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# A DESCRIPTIVE RESEARCH OF CONSUMER PROMOTION, PRICE PERCEPTION, SERVICE QUALITY, CUSTOMER SATISFACTION, AND BRAND LOYALTY IN THE CONTEXT OF ROBI AXIATA LIMITED IN DHAKA

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by

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ID: 0820215

An Internship Report Presented in Partial Fulfillment

of the Requirements for the Degree

Bachelor of Business Administration

INDEPENDENT UNIVERSITY, BANGLADESH

April 2012

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by

Maksudul Amin

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has been approved

April 2012

_____

Ms. Momtaj Khanam

Senior Lecturer

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Independent University, Bangladesh

23rd April, 2012

Ms. Momtaj Khanam
Senior Lecturer
School of Business
Independent University, Bangladesh

Subject: **Letter of Transmittal**

Dear Madam,
With great pleasure, I submit the Internship Report on "A descriptive research of consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty in the context of Robi Axiata Limited in Bangladesh". I expect this report to fulfill the requirements of my internship program (BBA 499A) at Robi Axiata Limited.

I have put in my best efforts to make this report a success. I have followed all the criteria and guidelines you provided me to prepare this report. However, I am sure that this report could have been a more superior one, if it had not been my first time to conduct such a descriptive study. However, this has obviously been a great source of learning for me to conduct similar research studies in future.

I would like to express my sincere gratitude to you for your guidance and suggestions in preparing the report. I will be happy to provide any further explanation regarding this research report if necessary. Thank you for providing me with this great opportunity and guiding us throughout the preparation of this report.

Sincerely,

Maksudul Amin

ID: 0820215

## Acknowledgments

This is my humble attempt to present gratitude in writing. I have truly drawn upon my own experience as student of B.B.A. I have received help from number of persons in preparing this report and would like to thank them all.

First and foremost, I commit myself grateful to Almighty God for his unlimited kindness and maximum helpful hand in continuing my report preparation.

Then, I would like to take the opportunity to express my sincere gratitude and respect to Ms. Momtaj Khanam for supervising me to prepare this report. In spite of her busy work schedule, she had kindly agreed to talk to me, guide me and I would like to express my heartfelt gratitude for that.

I am also deeply thankful to the organization, Robi Axiata Limited to give me the opportunity to experience my internship with them and also want to show my gratitude to Mr. Fahad Mahmud, General Manager, SCM Strategy and Analysis for his tremendous support down the journey and all other people who have helped in preparing this report with guidance and necessary information.

Sincerely,

Maksudul Amin

ID: 0820215

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## Executive Summary

The purpose of this study is to ascertain consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty in the context of Robi Axiata Limited in Bangladesh. As a descriptive research, it aims at understanding how various factors or dimensions of consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty affect subscriber's perception for Robi Axiata Limited (Robi). The study was on Robi located in Dhaka.

A survey research is used to assess consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty. A 5-point likert scale questionnaire is used. It contains 39 statements about Robi's promotional activities, voice clarity, network availability, internet service, Value Added Services, price of the service, TVC, Billboard, Print Ad, Ad in Radio, Responsiveness, Reliability, Empathy, Assurance, Tangibles, customer service, brand image. The questionnaire also contains Gender, Occupation, Income Level Per Month, and the most important criteria while choosing the service of Robi in addition to the background data of the respondents. An online questionnaire is used for analysis and it is posted in facebook.

Findings indicated that most Robi subscribers are agree about consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty in Dhaka. The important dimensions or factors that determine consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty in Dhaka are marketing tools, reasonable tariff plan, premium quality of service, highest satisfaction with Robi, and brand name of Robi.

One of the limitations of this study is in the sample whereby the study measure only private universities students' perceptions and left out all the other students studying other public and national universities. This limits the generalization of the findings across Dhaka. The researcher's implication is that measuring subscriber's perceptions of consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty enable Robi to prioritize important factors identified as important by the subscribers for effective allocation of resources.

# 1.0 Introduction

Bangladesh has a booming telecommunication industry the competitors in the telecommunication industry are Grameenphone, Robi Axiata Limited, Banglalink, Airtel, Citycell, and Teletalk. Robi Axiata Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Robi Axiata Limited, formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March, 2010 the company started its new journey with the brand name **"**Robi**".**

On crossing two years, Robi has succeeded in achieving 19.08 % Market share, as per BTRC. Its subscriber base has increased to 16.519 million till the end of January 2012. It has also improved its technical capability by expanding and renovating its BTS across the country. Robi now enjoys 98% of population coverage.

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

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

With its strengths and competencies developed over the years, Robi aims to provide the best quality service experience in terms of coverage and connectivity to its customers all over

Bangladesh. Together with its unique ability to develop local insights, Robi creates distinct services with local flavor to remain close to the hearts of its customers.

No matter what it does in order to realize our purpose, it holds itself accountable to the following overarching guiding principles – being respectful towards everyone, being trustworthy by action, being passionate and creative in all Robi do, keeping things simple in the way we do things, being ethical and transparent, demonstrating individual and collective ownership, and practicing an open culture in communication and interaction.

## 2.0 Statement of the Problem

The researcher think consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty these five variables are necessary for understanding the telecommunication company in the context of Robi Axiata Limited in Bangladesh.

## 3.0 Purpose of the Study

The purpose of this paper is to assess consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty of professional services and how this influences.

General objective of this report is to fulfill the internship requirement for BBA program. In order to make the students more competent, Independent University, Bangladesh requires the students to take the Internship course, BBA499A, as a BBA program requirement which helps the students to get accustomed to the real business world. To complete the course, students need to spend three months at an organization and submit an internship report.

# 4.0 Limitations

The study was limited by a number of factors –

- The research is limited only in Dhaka city.
- The research is limited within private universities.
- Sample size is very small (only 100) to present the proposed scenario.
- The knowledge constraint of the researcher was another limitation for this study.
- The researcher had done online surveys, who are not internet users they could not respond.
- Most of the information cannot be included in report because of confidential issue.

# 5.0 Literature Review

## *5.1 Advertising*

After spending resources on naming a product, it is imperative to support it through advertising and communication (Berry et al., 1988). For a product to succeed, the brand owner must dedicate more resources to promoting it through advertising. O'Malley (1991) writes that advertising is a key to sustaining appeal of brands. It is also a key to developing that appeal in the first place. Belch (2004) says that the first job of advertising is to build brand awareness and corporate brand approval. Through advertising, marketers expose the potential consumer to the brand and give them the opportunity to accept it.

Advertising should be thought of as an investment in the brand it is promoting. Just as a company would invest in technology and innovation, it must also invest in advertising and promotion if it is to succeed (Wentz, 1993).

According to The Economist (1989) Generally speaking, advertising is the promotion of goods, services, companies and ideas, usually by an identified sponsor. Marketers see advertising

as part of an overall promotional strategy. Other components of the promotional mix include publicity, public relations, personal selling and sales promotion.

The magazine also mentioned (1989) advertising is the promotion of goods, services, companies and ideas, usually by an identified sponsor. Marketers see advertising as part of an overall promotional strategy. Other components of the promotional mix include publicity, public relations, personal selling and sales promotion.

### *5.2 Customer's Perceived Value*

The perceived value for customers is a key success factor for professional service firms. The customer value construct has gained traction in numerous streams of marketing literature in recent years (Khalifa, 2004). Some of the more important customer value ideas that have been discussed over the past 15 years are reviewed. "Value creation for the customer means that the firm meets the customer's quality, delivery and cost expectations." Vantrappen (1992, p. 53). Expectations for one customer can be different for another. "Each customer has unique and evolving needs: another customer expects to find different attributes in the product; and the same customer will expect different attributes next time he uses it." Vantrappen (1992, p. 59).

"The central organizational challenge in the customer value-based theory of the firm is to maximize the effectiveness of the firm's customer value creation activities." He emphasized finding out what it is that the customer wants and work to meet those needs. Slater (1997, p. 165). "Customer value is created when the perceptions of benefits received from the transaction exceed the costs of ownership." Christopher (1996, p. 58). Christopher in 1996 cites three sources of competitive advantage with respect to this question: operational excellence, product leadership and customer intimacy. One of these strategic approaches can be a company's main source of value creation (Treacy and Wiersama, 1995). "Adopting a customer value delivery orientation requires organizations to learn extensively about their markets and target customers." Woodruff (1997). Deciding how to compete on what customers value now and in the future raises difficult questions. "Buyers perceptions of value represent a trade-off between the quality and benefits they perceive in the product relative to the sacrifice they perceive by paying the price." Johnson et al. (1999, p. 2). "A strong competitive advantage can be gained through consistently providing superior customer value." Johnson and Weinstein (2004, p. 10).

### *5.3 Service Quality*

According to Berry et al. (1988), service quality has become a significant differentiator and the most powerful competitive weapon which all the service organizations want to possess. Definitions of service quality hold that this is the result of an evaluation process where customers compare their expectations about a service with their perception of the service to be received (Lewis & Booms, 1983; Lehtinen & Lehtinen, 1982; Gro¨nroos, 1984; Parasuraman et al., 1985, 1988, 1994). They also added that service quality can be split into technical quality which means 'what is done' and functional quality which means 'how it is done'. Lehtinen and Lehtinen (1982) gave a three-dimensional view of service quality consisting 'interaction', 'physical', and 'corporate' quality.

Numerous researches have been delineated service quality as forms of attitude – a long run overall evaluation, and the two constructs (service quality and attitude) are viewed as similar (Parasuraman et al., 1988; Bitner, Booms, & Tetreault, 1990; Bolton and Drew, 1991; Cronin & Taylor, 1992; Bitner & Hubert, 1994). Allport (1935) defined attitude as "a learned predisposition to respond to an object in a consistently favorable or an unfavorable way." As perceived service quality portrays a general overall appraisal of service, i.e. a global value judgment on the superiority of overall satisfaction with the service, it is viewed as similar to attitude (Sureshchandar et al., 2002).

Parasuraman et al. (1988) have developed a service quality measure, SERVQUAL which reasonable of the overall service quality dimensions. The researchers developed ten general dimensions named- tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communications, and understanding. SERVQUAL was revised later by Parasuraman et al. (1991) based on the result of an empirical study on five service companies. They noticed that some of the ten dimensions were correlated. They refined it and finalized the instrument composed of five dimensions include reliability, responsiveness, assurance, empathy, and tangibles. In this present study these dimensions will be used to measure the service quality.

### *5.3.1 Dimensions of service quality*

#### *5.3.1.1 reliability*

According to Philip Kotler (1999); Bitner, M. J., and Zeithaml, V. A. (2003) the ability to perform the promised service dependably and accurately is the reliability. Gilbert A. Churchill, Jr. & J. Paul peter (1999) added that customers want performance to be consistent and dependable.

#### *5.3.1.2 responsiveness*

According to Philip Kotler (1999); Bitner, M. J., and Zeithaml, V. A. (2003) responsiveness is the willingness to help customers and provide prompt service. Gilbert A. Churchill, Jr. & J. Paul peter (1999) added that customer must see service provider as ready and willing to perform.

#### *5.3.1.3 tangibles*

According to Philip Kotler (1999); Bitner, M. J., and Zeithaml, V. A. (2003), the appearance of physical facilities, equipment, personnel, and communication material of an organization is the tangibles. Gilbert A. Churchill, Jr. & J. Paul peter (1999) added that customer look for quality in the equipment, facilities, and communication materials used to provide the service.

#### *5.3.1.4 empathy*

According to Philip Kotler (1999); Bitner, M. J., and Zeithaml, V. A. (2003), empathy means the provision of caring, individualized attention to the customer.

#### *5.3.1.5 assurance*

According to Philip Kotler (1999); Bitner, M. J., and Zeithaml, V. A. (2003), assurance means the knowledge and courtesy of employees and their ability to convey trust and confidence.

### *5.4 Customer Satisfaction*

The most common interpretations reflect the notion that satisfaction is a feeling which results from a process of evaluating what was received against that expected, the purchase decision itself and the fulfillment of needs or want (Armstrong &Kotler, 1996; Berkowitz et al.1999). Kotler (1999) also noted that satisfaction is a function of perceived performance and expectations which identifies feelings of a person resulting from comparing a product's perceived performance in relation to his or her expectations. Bitner andZeithaml (2003) stated that satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Fe and Ikova (2004) added that the perception of the word "satisfaction" influences the activities which we conduct to achieve it. Researchers have also identified customer satisfaction from a multi-dimensional nature and view overall satisfaction as a function of satisfaction with multiple experiences with the service provider (Sureshchandar et al., 2002).

### *5.5 Customer Loyalty*

Customer loyalty represents the repeat purchase, and referring the company to other customers (Heskett et al. 1994). He also stated that customer loyalty is a figure that may be measured directly as measuring the actual repeated sales to customers.

According to Duffy (2003) loyalty is the feeling that a customer has about a brand which ultimately generates positive and measurable financial results. Improvements in retention and increasing in the share of the company are the obvious economic benefits of customer loyalty.

According to Feick and Lee (2001), customer loyalty has been measured as the long-term choice probability for a brand or as a minimum differential needed for switching.

Several earlier studies identified customer loyalty in several ways such as attitudinal approaches focused mainly on brand recommendations, resistance to superior products (Narayandas, 1996), repurchase intention (Cronin & Taylor, 1992) and willingness to pay a price premium (Bitner & Zeithaml, 2003). Czepiel and Gilmore (1987), define service loyalty as a specific attitude to continue in an exchange relationship based on past experiences. Their

definition implies that levels of service loyalty can be assessed by attitudinal measures such as the ones based on intentions to repatronize a service provider. Such attitudinal measures have an advantage over behavioral measures (e.g. repeat patronage) in that they can provide greater understanding of the factors associated with the development and modification of loyalty (Oliva et al., 1992).

## 6.0 Methodology

### *6.1 Research Design*

The purpose of the descriptive research is to answer the questions who, what, where, when, and how. In the context of telecommunication industry, the study will examine the consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty.

### *6.2 Research Approach*

For the research approach, firstly we need data or information from private universities students' who are subscriber of Robi and users of internet. This participation will be voluntary and whenever the participant wants to withdraw, they will be free to do so at any time.

### *6.3 Sampling Method*

Non probability sampling technique would be appropriate to draw a sample from the sampling frame. In this regard, for the current study a convenience sampling method would be utilized. The sampling frame for this method, we collected data from private universities students' who are subscribers of Robi. The research is conduct only in Dhaka City due to time and budget constraints.

### *6.4 Survey Instrument*

A online questionnaire survey used in this study to collect data from respondents. The samples include private universities students' where all respondent are well educated.

In this strategy, we used online questionnaire which includes multiple choices, and 5-point likert scale. The online questionnaire survey is the most effective method for this study to collect the data for the following reasons:

- The main strength of this type of question is that the form is easy to fill and the answers can be checked easily and quantities especially useful for large groups.
- The researcher conducts survey on 100 respondents. It is not being possible to conduct personal interview because of time limitation. Therefore, online questionnaire survey is the most appropriate one for the current study.
- The postal system of the country is very slow. Hence, mail survey can be time consuming for this study.
- The data gathered through questionnaire is easy to put in quantitative analysis.
- It takes less time to fill up a questionnaire. Therefore, the Robi subscribers are not be reluctant in providing accurate data.

### *6.5 Data Collection*

All the information and survey data have collected in various ways, including a literature review, an online survey. Survey questionnaire has been made in google docs and posted in facebook. The researcher has focused more on primary data collection. The reasons behind choosing this method are it is very easy to get information, cost effective and easy to analyze.

### *6.6 Data Analysis Procedure*

Microsoft Office Excel 2007 software is used to analyze the data. The researcher has used descriptive statistics when individually analyzing consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty. The researcher used descriptive statistics to examine the consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty. Descriptive statistics indicates few techniques such as mean, median, mode, standard deviation, and frequency distributions. The researcher gets the frequency distributions from the summary of respondent in google docs. After getting all numerical values researcher did the interpretation based on the definition.

Mean: Mean is calculated by adding a group of numbers and then dividing by the count of those numbers. For example, the average of 2, 3, 3, 5, 7, and 10 is 30 divided by 6, which is 5.

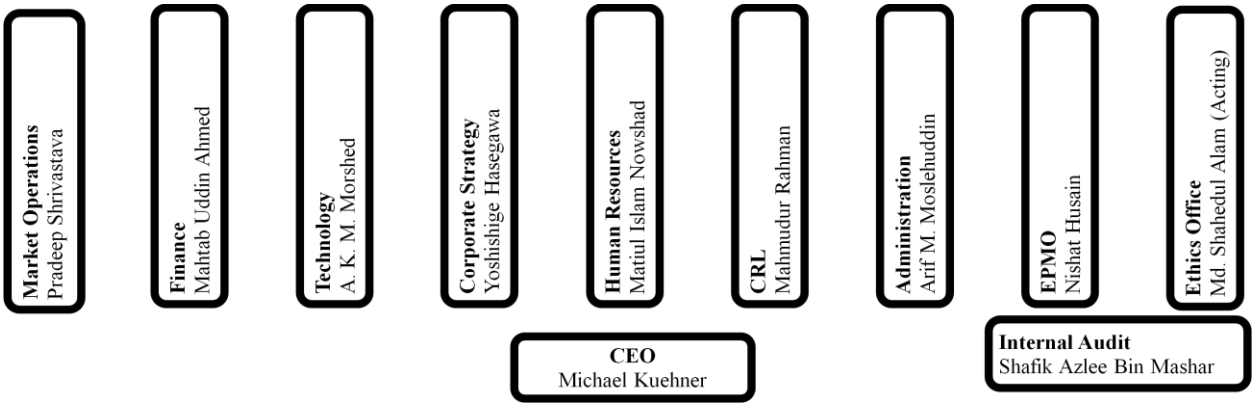
Median: which is the middle number of a group of numbers; that is, half the numbers have values that are greater than the median, and half the numbers have values that are less than the median. For example, the median of 2, 3, 3, 5, 7, and 10 is 4.

Mode: which is the most frequently occurring number in a group of numbers. For example, the mode of 2, 3, 3, 5, 7, and 10 is 3.

Standard deviation: Estimates standard deviation based on a sample. The standard deviation is a measure of how widely values are dispersed from the average value (the mean).

Frequency distribution: Calculates how often values occur within a range of values, and then returns a vertical array of numbers. For example, use frequency to count the number of test scores that fall within ranges of scores. Because frequency returns an array, it must be entered as an array formula.

## 7.0 Org chart of Robi Axiata Limited




## 8.0 Products & Services Offered by Robi Axiata Limited

### *8.1 Products Offered*

The GSM telecom operator Robi Axiata Limited has a wide variety of products that make Robi to reach Robi's desired customers. Segmentation is done here in such a way that the customers having different demographic or psychographic attributes can choose between the products and also they can customize their products. The main product of the telecom operators is the SIM cards that provide the air time to the customers.

#### *8.1.1 SIM Cards*

The SIM card is the main product that enables the customers to attach it in any mobile handset and talk to their families and friends. Robi has differentiated Robi's SIM cards for different type of users. The segmentation is done on the following basis-

*8.1.2 Regular Users*

The regular or everyday users are users who want to have cheaper rates in their calls and wants better connectivity. They are mostly prepaid users and Robi has done significant marketing with their regular products for these users. For the regular users, Robi offers Robi Prothom, Robi Muhurto packages.

All of the packages are prepaid packages. As the customers tend to be less loyal to be with the packages, the operators frequently offers different discounts for different packages and also the startup price of each of the packages are very low with higher bonus talk times and sms. Robi also offer postpaid packages for the regular users. But the postpaid package holders are mainly the educated subscribers who do not switch to any other operator very easily.

8.1.3 *Corporate/Business Users*

The target customers of this segment are the medium and large business peoples. As they contribute a huge portion of income to the operators, so the operators go in partnership with the users**.** Robi Corporate is the corporate or business postpaid package for the target customers. Robi makes and arrangement to provide a large number of sim cards to a particular company and the company can negotiate their call rates with the operator, which means that the same operator can provide different call rates for different companies or business.

8.1.4 *Small Business Users*

Robi Uddokta is the example of the package which is targeted to the small business users. The users tend to have a phone/fax shop where people come to call and the users earn money through this. Their talk times are less than the regular or corporate users as these packages are supposed to be for the people who want to do business with their connection. Almost all of the packages offer one second pulse that helps them to earn more and spend less in each minute.

8.1.5 *Rural Users*

The target customers of this segment are mainly the rural people who live in remote and underdeveloped areas and have hard times to connect to their families. The packages offered for this segment offer very economic call rates with better connectivity.

*8.1.6 EDGE Modem*

It is the product where the subscribers insert their SIM cards and connect it to their computer or laptops and use the internet anytime anywhere. Mobility is the main benefit for which it has become a huge hit in the market and many subscribers use multiple operators as they want to use the better connectivity one in the modem and the other one for voice connectivity in their mobile handset.

## *8.2 Services Offered*

Robi along with its various products also provide variety of services. There are some special services and some are unique. These services can be categorized by Value Added Services and After Sale services. Furthermore, the operators also offer GSM features.

*8.2.1 Value Added Services*

Value Added Services (VAS) offer subscribers a service which can create value in subscribers mind and add value to the company's service. These services generate revenue for the company.VAS are sometime created to meet subscribers demand and sometime to create demand of new services. Value added service also include non-voice services where the company concentrating to make subscribers adapt and increase usages, because the company knows one day voice service will reach to its saturation and then non-voice services will keep continuous

growth of the company's annual revenue. Hence, the bundle of VAS is a great resource for the company to generate revenue.

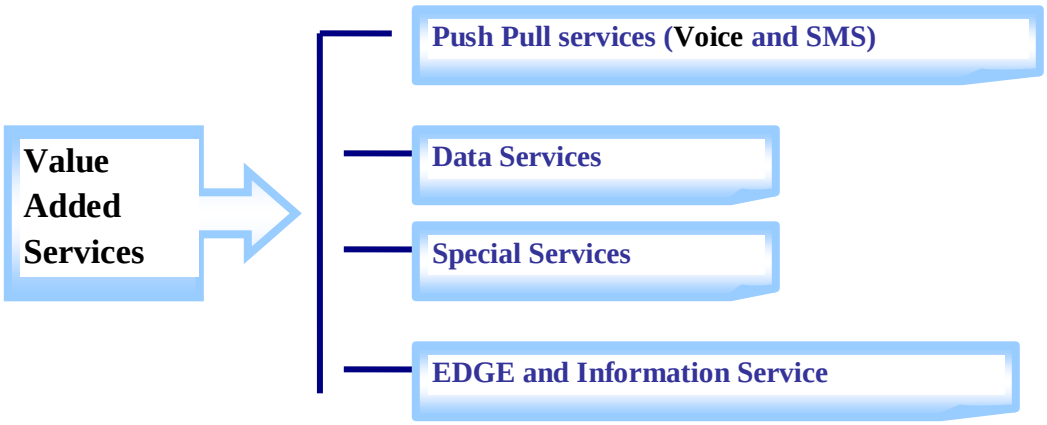
Subscribers can use their mobile phone for many other purposes than making voice calls. With Robi's VAS, subscribers can use their mobile phone to:

- Send and receive text messages, picture messages, voice messages
- Download ring tones, logos, wallpapers
- Obtain news updates, cricket score updates
- Browse the Internet and also send and receive e-mails
- Participate in competitions and vote for subscribers opinions.

Subscribers will be able to use all the services below whenever and wherever subscribers need them-

- Messaging Services
- Information Alerts
- Data Transfer
- Entertainment Services
- Browsing the Internet
- Send and receive e-mails
- Download Contents
- Customize Subscribers' Handset
- Participate in Competitions
- Vote subscribers' Opinions

At present the available VAS can be categorized into the following four




ways:

*8.2.1.1 push- pull services*

From the word push and pull this service can be defined as a service in which a subscriber push buttons of his/her mobile set to ask for a query and pull it. Push Pull is a SMS based service. Instead of asking query to the call centers subscribers can directly pull information by sending SMS to some selective numbers provided by the operators or their respective vendors. It is Text SMS based service. Subscribers can pull necessary information only by sending SMS writing specific words. Push pull service offers Bill general emergency query, news, emergency, entertainment, bank account info, quiz (Prothom-Alo& Daily Star), ring tone and logo down load.

*8.2.1.2 missed call alert*

Now subscribers can be notified, by SMS, of the calls subscribers have missed when subscriber's phone was unreachable. The alert notifies registered subscribers of the service about the calls that they did not answer or did not receive when they were unreachable due to any of the following reasons:

- handset switched off
- out of network or coverage area
- battery discharge or any other reason

*8.2.1.3 data services*

This service Allow subscribers' mobile phone to attach to a computer to send or transfer data. One can use this service even when subscribers are on the move within the operator's coverage area. Currently it is available only to corporate clients. No need to have connection with a fixed line.

*8.2.1.4 WAP*

WAP stands for "Wireless Application Protocol". This is an open global specification that empowers mobile users with wireless devices to easily access to various Internet information and services instantly. It provides the market with data (non-voice) services available to many more participants-anywhere anytime than a personal computer. WAP bridges the gap between the mobile world and the Internet as well as corporate intranets and offers the ability to deliver an unlimited range of mobile value-added services to subscribers-independent of their network, bearer and terminal. Mobile subscribers can access the same wealth of information from a pocket-sized device as they can from the desktop. WAP is a global standard and is not controlled by any single company. Ericsson, Nokia, Motorola and Unwired Planet founded the WAP forum in the summer of 1997 and they provide it to the mobile operators.

Key Benefits for a Subscriber's of WAP

- Easy to use.
- The possibility of having personalized services.
- Portability. Subscribers do not have to entail separate investment for WAP.
- Access to a wide variety of services on a competitive market.
- Fast, convenient and efficient access to services.

Through this service, subscribers can –

1. Browse the Internet
2. Send E-mail
3. Chat on the Net
4. Do On-line Shopping

*8.2.1.5 EDGE*

EDGE stands for Enhanced data for global evolution. This is the new service which is actually enhanced data transfer. It contains Internet, WAP and MMS. WAP and internet provides website access and download contents (picture, logo) through mobile phone. MMS helps to send and receive picture massage through mobile. The operators have done segmentation for providing the EDGE service.

*8.2.1.5.1 BENEFITS OF EDGE*

With EDGE, the subscribers can –

Get Internet access any time, remain connected all the time wherever subscribers want, and have a great web surfing experience. Surf the Internet with super-fast speed from subscribers' handset. Browse contents more easily on subscribers' mobile phone. Send and receive e-mails through subscribers' mobile phone. Send and receive multimedia (pictures, sounds) messages. Download better quality contents: high-quality ring tones, wallpapers, songs, movie clips, videos, animated logos, and themes that will let subscribers customize subscribers' handset in many ways. Receive incoming calls even while browsing. Once the call ends, subscribers' data transfer will resume automatically from the place it stopped.

*8.2.1.6 some special services*

Robi is offering various special services at a very low rate. It makes the customers delighted and also generates revenue for the customer.

*8.2.2 Instant Messaging*

With this Innovative service subscribers will be able to use PC-style instant messaging and presence on mobile phones through operator's own chat software.

The unique features of Instant Messenger are –

- Operator to operator Chat
- SMS
- Broadcast Message

- Off line messages
- Presence status display
- Chat Rooms
- Settings Wizard

*8.2.3 Short Message Service (SMS)*

SMS is the most popular Value added service of the mobile operators. It is popular because it is cheap. But SMS still many subscribers do not know how to send SMS. SMS in mobile acts like an advanced pager. Subscribers can send and receive text messages of up to 160 characters for 1 SMS, directly from one mobile operator to the same operator number or any other operator's mobile.

*8.2..4 Voice Mail Service (VMS)*

VMS is a unique answering machine. It provides subscribers with a personal electronic mail box in voice mail center. It records subscriber's personalized greetings as well as stores incoming voice messages. It records incoming voice messages if subscribers are:

- Outside operator's coverage area or
- Busy or
- Simply switched off subscribers' mobile

It provides 24-hour automatic secretarial service. It makes one available to his/her calling person anytime.

*8.2.5 Welcome Tune Service*

These are the services provided to the subscribers through content providers. Charge for a ringtone is 10-15 taka. Welcome tune is services which also charge 10-15 taka and there is a monthly access fee (20-30 taka) for that.

*8.2.6 Friends and Family*

Friends and family is a special feature is given to only regular and standard post-paid subscribers. It gives the subscribers to select 5 numbers for the following next 1 month. In this selected numbers the subscribers can call Tk0.5/min for 24 Hours. After 1months the subscribers

can change the number or can keep the previous numbers. To avail this option the subscribers has to SMS this numbers to a port number of the respective operators writing the friends and family numbers. Again this will charge regular SMS tariff. After sending the SMS it will take maximum next 72 hours to activate the number.

*8.2.7 Voice/Speech Based Service*

Hot-code dialing which allows subscribers to access directly to the desired information without going through the step-by-step menu system, a subscriber can call the number to image center from his/her to get information like billing, service features, tariff, and usages detail information. Subscribers can avail this service 24 hours a day. There are both Human agent and interactive voice response (IVR). Call center service charges 0.57Tk/min for both post-paid and pre-paid subscribers. The call centers have few segments like- subscribers can choose the language and type of service based on his/her requirements.

*8.2.8 Service Center*

Each operator's Customer Relation Center (CRC) has info center, which provides various information about recent offered package price, tariff and after sales services related information. The only difference of info center and hot line is, hot line provides information over phone and info center provides information face to face. Operator's Service Centers provide both sales and service from one place.

*8.2.9 Mobile Cash and Mobile Remittance*

The operators in the telecom industry have made the life of the subscribers much easier than before by providing mobile cash service to them. With this mobile cash the customers can easily pay their electricity, gas and water bills just going to a bill-pay store and not standing in the banks for hours to pay them.

8.2.10 *After Sale Services*

After sales services is after sales subscription services. Robi subscribers can take after sale service from regional Customer care centers. After sales services includes reconnection, SIM replacement, product migration, Address change, sign change.

*8.2.11 Reconnection*

Pre-paid and post paid subscribers can get reconnection of their deactivate line. For reconnection subscribers has to apply in Customer Relation Center with signature. And subscribers have to pay fees for reconnection. This fee depends on products. For example, a disconnected Easy Pre-paid subscriber has to pay Tk.57 for reconnection.

*8.2.12 Migration*

A postpaid subscriber can migrate postpaid to pre-paid, and a pre-paid subscriber can migrate pre-paid to postpaid. For this subscribers have to pay migration fees. In case of migration the subscribers' previous number will change.

*8.2.13 SIM Replacement*

If subscribers SIM is lost or damaged then the subscribers can take SIM from regional CRC. Again, for SIM replacement subscribers have to pay certain fees which are 57 taka.

*8.2.14 Sign and Address Change*

If post-paid subscribers' billing address is changed then the subscriber can officially change address by applying to regional CRC. As soon as the subscribers address is changed, operators give feedback to the subscribers by sending SMS. After sale services is provided by verifying signature. If a subscriber wants to change signature then s/he can apply to replace old signature with new one.

*8.2.15 Transfer of Ownership*

If a subscribers wants to transfer his connection to other person (friend, relative or other), then there are some procedure which have to be followed. Both of them have to be present in the customer point with their 2 copy of photograph, original subscription paper and national ID card/driving license/passport/any kind of photo ID.

8.2.16 *GSM Features*

Robi subscribers enjoy the following GSM features without bearing any additional costs:

*8.2.16.1 caller id*

Display of the phone number of an incoming call in subscribers' handset before the call is answered.

*8.2.16.2 call waiting*

While talking to the first caller, subscribers will hear a special tone informing subscribers about the second call on the line. At that moment subscribers can put the first caller on hold and talk to the second caller.

*8.2.16.3 call conference*

Receiving calls from multiple callers can be supplemented by joining these multiple callers so as to enable them to talk to each other. Subscribers will be able to communicate with a group consisting of maximum five callers.

*8.2.16.4 call divert*

Call Divert lets subscribers redirect or re-route subscribers' call to another mobile or any other fixed (if subscribers have BTTB connectivity) or mobile phone.

## 9.0 Results and Discussions

An online questionnaire is posted for the study, 100 responses come back in good condition for analysis. Information about the gender, income level per month, and the most important criteria while choosing the service of Robi is sought in order to check whether these variables had an impact on perception. Again, out of 100 respondents, 67 are male and 33 are females. Most of these respondent's (100) income level are less than BDT 15,001 and price, image, and brand image of the company is the most important criteria while choosing the service of Robi.

### *9.1 Consumer promotion*

The average mean score of 3.959048 and average standard deviation score of 0.942841876 where promotional activities interests me about their service (mean 3.93; standard

deviation 0.987344157), promotional activities influences me to buy their service (mean 3.88; standard deviation 1.017821004), promotional activities gives a good image of the company (mean 4.04; standard deviation 0.875248882), consumer promotion in communicates the quality of voice clarity (mean 3.98; standard deviation 0.864332521), consumer promotion in communicates the quality of network availability (mean 4; standard deviation 0.887625365), consumer promotion in communicates the quality of internet service (mean 3.97; standard deviation 0.915136464), consumer promotion communicates the quality of Value Added Services (VAS) (mean 3.97; standard deviation 0.989388139), consumer promotion communicates the price of the service (mean 3.91; standard deviation 1.055002513), consumer promotion communicates a good value for money (mean 3.96; standard deviation 1.014242017), the price of service is communicated well by TVC (mean 4.06; standard deviation 0.874094048), the quality of service is communicated well by TVC (mean 3.98; standard deviation 0.942594742), the brand image is communicated well by TVC (mean 4.09; standard deviation 0.865675424), the price of service is communicated well by Billboard (mean 3.98; standard deviation 0.81624912), the quality of service is communicated well by Billboard (mean 3.86; standard deviation 0.932250454), the brand image is communicated well by Billboard (mean 3.92; standard deviation 0.960639518), the price of service is communicated well by Print Ad (mean 3.97; standard deviation 0.93695186), the quality of service is communicated well by Print Ad (mean 3.9; standard deviation 0.989847453), the brand image is communicated well by Print Ad (mean 3.98; standard deviation 0.96378882), the price of service is communicated well by Ad in Radio (mean 3.93; standard deviation 0.923924436), the quality of service is communicated well by Ad in Radio (mean 3.91; standard deviation 0.98570592), and the brand image is communicated well by Ad in Radio (mean 3.92; standard deviation 1.001816532).

The average mean score of 3.959048 indicates that the average is very close to 4 and In 5-point likert scale 4 has used for agree. Here researcher can say Robi subscribers are agreeing with consumer promotion.

The average median score of 4 where every 21 statements have median score of 4 here 4 is the middle number of a group of numbers; that is, half the numbers have values that are greater than 4 and half the numbers have values that are less than 4. In 5-point likert scale 4 has used for agree.

The average mode score of 4 where every 21 statements have mode score of 4 here 4 is the most frequently occurring number in a group of numbers. In 5-point likert scale 4 has used for agree. Most respondents are agreed with all 21 statements.

The average standard deviation score of 0.942841876 indicates this widely values are dispersed from the average mean score of 3.959048.

Frequency distribution: In Consumer promotion for every 21 statements the range of respondents for strongly agrees 25% - 35%, agrees 40% - 55%, neutrals 12% - 24%, disagrees 1% - 6%, and strongly disagrees 1% - 5%.

### *9.2 Price Perception*

The average mean score of 3.831667 and average standard deviation score of 1.093495145 where over the last few months/years, I have been using the same service because the price of the service is competitive (mean 3.89; standard deviation 1.043449989), over the last few months/years, I have been using the same service because the price of the service is low (mean 3.9; standard deviation 1.068369852), over the last few months/years, I have been using the same service because the price is fair / good value for money (mean 3.82; standard deviation 1.140441169), while choosing a service, I think higher the price of the service, higher the quality (mean 3.87; standard deviation 1.134001586), while choosing a service, I think if the price is fair, the quality is moderate (mean 3.81; standard deviation 1.125417992), and while choosing a service, I think lower the price of the service, lower the quality (mean 3.7; standard deviation 1.049290284).

The average mean score of 3.831667 indicates that the average is very close to 4 and In 5-point likert scale 4 has used for agree. Here researcher can say Robi subscribers are agreeing with price perception.

The average median score of 4 where every 6 statements have median score of 4 here 4 is the middle number of a group of numbers; that is, half the numbers have values that are greater

than 4 and half the numbers have values that are less than 4. In 5-point likert scale 4 has used for agree.

The average mode score of 4 where every 6 statements have mode score of 4 here 4 is the most frequently occurring number in a group of numbers. In 5-point likert scale 4 has used for agree. Most respondents are agreed with all 6 statements.

The average standard deviation score of 1.093495145 indicates this widely values are dispersed from the average mean score of 3.831667.

Frequency distribution: In price perception for every 6 statements the range of respondents for strongly agrees 23% - 32%, agrees 41% - 48%, neutrals 11% - 23%, disagrees 3% - 9%, and strongly disagrees 4% - 8%.

### *9.3 Service Quality*

The average mean score of 3.75 and average standard deviation score of 1.069325559 where whenever I ask for a service I get it immediately from Robi (mean 3.77; standard deviation 1.013594464), I always get the same level of service quality from Robi (mean 3.68; standard deviation 1.052942006), I get personalized or one to one service/ caring service from Robi (mean 3.81; standard deviation 1.060731594), the people in Robi are knowledgable (mean 3.76; standard deviation 1.083578061), and the quality of Robi communication materials (SIM, Modem) is good (mean 3.73; standard deviation 1.135781669).

The average mean score of 3.75 indicates that the average is very close to 4 and In 5-point likert scale 4 has used for agree. Here researcher can say Robi subscribers are agreeing with Service Quality.

The average median score of 4 where every 5 statements have median score of 4 here 4 is the middle number of a group of numbers; that is, half the numbers have values that are greater than 4 and half the numbers have values that are less than 4. In 5-point likert scale 4 has used for agree.

The average mode score of 4 where every 5 statements have mode score of 4 here 4 is the most frequently occurring number in a group of numbers. In 5-point likert scale 4 has used for agree. Most respondents are agreed with all 5 statements.

The average standard deviation score of 1.069325559 indicates this widely values are dispersed from the average mean score of 3.75.

Frequency distribution: In Service Quality for every 5 statements the range of respondents for strongly agrees 23% - 30%, agrees 35% - 42%, neutrals 19% - 26%, disagrees 4% - 9%, and strongly disagrees 4% - 8%.

### *9.4 Customer Satisfaction*

The mean score of **3.77** indicates that the average is very close to 4 and In 5-point likert scale 4 has used for agree. Here researcher can say Robi subscribers are agreeing with Customer Satisfaction.

The median score of 4 here 4 is the middle number of a group of numbers; that is, half the numbers have values that are greater than 4 and half the numbers have values that are less than 4. In 5-point likert scale 4 has used for agree.

The mode score of 4 here 4 is the most frequently occurring number in a group of numbers. In 5-point likert scale 4 has used for agree. Most respondents are agreed Customer Satisfaction.

The average standard deviation score of 1.126853131 indicates this widely values are dispersed from the average mean score of 3.77.

Frequency distribution: In customer Satisfaction the numbers of respondents for strongly agree 27%, agree 43%, neutral 17%, disagree 6%, and strongly disagree 7%.

### *9.5 Brand Loyalty*

The average mean score of 3.73 and average standard deviation score of 1.078579876 where I will recommend Robi's customer service to a friend (or colleague) (mean 3.73; standard deviation 1.144640564), I will stick to Robi's customer service always (mean 3.73; standard deviation 1.043062701), over the last few months/years, I have been using the same service because the brand image of Robi is very good (mean 3.83; standard deviation 1.015585615), I put an effort while choosing the service of Robi (mean 3.73; standard deviation 1.043062701), I feel attached to Robi over the others (mean 3.65; standard deviation 1.076610844), and if Robi's service that I am using now is not available at the stores, I will choose another company (mean 3.71; standard deviation 1.14851683).

The average mean score of 3.73 indicates that the average is very close to 4 and In 5-point likert scale 4 has used for agree. Here researcher can say Robi subscribers are agreeing with Brand Loyalty.

The average median score of 4 where every 6 statements have median score of 4 here 4 is the middle number of a group of numbers; that is, half the numbers have values that are greater than 4 and half the numbers have values that are less than 4. In 5-point likert scale 4 has used for agree.

The average mode score of 4 where every 6 statements have mode score of 4 here 4 is the most frequently occurring number in a group of numbers. In 5-point likert scale 4 has used for agree. Most respondents are agreed with all 6 statements.

The average standard deviation score of 1.078579876 indicates this widely values are dispersed from the average mean score of 3.73.

Frequency distribution: In brand Loyalty for every 6 statements the range of respondents for strongly agrees 21% - 27%, agrees 41% - 45%, neutrals 16% - 23%, disagrees 4% - 13%, and strongly disagrees 3% - 9%.

*9.6 Major areas of analysis*

Robi Axiata Limited average mean score of 3.808143 indicates that the average is very close to 4 and In 5-point likert scale 4 has used for agree. Here researcher can say Robi subscribers are agreeing with Robi Axiata Limited.

Robi Axiata Limited average median score of 4 where every 39 statements have median score of 4 here 4 is the middle number of a group of numbers; that is, half the numbers have values that are greater than 4 and half the numbers have values that are less than 4. In 5-point likert scale 4 has used for agree.

Robi Axiata Limited average mode score of 4 where every 39 statements have mode score of 4 here 4 is the most frequently occurring number in a group of numbers. In 5-point likert scale 4 has used for agree. Most respondents are agreed with all 39 statements.

Robi Axiata Limited average standard deviation score of 1.062219117 indicates this widely values are dispersed from the average mean score of 3.808143.

Frequency distribution: In Robi Axiata Limited for every 39 statements the range of respondents for strongly agrees 21% - 35%, agrees 35% - 55%, neutrals 11% - 26%, disagrees 1% - 13%, and strongly disagrees 1% - 9%.

## 10.0 Significances of the study

Consumer promotion average mean score of 3.959048 and price perception average mean score of 3.831667 these two variables are above from the average mean score of 3.808143 but other three variable's average mean scores are below than the average mean score that indicate the average is very close to 4 and In 5-point likert scale 4 has used for agree. Here researcher can say Robi subscribers are mostly agreeing with Consumer promotion and price perception.

Consumer promotion average standard deviation score of 0.942841876, which is below than the average standard deviation score of 1.062219117 but other four variable's average standard deviation scores are above from the average standard deviation score. It indicates that the consumer promotion average standard deviation score is closer to mean rather than other variables.

Consumer promotion average mean score and average standard deviation score are very high from the average mean score and very low from the average standard deviation score respectively. Researcher can say this variable is the key variable for Robi Axiata Limited with the perception of private universities students' in Dhaka.

## 11.0 Recommendations

Consumer promotion in Robi should communicate the quality of voice clarity, network availability, internet service and VAS to the consumers through their promotional activities.

Since consumers in Robi perceive that if the price is fair, the quality is moderate; promotional activities should be more detailed to communicate the price of the service and its fairness.

In Robi consumers are not brand loyal if the price of the service is fair. So, the promotional activities should promote their fairness of services in terms of price and service quality.

Quality is considered as the most important factor while choosing the service of a telecom company. So, quality should be focused more in the promotional activities.

TVC and Print Ad is the most effective promotional tool used by the telecom companies considering the effectiveness in communicating the price of the service, quality of the service, brand image of the company. So, telecom companies should focus on more on TVC and Print Ads rather than other promotional tools.

# 12.0 Conclusion

The results of this study suggest that subscribers are positive about their consumer promotion, price perception, service quality, customer satisfaction, and brand loyalty in Robi. Their most important determinant of consumer promotion is the brand image is communicated well byTVC, price perception is the price of the service is low, service quality is I get personalized or one to one service/ caring service from Robi, customer satisfaction is I am satisfied with Robi's customer service, and brand loyalty is the brand image of Robi is very good. Researcher can say that Robi has the knowledge and expertise which will definitely help Robi to gain more customers in the future and increase the market share. The customers are the kings who give their valuable fund to the operator and the operator run just because the customers are using their products and services. So it is to be remembered that the customers are always right.

In the context of service oriented organization, trust and switching cost have great importance in the service marketing to ensure the customer loyalty beside the service quality. Therefore, from this study, Robi can get the indications on which of the issues they have to pay more attention to hold the market share, to raise it and to increase the usages. So the customers should be made clear about what they are using, what its charges are and how they can best utilize it. Finally, this research will encourage further study and useful guidelines for these types of researches.

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# Appendix

This is a survey for subscribers of **Robi Axiata Limited**. Tick (√) the most appropriate responses. This survey is for the partial fulfillment of my **Internship**. The questionnaire should take no more than five minutes to complete. Your responses will be of great help in accomplishing the study. However, this information is for academic purposes only and will not be disclosed elsewhere. I heartily thank you for your cooperation.

1. Please tick the following which is the most appropriate:
   Gender: ☐ Male ☐ Female
   Occupation: ☐ Student ☐Service Holder ☐ Businessperson ☐ Other:
   Income Level Per Month: ☐ More than BDT 70,000 ☐ BDT 30,001 – BDT 70,000
   ☐ BDT 15,001 – BDT 30,000 ☐ Less than BDT 15,000
2. What was the most important criteria while choosing the service of Robi? (Please tick one only)
   ☐ Price ☐ Quality ☐ Brand image of the company ☐ Promotion ☐ Other:
3. Please circle the following whichever is most appropriate:

| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|---|---|---|---|
| 5 | 4 | 3 | 2 | 1 |

| | | | | | |
|---|---|---|---|---|---|
| Promotional activities interests me about their service | 5 | 4 | 3 | 2 | 1 |
| Promotional activities influences me to buy their service | 5 | 4 | 3 | 2 | 1 |
| Promotional activities gives a good image of the company | 5 | 4 | 3 | 2 | 1 |
| Consumer promotion in communicates the quality of voice clarity | 5 | 4 | 3 | 2 | 1 |
| Consumer promotion in communicates the quality of network availability | 5 | 4 | 3 | 2 | 1 |
| Consumer promotion in communicates the quality of internet service | 5 | 4 | 3 | 2 | 1 |
| Consumer promotion communicates the quality of Value Added Services (VAS) | 5 | 4 | 3 | 2 | 1 |
| Consumer promotion communicates The price of the service | 5 | 4 | 3 | 2 | 1 |
| Consumer promotion communicates A good value for money | 5 | 4 | 3 | 2 | 1 |
| The price of service is communicated well byTVC | 5 | 4 | 3 | 2 | 1 |
| The quality of service is communicated well byTVC | 5 | 4 | 3 | 2 | 1 |
| The brand image is communicated well byTVC | 5 | 4 | 3 | 2 | 1 |
| The price of service is communicated well by Billboard | 5 | 4 | 3 | 2 | 1 |
| The quality of service is communicated well by Billboard | 5 | 4 | 3 | 2 | 1 |
| The brand image is communicated well by Billboard | 5 | 4 | 3 | 2 | 1 |
| The price of service is communicated well by Print Ad | 5 | 4 | 3 | 2 | 1 |
| The quality of service is communicated well by Print Ad | 5 | 4 | 3 | 2 | 1 |
| The brand image is communicated well by Print Ad | 5 | 4 | 3 | 2 | 1 |
| The price of service is communicated well by Ad in Radio | 5 | 4 | 3 | 2 | 1 |
| The quality of service is communicated well by Ad in Radio | 5 | 4 | 3 | 2 | 1 |
| The brand image is communicated well by Ad in Radio | 5 | 4 | 3 | 2 | 1 |
| Over the last few months/years, I have been using the same service because the price of the service is competitive | 5 | 4 | 3 | 2 | 1 |
| Over the last few months/years, I have been using the same service because the price of the service is low | 5 | 4 | 3 | 2 | 1 |
| Over the last few months/years, I have been using the same service because the price is fair / good value for money | 5 | 4 | 3 | 2 | 1 |
| While choosing a service, I think higher the price of the service, higher the quality | 5 | 4 | 3 | 2 | 1 |
| While choosing a service, I think if the price is fair, the quality is moderate | 5 | 4 | 3 | 2 | 1 |
| While choosing a service, I think lower the price of the service, lower the quality | 5 | 4 | 3 | 2 | 1 |
| Whenever I ask for a service I get it immediately from Robi (Responsiveness) | 5 | 4 | 3 | 2 | 1 |
| I always get the same level of service quality from Robi (Reliability) | 5 | 4 | 3 | 2 | 1 |
| I get personalized or one to one service/ caring service from Robi (Empathy) | 5 | 4 | 3 | 2 | 1 |
| The people in Robi are knowledgable (Assurance) | 5 | 4 | 3 | 2 | 1 |
| The quality of Robi communication materials (SIM, Modem) is good (Tangibles) | 5 | 4 | 3 | 2 | 1 |
| I am satisfied with Robi's customer service | 5 | 4 | 3 | 2 | 1 |
| I will recommend Robi's customer service to a friend (or colleague) | 5 | 4 | 3 | 2 | 1 |
| I will stick to Robi's customer service always | 5 | 4 | 3 | 2 | 1 |
| Over the last few months/years, I have been using the same service because the brand image of Robi is very good | 5 | 4 | 3 | 2 | 1 |
| I put an effort while choosing the service of Robi | 5 | 4 | 3 | 2 | 1 |
| I feel attached to Robi over the others | 5 | 4 | 3 | 2 | 1 |
| If Robi's service that I am using now is not available at the stores, I will choose another company | 5 | 4 | 3 | 2 | 1 |

## Score of Mean, Median, Mode and Standard Deviation

| Consumer Promotion | Mean | Median | Mode | Standard Deviation |
|---|---|---|---|---|
| Promotional activities interests me about their service | 3.93 | 4 | 4 | 0.987344157 |
| Promotional activities influences me to buy their service | 3.88 | 4 | 4 | 1.017821004 |
| Promotional activities gives a good image of the company | 4.04 | 4 | 4 | 0.875248882 |
| Consumer promotion in communicates the quality of voice clarity | 3.98 | 4 | 4 | 0.864332521 |
| Consumer promotion in communicates the quality of network availability | 4 | 4 | 4 | 0.887625365 |
| Consumer promotion in communicates the quality of internet service | 3.97 | 4 | 4 | 0.915136464 |
| Consumer promotion communicates the quality of Value Added Services (VAS) | 3.97 | 4 | 4 | 0.989388139 |
| Consumer promotion communicates The price of the service | 3.91 | 4 | 4 | 1.055002513 |
| Consumer promotion communicates A good value for money | 3.96 | 4 | 4 | 1.014242017 |
| The price of service is communicated well byTVC | 4.06 | 4 | 4 | 0.874094048 |
| The quality of service is communicated well byTVC | 3.98 | 4 | 4 | 0.942594742 |
| The brand image is communicated well byTVC | 4.09 | 4 | 4 | 0.865675424 |
| The price of service is communicated well by Billboard | 3.98 | 4 | 4 | 0.81624912 |
| The quality of service is communicated well by Billboard | 3.86 | 4 | 4 | 0.932250454 |
| The brand image is communicated well by Billboard | 3.92 | 4 | 4 | 0.960639518 |
| The price of service is communicated well by Print Ad | 3.97 | 4 | 4 | 0.93695186 |
| The quality of service is communicated well by Print Ad | 3.9 | 4 | 4 | 0.989847453 |
| The brand image is communicated well by Print Ad | 3.98 | 4 | 4 | 0.96378882 |
| The price of service is communicated well by Ad in Radio | 3.93 | 4 | 4 | 0.923924436 |
| The quality of service is communicated well by Ad in Radio | 3.91 | 4 | 4 | 0.98570592 |
| The brand image is communicated well by Ad in Radio | 3.92 | 4 | 4 | 1.001816532 |
| **Average** | **3.959047619** | **4** | **4** | **0.942841876** |

| Price Perception | Mean | Median | Mode | Standard Deviation |
|---|---|---|---|---|
| Over the last few months/years, I have been using the same service because the price of the service is competitive | 3.89 | 4 | 4 | 1.043449989 |
| Over the last few months/years, I have been using the same service because the price of the service is low | 3.9 | 4 | 4 | 1.068369852 |
| Over the last few months/years, I have been using the same service because the price is fair / good value for money | 3.82 | 4 | 4 | 1.140441169 |
| While choosing a service, I think higher the price of the service, higher the quality | 3.87 | 4 | 4 | 1.134001586 |
| While choosing a service, I think if the price is fair, the quality is moderate | 3.81 | 4 | 4 | 1.125417992 |
| While choosing a service, I think lower the price of the service, lower the quality | 3.7 | 4 | 4 | 1.049290284 |
| **Average** | **3.831667** | **4** | **4** | **1.093495145** |

| Service Quality | Mean | Median | Mode | Standard Deviation |
|---|---|---|---|---|
| Whenever I ask for a service I get it immediately from Robi | 3.77 | 4 | 4 | 1.013594464 |
| I always get the same level of service quality from Robi | 3.68 | 4 | 4 | 1.052942006 |
| I get personalized or one to one service/ caring service from Robi | 3.81 | 4 | 4 | 1.060731594 |
| The people in Robi are knowledgable | 3.76 | 4 | 4 | 1.083578061 |
| The quality of Robi communication materials (SIM, Modem) is good | 3.73 | 4 | 4 | 1.135781669 |
| **Average** | **3.75** | **4** | **4** | **1.069325559** |

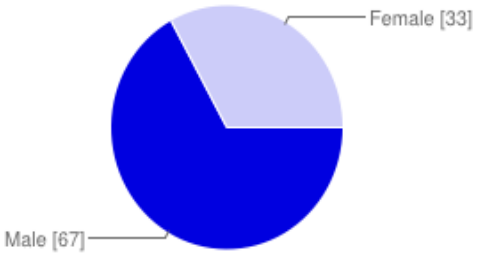
| Customer Satisfaction | Mean | Median | Mode | Standard Deviation |
|---|---|---|---|---|
| I am satisfied with Robi's customer service | **3.77** | **4** | **4** | **1.126853131** |

| Brand Loyalty | Mean | Median | Mode | Standard Deviation |
|---|---|---|---|---|
| I will recommend Robi's customer service to a friend (or colleague) | 3.73 | 4 | 4 | 1.144640564 |
| I will stick to Robi's customer service always | 3.73 | 4 | 4 | 1.043062701 |
| Over the last few months/years, I have been using the same service because the brand image of Robi is very good | 3.83 | 4 | 4 | 1.015585615 |
| I put an effort while choosing the service of Robi | 3.73 | 4 | 4 | 1.043062701 |
| I feel attached to Robi over the others | 3.65 | 4 | 4 | 1.076610844 |
| If Robi's service that I am using now is not available at the stores, I will choose another company | 3.71 | 4 | 4 | 1.14851683 |
| **Average** | **3.73** | **4** | **4** | **1.078579876** |

| Gender | | Income level per month | | What was the most important criteria while choosing the service of Robi? | |
|---|---|---|---|---|---|
| Mean | **1.33** | Mean | **3.38** | Mean | **2.16** |
| Median | **1** | Median | **4** | Median | **2** |
| Mode | **1** | Mode | **4** | Mode | **1** |
| Standard Deviation | **0.472581563** | Standard Deviation | **1.07101387** | Standard Deviation | **1.284877072** |

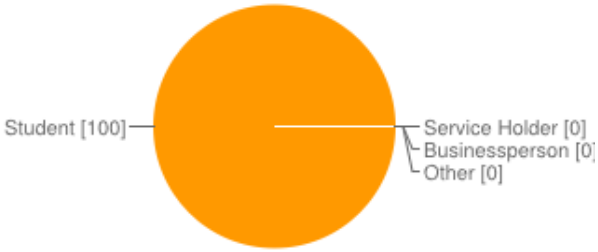
## Frequency Distributions

### Gender



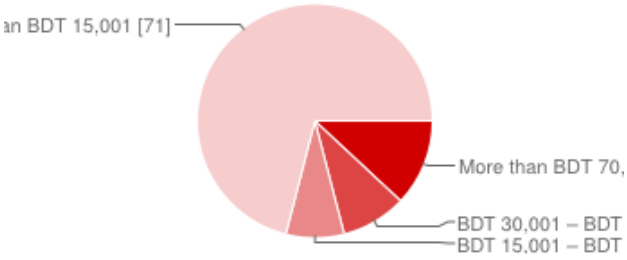

| | | |
|---|---|---|
| Male | **67** | 67% |
| Female | **33** | 33% |

### Occupation



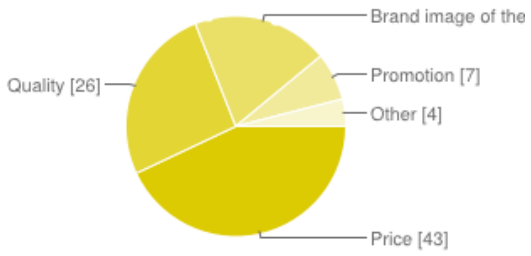

| | | |
|---|---|---|
| Student | **100** | 100 % |
| Service Holder | **0** | 0% |
| Businessperson | **0** | 0% |
| Other | **0** | 0% |

### Income level per month



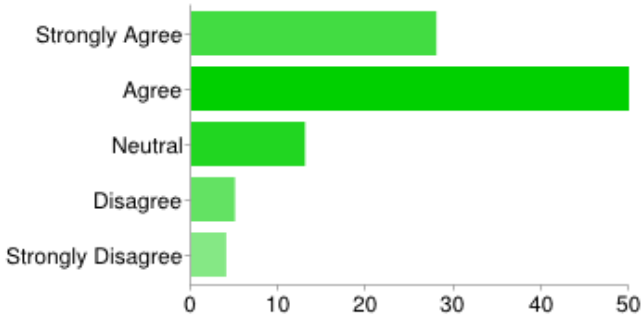

| | | |
|---|---|---|
| More than BDT 70,000 | **12** | 12% |
| BDT 30,001 – BDT 70,000 | **9** | 9% |
| BDT 15,001 – BDT 30,000 | **8** | 8% |
| Less than BDT 15,001 | **71** | 71% |

**What was the most important criteria while choosing the service of Robi?**



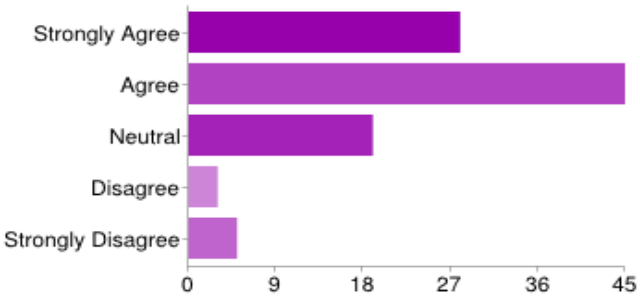

| | | |
|---|---|---|
| Price | **43** | 43% |
| Quality | **26** | 26% |
| Brand image of the company | **20** | 20% |
| Promotion | **7** | 7% |
| Other | **4** | 4% |

**Please circle the following whichever is most appropriate - Promotional activities interests me about their service**



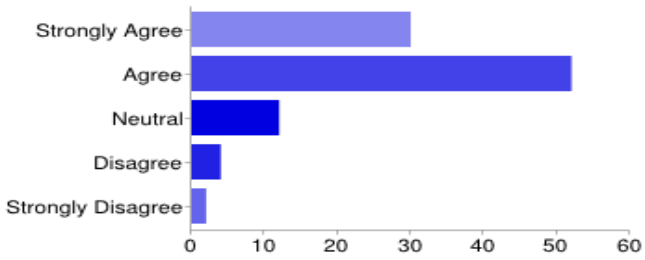

| | | |
|---|---|---|
| Strongly Agree | **28** | 28% |
| Agree | **50** | 50% |
| Neutral | **13** | 13% |
| Disagree | **5** | 5% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - Promotional activities influences me to buy their service**



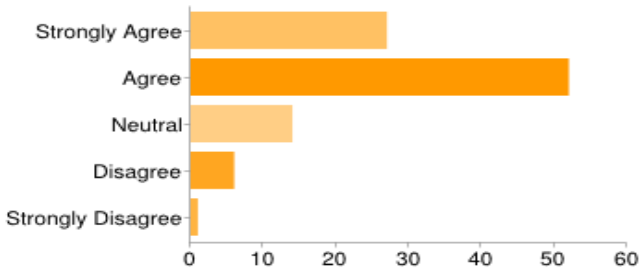

| | | |
|---|---|---|
| Strongly Agree | **28** | 28% |
| Agree | **45** | 45% |
| Neutral | **19** | 19% |
| Disagree | **3** | 3% |
| Strongly Disagree | **5** | 5% |

**Please circle the following whichever is most appropriate - Promotional activities gives a good image of the company**




| | | |
|---|---|---|
| Strongly Agree | **30** | 30% |
| Agree | **52** | 52% |
| Neutral | **12** | 12% |
| Disagree | **4** | 4% |
| Strongly Disagree | **2** | 2% |

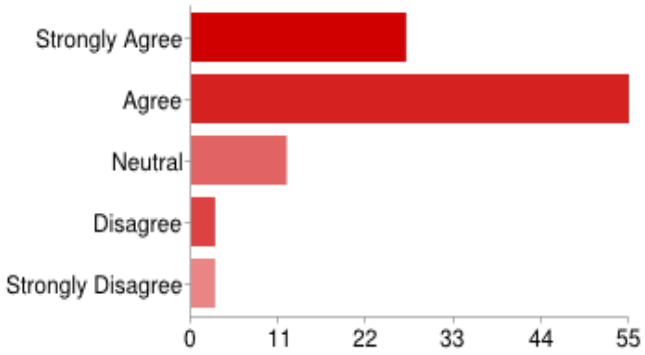
**Please circle the following whichever is most appropriate - Consumer promotion in communicates the quality of voice clarity**




| | | |
|---|---|---|
| Strongly Agree | **27** | 27% |
| Agree | **52** | 52% |
| Neutral | **14** | 14% |
| Disagree | **6** | 6% |
| Strongly Disagree | **1** | 1% |

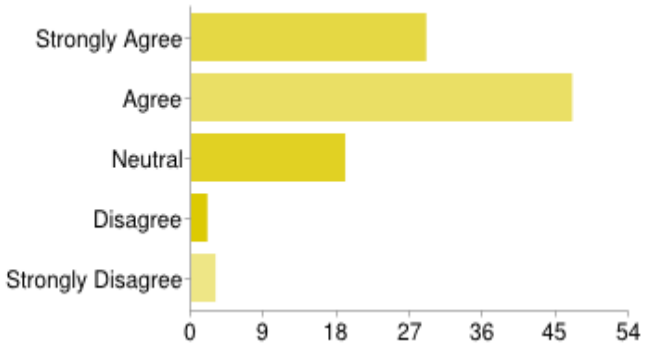
]

**Please circle the following whichever is most appropriate - Consumer promotion in communicates the quality of network availability**



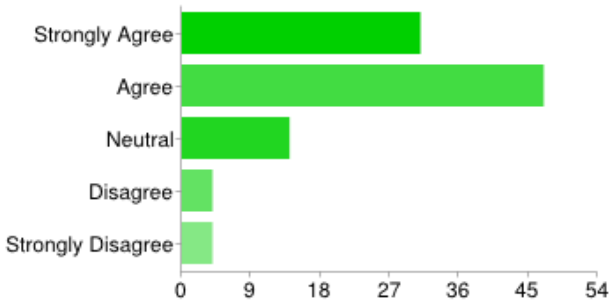

| | | |
|---|---|---|
| Strongly Agree | **27** | 27% |
| Agree | **55** | 55% |
| Neutral | **12** | 12% |
| Disagree | **3** | 3% |
| Strongly Disagree | **3** | 3% |

**Please circle the following whichever is most appropriate - Consumer promotion in communicates the quality of internet service**



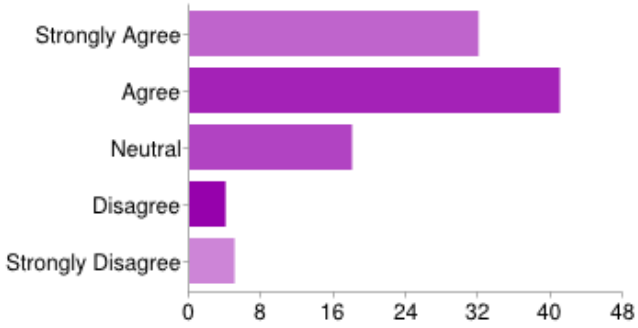

| | | |
|---|---|---|
| Strongly Agree | **29** | 29% |
| Agree | **47** | 47% |
| Neutral | **19** | 19% |
| Disagree | **2** | 2% |
| Strongly Disagree | **3** | 3% |

**Please circle the following whichever is most appropriate - Consumer promotion communicates the quality of Value Added Services (VAS)**



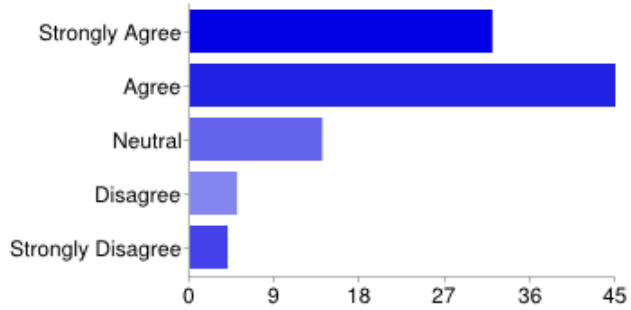

| | | |
|---|---|---|
| Strongly Agree | **31** | 31% |
| Agree | **47** | 47% |
| Neutral | **14** | 14% |
| Disagree | **4** | 4% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - Consumer promotion communicates The price of the service**



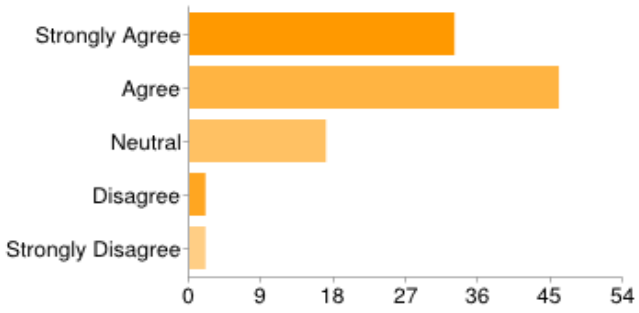

| | | |
|---|---|---|
| Strongly Agree | **32** | 32% |
| Agree | **41** | 41% |
| Neutral | **18** | 18% |
| Disagree | **4** | 4% |
| Strongly Disagree | **5** | 5% |

**Please circle the following whichever is most appropriate - Consumer promotion communicates A good value for money**



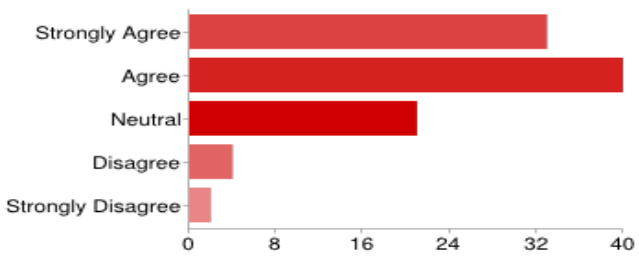

| | | |
|---|---|---|
| Strongly Agree | **32** | 32% |
| Agree | **45** | 45% |
| Neutral | **14** | 14% |
| Disagree | **5** | 5% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - The price of service is communicated well byTVC**



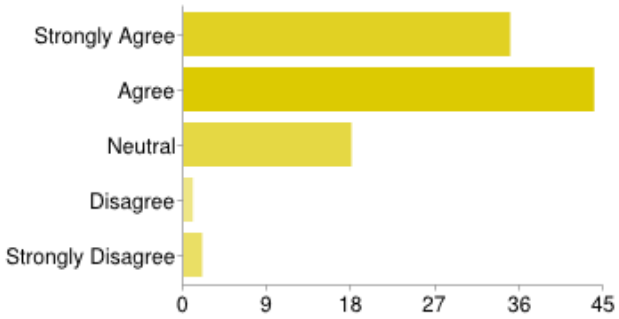

| | | |
|---|---|---|
| Strongly Agree | **33** | 33% |
| Agree | **46** | 46% |
| Neutral | **17** | 17% |
| Disagree | **2** | 2% |
| Strongly Disagree | **2** | 2% |

**Please circle the following whichever is most appropriate - The quality of service is communicated well byTVC**



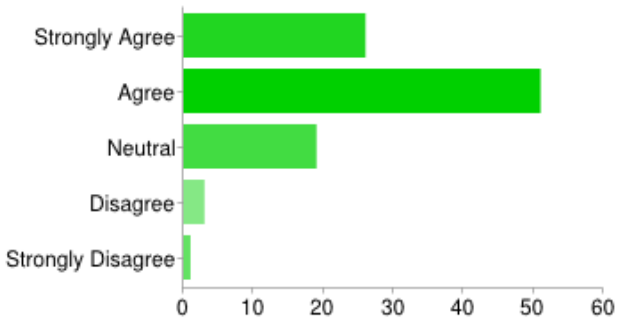

| | | |
|---|---|---|
| Strongly Agree | **33** | 33% |
| Agree | **40** | 40% |
| Neutral | **21** | 21% |
| Disagree | **4** | 4% |
| Strongly Disagree | **2** | 2% |

**Please circle the following whichever is most appropriate - The brand image is communicated well byTVC**



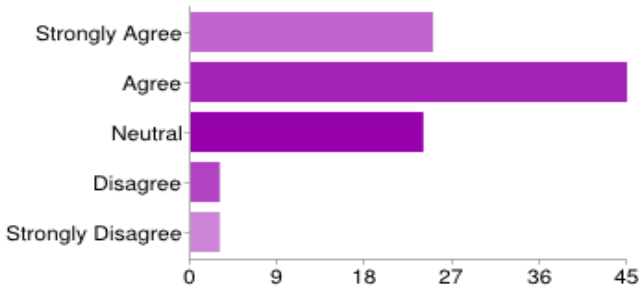

| | | |
|---|---|---|
| Strongly Agree | **35** | 35% |
| Agree | **44** | 44% |
| Neutral | **18** | 18% |
| Disagree | **1** | 1% |
| Strongly Disagree | **2** | 2% |

**Please circle the following whichever is most appropriate - The price of service is communicated well by Billboard**



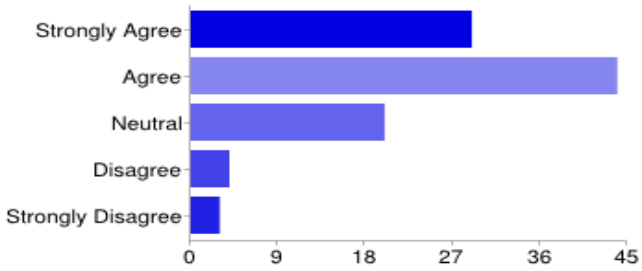

| | | |
|---|---|---|
| Strongly Agree | **26** | 26% |
| Agree | **51** | 51% |
| Neutral | **19** | 19% |
| Disagree | **3** | 3% |
| Strongly Disagree | **1** | 1% |

**Please circle the following whichever is most appropriate - The quality of service is communicated well by Billboard**



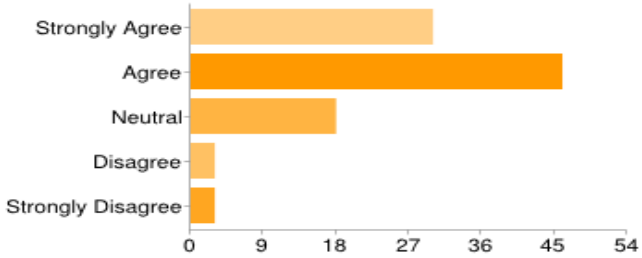

| | | |
|---|---|---|
| Strongly Agree | **25** | 25% |
| Agree | **45** | 45% |
| Neutral | **24** | 24% |
| Disagree | **3** | 3% |
| Strongly Disagree | **3** | 3% |

**Please circle the following whichever is most appropriate - The brand image is communicated well by Billboard**



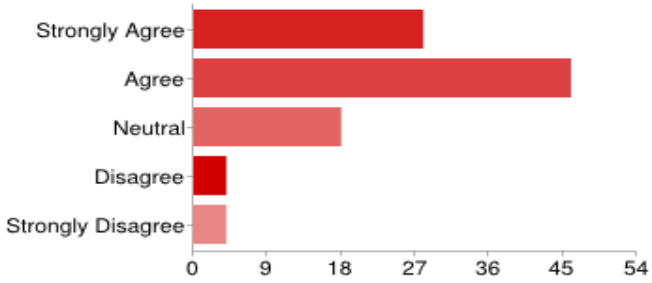

| | | |
|---|---|---|
| Strongly Agree | **29** | 29% |
| Agree | **44** | 44% |
| Neutral | **20** | 20% |
| Disagree | **4** | 4% |
| Strongly Disagree | **3** | 3% |

**Please circle the following whichever is most appropriate - The price of service is communicated well by Print Ad**



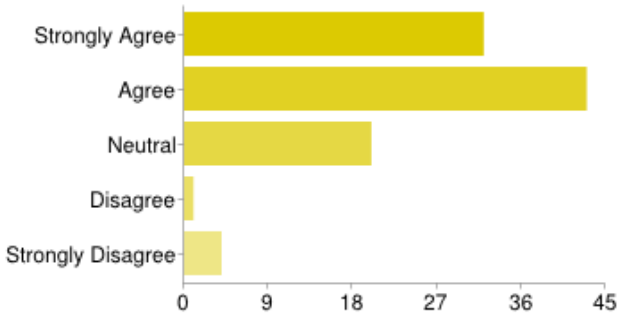

| | | |
|---|---|---|
| Strongly Agree | **30** | 30% |
| Agree | **46** | 46% |
| Neutral | **18** | 18% |
| Disagree | **3** | 3% |
| Strongly Disagree | **3** | 3% |

**Please circle the following whichever is most appropriate - The quality of service is communicated well by Print Ad**



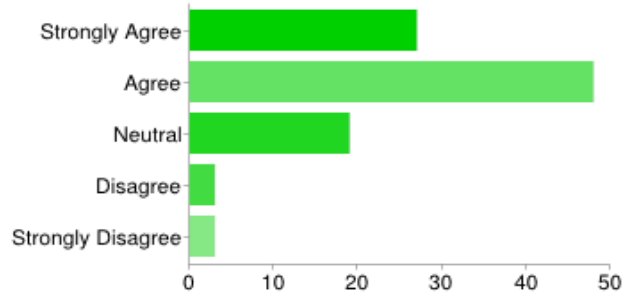

| | | |
|---|---|---|
| Strongly Agree | **28** | 28% |
| Agree | **46** | 46% |
| Neutral | **18** | 18% |
| Disagree | **4** | 4% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - The brand image is communicated well by Print Ad**



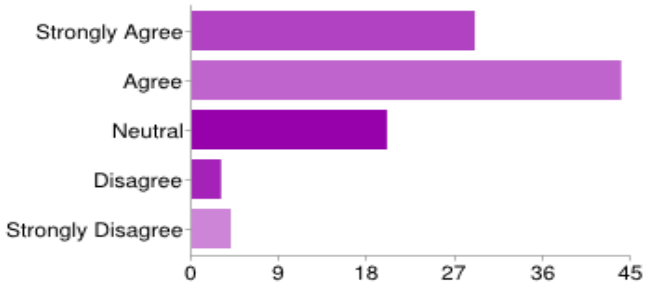

| | | |
|---|---|---|
| Strongly Agree | **32** | 32% |
| Agree | **43** | 43% |
| Neutral | **20** | 20% |
| Disagree | **1** | 1% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - The price of service is communicated well by Ad in Radio**



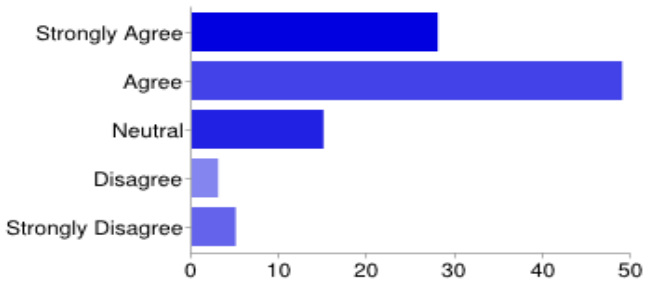

| | | |
|---|---|---|
| Strongly Agree | **27** | 27% |
| Agree | **48** | 48% |
| Neutral | **19** | 19% |
| Disagree | **3** | 3% |
| Strongly Disagree | **3** | 3% |

**Please circle the following whichever is most appropriate - The quality of service is communicated well by Ad in Radio**



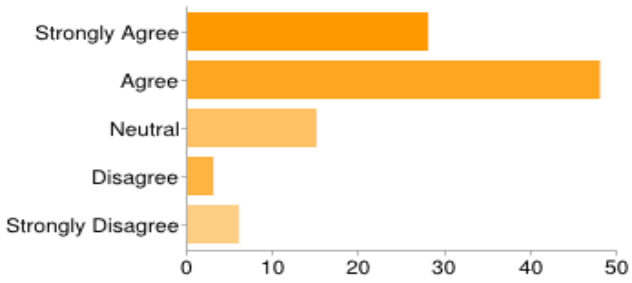

| | | |
|---|---|---|
| Strongly Agree | **29** | 29% |
| Agree | **44** | 44% |
| Neutral | **20** | 20% |
| Disagree | **3** | 3% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - The brand image is communicated well by Ad in Radio**



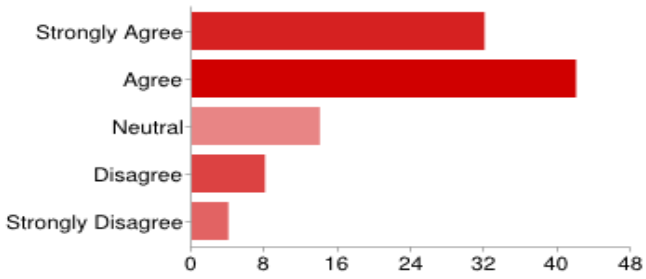

| | | |
|---|---|---|
| Strongly Agree | **28** | 28% |
| Agree | **49** | 49% |
| Neutral | **15** | 15% |
| Disagree | **3** | 3% |
| Strongly Disagree | **5** | 5% |

**Please circle the following whichever is most appropriate - Over the last few months/years, I have been using the same service because the price of the service is competitive**



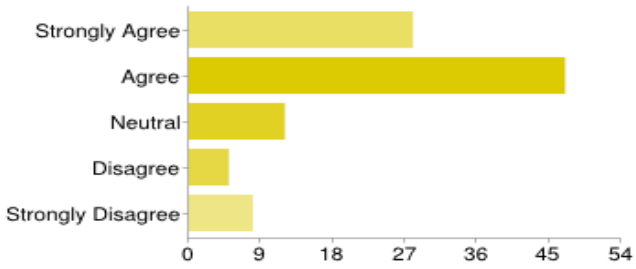

| | | |
|---|---|---|
| Strongly Agree | **28** | 28% |
| Agree | **48** | 48% |
| Neutral | **15** | 15% |
| Disagree | **3** | 3% |
| Strongly Disagree | **6** | 6% |

**Please circle the following whichever is most appropriate - Over the last few months/years, I have been using the same service because the price of the service is low**



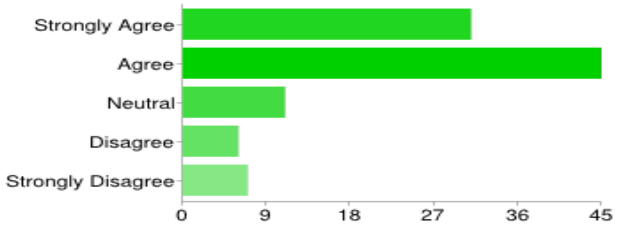

| | | |
|---|---|---|
| Strongly Agree | **32** | 32% |
| Agree | **42** | 42% |
| Neutral | **14** | 14% |
| Disagree | **8** | 8% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - Over the last few months/years, I have been using the same service because the price is fair / good value for money**



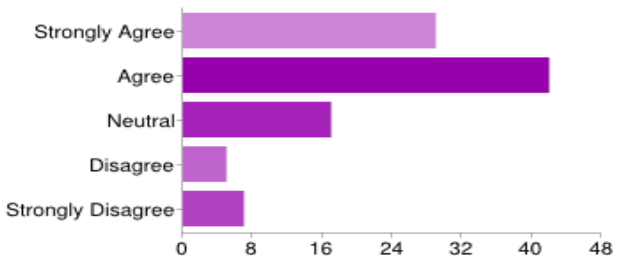

| | | |
|---|---|---|
| Strongly Agree | **28** | 28% |
| Agree | **47** | 47% |
| Neutral | **12** | 12% |
| Disagree | **5** | 5% |
| Strongly Disagree | **8** | 8% |

**Please circle the following whichever is most appropriate - While choosing a service, I think higher the price of the service, higher the quality**



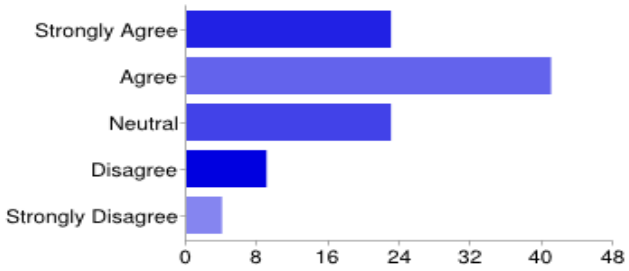

| | | |
|---|---|---|
| Strongly Agree | **31** | 31% |
| Agree | **45** | 45% |
| Neutral | **11** | 11% |
| Disagree | **6** | 6% |
| Strongly Disagree | **7** | 7% |

**Please circle the following whichever is most appropriate - While choosing a service, I think if the price is fair, the quality is moderate**



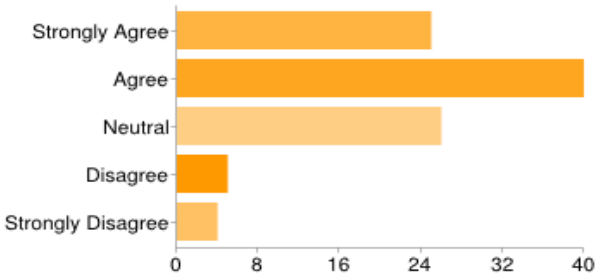

| | | |
|---|---|---|
| Strongly Agree | **29** | 29% |
| Agree | **42** | 42% |
| Neutral | **17** | 17% |
| Disagree | **5** | 5% |
| Strongly Disagree | **7** | 7% |

**Please circle the following whichever is most appropriate - While choosing a service, I think lower the price of the service, lower the quality**



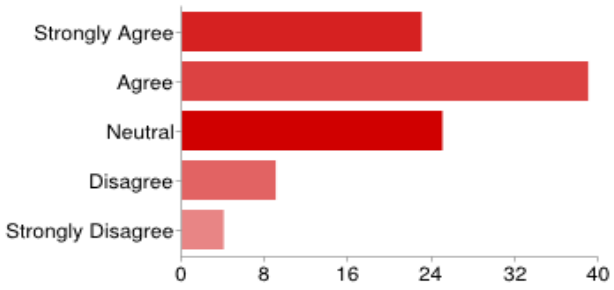

| | | |
|---|---|---|
| Strongly Agree | **23** | 23% |
| Agree | **41** | 41% |
| Neutral | **23** | 23% |
| Disagree | **9** | 9% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - Whenever I ask for a service I get it immediately from Robi**



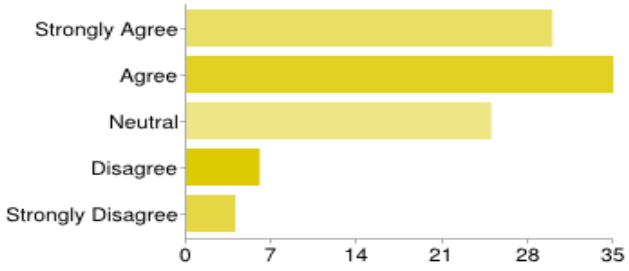

| | | |
|---|---|---|
| Strongly Agree | **25** | 25% |
| Agree | **40** | 40% |
| Neutral | **26** | 26% |
| Disagree | **5** | 5% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - I always get the same level of service quality from Robi**



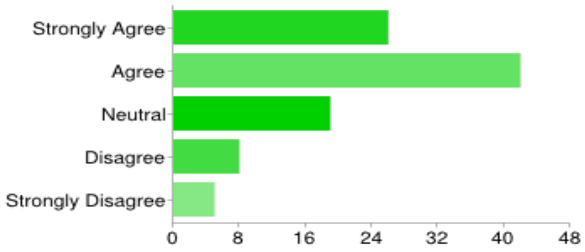

| | | |
|---|---|---|
| Strongly Agree | **23** | 23% |
| Agree | **39** | 39% |
| Neutral | **25** | 25% |
| Disagree | **9** | 9% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - I get personalized or one to one service/ caring service from Robi**



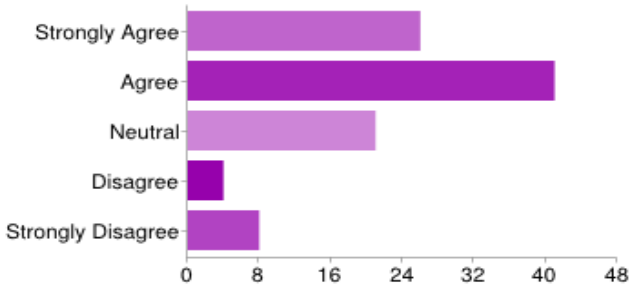

| | | |
|---|---|---|
| Strongly Agree | **30** | 30% |
| Agree | **35** | 35% |
| Neutral | **25** | 25% |
| Disagree | **6** | 6% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - The people in Robi are knowledgable**



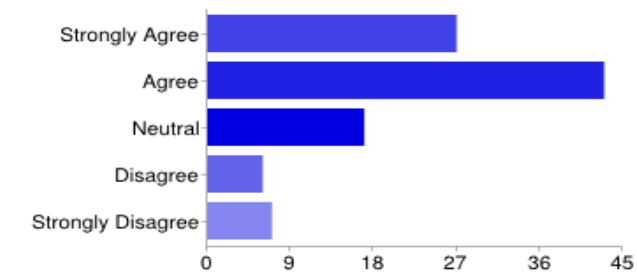

| | | |
|---|---|---|
| Strongly Agree | **26** | 26% |
| Agree | **42** | 42% |
| Neutral | **19** | 19% |
| Disagree | **8** | 8% |
| Strongly Disagree | **5** | 5% |

**Please circle the following whichever is most appropriate - The quality of Robi communication materials (SIM, Modem) is good**



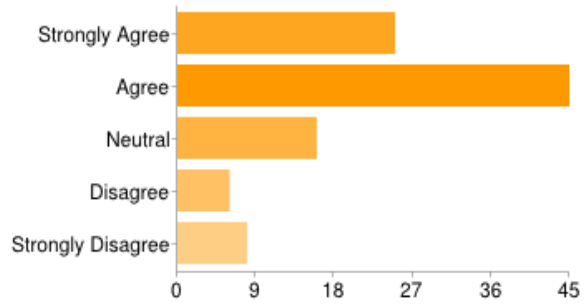

| | | |
|---|---|---|
| Strongly Agree | **26** | 26% |
| Agree | **41** | 41% |
| Neutral | **21** | 21% |
| Disagree | **4** | 4% |
| Strongly Disagree | **8** | 8% |

**Please circle the following whichever is most appropriate - I am satisfied with Robi's customer service**



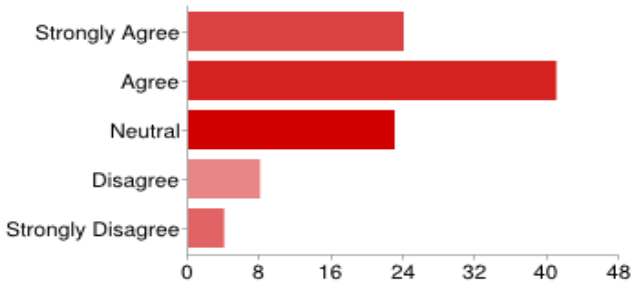

| | | |
|---|---|---|
| Strongly Agree | **27** | 27% |
| Agree | **43** | 43% |
| Neutral | **17** | 17% |
| Disagree | **6** | 6% |
| Strongly Disagree | **7** | 7% |

**Please circle the following whichever is most appropriate - I will recommend Robi's customer service to a friend (or colleague)**



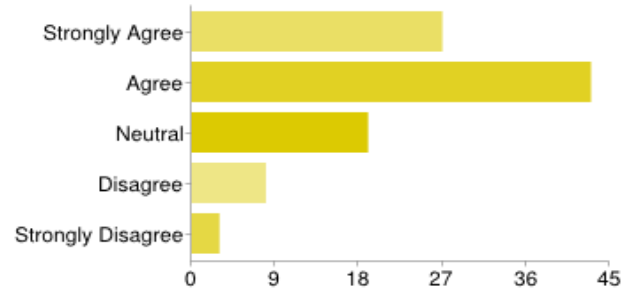

| | | |
|---|---|---|
| Strongly Agree | **25** | 25% |
| Agree | **45** | 45% |
| Neutral | **16** | 16% |
| Disagree | **6** | 6% |
| Strongly Disagree | **8** | 8% |

**Please circle the following whichever is most appropriate - I will stick to Robi's customer service always**



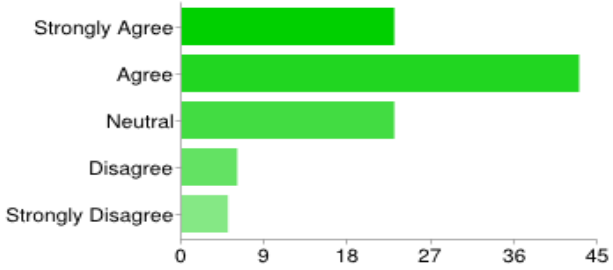

| | | |
|---|---|---|
| Strongly Agree | **24** | 24% |
| Agree | **41** | 41% |
| Neutral | **23** | 23% |
| Disagree | **8** | 8% |
| Strongly Disagree | **4** | 4% |

**Please circle the following whichever is most appropriate - Over the last few months/years, I have been using the same service because the brand image of Robi is very good**



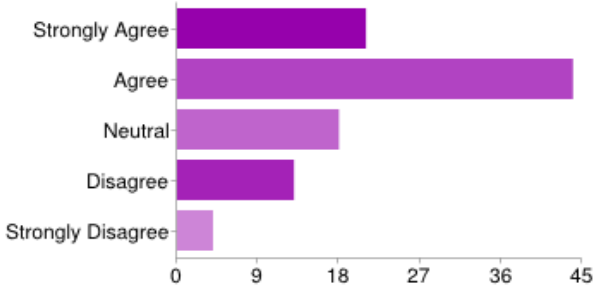

| | | |
|---|---|---|
| Strongly Agree | **27** | 27% |
| Agree | **43** | 43% |
| Neutral | **19** | 19% |
| Disagree | **8** | 8% |
| Strongly Disagree | **3** | 3% |

**Please circle the following whichever is most appropriate - I put an effort while choosing the service of Robi**



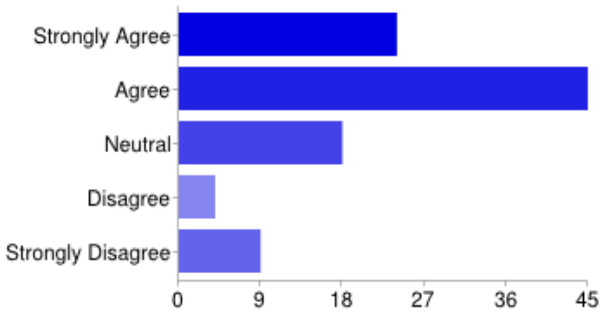

| | | |
|---|---|---|
| Strongly Agree | **23** | 23% |
| Agree | **43** | 43% |
| Neutral | **23** | 23% |
| Disagree | **6** | 6% |
| Strongly Disagree | **5** | 5% |

**Please circle the following whichever is most appropriate - I feel attached to Robi over the others**




| | | |
|---|---|---|
| Strongly Agree | **21** | 21% |
| Agree | **44** | 44% |
| Neutral | **18** | 18% |
| Disagree | **13** | 13% |
| Strongly Disagree | **4** | 4% |

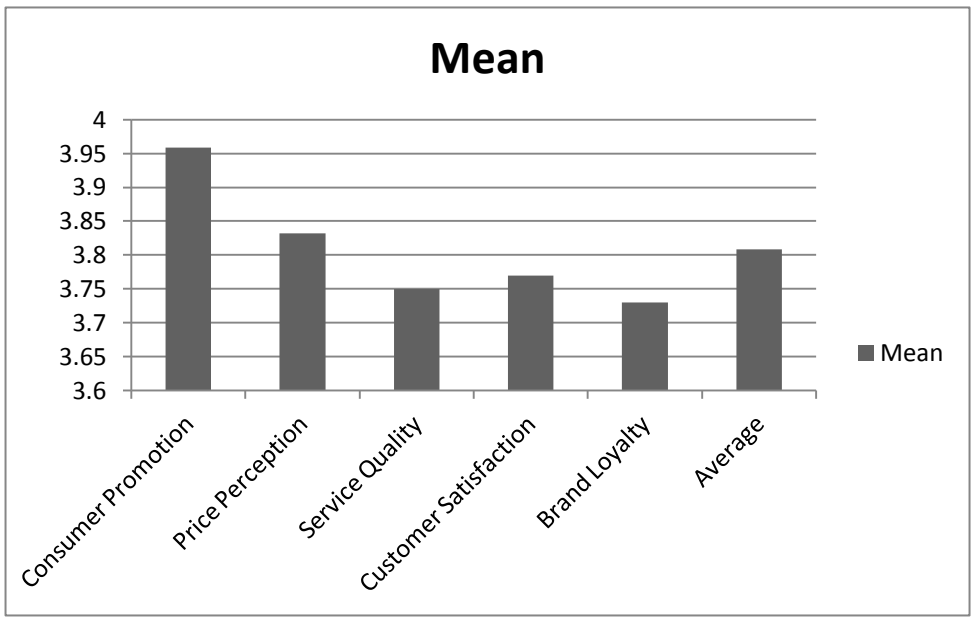
**Please circle the following whichever is most appropriate - If Robi's service that I am using now is not available at the stores, I will choose another company**




| | | |
|---|---|---|
| Strongly Agree | **24** | 24% |
| Agree | **45** | 45% |
| Neutral | **18** | 18% |
| Disagree | **4** | 4% |
| Strongly Disagree | **9** | 9% |

## Overview of Mean and Standard Deviation

| Variables | Mean |
|---|---|
| Consumer Promotion | 3.959048 |
| Price Perception | 3.831667 |
| Service Quality | 3.75 |
| Customer Satisfaction | 3.77 |
| Brand Loyalty | 3.73 |
| Average | 3.808143 |



| Variables | Standard Deviation |
|---|---|
| Consumer Promotion | 0.942841876 |
| Price Perception | 1.093495145 |
| Service Quality | 1.069325559 |
| Customer Satisfaction | 1.126853131 |
| Brand Loyalty | 1.078579876 |
| Average | 1.062219117 |

