

APPRAISING THE EFFECTIVENESS OF PRODUCT & SERVICES QUALITY: A STUDY ON GRAMEENPHONE SUBSCRIBERS, BANGLADESH

*Md.Touhidul Islam, *RubelMollick

*Pabna University of Science & Technology,

Department of Business Administration.

Razapur, Pabna-6600,

Pabna, Bangladesh.

ABSTRACT

The main objective of this research paper is to explore and investigate the product and service quality of Grameenphone Company of Bangladesh by analyzing the subscriber's response of Grameenphone. Grameenphone is the most leading mobile phone company in Bangladesh. This Research paper helps this company as well as other mobile phone company to evaluate their position in the competitive market. This paper has been used simple random sampling under the probability sampling method and used structured questionnaire for collecting information. This paper used SPSS statistical software package version 17 for statistical analysis and Chai-square (χ^2) test to analyze the findings of the study. Major findings show that most of the product and service are effective to the GP's subscribers. Most of the respondents are agree that network coverage facilities, browsing speed, service charge, network facilities, recharge facilities, news & health care service, my zone facilities of Grameenphone are satisfactory level.

Keywords: Effectiveness, Product & service quality, Grameenphone, Mobilephone Company.

1.1 INTRODUCTION

At present Mobile telecom sector in Bangladesh has reached at a desired level. Competition in this industry intensifies the urgency of making customer satisfied for corporate profitability and survival in a competitive marketplace. The number of mobile subscribers has been increased dramatically. The total number of Mobile Phone subscriptions has reached 131.996 million at the end of October, 2015. The competitive environment has further intensified due to the entry of new operators into the market. Telecommunication is defined as to communicate over a distance by telegraph, telephone or broadcasting the telecom regulator also disclosed that addition of new subscribers raised the mobile penetration more than 25% of the country's population. Individually, Bangladesh's leading mobile operator, GrameenPhone, has 55.896 Million customers, Banglalink has 32.599 Million, Robi Axiata Limited (Robi) has 28.288 Million and Airtel Bangladesh Limited (Airtel) has 9.982 Million subscribers. On the other side, Citycell, Bangladesh oldest mobile operator has added 1.089 and Teletalk Bangladesh Ltd. (Teletalk) has 4.141 Million

subscribers[<http://www.btrc.gov.bd/content/mobile-phone-subscribers-bangladesh-october-2015>]. The reasons behind this growth rate during October 2015 was largely due to declining call rates, falling prices of handsets and rising competition among operators. Consequently, the mobile phones become cheaper and affordable for people. In recent time the existence use of cellular phone and internet technology play as a major role in development of economy and social life. The service quality is an antecedent for success and survival in today's competitive environment. Perceived quality cannot necessarily be objectively determined, in part because it is a perception and also because judgments about what is important to customers are involved. After all, customers differ sharply in their personalities, needs, and preferences. Without good quality, the of services practiced, they will not be able perform their work effectively

1.2 Objectives of the Study

1. To know the respondents' demographics.
2. To find out the perceived Product & service quality of GrameenPhone users in Bangladesh.
3. To Test & Evaluate the Service and product quality of GrameenPhone by some selected variables.
4. To provide some recommendations and conclusion according to the findings of variable analysis.

2.1 REVIEW OF LITERATURE

Mobile phone services are the first growing services in telecommunication industry in Bangladesh. This sector is showing an inspiring growth in last few years. Bangladesh will be the third biggest telecom market in Asia after china and India. Citycell, GrameenPhone, Robi, Banglalink, Teletalk and Airtel are the mobile phone service providers in Bangladesh. Citycell is the first mobile phone operator of Bangladesh which obtained a license in the name as Bangladesh telecom company Limited (BTCL). GrameenPhone launched its service in March 26, 1997. GrameenPhone has built the largest cellular network in the country and introduced the pre- paid service in September 1999. GrameenPhone provide voice call, voice message, SMS (short message service), MMS (multimedia message service), internet service, information services and 3G services. The total number of Mobile Phone subscriptions has reached 55.896 million at the end of October 2015 (BTRC, October 2015). These are the key source of success in the business and competitive advantage.

Perceived value is the appraisal of the expected benefits with actual performance of the products or services. (Singh, Singh and Singh, 2010) Perceived value is the customer's

psychological assessment regarding the product and service about this study, and guidelines for further study.

Service quality is one of the critical success factors that influence the competitiveness of an organization. Perceived quality is, first, a perception by customers. Most countries with strong economies are dominated by services, which amount more than 70 percent of their GDP. Service quality research is almost three decades old now.

Perceived quality is simply the overall customer's assessment of the standard process of receiving customer services (Istiaq, 2012). Service quality and customer satisfaction have been identified as key elements of the service-profit. As a market leader GrameenPhone limited it is continuously coming up with new ideas regarding its products and services. Service sector has become a dominant force in the economy of many countries and has created a wealth of new jobs (Awang and Jusoff, 2009). Recently the company is mainly focusing on the after sales services, non-voice services and the quality of all the services. Because the company knows in near future, voice based services will reach to the maturity stage which will make the business growth constant to maintain the leading position by providing and maintaining the quality services (Khan, 2010). These attributes are working as a building block to increase GP's service value. GrameenPhone was the first company to introduce GSM technology in Bangladesh. It also established the first 24 hour call center to support its subscribers. With the slogan GO Beyond, GrameenPhone promises its customers to bring the best of communication. GrameenPhone originally offered a mobile-to-mobile connectivity which created a lot of enthusiasm among the users. It became the first operator to reach the million subscribers milestone in Bangladesh. GrameenPhone network is also GPRS/EDGE enabled, allowing access to dial-up quality speed internet and data services from anywhere within the coverage area. There are currently nearly 3 million GPRS/EDGE users in the GrameenPhone network. Also has 3G network at most of the urban and suburban area. GrameenPhone was the first operator to introduce the pre-paid mobile phone service in Bangladesh in September 1999. It offers the pre-paid subscription under the name Easy Prepaid which is currently called "Nishchinto, Amontron, Shohoj, Bondhu, Aapon, Smile, Spondon, Business Solution prepaid". Besides Nishchinto, Amontron, Shohoj, Bondhu, Aapon, Smile, Spondon, Business Solution, GrameenPhone also offers a youth based mobile to mobile connectivity within Bangladesh named djuice. GrameenPhone also offers postpaid mobile service. Xplore Postpaid is the name of its post paid service. GrameenPhone also provides several other packages which can be selected based on the type of tariff or features like pulse, SMS, and internet. Detailed information about packages provided by GrameenPhone can be found dialing 121 from your GrameenPhone number and can also be found using the official GrameenPhone android app available for free download on Google Play Store.

2.2 Hypothesis Development

- H1: GrameenPhone has wide range of strong network coverage
- H2: Browsing speed of Grameen phone internet is high
- H3: Service charge of using internet is reasonable
- H4: Grameenphone internet packages are effective to customers.
- H5: Service charges of GP's voice call, video call, SMS, MMS are reasonable
- H6: GrameenPhoneable to solve customer problem immediately
- H7: GrameenPhone provides available recharge facilities.
- H8: GrameenPhone provides news and health care service
- H9: GrameenPhone provides sufficient emergency balance
- H10: GrameenPhone packages transfer system is flexible.
- H11: GrameenPhone“my zone” facility is helpful for customers.

3.1 QUESTIONNAIRE DESIGN

The questionnaire was designed according to the existing literatures and experts opinions. The study is descriptive and hypothesis testing in nature. This study aimed to examine perceived service & Product quality of Grameenphone users in Bangladesh. Data was collected using the survey method. The questionnaire has two parts. First part indicates the personal information of respondents; second part indicates the various services offered by GP (voice call, internet, voice message, SMS, MMS, internet service, information services and 3G). All part were measured using multiple items by a five point Likert- type scale (1= strongly disagree, 2= disagree, 3= undecided, 4= Agree, 5= strongly agree).

3.2 The Sample

The study was conducted in Bangladesh – a country of high growing telecommunication services in Asia. Total 120 questionnaires were distributed to the general people who were the target respondents of this study. The initially number of respondents were replies 100. After screening the first round replies, a second round questionnaire was conducted and finally 120 respondents were taken for this study.

3.3 Data Analysis Technique and Reliability of Scale

The SPSS statistical software package version 17 was used for statistical analysis and Chi-square (χ^2) test is used to analyze the findings of the study.

4. 1 DATA ANALYSIS AND FINDINGS

Table- 1.1: Respondent's Demographics

		Frequency	Percent	Valid Percent	Cumulative Percent
Number of Users of Service providers	GP	87	72.5	72.5	72.5
	Banglalink	16	13.3	13.3	85.8
	Robi	4	3.3	3.3	89.2
	Airtel	7	5.8	5.8	95.0
	Teletalk	1	.8	.8	95.8
	Citycell	5	4.2	4.2	100.0
	Total	120	100.0	100.0	
Current subscribers	Yes	119	99.2	99.2	99.2
	No	1	.8	.8	100.0
	Total	120	100.0	100.0	
Subscribers who use more than one Operator	More than one	107	89.2	89.2	89.2
	Only one	13	10.8	10.8	100.0
	Total	120	100.0	100.0	
Age	bellow 30 years	17	14.2	14.2	14.2
	30-45 years	57	47.5	47.5	61.7
	above 45 years	46	38.3	38.3	100.0
	Total	120	100.0	100.0	
Subscribers Expenses	bellow Tk 500	55	45.8	45.8	45.8
	Tk 500-1000	39	32.5	32.5	78.3
	above Tk 1000	26	21.7	21.7	100.0
	Total	120	100.0	100.0	
Profession	Student	120	100.0	100.0	100.0
Gender	Male	94	78.3	78.3	78.3
	Female	26	21.7	21.7	100.0
	Total	120	100.0	100.0	

Respondents' demographic is just an outlook of respondents. The respondents are divided into two groups-; male and female. Total number of respondents is 120. Male respondents are 94 out of 120; female respondents are 26 out of 120. The percentages of male respondents are

78.3; the percentages of female respondents are 26. The numbers of GP users are 87, Banglalink users are 16, Robi users are 4 Airtel users are 7, Teletalk users is 1, Citycel users are 5. The percentage of GP users 72.5%, the percentage of banglalink users 13.3%, the percentage of Robi users 3.3%, the percentage of airtel users 5.8%, the percentage of teletalk users .8%, the percentage of citycel users 4.2%. The current GP operator 119 and 1 user not uses GP at present. The number of user use more than operator are 107, the number of users who use only one operator are 12. The percentages of user use more than one operator 89.2%, the percentage of users who use only one operator are 10%. The numbers of respondents are 17 which connected to operator below 30 years, the numbers of respondents are 57 which connected to operator below 30- 45 years, and the numbers of respondents are 46 which connected to operator above 46 years. The number of respondents mobile expense below tk 500 are 55, 500- 1000 are 39, above 1000 are 26. The percentage of below tk 500 is 45.8%, below tk 500- 1000 is 32.5%, and above 1000 is 21.7%. Student is the profession of respondent the number is 120.

4.1.1 Data Analysis

A chi-square test, also referred to as χ^2 test (infrequently as the chi-squared test), is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true. Also considered a chi-square test is a test in which this is *asymptotically* true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough.

Table-2.1: about Network coverage of GrameenPhone.

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	4	3.3	24.0	-20.0
Disagree	7	5.8	24.0	-17.0
Undecided	4	3.3	24.0	-20.0
Agree	64	53.3	24.0	40.0
Strongly Agree	41	34.2	24.0	17.0
Total	120	100.0		

Table-2.2: about Calculated Chi-square of Network coverage of GrameenPhone.

Result	Network coverage of GrameenPhone
Chi-Square	124.083
Df	4
Asymp. Sig.	.000

(See Table 2.1 & 2.2)represent that 3.3% respondents give strongly disagree answer the question of GrameenPhone has wide range of strong network coverage 5.8% disagree, 3.3% undecided, 53.3% agree, 34.2% strongly agree and chi-square is 124.083%, df is four and asymp. Sig is .000. Therefore it can be calculated that GP's customer are satisfied with GP's network coverage service.

Table -3.1: Browsing speed of GrameenPhone

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	7	5.8	24.0	-17.0
Disagree	17	14.2	24.0	-7.0
Undecided	12	10.0	24.0	-12.0
Agree	60	50.0	24.0	36.0
Strongly Agree	24	20.0	24.0	.0
Total	120	100.0		

Table-3.2: Calculated Chi-square of Browsing speed of GrameenPhone

Result	Browsing speed of GrameenPhone
Chi-Square	74.083
Df	4
Asymp. Sig.	.000

(See Table 3.1 & 3.2)show that 5.8% respondents strongly disagree answer the question of browsing speed of GrameenPhone internet is high 14.2% disagree, 10% undecided, 50% agree, 20% strongly agree and chi-square is 74.083%, df is four asymp sig is .000. Therefore it can be calculated that GP's customer are satisfied with GP's 3G service.

Table-4.1: Service charge of using internet is reasonable

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	7	5.8	24.0	-17.0
Disagree	30	25.0	24.0	6.0
Undecided	15	12.5	24.0	-9.0
Agree	53	44.2	24.0	29.0
Strongly Agree	15	12.5	24.0	-9.0
Total	120	100.0		

Table-4.2: Calculated Chi-square of Service charge of using internet

Result	Service charge of internet
Chi-Square	55.333
Df	4
Asymp. Sig.	.000

(See Table 4.1 & 4.2)represent that 5.8% respondents arestrongly disagree, 25% disagree, 12.5% undecided, 44.2% agree, 12.5% strongly agree about this statement and chi-square is 55.333%, df is four asymp sig is .000. So it is clear that Gp'scustomers are satisfied with the service charge of internet.

Table-5.1: GrameenPhone Internet packages are effective to customers

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	4	3.3	24.0	-20.0
Disagree	17	14.2	24.0	-7.0
Undecided	14	11.7	24.0	-10.0
Agree	62	51.7	24.0	38.0
Strongly Agree	23	19.2	24.0	-1.0
Total	120	100.0		

Table-5.2: Calculated Chi-square of Internet packages of GrameenPhone

Result	Effectiveness of internet packages
Chi-Square	83.083
Df	4
Asymp. Sig.	.000

(See Table 5.1 & 5.2)show that 3.3% respondents strongly disagree answer the question of many people like internet packages provided by GrameenPhone, 14.2% disagree, 11.7% undecided, 51.7% agree, 19.2% strongly agree and chi-square is 83.083%, df is 4 ,asymp sig is .000. Therefore it can be calculated that Gp'sinternet packages are effective to the customers.

Table-6.1: Service charges of voice call, video call, SMS, MMS of GrameenPhone

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	9	7.5	24.0	-15.0
Disagree	28	23.3	24.0	4.0
Undecided	13	10.8	24.0	-11.0
Agree	55	45.8	24.0	31.0
Strongly Agree	15	12.5	24.0	-9.0
Total	120	100.0		

Table-6.2: Calculated Chi-square of Service charges of voice call, video call, SMS, MMS of GrameenPhone

Result	Service charges of voice call, video call, SMS, MMS
Chi-Square	58.500
Df	4
Asymp. Sig.	.000

(See Table 6.1 & 6.2)show that 7.5% respondents are strongly disagree, 23.3% are disagree, 10.8% are undecided, 45.8% are agree, 12.5% strongly agree about this statement and chi-square is 58.500%, df is 4, asymp sig is .000. So it is clear that GP's customers are satisfied with Service charges of voice call, video call, SMS, MMS.

Table-7.1: GrameenPhone is able to solve customer problem immediately

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	10	8.3	24.0	-14.0
Disagree	33	27.5	24.0	9.0
Undecided	10	8.3	24.0	-14.0
Agree	52	43.3	24.0	28.0
Strongly Agree	15	12.5	24.0	-9.0
Total	120	100.0		

Table-7.2: Calculated Chi-square of GrameenPhone is able to solve customer problem immediately

Result	Customer problems solve
Chi-Square	124.083 ^a
Df	4
Asymp. Sig.	.000

(See Table 7.1 & 7.2) shows that 8.3% respondents are strongly disagree about this statement. GrameenPhone service providers are able to solve customer problem immediately 27.5% disagree, 8.3% undecided, 43.3% agree, 12.5% strongly agree and chi-square is 124.083, df is 4, symp sig is .000. Therefore it can be calculated that Gp's customers' problem solving service is in satisfactory level.

Table-8.1: GrameenPhone provides available recharge facilities

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	1	.8	24.0	-23.0
Disagree	11	9.2	24.0	-13.0
Undecided	2	1.7	24.0	-22.0
Agree	81	67.5	24.0	57.0
Strongly Agree	25	20.8	24.0	1.0
Total	120	100.0		

Table-8.2: Calculated Chi-square of GrameenPhone provides available recharge facilities

Result	GP's recharge Facilities
Chi-Square	184.667
Df	4
Asymp. Sig.	.000

The (See Table 8.1 & 8.2) tables represent that .8% respondents are strongly disagree, 9.2% disagree, 1.7% undecided, 67.5% agree, 20.8% strongly agree about this statement. chi-square is 184.667%, df is 4, asymp sig is .000. So, it can be calculated that Gp's research service is in satisfactory level.

Table-9.1: GrameenPhone supplies news and health care service to Subscribers

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	3	2.5	24.0	-21.0
Disagree	15	12.5	24.0	-9.0
Undecided	10	8.3	24.0	-14.0
Agree	72	60.0	24.0	48.0
Strongly Agree	20	16.7	24.0	-4.0
Total	120	100.0		

Table-9.2: Calculated Chi-square of GrameenPhone supplies news and health care service

Result	GP's news and Health care service
Chi-Square	126.583
Df	4
Asymp. Sig.	.000

(See Table 9.1 & 9.2) tables show that 2.5% respondents strongly disagree 12.5% disagree, 8.3% undecided, 60% agree, 16.70% strongly agree about this statement. And chi-square is

126.583% df is 4, asymp sig is .000. So it is clear that Grameenphone is satisfactory level for their supply of news and health care service.

Table-10.1: Grameen Phone provides sufficient emergency balance

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	2	1.7	24.0	-22.0
Disagree	8	6.7	24.0	-16.0
Undecided	4	3.3	24.0	-20.0
Agree	78	65.0	24.0	54.0
Strongly Agree	28	23.3	24.0	4.0
Total	120	100.0		

Table-10.2: Calculated Chi-square of GrameenPhone provides sufficient emergency balance

Result	Sufficiency Emergency Balance
Chi-Square	169.667
Df	4
Asymp. Sig.	.000

(See Table 10.1 & 10.2) tables show that 1.7% respondents strongly disagree, 6.7% disagree, 3.3% undecided, 65% agree, 23.3% strongly agree that GrameenPhone provides sufficient emergency balance. Chi-square is 169.667%, df is 4, asymp sig is .000. So, it is clear that service of Gp's Sufficient Emergency balance is satisfactory.

Table-11.1: GrameenPhone package transfer system

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	2	1.7	24.0	-22.0
Disagree	16	13.3	24.0	-8.0
Undecided	18	15.0	24.0	-6.0
Agree	63	52.5	24.0	39.0
Strongly Agree	21	17.5	24.0	-3.0
Total	120	100.0		

Table-11.2: Calculated Chi-square of GrameenPhone package transfer system

Result	GP's Package transfer system
Chi-Square	88.083
Df	4
Asymp. Sig.	.000

(See Table 11.1 & 11.2) tables represent that 1.7% respondents strongly disagree, 13.3% disagree, 15% undecided, 52.5% agree, 17.5% strongly agree to this question and chi-square is 88.083, df is 4, asymp sig is .000. Therefore it can be calculated that Gp's customer are satisfied with Gp's GrameenPhone package transfer system.

Table-12.1: My zone facilities of GrameenPhone

Categories	Observed N	Percent	Expected N	Residual
Strongly Disagree	1	.8	24.0	-23.0
Disagree	15	12.5	24.0	-9.0
Undecided	4	3.3	24.0	-20.0
Agree	56	46.7	24.0	32.0
Strongly Agree	44	36.7	24.0	20.0
Total	120	100.0		

Table-12.2: Calculated Chi-square of My zone facilities of GrameenPhone

Result	My zone Facilities of GP
Chi-Square	101.417
Df	4
Asymp. Sig.	.000

(See Table 12.1 & 12.2) tables show that .8% respondents strongly disagree, , 12.5% disagree, 3.3% undecided, 46.7% agree, 36.7% strongly agree to answer the question that GrameenPhone's my zone facilities is helpful for customers of and chi-square is 101.417, df is 4, asymp sig is .000. Therefore it can be calculated that Gp's customer are satisfied about GP's my zone facilities.

4.1.2 Hypothesis Testing and Findings:

Hypothesis testing is conducted by analyzing Chi-square and Residual test of the data.

Serial no.	Contents	Result
1	Grameen phone has wide range of strong network coverage	Accept
2	Browsing speed of Grameen phone internet is high	Accept
3	Service charge of using internet is reasonable	Accept
4	Grameen phone internet packages are effective to customers	Accept

5	Service charges of voice call, video call, SMS, MMS are reasonable	Accept
6	Grameen phone is able to solve customers' problem immediately	Accept
7	Grameen phone provides available recharge facilities	Accept
8	Grameen phone supplies news and health care service to Subscribers	Accept
9	Grameen phone provides sufficient emergency balance	Accept
10	Grameen phone package transfer system is flexible	Accept
11	Grameen phones My zone facility is helpful for customers	Accept

5.1 CONCLUSION

Mobile phone services are the first growing services in telecommunication industry in Bangladesh. Grameen phone are the best among them. Grameen phone always try to provide better service to their customer. Customers also expect some quality from Grameen phone. These are strong network coverage, browsing speed is high, service charge of using internet is reasonable, voice call, video call, SMS, MMS, available research facilities, available retail store, supplies news and health care service, facility of call drop, promotional offers, package transfer system, my zone facility and CSR activities. This study mainly focuses on perceived quality of Grameenphone and effectiveness of Grameenphone's products and services. Our study shows that Grameen phone has meet the customer perceived quality. This study reveals that customer of Grameen phone are mostly satisfied about Grameenphone's products and services. In this respect of this study conclude that Grameen phone's customer perceived that Grameen phone innovative, reliable competitive service able them to satisfy their demand.

6.1 RECOMMENDATION

From this study we can identify some recommendable points for GP.

1. GrameenPhone should reduce its call charge.
2. GrameenPhone should revise its my zone facilities, which is alternative by name, but most often cuts more than normal service charge.
3. Promotional offers should be improved.

4. GP should reduce its service charge to survive in the market and to hold its Stakeholders.
5. GP should involve more and more CSR (Corporate social responsibility), because many respondents disagree with these statement.
6. GrameenPhone should reduce its internet costs.
7. The service providers of GrameenPhone should be trained properly.
8. GP should provide news, healthcare service and other social welfare information to subscribers.

REFERENCES

Alam, S. M., Hoque, S. M., & Hosen, M. (2010). Corporate Social Responsibility (CSR) of MNCs in Bangladesh: A case study on GrameenPhone Ltd. *Journal of Potuakhali University of Science and Technology, Forthcoming.*

Ashaduzzaman, M., Khan, M. M., & Ahmed, S. S. (2011). Consumer choice behavior towards mobile phone Operators in Bangladesh. *Researchers World, 2(4), 30.*

Awang, Z. H., & Jusoff, K. (2009). The effects of corporate reputation on the competitiveness of Malaysian telecommunication service providers. *International Journal of Business and Management, 4(5), 173.*

Aydin, S., Özer, G., & Arasil, Ö. (2005). Customer loyalty and the effect of switching costs as a moderator variable: A case in the Turkish mobile phone market. *Marketing Intelligence & Planning, 23(1), 89-103.*

Hasan, M. (2008). Mobile phone operators in Bangladesh. *The Daily Star, 7.*

Ishaq, I. M. (2012). Perceived value, service quality, corporate image and customer loyalty: Empirical assessment from Pakistan. *Serbian Journal of Management, 7(1), 25-36.*

Islam, M. A., Khan, M. A., Ramayah, T., & Hossain, M. M. (2011). The adoption of mobile commerce service among employed mobile phone users in Bangladesh: self-efficacy as a moderator. *International Business Research, 4(2), 80.*

Islam, M. M. (2012). Problems and prospects of the information services based on the mobile phone in Bangladesh. *International Journal of Library and Information Science, 3(6), 104-114.*

Islam, M. Z. (2011). Measuring Customer Satisfaction of Mobile Phone Users: A Comparative Study between Grameen Phone and Teletalk Based on Khulna City, Bangladesh. *European Journal of Business and Management*, 3(6), 20-29.

Khan, M. A. (2010). An empirical assessment of service quality of cellular mobile telephone operators in Pakistan. *Asian Social Science*, 6(10), 164.

Kuo, Y. F., Wu, C. M., & Deng, W. J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in human behavior*, 25(4), 887-896.

Lawson, C., & Meyenn, N. (2000). Bringing cellular phone service to rural areas: Grameen telecom and village pay phones in Bangladesh.

Mohan, A. (2006). Global corporate social responsibilities management in MNCs. *Journal of Business Strategies*, 23(1), 9.

Oyeniya, O., & Joachim, A. A. (2008). Customer service in the retention of mobile phone users in Nigeria. *African Journal of Business Management*, 2(2), 26.

Parvez, M. (2005). A relational study on service quality, switching cost, trust, customer satisfaction and customer loyalty in the context of grameenphone. *Sc Business Administration, Independent Uninversity, Bangladesh*.

Rahman, H., Redwanuzzaman, M., Masud-Ul-Hasan, M., & Rahman, M. A. (2014). Factors Affecting Customer Satisfaction on Grameenphone Users in Bangladesh. *Global Journal of Management and Business Research*, 14(3).

Rahman, M. S. (2012). Service quality, corporate image and customer's satisfaction towards customers perception: an exploratory study on telecom customers in Bangladesh. *Business Intelligence Journal*, 5(1), 56-63.

Rahman, S. A. U., & Masoom, M. R. (2015). Effects of Relationship Marketing on Customer Retention and Competitive Advantage: A Case Study on Grameen Phone Ltd. *Asian Business Review*, 1(2), 97-102.

Roberts, P. W., & Dowling, G. R. (2002). Corporate reputation and sustained superior financial performance. *Strategic management journal*, 23(12), 1077-1093.

Sadique, S. S. (2011). *A Working Report on Customer Service of Grameenphone Ltd* (Doctoral dissertation, Independent University, Bangladesh).

Siddique, M., Akterujjaman, S. M., & Perveen, R. (2012). Customers' Satisfaction towards the Services of Customer Care Centers of Grameenphone: A Study on Dhaka and Khulna Cities. *ASA University Review*, 6(2).

Singh, S., Singh, D. K., Singh, M. K., & Singh, S. K. (2010). The forecasting of 3G market in India based on revised Technology Acceptance Model. *arXiv preprint arXiv:1006.3609*.

Touhidul Islam, M., & Rahman, A. (2015). Effectiveness of Push (SMS) Service: A Study on Grameenphone and Airtel Subscribers of Bangladesh. *Global Journal of Management And Business Research*, 15(7).

Uddin, M. B., & Akhter, B. (2012). CUSTOMER SATISFACTION IN MOBILE PHONE SERVICES IN BANGLADESH: A SURVEY RESEARCH. *Management & Marketing Journal*, 10(1).

Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & Marketing*, 21(10), 799-822.

WEB APPENDIXES

<http://www.btrc.gov.bd/content/internet-subscribers-bangladesh-december-2014>

<http://www.btrc.gov.bd/content/mobile-phone-subscribers-bangladesh-december-2014>

<http://www.grameenphone.com/business/enterprise-solutions/mobile-office/3g-packages>