

Service Marketing in Bangladesh: A Study on Mobile Telecom Industry

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Abstract

In Bangladesh the current state of the mobile telecommunication infrastructure with 80 mobile telephones per 100 people seems satisfactory. The country was the first among its Asian neighbors to initiate the sector through private investments about two decades ago, and it has now reached the standard of its neighbors in terms of efficiency, though, not of rates. Mobile telecom operators are expected to serve people; but they continuously make profit without providing desired level of customer service. Usually, they charge comparatively high call rates without ensuring strong network coverage or increasing service quality. Consequently, the concept of service marketing is being abused largely by the mobile telecom operators of Bangladesh. In this study, we will try to draw a current scenario of service quality provided by the telecom operators and customers' satisfaction level to the operators. For primary data, we interviewed 5000 mobile phone subscribers of eight divisional headquarters of Bangladesh through the convenience sampling of non-probability method, beside much more rich secondary data. As our targeted reader of this study is the mass people of the country, we did not use any complex statistical tools for analyzing or evaluating data for their easy understanding. We used simple mean to find out the percentage of the respondents' answers on each determinants.

Key words

Service quality, mobile telecom operators, 3G & 4G internet services, mobile banking, Bangladesh, etc.

1. Objectives of the study

The research objectives are –

- The preparation of the article will enable to gather concept of the mobile telecom business of Bangladesh.
- To find out the present condition, major prospective area and subscribers' complains and subsequent problems of mobile telecom industry of Bangladesh.

2. Methodology of the study

The research has been conducted on the basis of primary and secondary data; and data connected to the topic to support and direct the research. The search of secondary data was mainly conducting on the relevant reports and statistics published by the concern authority, journal databases, websites and text books. In referring data from the secondary sources, regency of data, cause of publishing the data, reliability and acceptance of the publisher, method of data collection they used has been carefully considered. Primary data was collected by personal interview of field survey with questionnaire. This research was conducted from 01 March, 2018 to 30 April, 2018 where survey part was conducted in the 2nd half of the March, 2018 and survey area was 08(eight) Division head quarters of Bangladesh. We interviewed 5000 mobile phone subscribers of Dhaka, Chittagong, Rajshahi, Khulna, Sylhet, Barisal, Rangpur and Mymensing City through the convenience sampling of non-probability method.

In the full range of articles and journals on the subject of international marketing, it has been found one of them very useful on the subject of 'Bangladesh Telecom Brief 2017'. This paper tells the inside of offering and the potential what Bangladesh market offers, not exactly the same subject but one major side of our paper has the subject of same interest.

3. Review of the literature

From the article of 'Telecommunication in Bangladesh: State of Art and Changes Needed to Prosper' we find that service marketing is a sub field of marketing, which can be split into the two main areas of goods marketing (which includes the marketing of fast

moving consumer goods (FMCG) and durables) and services marketing. Services marketing typically refer to both business to consumer (B2C) and business to business (B2B) services, and include marketing of services like telecommunications services, financial services, all types of hospitality services, car rental services, air travel, health care services and professional services. The range of approaches and expressions of a marketing idea developed with the hope that it be effective in conveying the ideas to the diverse population of people who receive it (4). This study was conducted mainly on the back ground, infrastructure and trend of mobile telecom industry of the country. The study concluded that Bangladesh is in top position in terms of teledensity compare to its Asian neighbors but the country is far behind in case of infrastructure, technology.

In the article 'Telecommunications in Bangladesh' the author said that, service marketing is an important field of marketing. In Bangladesh, the concept of service marketing has never become to the expected level. Most of the service sectors of Bangladesh are in bellow standard though, in this competitive and dynamic world, the success of any company largely depends on the quality services. In our questionable service sector, the one bright sector is mobile telecommunication. In Bangladesh, the call rates, network facilities, 3G & 4G services, internet speed and other facilities of the mobile telecom operators cannot match with the customers' expectation. Most of the operators are providing several offers and change their offers and call rates randomly that is not for customer convenience but for their capital accumulation. Subscribers are confused regarding these offers. As a result, the operators are failed to make users loyal to their services and offers. In this study, we will try to find out the service quality of the mobile operators and their limitations to satisfy customers (5). On the basis of secondary data, the researcher concluded on some basic determinants of the quality of service of telecom sector of the country. In this circumstance, an empirical study is required on large scale with both primary and secondary data to justify the findings of this study.

From the analysis of the above literature, it can be say that a

large number of research works have been conducted on telecom industry of Bangladesh in different aspect. Most of the studies basically focus on the number of users of mobile operators, market share and limitations of the operators. The researchers used several statistical tools and models to conduct their study on the mentioned aspects. We realize that very few studies have been done on the service quality of the operators, users' perception and their satisfaction level regarding the service provided by the mobile telecom operators in Bangladesh. In this circumstance, we decided to make a comprehensive study on actual quality of service provided by the operators, their limitations, subscribers' complaints and the satisfaction level of the mass people of the country regarding the mobile telecom companies.

4. Limitations of the study

Preparing the article we have faced some obstructions which are:

- a. Secondary data has been collected from journal, databases, websites and official publications of mobile telecom companies which may be biased to their respective company in providing actual or authentic information on major determinants of this study
- b. This study was conducted by self financing. For budget limitation we interviewed only 5000 respondents which may not represent the 156 Million subscribers' opinion of telecom industry.
- c. As the target reader of this article is the mass people of Bangladesh, we did not use any complex statistical tools for analyzing or evaluating data. We used simple mean to find out the percentage of the respondents' answers on each determinants that may affect the standard of the technical tools of this study.

5. Introduction

Around a decade ago, the telecom sector in Bangladesh was dominated by two state-owned telephone companies, Bangladesh Telegraph and Telephone Board (BTTB) and Bangladesh Rural Telecommunications Authority (BRTA). After the gradual privatization of the sector started in 1992, this sector is totally dominated by some foreign mobile telecom operators like Grameen Phone, Banglalink, etc. Ministry of Postal and Telecommunication (MOPT) is the policy making body of the Government of Bangladesh (GOB) for telecommunications (4). In the absence of a formal regulator, MOPT is also responsible for spectrum management, and regulation of BTTB and private sector rural and cellular operators. The value-added service providers such as VSAT and Internet Service Providers (ISPs) are also supposed to be regulated by MOPT (4). Besides a government-owned telephone handset manufacturing and PBXs assembly company (TSS), and a cable manufacturing company (CSS), there is virtually no other telecom equipment manufacturing activity in Bangladesh (3).

As a result, the foreign mobile phone operators are getting huge opportunities to do business as their own wish in this country. GOB cannot provide sufficient help to grow up local companies in this sector. Only one state owned mobile phone operator Teletalk cannot compete with the foreign rivals successfully for lack of capital, efficient manpower and technology, in total, proper policy of the government. In this study, we tried to give a scenario of the infrastructure, technology, network and call rates of our mobile telecom industry; and also the 3G & 4G service, mobile banking provided by the operators in light of the quality of service and customers' satisfaction level.

6. Telecom Infrastructure in Bangladesh

As defined in the National Telecommunications Policy 1998 and International Long Distance Telecommunications Services (ILDTS) Policy 2007, all mobile operators is to interconnect through Interconnection Exchange (ICX) and all international calls to be handled by International Gateway (IGW) which is to be connected to the mobile and fixed operators through the ICXs (4).

The Interconnection Exchange (ICX) will receive all calls from the mobile and fixed operators whenever the call is made to other network and will pass it to the destination network if the call is local, and will pass to the IGWs if the call is international. ICX will also deliver calls received from IGWs where the call is destined (4). Have a look to the figure: 1.

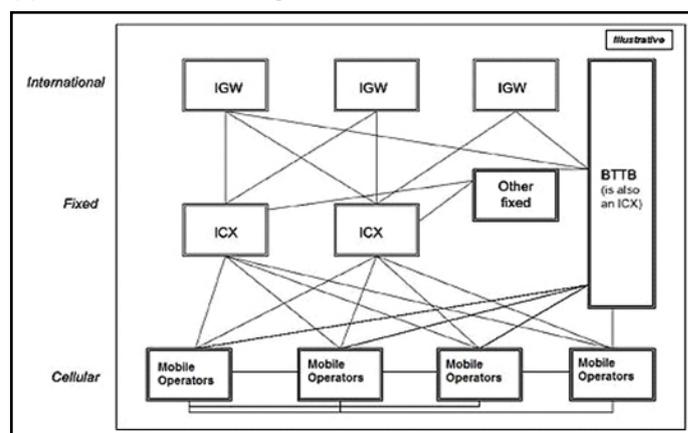


Figure: 1: Bangladesh Telecom Network Topology
Source: Telecommunication in Bangladesh: State of Art and Changes Needed to Prosper

Bangladesh is in very near to its Asian neighbors in telecom sector in terms of the number of users. But the country is in far behind regarding the quality of service provided by the major companies whether local or foreign. The telecom scenario of Bangladesh compare to its Asian neighbors is given in table: 1.

Table: 1: Telecom Scenario in Bangladesh and its Asian Neighbors

Country	Independent Regulator Fixed	Cellular NLD1	International ISP	Dominant Operator VOIP	Legal Measures against uneven activities	No. of Policy and Regulation	Teledensity (In hundred)	Privatization in Progress
Bangladesh	no	yes	yes	yes	no	121	80%	no
India	yes	yes	yes	yes	yes	255	81	yes
Pakistan	yes	no	yes	no	yes	146	66	yes
Sri Lanka	yes	yes	yes	yes	yes	117	78	yes

Sources: Telecommunication in Bangladesh: State of Art and Changes Needed to Prosper

Table: 1 shows Bangladesh has made remarkable success in increasing the number of telecom users for its gradual privatization policy since last two decades. But there is no effective regulatory body to control this vast sector.

The present condition of the telecommunication sector of Bangladesh can be more cleared by table: 2.

Table: 2: Telecommunication Status in Bangladesh as of December 2017

Number of Telephones	BTTB (Govt. Telephone Board)	Private Telecom (including cellular phones)	Density of Telephone (BTTB and Mobile phone)	Registered Pending Demand for BTTB	International Voice Circuits	International Trunk Exchanges (ITX)	Total International Circuits	Nation Wide Dialling Circuits (NWD)	Network Digitalization	VSAT Service Providers	Internet Service Providers (ISPs)
12,70,00000	90,00000	11,80,00000	80%	2,13,000	2,107	3	4,000	23,000	100%	> 50	> 100

Source: Bangladesh Telecommunication Brief 2017

7. Trend in mobile telecom market in Bangladesh

Bangladesh's mobile phone market has achieved exceptional growth since the beginning of 2004, registering a massive 100% growth in its subscriber base during 2004, and 137% during 2005 and 148% during 2006 (7). This trend was continued in the next few years. After 2007, the growth of the number of subscribers reduced and in 2010 the growth was only 10% which was huge in number and the number was 11.4 cores. This trend will bring the number of users to 15 cores by 2014 (7).

Recent growth in the Bangladesh mobile market can be attributed to factors such as the deregulation of the telecommunication sector, inadequate fixed phone infrastructure, high competition following the entry of Indian operator (Airtel) and, particularly, massive foreign direct investment (FDI) by telecom giants like Telenor, Telekom Malaysia (TM), Orascom, SingTel (7). In collaboration with local partners, have been working with the infrastructure to remove entry barriers and make mobile telephone more affordable and widen the base of mobile subscribers (7).

According to the number of mobile subscriptions, Bangladesh is the 15 largest countries in the world. But, in terms of population, it's the 8th largest country in the world. So, the scope of improvement in number is very high. But, the GDP is still pretty low. As GDP increases in the nation and/or price of mobile phones decreases, this number will grow very fast (1).

Table: 3: Trend of subscribers of mobile operators since 2000

Year	No. of Subscriber	Year	No. of Subscriber
2000	2,79,000	2008	4,46,40,000
2001	5,20,000	2009	5,13,59,315
2002	1,07,05,000	2010	6,79,23,887
2003	1,36,05,700	2011	8,43,68,700
2004	1,90,00,000	2012	9,71,80,000
2005	1,91,30,983	2014	11,53,26,000
2006	2,78,1,560	2016	12,63,25,000
2007	3,43,70,000	2017	15,69,56,000

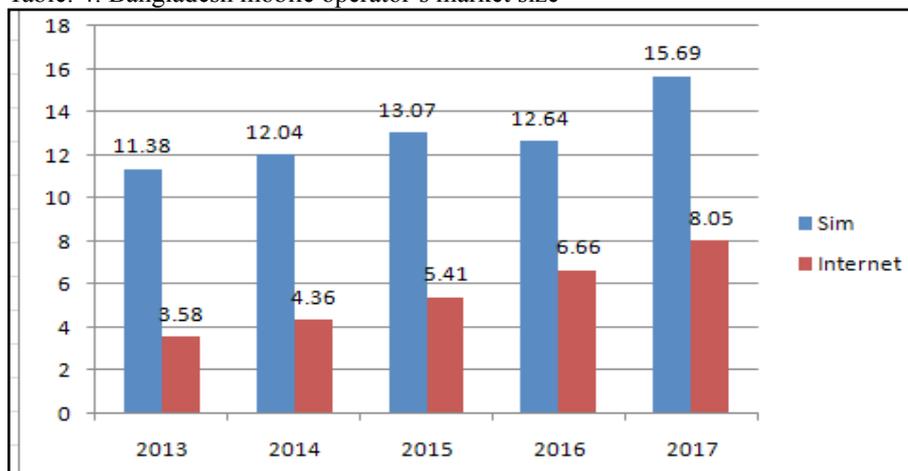
Source: Bangladesh Telecommunication Brief 2017

8. Overview of mobile telecom market in Bangladesh

A. Current market size

Below is a table that reflects the current market size of the Mobile Telecom industry of Bangladesh.

Table: 4: Bangladesh mobile operator's market size



Source: Bangladesh Telecommunication Brief 2017 *Subscribers in crore

Table: 4 shows mobile operators passed a very successful 2017 adding a record number of customers to their networks and connecting more people to internet, in a massive boost to the government’s Digital Bangladesh vision.

Overall internet connections grew 20.87 percent year-on-year to 8.05 crore. Mobile phone operators acquired 1.87 crore new users, recouping the loss they suffered in 2016 because of biometric re-registration. At the end of 2017, active SIMs totaled 15.69 crore (1). The previous highest number of SIMs added in a single year was 1.66 crore recorded in 2013. Some 1.25 crore internet users were added to the network in 2016, the previous highest. Last year mobile and other operators added 1.39 crore new internet connections, clocking 14.79 percent year-on-year growth. In the year, two crore internet connections turned into 3G. The total number of active 3G connections stood at 6.04 crore at the end of 2017 (1).

B. The competitors and their market share

Currently there are 6 mobile operators in Bangladesh. The total number of Mobile Phone subscriptions in Bangladesh has reached 156.956 million at the end of December 2017. As per BTRC report, the number of operators of six mobile operators is as table: 4.

Table: 5: Bangladesh Mobile operator’s technology, ownership and market share

SL. No.	Operators	Technology	Ownership	Jan 2017 (In Million)	Dec 2017 (In Million)
1.	Grameen Phone Ltd. (GP)	GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSPA, HSPA+, DC-HSDPA, 900/1800/2100 MHz FDD-LTE	Telenor (55.8%), Grameen Telecom (34.2%) and General Public & other Institutions (10%)	58.689	65.327
2.	Robi	GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSPA, HSPA+, DC-HSDPA, 900/1800/2100 MHz FDD-LTE, LTE-A	Axiata Group Berhad (68.7%), Bharti Airtel (25%) and NTT DoCoMo (6.3%)	26.443	42.908
3.	Sheba Telecom Ltd. (Banglalink)	GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSPA, HSPA+, 900/1800/2100 MHz FDD-LTE	Orascom Telecom bought 100% share of Sheba Telecom in 2004 and gave its new name as Banglalink	31.309	32.384
4.	Airtel/ Warid	GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSPA, HSPA+, FDD-LTE	In 2011, Warid converted into Airtel as its ownership was sold from Dhabhi Group to Airtel Limited, India.	8.049	9.641
5.	Teletalk Bangladesh Ltd. (Teletalk)	GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSPA, HSPA+	100% State owned	3.791	4.494
6.	PBTL (Citycell)	GSM-900/1800 MHz (GPRS, EDGE) 2100 MHz UMTS, HSPA, HSPA+	Singtel with 45% stake and the rest 55% owned by Pacific Group and Far East Telecom.	2.110	2.202
Total				130.391	156.956

Source: Bangladesh Telecommunication Brief 2017

Table: 6: Competitive analysis of the mobile telecom operators

Name of Operator	Market Position	Competitive Position	Market Share (%)	Life Cycle Stage
Grameen Phone Ltd. (GP)	01	Market Leader	41.62	Maturity
Robi	02	Market Challenger	27.33	Growth
Sheba Telecom Ltd. (Banglalink)	03	Market Follower	20.63	Growth
Airtel	04	Market Follower	6.14	Growth
Teletalk Bangladesh Ltd. (Teletalk)	05	Market Challenger	2.86	Introduction
PBTL (Citycell)	06	Market Challenger	1.40	Decline

Table: 6 shows, Grameen Phone has captured more than 40% of the population of Bangladesh and has the majority portion of share of the mobile phone industry. It has huge capital and country wide strong network coverage. That’s why; Grameen Phone is in its maturity stage and the market leader. Robi is in its growth stage and in second position in terms of the number of the subscribers (27.33%);

and it is the market challenger as it wishes to increase market share without more expenses. Banglalink is in the third position and growth stage; and the market follower as it is following most of the Grameen Phone's policies and offerings. Airtel is in its growth stage and comes to the fourth position in terms of the number of subscribers. Its growth is also satisfactory for its attractive offers, especially, relatively lower call rate. Airtel is the market follower as it follows most of the market leader's offers like Banglalink. Teletalk is the market challenger; and in its introduction stage with poor number of users and poor network coverage; and its market position is fifth. This state owned operator is also facing lack of effective policy and efficient management. Citycell is in decline stage and its position is in the bottom of the table for its smaller number of subscribers, backdated technology and poor network coverage

9. Services provided by the Mobile Telecom operators

The mobile telecom operators are providing some necessary services for all most every level people of Bangladesh. A mobile phone becomes a part and parcel of the daily life of our mass people. Some of the services provided by the operators are;

1. 3G & 4G Call/ SMS service

156.956 million people of Bangladesh are getting 3G & 4G on-net and off-net audio and video call and SMS facility directly through the operators, without internet which is the highest in terms of number compared of neighboring countries(2). In 2017, one in five Bangladeshis subscribed to mobile internet services despite 3G networks covering in excess of 90% of the population. Even countries like Nepal and Myanmar, both of which have lower GDP per capita than Bangladesh, have higher mobile internet penetration: 28% and 35% respectively (7). The majority of subscribers in Bangladesh primarily use their phones for basic voice and SMS services. As a result of this low level of engagement, the country also generates one of the lowest subscriber average revenue per user (ARPU) levels in the world at \$2.9(7). This is considerably below the averages for Asia Pacific and the world of \$10.4 and \$14.6 respectively, limiting the ability of operators to engender the required transition to mobile broadband technologies (7).

On February 19, 2018, Grameenphone, Robi, Banglalink and Teletalk awarded 4G licenses and top three of them launched the service on that day, though the state-run operators yet to launch their service after acquiring spectrum and tech neutrality. In an auction by the regulators Teletalk, Grameenphone and Banglalink bought new frequencies as well as tech neutrality to launch new services while Robi went for only tech neutrality to offer 4G services by using its existing frequencies (2).

2. 4G internet service

The 4G services allow the users to save time as well as acquire the internet-based services without any interruption. 4G connections save the time to download or upload data now needed in the 3G network. The average 3G speed is 3.75 Mbps (10). In 4G, (the operators) are offering 7Mbps or more speed, but, currently, the customers are not getting the speed. They will have to wait for some time to get full facilities of this (4G) technology. Customers have always complained about 3G services since those were launched in 2013 and the operators blamed it on the lack of spectrum and absence of tech neutrality. These problems are not persisting in the 4G services. The operators are able to provide 4G services at any bands after getting tech neutrality. Tech neutrality

increases the capability of frequencies up to two folds. This will also improve voice call services. The operators will be able to buy more frequencies if the prices are kept at tolerable levels (2).

4G enabled handset is a big challenge in the country as currently there are 10% handsets having 4G though the total smart phone share is about 30 percent (2). People related to the sector, however, think the success of launching the 4G services depends on keeping the price at tolerable levels. The authority should cut tax from 4G enabled mobile handsets importing at least next few years to make the 4G a success in the country. Tk 51 directly goes to national exchequer out of Tk 100 spent by a mobile user and therefore, an operator is left with less money to develop its network and run business smoothly (2).

3. Mobile Banking

One of the significant contributions of our mobile telecom operators is their mobile banking service in collaboration with 10 commercial banks. In early 2010, we blogged about the steps identified for mobile financial services to take off in Bangladesh. Bangladesh has moved partly down this path. The central bank issued guidelines on "Mobile Financial Services for Banks" in September 2011 clearly stating a choice to make the market bank-led. However, the central bank has advocated for mobile operators and microfinance organizations to be active partners. It has provided 10 licenses to banks to offer the full range of mobile financial services (9). About 70% of our population comes under banking services through the mobile banking provided by 10 commercial banks of the country. Very few percentages of the people were under banking sector before the opportunity of mobile banking; and their number of transaction was also infrequent as most of the banks' branches were normally metropolitans and district head quarters bases and rarely upozila based. Only a selective number of people were their clients. Now, the mass population getting the benefit of mobile banking by using this service frequently, in major activities of their family life, like; shopping, savings, getting interest on savings; and transaction of large, or, even, very small amount of money.

This regulatory certainty has allowed the market to move and by late 2011 and into 2012 two early leaders have emerged with the largest customer bases and agent networks. The bKash service is provided by BRAC Bank in cooperation with its subsidiary bKask. Rocket is a new service from Dutch Bangla Bank. Combined these two providers made the largest contribution to the nearly 500,000 new mobile accounts and more than 9,000 new agents (9).

Table 7: Overview of Mobile Banking Market

Banks licensed to offer mobile financial services	Mobile operator partners	Launch date	Registered Customers	Agents	Cumulative Transactions (\$Million)
Trust Bank	Teletalk	Aug-10	1,104	329	0.02
Dutch Bangla Bank Ltd/Rocket	Airtel Banglalink Citycell Grameen Phone	May-11	1,72,020	3,181	11.0
BRAC Bank/Bkash	Banglalink Robi Grameen Phone	Jul-11	2,37,423	5,383	14.8
Mercantile Bank/M Cash	Grameen Phone	Feb-12	1,392	170	0.12
Bank Asia	Banglalink Grameen Phone	Mar-12	0	30	0.25
One Bank/OK Cash	Banglalink Grameen Phone	May-14	512	180	0.05
United Commercial Bank/ U Kash	Banglalink Robi Grameen Phone	Jun-14	978	1,121	0.90
Islami Bank BD Ltd	Banglalink Robi Grameen Phone	Jul-14	852	1,023	0.93

Table 7: Overview of Mobile Banking Market of March 2017

These developments offer promising signs that mobile financial services could develop in time. However, big questions remain to be answered. There is a significant up front investment required to build momentum and none of the providers are yet covering their running costs. The rapid uptake by customers still needs to be proved. Bangladesh has a large population in a small geography. It is also home to one of the most deeply penetrated microfinance markets. Indeed, Bangladesh's overall access to accounts for adults of nearly 40% is higher than South Asia's average of 33% and the global low-income country average of 27% (9). Nevertheless, most banks, mobile operators and microfinance institutions agree that mobile financial services are likely to focus initially on domestic person-to-person transfers that are very scarce among formal providers. Bangladesh Bank's aim is to ensure that the market develops with several providers, and diverse technologies are tested and used, different kinds of agent networks deployed, and a range of products available so that the consumer is empowered with a full range of choices (9). It is an exciting time in Bangladesh for mobile financial services and much will be learned in the coming months.

4. Easiest recharge facility

The subscribers can recharge TK 10 to TK 10,000 from the telerecharge agents authorized by the operators. These agents are available in everywhere, even in the small village level. A person can be an agent of more than one operator very easily to provide the telerecharge service at any time; beside the rechargeable cards of different price marketed by the operators.

5. Welcome Tune and Incoming Ring Tone service

Customers can set their favorite music/song as the Welcome Tune and Incoming Ring Tone with in a small monthly charge, if he/she wants. This facility added an especial value to the young generation of the country as it is a symbol of their choice and

personality.

6. FNF and economical packages

Every operator have various cost saving and FNF packages in different names that is very suitable for the excessive individual and corporate users.

7. Emergency Balance service

Subscribers have an opportunity to get refundable emergency balance service on credit in case of insufficient balance which is very necessary for the customers who are not in a position to recharge from the agents instantly.

8. Breaking News service

Customers can get breaking news of home and abroad by starting Breaking News Alert service in their hand set in exchange of a small monthly charge.

9. Missed call Alert Service

The operators give the opportunity to the subscribers to see the unseen and unpicked calls of the period when their hand set is switched off or unreachable. The cost of this service is very affordable to all users.

10. Tele Health Care Service

Grameen Phone (GP) has a tele health care service named 'e-shastho' where customer can talk to doctor through mobile phone for primary treatment by dialing 16484 from any GP number which is very helpful for the customers. Other operators also have similar service in different name and form.

10. Customer Satisfaction level to the Mobile Telecom Operators

We tried to find out our respondents' satisfaction level on the

five major determinants (call rate, internet service, network quality, mobile banking and other services & offers) closely related to the mobile telecom service of the country. We given three alternatives (Dissatisfied, Moderate and Satisfied) for each determinant and asked our respondents to give tick mark to his/her selected alternative considering the service quality of each determinant very carefully as well as deeply. We converted the 5,000 respondents' answers into 100 and get the percentage of dissatisfied, moderated and satisfied respondents to the five determinants separately. We did not use any complex statistical tool for this calculation. We just manually counted the answer and find out the percentage.

1. Call Rate

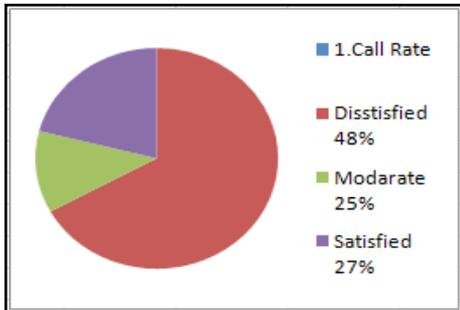


Figure:2: Satisfaction Level on Call Rate

2. Internet Service

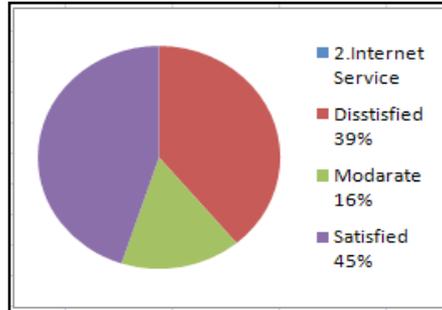


Figure:3: Satisfaction Level on Internet Service

3. Network Quality

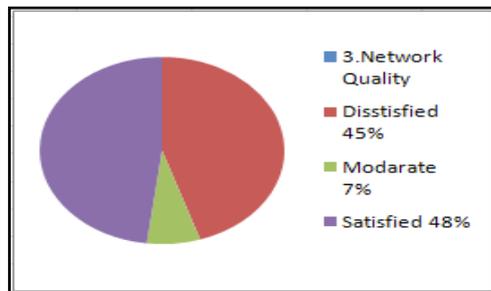


Figure:4: Satisfaction Level on Network Quality

4. Mobile Banking

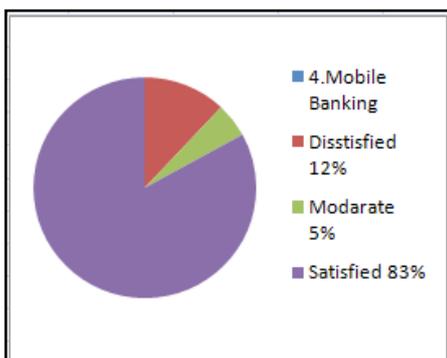


Figure:5: Satisfaction Level on Mobile Banking

5. Other Services & Offers

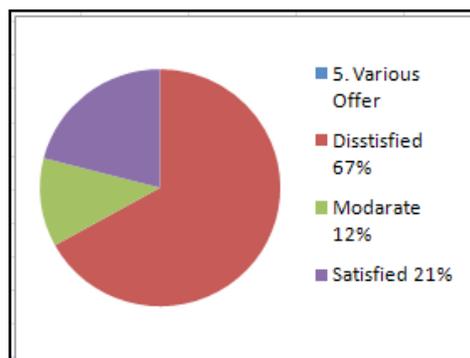


Figure:6: Satisfaction Level on Other Services & Offers

A. Call rate

About half of our respondents are not satisfied to the call rate, internet bill and other charges followed by the mobile telecom operators of Bangladesh. One fourth of the respondents are not either satisfied or dissatisfied, as they think they have no alternative considering necessity. Dissatisfied people said that the operators should not change their call rates and internet package rate randomly

B. Internet Service

45% respondents are happy to internet service not for the bill or speed but for face booking, chatting, voice call via Tango, Line,

Emo or Viber. About 40% people are dissatisfied for very poor speedy and interrupted internet service. People cannot get 3G service by direct calling to the same operator or interconnections. They have to use different Apps to get the service that is a source of dissatisfaction.

C. Network Quality

45% repondets are not satisfied to the network capacity of the operators as call copletion rate only 40% for poor network coverage and servive(8). Network quality fall down during peak hour and mid night when most of the suscribers browz internet or make voice call.

D. Mobile Banking

Mobile banking is a symbol of satisfaction among the services provided by the operators. Majority portion of our respondents are satisfied to the mobile banking as this service include the mass people to the banking sector which is a great instance of financial inclusion.

E. Other Offers

Though the subscribers are happy to the 3G & 4G Call/ SMS and internet service, FNF and economical packages, Welcome Tune and Incoming Ring Tone service, Easiest recharge facility and Mobile Banking services provided by the telecom operators, they are dissatisfied to the offers, like; type ON/OK for starting this service, OFF/DEL for closing that service, recharge different amount for starting different voice call and internet packages, Voice Adda of Airtel and other harmful offers for the young generation. Mobile Telecom operators give various offers in various names and forms in different occasion or without any occasion which cannot attract customers; and in most of the cases customers become unhappy and confused to them.

11. Criticism of the mobile telecom sector

1. Mobile Price War

The entry of Banglalink in February 2005 has sparked a price war. Banglalink's attractive launch offer included a new connection and handset at a low start-up cost of US\$51 (8). Following Banglalink, three other private operators – Grameen Phone, Robi and Airtel – have also come up with various value-added offers resulting in an intense price battle. State-owned operator Teletalk, however, is struggling in this environment as it is still grappling with poor network coverage and inefficient management.

At present, mobile phone operators are providing many offers in different names and changing randomly. That's why; customers do not know the call rates clearly. They are confused about call rates and have lost interest to know the call rates. As a result, the companies cannot create influential effects to the subscribers by their offers.

2. High Call rate and internet fees

The call rate and internet charges of Bangladesh is the highest compared to the neighboring countries for poor infrastructure that is basic point of complain of the users.

3. Random change of offers

Mobile operators change their offers, tariff policies, internet packages, recharge policy randomly that largely dissatisfied the subscribers.

4. Mobile Handset Market

In tandem with the growing subscriber base, sales of mobile handsets has increased at a phenomenal pace. However, nearly 70% of mobile handsets available in the local market have been entering through informal channels, depriving the Government and importers of a huge amount of revenue each year. In a serious bid to turn around this drastic situation, the Bangladesh Government reduced the tax on mobile handset imports from US\$22.50 to only US\$4.50 in mid 2015. This initiative has revived the situation to a certain extent, the effect on the grey market has not been as significant as was expected by distributors and importers (8).

The grey market is currently holding around 80% market share, but they are hopeful this will diminish over the coming months. As with many other Asia-Pacific countries, the Bangladesh mobile handset market is predominantly captured by global handset giant Nokia (approximately 52% market share) followed by Siemens (7). No hand set company can enter into the market. For this reason, huge amount of local currency goes to the foreign countries. Moreover, local investors have not shown any remarkable interest to come into this market to face the foreign rivals.

5. Poor quality hand set

Bangladesh's mobile handset market is dominated by first-time users (nearly 85%), as the country is still in its infancy in terms of mobile phone usage. Further, 80% of the handset market is dominated by ultra-low to low-end 3G enabled handsets, available for less than US\$120, due to the country's low per capita income levels (8). These low priced sets' are configured poorly; and getting slow after installing so many software/Apps. Subscribers have many complain regarding internet speed provided by these sets.

6. Health concern

Poor quality handsets reflect radiation that is very harmful to human health. The high rated radiation goes to human brain through ears and may cause brain cancer. Moreover, the operators set towers in density area, normally on the roof of multistoried building. These towers also reflect harmful radiation; and height of these towers is below the prescribe length set by BTRC.

7. Money Laundering

In Bangladesh, all the mobile operators, except Teletalk, are owned by the foreign giants. They need not pay sufficient amount of money to enter into Bangladesh compare to India, Pakistan and Srilanka due to lack of strict policy of the Government of Bangladesh (GOB) and that's why; GOB deprived from a large amount of revenue. Moreover, these foreign operators earn a big amount of money per year. The turnout of five mobile telecom operators of last six years is equal to a total budget of Bangladesh. The operators do not invest their earnings in Bangladesh. They send this money to their parent country. As a result, huge amount of local currency goes out of our country that has a negative effect to our economy.

8. Poor Network

The BTTB network in Bangladesh is old and in disrepair and is selectively focused on urban areas as well as predominately located away from rural areas, where the majority of the population live. Most of the operators increasing their subscribers without improving network coverage and quality. Operators are using backdated technologies in network service; and as a result, network quality is getting poor day by day. With a call completion rate reported to be about 40%, there is considerable customer dissatisfaction. The poor quality of service can be gauged from the complaint rate, which averages 50 complaints per 100 lines per year (8).

9. Interconnection

Poor levels of interconnection between private operators and BTTB are a major constraint being experienced by private operators and presents major problems for those wishing to expand their network. As more private operators receive licenses and the

traffic generated by existing and new operators increases, it is believed that interconnection problems and traffic congestion is likely to worsen before it improves, as there is an unwillingness to interconnect even where possibilities exist. Although considerable pressure is constantly being put on BTTB, particularly on the occasion after their whole network went down in early 2000, BTTB have not been able to respond to the problem(7).

10. Call and Installation Charges

An installation charge of US\$450 in Bangladesh is among the highest in the world, compared to Pakistan's charge of US \$90 and India's US\$60. International call charges are also high, with charges for calling Europe at US\$1.50/minute, being six times higher than the charges for calling Bangladesh from Europe(3).

11. Fraud calls and offers

Some fraud people call the users, even from the operators' corporate numbers, to recharge a big amount of money to get exclusive prizes or for winning lottery. Many users blackmailed by such fraud offers.

12. Excessive calls and SMS from the operators

The mobile operators give excessive calls and SMS, even in prayer time, to the users for their promotion or as a part of their CSR that is a major point of dissatisfaction.

13. Miscellaneous

Some other problems of the mobile telecom sector of Bangladesh are:

- In Bangladesh the tele-reach access to a telephone is very poor.
- The government-owned telephone company BTTB is badly structured and poorly managed.
- In Bangladesh there are adequate telecom policies, but no action towards implementation.
- Mobile phone operators charge unrealistically high tariff.
- The tremendous shortage of BTTB network capacity, denying interconnection to new cellular subscribers and other users of value added services.
- In Bangladesh there is a very high scarcity premium for new fixed telephone connections.
- BTTB's services part is in a poor state. For this reason, Teletalk is in very poor condition. Its network is very poor.

For the above limitations, the mobile telecom sector of the Bangladesh is far away in terms of better service. The operators are trying to increase their number of subscribers without any concentration to the quality of services. As a result, the concept of service marketing is in miserable condition in the country. Effective measures have to be taken to improve the situation.

12. Recommendations

The following steps can be taken to get the desired level of outputs from the mobile telecom operators in Bangladesh:

- Government of Bangladesh (GOB) should make strict rules to control the cell phone operators as they (operators) set call rates and provide offers as their own interest and randomly changing their offers.
- Government has to charge more amounts from the foreign operators to enter into the country and make bound the foreign operators to invest the major portion of their profit in Bangladesh. GOB can charge normal exchange rate

(TK 83 for \$ 1) from the foreign operators for investing in Bangladesh and lower exchange rate (TK 60 for \$ 1, for instance) in case of investing outside of Bangladesh.

- Government should impose reasonable tariff and non tariff barriers to reduce importing as well as using poor quality and low priced hand sets
- Operators have to be careful in setting their towers in more density areas considering human health and safety
- State has to reduce tax for the local investors and can impose strict entry barriers for the foreign giants to encourage local companies to come into operation.
- Government has to make specific policy for the local firms like Teletalk. The service of Teletalk has to be increased as the company's services are very poor. Teletalk has to adopt upcoming technologies as soon as possible along with hiring some efficient man powers to increase its total output.
- The Network of Teletalk must be improved as well as introducing some time demanded offers at competitive rate along with low SIM price.

13. Conclusion

Bangladesh has cheap skilled and willing to be skilled labor. Communication infrastructure is in good condition and has the ability to serve the international entrants. Customer demand for telecom product is very high due to the high growth rate of the market. As the industry is becoming bigger, availability of supporting industries are increasing and already there are lots of supporting companies in the market. And finally the government policies are very welcoming and liberal. From the above discussion we can comment that the mobile telecommunication of Bangladesh is very competitive & the rivals are facing huge competition in the market. Therefore we observe that the mobile companies are changing their strategies day to day to survive in the market. So it will be difficult for any new company to enter in this market. But we can simply say that the mobile telecom market of Bangladesh is a well balanced & fully competitive with questionable service quality. The operators have to increase their service quality, especially; network coverage, internet speed; and adjust call rates to satisfy customers.

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