile operators provide assurance enough tower for excellent network facilities.

Table: 5.3.32

Respondent expectation, perception and gap score about the mobile operators provide assurance enough towers for excellent network facilities

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	3.94	4.13	0.19
Banglalink	3.68	2.55	-1.13
Robi	3.91	3.22	-0.69

Source: Field survey data

Inference:

From above table 5.3.32 the respondent expectation, perception and gap score about the mobile operators provide assurance enough towers for excellent network facilities, for Grameenphone brand the mean score of customer expectation is 3.94 and customer perception is 4.13. The service quality gap score for Grameenphone brand found positive gap, mean score 0.19. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 3.68 and customer perception is 2.55. The service quality gap score for Banglalink brand found highest negative gap, mean score -1.13. For Robi brand the mean score of customer expectation is 3.91 and customer perception is 3.22. The service quality gap score for Robi brand found negative gap, mean score -0.69.

Table: 5.3.33

Evaluation of respondent perception about the mobile operators provides assurance to deliver variety of value added services and easy internet access

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	11	12	15	38
		%	6.0%	10.9%	16.7%	9.9%
	Disagree	Count	9	18	8	35
		%	4.9%	16.4%	8.9%	9.1%
	Neutral	Count	8	9	7	24
		%	4.3%	8.2%	7.8%	6.3%
	Agree	Count	72	39	27	138
		%	39.1%	35.5%	30.0%	35.9%
	Strongly agree	Count	84	32	33	149
		%	45.7%	29.1%	36.7%	38.8%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.33 the respondent perception about the mobile operators provide assurance to deliver variety of value added services and easy internet access 6.0 percent respondent of Grameenphone, 10.9 percent respondent of Banglalink and 16.7 percent respondent of Robi are strongly disagree with the statement. 4.9 percent respondent of Grameenphone, 16.4 percent respondent of Banglalink and 8.9 percent respondent of Robi are disagreeing. 4.3 percent respondent of Grameenphone, 8.2 percent respondent of Banglalink and 7.8 percent respondent of Robi are neutral. 39.1 percent respondent of Grameenphone, 35.5 percent respondent of Banglalink and 30.0 percent respondent of Robi are agreeing with the statement. Highest 45.7 percent respondent of Grameenphone, 29.1 percent respondent of Banglalink and 36.7 percent respondent of Robi are strongly agreed. Total 38.8 percent respondent strongly agree, 35.9 percent respondent agree, 6.3 percent respondent neutral, 9.1 percent respondent disagree and 9.9 percent respondent strongly disagree with the statement that mobile operators provide assurance to deliver variety of value added services and easy internet access.

Table: 5.3.34

Respondent expectation, perception and gap score about the mobile operators provide assurance to deliver variety of value added services and easy internet access

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.27	4.14	-0.13
Banglalink	4.12	3.55	-0.57
Robi	3.98	3.61	-0.37

Source: Field survey data

Inference:

From above table 5.3.34 the respondent expectation, perception and gap score about the mobile operators provide assurance to deliver variety of value added services and easy internet access, for Grameenphone brand the mean score of customer expectation is 4.14 and customer perception 4.27. The service quality gap score for Grameenphone brand found negative gap, mean score -0.13. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.12 and customer perception 3.55. The service quality gap score for Banglalink brand found highest negative gap, mean score -0.57. For Robi brand the mean score of customer expectation is 3.98 and customer perception 3.61. The service quality gap score for Robi brand found negative gap, mean score -0.37.

Table: 5.3.35

Evaluation of respondent perception about the behavior of employees of mobile operators instilling confidence in customers

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	9	11	13	33
		%	4.9%	10.0%	14.4%	8.6%
	Disagree	Count	14	8	12	34
		%	7.6%	7.3%	13.3%	8.9%
	Neutral	Count	6	10	5	21
		%	3.3%	9.1%	5.6%	5.5%
	Agree	Count	81	43	31	155
		%	44.0%	39.1%	34.4%	40.4%
	Strongly agree	Count	74	38	29	141
		%	40.2%	34.5%	32.2%	36.7%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.35 the respondent perception about the behavior of employees of mobile operators instilling confidence in customer 4.9 percent respondent of Grameenphone, 10.0 percent respondent of Banglalink and 14.4 percent respondent of Robi are strongly disagree with the statement. 7.6 percent respondent of Grameenphone, 7.3 percent respondent of Banglalink and 13.3 percent respondent of Robi are disagree. 3.3 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 5.6 percent respondent of Robi are neutral. Highest 44.0 percent respondent of Grameenphone, 39.1 percent respondent of Banglalink and 34.4 percent respondent of Robi are agree with the statement. 40.2 percent respondent of Grameenphone, 34.5 percent respondent of Banglalink and 32.2 percent respondent of Robi are strongly agree. Total 36.7 percent respondent strongly agree, 40.4 percent respondent agree, 5.5 percent respondent neutral, 8.9 percent respondent disagree and 8.6 percent respondent strongly disagree with the statement that the behavior of employees of mobile operators instilling confidence in customer.

Table: 5.3.36

Respondent expectation, perception and gap score about the behavior of employees of mobile operators instilling confidence in customers

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	3.96	4.07	0.11
Banglalink	4.03	3.81	-0.22
Robi	4.11	3.57	-0.54

Source: Field survey data

Inference:

From above table 5.3.36 the respondent expectation, perception and gap score about the behavior of employees of mobile operators instilling confidence in customers, for Grameenphone brand the mean score of customer expectation is 3.96 and customer perception 4.07. The service quality gap score for Grameenphone found positive gap, mean score 0.11. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.03 and customer perception 3.81. The service quality gap score for Banglalink found negative gap, mean score -0.22. For Robi brand the mean score of customer expectation is 4.11 and customer perception 3.57. The service quality gap score for Robi brand found highest negative gap, mean score -0.54.

Table: 5.3.37

Evaluation of respondent perception about the mobile operators has convenient terms for activation, recharge and account suspension

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	8	12	7	27
		%	4.3%	10.9%	7.8%	7.0%
	Disagree	Count	11	7	11	29
		%	6.0%	6.4%	12.2%	7.6%
	Neutral	Count	5	6	3	14
		%	2.7%	5.5%	3.3%	3.6%
	Agree	Count	77	43	31	151
		%	41.8%	39.1%	34.4%	39.3%
	Strongly agree	Count	83	42	38	163
		%	45.1%	38.2%	42.2%	42.4%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.37 the respondent perception about the mobile operators has convenient terms for activation, recharge and account suspension, 4.3 percent respondent of Grameenphone, 10.9 percent respondent of Banglalink and 7.8 percent respondent of Robi are strongly disagree with the statement. 6.0 percent respondent of Grameenphone, 6.4 percent respondent of Banglalink and 12.2 percent respondent of Robi are disagree. 2.7 percent respondent of Grameenphone, 5.5 percent respondent of Banglalink and 3.3 percent respondent of Robi are neutral. 41.8 percent respondent of Grameenphone, 39.1 percent respondent of Banglalink and 34.4 percent respondent of Robi are agree with the statement. Highest 45.1 percent respondent of Grameenphone, 38.2 percent respondent of Banglalink and 42.2 percent respondent of Robi are strongly agree. Total 42.4 percent respondent strongly agree, 39.3 percent respondent agree, 3.6 percent respondent neutral, 7.6 percent respondent disagree and 7.0 percent respondent strongly disagree with the statement that mobile operators has convenient terms for activation, recharge and account suspension.

Table: 5.3.38

Respondent expectation, perception and gap score about the mobile operators has convenient terms for activation, recharge and account suspension

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.22	4.17	-0.05
Banglalink	4.17	3.87	-0.30
Robi	4.03	3.91	-0.12

Source: Field survey data

Inference:

From above table 5.3.38 the respondent expectation, perception and gap score about the mobile operators has convenient terms for activation, recharge and account suspension, for Grameenphone brand the mean score of customer expectation is 4.22 and customer perception 4.17. The service quality gap score for Grameenphone found negative gap, mean score -0.05. For Banglalink brand the mean score of customer expectation is 4.17 and customer perception 3.87. The service quality gap score for Banglalink brand found highest negative gap, mean score -0.30. For Robi brand the mean score of customer expectation is 4.03 and customer perception 3.91. The service quality gap score for Robi brand found negative gap, mean score -0.12.

Table: 5.3.39

Evaluation of respondent perception about the mobile operators apologizing for inconvenience caused by customers

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	18	22	12	52
		%	9.8%	20.0%	13.3%	13.5%
	Disagree	Count	14	12	14	40
		%	7.6%	10.9%	15.6%	10.4%
	Neutral	Count	11	10	8	29
		%	6.0%	9.1%	8.9%	7.6%
	Agree	Count	76	37	27	140
		%	41.3%	33.6%	30.0%	36.5%
	Strongly agree	Count	65	29	29	123
		%	35.3%	26.4%	32.2%	32.0%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.39 the respondent perception about the mobile operators apologizing for inconvenience caused to customers, 9.8 percent respondent of Grameenphone, 20.0 percent respondent of Banglalink and 13.3 percent respondent of Robi are strongly disagree with the statement. 7.6 percent respondent of Grameenphone, 10.9 percent respondent of Banglalink and 15.6 percent respondent of Robi are disagree. 6.0 percent respondent of Grameenphone, 9.1 percent respondent of Banglalink and 8.9 percent respondent of Robi are neutral. Highest 41.3 percent respondent of Grameenphone, 33.6 percent respondent of Banglalink and 30.0 percent respondent of Robi are agree with the statement. 35.3 percent respondent of Grameenphone, 26.4 percent respondent of Banglalink and 32.2 percent respondent of Robi are strongly agree. Total 32.0 percent respondents are strongly agree, 36.5 percent respondent agree, 7.6 percent respondent neutral, 10.4 percent respondent disagree and 13.5 percent respondent strongly disagree with the statement that the mobile operators apologizing for inconvenience caused by customers.

Table: 5.3.40

Respondent expectation, perception and gap score about the mobile operators apologizing for inconvenience caused by customers

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	4.12	3.85	-0.27
Banglalink	4.06	3.35	-0.71
Robi	4.18	3.52	-0.66

Source: Field survey data

Inference:

From above table 5.3.40 the respondent expectation, perception and gap score about the mobile operators apologizing for inconvenience caused to customers, for Grameenphone brand the mean score of customer expectation is 4.12 and customer perception 3.85. The service quality gap score for Grameenphone brand found negative gap, mean score -0.27. For Banglalink brand the mean score of customer expectation (appendix-B, table 5.3.43) is 4.06 and customer perception is 3.35. The service quality gap score for Banglalink brand found highest negative gap, mean score -0.71. For Robi brand the mean score of customer expectation is 4.18 and customer perception is 3.52. The service quality gap score for Robi brand found negative gap, mean score -0.66.

Table: 5.3.41

Evaluation of respondent perception about the mobile operators has convenient operating hours for all customers

			Mobile operator brand			
			Grameenphone	Banglalink	Robi	Total
Respondent opinion	Strongly disagree	Count	10	8	13	31
		%	5.4%	7.3%	14.4%	8.1%
	Disagree	Count	7	12	11	30
		%	3.8%	10.9%	12.2%	7.8%
	Neutral	Count	12	9	3	24
		%	6.5%	8.2%	3.3%	6.3%
	Agree	Count	92	38	33	163
		%	50.0%	34.5%	36.7%	42.4%
	Strongly agree	Count	63	43	30	136
		%	34.2%	39.1%	33.3%	35.4%
Total		Count	184	110	90	384
		%	100.0%	100.0%	100.0%	100.0%

Source: Field survey data

Inference:

From the above table 5.3.41 the respondent perception about the mobile operators has convenient operating hours for all customers, 5.4 percent respondent of Grameenphone, 7.3 percent respondent of Banglalink and 14.4 percent respondent of Robi are strongly disagree with the statement. 3.8 percent respondent of Grameenphone, 10.9 percent respondent of Banglalink and 12.2 percent respondent of Robi are disagree. 6.5 percent respondent of Grameenphone, 8.2 percent respondent of Banglalink and 3.3 percent respondent of Robi are neutral. Highest 50.0 percent respondent of Grameenphone, 34.5 percent respondent of Banglalink and 36.7 percent respondent of Robi are agree with the statement. 34.2 percent respondent of Grameenphone, 39.1 percent respondent of Banglalink and 33.3 percent respondent of Robi are strongly agree. Total 35.4 percent respondent strongly agree, 42.4 percent respondent agree, 6.3 percent respondent neutral, 7.8 percent respondent disagree and 8.1 percent respondent strongly disagree with the statement that the mobile operators has convenient operating hours for all customers.

Table: 5.3.42

Respondent expectation, perception and gap score about the mobile operators has convenient operating hours for all customers

Mobile Operator	Customer Expectation (CE)	Customer Perception (CP)	Gap Score GS=(CP-CE)
Grameenphone	3.99	4.04	0.05
Banglalink	4.02	3.87	-0.15
Robi	4.09	3.62	-0.47

Source: Field survey data

Inference:

From above table 5.3.42 the respondent expectation, perception and gap score about the mobile operators has convenient operating hours for all customers, for Grameenphone brand the mean score of customer expectation (appendix-B, table 5.3.43) is 3.99 and customer perception is 4.04. The service quality gap score for Grameenphone brand found positive gap, mean score 0.05. For Banglalink brand the mean score of customer expectation is 4.02 and customer perception is 3.87. The service quality gap for Banglalink brand found negative gap, mean score -0.15. For Robi brand the mean score of customer expectation is 4.09 and customer perception is 3.62. The service quality gap score for Robi brand found highest negative gap, mean score -0.47.

5.4 Customer satisfaction level on different attributes of particular mobile operator brand

Table: 5.4.1
Respondents satisfaction level on network quality of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	153	23	6.65
	%	83.1%	12.5%	
Banglalink	Count	77	24	5.5
	%	70.0%	21.8%	
Robi	Count	62	22	2.82
	%	68.9%	24.4%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.1 the respondents satisfaction level on network quality of mobile operators found highest 83.1 percent respondents of Grameenphone are satisfied on network quality while 12.5 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 6.65. Banglalink brand 70.0 percent respondents are satisfied while 21.8 percent respondents are dissatisfied. The ratio between satisfaction and dissatisfaction is 5.5. 68.9 percent respondents of Robi brand are satisfied while 24.4 percent respondents are dissatisfied on network quality.

Table: 5.4.2
Statistics of respondents satisfaction level on network quality of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.16	4.13	3.70	4.04
Std. Deviation		1.156	1.389	1.449	1.308
Variance		1.336	1.929	2.100	1.711
Skewness		-1.558	-1.258	-.840	-1.280
Kurtosis		1.606	-.012	-.731	.370
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.2 statistics of respondents satisfaction level on network quality found mean value of three mobile operators brand 4.04 and std. deviation 1.308 which

indicates that maximum number of respondents are satisfied on network quality. Highest satisfaction level found of Grameenphone brand mean 4.16, std. deviation 1.156 and variance 1.336, followed by Banglalink brand mean 4.13, std. deviation 1.389, variance 1.929, followed by Robi brand mean 3.70 and std. deviation 1.449, variance 2.100.

Table: 5.4.3

Respondents satisfaction level on call charge of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	35	133	0.26
	%	19.0%	72.2%	
Banglalink	Count	26	77	0.34
	%	23.6%	70.0%	
Robi	Count	27	52	0.52
	%	30.0%	57.8%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.3 the respondents satisfaction level on call charge of mobile operators found highest 72.2 percent respondents of Grameenphone are dissatisfied on call charge while 19.0 percent are satisfied. The ratio between dissatisfaction and satisfaction is 0.26. Banglalink brand 70.0 percent respondents are dissatisfied while 23.6 percent respondents are satisfied. The ratio between dissatisfaction and satisfaction is 0.34. 57.8 percent respondents of Robi brand are dissatisfied while 30.0 percent respondents are satisfied on call charge. The highest ratio found between dissatisfaction and satisfaction of Grameenphone brand 0.26.

Table: 5.4.4

Statistics of respondent satisfaction level on call charge of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		2.29	2.29	2.56	2.35
Std. Deviation		1.280	1.416	1.415	1.353
Variance		1.638	2.006	2.002	1.832
Skewness		.995	.869	.469	.796
Kurtosis		-.083	-.627	-1.142	-.642
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.4 statistics of respondents satisfaction level on call charge found mean value of three mobile operator brand 2.35 and std. deviation 1.353 which indicates that maximum number of respondents are dissatisfied on call charge. For highest dissatisfaction level found for both Grameenphone and Banglalink brand mean 2.29, followed by Robi brand mean 2.56, std. deviation 1.145 and varience 2.002.

Table: 5.4.5
Respondent satisfaction level on internet speed of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	92	82	1.12
	%	50.0%	44.6%	
Banglalink	Count	42	59	0.71
	%	38.2%	53.6%	
Robi	Count	33	47	0.70
	%	36.7%	52.2%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.5 the respondents satisfaction level on internet speed of mobile operators found highest 50.0 percent respondents of Grameenphone are satisfied on internet speed while 44.6 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 1.12. Banglalink brand 53.6 percent respondents are dissatisfied while 38.2 percent respondents are satisfied. The ratio between dissatisfaction and satisfaction is 0.71. 52.2 percent respondents of Robi brand are dissatisfied while 36.7 percent respondents are satisfied on internet speed.

Table: 5.4.6
Statistics of respondent satisfaction level on internet speed of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		3.17	3.13	2.91	3.09
Std. Deviation		1.555	1.599	1.541	1.572
Variance		2.419	2.558	2.374	2.473
Skewness		-.159	-.134	.265	-.068
Kurtosis		-1.514	-1.613	-1.483	-1.576
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.6 statistics of respondents satisfaction level on internet speed found mean value of three mobile operator brand 3.09 and std. deviation 1.572 which indicates that maximum number of respondents are neither satisfied nor dissatisfied on internet speed. Highest mean for Grameenphone brand 3.17 and std. deviation 1.555, variance 2.419, followed by Banglalink brand mean 3.13, std. deviation 1.599 and variance 2.558, followed by Robi brand mean 2.91, std. deviation 1.541, variance 2.374.

Table: 5.4.7
Respondent satisfaction level on price of SIM card of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	155	18	8.61
	%	84.3%	9.7%	
Banglalink	Count	81	18	4.50
	%	73.6%	16.4%	
Robi	Count	68	14	4.86
	%	75.5%	15.6%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.7 the respondents satisfaction level on price of SIM card of mobile operators found highest 84.3 percent respondents of Grameenphone are satisfied on price of SIM card while 9.7 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 8.61. Banglalink brand 73.6 percent respondents are satisfied while 16.4 percent respondents are dissatisfied. 75.5 percent respondents of Robi brand are satisfied while 15.6 percent respondents are dissatisfied on price of SIM card.

Table: 5.4.8
Statistics of respondent satisfaction level on price of SIM card of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.17	3.96	3.82	4.03
Std. Deviation		1.088	1.219	1.205	1.160
Variance		1.183	1.485	1.451	1.346
Skewness		-1.589	-1.045	-1.148	-1.291
Kurtosis		2.020	.025	.499	.853
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.8 statistics of respondents satisfaction level on price of SIM card found mean value of three mobile operators brand 4.03 and std. deviation 1.160 which indicates that maximum number of respondents are satisfied on price of SI M card. Highest satisfaction level found of Grameenphone brand mean 4.17, std. deviation 1.088 and variance 1.183, followed by Banglalink brand mean 3.96, std. deviation 1.219, variance 1.485, followed by Robi brand mean 3.82 and std. deviation 1.205, variance 1.451.

Table: 5.4.9
Respondent satisfaction level on customer care service of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	160	18	8.89
	%	87.0%	9.7%	
Banglalink	Count	85	20	4.25
	%	77.2	18.2%	
Robi	Count	50	34	1.47
	%	55.5%	37.8	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.9 the respondents satisfaction level on customer care service of mobile operators found highest 87.0 percent respondents of Grameenphone are satisfied on customer care service while 9.7 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 8.89. Banglalink brand 77.2 percent respondents are satisfied while 18.2 percent respondents are dissatisfied. 55.5 percent respondents of Robi brand are satisfied while 37.8 percent respondents are dissatisfied on customer care service.

Table: 5.4.10
Statistics of respondent satisfaction level on customer care services of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.05	4.37	3.90	4.11
Std. Deviation		.985	1.116	1.307	1.116
Variance		.970	1.245	1.709	1.246
Skewness		-1.568	-1.953	-.830	-1.411
Kurtosis		2.533	2.923	-.752	1.257
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.10 statistics of respondents satisfaction level on customer care services found mean value of three mobile operator brand 4.11 and std. deviation 1.116 which indicates that maximum number of respondents are satisfied on customer care services. Highest satisfaction level for Banglalink brand mean 4.37 and std. deviation 1.116, variance 1.245, followed by Grameenphone brand mean 4.05, std. deviation .985 and variance .970, followed by Robi brand mean 3.90 and std. deviation 1.307.

Table: 5.4.11
Respondent satisfaction level on package facility of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	149	24	6.21
	%	81.0%	13.0%	
Banglalink	Count	77	27	2.85
	%	70.0%	24.5%	
Robi	Count	57	24	2.37
	%	63.4%	26.6%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.11 the respondents satisfaction level on package facility of mobile operators found highest 81.0 percent respondents of Grameenphone are satisfied on package facility while 13.0 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 6.21. Banglalink brand 70.0 percent respondents are satisfied while 24.5 percent respondents are dissatisfied. 63.4 percent respondents of Robi brand are satisfied while 26.6 percent respondents are dissatisfied on package facility.

Table: 5.4.12
Statistics of respondent satisfaction level on package facility of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.21	4.10	3.56	4.00
Std. Deviation		1.212	1.206	1.439	1.288
Variance		1.470	1.455	2.070	1.658
Skewness		-1.513	-1.437	-.635	-1.240
Kurtosis		1.188	1.110	-.984	.378
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.12 statistics of respondents satisfaction level on package facility found mean value of three mobile operator brand 4.00 and std. deviation 1.288 which indicates that maximum number of respondents are satisfied on package facility. Highest satisfaction level for Grameenphone brand found mean 4.21 and std. deviation 1.212, followed by Banglalink brand mean 4.10, std. deviation 1.206, followed by Robi brand mean 3.56, std. deviation 1.439, variance 2.070.

Table: 5.4.13

Respondent satisfaction level on recharge facility of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	154	22	7.00
	%	83.7%	12.0%	
Banglalink	Count	83	20	4.15
	%	75.4%	18.2%	
Robi	Count	69	16	4.31
	%	76.6%	17.8%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.13 the respondents satisfaction level on recharge facility of mobile operators found highest 83.7 percent respondents of Grameenphone are satisfied on recharge facility while 12.0 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 7.00. Banglalink brand 75.4 percent respondents are satisfied while 18.2 percent respondents are dissatisfied. 76.6 percent respondents of Robi brand are satisfied while 17.8 percent respondents are dissatisfied on recharge facility.

Table: 5.4.14

Statistics of respondent satisfaction level on recharge facility of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.09	4.15	3.86	4.05
Std. Deviation		1.090	1.135	1.195	1.131
Variance		1.188	1.288	1.428	1.279
Skewness		-1.439	-1.538	-1.088	-1.378
Kurtosis		1.496	1.729	.264	-1.515
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.14 statistics of respondents satisfaction level on recharge facility found mean value of three mobile operator brand 4.05 and std. deviation 1.131 which indicates that maximum number of respondents are satisfied on recharge facility. Highest satisfaction level found for Banglalink brand mean 4.15 and std. deviation 1.135, variance 1.288, followed by Grameenphone brand mean 4.09, std. deviation 1.090 and variance 1.188, followed by Robi brand mean 3.86, std. deviation 1.195, variance 1.428.

Table: 5.4.15
Respondent satisfaction level on friends and family offer of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	148	26	5.69
	%	80.5%	14.1%	
Banglalink	Count	86	13	6.62
	%	78.2%	11.8%	
Robi	Count	53	31	1.71
	%	58.9%	34.4%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.15 the respondents satisfaction level on friends and family offer of mobile operators found highest 80.5 percent respondents of Grameenphone are satisfied on friends and family offer while 14.1 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 5.69. Banglalink brand 78.2 percent respondents are satisfied while 11.8 percent respondents are dissatisfied. 58.9 percent respondents of Robi brand are satisfied while 34.4 percent respondents are dissatisfied on friend and family offer.

Table: 5.4.16
Statistics of respondent satisfaction level on friends and family offer of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.14	4.10	3.73	4.03
Std. Deviation		1.129	1.244	1.436	1.268
Variance		1.275	1.547	2.063	1.608
Skewness		-1.598	-1.421	-.750	-1.296
Kurtosis		1.900	.924	-.898	.545
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.16 statistics of respondents satisfaction level on friends and family offer found mean value of three mobile operator brand 4.03 and std. deviation 1.268 which indicates that maximum number of respondents are satisfied on friends and family offer. Highest satisfaction level found for Grameenphone brand mean 4.14 and std. deviation 1.129, variance 1.275, followed by Banglalink brand mean 4.10, std. deviation 1.244 and variance 1.547, followed by Robi brand mean 3.73 and std. deviation 1.436.

Table: 5.4.17
Respondent satisfaction level on recharge bonus offer of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	77	85	0.91
	%	41.9%	46.2%	
Banglalink	Count	42	61	0.69
	%	38.2%	55.5%	
Robi	Count	28	49	0.57
	%	21.1%	54.5%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.17 the respondents satisfaction level on recharge bonus offer of mobile operators found highest 46.2 percent respondents of Grameenphone are dissatisfied on recharge bonus offer while 41.9 percent are satisfied. The ratio between satisfaction and dissatisfaction is 0.91. Banglalink brand 55.5 percent respondents are dissatisfied while 38.2 percent respondents are satisfied. 54.5 percent respondents of Robi brand are dissatisfied while 21.1 percent respondents are satisfied on recharge bonus offer.

Table: 5.4.18
Statistics of respondent satisfaction level on recharge bonus offer of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		3.20	2.84	3.16	3.02
Std. Deviation		1.319	1.718	1.557	1.504
Variance		1.740	2.950	2.425	2.263
Skewness		-.140	.005	.009	.003
Kurtosis		-1.778	-1.325	-1.622	-1.515
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.18 statistics of respondents satisfaction level on recharge bonus offer found mean value of three mobile operator brand 3.02 and std. deviation 1.504 which indicates that maximum number of respondents are neither satisfied nor dissatisfied on recharge bonus offer. Highest mean for Grameenphone brand 3.20 and std. deviation 1.319, variance 1.740, followed by Robi brand mean 3.16, std. deviation 1.557 and variance 2.425, followed by Banglalink brand mean 2.84, std. deviation 1.718.

Table: 5.4.19

Respondent satisfaction level on internet bonus offer of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	47	120	0.39
	%	25.6%	65.2%	
Banglalink	Count	27	72	0.37
	%	24.5%	65.4%	
Robi	Count	28	55	0.51
	%	31.1%	61.1%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.19 the respondents satisfaction level on internet bonus offer of mobile operators found highest 65.2 percent respondents of Grameenphone are dissatisfied on internet bonus offer while 25.6 percent are satisfied. The ratio between satisfaction and dissatisfaction is 0.39. Banglalink brand 65.4 percent respondents are dissatisfied while 24.5 percent respondents are satisfied. 61.1 percent respondents of Robi brand are dissatisfied while 31.1 percent respondents are satisfied on internet bonus offer.

Table: 5.4.20

Statistics of respondent satisfaction level on internet bonus offer of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		2.50	2.46	2.35	2.42
Std. Deviation		1.471	1.268	1.406	1.382
Variance		2.163	1.609	1.977	1.909
Skewness		.531	.715	.709	.636
Kurtosis		-1.196	-.640	-.873	-.940
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.20 statistics of respondents satisfaction level on internet bonus offer found mean value of three mobile operator brand 2.42 and std. deviation 1.382 which indicates that maximum number of respondents are dissatisfied on internet bonus offer. Highest dissatisfaction level found for Robi brand mean 2.35 and std. deviation 1.406, variance 1.909, followed by Banglalink brand mean 2.46, std. deviation 1.268 and variance 1.609, followed by Grameenphone brand mean 2.50 and std. deviation 1.471.

Table: 5.4.21
Respondent satisfaction level on talk-time bonus offer of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	74	88	0.84
	%	45.7%	47.8%	
Banglalink	Count	46	51	0.90
	%	41.8%	46.4%	
Robi	Count	40	41	0.98
	%	44.5%	45.5%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.21 the respondents satisfaction level on talk-time bonus offer of mobile operators found highest 47.8 percent respondents of Grameenphone are dissatisfied on talk-time bonus offer while 45.7 percent are satisfied. The ratio between satisfaction and dissatisfaction is 0.84. Banglalink brand 46.4 percent respondents are dissatisfied while 41.8 percent respondents are satisfied. 45.5 percent respondents of Robi brand are dissatisfied while 44.5 percent respondents are satisfied on talk-time bonus offer.

Table: 5.4.22
Statistics of respondent satisfaction level on talk-time bonus offer of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		2.85	2.93	2.90	2.88
Std. Deviation		1.493	1.419	1.382	1.443
Variance		2.228	2.013	1.911	2.083
Skewness		.224	.072	-.026	.112
Kurtosis		-1.460	-1.383	-1.398	-1.429
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.22 statistics of respondents satisfaction level on talk-time bonus offer found mean value of three mobile operator brand 2.88 and std. deviation 1.443 which indicates that maximum number of respondents are dissatisfied on talk-time bonus offer. Highest dissatisfaction level found for Grameenphone brand mean 2.85, std. deviation 1.493, variance 2.228, followed by Robi brand mean 2.90, std. deviation 1.382 and variance 1.911, followed by Banglalink brand 2.93 and std. deviation 1.419.

Table: 5.4.23
Respondent satisfaction level on pulse offer of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	138	30	4.60
	%	75.0%	16.3%	
Banglalink	Count	76	30	2.53
	%	69.1%	27.3%	
Robi	Count	69	16	4.31
	%	76.6%	17.8%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.23 the respondents satisfaction level on pulse offer of mobile operators found 75.0 percent respondents of Grameenphone are satisfied on pulse offer while 16.3 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 4.60. Banglalink brand 69.1 percent respondents are satisfied while 27.3 percent respondents are dissatisfied. 76.6 percent respondents of Robi brand are satisfied while 17.8 percent respondents are dissatisfied on pulse offer.

Table: 5.4.24
Statistics of respondent satisfaction level on pulse offer of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.13	4.05	4.09	4.06
Std. Deviation		1.278	1.288	1.242	1.272
Variance		1.633	1.658	1.543	1.619
Skewness		-1.279	-1.189	-1.324	-1.184
Kurtosis		.269	.088	.624	.110
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.24 statistics of respondents satisfaction level on pulse offer found mean value of three mobile operator brand 4.06 and std. deviation 1.272 which indicates that maximum number of respondents are satisfied on pulse offer. Highest satisfaction level found for Grameenphone brand mean 4.13 and std. deviation 1.278, variance 1.633, followed by Robi brand mean 4.09, std. deviation 1.242 and variance 1.543, followed by Banglalink brand mean 4.05, std. deviation 1.288.

Table: 5.4.25
Respondent satisfaction level on occasionally special offer of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	153	21	7.29
	%	83.2%	11.4%	
Banglalink	Count	86	19	4.53
	%	78.1%	17.3%	
Robi	Count	55	24	2.29
	%	61.1%	26.7%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.25 respondents satisfaction level on occasionally special offer of mobile operators found highest 83.2 percent respondents of Grameenphone are satisfied on occasionally special offer while 11.4 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 7.29. Banglalink brand 78.1 percent respondents are satisfied while 17.3 percent respondents are dissatisfied. 61.1 percent respondents of Robi brand are satisfied while 26.7 percent respondents are dissatisfied on occasionally special offer.

Table: 5.4.26
Statistics of respondent satisfaction level on occasionally special offer of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.13	4.10	3.67	4.01
Std. Deviation		1.293	1.148	1.420	1.267
Variance		1.672	1.317	2.017	1.606
Skewness		-1.460	-1.476	-.708	-1.248
Kurtosis		.878	1.436	-.894	.409
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.26 statistics of respondents satisfaction level on occasionally special offer found mean value of three mobile operator brands 4.01 and std. deviation 1.267 which indicates that maximum number of respondents are satisfied on occasionally special offer. Highest satisfaction level found for Grameenphone brand mean 4.13 and std. deviation 1.293, variance 1.672, followed by Banglalink brand mean 4.10, std. deviation 1.148 and variance 1.317, followed by Robi brand mean 3.67.

Table: 5.4.27
Respondent satisfaction level on mobile financial service facility of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	156	22	7.09
	%	84.8%	11.9%	
Banglalink	Count	81	20	4.05
	%	73.6%	18.2%	
Robi	Count	58	20	2.90
	%	64.5%	22.2%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.27 the respondents satisfaction level on mobile financial service facility of mobile operators found 84.8 percent respondents of Grameenphone are satisfied on mobile financial service while 11.9 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 7.09. Banglalink brand 73.6 percent respondents are satisfied while 18.2 percent respondents are dissatisfied. 64.5 percent respondents of Robi brand are satisfied while 22.2 percent respondents are dissatisfied and the ratio is 2.90.

Table: 5.4.28
Statistics of respondent satisfaction level on mobile financial service of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.27	3.89	3.71	4.02
Std. Deviation		1.116	1.323	1.359	1.258
Variance		1.246	1.749	1.848	1.582
Skewness		-1.640	-1.128	-.747	-1.229
Kurtosis		1.778	.097	-.710	.360
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.28 statistics of respondents satisfaction level on mobile financial service facility found mean value of three mobile operator brands 4.02 and std. deviation 1.258 which indicates that maximum number of respondents are satisfied on mobile financial service. Highest satisfaction level found for Grameenphone brand mean 4.27 and std. deviation 1.116, variance 1.246, followed by Banglalink brand mean 3.89, std. deviation 1.323 and variance 1.426, followed by Robi brand mean 3.71.

Table: 5.4.29
Respondent satisfaction level on information service of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	155	18	8.61
	%	84.3%	9.7%	
Banglalink	Count	133	20	6.65
	%	75.4%	18.2%	
Robi	Count	71	15	4.73
	%	78.9%	16.7%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.29 the respondents satisfaction level on information service of mobile operators found 84.3 percent respondents of Grameenphone are satisfied on information service while 9.7 percent are dissatisfied. The ratio between satisfaction and dissatisfaction is 8.61. Banglalink brand 75.4 percent respondents are satisfied while 18.2 percent respondents are dissatisfied. 78.9 percent respondents of Robi brand are satisfied while 16.7 percent respondents are dissatisfied and the ratio is 4.73.

Table: 5.4.30
Statistics of respondent satisfaction level on information service of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.19	4.07	3.90	4.09
Std. Deviation		1.092	1.247	1.181	1.162
Variance		1.193	1.554	1.394	1.350
Skewness		-1.606	-1.384	-1.184	-1.419
Kurtosis		2.034	.848	.542	1.174
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.30 statistics of respondents satisfaction level on mobile information service facility found mean value of three mobile operator brands 4.09 and std. deviation 1.162 which indicates that maximum number of respondents are satisfied on mobile information service. Highest satisfaction level found for Grameenphone brand mean 4.19 and std. deviation 1.092, variance 1.193, followed by Banglalink brand mean 4.07, std. deviation 1.247 and variance 1.554, followed by Robi brand mean 3.90.

Table: 5.4.31
Respondent satisfaction level on international roaming facility of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	40	123	0.33
	%	21.8%	66.8%	
Banglalink	Count	26	76	0.34
	%	23.6%	69.1%	
Robi	Count	18	67	0.27
	%	20.0%	74.5%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.31 the respondents satisfaction level on international roaming facility of mobile operators found 66.8 percent respondents of Grameenphone are dissatisfied on international roaming facility while 21.8 percent are satisfied. Banglalink brand 69.1 percent respondents are dissatisfied while 23.6 percent respondents are satisfied. 74.5 percent respondents of Robi brand are dissatisfied while 20.0 percent respondents are satisfied on international roaming facility.

Table: 5.4.32
Statistics of respondent satisfaction level on international roaming facility of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		2.22	2.35	2.14	2.23
Std. Deviation		1.366	1.377	1.270	1.346
Variance		1.865	1.896	1.613	1.812
Skewness		.823	.864	.984	.856
Kurtosis		-.643	-.543	-.260	-.565
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.32 statistics of respondents satisfaction level on international roaming facility found mean value of three mobile operator brands 2.23 and std. deviation 1.346 which indicates that maximum number of respondents are dissatisfied on international roaming facility. For highest dissatisfaction level found for Robi brand mean 2.14, std. deviation 1.270, variance 1.613, followed by Grameenphone brand mean 2.22, std. deviation 1.366 and variance 1.865, followed by Banglalink brand mean 2.35.

Table: 5.4.33
Respondent satisfaction level on value added service of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	158	20	7.90
	%	84.9%	10.8%	
Banglalink	Count	85	16	5.31
	%	77.3%	14.5%	
Robi	Count	67	21	3.19
	%	74.4%	23.3%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.33 the respondents satisfaction level on value added service of mobile operators found 84.9 percent respondents of Grameenphone are satisfied on value-added service while 10.8 percent are dissatisfied. Banglalink brand 77.3 percent respondents are satisfied while 14.5 percent respondents are dissatisfied. 74.4 percent respondents of Robi brand are satisfied while 23.3 percent respondents are dissatisfied.

Table: 5.4.34
Statistics of respondent satisfaction level on value added service of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		4.22	3.86	4.12	4.11
Std. Deviation		1.076	1.337	1.325	1.221
Variance		1.158	1.788	1.757	1.490
Skewness		-1.626	-1.172	-1.401	-1.444
Kurtosis		2.023	.236	.667	1.066
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.34 statistics of respondents satisfaction level on value added service found mean value of three mobile operator brands 4.11 and std. deviation 1.221 which indicates that maximum number of respondents are satisfied on value added service of mobile operators. Highest satisfaction level found for Grameenphon brand mean 4.22 and std. deviation 1.076, followed by Robi brand mean 4.12, followed by Banglalink brand mean 3.86.

Table: 5.4.35
Respondent satisfaction level on value added service charge of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	56	115	0.49
	%	29.3%	62.5%	
Banglalink	Count	30	66	0.45
	%	27.3%	60.0%	
Robi	Count	34	50	0.68
	%	37.7%	55.5%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.35 the respondents satisfaction level on value-added service charge of mobile operators found 62.5 percent respondents of Grameenphone are dissatisfied on value-added service charge while 29.3 percent are satisfied. Banglalink brand 60.0 percent respondents are dissatisfied while 27.3 percent respondents are satisfied. 55.5 percent respondents of Robi brand are dissatisfied while 37.7 percent respondents are satisfied on value-added service charge.

Table: 5.4.36
Statistics of respondent satisfaction level on value added service charge of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		2.28	2.58	2.61	2.60
Std. Deviation		1.348	1.328	1.235	1.364
Variance		1.818	1.764	1.525	1.860
Skewness		.836	.579	.578	.535
Kurtosis		-.585	-.934	-.757	-1.025
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.36 statistics of respondent satisfaction level on value added service charge found mean value of three mobile operator brands 2.60 and std. deviation 1.364 which indicates that maximum number of respondents are dissatisfied on value added service charge. Highest dissatisfaction level found for Grameenphone brand mean 2.28, followed by Banglalink brand mean 2.58, followed by Robi brand mean 2.61.

Table: 5.4.37

Respondent satisfaction level on corporate social responsibility of mobile operators

Mobile operators brand		Satisfied	Dissatisfied	Ratio
Grameenphone	Count	55	110	0.50
	%	29.9%	59.8%	
Banglalink	Count	35	66	0.53
	%	31.8%	60.0%	
Robi	Count	20	60	0.33
	%	22.2%	66.6%	

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.37 the respondents satisfaction level on corporate social responsibility of mobile operators found 59.8 percent respondents of Grameenphone are dissatisfied on corporate social responsibility while 29.9 percent are satisfied. The ratio between satisfaction and dissatisfaction is 0.50. Banglalink brand 60.0 percent respondents are dissatisfied while 31.8 percent respondents are satisfied. 66.6 percent respondents of Robi brand are dissatisfied while 22.2 percent respondents are satisfied on corporate social responsibility.

Table: 5.4.38

Statistics of respondent satisfaction level on corporate social responsibility of mobile operators

		Grameenphone	Banglalink	Robi	Total
N	Valid	184	110	90	384
	Missing	0	0	0	0
Mean		2.66	2.53	2.50	2.58
Std. Deviation		1.413	1.470	1.440	1.434
Variance		1.997	2.160	2.073	2.056
Skewness		.532	.493	.774	.566
Kurtosis		-1.085	-1.232	-.881	-1.094
Minimum		1	1	1	1
Maximum		5	5	5	5

Source: Field survey data (Appendix- B, table 5.4.40)

Inference:

From the above table 5.4.38 statistics of respondent satisfaction level on corporate social responsibility found mean value of three mobile operator brands 2.60 and std. deviation 1.364 which indicates that maximum numbers of respondents are dissatisfied on corporate social responsibility. Highest dissatisfaction level found for Robi brand mean 2.50, followed by Banglalink brand, followed by Grameenphone brand.

Table: 5.4.39

Area of higher satisfaction and dissatisfaction level of the respondent of mobile operator services

Area of higher satisfaction	Mean value	S.D	Area of higher dissatisfaction	Mean value	S.D
Customer care service	4.11	1.116	International roaming facility	2.23	1.346
Value added services	4.11	1.221	Call charge	2.35	1.353
Mobile information service	4.09	1.162	Internet bonus	2.42	1.382
Pulse offers	4.06	1.272	Corporate social responsibility	2.58	1.434
Recharge facility	4.05	1.131	Value-added service charge	2.60	1.364
Network quality	4.04	1.308	Talk-time bonus offer	2.88	1.443
Price of SIM card	4.03	1.160			
Friends and family offers	4.03	1.268			
Mobile financial service	4.02	1.258			
Occasionally special offers	4.01	1.267			
Package facility	4.00	1.288			

Source: Field survey data

Inference:

From above table 5.4.39 shows the area of respondent satisfaction and dissatisfaction level found respondents are highly satisfied on customer care services mean 4.11 and std. deviation 1.116, then value-added services mean 4.11 and std. deviation 1.221, then pulse offer of mobile operators mean 4.06, then recharge facility mean 4.05 and, then network quality mean 4.04, then friends and family offers mean 4.03, then mobile banking facility mean 4.02, then occasionally special offers mean 4.01, then package facility mean 4.00. On the other hand respondents are highly dissatisfied on international roaming facility mean 2.23, then call charge mean 2.35, then internet bonus facility mean 2.42, then corporate social responsibility mean 2.58, then value-added service charge mean 2.60, then talk-time bonus offer mean 2.88. Respondents are neither satisfied nor dissatisfied on internet speed mean 3.09 and std. deviation 1.572, recharge bonus offer mean 3.02 and std. deviation 1.504, bill payment service mean 3.60 and std. deviation 1.371.

5.5 Influence of operators advertising effectiveness on customer brand choice

Table: 5.5.1

Respondent opinion on mean ranks of advertising effectiveness for mobile operator brand choice

	Mean Rank of Grameenphone	Mean Rank of Banglalink	Mean Rank of Robi
Grameenphone	1.69	1.88	1.80
Banglalink	1.95	1.76	2.23
Robi	2.18	2.07	1.96
Kendall's W	.105	.162	.122

Source: Field survey data

Inference:

By applying the Kendall's co-efficient of concordance, the mean ranks by the Grameenphone respondents shows that the most effective advertising activities is by Grameenphone (1.69), followed by Banglalink (1.95), followed by Robi (2.18). By ranking the priority items from 1-3, the top priority item got rank of 1 and the least priority item got the rank of 3. The Kendall's W is found to be .105 which indicates that there is less similarity among the respondents in assigning the effectiveness of advertising activities of the mobile operators brand.

The mean ranks by the Banglalink respondents shows that the most effective advertising activities is by Banglalink (1.76), followed by Grameenphone (1.88), followed by Robi (2.07). The Kendall's W is found to be .162 which indicates that there is less similarity among the respondents in assigning the effectiveness of advertising activities of the mobile operators brand.

The mean ranks by the Robi respondents shows that the most effective advertising activities is by Grameenphone (1.80), followed by Robi (1.96), followed by Banglalink (2.23). The Kendall's W is found to be .122 which indicates that there is less similarity among the respondents in assigning the effectiveness of advertising activities of the mobile operators brand.

From the above inferences it is also indicate that Grameenphone and Banglalink are emerging as strong brands in advertising effectiveness.

Table: 5.5.2

Respondent opinion on best advertising media for mobile operators brand

	Mean Rank
Television	2.23
Newspaper	3.49
Magazine	4.61
Neon sign	5.54
Billboard	3.86
Poster	4.45
Internet	6.56
SMS advertising	2.44
Kendall's W	.273

Source: Field survey data

Inference:

By applying the Kendall's co-efficient of concordance, the mean rank shows that television is the top best advertising media for mobile operators advertising as indicated by respondent (mean rank 2.23), followed by SMS advertising (mean rank 2.44), followed by newspaper (mean rank 3.49), then billboard (mean rank 3.86), then poster (mean rank 4.45), then magazine (mean rank 4.61), then neon sign (mean rank 5.54), then internet (mean rank 6.56). By ranking the priority items from 1-8, the top association item got the rank of 1 and the least priority item got the rank of 8. The Kendall's W is found to be 0.273 which indicates that there is less similarity among the respondents in assigning the reasons for choice the mobile operator brand.

Table: 5.5.3

Respondent opinion on what are the main aims of providing mobile operator advertisement

Mobile operator brand		Aims of providing mobile operators advertisement					Total
		Product information	Persuade customer	Remind customer	Maintain relationship	Others	
Grameenphone	Count	56	43	31	45	9	184
	%	30.4%	23.4%	16.8%	24.5%	4.9%	100.0%
Banglalink	Count	36	38	14	15	7	110
	%	32.7%	34.6%	12.7%	13.6%	6.4%	100.0%
Robi	Count	29	36	11	9	5	90
	%	32.2%	40.0%	12.2%	10.0%	5.6%	100.0%
Total	Count	121	117	56	69	21	384
	%	31.5%	30.5%	14.5%	18.0%	5.5%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.3 the respondent opinion on the why mobile operators provide advertisement found highest 32.7 percent respondent of Banglalink told the main aim of mobile operator advertising is to provide product information, followed by Robi 32.2 percent respondent, followed by Grameenphone 30.4 percent respondent. 40.0 percent respondent of Robi told the aim of advertising is persuading customer to buy the product and services, followed by Banglalink 34.6 percent respondent, followed by Grameenphone 23.4 percent respondent. 16.8 percent respondent of Grameenphone told the aim of mobile operator advertising is to reminder customer about the product and services, followed by Banglalink 12.7 percent respondent, followed by Robi 12.2 percent respondent. 24.5 percent respondent of Grameenphone told the main aim of mobile operator advertising is to maintain relationship with the customer, followed by Banglalink 13.6 percent respondent, followed by Robi 10.0 percent respondent. 6.4 percent respondent of Banglalink, 5.6 percent respondent of Robi and 4.9 percent respondent of Grameenphone told about others aims of mobile operator advertising. Total 31.5 percent respondent told the main aim of mobile operator advertising is to provide product information, 30.5 percent respondent told persuading customer to purchase the product and services, 14.5 percent respondent told reminder customer about the product and services, 18.0 percent respondent told maintain the relationship with customer and 5.5 percent respondent told others aims of advertising.

Table: 5.5.4

Respondent opinion on advertising is the best tool for promoting mobile operator brand

Mobile operator brand		Advertising is the best tool for promoting mobile operator brand		Total
		Yes	No	
Grameenphone	Count	169	15	184
	%	91.8%	8.2%	100.0%
Banglalink	Count	98	12	110
	%	89.1%	10.9%	100.0%
Robi	Count	81	9	90
	%	90.0%	10.0%	100.0%
Total	Count	348	36	384
	%	90.6%	9.4%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.4 the respondent opinion on advertising is the best tool for promoting mobile operator brand found highest 91.8 percent respondent of Grameenphone provide their opinion that advertising is the best tool for promoting mobile operator brand, followed Robi 90.0 percent respondent, followed by Banglalink 89.1 percent respondent. On the other hand highest 10.9 percent respondent of Banglalink replied that advertising is not a best tool for promotion of mobile operator brand, followed by Robi 10.0 percent respondent, followed by Grameenphone 8.2 percent respondent. Total 90.6 percent respondent told advertising is the best tool for promoting mobile operator brand on the other hand 9.4 percent respondent told advertising is not a best tool for promotion of mobile operator brand.

Table: 5.5.5
Respondent opinion on which is the best advertising media affecting you most for choosing your favorite brand

Mobile operator brand		Best advertising media affecting you most for choosing your favorite brand					Total
		Television	Newspaper	Billboard	SMS	Others	
Grameenphone	Count	61	29	39	46	9	184
	%	33.2%	15.8%	21.2%	25.0%	4.8%	100.0%
Banglalink	Count	41	13	22	26	8	110
	%	37.3%	11.8%	20.0%	23.6%	7.3%	100.0%
Robi	Count	28	12	20	25	5	90
	%	31.1%	13.3%	22.2%	27.8%	5.6%	100.0%
Total	Count	130	54	81	97	22	384
	%	33.9%	14.1%	21.1%	25.3%	5.6%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.5 the respondents opinion on best advertising media affecting you most for choosing your favorite brand found highest 37.3 percent respondent of Banglalink are affecting by television as a best media, followed by Grameenphone 33.2 percent respondent, followed by Robi 31.1 percent respondent. 15.8 percent respondent of Grameenphone are affecting by newspaper as a best media, followed by Robi 13.3 percent respondent, followed by Banglalink 11.8 percent respondent. 22.2 percent respondent of Robi are affecting by billboard as a advertising media, followed by Grameenphone 21.2 percent respondent, followed by Banglalink 20.0 percent respondent.

27.8 percent respondent of Robi are affecting by SMS advertising, followed by Grameenphone 25.0 percent respondent, followed by Banglalink 23.6 percent respondent. 7.3 percent respondent of Banglalink, 5.6 percent respondent of Robi and 4.8 percent of Grameenphone are affecting by others advertising media for brand choice. Total 33.9 percent respondent are affecting by television, 14.1 percent respondent newspaper, 21.1 percent respondent billboard advertising, 25.3 percent respondent SMS advertising and 5.6 percent respondent are affecting by others advertising media for brand choice.

Table: 5.5.6

Respondent opinion on television advertising of mobile operators brand is very interesting, funny, exciting

Mobile operator brand		Advertising of mobile operators brand is very interesting, funny, exciting		Total
		Yes	No	
Grameenphone	Count	169	15	184
	%	91.8%	8.2%	100.0%
Banglalink	Count	102	8	110
	%	92.7%	7.3%	100.0%
Robi	Count	80	10	90
	%	88.9%	11.1%	100.0%
Total	Count	351	33	384
	%	91.4	8.6	100.0%

Source: Field survey data

Inference:

From the above table 5.5.6 the respondent opinion on advertising of mobile operators brand is very interesting, funny, exciting found highest 92.7 percent respondent of Banglalink provide their opinion that advertising of mobile operators brand is very interesting, funny, exciting they, followed Grameenphone 91.8 percent respondent, followed by Robi 88.9 percent respondent. On the other hand highest 11.1 percent respondent of Robi replied that advertising of mobile operators brand is not very interesting, funny, exciting, followed by Grameenphone 8.2 percent respondent, followed by Banglalink 7.3 percent respondent. Total 91.4 percent respondent told television advertising of mobile operators brand is very interesting, funny, exciting on the other hand 8.6 percent respondent told advertising of mobile operators brand is not very interesting, funny, exciting.

Table: 5.5.7

Respondent opinion on SMS advertisement frequently inform you category services

Mobile operator brand		SMS advertisement frequently inform you category services		Total
		Yes	No	
Grameenphone	Count	164	20	184
	%	89.1%	10.9%	100.0%
Banglalink	Count	95	15	110
	%	86.4%	13.6%	100.0%
Robi	Count	74	16	90
	%	82.2%	17.8%	100.0%
Total	Count	333	51	384
	%	86.7%	13.3%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.7 the respondent opinion on SMS advertisement frequently inform you category services found highest 89.1 percent respondent of Grameenphone replied that SMS advertisement frequently inform about category services, followed by Banglalink 86.4 percent respondent, followed by Robi 82.2 percent respondent. Total 86.7 percent respondent frequently inform about category services by SMS advertisement, on the other hand 13.3 percent respondent does not frequently inform about category services by SMS advertisement.

Table: 5.5.8

Respondent opinion on SMS advertising inform customer about various product and services

Mobile operator brand		SMS advertising inform customer about various product and services					Total
		New offers	Emergency news	Govt. message	VAS update	Others	
Grameenphone	Count	65	21	44	47	7	184
	%	35.3%	11.4%	23.9%	25.5%	3.9%	100.0%
Banglalink	Count	33	15	21	36	5	110
	%	30.0%	13.6%	19.2%	32.7%	4.5%	100.0%
Robi	Count	30	8	17	31	4	90
	%	33.3%	8.9%	18.9%	34.4%	4.5%	100.0%
Total	Count	128	44	82	114	16	384
	%	33.3%	11.5%	21.4%	29.7%	4.1%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.8 the respondent opinion on SMS advertising inform customer about various product and services 35.3 percent respondent of Grameenphone, 30.0 percent respondent of Banglalink and 33.3 percent respondent of Robi are inform about new offers provided by mobile operators. 11.4 percent respondent of Grameenphone, 13.6 respondent of Banglalink and 8.9 percent respondent of Robi are inform about emergency balance. 23.9 percent respondent of Grameenphone, 19.2 percent respondent of Banglalink and 18.9 percent respondent of Robi are inform about different types of government message by SMS advertising. 25.5 percent respondent of Grameenphone, 32.7 percent respondent of Banglalink and 34.4 percent respondent of Robi are inform about different types of value-added services by SMS advertising. 3.9 percent of Grameenphone 4.5 percent respondent both Banglalink and Robi are inform about other services by SMS advertising. Total 33.3 percent respondent new offers, 11.5 percent respondent emergency news, 21.4 percent respondent govt. message, 29.7 percent respondent value-added service related information and 4.1 percent respondent inform about others services by SMS advertising.

Table: 5.5.9

Respondent opinion on SMS advertising maintain buyer-seller relationship

Mobile operator brand		SMS advertising maintain buyer-seller relationship					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Grameenphone	Count	8	13	14	83	66	184
	%	4.3%	7.1%	7.6%	45.1%	35.9%	100.0%
Banglalink	Count	17	10	5	46	32	110
	%	15.5%	9.1%	4.5%	41.8%	29.1%	100.0%
Robi	Count	11	7	9	33	30	90
	%	12.2%	7.8%	10.0%	36.7%	33.3%	100.0%
Total	Count	36	30	28	162	128	384
	%	9.4%	7.8%	7.3%	42.2%	33.3%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.9 the respondent opinion on SMS advertising maintain buyer-seller relationship 4.3 percent respondent of Grameenphone, 15.5 percent respondent of Banglalink and 12.2 percent respondent of Robi are strongly disagree with the statement that SMS advertising maintain buyer-seller relationship. 7.1 percent respondent of

Grameenphone, 9.1 respondent of Banglalink and 7.8 percent respondent of Robi are disagree. 7.6 percent respondent of Grameenphone, 4.5 percent respondent of Banglalink and 10.0 percent respondent of Robi are neutral. Highest 45.1 percent respondent of Grameenphone, 41.8 percent respondent of Banglalink and 36.7 percent respondent of Robi are agree with this statement. 35.9 percent respondent of Grameenphone, 29.1 percent respondent of Banglalink and 33.3 percent respondent of Robi are strongly agree with the statement. Total 33.3 percent respondent strongly agree, 42.2 percent respondent agree, 7.3 percent respondent neutral, 7.8 percent respondent disagree and 9.4 percent respondent strongly disagree with this statement that SMS advertising maintain buyer-seller relationship

Table: 5.5.10

Respondent opinion on which is the best advertising materials affecting you most for choosing your favorite brand

Mobile operator brand		Best advertising materials affecting you most for choosing your favorite brand					Total
		Advertising Logo	Advertising Slogan	Advertising theme	Advertising headlines	Advertising presentation	
Grameenphone	Count	29	56	42	14	43	184
	%	15.8%	30.4%	22.8%	7.6%	23.4%	100.0%
Banglalink	Count	22	20	27	10	31	110
	%	20.0%	18.2%	24.5%	9.1%	28.2%	100.0%
Robi	Count	14	30	25	8	13	90
	%	15.6%	33.3%	27.8%	8.9%	14.4%	100.0%
Total	Count	65	106	94	32	87	384
	%	16.9%	27.6%	24.5%	8.3%	22.7%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.10 the respondent opinion on best advertising materials affecting you most for choosing your favorite brand found 20.0 percent respondent of Banglalink are affecting by advertising logo, followed by Grameenphone 15.8 percent respondent, followed by Robi 15.6 percent respondent. 33.3 percent respondent of Robi are affecting by advertising slogan, followed by Grameenphone 30.4 percent respondent, followed by Banglalink 18.2 percent respondent. 27.8 percent respondent of Robi are affecting by advertising theme as a best advertising materials, followed by Banglalink 24.5 percent respondent, followed by Grameenphone 22.8 percent respondent. 9.1 percent respondent of Banglalink are affecting by advertising headlines, followed by Robi 8.9

percent respondent, followed by Grameenphone 7.6 percent respondent. 28.2 percent respondent of Banglalink are affecting by advertising presentation, followed by Grameenphone 23.4 percent respondent, followed by Robi 14.4 percent respondent. Total 16.9 percent respondent are affecting by advertising logo, 27.6 percent respondent affecting by advertising slogan, 24.5 percent respondent advertising theme, 8.3 percent respondent advertising headlines and 22.7 percent respondent are affecting by advertising presentation for brand choice.

Table: 5.5.11
Respondent opinion on which advertisement you frequently inform your mobile operator current offers

Mobile operator brand		Which advertisement you frequently inform your mobile operator current offers					Total
		Television	Newspaper	Internet	SMS	Others	
Grameenphone	Count	55	29	21	69	10	184
	%	29.9%	15.8%	11.4%	37.5%	5.4%	100.0%
Banglalink	Count	39	14	10	38	9	110
	%	35.5%	12.7%	9.1%	34.5%	8.2%	100.0%
Robi	Count	31	13	11	29	6	90
	%	34.4%	14.4%	12.3%	32.2%	6.7%	100.0%
Total	Count	125	56	42	136	25	384
	%	32.6%	14.6%	10.9%	35.4%	6.5%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.11 the respondent opinion on which advertisement you frequently inform your mobile operator current offers found highest 35.5 percent respondent of Banglalink frequently inform the mobile operator current offers from television, followed by Robi 34.4 percent respondent, followed by Grameenphone 29.9 percent respondent. 15.8 percent respondent of Grameenphone are inform about current offers from newspaper, followed by Robi 14.4 percent respondent, followed by Banglalink 12.7 percent respondent. 12.3 percent respondent of Robi are inform about current offers from internet advertising, followed by Grameenphone 11.4 percent respondent, followed by Banglalink 9.1 percent respondent. Highest 37.5 percent respondent of Grameenphone are inform about current offers by SMS advertising, followed by Banglalink 34.5 percent respondent, followed by Robi 32.2 percent respondent. 8.2 percent respondent of Banglalink, 6.7 percent respondent of Robi and 5.4

percent of Grameenphone are inform by others advertising media about mobile operator current offers. Total 32.6 percent respondent are inform by television, 14.6 percent respondent newspaper, 10.9 percent respondent internet advertising, 35.4 percent respondent SMS advertising and 6.5 percent respondent are inform by others advertising media about mobile operator current offers.

Table: 5.5.12
Respondent opinion on which media advertisement of mobile operators brand is easy to remember

Mobile operator brand		Which media advertising of mobile operators brand is easy to remember					Total
		Television	Newspaper	SMS	Poster	Others	
Grameenphone	Count	76	27	43	29	9	184
	%	41.3%	14.7%	23.4%	15.8%	4.8%	100.0%
Banglalink	Count	44	12	29	18	7	110
	%	40.0%	10.8%	26.4%	16.4%	6.4%	100.0%
Robi	Count	34	16	19	13	8	90
	%	37.8%	17.8%	21.1%	14.4%	8.9%	100.0%
Total	Count	154	55	91	60	24	384
	%	40.1%	14.3%	23.7%	15.6%	6.3%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.12 the respondent opinion on which media advertisement of mobile operators brand is easy to remember highest 41.3 percent respondent of Grameenphone told that television advertisement of mobile operators brand is easy to remember, followed by Banglalink 40.0 percent respondent followed by Robi 37.8 percent respondent. Highest 17.8 percent respondent of Robi told that newspaper advertisement is easy to remember. Highest 26.4 percent respondent of Banglalink told about SMS advertisement. Highest 16.4 percent respondent of Banglalink told that poster advertisement is easy to remember. 8.9 percent respondent of Robi, 6.4 percent respondent of Banglalink and 4.8 percent respondent of Grameenphone told about others advertisement. Total 40.1 percent respondent television advertisement, 14.3 percent respondent newspaper advertisement, 23.7 percent respondent SMS advertisement, 15.6 percent respondent poster advertisement and 6.3 percent respondent told others media advertisement of mobile operators brand is easy to remember.

Table: 5.5.13

Respondent opinion on celebrity advertisement is important for affecting mobile operator brand choice

Mobile operator brand		Celebrity advertisement is important for affecting mobile operator brand choice		Total
		Yes	No	
Grameenphone	Count	153	31	184
	%	83.2%	16.8%	100.0%
Banglalink	Count	89	21	110
	%	80.9%	19.1%	100.0%
Robi	Count	71	19	90
	%	78.9%	21.1%	100.0%
Total	Count	313	71	384
	%	81.5%	18.5%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.13 the respondent opinion on celebrity advertisement is important for affecting mobile operator brand choice found 83.2 percent respondent of Grameenphone told that celebrity advertisement is important for affecting mobile operator brand choice, followed by Banglalink 80.9 percent respondent, followed by Robi 78.9 percent respondent. Total 81.5 percent respondent told that celebrity advertisement is important and 18.5 percent respondent told celebrity advertisement is not important for affecting mobile operator brand choice.

Table: 5.5.14

Respondent opinion on types of information you can get easily from advertisement affecting your brand choice

Mobile operator brand		Types of information you can get easily from advertisement affecting your brand choice					Total
		Price change	New service	New package	New offers	Others	
Grameenphone	Count	35	49	24	62	14	184
	%	19.0%	26.6%	13.0%	33.7%	7.7%	100.0%
Banglalink	Count	22	31	12	33	12	110
	%	20.0%	28.2%	10.9%	30.0%	10.9%	100.0%
Robi	Count	18	27	10	29	6	90
	%	20.0%	30.0%	11.1%	32.2%	6.7%	100.0%
Total	Count	75	107	46	124	32	384
	%	19.5%	27.9%	12.0%	32.3%	8.3%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.14 the respondent opinion on what types of information you can get easily from advertisement affecting your brand choice found 20.0 percent respondent of both Banglalink and Robi get information about price change from advertisement, followed by Grameenphone 19.0 percent respondent. 30.0 percent respondent of Robi get information about new services from advertisement, followed by Banglalink 28.2 percent respondent, followed by Grameenphone 26.6 percent respondent. 13.0 percent respondent of Grameenphone get information about new packages from advertisement, followed by Robi 11.1 percent respondent, followed by Banglalink 10.9 percent respondent. 33.7 percent respondent of Grameenphone get information about new offers from advertisement, followed by Robi 32.2 percent respondent, followed by Banglalink 30.0 percent respondent. 10.9 percent respondent of Banglalink, 7.7 percent respondent of Grameenphone and 6.7 percent respondent of Robi get others information from advertisement. Total 19.5 percent respondent get information about price change, 27.9 percent respondent get information about new services, 12.0 percent respondent get information about new packages, 32.3 percent respondent get information about new offers and 8.3 percent respondent get others information from advertisement that affecting their brand choice.

Table: 5.5.15

Respondent opinion on which sponsorship is the best advertisement program affecting you most for brand choice

Mobile operator brand		Which sponsorship is the best advertisement program affecting you most for brand choice					Total
		Festival	Sports	Exhibition	Green marketing	Others	
Grameenphone	Count	68	44	26	36	10	184
	%	37.0%	23.9%	14.1%	19.6%	5.4%	100.0%
Banglalink	Count	47	22	20	18	3	110
	%	42.7%	20.0%	18.2%	16.4%	2.7%	100.0%
Robi	Count	33	19	18	17	3	90
	%	36.7%	21.1%	20.0%	18.9%	3.3%	100.0%
Total	Count	148	85	64	71	16	384
	%	38.5%	22.1%	16.7%	18.5%	4.2%	100.0%

Source: Field survey data

Inference:

From the above table 5.5.15 the respondent opinion on which sponsorship is the best advertisement program affecting you most for brand choice found 42.7 percent

respondent of Banglalink told that festival is the best sponsorship advertisement program affecting brand choice, followed by Grameenphone 37.0 percent respondent, followed by Robi 36.7 percent respondent. 23.9 percent respondent of Grameenphone told about sports is the best sponsorship program, followed by Robi 21.1 percent respondent, followed by Banglalink 20.0 percent respondent. 20.0 percent respondent of Robi told about exhibition is the best sponsorship program, followed by Banglalink 18.2 percent respondent, followed by Grameenphone 14.1 percent respondent. 19.6 percent respondent of Grameenphone told about green marketing, followed by Robi 18.9 percent respondent, followed by Banglalink 16.4 percent respondent. 5.4 percent respondent of Grameenphone, 3.3 percent respondent of Robi and 2.7 percent respondent of Banglalink told about others sponsorship program affecting brand choice. Total 38.5 percent respondent told about festival, 22.1 percent respondent told about sports, 16.7 percent respondent told about exhibition, 18.5 percent respondent told about green marketing and 4.2 percent respondent told about others sponsorship program affecting their brand choice.

Table: 5.5.16

Influence of advertisement effectiveness on customer brand choice of Grameenphone brand

	Regression Coefficients(B)	Std. Error	t	Sig.	R	R Square
(Constant)	12.069	1.822			.520	.616
Advertisement effectiveness of the brand	1.394	.253	4.813	.000		

Dependant variable: Brand Choice

Hypothesis: Advertising effectiveness does not influence the customer choice of Grameenphone mobile operator brand

Result:

The regression (prediction) equation on the above model can be presented in following way BC= $12.069+1.394X_1$ (p. no. 11). Simple linear regression analysis was applied to find the influence of advertising effectiveness on customer brand choice of Grameenphone brand. The regression result shows that advertisement has a positive effect on customer brand choice (p =.000 <0.05). The R square value is (.616) which indicates that 61.6% of variation in customer brand choice has been contributed by advertisement effectiveness. The regression coefficient of advertisement (1.394) shows that the unit

increase in advertisement effectiveness will increase the customer brand choice 1.394 scores. The t-test result (4.813) shows that the advertisement effectiveness has significantly influenced the customer brand choice at 1% level of significance.

Table: 5.5.17

Influence of advertisement effectiveness on customer brand choice of Banglalink brand

	Regression Coefficients(B)	Std. Error	t	Sig.	R	R Square
(Constant)	15.821	1.536			.664	.528
Advertisement effectiveness of the brand	1.462	.234	3.925	.010		

Dependant variable: Brand Choice

Hypothesis: Advertising effectiveness does not influence the customer choice of Banglalink mobile operator brand

Result:

The regression (prediction) equation on the above model can be presented in following way BC= 15.821+1.462X$_1$ (p. no. 11). Simple linear regression analysis was applied to find the influence of advertising effectiveness on customer brand choice of Banglalink brand. The regression result shows that advertisement has a positive effect on customer brand choice of Banglalink brand (p =.010 <0.05). The R square value is (.528) which indicates that 52.8% of variation in customer brand choice has been contributed by advertisement effectiveness. The regression coefficient of advertisement (1.462) shows that the unit increase in advertisement effectiveness will increase the customer brand choice 1.462 scores. The t-test result (3.925) shows that the advertisement effectiveness has significantly influenced the customer brand choice at 1% level of significance.

Table: 5.5.18

Influence of advertisement effectiveness on customer brand choice of Robi brand

	Regression Coefficients(B)	Std. Error	t	Sig.	R	R Square
(Constant)	13.351	2.019			.427	.499
Advertisement effectiveness of the brand	1.238	.304	4.116	.000		

Dependant variable: Brand Choice

Hypothesis: Advertising effectiveness does not influence the customer choice of Robi mobile operator brand

Result:

The regression (prediction) equation on the above model can be presented in following way BC= $13.351+1.238X_1$ (p. no. 11). Simple linear regression analysis was applied to find the influence of advertising effectiveness on customer brand choice. The regression result shows that advertisement has a positive effect on customer brand choice of Robi brand (p $=.000$ <0.05). The R square value is (.499) which indicates that 49.9% of variation in customer brand choice has been contributed by advertisement effectiveness. The regression coefficient of advertisement (1.238) shows that the unit increase in advertisement effectiveness will increase the customer brand choice 1.238 scores. The t-test result (4.116) shows that the advertisement effectiveness has significantly influenced the customer brand choice at 1% level of significance.

Overall inference:

The regression result shows that effectiveness of advertisement has a positive influence on customer brand choice for all mobile operators brand. The brand Grameenphone has the maximum of (61.6%) variation of customer brand choice contributed by advertisement effectiveness. For Banglalink brand (52.8%) variation of customer brand choice has been contributed by advertisement effectiveness and for Robi brand (49.9%) variation of customer brand choice has been contributed by advertisement effectiveness.

CHAPTER- 6

FINDINGS, RECOMMENDATIONS AND CONCLUSION

6.1 Findings of the Study

Findings of the study based on following factors:

I. PERSONAL FACTORS:

1. Age, gender, educational qualification, occupation, monthly income
2. Ownership of brand
3. Ownership the type of connection
4. Ownership the number of SIM card
5. Uses experience of respondent
6. Monthly spending for mobile purpose
7. Ownership of mobile handset

II. BRAND EQUITY AND CUSTOMER BRAND CHOICE:

1. Brand awareness
2. Brand image
3. Perceived quality
4. Brand loyalty

III. CUSTOMER ATTITUDE TOWARDS EXPECTED AND PERCEIVED BRAND:

1. Tangibility
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

IV. CUSTOMER SATISFACTION LEVEL TOWARDS PARTICULAR BRAND

V. INFLUENCE OF ADVERTISING EFFECTIVENESS ON BRAND CHOICE

I. Personal profile of the respondents:

Age:

- Total 36.7 percent respondents were age between 18-24 years
- Highest 43.2 percent respondents age between 25-34 years
- 13.3 percent respondents age between 35-44 years and
- 6.8 percent respondents age above 45 years

Gender:

- Total 80.7 percent respondents were male and
- 19.3 percent respondents were female

Educational qualification:

- Total 3.9 respondents were below SSC pass
- 5.7 percent respondents were SSC pass
- 10.9 percent respondents were HSC pass
- 42.2 percent respondents were graduate and
- 32.3 percent respondents were post graduate

Occupation:

- Total 9.9 percent respondents were unemployed
- 25.8 percent respondents were student
- 32.3 percent respondents were service holder
- 23.4 percent respondents were businessman and
- 8.6 percent respondents were others occupation holder

Monthly income:

- Total 29.9 percent respondents monthly income were below tk. 10,000
- 15.9 percent respondents monthly income were between tk. 10,001-20,000
- 33.1 percent respondents monthly income were between tk. 20,001-30,000
- 13.0 percent respondents monthly income were between tk. 30,001-40,000
- 8.1 percent respondents monthly income were above tk. 40,000

Ownership of brand:

- Total 47.9 percent respondents were owned Grameenphone brand
- 28.7 percent respondents were owned Banglalink brand
- 23.4 percent respondents were owned Robi brand

Types of mobile connection:

- Total 83.1 percent respondents were owned prepaid connection
- 16.9 percent respondents were owned postpaid connection.

Number of SIM card:

- Total 27.6 percent respondents were owned one SIM card
- 55.7 percent respondents were owned two SIM card
- 16.7 percent respondents were owned more than two SIM card

Uses experience of brand:

- Total 8.6 percent respondents were less than two years using experience
- 11.7 percent respondents were two to three years using experience
- 23.2 percent respondents were three to four years using experience
- 31.0 percent respondents were four to five years using experience
- 25.5 percent respondents were more than five years using experience

Monthly spending for mobile connection:

- Total 8.9 percent respondents monthly spend were below tk. 500
- 34.9 percent respondents monthly spend were between tk. 501-1,000
- 26.6 percent respondents monthly spend were between tk. 1,001-1,500
- 18.2 percent respondents monthly spend were between tk. 1,501-2,000
- 11.4 percent respondents monthly spend were above tk. 2,000

Ownership of mobile handset:

- Total 28.9 percent respondents were owned Samsung handset
- 20.2 percent respondents were owned Nokia handset
- 25.3 percent respondents were owned Symphony handset
- 7.8 percent respondents were owned Walton handset
- 6.3 percent respondents were owned LG handset
- 11.5 percent respondents were owned others mobile handset

II. Brand equity factors and customer brand choice:

- The highest average overall brand equity score of Grameenphone brand found mean 6.02 and std. deviation .587, followed by Banglalink mean 5.30 and std. deviation 1.148, followed by Robi brand mean 5.17 and std. deviation 1.242.
- The highest brand awareness score for Banglalink brand mean 6.06 and std. deviation 1.198, followed by Grameenphone mean 6.01 and std. deviation 1.173, followed by Robi mean 5.15 and 1.681.
- The highest brand image score for Grameenphone found mean 5.78 mean and std. deviation 1.150, followed by Banglalink mean 5.15 and std. deviation 1.723, followed by Robi brand mean score 4.83 and std. deviation 2.078.
- The highest perceived quality score for Grameenphone brand mean score 6.13 and std. deviation 1.323, followed by Robi brand mean score 5.47 and std. deviation 1.779, followed by Banglalink brand mean score 4.89 and std. deviation 1.799.

- The highest brand loyalty score for Grameenphone brand mean score 6.18 and std. deviation .909, followed by Banglalink brand mean score 5.00 and std. deviation 1.832, followed by Robi brand mean score 4.73 and std. deviation 1.929.

- Multiple regression analysis for the affect of brand equity factors on customer brand choice of Grameenphone brand found brand equity factors significantly affect customer choice of Grameenphone brand (F = 55.531 and p=.000 <0.05). Brand loyalty has the highest affect on consumer brand choice of Grameenphone brand (β=.461, t= 4.951, p=0.000< 0.05), followed by perceived quality (β=.213, t= 3.621, p=0.000< 0.05), followed by brand awareness (β =.179, t= 2.218, p=0.001< 0.05), followed by brand image (β=.094, t= 2.187, p=0.003< 0.05).

- Multiple regression analysis for the affect of brand equity factors on customer brand choice of Banglalink brand found brand equity factors significantly affect customer choice of Banglalink brand (F = 95.249 and p=.000 <0.05). Brand awareness has the highest affect on consumer brand choice of Banglalink brand (β=.501, t= 3.860, p=0.000< 0.05), followed by brand image (β=.421, t= 2.547, p=0.014< 0.05), followed by brand loyalty (β =.145, t= 1.814, p=0.000< 0.05).

- Multiple regression analysis for the affect of brand equity factors on customer brand choice of Robi brand found brand equity factors significantly affect customer choice of Robi brand (F = 36.286 and p=.000 <0.05). Brand awareness has the highest affect on consumer brand choice of Robi brand (β=.746, t= 6.013, p=0.000< 0.05), followed by brand loyalty (β=.489, t= 5.128, p=0.000< 0.05), followed by perceived quality (β =.258, t= 2.409, p=0.018< 0.05).

Brand awareness factor:

- Most preferred sources of information affecting brand choice found total 41.7 percent respondent television, 21.9 percent respondent word of mouth, 19.3 percent respondent company sales people, 12.8 percent respondent print media and 4.3 percent respondent were affecting by others source of information for mobile operator choice decision. Chi-square test result found there was significant association between most preferred sources of information and specific mobile operator brand choice.

- Awareness about the sources of sales channel of mobile operators brand found total 78.4 percent respondents were aware; on the other hand 21.6 percent were not aware the sources of sales channel of mobile operators brand affecting their choice decision. Chi-square test result found awareness about the sources of sales channel does not affect customer choice of specific mobile operator brand.

- Most preferred buying channel of mobile operator brand found total 45.8 percent respondents were retail outlet, 44.0 percent respondent customer care center, 3.6 percent respondent franchises, 3.5 percent respondent others and 3.1 percent respondent used online as a most preferred channel for takeing their buying decision of mobile operator brand. Chi-square test result found there was significant association between most preferred buying channel and specific mobile operator brand choice.

- Sources who make the prime decision for choosing your brand found total 29.9 percent respondents self, 4.9 percent respondents family member, 19.5 percent respondents friends, 4.8 percent respondents relatives and 40.9 percent respondents were affecting by operator promotion for choosing their favorite mobile operator brand. Chi-square test result found there was significant association between role of decision making sources and customer choice of specific mobile operator brand.

- Which factor was top prior in respondents mind found total 41.1 percent respondents call rate, 24.5 percent respondents network quality, 15.4 percent respondents customer service, 12.2 percent respondents value-added service and 6.8 percent respondents told others services were top prior in their mind when they take decision for choice. Chi-square test result found factors was top prior in customer mind affecting choice of their favorite mobile operator brand.

- Brand related factors of mobile operator affecting most for making choice decision found total 7.5 percent respondents brand reliability, 42.7 percent respondents brand offers, 12.5 percent respondents brand image, 31.8 percent respondents service availability and 5.5 percent respondents were affecting by others brand related factors for making choice decision. Chi-square test result found there was significant association between the variables.

- Awareness about the mobile operator offers found total 56.0 percent respondents were aware, 32.3 percent respondents were moderately aware and 11.7 percent respondents were not aware at all about the mobile operator offers before purchasing it. Chi-square test result found awareness about the mobile operator offers affecting customer choice of their favorite mobile operator brand.

- Point of Purchase display affect for choosing a particular brand found 13.6 percent respondents disagree and 83.3 percent respondents were agree with the statement.

Chi-square test result found there was significant association between point of purchase display and choice of specific mobile operator brand.

- Total 16.4 percent respondents were aware, 32.6 percent respondent moderately aware and 51.0 percent respondents were not aware at all about the terms and condition imposed by mobile operator affecting brand choice. Chi-square test result found awareness about the condition imposed by mobile operator did not affecting customer choice of their favorite brand.

- Total 56.0 percent respondents were highly recognize, 28.4 percent respondents moderately recognize and 15.6 percent respondents were low recognize the benefits of brand quickly among any other competing brands.

- Total 80.2 percent respondents were told that awareness about the price of value added services is important affecting brand choice. Chi-square test result found there was significant association between awareness about the price of value added services and choice of specific mobile operator brand.

Brand image factor:

- Total 8.6 percent respondents were product image, 8.1 percent respondents price image, 32.6 percent respondents service image, 22.1 percent respondents sales people image and 28.6 percent respondents were affecting by promotion image for brand choice. Chi-square test result found there was significant association between image of brand and customer choice of specific mobile operator brand.

- Total 26.8 percent respondents were got high benefits, 57.3 percent respondent got moderate benefits and 15.9 percent respondent got low benefits rather than they pay their mobile operators. Chi-square test result found benefits in relation to price did not affecting customer choice of their favorite brand.

- Total 78.6 percent respondents were told that strong brand image is an important factor affecting for choosing favorite mobile operator brand. Chi-square test result found there was significant association between strong brand image and customer choice of specific mobile operator brand.

- Pre-purchase expectation affecting brand choice found total 65.6 percent respondents were high, 25.3 percent respondents were moderate and 9.1 percent respondents were low pre-purchase expectation that affect their brand choice. Chi-square test result found pre-purchase expectation of customer did not affect the choice of specific mobile operator brand.

- Total 37.0 percent respondents were special offer, 15.6 percent respondents friends and family offer, 13.8 percent respondents package offer, 23.7 percent respondents internet facility and 9.9 percent respondents pre-purchase expectation was affecting by others offers of mobile operators brand choice.

Perceived quality factor:

- Respondent opinion regarding network quality of mobile operators found total 71.6 percent respondents were told their network quality good, 17.7 percent respondents told fair and 10.7 percent respondent told poor network quality affecting brand choice. Chi-square test result found there was significant association between network quality of mobile operators and customer choice of specific brand.

- Uses related problems of brand faced by respondents found total 3.1 percent respondents never, 21.4 percent respondents were rarely, 50.0 percent respondents sometimes, 17.4 percent respondents often and 8.1 percent respondents always faced use related problems that affecting their brand choice.

- Types of use related problems faced most found total 34.9 percent respondents were SIM related, 20.1 percent respondents internet related, 22.3 percent respondents value-added service related, 15.1 percent respondents network related and 7.6 percent respondents faced others use related problem that affecting their brand choice.

- How frequently company respond to solve your problem found total 44.0 percent respondents were told very frequently, 34.6 percent respondents told frequently, 7.8 percent respondents told occasionally, 8.1 percent respondents told rarely and 5.5 percent respondents told company very rarely solve their problem that affecting their brand choice.

- Respondent opinion regarding on customer service quality of mobile operator brand found total 75.8 percent respondents were told their customer service quality good, 16.6 percent respondents told fair and 7.6 percent respondents told poor customer service quality affecting brand choice. Chi-square test result found there was significant association between customer service quality and choice of specific mobile operator brand.

- Respondent opinion regarding on internet speed of mobile operator brand found total 56.0 percent respondents were told about high internet speed, 27.9 percent

respondents told moderate and 16.1 percent respondents told low internet speed affecting brand choice.

Brand loyalty factor:

- Respondent opinion regarding the statement that 'If another brand offers extra benefits, I did not switch to another brand found total 78.9 percent respondents did not want to switch another brand if another brand offers extra benefits, on the other hand 21.1 percent respondents want to switch another brand.

- Which loyalty program of mobile operator affecting you most found total 41.4 percent respondents bonus packs, 36.2 percent respondents cash back offer, 9.9 percent respondents gift, 6.5 percent respondents premium, 6.0 percent respondents were affecting by others loyalty program for brand choice. Chi-square test result found there was significant association between loyalty program of the brand and customer choice of specific mobile operator brand.

- Which bonus packs affecting you most found total 28.1 percent respondents recharge bonus, 34.3 percent respondents talk-time bonus, 24.0 percent respondents internet bonus, 7.3 percent respondents SMS, MMS bonus and 6.3 percent respondents were affecting by others bonus offers for brand choice.

- Total 81.5 percent respondents were agree with the statement that 'loyalty of particular brand reduce the switching rate to other brand'.

- Respondent expectation about loyalty program found total 41.7 percent respondents expect lower price, 20.1 percent respondents expect improved network, 18.2 percent respondents expect improved internet service, 14.5 percent respondents expect better customer service and 5.5 percent respondents expect others service as a loyalty program affecting their brand choice.

- Total 53.6 percent respondents were high brand loyal, 29.7 percent respondents moderate brand loyal and 16.7 percent respondents were low brand loyal.

III. Customer attitude towards expected and perceived service brand:

Tangibility factor:

- Evaluation of respondents perception about employees of mobile operators who have neat professional appearance found highest 83.7 percent respondents of Grameenphone brand were agreed (strongly agree and agree), followed by Banglalink brand 73.6 percent, followed by Robi brand 67.8 percent. The service

quality gap score of Grameenphone brand found highest positive gap, mean score 1.03, followed by Banglalink brand mean score 0.62. On the other hand Robi brand found negative gap, mean score -0.28.

- Evaluation of respondents perception about exclusive decoration of mobile operator customer care point found highest 84.2 percent respondents of Grameenphone brand were agreed (strongly agree and agree), followed by Banglalink brand 71.8 percent, followed by Robi brand 47.8 percent respondent. The service quality gap score of Grameenphone brand found highest positive gap, mean score 0.49, followed by Banglalink brand mean score 0.21. On the other hand Robi brand found negative gap, mean score -0.72.

- Evaluation of respondent perception about mobile operators use modern equipment for providing customer better service found highest 80.9 percent respondents of Grameenphone brand were agreed (strongly agree and agree), followed by Banglalink brand 53.6 percent, followed by Robi brand 50.0 percent respondent. The service quality gap score found highest negative gap of Robi brand, mean score -0.89, followed by Banglalink brand mean score -0.79, followed by Grameenphone brand mean score -0.32.

- Evaluation of respondent perception about mobile operators network ability for providing variety of entertainment facilities found highest 85.3 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Robi 56.7 percent, followed by Banglalink 46.4 percent respondent. The service quality gap score for Grameenphone brand found highest positive gap, mean score 0.30. On the other hand Banglalink brand negative gap, mean score -0.87 and Robi brand mean score -0.61.

- Evaluation of respondent perception about large numbers of customer care point handling customer problem found 88.2 percent respondents of Banglalink were agreed (strongly agree and agree), followed by Grameenphone 78.3 percent, followed by Robi 50.0 percent respondent. The service quality gap score of Banglalink brand found highest positive gap, mean score 0.21. On the other hand Grameenphone brand negative gap, mean score -0.39 and Robi brand found highest negative gap, mean score -1.05.

Reliability factor:

- Evaluation of respondent perception about mobile operators provide service as promised found 85.9 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Banglalink 37.3 percent respondents, followed by Robi 36.7 percent respondent. The service quality gap score of Grameenphone brand found positive gap, mean score 0.50. On the other hand Banglalink found negative gap, mean score -0.78 and highest negative gap found of Robi brand mean score -0.95.

- Evaluation of respondent perception about mobile operators timely deliver SMS, MMS, Voice message and other value added services found 87.0 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Robi 80.0 percent, followed by Banglalink 38.1 percent respondent. The service quality gap score for Grameenphone brand found positive gap, mean score 0.33, followed by Robi brand mean score 0.21. The highest negative gap found of Banglalink brand mean score -1.31.

- Evaluation of respondent perception about mobile operators has dependable and consistent network ability for solving customers complaints found 86.4 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by 41.0 percent respondent of Banglalink, followed by Robi 40.0 percent respondent. The service quality gap score for all brand found negative gap. The highest negative gap found of Banglalink brand mean score -1.28, followed Robi brand mean score -1.25 and Grameenphone brand mean score -0.15.

- Evaluation of respondent perception about the employee of mobile operators provide service at the right time found 89.7 percent respondents of Grameenphone were agreed followed by Banglalink brand 74.6 percent, followed by Robi brand 35.6 percent respondent. The service quality gap score of Banglalink brand found highest positive gap, mean score 0.39, followed by Grameenphone brand mean score 0.35. On the other hand Robi brand found negative gap, mean score -0.82.

- Evaluation of respondent perception about the mobile operators network insists error-free records found 72.3 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Banglalink brand 52.7 percent respondent, followed by Robi brand 47.8 percent respondent. The service quality gap score for all brand found negative gap. The highest negative gap found of Banglalink brand mean score -0.71, followed Robi brand mean score -0.51 and Grameenphone brand mean score -0.13.

Responsiveness factor:

- Evaluation of respondent perception about the employee of mobile operators inform customer exactly when service will be performed found 84.3 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Banglalink 80.9 percent, followed by Robi 72.2 percent respondent. The service quality gap score for Grameenphone brand found positive gap, mean score 0.12. Highest negative gap found of Robi brand mean score -0.32, followed by Banglalink brand mean score -0.15.

- Evaluation of respondent perception about the service provider of mobile operators is willing to help customers in urgent situation found 84.8 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Banglalink 79.0 percent respondent, followed by Robi brand 73.3 percent respondent. The service quality gap score for all brand found negative gap. The highest negative gap found of Banglalink brand mean score -0.20, followed Robi brand mean score -0.16 and Grameenphone brand mean score -0.12.

- Evaluation of respondent perception about the employees of mobile operators is approachable and easy to contact with customer found 84.8 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Robi brand 68.9 percent respondent, followed by Banglalink 67.3 percent respondent. The service quality gap score for Grameenphone found positive gap, mean score 0.05. On the other hand highest negative gap found of Robi brand mean score -0.51 and Banglalink brand mean score -0.45.

- Evaluation of respondent perception about the call center of mobile operator frequently communicates customer queries and solves their problem found 72.3 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Banglalink 60.9 percent, followed by Robi 55.6 percent respondent. The service quality gap score for all brand found negative gap. The highest negative gap found of Banglalink brand mean score -0.60, followed Robi brand mean score -0.58 and Grameenphone brand mean score -0.29.

Assurance factor:

- Evaluation of respondent perception about the mobile operators provide assurance to charge call rate exactly found 53.8 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Robi 52.2 percent, followed by

Banglalink 43.6 percent respondent. The service quality gap score for all brand found negative gap. The highest negative gap found of Banglalink brand mean score -1.31, followed Robi brand mean score -0.88 and Grameenphone brand mean score -0.84.

- Evaluation of respondent perception about the mobile operators provide assurance enough towers for excellent network facilities found 88.0 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Robi 51.1 percent respondent, followed by Banglalink 27.2 percent respondent. The service quality gap score for Banglalink brand found highest negative gap, mean score -1.13, followed by Robi brand mean score -0.69. Grameenphone brand found positive gap mean score 0.19.

- Evaluation of respondent perception about the mobile operators provides assurance to deliver variety of value added services and easy internet access found 84.8 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Robi 67.7 percent, followed by Banglalink 64.6 percent respondent. The service quality gap score for all brand found negative gap. The highest negative gap found of Banglalink brand mean score -0.60, followed Robi brand mean score -0.58 and Grameenphone brand mean score -0.29.

- Evaluation of respondent perception about the behavior of employees of mobile operators instilling confidence in customers found 84.2 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Banglalink 73.6 percent, followed by Robi 66.6 percent respondent. The service quality gap score of Grameenphone found positive gap, mean score 0.11. On the other hand highest negative gap of Robi brand found mean score -0.54, and Banglalink brand mean score -0.22.

Empathy factor:

- Evaluation of respondent perception about the mobile operators has convenient terms for activation, recharge and account suspension found 86.9 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Banglalink 77.3 percent, followed by Robi 76.6 percent respondent. The service quality gap score for all brand found negative gap. The highest negative gap found of Banglalink brand mean score -0.30, followed Robi brand mean score -0.12 and Grameenphone brand mean score -0.05.

- Evaluation of respondent perception about the mobile operators apologizing for inconvenience caused to customers found 76.6 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Robi 62.2 percent, followed by Banglalink 60.2 percent respondent. The service quality gap score for all brand found negative gap. The highest negative gap found of Banglalink brand mean score -0.71, followed Robi brand mean score -0.66 and Grameenphone brand mean score -0.27.

- Evaluation of respondent perception about the mobile operators has convenient operating hours for all customers found 84.2 percent respondents of Grameenphone were agreed (strongly agree and agree), followed by Banglalink brand 73.3 percent, followed by Robi brand 70.0 percent respondent. The service quality gap score for Grameenphone brand found positive gap, mean score 0.05. On the other hand highest negative gap found of Robi brand mean score -0.47, followed by Banglalink brand mean score -0.15.

IV. Customer satisfaction level towards particular brand

- 83.1 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on network quality, followed by Banglalink 70.0 percent respondent, followed by Robi 68.9 percent respondent. Mean value of three mobile operators brand 4.04 and std. deviation 1.308 which indicates that maximum numbers of respondents were satisfied on network quality. Highest satisfaction level found of Grameenphone brand, followed by Banglalink brand, followed by Robi brand.

- 72.2 percent respondents of Grameenphone were dissatisfied (highly dissatisfied and dissatisfied) on call charge of mobile operator, followed by Banglalink 70.0 percent respondent, followed by Robi 57.8 percent respondent. Mean value of three mobile operators brand 2.35 and std. deviation 1.353 which indicates that maximum number of respondents were dissatisfied on call charge. Highest dissatisfaction level found both Grameenphone brand and Banglalink brand are same, followed by Robi brand.

- 50.0 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on internet speed, followed by Banglalink 38.2 percent respondent, followed by Robi 36.7 percent respondent. Mean value of three mobile operators brand 3.09 and std. deviation 1.572 which indicates that maximum number of respondents were neither satisfied nor dissatisfied on internet speed of mobile operator.

- 87.0 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on customer care service, followed by Banglalink 77.2 percent, followed by Robi 55.5 percent respondent. Mean value of three mobile operators brand 4.11 and std. deviation 1.116 which indicates that maximum numbers of respondents were satisfied on customer care services. Highest satisfaction level found for Banglalink brand mean 4.37, followed by Grameenphone mean 4.05, followed by Robi brand.

- 81.0 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on package facility, followed by Banglalink 70.0 percent respondent, followed by Robi 63.4 percent respondent. Mean value of three mobile operators brand 4.00 and std. deviation 1.288 which indicates that maximum numbers of respondents were satisfied on package facility. The highest satisfaction level found of Grameenphone brand, followed by Banglalink brand, followed by Robi brand.

- 83.7 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on recharge facility, followed by Robi 76.6 percent, followed by Banglalink 75.4 percent respondent. Mean value of three mobile operators brand 4.05 and std. deviation 1.131 which indicates that maximum numbers of respondents were satisfied on package facility. Highest satisfaction level found for Banglalink brand mean 4.15, followed by Grameenphone mean 4.09, followed by Robi brand.

- 80.5 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on friends and family offer, followed by Banglalink 78.2 percent, followed by Robi 58.9 percent respondent. Mean value of three mobile operators brand 4.03 and std. deviation 1.268 which indicates that maximum numbers of respondents were satisfied on friends and family offer. Highest satisfaction level found for Grameenphone brand, followed by Banglalink brand, followed by Robi brand.

- 41.9 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on recharge bonus offer, followed by Banglalink 38.2 percent respondent, followed by Robi 31.1 percent respondent. Mean value of three mobile operators brand 3.02 and std. deviation 1.504 which indicates that maximum number of respondents were neither satisfied nor dissatisfied on internet speed of mobile operator.

- 65.4 percent respondents of Banglalink were dissatisfied (highly dissatisfied and dissatisfied) on internet bonus offer of mobile operator, followed by Grameenphone 62.2 percent respondent, followed by Robi 61.1 percent respondent. Mean value of three mobile operators brand 2.42 and std. deviation 1.382 which indicates that maximum number of respondents were dissatisfied on internet bonus offer of mobile operator. Highest dissatisfaction level found of Robi brand mean 2.35, followed by Banglalink brand mean 2.46, followed by Grameenphone brand mean 2.50.

- 47.8 percent respondents of Grameenphone were dissatisfied (highly dissatisfied and dissatisfied)on talk-time bonus offer of mobile operator, followed by Banglalink 46.4 percent respondent, followed by Robi 45.5 percent respondent. Mean value of three mobile operators brand 2.88 and std. deviation 1.443 which indicates that maximum number of respondents were dissatisfied on talk-time bonus offer of mobile operator. Highest dissatisfaction level found of Grameenphone brand mean 2.85, followed by Robi brand mean 2.90, followed by Banglalink brand mean 2.93.

- 76.6 percent respondents of Robi were satisfied (highly satisfied and satisfied) on pulse offer, followed by Grameenphone 75.0 percent, followed by Banglalink 69.1 percent respondent. Mean value of three mobile operators brand 4.06 and std. deviation 1.272 which indicates that maximum numbers of respondents were satisfied on pulse offer. Highest satisfaction level found for Grameenphone brand, followed by Robi brand, followed by Banglalink brand.

- 83.2 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on occasionally special offer, followed by Banglalink 78.1 percent, followed by Robi 61.1 percent respondent. Mean value of three mobile operator brands 4.01 and std. deviation 1.267 which indicates that maximum numbers of respondents were satisfied on occasionally special offer. Highest satisfaction level found for Grameenphone brand, followed by Banglalink brand, followed by Robi brand.

- 84.8 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on mobile financial service, followed by Banglalink 73.6 percent, followed by Robi 64.5 percent respondent. Mean value of three mobile operator brands 4.02 and std. deviation 1.258 which indicates that maximum numbers of

respondents were satisfied on mobile financial service. Highest satisfaction level found for Grameenphone brand, followed by Banglalink brand, followed by Robi brand.

- 84.3 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on information service, followed by Robi 78.9 percent, followed by Banglalink 75.4 percent respondent. Mean value of three mobile operators brand 4.09 and std. deviation 1.162 which indicates that maximum numbers of respondents were satisfied on information service of mobile operator.

- 74.5 percent respondents of Robi were dissatisfied (highly dissatisfied and dissatisfied) on international roaming facility of mobile operator, followed by 69.1 percent respondent of Banglalink, followed by Grameenphone 66.8 percent respondent. Mean value of three mobile operator brands 2.23 and std. deviation 1.346 which indicates that maximum numbers of respondents were dissatisfied on international roaming facility. Highest dissatisfaction level found of Robi brand mean 2.14, followed by Banglalink brand mean 2.22, followed by Grameenphone brand mean 2.35.

- 85.9 percent respondents of Grameenphone were satisfied (highly satisfied and satisfied) on value-added services, followed by Robi 84.4, followed by Banglalink 77.3 percent respondent. Mean value of three mobile operator brands 4.11 and std. deviation 1.221 which indicates that maximum numbers of respondents were satisfied on value added service of mobile operators. Highest satisfaction level found for Grameenphone brand, followed by Robi brand, followed by Banglalink brand.

- 62.5 percent respondents of Grameenphone were dissatisfied (highly dissatisfied and dissatisfied) on value-added service charge of mobile operator, followed by 60.0 percent respondent of Banglalink, followed by Robi 55.5 percent respondent. Mean value of three mobile operator brands 2.60 and std. deviation 1.364 which indicates that maximum numbers of respondents were dissatisfied on value added service charge. Highest dissatisfaction level found of Grameenphone brand mean 2.28, followed by Banglalink brand mean 2.58, followed by Robi brand mean 2.61.

- 66.6 percent respondents of Robi were dissatisfied (highly dissatisfied and dissatisfied) on corporate social responsibility of mobile operator, followed by

60.0 percent respondent of Banglalink. Mean value of three mobile operator brands 2.60 and std. deviation 1.364 which indicates that maximum numbers of respondents were dissatisfied on corporate social responsibility. Highest dissatisfaction level found of Robi brand mean 2.50, followed by Banglalink brand mean 2.53, followed by Grameenphone brand mean 2.66.

V. Influence of advertising effectiveness on brand choice:

- Respondent opinion regarding on mean rank of advertising effectiveness for mobile operator brand, by applying the Kendall's co-efficient of concordance, found the mean ranks by the Grameenphone respondents shows that the most effective advertising activities was by Grameenphone (1.69), followed by Banglalink (1.95), followed by Robi (2.18).

- The mean ranks by the Banglalink respondents shows that the most effective advertising activities was by Banglalink (1.76), followed by Grameenphone (1.88), followed by Robi (2.07).

- The mean ranks by the Robi respondents shows that the most effective advertising activities was by Grameenphone (1.80), followed by Robi (1.96), followed by Banglalink (2.23). By ranking the priority items from 1-3, the top priority item got rank of 1 and the least priority item got the rank of 3. It was also indicated that Grameenphone and Banglalink were emerging as strong brands in advertising effectiveness.

- Respondent opinion regarding on best advertising media for mobile operator brand, by applying the Kendall's co-efficient of concordance, found the mean rank shows that television was the top best media for mobile operators advertising as indicated by respondent (mean rank 2.23), followed by SMS advertising (mean rank 2.44), followed by newspaper (mean rank 3.49), then billboard (mean rank 3.86), then poster (mean rank 4.45), then magazine (mean rank 4.61), then neon sign (mean rank 5.54), then internet (mean rank 6.56). By ranking the priority items from 1-8, the top association item got the rank of 1 and the least priority item got the rank of 8.

- Respondent opinion regarding on the aim of mobile operator advertising found total 31.5 percent respondent told the main aim of mobile operator advertising was to provide product information, 30.5 percent respondent told persuading customer to purchase the product and services, 14.5 percent respondent told reminder

customer about the product and services, 18.0 percent respondent told maintain the relationship with customer and 5.5 percent respondent told others aims of advertising.

- Total 90.6 percent respondent told advertising was the best tool for promoting mobile operator brand on the other hand 9.4 percent respondent told advertising was not a best tool for promotion of mobile operator brand.

- Respondent opinion regarding on affecting by advertising media for mobile operator brand choice found total 33.9 percent respondent were influence by television, 14.1 percent respondent newspaper, 21.1 percent respondent billboard advertising, 25.3 percent respondent SMS advertising and 5.6 percent respondent were influence by others advertising media for brand choice.

- Total 91.4 percent respondent told television advertising of mobile operators brand is very interesting, funny, exciting.

- Total 86.7 percent respondent frequently inform about category services by SMS advertisement.

- Total 33.3 percent respondent new offers, 11.5 percent respondent emergency news, 21.4 percent respondent govt. message, 29.7 percent respondent value-added service related information and 4.1 percent respondent inform about others services by SMS advertising. Total 75.5 percent respondent agree with this statement that SMS advertising maintain buyer-seller relationship.

- Total 16.9 percent respondent were influence by advertising logo, 27.6 percent respondent affecting by advertising slogan, 24.5 percent respondent advertising theme, 8.3 percent respondent advertising headlines and 22.7 percent respondent were influence by advertising presentation for brand choice.

- Respondent opinion regarding on how they frequently inform about mobile operators current offers found total 32.6 percent respondent were inform by television, 14.6 percent respondent newspaper, 10.9 percent respondent internet advertising, 35.4 percent respondent SMS advertising and 6.5 percent respondent were inform by others advertising media about mobile operator current offers.

- Respondent opinion regarding on which advertisement of mobile operators is easy to remember found total 40.1 percent respondent television advertisement, 14.3 percent respondent newspaper advertisement, 23.7 percent respondent SMS advertisement, 15.6 percent respondent poster advertisement and 6.3 percent respondent told others advertisement of mobile operators brand was easy to

remember. Total 81.5 percent respondent told that celebrity advertisement was important for affecting mobile operator brand choice.

- Total 19.5 percent respondent got information about price change, 27.9 percent respondent got information about new services, 12.0 percent respondent got information about new packages, 32.3 percent respondent got information about new offers and 8.3 percent respondent got others information from advertisement that influence their brand choice.

- Respondent opinion on which sponsorship is the best advertisement program found total 38.5 percent respondent told about festival, 22.1 percent respondent told about sports, 16.7 percent respondent told about exhibition, 18.5 percent respondent told about green marketing and 4.2 percent respondent told about others sponsorship program influence their brand choice.

- Simple regression analysis was applied to find out the influence of advertisement effectiveness on customer brand choice of Grameenphone brand found advertisement has a positive effect on customer brand choice (p =.000 <0.05). The R square value is (.616) which indicates that 61.6% of variation in customer brand choice has been contributed by advertisement effectiveness. The t-test result (4.813) shows that the advertisement effectiveness has significantly influenced the customer brand choice at 1% level of significance.

- Simple regression analysis was applied to find out the influence of advertisement effectiveness on customer brand choice of Banglalink brand found advertisement has a positive effect on customer brand choice of Banglalink brand (p =.010 <0.05). The R square value is (.528) which indicates that 52.8% of variation in customer brand choice has been contributed by advertisement effectiveness. The t-test result (3.925) shows that the advertisement effectiveness has significantly influenced the customer brand choice at 1% level of significance.

- Simple regression analysis was applied to find out the influence of advertisement effectiveness on customer brand choice of Robi brand found advertisement has a positive effect on customer brand choice of Robi brand (p =.000 <0.05). The R square value is (.499) which indicates that 49.9% of variation in customer brand choice has been contributed by advertisement effectiveness. The t-test result (4.116) shows that the advertisement effectiveness has significantly influenced the customer brand choice at 1% level of significance.

6.2 Recommendations

The result of this study has certain implications for Grameenphone, Banglalink and Robi brand. The actions that should be considered by Grameenphone, Banglalink and Robi for implementation to benefit from the results of this study will be discussed in this section.

- The average overall brand equity score of Banglalink and Robi brand was lowest followed by Grameenphone brand. Therefore Banglalink and Robi brand may try to improve average overall brand equity.

- The brand awareness score of Grameenphone brand and Robi brand was lowest followed by Banglalink brand. Therefore the company may try to improve their brand awareness.

- The brand image score of Robi brand was lowest followed by Banglalink and Grameenphone brand. Therefore the company may take initiative to improve brand image.

- The perceived quality score of Grameenphone brand was highest followed by Banglalink and Robi brand. So, the company should maintain its perceived quality.

- The brand loyalty score of Robi brand was lowest followed by Grameenphone brand. Therefore the company may try to increase loyal customer.

- It was found that 21.6 percent respondents were not aware the about sources of sales channel and 32.3 percent respondents were moderately aware about the mobile operator offers that affecting their choice decision. So, the marketing communication programs of mobile operators should include all marketing communication mix to improve the awareness of the customer.

- Only 16.4 percent respondents were aware and 51.0 percent respondents were not aware at all about the terms and condition imposed by mobile operators for their product and services. So, it should be clear within the customer to increase the sales of the organization.

- Total 65.6 percent respondents was high pre-purchase expectation from the company. 37.0 percent respondents special offer, 15.6 percent respondents friends and family offer, 13.8 percent respondents package offer, 23.7 percent respondents have internet offers as pre-purchase expectation. So, company may continue and increase these types of offers and discounts.

- Total 50.0 percent respondents sometimes faced use related problems. 34.9 percent respondents SIM related, 20.1 percent respondents internet related, 22.3 percent respondents value-added service related, 15.1 percent respondents faced network related problem. So, the company should take proper initiative to reduce use related problems of the customer.

- Loyalty programs feature prominently as an important component of the integrated marketing communication of all mobile operator brands. Total 41.4 percent respondents bonus packs, 36.2 percent respondents cash back offer, 9.9 percent respondents gift, 6.5 percent respondents premium, 6.0 percent respondents were affecting by others loyalty program for brand choice. 29.7 percent respondents moderate brand loyal and 16.7 percent respondents were low brand loyal indicates that the customer retention program for the target market should be improved.

- The service quality factors of maximum cases for Robi brand, customer expectation (CE) was high rather than customer perception (CP) such as: network quality, employee behavior, number of customer care point, decoration of customer care point, service availability, service delivery time etc. So, the company should take proper initiative to improve customer perception and reduce service quality gap.

- For Banglalink brand some cases customer expectation (CE) was high rather than customer perception (CP) such as: dependable and consistent network ability for providing variety of entertainment facilities, ability to provide service as promised, service delivery time, assurance enough towers for excellent network facilities. So, the company should maintain their commitment.

- For all mobile operator brands some cases customer expectation was high rather than customer perception such as: dependable and consistent network ability for solving customers complaints, willingness of employee to help customers in urgent situation, mobile operators provides assurance for easy internet access, mobile operators apologizing for inconvenience caused to customers, mobile operators provide assurance to charge call rate exactly. So, all brands Grameenphone, Banglalink and Robi should take proper initiative to improve customer perception and reduce service quality gap.

- Maximum numbers of respondents were dissatisfied on call charge of mobile operators. Highest dissatisfaction level found both Grameenphone brand and Banglalink brand are same, followed by Robi brand. So, all operators should reduce call rate.

- Maximum numbers of respondents of all brands were dissatisfied on international roaming facility, internet bonus offer, corporate social responsibility, value-added service charge and talk-time bonus offer. So, the mobile operators should improve service facility and reduce dissatisfaction rate of the customers.

- Respondents of all brands were satisfied on customer care service, value-added services, pulse offer, recharge facility, network quality, friends and family offers, mobile financial service, occasionally special offer, package facility etc. So, all operators should maintain service quality and keep customer satisfied.

- Since from the study it was found that effective advertising have a positive influence on customer brand choice of all mobile operator brands, so companies should focus on increasing their advertising effectiveness.

- Grameenphone and Banglalink were the emerging as strong brands in advertising effectiveness followed by Robi brand. So, Robi brand should increase their advertising campaign.

6.3 Conclusion

In this study brand equity and customer brand choice of Grameenphone, Banglalink and Robi mobile operator brand was determined in the defined target market. The study also investigated the target markets brand awareness, brand image, perceived quality, brand loyalty as a brand equity factors, customer expectation and perception towards the service quality of brand and identified service quality gap, customer satisfaction level and finally influence of advertising effectiveness on customer brand choice.

According to the study profiles the average overall brand equity score Grameenphone brand was highest followed by Banglalink and Robi brand. The brand equity factors like: brand awareness, brand image, perceived quality and brand loyalty has significantly affects customer brand choice of all brands.

For all mobile operator brands customer expectation was high rather than customer perception and higher level of service quality gap found regarding on dependable and consistent network ability for solving customers complaints, willingness of employee to help customers in urgent situation, assurance for easy internet access, apologizing for inconvenience caused to customers, assurance to charge call rate exactly etc.

Customers for all brands were satisfied on customer care service, value-added services, pulse offer, recharge facility, network quality, friends and family offers, mobile financial service, information service, occasionally special offers, package facility etc. On the other hand they were dissatisfied on international roaming facility, internet bonus offer, corporate social responsibility, value-added service charge and talk-time bonus offer etc. The study also found that Grameenphone and Banglalink were the emerging as strong brands in advertising effectiveness followed by Robi brand.

In the field of marketing, success of any company depends on a large extent of brand equity perceived by the customer. Companies should focus on building this brand equity in order to gain competitive advantage in the marketplace. It is a long-run strategy meant to build and nurture the brands for long periods of time. Customers are now more sophisticated and they critically evaluate the product or service when make a purchase decision.

Therefore, the companies need to communicate carefully with their brand and advertising activities for giving the customers proper information about their brands. This study emphasized on brand equity and customer brand choice, service quality, customer satisfaction and advertising effectiveness of brand which are especially essential of mobile operators for marketing their services.

6.4 Scope for further research

The further research may be carried out on the following dimensions:

- Three brands (Grameenphone, Banglalink and Robi) of mobile operators were considered in this study. So, a further study may be carried out on brand equity and consumer preferences involving all mobile operator brands in Bangladesh.

- Advertising was used in this study as integrated marketing communication program and other program was ignored. So, another study may be conducted on the effects on integrated marketing communication program on brand equity and brand choice of mobile operator service.

- A separate research my be carried out on implications of product and promotion in other telecom services like: broadband, internet telephony and many more.

- This study was carried out on telecommunication industry in northern region of Bangladesh. This research can be generalized to apply more than one segment, region, and other industries and stages of market development to get additional insight in the brand equity and brand choice.

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APPENDICES
Appendix- A
Institute of Bangladesh Studies (IBS)
University of Rajshahi (RU)

Research Title: Brand Equity and Customer Brand Choice: A Study on Mobile Operator Services in Northern Region of Bangladesh

N.B.: I draw your kind attention to inform you that this study aims are identifying the important brand equity factors affecting customer brand choice, evaluate customer attitude towards expected and perceived service brand, assess customer satisfaction and study whether advertising effectiveness has an influence on customer brand choice of mobile operator services in northern region of Bangladesh. I assure you that the secrecy of your opinion will be kept. Your valuable information will be used as the primary data of PhD program. You are cordially requested to read out the question carefully and put a tick (✓) mark within box as you think as your opinion.

I. Sectional –A: Personal Details

1. Name   :

2. Residential address   :

3. Age   :

4. Gender   : Male ☐   Female ☐

5. Educational Qualification

(i) Below SSC ☐ (ii) SSC ☐ (iii) HSC ☐ (iv) Graduate ☐ (v) Post graduate ☐ (vi) Others ☐

6. Occupation: (i) Unemployed ☐ (ii) Student ☐ (iii) Service ☐ (iv) Business ☐ (v) Others ☐

7. Monthly Income

(i) Less than Tk. 10,000 ☐ (ii) Tk. 10,001-20,000 ☐ (iii) Tk. 20,001-30,000 ☐ (iv) Tk. 30001-40,000 ☐ (v) Tk. 40,000 & Above ☐

8. Please indicate the mobile operator brand you have own.

(i) Grameenphone ☐ (ii) Banglalink ☐ (iii) Robi ☐

9. What types of mobile connection you have own: (i) Pre-paid ☐ (ii) Post-paid   ☐

10. How many SIM card you have own: (i) One ☐ (ii) Two ☐   (iii) More than two ☐

11. How long you have been using your mobile operator

(i) Less then 2 years ☐ (ii) 2- 3 years ☐ (iii) 3-4 years ☐ (iv) 4-5 years ☐ (v) more than 5 years ☐

12. How much do you spend on average per month for you mobile connection

(i) Less then tk. 500 ☐ (ii) tk. 501-1000 ☐ (iii) tk. 1001-1500 ☐ (iv) tk. 1501-2000 ☐ (v) More than tk. 2000 ☐

13. What types of mobile handset you have own

(i) Samsung ☐ (ii) Nokia ☐ (iii) Symphony ☐ (iv) Walton ☐ (v) LG ☐ (vi) Others ☐

II.   Section –B: Brand Equity and Brand Choice Assessment

Brand Awareness

14. Which is the most preferred source of information affecting your buying decision

(i) Word of mouth ☐ (ii) Television ☐ (iii) Print media ☐(iv) Sales people ☐ (v) Others ☐

15. Are you aware about the sources of sales channel of your mobile operator brand

(i)   Yes   ☐   (ii)   No ☐

16. From the following sources which is the most preferred buying channels of your brand.

(i) Customer care center ☐ (ii) Retail outlet ☐ (iii) Franchises ☐ (iv) Online ☐(e) Others ☐

17. From the following who influence you for choosing your mobile operator brand

(i) Self ☐ (ii) Family member ☐(iii) Friends ☐(iv) Relatives ☐(v) Operator promotion ☐

18. Which factor is top prior in your mind when you want to take the decision for choice

(i) Call rate☐ (ii) Network quality☐ (iii) Customer service☐ (iv) Value-added services ☐ (v) Others ☐

19. Which brand related factors of mobile operators affecting you most for making buying decision

(i) Brand reliability☐(ii) Brand offers☐(iii) Brand image☐(iv) Service availability☐ (v) Others ☐

20. Are you aware about the mobile operator offers before purchasing it?

(i) Aware ☐   (ii) Moderately aware   ☐   (iii) Not aware at all   ☐

21. Do you agree 'Point of Purchase Display' affect you for choosing a particular brand

(i) Strongly Disagree   ☐(ii) Disagree ☐ (c) Neutral ☐(iv) Agree ☐ (v) Strongly Agree ☐

22. Are you aware about the condition imposed by mobile operator for using their packages

(i) Aware   ☐   (ii) Moderately aware   ☐ (iii) Not aware at all   ☐

23. Rate your awareness to recognize the benefits of brand quickly among any other competing brands

(i) High   ☐   (ii) Moderate   ☐   (iii) Low   ☐

24. Awareness about the price of value added services is important before purchasing it

(i) Unimportant ☐(ii) Little important ☐ (c) Moderately important ☐(iv) Important ☐(v) Very important☐

Brand Image

25. In which image of brand your association is highest for affecting brand choice

(i) Product image ☐ (ii) Price image ☐ (iii) Service image☐(iv) Sales people image☐ (v) Promotion image ☐

26. Rate your opinion on benefits in relation to price you pay your mobile operator

(i) High   ☐   (ii) Moderate   ☐   (iii) Low   ☐

27. Strong brand image is an important factor affecting for choosing favorite brand

(i) Unimportant ☐(ii) Little important ☐ (c) Moderately important ☐(iv) Important ☐(v) Very important☐

28. Rate your opinion about pre-purchase expectation affecting your brand choice

(i) High   ☐   (ii) Moderate   ☐   (iii) Low   ☐

29. In which brand related factor your pre-purchase expectation affecting for brand choice

(i) Special offer ☐ (ii) FnF facility☐(iii) Package offer☐(iv) Internet facility☐ (v) Others ☐

Perceived Quality

30. Rate your opinion about network quality of your brand affecting brand choice

(i) Good ☐   (ii) Fair ☐   (iii) Poor   ☐

31. How much times you have faced use related problems of your brand

(i) Never   ☐ (ii) Rarely   ☐   (iii) Sometimes   ☐   (iv) Often   ☐   (v) Always   ☐

32. What types of use related problems you have faced most affecting your brand choice

(i) SIM related ☐(ii) Internet related☐(iii) VAS related ☐ (iv) Network related☐(v) Others☐

33. How frequently company responds to solve your problems affecting you brand choice

(i) Very Rarely☐ (ii) Rarely☐ (iii) Occasionally☐(iv) Frequently ☐ (v) Very Frequently   ☐

34. Rate your opinion about customer service quality of your brand affecting brand choice

(i) Good   ☐   (ii) Fair   ☐   (iii) Poor   ☐

35. Rate your opinion about internet speed of your brand affecting brand choice

(i) High   ☐   (ii) Moderate   ☐   (iii) Low   ☐

Brand Loyalty

36. If another brand offers extra benefits, I did not switch my brand.

(i) Yes   ☐   (ii) No   ☐

37. Which loyalty program affecting you most for choosing a particular brand

(i) Bonus Packs ☐   (ii) Cash back offer ☐(iii) Gift ☐   (iv) Premiums ☐ (v) Others   ☐

38. What types of bonus pack affecting you most for choosing a particular brand

(i) Recharge ☐ (iii) Talk-time   ☐ (iii) Internet   ☐ (iv) SMS, MMS   ☐   (v) Others   ☐

39. Do you agree loyalty of particular brand reduce the switching rate to other brand

(i) Strongly Disagree ☐ (ii) Disagree ☐ (c) Neutral ☐ (iv) Agree   ☐(v) Strongly Agree   ☐

40. What types of loyalty program you expect from your brand that affecting brand choice

(i) Lower price☐ (ii) Improved network ☐(iii) Improved internet ☐ (iv) Better service☐ (v) Others ☐

41. How much loyalty you have for your mobile operator brand

(i) High   ☐   (ii) Moderate   ☐   (iii) Low   ☐

42. For the Brand Equity and Choice factors which is the score (1-7) you would give.

Brand Awareness	1	2	3	4	5	6	7
Brand Association	1	2	3	4	5	6	7
Brand Reputation	1	2	3	4	5	6	7
Brand Loyalty	1	2	3	4	5	6	7
Brand choice	1	2	3	4	5	6	7

III.   Section-C: Service Quality Assessment:

43. For service quality of brand put your opinion ('1'= Strongly Disagree and '5'= Strongly Agree)

Service quality dimension	Customer Expectation					Customer perception				
Tangibility factor:										
Employees who have neat professional appearance	1	2	3	4	5	1	2	3	4	5
Exclusive decoration of customer care point	1	2	3	4	5	1	2	3	4	5
Using modern equipment for providing better service	1	2	3	4	5	1	2	3	4	5
Ability for providing variety of entertainment facility	1	2	3	4	5	1	2	3	4	5
Enough customer care point handling customer quaries	1	2	3	4	5	1	2	3	4	5
Reliability factor:										
The mobile operator providing service as promised	1	2	3	4	5	1	2	3	4	5
Timely deliver of SMS, MMS, VMS, other services	1	2	3	4	5	1	2	3	4	5
Dependable and consistent network ability	1	2	3	4	5	1	2	3	4	5
The employees of operators provide service at the right time	1	2	3	4	5	1	2	3	4	5
The mobile operator network insists error-free records	1	2	3	4	5	1	2	3	4	5
Responsiveness factor:										
Employees inform customer exactly when services will be performed	1	2	3	4	5	1	2	3	4	5
Employees are willing to help customers in urgent situation	1	2	3	4	5	1	2	3	4	5
Employees are approachable and easy to contact	1	2	3	4	5	1	2	3	4	5
Call center frequently communicate with customer	1	2	3	4	5	1	2	3	4	5
Assurance factor:										
Mobile operator provide assurance to charge call rate exactly	1	2	3	4	5	1	2	3	4	5
The mobile operator provide assurance enough tower	1	2	3	4	5	1	2	3	4	5
Assurance to provide variety of value added services	1	2	3	4	5	1	2	3	4	5
Behavior of employees instilling confidence in customers	1	2	3	4	5	1	2	3	4	5
Empathy factor:										
Convenient terms for activation, recharge, accounts suspension	1	2	3	4	5	1	2	3	4	5
Apologizing for inconvenience caused to customers	1	2	3	4	5	1	2	3	4	5
Convenient operating hours for all customers	1	2	3	4	5	1	2	3	4	5

IV.   Section-D: Customer Satisfaction Assessment:

44. For Satisfaction attributes put your opinion ('1'= Highly Dissatisfied and '5'= Highly Satisfied)

Network quality	1	2	3	4	5
Call Charge	1	2	3	4	5
Internet Speed	1	2	3	4	5
Price of SIM Card	1	2	3	4	5
Customer Care Service	1	2	3	4	5
Package Facility	1	2	3	4	5
Recharge Facility	1	2	3	4	5
Friends and Family offer	1	2	3	4	5
Recharge Bonus Offer	1	2	3	4	5
Internet Bonus Offer	1	2	3	4	5
Talk Time Bonus Offer	1	2	3	4	5
Pulse Offer	1	2	3	4	5
Occasionally Special Offer	1	2	3	4	5

Mobile Financial Service	1	2	3	4	5
Information Service	1	2	3	4	5
International Roaming	1	2	3	4	5
Value Added Service	1	2	3	4	5
Value Added Service Charge	1	2	3	4	5
Corporate Social Responsibility	1	2	3	4	5

V.   Section- E: Advertising Effectiveness Assessment:

45. Rank the following brands for their advertising effectiveness ('1'= Top priority – '3'= Least priority)

Mobile operators	Rank
Grameenphone	
Banglalink	
Robi	

46. Rank the best media for mobile operator advertisement. ('1'= Top priority – '8'= Least priority)

Advertising media	Rank	Advertising media	Rank
(i) Television		(v) Billboard	
(ii) Newspaper		(vi) Internet	
(iii) Magazine		(vii) Radio	
(iv) Neon sign		(viii) Poster	

47. For the advertisement effectiveness factor which is the score (1-7) you would give.

	1	2	3	4	5	6	7

48. In your sense what are the main aims of providing mobile operator advertisement

(i) Product information ☐ (ii) Persuade customer ☐ (iii) Remind customer ☐ (iv) Maintain relationship ☐ (v) Others ☐

49. Do you think Advertising is the best tool for promoting mobile operator brand

(i) Yes   ☐   (ii) No ☐

50. Which advertising media affects you most for choosing your favorite brand

(i) Television   ☐ (ii) Newspaper   ☐ (iii) Billboard ☐   (iv) SMS ☐ (v) Others   ☐

51. Do you think television advertising of mobile operators brand is very interesting, funny, exciting

(i) Yes   ☐   (ii) No ☐

52. Do you think SMS advertisement frequently inform you category services

(i) Yes   ☐   (ii) No ☐

53. What types of service information you can get easily from SMS advertisement

(i) New offers ☐ (ii) Emergency news ☐ (c) Govt. message ☐ (iv)VAS update ☐ (v) Others   ☐

54. Do you agree SMS advertising maintain buyer-seller relation.

(i) Strongly Disagree ☐ (ii) Disagree ☐ (c) Neutral   ☐ (iv) Agree   ☐ (v) Strongly Agree ☐

55. Which advertising material affects you most for choosing your brand

(i) Logo ☐ (ii) Slogan ☐ (iii) Advertising theme ☐ (iv) Headlines ☐ (v) Presentation ☐

56. Which advertisement you frequently know your mobile operator current offers

(i) Television   ☐   (ii) Newspaper   ☐   (iii) Internet   ☐ (iv) SMS   ☐   (v) Others   ☐

57. Of which media advertisement of mobile operator you can easily remember

(i) Television   ☐   (ii) Newspaper   ☐   (iii) Banners   ☐ (iv) Posters   ☐ (v) Others   ☐

58. Do you think celebrity advertisement is important for mobile operator brand choice

(i) Yes   ☐   (ii) No   ☐

59. What types of information you can get easily from advertisement affecting your brand choice

(i) Price change ☐(ii) New service ☐(iii) New package ☐ (iv) New offers   ☐   (v) Others   ☐

60. Which sponsorship is the best advertisement program affecting you most

(i) Festivals   ☐ (ii) Sports   ☐(iii) Exhibition   ☐ (iv) Green activities   ☐   (v) Others   ☐

61. Please give your valuable suggestion to improve brand equity and choice

……………………………..

Bbw÷wUDU Ae evsjv‡`k ÷wWR (AvB.we.Gm)

ivRkvnx wek¦we`¨vjq

M‡elbv wk‡ivbvgt e²wÛ BKBwU Ges †fv³vi e²wÛ c0›`: evsjv‡`ki DÉi AÂ‡j †gvevBj Ac¤iUi †mevi Dci GKwU mgxÿv

we.¨t Avcbv‡`i `yó AvKl©Y Ges m`q AeMŵi Rb¨ Rvbbw'Q †h, GB M‡elYvi D‡Ïk¸‡jv n‡¨Q e²wÛ BKBwU Dcv¯vb¸‡jv wbY@ Kiv hv †fv³v‡`i e²wÛ c0›‡K cŕweeZ K‡i, cŽ¨wÿZ Ges cŽ¨wkZ †mev e²v‡Ûi cŽ †fv³v‡`i g‡bvfe gj¨vqb Kiv, wbwŕ e²v‡Ûi cŽ †fv³v‡`i m&ŵói gvÎv Rvbv Ges weÁvc‡bi djcŕhZv †fv³v‡`i c0›‡K cŕweeZ K‡i wKbv Zv ch@jvPbv Kiv| Awg Avcbv‡`i wbõqZv c0vb KiwŮ †h Avcbv‡`i gZvgZ †Mvcb ivLv n‡e| Avcbv‡`i gŕ¨evb gZvgZ wc.GBP.wW M‡elYv K‡g© cÛ_wgK Z_¨ wn‡mte e¨envi Kiv n‡e| wbt¤ë cŝ§‡jv g‡bvthvM mnKv‡i c‡o Avcbv‡`i gZvgZ wUK (✓) wPŕ¨i gvav‡g cŕv‡bi Rb¨ webbZZ Abŕiva KiwŮQ|

ce©1 t e¨w³MZ Z_¨

1 | bvg   t

2 | wUKvbv   t

3 | eqm   t

4 | wj½   t cjÆl □   gwnjv □

5 | wkÿvMZ †hvM¨Zv

(K) GmGmwm wb‡P □ (L) GmGmwm □ (M) GBPGmwm □ (N) ¯œZK □ (0) ¯œZ‡KvËi □ (P) Ab¨vb¨ □

6 | †ckvt   (K) †eKvi □   (L) Qvñ-QvñxÆx □ (M) PvKwiwRex □ (N) e¨emv □ (0) Ab¨vb¨   □

7 | gwmK Avq

(K) \$10,000 wb‡P □ (L) \$10,001-20,000 □ (M) \$20,001-30,000 □ (N) \$30,001-40,000 □ (0) 40,000 Dc‡i □

8 | Avcwb †Kvb †gvevBj Ac¤iUi e²wÛ e¨envi K‡ib

(K) MŕgxY‡dvb   □   (L) evsjvwjsK □   (M) iwe   □

9 | †Kvb ai‡bi †gvevBj msthvM Avcwb e¨envi K‡ibt   (K) wcÚcBW   □   (L) †cv÷‡cBW □

10 | Avcbvi KqwU wmgKvW©Av‡Q (K) GKwU □   (L) `ŕwU □        (M) `ŕwUi AwaK   □

11 | KZw`b hver Avcwb Avcbvi †gvevBj Ac¤iUi e²wÛwU e¨envi K‡ib

(K) 2 eQ‡ii Kg   □ (L) 2-3 eQi   □ (M) 3-4 eQi   □ (N) 4-5 eQi   □ (0) 5 eQ‡ii †ewk   □

12 | Avcwb cŕwZgv‡m M‡o †gvevBj msthvM eve` KZ e¨q K‡ib

(K) \$ 500 Kg □ (L) \$ 501- 1,000 □ (M) \$ 1,001- 1,500 □ (N) \$ 1,501- 2,000 □ (0) \$ 2,000 †ewk □

13 | Avcwb †Kvb †gvevBj n¨vÛ‡mU e¨envi K‡ib

(K) m¨vgmvs   □ (L) †bvwKqv □ (M) wm‡¤úvb¨dwb □ (N) IqvjUb □ (0) GjwR □ (P) Ab¨vb¨ □

ce©2t eᵃvÛ BKBⅢU Ges †fv³vi eᵃvÛ c0›` gj¨vqb

eᵃvÛ m‡PZbZv

14| ⅷbt¤ḙ †Kvb Z‡_¨i DrmⅢU Avcbvi µq ⅷm×všÍ‡K teⅢk c⨍weZ K‡i

(K) g‡L-g‡L   □   (L) †UⅷjⅷfKb   □   (M) mseᵛ`cÎ   □   (N) ⅷeµq Kgx©   □   (0) Ab¨vb¨   □

15| Avcⅷb ⅷK Avcbvi †gvevBj Acv‡iUi eᵃv‡Ûi ⅷeµq Drm m¤út‡K©AeⅢnZ

(K) nⅢ   □   (L) bⅤ   □

16| ⅷbt¤ḙ †KvbⅢU Avcbvi me‡P‡q teⅢk c0‡›`i µq Drm

(K) †fv³v †mev †K›`ᵃ □ (L) L‡iⅤ ⅷeµq †K›`ᵃ□ (M) dⅢtbPvBⅢR □ (N) AbjⅤBb □ (0) Ab¨vb¨ □

17| ⅷbt¤ḙ †KvbⅢU Avcbv‡K †gvevBj Acv‡iUi eᵃvÛ c0‡›`i †ÿ†Î c⨍weZ K‡i

(K) ⅷb‡R □ (L) cⅷⅷev‡ii m`m¨ □ (M) eÛ‡M© □ (N) AvZ੃ıq-¯Rb □ (0) Acv‡iUi c‡gvⅷvKb □

18| hLb Avcⅷb eᵃvÛ c0‡›`i ⅷm×všÍ ⅷb‡q _v‡Kb ZLb †Kvb ⅷeliq‡ⅢU Avcbvi g‡tb m‡e†P¯P ¯v‡tb _v‡K

(K) Kj †iU □ (L) †bUIqvK©‡Kvqvⅷj‡U □ (M) †fv³v †mev □ (N) f¨vjⅶG‡ZvWW †mev □ (0) Ab¨vb¨   □

19| eᵃvÛ m¤únKⅢZ †Kvb ⅷeliq‡ⅢU Avcbv‡K †gvevBj Acv‡iUi eᵃvÛ c0‡›`i ⅷm×všÍ M‡nⅢtb teⅢk c⨍weZ K‡i

(K) eᵃvÛ ⅷbf©⁋thvM¨Zv □ (L) eᵃvÛ Advⅷ □ (M) eᵃvÛ mⅷvg □ (N) †mevⅷi ch⨍BZv □ (0) Ab¨vb¨ □

20| †gvevBj Acv‡iUi eᵃvÛ µ‡qi c‡te©Avcⅷb ⅷK ZⅤ‡`i Advⅷ m¤út‡K©m‡PZb

(K) m‡PZb   □   (L) †gⅷvU‡gⅢU m‡PZb   □   (M) G‡Kev‡iB m‡PZb bq   □

21| Avcⅷb ⅷK mg_©ß K‡ib, 'c‡q›U Ad cv‡tⅢⅢ Ⅲm‡cø৫ Avcbvi c0‡›`i ⅷm×všÍ‡K c⨍weZ K‡i

(K) G‡Kev‡iB mg_©ß KⅷⅷbⅤ □ (L) mg_©ß KⅷⅷbⅤ □ (M) ⅷb‡tcÿ □ (N) mg_©ß Kⅷⅷ □ (0) teⅢk mg_©ß Kⅷⅷ □

22| †gvevBj Acv‡iUi cⅷⅷ‡KR e¨envⅷⅷ Dci Avⅷi⨍cZ kZ©m¤út‡K©⨍K Avcⅷb m‡PZb

(K) m‡PZb   □   (L) †gⅷvU‡gⅢU m‡PZb   □   (M) G‡Kev‡iB m‡PZb bq   □

23| cⅢZ‡hⅷMⅢx Ab¨vb¨ eᵃv‡Ûi Zjbvq Avcⅷb Avcbvi eᵃv‡Ûi m‡qeav m¤út‡K©ZUⅢz m‡PZb

(K) D”P   □   (L) gaⅷg   □   (M) ⅷb¤ḙ □

24| µ‡qi c‡te©f¨ZlⅦG‡tⅢWW †mevⅷ gj¨¨ m¤út‡K©m‡PZbZv ¸iæZⅢcⅢ©

(K) ¸iæZⅢcⅢ©bq□ (L) Kg ¸iæZⅢcⅢ©□ (M) gaⅷg ¸iæZⅢcⅢ©□   (N) ¸iæZⅢcⅢ©□   (0) teⅢk ¸iæZⅢcⅢ©

eᵃvÛ mⅷvg

25| †Kvb aitbi eᵃvÛ mⅷvg Avcbv‡K eᵃvÛ c0‡›`i †ÿ†Î me‡P‡q teⅢk c⨍weZ K‡i

(K) cb¨ mⅷvg □ (L) gⅷ¨ mⅷvg □ (M) †mev mⅷvg □ (N) ⅷeµq-Kgxⅷ mⅷvg □ (0) cⅢvⅷ mⅷvg   □

26| Avcⅷb L‡tPi Zjbvq †gvevBj Acv‡iU‡ii Kv‡Q †_‡K †h m‡qeav †fⅢM K‡ib †m ⅷeltq gZvgZ w`b

(K) D”P   □   (L) gaⅷg   □   (M) ⅷb¤ḙ □

27| kⅢ³kⅷjx eᵃvÛ mⅷvg eᵃvÛ c0‡›`i †ÿ†Î GKⅢU ¸iæZⅢcⅢ©Dcv`vb

(K) ¸iæZⅢcⅢ©bq□ (L) Kg ¸iæZⅢcⅢ©□ (M) gaⅷg ¸iæZⅢcⅢ©□   (N) ¸iæZⅢcⅢ©□   (0) teⅢk ¸iæZⅢcⅢ©

28| µq-ce©cŽ¨vkv Avcbvi eªvÛ c0»`‡K KZUKycŸFweZ K‡i ‡m welŸq gZvgZ w`b

(K) D"P □   (L) ga¨g □   (M) ıb¤œ □

29| eªvÛ m¤úŵKŽ †Kvb ai‡bi µq-ce©cŽ¨vkv Avcbvi eªvÛ c0»‡K cŸFweZ K‡i

(K) ıe‡kI Advi □ (L) GdGbGd myeav □ (M) c¨v‡KR myeav □ (N) B›Uvi‡bU myeav □ (0) Ab¨vb¨ □

cŽ¨ŷZ ¸bv¸b

30| Avcbvi eªv‡Ûi ıbUI qvK©†Kvqıjı̈jU hv Avcbv‡K eªvÛ c0‡»` cŸFweZ K‡i ‡m welŸq gZvgZ w`b

(K) fvj □   (L) PjbmB □   (M) `eŠ □

31| Avcuıb KZ mgq Avcbvi eªvÛ e¨envi RıbZ mgm¨vi g‡Lvglı̈L nb

(K) KL‡bv bv □   (L) K`wPr □   (M) gv‡S-gv‡S □   (N) cˆq-B □   (0) me©v □

32| Avcuıb ıK ai‡bi e¨envi RıbZ mgm¨vi g‡Lvglı̈L nb hv Avcbvi eªvÛ c0»‡K ‡ewk cŸFweZ K‡i

(K) ımg-KŴm¤úŵKŽ □(L) B›Uvi‡bU m¤úŵKŽ □(M) fvjˌ̋G‡tWW mwfŜm □ (N) ‡bUI qvK©m¤úŵKŽ □(0) Ab¨vb¨ □

33| †Kv¤úvbx KZ `ẑZ Avcbvi mgm¨vi mgvavb K‡i hv Avcbvi eªvÛ c0»‡K cŸFweZ K‡i

(K) Lˌ Kg mgq □   (L) K`wPr □        (M) gv‡S-gv‡S  □     (N) `ẑZ mgq □   (0) Lˌ `ẑZ mgq □

34| Avcbvi eªv‡Ûi †fv³v †mev ¸bv¸b hv Avcbv‡K eªvÛ c0‡»` cŸFweZ K‡i ‡m welŸq gZvgZ w`b

(K) fvj □   (L) PjbmB □   (M) `eŠ □

35| Avcbvi eªv‡Ûi B›Uvi‡bU MıZ hv Avcbv‡K eªvÛ c0‡»` cŸFweZ K‡i ‡m welŸq gZvgZ w`b

(K) D"P □   (L) ga¨g □   (M) ıb¤œ □

eªvÛ AvbˌŸMZ¨Zv

36| hŵI Ab¨ eªvÛ AˌZwi³ myeav cŴvb K‡i, Awg Avgvi eªvÛ cwieZŽ̮ Ki‡ev bv

(K) nˌ □   (L) bv □

37| ıbt¤ọ̈ †Kvb ıjvq̈wjU tcﬀ̂Ìg Avcbv‡K eªvÛ c0‡»`i ẗy†Î ‡ewk cŸFweZ K‡i

(K) ‡evbm c¨vK □   (L) K¨vk e¨vK Advi □   (M) ıMdU& □   (N) ıc‡ãgqvg □   (0) Ab¨vb¨   □

38| †Kvb ai‡bi ‡evbm c¨vK Avcbv‡K eªvÛ c0‡»`i ẗy†Î ‡ewk cŸFweZ K‡i

(K) ıiPvR©‡evbm □ (L) UK-UvBg ‡evbm □(M) B›Uvi‡bU ‡evbm □(N) GmGgGm, GgGgGm□ (0) Ab¨vb¨ □

39| Avcuıb K gZb K‡ib †Kvb ıbw°ŷ eªv‡Ûi cŽ AvbˌŸMZ̮ eªvÛ cwieZŷK ıbiæmwnZ K‡i

(K) G‡Kev‡iB mg_ŷ Kıibv □ (L) mg_ŷ Kıibv □ (M) ıbitcˇ̈y □ (N) mg_ŷ Kıi □ (0) ‡ewk mg_ŷ Kıi □

40| Avcuıb ıK ai‡bi ıjvq̈wjU tcﬀ̂Ìg cŽ¨vkv K‡ib hv Avcbvi eªvÛ c0»‡K cŸFweZ K‡i

(K) ıb¤œgjˌ̈ □ (L) DbŌ ıbUI qvK© □ (M) DbŌ B›Uvi‡bU tmev □ (N) DbŌ †fv³v tmev □(0) Ab¨vb¨ □

41| Avcuıb Avcbvi eªv‡Ûi cŽ wıK ai‡bi AvbˌŸMZ̮ c0‡kŴ K‡ib

(K) D"P □   (L) ga¨g □   (M) ıb¤œ □

42| e³vÛ BKBwU I e³vÛ cQ‡›`i Rb¨ Avcwb (1-7) Gi g‡a¨ †Kvb †¯‘wi c½vb Ki‡eb

e³vÛ m‡PZbZv	1	2	3	4	5	6	7
e³vÛ m‡bvg	1	2	3	4	5	6	7
e³vÛ ¸bv¸b	1	2	3	4	5	6	7
e³vÛ AvbyMZ¨Zv	1	2	3	4	5	6	7
e³vÛ cQ›`	1	2	3	4	5	6	7

ce©3t †mevi gvb g‡j¨vqb

43| †mevi gvb m¤ú‡K©Avcbvi gZvgZ c½vb Ki‡eb (1= G‡Ke‡iB mg_©B Kwibv Ges 5= †ewk mg_©B Kwi)

†mev gv‡bi Dcv`vbmgn	†fv³vi c½¨vkv					†fv³vi c½¨ÿb				
`k¨gvbZv										
‡gvevBj Acv‡Ui Kg©ZØv‡iv †ckvRwe Ges mý‡k³ c³Kvhgvi	1	2	3	4	5	1	2	3	4	5
‡gvevBj Acv‡Ui †fv³v‡mev †K›`³‡jv mvR-m¾v wewkó	1	2	3	4	5	1	2	3	4	5
DbœZ †mev c½v‡bi j‡ÿ³ ZvivAvawbK h‡š³wZ e¨envi Ki‡b	1	2	3	4	5	1	2	3	4	5
Zv‡`i wewfbœa‡bi Avb›`³vqK m‡evq c½v‡bi ÿgZv Av‡Q	1	2	3	4	5	1	2	3	4	5
A‡bK †fv³³v †mev †K›`³hv †fv³³‡`i †mev c½vb K‡i ¸‡K	1	2	3	4	5	1	2	3	4	5
wek¦m‡hvM¨Zv										
‡gvevBj Acv‡Ui A½Kvi wi Abyvqx †mev c½vb K‡i ¸‡K	1	2	3	4	5	1	2	3	4	5
mgqgZ GmGgGm, GgGgGm I Ab¨vb¨ †mev c½vb K‡i	1	2	3	4	5	1	2	3	4	5
Zv‡`i wbf©³‡hvM¨ I wek¦¯Í †bUI qvK©mÿ³gÿgZv i‡qtQ	1	2	3	4	5	1	2	3	4	5
‡gvevBj Acv‡Ui KgœZØv³v mwVK mg‡q †mev c½vb K‡i	1	2	3	4	5	1	2	3	4	5
‡gvevBj Acv‡Ui †bUI qvK©fj-åwšÍ g³³ Z_¨ msiÿb	1	2	3	4	5	1	2	3	4	5
`wqZ¡kxj Zvt										
KLb †mev c½vb Kiv n‡te Zv KgœZØv³v †fv³v³`i mwVKfv‡te Rvbvq	1	2	3	4	5	1	2	3	4	5
Zvivÿ¨bKfv‡te KgœZØv³v †fv³³³`i †mev c½vb K‡i	1	2	3	4	5	1	2	3	4	5
KgœZØv³v L‡c eÜgj f Ges mn‡R ¸hvMv‡hvM i ÿ³v K‡i	1	2	3	4	5	1	2	3	4	5
Acv‡Ui Kj tm›Uvi c½gB †fv³³³`i mst½ ¸hvMv‡hvM K‡i	1	2	3	4	5	1	2	3	4	5
wbðqZvt										
‡gvevBj Acv‡Ui mÿ³Kfv‡te Kj Pv‡tRP wbðqZv c½vb K‡i	1	2	3	4	5	1	2	3	4	5
‡gvevBj Acv‡Ui cÿB Uvl qvt³i i wbðqZv c½vb K‡i	1	2	3	4	5	1	2	3	4	5
wewfbœai f¨j½G‡tWW †mev c½v³³bi wbðqZv c½vb K‡i	1	2	3	4	5	1	2	3	4	5
KgœZØ³`i e¨envi †fv³³vi Av¯v AR³³bi wbðqZv c½vb K‡i	1	2	3	4	5	1	2	3	4	5
mnggx³vt										
ms†hvM Pvjy eÜ I wwiPv‡tRP †ÿ†Î m³³eavi³bK kZ©c½vb	1	2	3	4	5	1	2	3	4	5
†fv³³³`i Amxqvvi Rb¨ ÿgv c½_bv K‡i	1	2	3	4	5	1	2	3	4	5
mKj †fv³³³`i Rb¨ m³³eav³bK KgšÖv Pvjy i ÿ‡L	1	2	3	4	5	1	2	3	4	5

ce©4t †fv³³vi mš‘ó gj¨vqb

44| mš‘ó Dcv³³bi †ÿ†Î Avcbvi gZvgZ c½vb Ki‡eb (1= †ewk Amš‘ó Ges 5= †ewk mš‘ó)

‡bUI qvK©†Kvqwj wU	1	2	3	4	5
Kj PvR©	1	2	3	4	5
B›Uvi†bU MwZ	1	2	3	4	5

wmg Kv‡W‡ gj¨	1	2	3	4	5
‡fv³v tmev	1	2	3	4	5
c¨v‡KR m¨eav	1	2	3	4	5
wiPvR‡m¨eav	1	2	3	4	5
GdGbGd m¨eav	1	2	3	4	5
wiPvR‡tevbvm Advi	1	2	3	4	5
B›Uvi‡bU tevbvm Advi	1	2	3	4	5
UK-UvBg tevbvm Advi	1	2	3	4	5
cvjm&Advi	1	2	3	4	5
we‡kI Advi	1	2	3	4	5
‡gvevBj wdb¨wÝqvj mwwfm	1	2	3	4	5
Z_¨ tmev	1	2	3	4	5
B›Uvib¨kbvj tiwgs	1	2	3	4	5
f¨vj¨G¨‡WW mwwfm	1	2	3	4	5
f¨vj¨G¨‡WW mwwfm PvR©	1	2	3	4	5
mvgwiRK `vq-`wqZ¡	1	2	3	4	5

ce©5t we·vc‡bi djc†hZv gj¨vqb

45| wbt¤œ e‡vÛ¸tjvi t¨t†Î we·vc‡bi djc†hZv i¨vsK Kiæb (1= D"P c‡avb¨ Ges 3= wb¤œc‡avb¨)

‡gvevBj Acv‡iUi e¨vÛ	i¨vsK
M‡gxY‡dvb	
evsjwqjsK	
iwe	

46| ‡gvevBj Acv‡iUi we·vc‡bi m‡ehÉg gva¨g i¨vsK Kiæb (1= D"P c‡avb¨ Ges 8= wb¤œc‡avb¨)

we·vc‡bi gva¨g	i¨vsK	we·vc‡bi gva¨g	i¨vsK
(K) ‡Uwjwfkb		(O) we‡j‡evW©	
(L) msev`cÎ		(P) B›Uvi‡bU	
(M) g¨vMwwRb		(Q) ‡iwWI	
(N) wbqb mvBb		(R) ‡cvóvi	

47| we·vc‡bi djc†hZv gj¨vq‡bi Rb¨ Avcvi (1-7) Gi g‡a¨ ‡Kvb †¯vi c‡vb Ki‡eb

	1	2	3	4	5	6	7

48| Avcbvi g‡Z ‡gvevBj Acv‡iU‡`i we·vcb c‡v‡bi c‡vb D‡Ïk¨ wK

(K) cb¨ Z_¨ c‡vb □ (L) ‡fv³v‡K c‡iwPZ Kiv □ (M) ‡fv³v‡K ¯†Y Ki‡bv □ (N) m¤úK©eRvq ivLv □ (O) Ab¨b¨ □

49| Avcwb wK g‡b K‡ib we·vcb ‡gvevBj Acv‡iUi e¨vÛi c‡v‡ii me‡Pq fvj nwqZqvi

(K) n¨v □ (L) bv □

50| we·vc‡bi †Kvb gva¨g Avcbv‡K e¨vÛ cQ›`i t¨t†Î me‡Pq ‡ewk c‡fweZ K‡i

(K) ‡Uwjwfkb □ (L) msev`cÎ □ (M) we‡j‡evW© □ (N) GmGgGm □ (O) Ab¨b¨ □

51| Avcub wK g‡b K‡ib †gvevBj Acv‡iUi e¾v‡Ûi †Uwj wÝkb weÁvcb Lye Drmvne¨vÄK Ges gRv¨vi

(K) nu □   (L) bv □

52| Avcub wK g‡b K‡ib GmGgGm weÁvcb wewfbœai‡bi †mev m¤ú‡K©¨‡Z Z_¨ c‼vb K‡i

(K) nu □   (L) bv □

53| ‡Kvb ai‡bi †mev Z_¨ Avcub GmGgGm weÁv‡bi gva¨‡g mntR ‡c‡q _v‡Kb

(K) bZb Advi □ (L) Riæix msev` □ (M) miKvix Z_¨□ (N) f¨j‡G¨v‡bi¨WW mwwfø Avc‡WU□ (0) Ab¨vb¨□

54| Avcub wK g‡b K‡ib GmGgGm weÁvcb †µZµv-wetµZvi g‡a¨ m¤ú‡K©¨iÿÿv K‡i

(K) G‡Ke¨i‡B mg_©Kwibv □ (L) mg_©Kwibv □ (M) wbi‡c¨ □ (N) mg_©Kwi □ (0) †ewk mg_©Kwi □

55| weÁv‡bi †Kvb Dcv¨vb Avcbv‡K e¾vÛ cQ‡›` me‡P‡q †ewk cÖwweZ K‡i

(K) ‡jv‡Mv □   (L) ‡køvMvb□   (M) weÁvcb w_g□   (N) weÁvcb †nWjvBb□   (0) weÁvcb Dc¯vcbv□

56| weÁv‡bi †Kvb gva¨gi mnvthÿ Avcub `æZ †gvevBj Acv‡iU‡ii bZb Advi m¤ú‡K©¨Rv‡bZ cv‡ib

(K) ‡Uwj wÝkb   □   (L) msev`ĉ   □   (M) B›Uvi‡b‡U □   (N) GmGgGm □ (0) Ab¨vb¨ □

57| ‡Kvb gva¨gi weÁvcb Avcub mntR ¯fY K‡iZ cv‡ib

(K) ‡Uwj wÝkb   □   (L) msev`ĉ □   (M) e¨vbvi □   (N) ‡cvóvi □ (0) Ab¨vb¨   □

58| Avcub wK g‡b K‡ib †mywe‡kU weÁvcb e¾vÛ cQ‡›`i Rb¨ ¸iæZ¡c̈Y©

(K) nu □   (L) bv □

59| wK ai‡bi Z_¨ Avcub weÁv‡bi gva¨‡g mntR ‡c‡q _v‡Kb hv Avcbvi e¾vÛ cQ›`‡K cÖwweZ K‡i

(K) gjÿ¨ cwieẐ □ (L) bZb †mev □ (M) bZb c¨‡KR □ (N) bZb Advi □   (0) Ab¨vb¨   □

60| ‡Kvb ¯úÝikxc †cÖvMÖvg weÁv‡bi DËg gva¨g n‡m‡Z Avcbv‡K cÖwweZ K‡i

(K) Drme Av‡qvRb □ (L) †Ljv-aÿjv Av‡qvRb □ (M) cÖkø̂x □ (N) mȩR Kvh©µg □ (0) Ab¨vb¨   □

61| e¾vÛ BKBwU Ges e¾vÛ cQ›` Dbœq‡bi Rb̈ Avcbvi gjÿ¨eb civgk©cÖvb Kiæb

……………………………..

Appendix- B

Table: 5.3.43

Respondent expectation about service quality dimension of mobile operators brand

		SD	(%)	D	(%)	N	(%)	A	(%)	SA	(%)	Mean
Employees have neat professional appearance	GP	32	17.4	54	29.3	12	6.5	61	33.2	25	13.6	2.96
	BL	20	18.2	19	17.3	14	12.7	32	29.1	25	22.7	3.21
	RB	8	8.9	8	8.9	3	3.3	32	35.6	39	43.3	3.96
Exclusive decoration of mobile operators customer care point	GP	20	10.9	17	9.2	15	8.2	91	49.5	41	22.3	3.63
	BL	16	14.5	14	12.7	10	9.1	41	37.3	29	26.4	3.48
	RB	7	7.8	14	15.6	6	6.7	24	26.6	39	43.3	3.82
Use modern equipment for providing better service	GP	5	2.7	9	4.9	7	3.8	71	38.6	92	50.0	4.29
	BL	7	6.4	9	8.2	6	5.4	33	30.0	55	50.0	4.09
	RB	6	6.7	8	8.9	4	4.4	24	26.7	48	53.3	4.12
Network ability for providing variety of entertainment facilities	GP	16	8.7	20	10.9	7	3.8	69	37.5	72	39.1	3.88
	BL	9	8.2	10	9.1	12	10.8	29	26.4	50	45.5	3.92
	RB	7	7.8	9	10.0	6	6.7	25	27.8	43	47.7	3.98
Customer care point handling customer problem	GP	8	4.3	9	4.9	8	4.3	55	29.9	104	56.5	4.29
	BL	10	9.1	4	3.6	6	5.5	44	40.0	46	41.8	4.02
	RB	6	6.7	4	4.4	3	3.3	36	40.0	41	45.6	4.18
Mobile operators provide service as promised	GP	16	8.7	20	10.9	14	7.6	90	48.9	44	23.9	3.68
	BL	10	9.1	22	20.0	8	7.3	36	32.7	34	30.9	3.54
	RB	11	12.2	8	8.9	5	5.6	31	34.4	35	38.9	3.79
Timely delivers SMS, MMS, Voice message and other VAS	GP	12	6.5	25	13.6	6	3.3	83	45.1	58	31.5	3.81
	BL	8	7.3	9	8.2	7	6.4	46	41.7	40	36.4	3.92
	RB	12	13.3	6	6.7	4	4.4	38	42.2	30	33.3	3.76
Dependable network ability for solving customers complaint	GP	7	3.8	8	4.3	5	2.7	62	33.7	102	55.5	4.33
	BL	5	4.5	7	6.4	6	5.5	39	35.4	53	48.2	4.16
	RB	6	6.7	9	10.0	5	5.6	27	30.0	43	47.7	4.02
Mobile operators provide service at the right time	GP	10	5.4	12	6.5	5	2.7	114	62.0	43	23.4	3.91
	BL	13	11.8	16	14.5	6	5.5	54	49.1	21	19.1	3.49
	RB	10	11.1	15	16.7	6	6.7	30	33.3	29	32.2	3.58
Mobile operators network insists error-free records	GP	12	6.5	25	13.6	8	4.3	66	35.9	73	39.7	3.89
	BL	10	9.1	12	10.9	5	4.5	50	45.5	33	30.0	3.75
	RB	7	7.8	17	18.9	7	7.7	32	35.6	27	30.0	3.61
Inform customer exactly when service will be performed	GP	11	6.0	12	6.5	6	3.3	86	46.7	69	37.5	4.03
	BL	6	5.5	8	7.3	3	2.7	45	40.9	48	43.6	4.10
	RB	5	5.6	6	6.7	2	2.2	41	45.5	36	40.0	4.08
Willing to help customers in urgent situation	GP	6	3.3	8	4.3	8	4.3	89	48.4	73	39.7	4.17
	BL	6	5.5	9	8.2	4	3.5	30	27.3	61	55.5	4.19
	RB	8	8.9	8	8.9	3	3.3	26	28.9	45	50.0	4.02
Employees are approachable to contact with customer	GP	8	4.3	13	7.2	7	3.8	79	42.9	77	41.8	4.11
	BL	7	6.4	9	8.2	5	4.5	44	40.0	45	40.9	4.01
	RB	5	5.6	8	8.9	3	3.3	24	26.7	50	55.5	4.18
Communicates customer queries and solves their problem	GP	7	3.8	19	10.3	8	4.3	74	40.2	76	41.4	4.05
	BL	6	5.5	8	7.3	6	5.5	38	34.4	52	47.3	4.11
	RB	8	8.9	9	10.0	3	3.3	28	31.1	42	46.7	3.97
Providing assurance to charge call rate exactly	GP	14	7.6	12	6.5	6	3.3	70	38.0	82	44.6	4.05
	BL	9	8.2	10	9.1	3	2.7	24	21.8	64	58.2	4.13
	RB	4	4.5	8	8.9	3	3.3	31	34.4	44	48.9	4.15
Assurance enough towers for excellent network facilities	GP	12	6.5	11	6.0	5	2.7	104	56.5	52	28.3	3.94
	BL	10	9.1	16	14.5	6	5.5	46	41.8	32	29.1	3.68
	RB	7	7.8	10	11.1	4	4.4	33	36.7	36	40.0	3.91

		SD	%	D	%	N	%	A	%	SA	%	Mean
Assurance to deliver variety of VAS and easy internet access	GP	8	4.3	10	5.4	6	3.3	61	33.2	99	53.8	4.27
	BL	8	7.3	8	7.3	2	1.8	37	33.6	55	50.0	4.12
	RB	8	8.9	6	6.7	3	3.3	36	40.0	37	41.1	3.98
Employees of mobile operators instilling confidence in customers	GP	11	6.0	14	7.6	3	1.6	100	54.3	56	30.5	3.96
	BL	11	10.0	5	4.5	4	3.6	40	36.4	50	45.5	4.03
	RB	5	5.6	7	7.8	3	3.3	33	36.7	42	46.6	4.11
Convenient terms for activation, recharge & account suspension	GP	6	3.3	10	5.4	5	2.7	80	43.5	83	45.1	4.22
	BL	9	8.2	6	5.5	5	4.5	27	24.5	63	57.3	4.17
	RB	7	7.8	7	7.8	3	3.3	32	35.6	41	45.5	4.03
Apologizing for inconvenience caused by customers	GP	7	3.8	15	8.2	4	2.2	81	44.0	77	41.8	4.12
	BL	6	5.5	8	7.3	4	3.6	47	42.7	45	40.9	4.06
	RB	6	6.7	9	10.0	4	4.4	16	17.8	55	61.1	4.18
Convenient operating hours for all customers	GP	12	6.5	6	3.3	11	6.0	97	52.7	58	31.5	3.99
	BL	5	4.5	11	10.0	4	3.6	47	42.7	43	39.2	4.02
	RB	8	8.9	6	6.7	4	4.4	24	26.7	48	53.2	4.09

SD= Strongly Disagree, D= Disagree, N= Neutral, A= Agree, SA= Strongly Agree

Table: 5.4.40

Respondent satisfaction level on different attributes of particular mobile operator brand

		HD	(%)	D	(%)	N	(%)	S	(%)	HS	(%)
Network quality	GP	13	7.1	10	5.4	8	4.4	60	32.6	93	50.5
	BL	8	7.3	16	14.5	9	8.2	31	28.2	46	41.8
	RB	13	14.4	9	10.0	6	6.7	26	28.9	36	40.0
Call charge	GP	54	29.3	79	42.9	16	8.7	14	7.6	21	11.5
	BL	42	38.2	35	31.8	7	6.4	11	10.0	15	13.6
	RB	27	30.0	25	27.8	11	12.2	15	16.7	12	13.3
Internet speed	GP	45	24.5	37	20.1	10	5.4	63	34.2	29	15.8
	BL	33	30.0	26	23.6	9	8.2	29	26.4	13	11.8
	RB	19	21.1	28	31.1	10	11.1	15	16.7	18	20.0
Price of SIM card	GP	10	5.4	8	4.3	11	6.0	66	35.9	89	48.4
	BL	6	5.5	12	10.9	11	10.0	32	29.1	49	44.5
	RB	8	8.9	6	6.7	8	8.9	40	44.4	28	31.1
Customer care service	GP	8	4.3	10	5.4	6	3.3	91	49.5	69	37.5
	BL	12	10.9	8	7.3	5	4.5	38	34.5	47	42.8
	RB	11	12.2	23	25.6	6	6.7	31	34.4	19	21.1
Package facility	GP	14	7.6	10	5.4	11	6.0	58	31.5	91	49.5
	BL	15	13.6	12	10.9	6	5.5	34	30.9	43	39.1
	RB	13	14.4	11	12.2	9	10.0	27	30.1	30	33.3
Recharge facility	GP	9	4.9	13	7.1	8	4.3	86	46.7	68	37.0
	BL	11	10.0	9	8.2	7	6.4	36	32.7	47	42.7
	RB	6	6.7	10	11.1	5	5.6	39	43.3	30	33.3
Friends and family offer	GP	15	8.2	11	6.0	10	5.4	52	28.3	96	52.1
	BL	7	6.4	6	5.5	11	10.0	51	46.4	35	31.7
	RB	10	11.1	21	23.3	6	6.7	23	25.6	30	33.3
Recharge bonus offer	GP	37	20.1	48	26.1	22	12.0	59	32.1	18	9.7
	BL	28	25.5	33	30.0	7	6.4	24	21.7	18	16.4
	RB	15	16.7	34	37.8	13	14.4	10	11.1	18	20.0
Internet bonus offer	GP	69	37.5	51	27.7	17	9.2	25	13.6	22	12.0
	BL	25	22.7	47	42.8	11	10.0	16	14.5	11	10.0
	RB	31	34.4	24	26.7	7	7.8	15	16.7	13	14.4
Talk-time bonus offer	GP	42	22.8	46	25.0	12	6.5	36	19.6	48	26.1
	BL	22	20.0	29	26.4	13	11.8	27	24.5	19	17.3
	RB	19	21.1	22	24.4	9	10.0	29	32.3	11	12.2
Pulse offer	GP	11	6.0	19	10.3	16	8.7	47	25.5	91	49.5
	BL	12	10.9	18	16.4	4	3.6	31	28.2	45	40.9
	RB	8	8.9	8	8.9	5	5.6	24	26.6	45	50.0
Occasionally special offer	GP	12	6.5	9	4.9	10	5.4	67	36.5	86	46.7
	BL	11	10.0	8	7.3	5	4.5	37	33.7	49	44.5
	RB	6	6.7	18	20.0	11	12.2	21	23.3	34	37.8
Mobile financial service	GP	8	4.3	14	7.6	6	3.3	61	33.2	95	51.6
	BL	13	11.8	7	6.4	9	8.2	35	31.8	46	41.8
	RB	9	10.0	11	12.2	12	13.3	23	25.6	35	38.9
Information service	GP	10	5.4	8	4.3	11	6.0	63	34.3	92	50.0
	BL	9	8.2	11	10.0	7	6.4	34	30.9	49	44.5
	RB	6	6.7	9	10.0	4	4.4	40	44.4	31	34.5
International roaming	GP	79	42.9	44	23.9	21	11.4	22	12.0	18	9.8
	BL	35	31.8	41	37.3	8	7.3	10	9.1	16	14.5
	RB	35	38.9	32	35.6	5	5.6	10	11.1	8	8.8
Value added service	GP	8	4.3	12	6.5	6	3.3	61	33.2	97	52.7
	BL	11	10.0	5	4.5	9	8.2	51	46.4	34	30.9
	RB	12	13.3	9	10.0	2	2.2	36	40.1	31	34.4

		HD		D		N		S		HS	
Value added service charge	GP	39	21.2	76	41.3	15	8.2	31	16.8	23	12.5
	BL	18	16.4	48	43.6	14	12.7	19	17.3	11	10.0
	RB	29	32.2	21	23.3	6	6.7	12	13.3	22	24.5
Corporate social responsibility	GP	41	22.3	69	37.5	19	10.3	22	12.0	33	17.9
	BL	37	33.6	29	26.4	9	8.2	19	17.3	16	14.5
	RB	21	23.3	39	43.3	10	11.1	9	10.0	11	12.3

HD= Highly Dissatisfied, D= Dissatisfied, N= Neutral, S= Satisfied, HS= Highly Satisfied