



Research on  
**Prospects of Mobile Telephone as a Direct Marketing  
Promotional Tool in Bangladesh**

**2006**

Prepared for:

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Course: BUS 498

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2002-2-10-070

A handwritten signature in black ink, appearing to be 'Md. Rezaul Huda', written over a light gray rectangular background.

**29<sup>th</sup> April 2006**

**East West University**

To  
The Librarian  
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Sub: Submission of the Project Report on “Prospects of Mobile Telephone as a Direct Marketing Promotional Tool in Bangladesh”.

Dear Sir:

With great pleasure I am Md. Rezaul Huda, submitting the project report on “Prospects of Mobile Telephone as a Direct Marketing Promotional Tool in Bangladesh” as a requirement of graduation for BBA for the BUS-498 course. I was encouraged and enthusiastic to go through the project in order to identify the Prospects of Mobile Telephone as a Direct Marketing Promotional Tool in Bangladesh. I have also collected information from other primary and secondary sources.

The findings are based on the primary data, personal interview, newsletters, books, journals etc. I have considered your guideline very carefully and analyzed the project according to your instructions. Also I have tried to collect the background, organizational operations, mission statement & objectives, and do SWOT analysis etc. According to the requirement of the project I have written Findings, Analysis, Response to the customers of Bata shoes, problems they have faced and necessary steps that could be taken to resolve the problems.

I believe that, within my limited knowledge, this project report provides a detailed and clear picture of the Prospects of Mobile Telephone as a Direct Marketing Promotional Tool in Bangladesh. This project report became possible because of your cordial cooperation. I have enjoyed working in this interesting topic and completing the project report.

Thanking you  
Respectfully yours,



Md. Rezaul Huda  
ID # 2002-2-10-070

### Acknowledgement:

I would like to thank Mr. Shahriar Akhter who is the Project Coordinator for my project report under BUS 498. Without his help it was impossible for me to complete this research. His excellent method of teaching helped me to understand the critical topics easily. I would also like to thank him for giving me his valuable time. Whenever I was looking for his help, he was available there. Besides I am very grateful to the officials of different organizations from whom I have collected the information as they provided me enough time, consultation, guidelines.

## Synopsis:

From the past two decades, many goods or service-oriented companies are operating their businesses in Bangladesh. As years passed by, many of these companies have become successful with their businesses in this country. Today we are living in an era of technological advancements. Communication now is more flourished than ever. Cellular or Mobile phone is now an element of our everyday life. There are five mobile phone companies in Bangladesh who are at service now. City Cell introduced the first cellular phone service in our country. Both of City Cell and Grameen phone has wider coverage than the other three companies. Of these five companies, only City Cell is following the CDMA technology. The other companies of Bangladesh are following the GSM technology. All these five companies are providing many different facilities these days including SMS, E-mail, Voice mail etc. They are capable of playing their role in mobile marketing. But with this service, our marketers are not much synchronized. One of the reasons is that they are not aware of how things are happening in many other countries now-a-days. In many countries today, marketers are utilizing mobile phone service as a new tool for promoting their products to the customers. It is now time for us to utilize this new opportunity for product marketing. But, before that, we need to find out whether it has enough prospects in Bangladesh or not. But for the time being, the marketers in Bangladesh are unaware of the prospects of using mobile phone as a direct marketing promotional tool as it is evident in other countries.

As I have mentioned earlier, my intention for doing this research is to find out if there is any prospects of mobile telephone as a direct marketing promotional tool in Bangladesh, as it is evident in other countries of today's world.

My broad objective is to determine rationales that should build awareness among the marketers, customers and consumers about the prospects of using mobile phone as a medium for direct marketing tool in Bangladesh.

To fulfill this broad objective I have to settle on some specific objectives. These are to find out to find out the level of awareness regarding the use of mobile phone as a medium

for direct marketing, among marketers, to explore the experiences in other countries, of using mobile based direct marketing, to get potential benefits of using mobile based direct marketing, to explore the means for MDM and assessing the technological readiness of Bangladesh for implementing MDM and to assess consumer preference regarding toll-free MDM.

Initially, I had started my study as a qualitative one. After gathering various information, my study has now turned out to a quantitative research, where I had to test a number of hypotheses in order to acquire my research findings.

My first specific objective is to find out the level of awareness regarding the use of mobile phone as the medium of direct marketing, among marketers. To test the hypothesis which is relevant to this objective, I have done the Chi-square test here.

My target is to find the association between mobile phone as a promotional tool and level of awareness among marketers.

From my chi square test I got the probability .000 which is smaller than my significance level. So I will not accept the null hypothesis but accept the alternate hypothesis. So I can say there is an association between mobile phone as a promotional tool and level of awareness among marketers.

So I can conclude from this test that the marketers in Bangladesh have an idea to a greater extent that mobile phone can be used as a promotional tool.

My second specific objective is to find out if MDM is being used in other countries. Here I have chosen One sample T-Test: (For both marketers and consumers point of view). From the one sample T-Test of marketers point of view the  $\mu$  is 3.53 which is greater than 3. The probability come out from this test is .001 which is smaller than my significance level  $\alpha = .025$ . (See the table in appendix) From the one sample T-Test of

consumers' point of view  $\mu$  is 3.25 which is greater than 3. The probability come out from this test is .010 which is smaller than my significance level  $\alpha = .025$ . (See the table in appendix) So for both cases I am not accepting the null hypothesis whether will accept alternate hypothesis. So MDM in other countries has high frequency.

So I can conclude from these tests that the use of MDM in other countries is popular.

My third specific objective is to explore the potential benefits of using MDM in Bangladesh.

Here I have chosen One sample T-Test: (For both marketers and consumers point of view). From the one sample T-Test of consumers point of view the  $\mu$  is 3.55 which is greater than 3 and from the one sample T-Test of marketers point of view  $\mu$  is 4 which is greater than 3. For both cases the probability come out from this test is .000 which is smaller than our significance level  $\alpha = .025$ . (See the table in appendix) Finally I found that both consumers and marketers point of view alternate hypothesis is accepted.

So I can say that using MDM can benefit both consumers and marketers. So I can undertake the idea of using MDM in Bangladesh.

My fourth specific objective is to explore the means for MDM and assessing the technological readiness of Bangladesh for implementing MDM.

Here my target was to find out the readiness of Bangladesh as a field where MDM can be implemented. That's why I have listed the technologies by which I can implement MDM. Here I should recommend the modal value, which is the GSM technology as the most proffered technology.

My fifth and final specific objective is to assess consumer preference regarding toll-free MDM.

Here my target is to find out the consumer preference regarding toll-free MDM.

Here I have chosen One sample T-Test. From the one sample T-Test of I found  $\mu$  is 1.58 which is smaller than 3(See the table in appendix). The probability come out from this test is .000 which is smaller than my significance level  $\alpha = .05$ . So I am not accepting the null hypothesis whether will accept alternate hypothesis.

So finally, I can say that MDM will be preferable to the consumers when it is toll-free.

And by considering my broad objective of the research and all these five conclusive specific objectives, I can finally conclude that, MDM (Mobile based Direct Marketing), which is quite popular in many other countries has also been caught by the eyes of our local marketers and it also brings potential benefits to both consumers and marketers.

So it can be suggested that MDM has significant prospects in Bangladesh and this new idea of product marketing can be implemented in our country in an efficient and cost effective manner.

However, in conducting this research I had some limitations of time and money for which I could not do our research as I wanted it to be done.



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# **Chapter 1:**

# **Introduction**

## **THE BACKGROUND:**

From the past two decades, many goods or service-oriented companies are operating their businesses in Bangladesh. As years passed by, many of these companies have become successful with their businesses in this country. Today we are living in an era of technological advancements. Communication now is more flourished than ever. Cellular or Mobile phone is now an element of our everyday life. In Bangladesh now there are four mobile telephone service companies. With this service, our marketers are not much synchronized. One of the reasons is that they are not aware of how things are happening in many other countries now a day. In many countries today, marketers are utilizing mobile phone service as a new tool for promoting their products to the customers. It is now time for us to utilize this new opportunity for product marketing. But, before that, we need to find out whether it has enough prospects in Bangladesh or not.

## **PROBLEM STATEMENT:**

The marketers in Bangladesh are unaware of the prospects of using mobile phone as a medium for direct marketing tool as it is evident in other countries.

## **MAJOR CONCEPTS:**

As I have seen in my introductory background, my study should consist of some major concepts or topics. According to my problem statement, I am putting some secondary data or information on my six major aspects. The aspects are also summarized at the end of each section so that it can lead to a potential study afterwards. My six major areas include:

- i)** Marketer (The company that is going to promote products through mobile phone);
- ii)** Mobile phone (Portable telephones that work using a series of locally based cellular radio networks);
- iii)** Current scenario of mobile phone services in Bangladesh;
- iv)** Marketing Promotion;
- v)** Wireless Marketing

- vi) Media or channels; and
- vii) Mobile based marketing in other countries.
- viii) Model of MDM

## CONCEPTUAL OUTLINE:

### i) Marketer:

"A marketer is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the prospect. If two parties are seeking to sell something to each other, we call them both marketers." [Ref. Philip Kotler, *Marketing management, Prentice Hall, 10<sup>th</sup> Ed, 1999, page 11,*]

"The marketer must try to understand the target market's needs, wants, and demands." [Ref. Philip Kotler, *Marketing management, Prentice Hall, 10<sup>th</sup> Ed, 1999, page 11,*]

**Summary:** So a marketer is the person or organization that satisfies the demands of the consumers by his products.

### ii) Mobile phone:

"The basic concept of cellular phones began in 1947 when researchers looked at crude mobile (car) phones and realized that by using small cells (range of service area) with frequency reuse could increase the traffic capacity of mobile phones substantially, however, the technology to do it was nonexistent. Anything to do with broadcasting and sending a radio or television message out over the airwaves comes under a Federal Communications Committee (FCC) regulation that a cell phone is actually a type of two-way radio. In 1947, AT&T proposed that the FCC allocate a large number of radio spectrum frequencies so that widespread mobile telephone service could become feasible and AT&T would have an incentive to research the new technology. Because of the FCC decision to limit the frequencies in 1947, only twenty-three phone conversations could occur simultaneously in the same service area - not a market incentive for research.

The FCC reconsidered its position in 1968, and stated "if the technology to build a better mobile service works, we will increase the frequencies allocation, freeing the airwaves for more mobile phones." AT&T - Bell Labs proposed a cellular system to the FCC of many small, low-powered broadcast towers, each covering a 'cell' a few miles in radius, collectively covering a larger area. Each tower would use only a few of the total frequencies allocated to the system, and as cars moved across the area their calls would be passed from tower to tower. By 1977, AT&T Bell Labs constructed and operated a prototype cellular system. A year later, public trials of the new system were started in Chicago, IL with over 2000 trial customers. In 1979, the first commercial cellular telephone system began operation in Tokyo. In 1981, Motorola and American Radio telephone started a second U.S. cellular radio-telephone system test in the Washington/Baltimore area. Finally, by 1982, the slow moving FCC finally authorized commercial cellular service for the USA. A year later, the first American commercial for analog cellular service or AMPS (Advanced Mobile Phone Service) was offered in Chicago, IL by Ameritech. Despite the incredible demand, it took cellular phone service 37 years to become commercially available in the United States." [Ref. Debra Cohen, *Cellular Phone History*, [www.bigcatcat.com](http://www.bigcatcat.com), 11 February 2006]

"Mobile phones have existed at least since the 1950s, though the distinction becomes blurry when special systems are used to "patch" conventional Radiotelephones (2-way radio) into a phone network with the assistance of human operators. Modern mobile phones can make and receive calls automatically, operating as would a normal phone (though most have a superset of the ability of fixed-line phones).

Mobile phones began to proliferate through the 1980s with the introduction of "cellular" phones, with multiple base stations located relatively close to each other, and protocols for the automated "hand-off" between two cells when a phone moved from one cell to the other. In this era, mobile phones were somewhat larger than current ones, and many were designed for permanent installation in cars, or as "transportable" phone the size of a briefcase.

As technology improved through the 1990s, the larger "bricks" disappeared and tiny hand-held phones became the norm.

In most of the Europe, wealthy parts of Asia, and Australasia, mobile phones are now virtually universal, with the majority of the adult, teenage, and even child population owning one. They are less common in the United States — while widely available, market penetration is lower than elsewhere in the developed world (around 66 percent of the U.S. population as of 2003). Reasons advanced for this include incomplete coverage, fragmented networks making roaming difficult, inferior network technology, relatively high minimum monthly service charges, relatively low-cost fixed-line networks, and the car-centric nature of US society.

The effects of antitrust legislation in the United States breaking up the nationwide Bell network may also have had an effect. In other parts of the world the competing mobile phone companies have offered a wide range of service plans from pre-paid cards to high flat rate subscriptions. They have also resorted to cut-throat discounting, normally selling handsets at high discounts (including wholly subsidized units) in return for long term (usually 1-year) contracts with high disconnection costs and handsets locked to single networks (SIMLOCKS). Such practices allowed many consumers to obtain a mobile phone and caused spectacular market penetration. The experience of the American telephone companies with antitrust cases in the 1980s and 1990s meant that they would be reluctant to engage in these practices to build their customer base". [Ref. *Mobile Phone, History*, [www.telecommunication.teleactivities.net](http://www.telecommunication.teleactivities.net), February 11, 2006]

"A cell phone is a portable telephone which receives or sends messages through a Cell site, or transmitting tower. Radio waves are used to transfer signals to and from the cell phone. Each *cell site* has a range of 3-5 miles and overlaps other cell sites. All of the cell sites are connected to one or more cellular switching exchanges which can detect the strength of the signal received from the telephone. As the telephone user moves or roams from one cell area to another, the exchange automatically switches the call to the cell site with the strongest signal.

The term "cell phone" is uncommon outside of the US and Japan. However, almost all mobile phones use cellular technology, including GSM, CDMA and the old analog mobile phone systems. Hence, many people use the term "cell phone" to mean any mobile telephone system.

The Iridium phone system is very like a cell phone system except the cell sites are in orbit. The marine radiotelephone satellites administered by INMARSAT have a completely different system (see below).

Old systems pre-dating the cellular principle may still be in use in places. The most notable real hold-out is that many amateur radio operators maintain phone patches in their clubs' VHF repeaters.

Early mobiles were analog; newer ones are digital.

There are a number of different digital cellular technologies; these include: GSM, CDMA, and DECT.

Mobile phone technology is often divided into generations: 1G, 2G, 2.5G, 2.7G, and 3G:

1G: AMPS, TACS

2G: TDMA, CDMA, GSM, PCS, IDEN

2.5G: GPRS

2.7G: EDGE

3G: UMTS

All of these technologies were based on cellular technology. However, satellite based phones are called mobile phones too. They are described as following:



### **GSM:**

Global System for Mobile Communications. A standard for digital cellular communications (in the process of being) adopted by over 60 countries. The GSM standard is currently used in the 900 MHz and 1800 MHz bands. [Ref: *about GSM*, [www.xilinx.com](http://www.xilinx.com), February 11, 2006]

### **CDMA:**

Code Division Multiple Access is a spread spectrum approach for the digital transmission of data/voice over radio frequencies. Sound bits are digitized and the data is split into data packets that are encoded with unique identification tags. All of the data/voice is sent over a spread range of radio frequencies. The cell phone or data device receives all of the data packets but only re-assembles those packets with the correct code and transforms the broken-up bits of data into useful sound and data. This allows more traffic for a finite number of available frequencies than analog or the other digital standards. [Ref: *about CDMA*, [www.roadtripamerica.com](http://www.roadtripamerica.com), 22 February 2006]

### **DECT:**

Digital European Cordless Telephone. Uses 12-timeslot TDMA. This started off as Ericsson's CT-3, but developed into ETSI's Digital European Cordless Standard. It is intended to be a far more flexible standard than the CT2 standard, in that it has more RF channels (10 RF carriers x 12 duplex bearers per carrier = 120 duplex voice channels). It also has a better multimedia performance since 32kbit/s bearers can be concatenated. Ericsson has developed a dual GSM/DECT handset. [Ref: *about DECT*, [www.cellular.co.za](http://www.cellular.co.za), 22 February 2006]

### **AMPS:**

Advanced Mobile Phone System. Developed by Bell Labs in the 1970s and first used commercially in the United States in 1983. It operates in the 800 MHz band and is currently the world's largest cellular standard. [Ref: *about AMPS*, [www.cellular.co.za](http://www.cellular.co.za), 22 February 2006]

### **TACS:**

Total Access Communications System. Developed by Motorola. and is similar to AMPS. It was first used in the United Kingdom in 1985, although in Japan it is called JTAC. It operates in the 900 MHz frequency range. [Ref. about TACS, [www.cellular.co.za](http://www.cellular.co.za), 22 February 2006]

### **TDMA:**

Time Division Multiple Access, a technology for delivering digital wireless service using time division multiplexing. TDMA works by dividing a radio frequency into discrete time slots and then allocating slots to multiple calls. This allows a single frequency to support multiple, simultaneous data channels. TDMA is used by the GSM digital cellular system. [Ref. about TDMA, [www.xilinx.com](http://www.xilinx.com), 22 February 2006]

### **PCS:**

Personal Communications Service. The PCS frequency band is 1850 to 1990 MHz, which encompasses a wide range of new digital cellular standards like N-CDMA and GSM 1900. Single-band GSM 900 phones cannot be used on PCS networks. PCS networks operate though out the North America. [Ref. about PCS, [www.cellular.co.za](http://www.cellular.co.za), 22 February 2006]

### **IDEN:**

IDEN (Integrated Digital Enhanced Network). Launched by Motorola in 1994, this is a Private Mobile radio system from Motorola's Land Mobile Products Sector (LMPS) IDEN technology, currently available in the 800 MHz, 900 MHz and 1.5 GHz bands. It utilizes a variety of advanced technologies, including state-of-the-art vocoders, M16QAM modulation and TDMA (Time Division Multiple Access). It allows Commercial Mobile Radio Service (CMRS) operators to maximize the dispatch capacity and provides the flexibility to add optional services such as full-duplex telephone interconnect alphanumeric paging and data/fax communication services. [Ref. about IDEN, [www.cellular.co.za](http://www.cellular.co.za), 22 February 2006]

### **GPRS:**

General Packet Radio Service: A GSM data transmission technique that does not set up a continuous channel from a portable terminal for the transmission and reception of data, but transmits and receives data in packets. It makes very efficient use of available radio spectrum, and users pay only for the volume of data sent and received. *[Ref. about GPRS, [www.roadtripamerica.com](http://www.roadtripamerica.com), 22 February 2006]*

### **EDGE:**

UWC-136 the next generation of data heading towards third generation and personal multimedia environments builds on GPRS and is known as Enhanced Data rate for GSM Evolution (EDGE). It will allow GSM operators to use existing GSM radio bands to offer wireless multimedia IP-based services and applications at theoretical maximum speeds of 384 kbps with a bit-rate of 48 kbps per timeslot and up to 69.2 kbps per timeslot in good radio conditions. *[Ref. about EDGE, [www.roadtripamerica.com](http://www.roadtripamerica.com), 22 February 2006]*

### **3G/UMTS:**

3G (Third Generation) is a generic name for a **set of mobile technologies** set to be launched by the end of 2001 which use a host of high-tech infrastructure networks, handsets, base stations, switches and other equipment to allow mobiles to offer high-speed Internet access, data, video and CD-quality music services. *[Ref. about UMTS, [www.cellular.co.za](http://www.cellular.co.za), 22 February 2006]*

### **2G/2.5G:**

**GSM for example is a 2G technology.** It uses TDMA technology, providing data speeds of 9.6kbps/14.4kbps. The packet radio upgrade to GSM, called **GPRS**, can have speeds of up to 114kbps. GPRS an interim technology towards 3G, and hence is known as **2.5G**. GSM might go the same way as the older first generation (**1G**) NMT and AMPS networks in 8-15 years because of the use of newer and better UMTS technology. *[Ref. about 2G/2.5G, [www.cellular.co.za](http://www.cellular.co.za), 22 February 2006]*

Major mobile phone manufacturers include Nokia, Siemens, TCL, Sony Ericsson and Motorola.

Many mobile phones support 'auto-roaming', which permits the same phone to be used in multiple countries. However, both countries must use the same mobile system and the same frequencies, and there must be an agreement between the two countries' telephone operators.

In the UK and Australia, mobile phones are often called simply mobiles. In Germany, they are called Handys. In Sweden they are sometimes called nalle, or "teddy bear", referring to the fact that many people always carry them around and feel insecure if they misplace them.

Mobile phones must be distinguished from portable phones (called cordless phones in the US); with a portable phone the user purchases their own base station, which they connect to a landline, the range of the phone is generally restricted to under 50 m, and the phones operate on a different frequency and protocol (e.g. DCTS in North America; DECT in Europe).

Mobile phones do not only support voice calls; they can also send and receive data and faxes (if a computer is attached), sending short messages (or "text messages"; see **Short Message Service**), access **WAP** services, and provide full Internet access using technologies such as GPRS. Mobile phones often have a clock and a calculator and often one can play some games on them.

Newer models also allow for sending pictures and have a built-in digital camera. This gives rise to some concern about privacy, in view of possible voyeurism, for example in swimming pools. For this reason, Saudi Arabia has banned camera phones entirely; South Korea has ordered manufacturers to ensure that all new handsets emit a beep whenever a picture is taken. On the other hand, cameras can be used by crime victims or witnesses to help identify the criminals.

GPS receivers are starting to appear in cell phones, primarily to aid in dispatching emergency responders.

Newer models have included many features aimed towards personalization, such as user defined ring tones and operator logos, and interchangeable covers, which have helped in the uptake by the teenage market.” [Ref. *Cellular telephony*, [www.telecommunication.teleactivities.net](http://www.telecommunication.teleactivities.net), 11 February 2006]

**Summary:** Mobile phone has become a part and parcel of the daily life of many modern world people. Due to their low establishment costs and rapid deployment, mobile phone networks are rapidly spreading throughout the developing world, outstripping the growth of fixed telephony. Such networks can often be economic, even with a small customer base, as mobile network costs are mostly call volume related, while fixed-line telephony has a much higher subscriber related cost component. Many people in today’s world are becoming used to with this technological boom.

### iii) Current scenario of mobile phone services in Bangladesh:

#### **CITYCELL**

1989: Bangladesh Telecom Limited (BTL) was awarded a license to operate cellular, paging, and other wireless communication networks.

Apr-90: Hutchison Bangladesh Telecom Limited (HBTL) was incorporated in Bangladesh as a joint venture between BTL and Hutchison Telecommunications (Bangladesh) Limited.

Feb-96: HBTL was renamed as Pacific Bangladesh Telecom Limited (PBTL) and launched the brand name “City Cell Digital” to market its cellular products.

City Cell (Pacific Bangladesh Telecom Limited) is Bangladesh’s pioneering mobile communications company and the only CDMA network operator in the country. City

Cell is a customer-driven organization whose mission is to deliver the latest in advanced telecommunication services to Bangladesh.

The company offers a full array of fixed and mobile services for consumers and businesses that are focused on the unique needs of the Bangladeshi community. City Cell's growth strategy is to integrate superior customer service, highest standard technology and choice of packages at affordable rates.

The company operates a 24-hour call centre with over 86 well-trained operators to respond to customer queries. As the only mobile operator in Bangladesh, City Cell's customer service centers are open 7 days a week to ensure customers can access City Cell at a time convenient to them.

City Cell is focused on innovation and creating new ways for customers to stay in touch and do business. City Cell's is offering a wide range of competitive prepaid and postpaid mobile packages as well as Value Added Services such as SMS and information based services.

City Cell is looking forward to introducing CDMA 1x technology in 2004 to provide innovative multimedia features, including Multi Media Messaging and many more data based mobile features currently not available in Bangladesh. [Ref: About us, [www.citycell.com](http://www.citycell.com), 11 February 2006]



“November 28, 1996: Grameen Phone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications

March 26, 1997: Grameen Phone launched its service on the Independence Day of Bangladesh. After seven years of operation, Grameen Phone has more than 1.8 million subscribers as of July 2004.

Grameen Phone's basic strategy is coverage of both urban and rural areas. In contrast to the "island" strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links, Grameen Phone builds continuous coverage, cell after cell. While the intensity of coverage may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied throughout Grameen Phone's network.

Grameen Phone's Global System for Mobile or GSM technology is the most widely accepted digital system in the world, currently used by over 300 million people in 150 countries. GSM brings the most advanced developments in cellular technology at a reasonable cost by spurring severe competition among manufacturers and driving down the cost of equipment. Thus consumers get the best for the least

GrameenPhone believes in service, a service that leads to good business and good development. Telephony helps people work together, raising their productivity. This gain in productivity is development, which in turn enables them to afford a telephone service, generating a good business. Thus development and business go together." [Ref: This is GP, [www.grameenphone.com](http://www.grameenphone.com), 11 February 2006]



"AKTEL is the dynamic and leading end-to-end countrywide GSM mobile communication solutions of TM International (Bangladesh) Limited. It is a joint venture company between Telecom Malaysia Berhad and A.K. Khan & Co. Limited, which was established in the year 1996, and services launched in 1997 under the brand name AKTEL.

AKTEL is proud to be associated as part of the Telecom Malaysia Group (TM), which is strong financially, and internationally renowned for its successful ventures like MTN, the market leader the telecommunication industry in Sri Lanka. It has a global presence

in 11 countries with staff strength of 30,000 Group wide. TM has recently made a couple of major acquisitions in India and Indonesia in the effort to stamp its presence internationally. In Indonesia, TM has acquired 27.3 per cent interest of PT Excelcomindo Pratama, the third largest mobile operator and in India, 47.7 per cent stake in Idea Cellular. TM hopes to extend its regional and global presence with these new acquisitions.

Today, AKTEL is recognized as a leading brand in Bangladesh and this is driven by our persistent pursuit of quality and technology, putting it clearly ahead of the rest. The future with AKTEL is promised to be exciting as they strive to employ the best resources and latest technology in offering many more innovative and exciting products and services." [Ref: About us, [www.aktel.com](http://www.aktel.com), 11 February 2006]



"Banglalink understands people's needs best and will create and deliver appropriate communication services to improve people's life and make it easier".

Banglalink aims to understand peoples' needs best and develop appropriate communication services to improve peoples' life and make it simple. All their work is aimed towards meeting our vision. All members of the Banglalink family are highly passionate individuals, fully committed to achieving the vision that we have set ourselves. Our customers' needs matter most to us- making their life simple and improving it is all we want." [Ref: About Banglalink, [www.banglalinkgsm.com](http://www.banglalinkgsm.com), February 11, 2006].

**Summary:** There are four mobile phone companies in Bangladesh who are at service now. City Cell introduced the first cellular phone service in our country. Both of City Cell and Grameen phone has wider coverage than the other two companies. Of these four companies, only City Cell is following the CDMA technology. The other companies of Bangladesh are following the GSM technology. All these four companies



are providing many different facilities now a day including SMS, E-mail, Voice mail etc. They are capable of playing their role in mobile marketing.



After independence of The Peoples Republic of Bangladesh in 1971, Bangladesh Telegraph & Telephone (T & T) Department was created under the Ministry of Posts & Telecommunications with a view to run the telecommunication services on commercial basis. The Bangladesh T & T Department was converted into a corporate body in 1976. In pursuance of Ordinance No. XII promulgated by the President of the Peoples Republic of Bangladesh on 24<sup>th</sup> February, 1979 The Bangladesh Telegraph & Telephone Board (BTTB) came into existence.

At this moment BTTB is providing basic telecommunication services through out the country and also providing carriers to communicate with the outside world. BTTB is also providing some value added services as Dial-Up and Leased Line Internet services, International Private Leased Circuit (IPLC) services, Digital Subscribers Line (DSL), Telex Services and Packet Switch Data Network (PSDN) services.

Teletalk Bangladesh Limited (TBL) is formed as Public limited company under the Companies Act 1994 on 26th December 2004. Therefore it is a Govt. owned company. Honorable President Dr. Eiazuddin Ahmed inaugurated Teletalk Mobile Service on 29th Dec'2004 by talking with Honorable Prime Minister Begum Khaleda Zia.

Teletalk launched its Mobile Telecom service on commercial basis on 31st March 2005.

Although a new entrant, Teletalk is staffed by experienced Telecom Engineers

Committed to accessibility, quality, coverage and price Teletalk launched its much anticipated Mobile Telecom service on commercial basis on 31st March 2005.

**Technical Issues:**

Technology: GSM

Initial Capacity: 2, 50,000 subscriber.

GPRS facility

New features: VMS

MVPN for corporate users and Security Agencies.

Web browsing through the mobile handset.

IN based content providers' connectivity.

**Coverage:** Nationwide,

**First Phase:** Most of the District Head Quarters, Highways and upazillas.

**Total Number of BTS:** 576.

[[www.teletalk.com.bd](http://www.teletalk.com.bd), 11 February 2005]

**iv) Marketing Promotion:**

"I define marketing mix as the set of controllable, technical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. The many possibilities can be collected in to four groups of variables known as the four 'Ps': Product, Price, Place, and Promotion.

The product means the goods and service combination the company offers to the target market. Thus, a Ford Taurus product consists of nuts and bolts, Spark plug, Piston, Headlight, and thousands of other parts. Ford offers several Taurus styles and dozens of optional features. The car comes fully serviced and with a comprehensive warranty that is as much a part of the product as the tailpipe.

Price is the amount of money customers have to pay to obtain the product. Ford calculates suggested retail prices that its dealers might charge for each Taurus. But Ford

dealers rarely charge the full sticker price. Instead, they negotiate the price with each customer, offering discount, trade in allowances, and credit terms to adjust for the current competitive situation and to bring the price in to line with the buyer's perception of the car's value.

Place includes company activities that make the product available to target consumers. Ford maintains a large body of independently owned dealerships that sell the company's many different models. Ford selects its dealers carefully and supports them strongly. The dealers keep an inventory of Ford Automobiles, demonstrate them to potential buyers, negotiate prices, close sales, and service the cars after the sale.

Promotion means activities that communicate the merits of the product and persuade target customers to buy it. Ford spends more than \$1.1 billion each year on advertising to tell consumers about the company and its products. Dealership salespeople assist potential buyers and persuade them that Ford is the best car for them. Ford and its dealers offer special promotions – sales, cash rebates, and low financing rates – as added purchase incentives.” [Ref. Gary Armstrong, Philip Kotler, *Marketing, an Introduction, Pearson Education Asia, 5th Ed, 2001, page 55*]

**Summary:** Marketing promotions are some initiatives that are taken by the marketer in order to attract customers so that it might increase the sale of product. Promotion is always directed to consumer needs. It can also create demands of the customers. Some examples of the promotional tools that are being used in Bangladesh are Signboard, News paper, TV advertisement etc.

#### **v) Location Based and Mobile Advertising, Wireless Marketing:**

Reaching customers in new and innovative ways has always been an important strategic focus for marketers. In this section we look at emerging technologies, including location based marketing and advertising through wireless devices such as short message service

(SMS) through cell phones and PDAs, that are bound to become mainstream modes of advertising in the not too distant future.



#### vi) Media or channels:

“The marketer uses communication channels to deliver and receive messages from target buyers. They include newspapers, magazines, radio, television, mail, telephone, billboards, posters, fliers, CDs, audiotapes, and the internet. Beyond these, communications are conveyed by facial expressions and clothing, the look of retail stores, and many other media. [Ref. Philip Kotler, *Marketing management*, Prentice Hall, 10th Ed, 1999, page 13]

“I'm looking for that to be further defined. There are obvious payment activities you can make happen with a mobile phone. There are obvious media messaging opportunities as well. But the bigger opportunities concern how to map those kinds of activities into the larger picture -- which include media as well as transaction and promotional applications. I can see the day when the grocery store is full of promotional offers you can access using your cell phone. Those are probably the most intriguing ways to bring

the potential to fruition.” [Ref. Jeff Mason, *How do you envision mobile phones fitting into the marketing and media mix*, [www.reveries.com](http://www.reveries.com), 11 February 2006]

“I envision it as being the element of the marketing mix that makes a program highly interactive and immediate and personal, because you can access an individual consumer directly. I'm not sure that mobile phones are an end in and of themselves from a marketing standpoint. They are more effectively integrated with the full marketing mix, but they add that element of immediacy, interactivity and personal communication that really nothing else offers.” [Ref. Wes Bray, *How do you envision mobile phones fitting into the marketing and media mix*, [www.reveries.com](http://www.reveries.com), 11 February 2006]

“To the marketers, the benefit is that you can reach that consumer at any time. That's 24-hour access, as opposed to a PC, where someone is only on it for 10 –12 hours a day, tops. That's number one. To consumers, it's that you always have your phone with you. So, it is a device that you can use all the time, anytime, and hopefully in a useful sense. Maybe I want to buy movie tickets on the phone because I'm on the way to the theater right now. Or I'd love to get those concert tickets -- and phone my friends and enjoy the benefit of having them meet me at the show.” [Ref. Rod Mano, *the greatest benefit that mobile marketing will bring to marketers and to consumers*, [www.reveries.com](http://www.reveries.com), 11 February 2006]

**Summary:** The media that are used in product marketing are the means by which a marketer can create awareness about his product, a product can position itself, and off course, meaningful communication can take place between marketer and consumer which may lead to further success of the product.

## vii) Mobile based marketing in other countries:

### Cases in India:

(1) “For, Indian companies are increasingly opting for ‘Net-to mobile’ marketing techniques to promote their brands. With over 50 million people digitally connected in India, Internet analysts expect to see a huge growth in ad spends on both the Internet and mobile medium in the next few months. By fusing the two, brand-owners are now targeting a wider audience. For instance, Coca-Cola India has extended its Net promotions to mobile phones to woo cell phone users. Likewise, HBO, L’Oreal India and CNN are extending their Internet promotions to mobile phones to reach out to a diverse target audience.” [Ref. *Mobile Marketing opportunities in India*, [jgohil.typepad.com](http://jgohil.typepad.com), 11 February 2006]

(2) “India Book House is planning to explore options to exploit its content through mobile. The company is planning to promote its famous book series - Amar Chitra Katha by offering mobile content such as logos, ring tones, MMS, SMS quizzes and games, and mobile greetings.

Other mobile marketing initiatives from India:

: Sachin Tendulkar mobile content in your cell

: Bollywood movie promotion etc.” [Ref. *India Book House to promote books via mobile*, [jgohil.typepad.com](http://jgohil.typepad.com), 11 February 2006]

(3) “Pre-release campaign for Hollywood movie - Dil Maange More goes mobile, where subscribers of Hutch can answer a quiz about three girls in the film and which of them eventually wins the boy over.” [Ref. *Bollywood movie promotion*, [jgohil.typepad.com](http://jgohil.typepad.com), 11 February 2006]

(4) “India is one of the fastest growing mobile markets in the world and with that brings immense mobile marketing opportunities for branded consumer companies. As Indian operators increase their sophistication and gain a better understanding of the demographics and usage statistics of their subscriber base, a scenario will emerge where the operator will sell this information to marketers. This is no different from a television

network or radio station collecting ratings data and viewing habits for its programming, which enables it to sell commercial time for sponsors. The continued success of SMS marketing in India depends on the willingness of the Indian marketing and advertising establishment to adopt wireless as an accepted vehicle for campaigns. SMS Marketing is only the beginning and as operators upgrade their network to 2.5G/3G, MMS will allow marketers to develop even more sophisticated campaigns.” [Ref. *Mobile Marketing opportunities in India*, [jgohil.typepad.com](http://jgohil.typepad.com), 11 February 2006].

#### Cases in UK:

(1) “Mobile technology is increasingly used by retailers and venue operators as a medium for creating an ongoing dialogue with customers as well as increasing efficiencies in the customer experience, particularly ticket purchase and queue management. Shopping centers in particular with knowledge of shopping preferences can use SMS to make targeted offers and invitations when shoppers are within visiting distance of a venue. What follows here are brief UK case studies which illustrate the opportunities for mobile as a means of customer interaction, but also testify to the nascent state of the field.” [Ref. *Marketing and CRM using mobile technology*, [www.aka.tv](http://www.aka.tv), 11 February 2006]

(2) “Small business owners can use the short messaging service (SMS) on their mobile phones to effectively advertise their business.

The popularity of mobile phones has spread through all walks of life where over 45 million text messages are sent in the UK every day. A majority of these text messages will be personal; however, businesses – particularly small businesses – can use SMS to their advantage.” [Ref. *Using Mobile Phones to Market Your Business*, [www.bizhelp24.com](http://www.bizhelp24.com), 11 February 2006]

#### Cases in USA:

(1) “McDonald's restaurants in the Pacific Northwest (Oregon and southwest Washington) are running a promotional campaign by giving away ring tones from hip-

pop artists, classic rock bands, movie/TV show theme songs, wallpaper and coupons to your mobile. McDonald's will use the Web site <http://www.mobilestr33t.com/> as a focal point for their campaign." [Ref. *Mobile marketing campaign from McDonald's*, [jgohil.typepad.com](http://jgohil.typepad.com), 11 February 2006]

#### Cases in South Korea:

(1) "OB, South Korean local brewer is planning to run [2min ad for mobile phone](#) through SK Telecom.

The most outstanding feature of the ad is that it was made only for mobile phone service while other ads have been edited version of TV ads. In addition, the beer ad will be 120 second-long compared with 10 seconds of other ads run on mobile phones. That is equivalent to 8 TV ads.

OB has promoted a variety of mobile marketing, targeting consumers in their 20s and 30s who account for 70% of beer consumption. Last year, the company attracted more than 1.1 million beer lovers to convenience stores by sending SMS messages about sampling of its new product." [Ref. *World's first Two Minutes Ad on Mobile Phones*, [jgohil.typepad.com](http://jgohil.typepad.com), 11 February 2006]

#### Others:

(1) "Procter & Gamble teams up with [M-Qube](#) to market P&G's Herbal Essences line of beauty product. The [campaign](#) is aimed at women in their late teens and early 20s.

As part of a new marketing campaign, P&G launched an online storefront that allows consumers to download beauty-related ring tones, images and other content, with charges appearing on their wireless bills. Other features include a compatibility quiz and "hair care alerts," according to a company statement. The storefront also encourages members to send text messages to friends." [Ref. *Procter & Gamble launches mobile marketing campaign*, [jgohil.typepad.com](http://jgohil.typepad.com), 11 February 2006]



(2) "Lakeside shopping centre launched an SMS service for customers in March this year, provided in partnership with The Mobile Channel, an SMS marketing solutions provider. The service allows visitors to sign up to information alerts detailing news, promotions, exclusive retail deals and special events at the centre. The objectives of the project are to build loyalty and encourage repeat visits - to convert irregular and lapsed shoppers into regular shoppers, and to increase dwell time and spend. Revenue generation is not currently a major consideration.

Messages are currently outgoing only but users can respond if they wish. To register users send a three-character code, for example, F27 if you are a female aged 27, M36 if you are a male aged 36. As an incentive every sign up is entered into a monthly £100 prize draw. This service differs from many alerts services in that users only pay for the initial registration text. Outgoing messages are free to the receiver. The model utilized here is surmised: Retailers pay Lakeside for access to their database and so fund some, if not all SMS activity. The SMS system was funded by Lakeside with the explicit consent of the council of retailers for Capital Shopping Centers. Retailers at Lakeside were already familiar with SMS activities through the service previously provided by Zag Me. Communications include tactical promotions e.g. weather dependent, support for store openings, store and centre promotions, information e.g. extended hours, and news of special centre events. Promotions are targeted specifically by the demographic data provided by users (sex & age).

### *Evaluation*

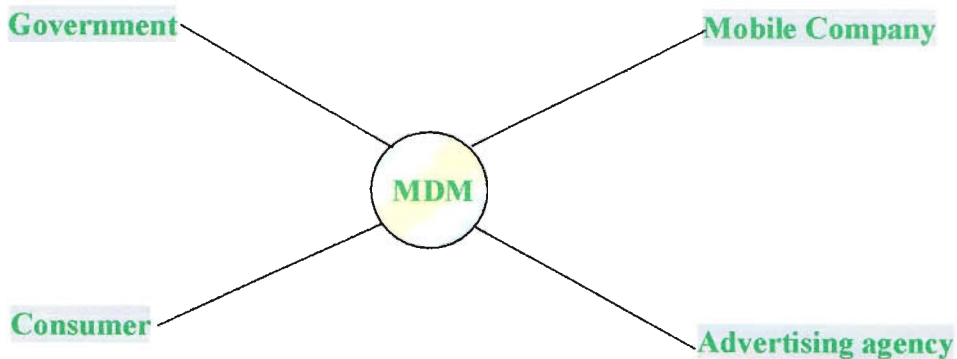
The service launched in March and sign up figures are not publicly available. The centre is using ambient media and forthcoming fashion show events to promote the service. The Mobile Channel highlighted ZagMe's level of success (40,000 sign ups per centre for Lakeside & Blue water) as a credible target. The service was tested with a promotion to coincide with the opening of a new H&M store at the centre. The promotional txt could be redeemed in store for a free T-Shirt.

The costs of set up are minimal to cover set up of registration channels, IT infrastructure, database design and extranet. The Mobile Channel is paid a monthly retainer and there is of course a per message cost.” [Ref. Marketing and CRM using mobile technology, [www.aka.tv](http://www.aka.tv), 11 February 2006]

**Summary:** As we can see, from UK to India, almost in every continent of the world, mobile phone is gaining its acceptance as a *Promotional Tool* for the marketing of various kinds of products.

**viii) Model of MDM:**

There's have different factor that affect the MDM. Model of MDM are shown blew



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# **Chapter 2:**

# **Research Methodology**

## **TYPE OF STUDY:**

Initially, we had started our study as a qualitative one. After gathering various information, our study has now turned out to a quantitative research, where we had to test a number of hypotheses in order to acquire our research findings.

## **INTENT OF THE STUDY:**

As we have mentioned earlier, our intention for doing this research is to find out if there is any prospects of mobile telephone as a direct marketing promotional tool in Bangladesh, as it is evident in other countries of today's world.

## **BROAD OBJECTIVE:**

To determine rationales that should build awareness among the marketers, customers and consumers about the prospects of using mobile phone as a medium for direct marketing tool in Bangladesh.

## **SPECIFIC OBJECTIVE:**

1. To find out the level of awareness regarding the use of mobile phone as a medium for direct marketing, among marketers.
2. To explore the experiences in other countries, of using mobile based direct marketing.
3. To get potential benefits of using mobile based direct marketing.
4. To explore the means for MDM and assessing the technological readiness of Bangladesh for implementing MDM.
5. To assess consumer preference regarding MDM.
6. To explore the consumer preference of MDM if it operates by the advertising agency.
7. To explore the consumer preference of MDM if it operates by the mobile phone company.

3. To assess consumer preference regarding MDM (car, real estate, dress, restaurant, bank, hospital, rent a car and others).

**EXERCISE:**

Specific objectives	Type of information (Research questions)	Source of information						Type of research	
		A	B	C	D	E	F	Qlt	Qnt
1. To find out the level of awareness regarding the use of mobile phone as a medium for direct marketing, among marketers.	1.1. Which is the most effective media that can be used to promote products in our market?	*	*		*	*			*
	1.2. Can we use mobile as a media of marketing products?	*	*	*	*		*		*
	1.3. How the media can be used?	*	*	*	*		*		*
2. To explore the cases of using MDM in other countries.	2.1. In which countries, MDM is being used to promote products?	*	*	*			*		*
	2.2. How much responsive the marketers of other countries are, in using MDM?	*	*	*			*		*
	2.3. Is it effective in gaining positive responses from the consumers?	*	*				*		*
3. To explore the potential benefits of using mobile	3.1. How can the consumers be benefited potentially by MDM?	*	*	*	*			*	

based direct marketing in Bangladesh.	3.2. How can the marketers be benefited potentially be MDM?	*	*		*			*	
4. To explore means for MDM and assessing the technological readiness of Bangladesh for implementing MDM.	4.1. What are the technologies that can be used for MDM in the world?	*		*			*		*
	4.2. What technologies can be used in Bangladesh for MDM?	*		*					*
	4.3. What technology is preferred most in Bangladesh for MDM?	*		*	*				*
5. To evaluate consumer preference regarding MDM.	5.1. Are the customers interested to know about different types of products through their mobile?				*	*		*	
	5.2. How many times the customers like the advertisement to be appeared in their mobile phone?		*			*		*	
	5.3. How much least tariff they are willing to pay their desire product?			*		*			*

<p>6. To explore the consumer preference of MDM if it operates by the advertising agency.</p>	<p>Is it effective in gaining If Ad agency will provide the MDM</p>	*	*	*	*				*
<p>7. To explore the consumer preference of MDM if it operates by the mobile phone company.</p>	<p>Is it effective in gaining If Mobile Phone Company will provide the MDM</p>	*	*	*	*				*
<p>8. To assess consumer preference regarding MDM (car, real estate, dress, restaurant, bank, hospital, rent a car and others.</p>	<p>Which kind of product do you want to see the ad in your Mobile Phone.</p>	*	*	*	*				*

\* = BEST

**Sources of information:**

The sources of information I am including in my study, are as follows:

**A:** Experts' Opinion (Obtains high validity, accessibility, reliability and sensitivity).



**B:** Advertising Agency (Obtains high validity, accessibility, reliability and sensitivity).

**C:** Mobile Company (Obtains high validity, accessibility, reliability and sensitivity).

**D:** Marketers for all products (Obtains high validity, reliability and sensitivity as well as low accessibility).

**E:** Consumers (Obtains high validity and accessibility as well as low reliability and sensitivity).

**F:** Additional secondary information (Obtains high validity, accessibility and reliability as well as low sensitivity).

I have selected the above sources and put them according to a sequence based on their validity, accessibility, reliability and sensitivity.

### Type of Research:

**Qlt:** Qualitative research (A study that tends to be more of a craft, where the quality of the findings is largely dependent on the skills of the individual researcher and is often judged in terms of its utility for the client).

**Qnt:** Quantitative Research (A science, with clearly defined parameters of what is good and what is unacceptable practice).

## **DEFINITIONS OF THE SOURCES OF INFORMATION:**

**Expert:** An expert refers to those people who have a great deal of knowledge about, or skill, training, or experience in, a particular field or activity. In our study we are concerned with those experts who have an elaborate knowledge or experience in the field of marketing or telecommunication.

**Advertising Agency:** Advertising agency refers to those business firms that create advertisements for their clients. Advertising agencies would help us to evaluate the prospect of direct marketing through mobile telecommunication, which is evident in foreign countries.

**Mobile Telephone Company:** A company that provides a service of portable telephones that work using a series of locally based cellular radio networks. Citycell, Grameen Phone, Aktel and Bangla Link are the four mobile phone companies those currently operating in Bangladesh are the subject matter of our studies to some extent.

**Marketers:** A marketer is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the prospect.

**Consumers:** People who are users of mobile phones and also the potential beneficiaries of mobile based direct marketing.

**Additional Secondary Information:** Information those are used to assemble knowledge in addition to our secondary study.

### **Definitions of VARS exercise:**

VARS exercise contains a collective study of its four elements that are as follows:

**Validity:** Validity refers to the legitimacy of any information as it is required.

**Accessibility:** Accessibility refers to the level of openness of a source of information.

**Reliability:** Reliability refers to the dependability of a source of information.

**Sensitivity:** Sensitivity refers to the level to which a source of information is sophisticated.

### **RESEARCH HYPOTHESES:**

1. The level of awareness (Variable) about MDM is pretty low (Variable) among marketers of Bangladesh (Case). [**Relational Hypothesis**]
2. Using MDM (Variable) in other countries (Case) has a high frequency. [**Descriptive Hypothesis**]
3. The use (Variable) of MDM (Case) does have potential benefits (Variable). [**Relational Hypothesis**]
4. Efficient technology (Independent Variable) leads to effective implementation of MDM (dependant Variable) in Bangladesh (Case). [**Causal Hypothesis**]
5. Consumers would prefer (Dependent Variable) MDM (Case) if it does not cost much (Independent Variable). [**Causal Hypothesis**]
6. Consumer would prefer (Dependent Variable) MDM (Case) if it operate by the advertising agency (Independent Variable). [**Causal Hypothesis**]
7. Consumer would prefer (Dependent Variable) MDM (Case) if it operates by the mobile phone company. (Independent Variable). [**Causal Hypothesis**]
8. Consumer will accept (Dependent Variable) advertisement for (car, real estate, dress, restaurant, bank, hospital, rent a car and others) (Case) through the MDM. (Independent Variable). [**Causal Hypothesis**]

### **SCOPE OF RESEARCH:**

In my research, I have settled my Broad Objective, Specific Objectives, Type of research to be undertaken and Lastly Research Hypotheses. I am also referring our sources of information i.e. Advertising Agencies, Mobile Companies, Experts, Marketers,

Consumers, and Analysis of secondary database, as well as analyzing the prospects of mobile telecommunication as a tool for direct marketing.

### **TYPE OF RESEARCH TO BE UNDERTAKEN:**

For the time being I have not gathered enough qualitative information, on which I could do any quantitative study. As a whole my type of research is qualitative in nature, which is particularly based on secondary study.

### **SAMPLIN PLAN:**

Conduct time of sampling: 5<sup>th</sup> March to date.

The steps in developing sampling plan are described as following:

#### **1) Population of interest:**

*Geographic:* We have selected all our sampling elements from the Metropolitan Dhaka city.

*Demographic:* We have selected the people who are of 18 years and above, both female and male.

#### **2) Data collection method:**

As the data collection method, I have chosen the methods of Depth interview, secondary study and survey.

#### **3) Sampling Frame:**

As I know, my 6 sources of information are as follows:

- a) *Experts:* As my topic is very new, and I don't have any list of all experts regarding mobile telecommunication and marketing, I will go for one expert initially and on a referral basis I will go for some others as well.

- b) **Advertisement agencies:** There are many advertising agencies, of which I will go to four.
- c) **Mobile companies:** There are 4 mobile companies existing in our country, I will go to 2 of them.
- d) **Marketers:** I will choose leading marketers who are having their offices in Dhaka city, like HSBC bank, Standard Chartered bank, Unilever, BAT etc.
- e) **Consumers:** I will select my consumers from the different areas of Dhaka city.
- f) **Secondary study:** Different web sites and books those are related to my topic.

#### 4) Selected sampling methods:

Here I have selected both probability and non- probability sampling methods, as required by my sources of information, which are described as follows:

- A. **Experts:** Snowball.
- B. **Advertisement agencies:** Simple random sampling.
- C. **Mobile companies:** Simple random sampling.
- D. **Marketers:** Simple random sampling.
- E. **Consumers:** Judgmental.
- F. **Secondary study:** This part does not belong to any sampling method.

#### 5) Sample size:

We have assumed that our

Standard deviation,  $\sigma = 18$

Precision level,  $D = 5$

Confidence level = 95%

z value for confidence level = 1.96 so our sample size will be

$$n = \frac{\sigma^2 z^2}{D^2}$$

$$= \frac{18^2 (1.96)^2}{5^2}$$

$$= 49.79 \sim 50 \text{ (approximately).}$$

## LEVELS OF MEASUREMENT THAT CORRESPONDS TO MY RESEARCH

### QUESTIONS:

Type of information (Research questions)	Level of measurement	Type of Scale
1. Which is the most effective media that can be used to promote products in our market?	Nominal	Itemized rating
2. Can we use mobile as a media of marketing products?	Nominal	Dichotomous
3. How the media can be used?	Nominal	Multiple choice
4. In which countries, MDM is being used to promote products?	Nominal	Multiple choice
5. How much responsive the marketers of other countries are, in using MDM?	Interval	Likert type
6. Is it effective in gaining positive responses from the consumers?	Interval	Likert type
7. How can the consumers be benefited potentially by MDM?	Interval	Likert type
8. How can the marketers be benefited potentially by MDM?	Interval	Likert type
9. What are the technologies that can be used for MDM in the world?	Nominal	Multiple choice
10. What technologies can be used in Bangladesh for MDM?	Nominal	Multiple choice
11. What technology is preferred most in Bangladesh for MDM?	Nominal	Multiple choice
12. Are the customers interested to know about different types of products through their mobile?	Nominal	Dichotomous

13. How many times the customers like the advertisement to be appeared in their mobile?	Nominal	Multiple choice
14. How much least tariff they are willing to pay their desire product?	Ratio	Ratio scale
15. Do you think Bangladesh Mobile Phone Network is perfect?	Interval	Likert Type
16. Is it effective in gaining if ad agency will provide the MDM.	Interval	Likert Type
17. Is it effective in gaining if Mobile Phone will provide the MDM?	Interval	Likert Type
18. Which kind of product do you want to see the ad in your Mobile Phone?	Interval	Likert Type

**Time Plan:**

TIME										
A	Week	1	2	3	4	5	6	7	8	9
C	Activities									
T	Secondary study									
I	Proposal writing									
V	Sampling									
I	Preparing questionnaires									
T	Pre-testing questionnaires									
Y	Data Collection from respondent									



# **Chapter 3:**

## **Analysis and Findings**

**My** first specific objective is to find out the level of awareness regarding the use of mobile phone as the medium of direct marketing, among marketers. To test the hypothesis which is relevant to this objective, we have done the Chi-square test here.

Here,

**Null Hypothesis (H0):** There is no association between mobile phone as a promotional tool and level of awareness among marketers.

**Alternate Hypothesis (H1):** There is an association between mobile phone as a promotional tool and level of awareness among marketers.

And our significance level is  $\alpha = .05$

Table 1: Chi square test table for measuring the awareness-level among marketers regarding MDM.

Test Statistics		
	Possibility of mobile phone to be used as a media of product marketing	The countries in which MDM is being used
Chi-Square <sup>a, b</sup>	70.940	66.800
df	2	14
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.3.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.7.

My research questions for the specific objective were:

1. Can we use mobile as a media of marketing products?
2. How the media (mobile phone) can be used?

Here the levels of measurement for both questions are nominal. Type of scale of first question is dichotomous and for second question are multiple choices.

Though both the questions are nominal and I want to find the association between these two variables and as this is inferential statistics, I have chosen the *Chi – square test*.

My target is to find the association between mobile phone as a promotional tool and level of awareness among marketers.

From my chi square test I got the probability .000 which is smaller than our significance level. So I will not accept the null hypothesis but accept the alternate hypothesis. So I can say there is an association between mobile phone as a promotional tool and level of awareness among marketers.

So I can conclude from this test that the marketers in Bangladesh have an idea at least to some extent that mobile phone can be used as a promotional tool.

**My** second specific objective is to find out if MDM is being used in other countries.

Here I have chosen *One sample T-Test*: (For both marketers and consumers point of view)

**Null Hypothesis (Ho):**

All  $\mu$ 's < 3 (MDM in other countries has no frequency. Here 3 is test value.)

**Alternate Hypothesis (H<sub>1</sub>):**

All  $\mu$ 's >3 (MDM in other countries has high frequency. Here 3 is test value.)

And our significance level is  $\alpha = .05$ .

**From marketers point of view:**

Table 2-1: One sample T-Test for measuring the responsiveness of the marketers in other countries.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
State of responsiveness of the marketers of other countries	3.457	39	.001	.52	.22	.83

**For consumers point of view:**

Table 2-2: One sample T-Test for measuring the responsiveness of the consumers in other countries.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Effectiveness of MDM in gaining positive responses from the customers	2.611	99	.010	.25	.06	.44

Here my research questions were:

1. How much responsive the marketers of other countries are, in using MDM.?
2. Is it effective in gaining positive responses from the consumers?

Here the levels of measurement for both questions are interval. Types of scale for both questions are Likert type.

Though the both questions are interval and both questions are parametric but we don't know the population and standard deviation, so we choose the one sample *T-Test*.

From the one sample T-Test of marketers point of view the  $\mu$  is 3.53 which is greater than 3. The probability come out from this test is .001 which is smaller than our significance level  $\alpha = .025$ . (See the table in appendix) From the one sample T-Test of consumers' point of view  $\mu$  is 3.25 which are greater than 3. The probability come out from this test is .010 which is smaller than our significance level  $\alpha = .025$ . (See the table in appendix) So for both cases I am not accepting the null hypothesis whether will accept alternate hypothesis. So MDM in other countries has high frequency.

So I can conclude from these tests that the use of MDM in other countries is popular.

*My* third specific objective is to explore the potential benefits of using MDM in Bangladesh.

Here I have chosen *One sample T-Test*: (For both marketers and consumers point of view)

**Null Hypothesis (H<sub>0</sub>):**

All  $\mu$ 's < 3 (Consumers and marketers are not benefited from the use of MDM. Here 3 is test value.)

**Alternate Hypothesis (H<sub>1</sub>):**

All  $\mu$ 's > 3 (Consumers and marketers are benefited from the use of MDM. Here 3 is test value.)

And our significance level is  $\alpha = .05$ .

**Consumers' point of view:**

Table no: 3-1

One Sample T-Test for measuring the consumer-benefits by using MDM.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The extent to which the consumers can be benefited	6.090	99	.000	.55	.37	.73

**Marketers' point of view:**

Table no: 3-2

One Sample T-Test for measuring the marketer-benefits by using MDM.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The extent to which the marketers can be benefited	5.214	29	.000	1.00	.61	1.39

Here my questions were:

1. How can the consumers be benefited potentially by MDM?
2. How can the marketers be benefited potentially by MDM?

Here the levels of measurement for both questions are interval. Types of scale for both questions are Likert type.

Though the both questions are interval and both questions are parametric and we don't know the population and standard deviation so we choose the one sample **T-Test**.

From the one sample T-Test of consumers point of view the  $\mu$  is 3.55 which is greater than 3 and from the one sample T-Test of marketers point of view  $\mu$  is 4 which is greater than 3. For both cases the probability come out from this test is .000 which is smaller than our significance level  $\alpha = .025$ . (See the table in appendix) Finally we found that both consumers and marketers point of view alternate hypothesis is accepted.

So I can say that using MDM can benefit both consumers and marketers. So we can undertake the idea of using MDM in Bangladesh.

**My** fourth specific objective is to explore the means for MDM and assessing the technological readiness of Bangladesh for implementing MDM.

Here I have choose frequency distribution and it is shown in the Bar diagram.

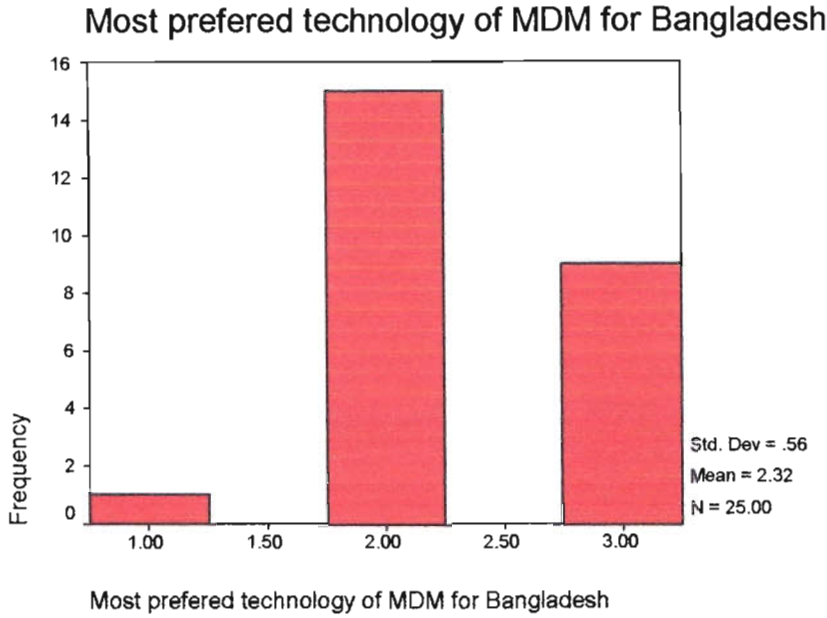


Figure 01: Most preferred technology of MDM for Bangladesh

In the figure above we have shown the three options i.e. 1= CDMA, 2= GSM and 3= Both, from the relevant question of our questionnaire. As we can see, here, our modal value is 2 i.e. the GSM technology.

Both CDMA and GSM technologies are used in our country. Although City cell is only using the CDMA technology, they are not using it quite efficiently. The other companies are using the GSM technology and they are comparatively more successful. Last but not the least, in Bangladesh both the technologies can be used according to their utility.



Here my question was:

1. What are the technologies are preferred most for MDM in Bangladesh?

The level of measurement here is nominal and the scale is multiple choices.

Here my target was to find out the readiness of Bangladesh as a field where MDM can be implemented. That's why we have listed the technologies by which I can implement MDM. Here I should recommend the modal value, which is the GSM technology as the most proffered technology.

*My* fifth specific objective is to assess consumer preference regarding toll-free MDM.

Here my target is to find out the consumer preference regarding toll-free MDM.

Here I have chosen *One sample T-Test*

**Null Hypothesis (H<sub>0</sub>):** All  $\mu$ 's  $> 3$  (Consumer will not accept even if MDM is toll-free).

**Alternate Hypothesis (H<sub>1</sub>):** All  $\mu$ 's  $< 3$  (Consumer will accept if MDM is toll-free).

And my significance level is  $\alpha = .05$ .

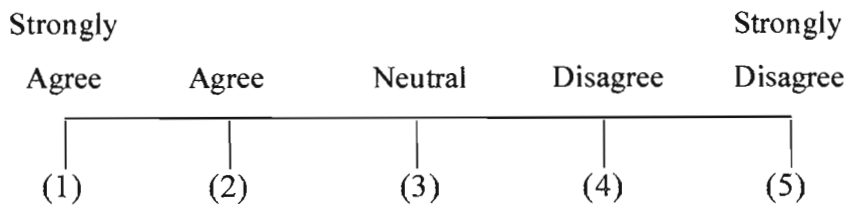
**Table 4: One sample T-Test for assessing consumer preference regarding toll-free MDM.**

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Consumer preference in case of toll-free MDM	-14.702	99	.000	-1.42	-1.61	-1.23

Here my question was:

1. Put tick mark on the following scale regarding your opinion about the statement below:

“I will accept MDM if I don’t have to pay any tariff for it”



Here the level of measurement for this question is interval. Type of scale for this question is Likert type.

Though the question is of interval level and also parametric, but as I don’t know the population and standard deviation so I am choosing the one sample *T-Test* here.

From the one sample T-Test of we found  $\mu$  is 1.58 which is smaller than 3(See the table in appendix). The probability come out from this test is .000 which is smaller than our significance level  $\alpha = .05$ . So I am not accepting the null hypothesis whether will accept alternate hypothesis.

**My** sixth specific objective is to explore the consumer preference of MDM if it operates by the advertising agency.

Here I have chosen **One sample T-Test:** (For both marketers, consumers, expertise point of view)

**Alternate Hypothesis (H<sub>1</sub>):**

All  $\mu$ 's >3 (Consumer would prefer MDM if it operate by the advertising agency. Here 3 is test value.)

And my significance level is  $\alpha = .05$ .

**From marketers point of view:**

Table 5-1: One sample T-Test for measuring the Consumer preference MDM if it operates by the advertising agency.

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
effectiveness of mdm when it is done by the ad agency	3.457	39	.001	.52	.22	.82

Here the levels of measurement for the question are interval. Types of scale are Likert type.

Though the question is interval and question is parametric but I don't know the population and standard deviation, so I have choose the one sample *T-Test*.

From the one sample T-Test of marketers point of view the  $\mu$  is 3.53 which is greater than 3. The probability come out from this test is .001 which is smaller than my significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. So Consumer would prefer MDM if it operate by the advertising agency.

So I can conclude from these tests that MDM could be operated by the advertising agency.

**From consumer point of view:**

Table 5-2: One sample T-Test for measuring the Consumer preference MDM if it operates by the advertising agency.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
effectiveness of mdm when it is done by the ad agency	1.740	14	.104	.53	-.12	1.19

Here the levels of measurement for the question are interval. Types of scale are Likert type.

Though the question is interval and question is parametric but I don't know the population and standard deviation, so I have choose the one sample *T-Test*.

From the one sample T-Test of marketers point of view the  $\mu$  is 1.740 which is lower than 3. The probability come out from this test is .104 which is higher than my significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the alternate hypothesis whether will accept null hypothesis. So Consumer would not prefer MDM if it operate by the advertising agency.

**From expertise point of view:**

Table 5-1: One sample T-Test for measuring the Consumer preference MDM if it operates by the advertising agency.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
effectiveness of mdm when it is done by the ad agency	1.000	14	.334	.33	-.38	1.05

Here the levels of measurement for the question are interval. Types of scale are Likert type.

Though the question is interval and question is parametric but I don't know the population and standard deviation, so I have choose the one sample *T-Test*.

From the one sample T-Test of marketers point of view the  $\mu$  is 1.000 which is lower than 3. The probability come out from this test is .334 which is higher than my significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the alternate hypothesis whether will accept null hypothesis. So Consumer would not prefer MDM if it operate by the advertising agency.

**My** seventh specific objective is to explore the consumer preference of MDM if it operates by the mobile phone company.

Here I have chosen **One sample T-Test:** (For both marketers and consumers point of view)

**Alternate Hypothesis (H<sub>1</sub>):**

All  $\mu$ 's >3 (Consumer would prefer MDM if it operates by the mobile phone company. Here 3 is test value.)

And our significance level is  $\alpha = .05$ .

**From marketers point of view:**

Table 6-1: One sample T-Test for measuring the marketer's preference MDM if it operates by the mobile phone company.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
effectiveness of mdm when it is done by mobile company	-4.811	9	.001	-1.20	-1.76	-.64

For consumers point of view:

Table 6-2: One sample T-Test for measuring the Consumer preference MDM if it operates by the mobile phone company.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
effectiveness of mdm when it is done by mobile company	-2.320	14	.036	-.67	-1.28	-5.05E-02

Here the levels of measurement for both questions are interval. Types of scale for both questions are Likert type.

From the one sample T-Test of marketers point of view the  $\mu$  is -4.811 which is lower than 3. The probability come out from this test is .001 which is smaller than our significance level  $\alpha = .05$ . (See the table in appendix) From the one sample T-Test of consumers' point of view  $\mu$  is -2.320 which are lower than 3. The probability come out from this test is .036 which is smaller than my significance level  $\alpha = .05$ . (See the table in appendix) So for both cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM if it operates by the mobile phone company.

So I can conclude from these tests that MDM could be operated by the mobile phone company.

*My* eighth and final specific objective is to assess consumer preference regarding MDM (car, real estate, dress, restaurant, bank, hospital, rent a car and others).

Here my target is to find out the consumer preference regarding MDM (car, real estate, dress, restaurant, bank, hospital, rent a car and others).

Here I have chosen *One sample T-Test*

Null Hypothesis (H<sub>0</sub>): All  $\mu$ 's > 3 (Consumer will not accept even if MDM (car, real estate, dress, restaurant, bank, hospital, rent a car and others)).

Alternate Hypothesis (H<sub>1</sub>): All  $\mu$ 's < 3 (Consumer will accept if MDM (car, real estate, dress, restaurant, bank, hospital, rent a car and others)).

And our significance level is  $\alpha = .05$ .

**From all sources :**

Table 7-1: One sample T-Test for measuring the consumer preference regarding MDM (car, real estate, dress, restaurant, bank, hospital, rent a car and others).

Here the levels of measurement for both questions are interval. Types of scale for both questions are Likert type.



### One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
demand of mdm for car	-6.567	49	.000	-.86	-1.12	-.60
demand of mdm for real estate	-5.200	49	.000	-.74	-1.03	-.45
demand of mdm for dress	-3.363	49	.002	-.60	-.96	-.24
demand of mdm for restaurent	-1.303	49	.199	-.24	-.61	.13
demand of mdm for bank	5.199	49	.000	.80	.49	1.11
demand of mdm for hospitals	.881	49	.382	.16	-.20	.52
demand of mdm for rent-a-car	.609	49	.546	.12	-.28	.52
demand of mdm for other products	-6.404	49	.000	-1.08	-1.42	-.74

From the one sample T-Test of all point of view for car the  $\mu$  is -6.567 which is lower than 3. The probability come out from this test is .000 which is smaller than our significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for car.

From the one sample T-Test of all point of view for car the  $\mu$  is -5.22 which is lower than 3. The probability come out from this test is .000 which is smaller than my significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for Real estate.

From the one sample T-Test of all point of view for car the  $\mu$  is -3.363 which is lower than 3. The probability come out from this test is .002 which is smaller than our significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not

accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for dress.

From the one sample T-Test of all point of view for car the  $\mu$  is -1.303 which is lower than 3. The probability come out from this test is .199 which is higher than our significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the alternate hypothesis whether will accept null hypothesis. Consumer would not prefer MDM for restaurant.

From the one sample T-Test of all point of view for car the  $\mu$  is -1.207 which is lower than 3. The probability come out from this test is .000 which is smaller than our significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for bank.

From the one sample T-Test of all point of view for car the  $\mu$  is -.881 which is lower than 3. The probability come out from this test is .382 which is higher than my significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the alternate hypothesis whether will accept null hypothesis. Consumer would not prefer MDM for hospital.

From the one sample T-Test of consumers' point of view  $\mu$  is -.609 which are lower than 3. The probability come out from this test is .546 which is higher than my significance level  $\alpha = .05$ . (See the table in appendix) So for these cases I am not accepting the alternate hypothesis whether will accept null hypothesis. Consumer would not prefer MDM for rent a car.

From the one sample T-Test of consumers' point of view  $\mu$  is -.604 which are lower than 3. The probability come out from this test is .000 which is lower than my significance level  $\alpha = .05$ . (See the table in appendix) So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for other product.

So finally I can conclude from these tests the consumer preference regarding MDM for Car, Real estate, Dress, Bank and other product. And they do not prefer MDM for Hospital, Restaurant and Rent a car.

So finally, I can say that MDM will be preferable for Car, Real estate, Dress, Bank and other product to the consumers when it is toll-free.

# **Chapter 4: Conclusion & Recommendation**

## CONCLUSION:

*My* first specific objective is to find out the level of awareness regarding the use of mobile phone as the medium of direct marketing, among marketers. To test the hypothesis which is relevant to this objective, I have done the Chi-square test here.

My target is to find the association between mobile phone as a promotional tool and level of awareness among marketers.

From my chi square test I got the probability .000 which is smaller than our significance level. So we will not accept the null hypothesis but accept the alternate hypothesis. So I can say there is an association between mobile phone as a promotional tool and level of awareness among marketers.

So I can conclude from this test that the marketers in Bangladesh have an idea to a greater extent that mobile phone can be used as a promotional tool.

*My* second specific objective is to find out if MDM is being used in other countries.

Here I have chosen *One sample T-Test*: (For both marketers and consumers point of view)

From the one sample T-Test of marketers point of view the  $\mu$  is 3.53 which is greater than 3. The probability come out from this test is .001 which is smaller than my significance level  $\alpha = .025$ . (See the table in appendix) From the one sample T-Test of consumers' point of view  $\mu$  is 3.25 which is greater than 3. The probability come out from this test is .010 which is smaller than our significance level  $\alpha = .025$ . (See the table in appendix) So for both cases we are not accepting the null hypothesis whether will accept alternate hypothesis. So MDM in other countries has high frequency.

So I can conclude from these tests that the use of MDM in other countries is popular.

*My* third specific objective is to explore the potential benefits of using MDM in Bangladesh.

Here I have chosen *One sample T-Test*: (For both marketers and consumers point of view)

From the one sample T-Test of consumers point of view the  $\mu$  is 3.55 which is greater than 3 and from the one sample T-Test of marketers point of view  $\mu$  is 4 which is greater than 3. For both cases the probability come out from this test is .000 which is smaller than our significance level  $\alpha = .025$ . (See the table in appendix) Finally we found that both consumers and marketers point of view alternate hypothesis is accepted.

So I can say that using MDM can benefit both consumers and marketers. So we can undertake the idea of using MDM in Bangladesh.

*My* fourth specific objective is to explore the means for MDM and assessing the technological readiness of Bangladesh for implementing MDM.

Here my target was to find out the readiness of Bangladesh as a field where MDM can be implemented. That's why I have listed the technologies by which we can implement MDM. Here we should recommend the modal value, which is the GSM technology as the most proffered technology.

*My* fifth specific objective is to assess consumer preference regarding toll-free MDM.

Here my target is to find out the consumer preference regarding toll-free MDM.

Here I have chosen *One sample T-Test*

From the one sample T-Test of we found  $\mu$  is 1.58 which is smaller than 3(See the table in appendix). The probability come out from this test is .000 which is smaller than our significance level  $\alpha = .05$ . So we are not accepting the null hypothesis whether will accept alternate hypothesis.

**My** sixth specific objective is to explore the consumer preference of MDM if it operates by the advertising agency.

Here I have chosen **One sample T-Test**: (For both marketers, consumers, expertise point of view)

Here the levels of measurement for the question are interval. Types of scale are Likert type.

Though the question is interval and question is parametric but I don't know the population and standard deviation, so I have choose the one sample **T-Test**.

From the one sample T-Test of marketers point of view the  $\mu$  is 3.53 which is greater than 3. The probability come out from this test is .001 which is smaller than my significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. So Consumer would prefer MDM if it operate by the advertising agency.

So I can conclude from these tests that MDM could be operated by the advertising agency.

Here the levels of measurement for both questions are interval. Types of scale for both questions are Likert type.

From the one sample T-Test of marketers point of view the  $\mu$  is -4.811 which is lower than 3. The probability come out from this test is .001 which is smaller than our significance level  $\alpha = .05$ . (See the table in appendix) From the one sample T-Test of

consumers' point of view  $\mu$  is -2.320 which are lower than 3. The probability come out from this test is .036 which is smaller than my significance level  $\alpha = .05$ . (See the table in appendix) So for both cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM if it operates by the mobile phone company.

So I can conclude from these tests that MDM could be operated by the mobile phone company.

**My** seventh specific objective is to explore the consumer preference of MDM if it operates by the mobile phone company.

Here I have chosen *One sample T-Test*: (For both marketers and consumers point of view)

From the one sample T-Test of marketers point of view the  $\mu$  is -4.811 which is lower than 3. The probability come out from this test is .001 which is smaller than our significance level  $\alpha = .05$ . (See the table in appendix) From the one sample T-Test of consumers' point of view  $\mu$  is -2.320 which are lower than 3. The probability come out from this test is .036 which is smaller than my significance level  $\alpha = .05$ . (See the table in appendix) So for both cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM if it operates by the mobile phone company.

So I can conclude from these tests that MDM could be operated by the mobile phone company.



*My* eighth and final specific objective is to assess consumer preference regarding MDM (car, real estate, dress, restaurant, bank, hospital, rent a car and others).

Here my target is to find out the consumer preference regarding MDM (car, real estate, dress, restaurant, bank, hospital, rent a car and others).

Here I have chosen *One sample T-Test*

From the one sample T-Test of all point of view for car the  $\mu$  is -6.567 which is lower than 3. The probability come out from this test is .000 which is smaller than our significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for car.

From the one sample T-Test of all point of view for car the  $\mu$  is -5.22 which is lower than 3. The probability come out from this test is .000 which is smaller than my significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for Real estate.

From the one sample T-Test of all point of view for car the  $\mu$  is -3.363 which is lower than 3. The probability come out from this test is .002 which is smaller than our significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for dress.

From the one sample T-Test of all point of view for car the  $\mu$  is -1.303 which is lower than 3. The probability come out from this test is .199 which is higher than our significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the alternate hypothesis whether will accept null hypothesis. Consumer would not prefer MDM for restaurant.

From the one sample T-Test of all point of view for car the  $\mu$  is -1.207 which is lower than 3. The probability come out from this test is .000 which is smaller than our significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for bank.

From the one sample T-Test of all point of view for car the  $\mu$  is -.881 which is lower than 3. The probability come out from this test is .382 which is higher than my significance level  $\alpha = .05$ . (See the table in appendix). So for these cases I am not accepting the alternate hypothesis whether will accept null hypothesis. Consumer would not prefer MDM for hospital.

From the one sample T-Test of consumers' point of view  $\mu$  is -.609 which are lower than 3. The probability come out from this test is .546 which is higher than my significance level  $\alpha = .05$ . (See the table in appendix) So for these cases I am not accepting the alternate hypothesis whether will accept null hypothesis. Consumer would not prefer MDM for rent a car.

From the one sample T-Test of consumers' point of view  $\mu$  is -.604 which are lower than 3. The probability come out from this test is .000 which is lower than my significance level  $\alpha = .05$ . (See the table in appendix) So for these cases I am not accepting the null hypothesis whether will accept alternate hypothesis. Consumer would prefer MDM for other product.

So finally I can conclude from these tests the consumer preference regarding MDM for Car, Real estate, Dress, Bank and other product. And they do not prefer MDM for Hospital, Restaurant and Rent a car.

So finally, I can say that MDM will be preferable for Car, Real estate, Dress, Bank and other product to the consumers when it is toll-free.

*A*nd by considering our broad objective of the research and all these five conclusive specific objectives, we can finally conclude that, MDM (Mobile based Direct Marketing), which is quite popular in many other countries has also been caught by the eyes of our local marketers and it also brings potential benefits to both consumers and marketers.

## **RECOMMENDATION:**

*I*t can be suggested that MDM has significant prospects in Bangladesh and this new idea of product marketing can be implemented in our country in an efficient and cost effective manner and consumer will prefer for Car, Real estate, Dress, Bank and other product .

## **LIMITATIONS:**

I had some limitations of time and money for which we could not do our research as I wanted it to be done.

# **Appendix A: Proposal**

## **THE BACKGROUND:**

From the past two decades, many goods or service-oriented companies are operating their businesses in Bangladesh. As years passed by, many of these companies have become successful with their businesses in this country. Today we are living in an era of technological advancements. Communication now is more flourished than ever. Cellular or Mobile phone is now an element of our everyday life. In Bangladesh now there are four mobile telephone service companies. With this service, our marketers are not much synchronized. One of the reasons is that they are not aware of how things are happening in many other countries now a day. In many countries today, marketers are utilizing mobile phone service as a new tool for promoting their products to the customers. It is now time for us to utilize this new opportunity for product marketing. But, before that, we need to find out whether it has enough prospects in Bangladesh or not.

## **PROBLEM STATEMENT:**

The marketers in Bangladesh are unaware of the prospects of using mobile phone as a direct marketing promotional tool as it is evident in other countries.

## **MAJOR CONCEPTS:**

As we have seen in our introductory background, our study should consist of some major concepts or topics. According to our problem statement, we are putting some secondary data or information on our six major aspects. The aspects are also summarized at the end of each section so that it can lead to a potential study afterwards. Our six major areas include:

- i)** Marketer (The company that is going to promote products through mobile phone);
- ii)** Mobile phone (Portable telephones that work using a series of locally based cellular radio networks);
- iii)** Current scenario of mobile phone services in Bangladesh;
- iv)** Marketing Promotion;
- v)** Wareless Marketing;
- vi)** Media or channels; and

- vii) Mobile based marketing in other countries.
- viii) Model of MDM

**BROAD OBJECTIVE:**

To determine rationales that should build awareness among the marketers, customers and consumers about the prospects of using mobile phone as a medium for direct marketing tool in Bangladesh.

# **Appendices: B (References)**



## Books:

1. Philip Kotler, *Marketing management*, Prentice Hall, 10<sup>th</sup> Ed, 1999, page 11.
2. Gary Armstrong, Philip Kotler, *Marketing, an Introduction*, Pearson Education Asia, 5<sup>th</sup> Ed, 2001, page 55
3. Philip Kotler, *Marketing management*, Prentice Hall, 10<sup>th</sup> Ed, 1999, page 13.

## Web pages:

1. Debra Cohen, *Cellular Phone History*, [www.bigcatcat.com](http://www.bigcatcat.com), 12 February 2006.
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**Appendix C:**  
**(The question manual)**

## Research Manual

My sample size is 50 so the sell should be 3 for numeric records. The sources are as follows:

- A: Experts = 101-115
- B: Advertisement agency = 201-205
- C: Mobile Company = 301-305
- D: Marketers = 401-410
- E: Consumer = 501-515

If any answer comes out with more than one option than I will do our coding in geometric way, so the coding entry for that question-cell would be the summation of the geometric codes of the respective options that are chosen by the respondent.

1. T.V. = 1    Newspaper = 2    Radio = 3    Mobile Phone = 4    Magazine = 5  
Billboard = 6    Other = 7

[Level of Measurement: Nominal & Type of Scale: Itemized rating]

[This question is for all the five sources.]

2. Yes = 1    No = 2    Do not know = 3

[Level of Measurement: Nominal & Type of Scale:

Dichotomous]

[This question is for all the five sources.]

3. Call = 1    SMS = 2    VMS (Voice Message Service) = 4    All of them = 8

[Level of Measurement: Nominal & Type of Scale: Multiple choices]

[This question is for Mobile Company, Advertising agency & Experts.]

4. Bangladesh = 1    India = 2    U.S.A. = 4    Bhutan = 8    Korea = 16    U.K. = 32

Don't know = 64

[Level of Measurement: Nominal & Type of Scale: Multiple choices]

[This question is for all the five sources.]

5. Very high-----High-----Average-----Low-----Very low

(5)                    (4)                    (3)                    (2)                    (1)

[Level of Measurement: Interval & Type of Scale: Likert type]

[This question is for all the five sources.]



6. Very high-----High-----Average-----Low-----Very low  
(5) (4) (3) (2) (1)

[Level of Measurement: Interval & Type of Scale: Likert

type]

[This question is for all the five sources.]

7. Very high-----High-----Average-----Low-----Very low  
(5) (4) (3) (2) (1)

[Level of Measurement: Interval & Type of Scale: Likert

type]

[This question is for all the five sources.]

8. Very high-----High-----Average-----Low-----Very low  
(5) (4) (3) (2) (1)

[Level of Measurement: Interval & Type of Scale: Likert

type]

[This question is for Experts, Advertising agencies & Marketers.]

9. CDMA =1 GSM =2 BOTH = 3

[Level of Measurement: Nominal & Type of Scale: Multiple  
choices]

[This question is for Experts, & Mobile Phone Company.]

10. CDMA =1 GSM =2 BOTH = 3

[Level of Measurement: Nominal & Type of Scale: Multiple  
choices]

[This question is for Experts, & Mobile Phone Company.]

11. CDMA =1 GSM =2 BOTH = 3

[Level of Measurement: Nominal & Type of Scale: Multiple  
choices]

[This question is for Experts, & Mobile Phone Company.]

12. Yes = 1 No = 2 Do not know = 3

[Level of Measurement: Nominal & Type of Scale:

Dichotomous]

[This question is for all the five sources.]

13. 0 times = 6    Once = 1    Twice = 2    3 times = 3    4 times = 4    5 times or more = 5    [Level of Measurement: Nominal & Type of Scale: Multiple choices]

[This question is for all the five sources.]

14. 0 tk = 1            0-1 tk = 2            1-2 tk = 3            2-3 tk = 4    3-4 tk = 5  
4-5 tk = 6            [Level of Measurement: Ratio & Type of Scale: Ratio Scale]

[This question is for all the five sources.]

15. Very high-----High-----Average-----Low-----Very low  
(5)            (4)            (3)            (2)            (1)

[Level of Measurement: Interval & Type of Scale: Likert

type]

[This question is for Experts, Advertising agencies & Marketers.]

16. Very high-----High-----Average-----Low-----Very low  
(5)            (4)            (3)            (2)            (1)

[Level of Measurement: Interval & Type of Scale: Likert

type]

[This question is for Experts, Advertising agencies & Marketers.]

17. Very high-----High-----Average-----Low-----Very low  
(5)            (4)            (3)            (2)            (1)

[Level of Measurement: Interval & Type of Scale: Likert

type]

[This question is for Experts, Advertising agencies & Marketers.]

18. Very high-----High-----Average-----Low-----Very low  
(5)            (4)            (3)            (2)            (1)

[Level of Measurement: Interval & Type of Scale: Likert

type]

[This question is for Experts, Advertising agencies & Marketers.]

19. Very high-----High-----Average-----Low-----Very low  
(5)            (4)            (3)            (2)            (1)

[Level of Measurement: Interval & Type of Scale: Likert

type]

[This question is for Experts, Advertising agencies & Marketers.]

# **Appendices:D (Questionnaires)**

## QUESTIONNAIRE FOR ALL THE FIVE SOURCES:

### For Experts:

আসসালামু আলাইকুম মহোদয়/মহোদয়া,

1

আপনার মূল্যবান কিছু সময় আমাকে দেয়ার জন্য আপনাকে আন্তরিক ধন্যবাদ।

অনুগ্রহ পূর্বক আপনার মূল্যবান মতামত জানিয়ে আমাদের উপকৃত করুন, আমি- মো: রেজাউল হুদা আমার প্রযুক্তি রিপোর্ট (ইন্ট ওয়েব ইউনিভার্সিটি) করছি। আমার রিসার্চ এর বিষয়বস্তু হচ্ছে মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন। বর্তমানে পৃথিবীর বিভিন্ন দেশে মোবাইল ফোনের মাধ্যমে বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারিত হচ্ছে এবং এটি মাধ্যম হিসেবে যথেষ্ট সাফল্য অর্জন করেছে। তাই আমার প্রচেষ্টা বাংলাদেশেও মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন কতটুকু সফল হবে তার সম্ভাবনা যাচাই করা। আপনাকে এই নিশ্চয়তা দিচ্ছি যে, আপনার এই মূল্যবান তথ্যাবলি নিরাপদ থাকবে এবং অন্য কোন উদ্দেশ্যে ব্যবহৃত হবে না। এই জরিপের জন্য আপনার মূল্যবান সময়ের ১০টি মিনিট আমাকে দিয়ে সহযোগিতা করলে আমি কৃতজ্ঞ থাকবো।

ধন্যবাদ।

আফিসের কাজে

১। আপনি কি ঢাকার স্থায়ী অধিবাসী ?

(১) হ্যাঁ (২) না

২। আপনি কি ব্যক্তিগত ব্যবহারের জন্য মোবাইল ফোন রাখেন ?

(১) হ্যাঁ (২) না

৩। আপনি আপনার আকাঙ্ক্ষিত পণ্যের বিজ্ঞাপন আপনার মোবাইল ফোনের মাধ্যমে পেতে চান ?

(১) হ্যাঁ (২) না

১। বিজ্ঞাপন প্রচারের জন্য সর্বোৎকৃষ্ট মাধ্যম কোনটি?

(১) টেলিভিশন (২) সংবাদ পত্র (৩) বেতার  
(৪) মোবাইল ফোন (৫) পত্রিকা (৬) বিল বোর্ড

২। মোবাইল ফোন কি বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসাবে ব্যবহার করা যায়?

(১) হ্যাঁ (২) না (৩) জানিনা

৩। মোবাইল ফোনকে কিভাবে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে ব্যবহার করা সম্ভব?

(১) কল করে (২) SMS করে  
(৩) VMS (ভইস মেসেজ সার্ভিস) করে (৪) সবগুলোই



৪। কোন কোন দেশ মোবাইল ফোন বিজ্ঞাপন প্রচারের মাধ্যম হিসাবে ব্যবহার করছে?

- (১) বাংলাদেশ (২) ভারত (৩) আমেরিকা  
(৪) ছুটান (৫) কোরিয়া (৬) যুক্তরাজ্য।

৫। অন্যান্য দেশের ব্যবসায়ীরা মোবাইল ফোনকে পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোটামোটি কতটুকু গ্রহন করেছে?

- অতিজনপ্রিয় জনপ্রিয় মোটামোটি জনপ্রিয় জনপ্রিয় নয় মোটেও জনপ্রিয় নয়  
(৫) (৪) (৩) (২) (১)

৬। ক্রেতাদের কাছে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোবাইল ফোনের গ্রহণযোগ্যতা কতটুকু আশাব্যঞ্জক?

- অতিআশাব্যঞ্জক আশাব্যঞ্জক মোটামোটি আশাব্যঞ্জক আশাব্যঞ্জক নয় মোটেও আশাব্যঞ্জক নয়  
(৫) (৪) (৩) (২) (১)

৭। মোবাইল ফোনে প্রতিটি বিজ্ঞাপনের জন্য কত টাকা ব্যয় হওয়া উচিত বলে আপনি মনে করেন?

- (১) ০-১ টাকা (২) ১-২ টাকা (৩) ২-৩ টাকা  
(৪) ৩-৪ টাকা (৫) ৪-৫ টাকা

৮। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ভোক্তা কতখানি উপকৃত হতে পারে বলে আপনি মনে করেন?

- খুব উপকৃত উপকৃত মোটামোটি উপকৃত উপকৃত নয় মোটেও উপকৃত নয়  
(৫) (৪) (৩) (২) (১)

৯। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ব্যবসায়ীরা কতটুকু উপকৃত হতে পারেন বলে আপনি মনে করেন?

- খুব উপকৃত উপকৃত মোটামোটি উপকৃত উপকৃত নয় মোটেও উপকৃত নয়  
(৫) (৪) (৩) (২) (১)

১০। পৃথিবীতে মোবাইল ফোনে পণ্যের বিজ্ঞাপনের জন্য কি কি প্রযুক্তি ব্যবহৃত হচ্ছে?

- (১) সি ডি এম এ                      (২) জি এস এম                      (৩) উভয়ই

১১। বাংলাদেশে মোবাইল ফোনে বিজ্ঞাপনের জন্য কি কি প্রযুক্তি ব্যবহার করা যেতে পারে?

- (১) সি ডি এম এ                      (২) জি এস এম                      (৩) উভয়ই

১২। বাংলাদেশে মোবাইল ফোনে বিজ্ঞাপনের জন্য সর্বোৎকৃষ্ট প্রযুক্তি কোনটি?

- (১) সি ডি এম এ                      (২) জি এস এম                      (৩) উভয়ই

১৩। ক্রেতারা কি মোবাইল ফোন এর মাধ্যমে বিভিন্ন পণ্য সম্পর্কে জানতে আগ্রহী?

- (১) হ্যা                                      (২) না                                      (৩) জানিনা

১৪। একটি বিজ্ঞাপন দৈনিক কতবার প্রচারিত হলে ক্রেতাদের কাছে গ্রহণযোগ্য হবে বলে আপনি মনে করেন?

- (১) ১ বার                                      (২) ২ বার                                      (৩) ৩ বার  
(৪) ৪ বার                                      (৫) ৫ বার                                      (৬) এক বার ও না।

১৫। একজন ক্রেতা হিসাবে আপনার আকাঙ্ক্ষিত বিজ্ঞাপনটি মোবাইল ফোনে দেখা বা শোনার জন্য আপনি কমপক্ষে কত টাকা ব্যয় করতে ইচ্ছুক?

- (১) ০-১ টাকা                                      (২) ১-২ টাকা                                      (৩) ২-৩ টাকা  
(৪) ৩-৪ টাকা                                      (৫) ৪-৫ টাকা

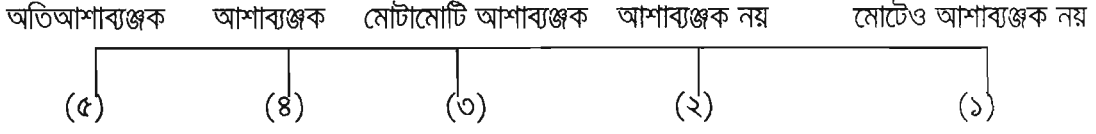
১৬। বাংলাদেশের মোবাইল টেলিফোনের নেটওয়ার্ক এর মান কি রকম বলে আপনি মনে করেন?

- অতিআশাব্যঞ্জক                      আশাব্যঞ্জক                      মোটামোটি আশাব্যঞ্জক                      আশাব্যঞ্জক নয়                      মোটেও আশাব্যঞ্জক নয়
- (৫)                                      (৪)                                      (৩)                                      (২)                                      (১)

১৭। আপনি কি মনে করেন মোবাইল ফোনে বিজ্ঞাপন বিজ্ঞাপন সংস্থা দ্বারা নিয়ন্ত্রন যোগ্য?

- অতিআশাব্যঞ্জক                      আশাব্যঞ্জক                      মোটামোটি আশাব্যঞ্জক                      আশাব্যঞ্জক নয়                      মোটেও আশাব্যঞ্জক নয়
- (৫)                                      (৪)                                      (৩)                                      (২)                                      (১)

১৮। আপনি কি মনে করেন মোবাইল ফোনে বিজ্ঞাপন মোবাইল ফোন কোম্পানী দ্বারা নিয়ন্ত্রন যোগ্য?



১৯। আপনি কি কি পণ্যের বিজ্ঞাপন মোবাইল ফোনের মাধ্যমে দেখতে ইচ্ছুক?

	খুব উপকৃত	উপকৃত	মোটামুটি উপকৃত	উপকৃত নয়	মোটামুটি উপকৃত নয়
প্রাইভেট কার					
রিয়েল এস্টেট					
পোশাক					
রেস্টোরেন্ট					
ব্যাংক					
হাসপাতাল					
রেন্ট এ কার					
অন্যান্য					

সময় শুরু -

সময় শেষ -

নাম :

পদবী :

সুপারভাইজারের সইন

## For Advertisement Agency

আসসালামু আলাইকুম মহোদয়/মহোদয়া,

আপনার মূল্যবান কিছু সময় আমাকে দেয়ার জন্য আপনাকে আন্তরিক ধন্যবাদ।

অনুগ্রহ পূর্বক আপনার মূল্যবান মতামত জানিয়ে আমাদের উপকৃত করুন, আমি- মো: রেজাউল হুদা আমার প্রযুক্তি রিপোর্ট (ইন্ট ওয়েব ইউনিভার্সিটি) করছি। আমার রিসার্চ এর বিষয়বস্তু হচ্ছে মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন। বর্তমানে পৃথিবীর বিভিন্ন দেশে মোবাইল ফোনের মাধ্যমে বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারিত হচ্ছে এবং এটি মাধ্যম হিসেবে যথেষ্ট সাফল্য অর্জন করেছে। তাই আমার প্রচেষ্টা বাংলাদেশেও মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন কতটুকু সফল হবে তার সম্ভাবনা যাচাই করা। আপনাকে এই নিশ্চয়তা দিচ্ছি যে, আপনার এই মূল্যবান তথ্যাবলি নিরাপদ থাকবে এবং অন্য কোন উদ্দেশ্যে ব্যবহৃত হবে না।। এই জরিপের জন্য আপনার মূল্যবান সময়ের ১০টি মিনিট আমাকে দিয়ে সহযোগিতা করলে আমি কৃতজ্ঞ থাকবো।

১। আপনি কি ঢাকার স্থায়ী অধিবাসী ?

(১) হ্যাঁ (২) না

২। আপনি কি ব্যক্তিগত ব্যবহারের জন্য মোবাইল ফোন রাখেন ?

(১) হ্যাঁ (২) না

৩। আপনি আপনার আকাঙ্ক্ষিত পণ্যের বিজ্ঞাপন আপনার মোবাইল ফোনের মাধ্যমে পেতে চান ?

(১) হ্যাঁ (২) না

আফিসের কাজে

১। বিজ্ঞাপন প্রচারের জন্য সর্বোৎকৃষ্ট মাধ্যম কোনটি?

(১) টেলিভিশন (২) সংবাদ পত্র (৩) বেতার  
(৪) মেবাইল ফোন (৫) পত্রিকা (৬) বিল বোর্ড

২। মোবাইল ফোন কি বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসাবে ব্যবহার করা যায়?

(১) হ্যাঁ (২) না (৩) জানিনা

৩। মোবাইল ফোনকে কিভাবে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে ব্যবহার করা সম্ভব?

(১) কল করে (২) SMS করে  
(৩) VMS (ভইস মেসেজ সার্ভিস) করে (৪) সবগুলোই

৪। কোন কোন দেশ মোবাইল ফোন বিজ্ঞাপন প্রচারের মাধ্যম হিসাবে ব্যবহার করছে?

- (১) বাংলাদেশ (২) ভারত (৩) আমেরিকা  
(৪) ছটান (৫) কোরিয়া (৬) যুক্তরাজ্য।

৫। অন্যান্য দেশের ব্যবসায়ীরা মোবাইল ফোনকে পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোটামোটি কতটুকু গ্রহন করেছে?

- অতিজনপ্রিয় জনপ্রিয় মোটামোটি জনপ্রিয় জনপ্রিয় নয় মোটেও জনপ্রিয় নয়  
(৫) (৪) (৩) (২) (১)

৬। ক্রেতাদের কাছে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোবাইল ফোনের গ্রহনযোগ্যতা কতটুকু আশাব্যঞ্জক?

- অতিআশাব্যঞ্জক আশাব্যঞ্জক মোটামোটি আশাব্যঞ্জক আশাব্যঞ্জক নয় মোটেও আশাব্যঞ্জক নয়  
(৫) (৪) (৩) (২) (১)

৭। মোবাইল ফোনে প্রতিটি বিজ্ঞাপনের জন্য কত টাকা ব্যয় হওয়া উচিত বলে আপনি মনে করেন?

- (১) ০-১ টাকা (২) ১-২ টাকা (৩) ২-৩ টাকা  
(৪) ৩-৪ টাকা (৫) ৪-৫ টাকা

৮। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ভোক্তা কতখানি উপকৃত হতে পারে বলে আপনি মনে করেন?

- খুব উপকৃত উপকৃত মোটামোটি উপকৃত উপকৃত নয় মোটেও উপকৃত নয়  
(৫) (৪) (৩) (২) (১)

৯। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ব্যবসায়ীরা কতটুকু উপকৃত হতে পারেন বলে আপনি মনে করেন?

- খুব উপকৃত উপকৃত মোটামোটি উপকৃত উপকৃত নয় মোটেও উপকৃত নয়  
(৫) (৪) (৩) (২) (১)

১০। পৃথিবীতে মোবাইল ফোনে পণ্যের বিজ্ঞাপনের জন্য কি কি প্রযুক্তি ব্যবহৃত হচ্ছে?

- (১) সি ডি এম এ (২) জি এস এম (৩) উভয়ই

১১। বাংলাদেশে মোবাইল ফোনে বিজ্ঞাপনের জন্য কি কি প্রযুক্তি ব্যবহার করা যেতে পারে?

- (১) সি ডি এম এ (২) জি এস এম (৩) উভয়ই

১২। বাংলাদেশে মোবাইল ফোনে বিজ্ঞাপনের জন্য সর্বোৎকৃষ্ট প্রযুক্তি কোনটি?

- (১) সি ডি এম এ (২) জি এস এম (৩) উভয়ই

১৩। ক্রেতারা কি মোবাইল ফোন এর মাধ্যমে বিভিন্ন পণ্য সম্পর্কে জানতে আগ্রহী?

- (১) হ্যা (২) না (৩) জানিনা

১৪। একটি বিজ্ঞাপন দৈনিক কতবার প্রচারিত হলে ক্রেতাদের কাছে গ্রহণযোগ্য হবে বলে আপনি মনে করেন?

- (১) ১ বার (২) ২ বার (৩) ৩ বার  
(৪) ৪ বার (৫) ৫ বার (৬) এক বার ও না।

১৫। একজন ক্রেতা হিসাবে আপনার আকাঙ্ক্ষিত বিজ্ঞাপনটি মোবাইল ফোনে দেখা বা শোনার জন্য আপনি কমপক্ষে কত টাকা ব্যয় করতে ইচ্ছুক?

- (১) ০-১ টাকা (২) ১-২ টাকা (৩) ২-৩ টাকা  
(৪) ৩-৪ টাকা (৫) ৪-৫ টাকা

১৬। বাংলাদেশের মোবাইল টেলিফোনের নেটওয়ার্ক এর মান কি রকম বলে আপনি মনে করেন?

- অতিআশাব্যঞ্জক (৫) আশাব্যঞ্জক (৪) মোটামোটি আশাব্যঞ্জক (৩) আশাব্যঞ্জক নয় (২) মোটেও আশাব্যঞ্জক নয় (১)

১৭। আপনি কি মনে করেন মোবাইল ফোনে বিজ্ঞাপন বিজ্ঞাপন সংস্থা দ্বারা নিয়ন্ত্রণ যোগ্য?

- অতিআশাব্যঞ্জক (৫) আশাব্যঞ্জক (৪) মোটামোটি আশাব্যঞ্জক (৩) আশাব্যঞ্জক নয় (২) মোটেও আশাব্যঞ্জক নয় (১)



আসসালামু আলাইকুম মহোদয়/মহোদয়া,

আপনার মূল্যবান কিছু সময় আমাকে দেয়ার জন্য আপনাকে আন্তরিক ধন্যবাদ।

অনুগ্রহ পূর্বক আপনার মূল্যবান মতামত জানিয়ে আমাদের উপকৃত করুন, আমি- মো: রেজাউল হুদা আমার প্রযুক্তি রিপোর্ট (ইন্ট ওয়েস্ট ইউনিভার্সিটি) করছি। আমার রিসার্চ এর বিষয়বস্তু হচ্ছে মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন। বর্তমানে পৃথিবীর বিভিন্ন দেশে মোবাইল ফোনের মাধ্যমে বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারিত হচ্ছে এবং এটি মাধ্যম হিসেবে যথেষ্ট সাফল্য অর্জন করেছে। তাই আমার প্রচেষ্টা বাংলাদেশেও মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন কতটুকু সফল হবে তার সম্ভাবনা যাচাই করা। আপনাকে এই নিশ্চয়তা দিচ্ছি যে, আপনার এই মূল্যবান তথ্যাবলি নিরাপদ থাকবে এবং অন্য কোন উদ্দেশ্যে ব্যবহৃত হবে না।। এই জরিপের জন্য আপনার মূল্যবান সময়ের ১০টি মিনিট আমাকে দিয়ে সহযোগিতা করলে আমি কৃতজ্ঞ থাকবো।

১। আপনি কি ঢাকার স্থায়ী অধিবাসী ?

(১) হ্যা (২) না

২। আপনি কি ব্যক্তিগত ব্যবহারের জন্য মোবাইল ফোন রাখেন ?

(১) হ্যা (২) না

৩। আপনি আপনার আকাঙ্ক্ষিত পণ্যের বিজ্ঞাপন আপনার মোবাইল ফোনের মাধ্যমে পেতে চান ?

(১) হ্যা (২) না

১। বিজ্ঞাপন প্রচারের জন্য সর্বোৎকৃষ্ট মাধ্যম কোনটি?

(১) টেলিভিশন (২) সংবাদ পত্র (৩) বেতার  
(৪) মেবাইল ফোন (৫) পত্রিকা (৬) বিল বোর্ড

আফিসের কাজে

২। মোবাইল ফোন কি বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসাবে ব্যবহার করা যায়?

(১) হ্যা (২) না (৩) জানিনা

৩। মোবাইল ফোনকে কিভাবে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে ব্যবহার করা সম্ভব?

(১) কল করে (২) SMS করে  
(৩) VMS (ভইস মেসেজ সার্ভিস) করে (৪) সবগুলোই



৪। কোন কোন দেশ মোবাইল ফোন বিজ্ঞাপন প্রচারের মাধ্যম হিসাবে ব্যবহার করছে?

- (১) বাংলাদেশ (২) ভারত (৩) আমেরিকা  
(৪) ছুটান (৫) কোরিয়া (৬) যুক্তরাজ্য।

৫। অন্যান্য দেশের ব্যবসায়ীরা মোবাইল ফোনকে পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোটামোটি কতটুকু গ্রহন করেছে?

- অতিজনপ্রিয় জনপ্রিয় মোটামোটি জনপ্রিয় জনপ্রিয় নয় মোটেও জনপ্রিয় নয়  
(৫) (৪) (৩) (২) (১)

৬। ক্রেতাদের কাছে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোবাইল ফোনের গ্রহনযোগ্যতা কতটুকু আশাব্যঞ্জক?

- অতিআশাব্যঞ্জক আশাব্যঞ্জক মোটামোটি আশাব্যঞ্জক আশাব্যঞ্জক নয় মোটেও আশাব্যঞ্জক নয়  
(৫) (৪) (৩) (২) (১)

৭। মোবাইল ফোনে প্রতিটি বিজ্ঞাপনের জন্য কত টাকা ব্যয় হওয়া উচিত বলে আপনি মনে করেন?

- (১) ০-১ টাকা (২) ১-২ টাকা (৩) ২-৩ টাকা  
(৪) ৩-৪ টাকা (৫) ৪-৫ টাকা

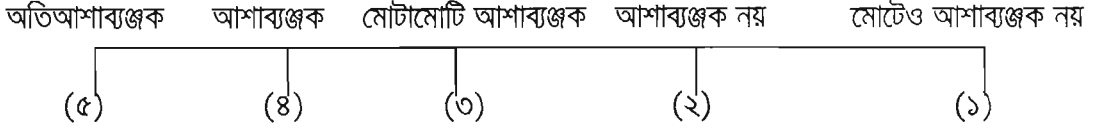
৮। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ভোক্তা কতখানি উপকৃত হতে পারে বলে আপনি মনে করেন?

- খুব উপকৃত উপকৃত মোটামোটি উপকৃত উপকৃত নয় মোটেও উপকৃত নয়  
(৫) (৪) (৩) (২) (১)

৯। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ব্যবসায়ীরা কতটুকু উপকৃত হতে পারেন বলে আপনি মনে করেন?

- খুব উপকৃত উপকৃত মোটামোটি উপকৃত উপকৃত নয় মোটেও উপকৃত নয়  
(৫) (৪) (৩) (২) (১)

১৮। আপনি কি মনে করেন মোবাইল ফোনে বিজ্ঞাপন মোবাইল ফোন কোম্পানী দ্বারা নিয়ন্ত্রন যোগ্য?



১৯। আপনি কি কি পণ্যের বিজ্ঞাপন মোবাইল ফোনের মাধ্যমে দেখতে ইচ্ছুক?

	খুব উপকৃত	উপকৃত	মোটামুটি উপকৃত	উপকৃত নয়	মোটামুটি উপকৃত নয়
প্রাইভেট কার					
রিয়াল এস্টেট					
পোশাক					
রেস্টোরেন্ট					
ব্যাংক					
হাসপাতাল					
রেন্ট এ কার					
অন্যান্য					

সময় শুরু -

সময় শেষ -

নাম :

পদবী :

সুপারভাইজারের সহিত

আসসালামু আলাইকুম মহোদয়/মহোদয়া,

আপনার মূল্যবান কিছু সময় আমাকে দেয়ার জন্য আপনাকে আন্তরিক ধন্যবাদ।

অনুগ্রহ পূর্বক আপনার মূল্যবান মতামত জানিয়ে আমাদের উপকৃত করুন, আমি- মো: রেজাউল হুদা আমার প্রযুক্তি রিপোর্ট (ইন্ট ওয়েব ইউনিভার্সিটি) করছি। আমার রিসার্চ এর বিষয়বস্তু হচ্ছে মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন। বর্তমানে পৃথিবীর বিভিন্ন দেশে মোবাইল ফোনের মাধ্যমে বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারিত হচ্ছে এবং এটি মাধ্যম হিসেবে যথেষ্ট সাফল্য অর্জন করেছে। তাই আমার প্রচেষ্টা বাংলাদেশেও মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন কতটুকু সফল হবে তার সম্ভাবনা যাচাই করা। আপনাকে এই নিশ্চয়তা দিচ্ছি যে, আপনার এই মূল্যবান তথ্যাবলি নিরাপদ থাকবে এবং অন্য কোন উদ্দেশ্যে ব্যবহৃত হবে না।। এই জরিপের জন্য আপনার মূল্যবান সময়ের ১০টি মিনিট আমাকে দিয়ে সহযোগিতা করলে আমি কৃতজ্ঞ থাকবো।  
ধন্যবাদ।

১। আপনি কি ঢাকার স্থায়ী অধিবাসী ?

(১) হ্যাঁ (২) না

২। আপনি কি ব্যক্তিগত ব্যবহারের জন্য মোবাইল ফোন রাখেন ?

(১) হ্যাঁ (২) না

৩। আপনি আপনার আকাঙ্ক্ষিত পণ্যের বিজ্ঞাপন আপনার মোবাইল ফোনের মাধ্যমে পেতে চান ?

(১) হ্যাঁ (২) না

১। বিজ্ঞাপন প্রচারের জন্য সর্বোৎকৃষ্ট মাধ্যম কোনটি?

(১) টেলিভিশন (২) সংবাদ পত্র (৩) বেতার  
(৪) মেবাইল ফোন (৫) পত্রিকা (৬) বিল বোর্ড

আফিসের কাজে

২। মোবাইল ফোন কি বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসাবে ব্যবহার করা যায়?

(১) হ্যাঁ (২) না (৩) জানিনা

৩। মোবাইল ফোনকে কিভাবে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে ব্যবহার করা সম্ভব?

(১) কল করে (২) SMS করে  
(৩) VMS (ভইস মেসেজ সার্ভিস) করে (৪) সবগুলোই

৪। কোন কোন দেশ মোবাইল ফোন বিজ্ঞাপন প্রচারের মাধ্যম হিসাবে ব্যবহার করছে?

- (১) বাংলাদেশ (২) ভারত (৩) আমেরিকা  
(৪) ছুটান (৫) কোরিয়া (৬) যুক্তরাজ্য।

৫। অন্যান্য দেশের ব্যবসায়ীরা মোবাইল ফোনকে পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোটামোটি কতটুকু গ্রহন করেছে?

- অতিজনপ্রিয় জনপ্রিয় মোটামোটি জনপ্রিয় জনপ্রিয় নয় মোটেও জনপ্রিয় নয়  
(৫) (৪) (৩) (২) (১)

৬। ক্রেতাদের কাছে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোবাইল ফোনের গ্রহনযোগ্যতা কতটুকু আশাব্যঞ্জক?

- অতিআশাব্যঞ্জক আশাব্যঞ্জক মোটামোটি আশাব্যঞ্জক আশাব্যঞ্জক নয় মোটেও আশাব্যঞ্জক নয়  
(৫) (৪) (৩) (২) (১)

৭। মোবাইল ফোনে প্রতিটি বিজ্ঞাপনের জন্য কত টাকা ব্যয় হওয়া উচিত বলে আপনি মনে করেন?

- (১) ০-১ টাকা (২) ১-২ টাকা (৩) ২-৩ টাকা  
(৪) ৩-৪ টাকা (৫) ৪-৫ টাকা

৮। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ভোক্তা কতখানি উপকৃত হতে পারে বলে আপনি মনে করেন?

- খুব উপকৃত উপকৃত মোটামোটি উপকৃত উপকৃত নয় মোটেও উপকৃত নয়  
(৫) (৪) (৩) (২) (১)

৯। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ব্যবসায়ীরা কতটুকু উপকৃত হতে পারেন বলে আপনি মনে করেন?

- খুব উপকৃত উপকৃত মোটামোটি উপকৃত উপকৃত নয় মোটেও উপকৃত নয়  
(৫) (৪) (৩) (২) (১)

১০। পৃথিবীতে মোবাইল ফোনে পণ্যের বিজ্ঞাপনের জন্য কি কি প্রযুক্তি ব্যবহৃত হচ্ছে?

- (১) সি ডি এম এ (২) জি এস এম (৩) উভয়ই

১১। বাংলাদেশে মোবাইল ফোনে বিজ্ঞাপনের জন্য কি কি প্রযুক্তি ব্যবহার করা যেতে পারে?

- (১) সি ডি এম এ (২) জি এস এম (৩) উভয়ই

১২। বাংলাদেশে মোবাইল ফোনে বিজ্ঞাপনের জন্য সর্বোৎকৃষ্ট প্রযুক্তি কোনটি?

- (১) সি ডি এম এ (২) জি এস এম (৩) উভয়ই

১৩। ক্রেতারা কি মোবাইল ফোন এর মাধ্যমে বিভিন্ন পণ্য সম্পর্কে জানতে আগ্রহী?

- (১) হ্যা (২) না (৩) জানিনা

১৪। একটি বিজ্ঞাপন দৈনিক কতবার প্রচারিত হলে ক্রেতাদের কাছে গ্রহণযোগ্য হবে বলে আপনি মনে করেন?

- (১) ১ বার (২) ২ বার (৩) ৩ বার  
(৪) ৪ বার (৫) ৫ বার (৬) এক বার ও না।

১৫। একজন ক্রেতা হিসাবে আপনার আকাঙ্ক্ষিত বিজ্ঞাপনটি মোবাইল ফোনে দেখা বা শোনার জন্য আপনি কমপক্ষে কত টাকা ব্যয় করতে ইচ্ছুক?

- (১) ০-১ টাকা (২) ১-২ টাকা (৩) ২-৩ টাকা  
(৪) ৩-৪ টাকা (৫) ৪-৫ টাকা

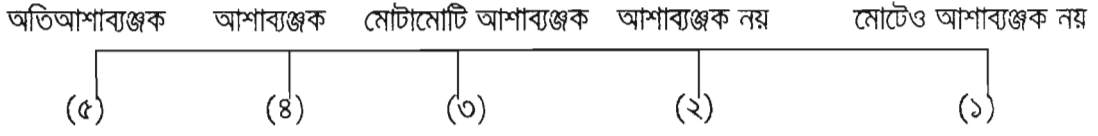
১৬। বাংলাদেশের মোবাইল টেলিফোনের নেটওয়ার্ক এর মান কি রকম বলে আপনি মনে করেন?

- অতিআশাব্যঞ্জক (৫) আশাব্যঞ্জক (৪) মোটামোটি আশাব্যঞ্জক (৩) আশাব্যঞ্জক নয় (২) মোটেও আশাব্যঞ্জক নয় (১)

১৭। আপনি কি মনে করেন মোবাইল ফোনে বিজ্ঞাপন বিজ্ঞাপন সংস্থা দ্বারা নিয়ন্ত্রন যোগ্য?

- অতিআশাব্যঞ্জক (৫) আশাব্যঞ্জক (৪) মোটামোটি আশাব্যঞ্জক (৩) আশাব্যঞ্জক নয় (২) মোটেও আশাব্যঞ্জক নয় (১)

১৮। আপনি কি মনে করেন মোবাইল ফোনে বিজ্ঞাপন মোবাইল ফোন কোম্পানী দ্বারা নিয়ন্ত্রন যোগ্য?



১৯। আপনি কি কি পণ্যের বিজ্ঞাপন মোবাইল ফোনের মাধ্যমে দেখতে ইচ্ছুক?

	খুব উপকৃত	উপকৃত	মোটামুটি উপকৃত	উপকৃত নয়	মোটামুটি উপকৃত নয়
প্রাইভেট কার					
রিয়েল এস্টেট					
পোশাক					
রেস্টোরেন্ট					
ব্যাংক					
হাসপাতাল					
রেন্ট এ কার					
অন্যান্য					

সময় শুরু -

সময় শেষ -

নাম :

পদবী :

সুপারভাইজারের সাইন

আসসালামু আলাইকুম মহোদয়/মহোদয়া,

আপনার মূল্যবান কিছু সময় আমাকে দেয়ার জন্য আপনাকে আন্তরিক ধন্যবাদ।

অনুগ্রহ পূর্বক আপনার মূল্যবান মতামত জানিয়ে আমাদের উপকৃত করুন, আমি- মো: রেজাউল হুদা আমার প্রযুক্তি রিপোর্ট (ইন্ট ওয়েব ইউনিভার্সিটি) করছি। আমার রিসার্চ এর বিষয়বস্তু হচ্ছে মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন। বর্তমানে পৃথিবীর বিভিন্ন দেশে মোবাইল ফোনের মাধ্যমে বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারিত হচ্ছে এবং এটি মাধ্যম হিসেবে যথেষ্ট সাফল্য অর্জন করেছে। তাই আমার প্রচেষ্টা বাংলাদেশেও মোবাইল ফোনের মাধ্যমে পণ্যের বিজ্ঞাপন কতটুকু সফল হবে তার সম্ভাবনা যাচাই করা। আপনাকে এই নিশ্চয়তা দিচ্ছি যে, আপনার এই মূল্যবান তথ্যাবলি নিরাপদ থাকবে এবং অন্য কোন উদ্দেশ্যে ব্যবহৃত হবে না। এই জরিপের জন্য আপনার মূল্যবান সময়ের ১০টি মিনিট আমাকে দিয়ে সহযোগিতা করলে আমি কৃতজ্ঞ থাকবো।

ধন্যবাদ।

১। আপনি কি ঢাকার স্থায়ী অধিবাসী ?

(১) হ্যাঁ (২) না

২। আপনি কি ব্যক্তিগত ব্যবহারের জন্য মোবাইল ফোন রাখেন ?

(১) হ্যাঁ (২) না

৩। আপনি আপনার আকাঙ্ক্ষিত পণ্যের বিজ্ঞাপন আপনার মোবাইল ফোনের মাধ্যমে পেতে চান ?

(১) হ্যাঁ (২) না

১। বিজ্ঞাপন প্রচারের জন্য সর্বোৎকৃষ্ট মাধ্যম কোনটি?

(১) টেলিভিশন (২) সংবাদ পত্র (৩) বেতার  
(৪) মেবাইল ফোন (৫) পত্রিকা (৬) বিল বোর্ড

আফিসের কাজে

২। মোবাইল ফোন কি বিভিন্ন পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসাবে ব্যবহার করা যায়?

(১) হ্যাঁ (২) না (৩) জানিনা

৩। মোবাইল ফোনকে কিভাবে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে ব্যবহার করা সম্ভব?

- (১) কল করে (২) SMS করে  
(৩) VMS (ভাইস মেসেজ সার্ভিস) করে (৪) সবগুলোই

৪। কোন কোন দেশ মোবাইল ফোন বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে ব্যবহার করছে?

- (১) বাংলাদেশ (২) ভারত (৩) আমেরিকা  
(৪) ছুটান (৫) কোরিয়া (৬) যুক্তরাজ্য।

৫। অন্যান্য দেশের ব্যবসায়ীরা মোবাইল ফোনকে পণ্যের বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোটামোটি কতটুকু গ্রহন করেছে?

- অতিজনপ্রিয় জনপ্রিয় মোটামোটি জনপ্রিয় জনপ্রিয় নয় মোটেও জনপ্রিয় নয়  
(৫) (৪) (৩) (২) (১)

৬। ক্রেতাদের কাছে বিজ্ঞাপন প্রচারের মাধ্যম হিসেবে মোবাইল ফোনের গ্রহনযোগ্যতা কতটুকু আশাব্যঞ্জক?

- অতিআশাব্যঞ্জক আশাব্যঞ্জক মোটামোটি আশাব্যঞ্জক আশাব্যঞ্জক নয় মোটেও আশাব্যঞ্জক নয়  
(৫) (৪) (৩) (২) (১)

৭। মোবাইল ফোনে প্রতিটি বিজ্ঞাপনের জন্য কত টাকা ব্যয় হওয়া উচিত বলে আপনি মনে করেন?

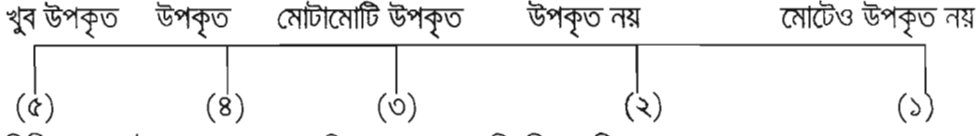
- (১) ০-১ টাকা (২) ১-২ টাকা (৩) ২-৩ টাকা  
(৪) ৩-৪ টাকা (৫) ৪-৫ টাকা

৮। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ভোক্তা কতখানি উপকৃত হতে পারে বলে আপনি মনে করেন?

- খুব উপকৃত উপকৃত মোটামোটি উপকৃত উপকৃত নয় মোটেও উপকৃত নয়  
(৫) (৪) (৩) (২) (১)



৯। মোবাইল ফোনে পণ্যের বিজ্ঞাপন দ্বারা ব্যবসায়ীরা কতটুকু উপকৃত হতে পারেন বলে আপনি মনে করেন?



১০। পৃথিবীতে মোবাইল ফোনে পণ্যের বিজ্ঞাপনের জন্য কি কি প্রযুক্তি ব্যবহৃত হচ্ছে?

(১) সি ডি এম এ (২) জি এস এম (৩) উভয়ই

১১। বাংলাদেশে মোবাইল ফোনে বিজ্ঞাপনের জন্য কি কি প্রযুক্তি ব্যবহার করা যেতে পারে?

(১) সি ডি এম এ (২) জি এস এম (৩) উভয়ই

১২। বাংলাদেশে মোবাইল ফোনে বিজ্ঞাপনের জন্য সর্বোৎকৃষ্ট প্রযুক্তি কোনটি?

(১) সি ডি এম এ (২) জি এস এম (৩) উভয়ই

১৩। ক্রেতারা কি মোবাইল ফোন এর মাধ্যমে বিভিন্ন পণ্য সম্পর্কে জানতে আগ্রহী?

(১) হ্যাঁ (২) না (৩) জানিনা

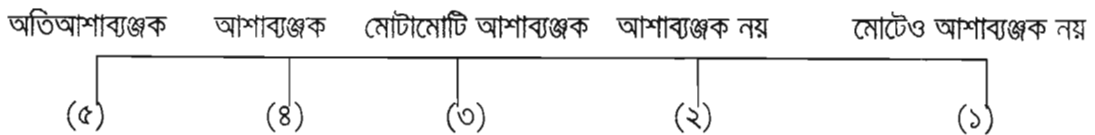
১৪। একটি বিজ্ঞাপন দৈনিক কতবার প্রচারিত হলে ক্রেতাদের কাছে গ্রহণযোগ্য হবে বলে আপনি মনে করেন?

(১) ১ বার (২) ২ বার (৩) ৩ বার  
(৪) ৪ বার (৫) ৫ বার (৬) এক বার ও না।

১৫। একজন ক্রেতা হিসাবে আপনার আকাঙ্ক্ষিত বিজ্ঞাপনটি মোবাইল ফোনে দেখা বা শোনার জন্য আপনি কমপক্ষে কত টাকা ব্যয় করতে ইচ্ছুক?

(১) ০-১ টাকা (২) ১-২ টাকা (৩) ২-৩ টাকা  
(৪) ৩-৪ টাকা (৫) ৪-৫ টাকা

১৬। বাংলাদেশের মোবাইল টেলিফোনের নেটওয়ার্ক এর মান কি রকম বলে আপনি মনে করেন?



১৭। আপনি কি মনে করেন মোবাইল ফোনে বিজ্ঞাপন বিজ্ঞাপন সংস্থা দ্বারা নিয়ন্ত্রন যোগ্য?

অতিআশাব্যঞ্জক    আশাব্যঞ্জক    মোটামোটি আশাব্যঞ্জক    আশাব্যঞ্জক নয়    মোটেও আশাব্যঞ্জক নয়

(৫)                      (৪)                      (৩)                      (২)                      (১)

১৮। আপনি কি মনে করেন মোবাইল ফোনে বিজ্ঞাপন মোবাইল ফোন কোম্পানী দ্বারা নিয়ন্ত্রন যোগ্য?

অতিআশাব্যঞ্জক    আশাব্যঞ্জক    মোটামোটি আশাব্যঞ্জক    আশাব্যঞ্জক নয়    মোটেও আশাব্যঞ্জক নয়

(৫)                      (৪)                      (৩)                      (২)                      (১)

১৯। আপনি কি কি পণ্যের বিজ্ঞাপন মোবাইল ফোনের মাধ্যমে দেখতে ইচ্ছুক?

	খুব উপকৃত	উপকৃত	মোটামুটি উপকৃত	উপকৃত নয়	মোটামুটি উপকৃত নয়
প্রাইভেট কার					
রিয়াল এস্টেট					
পোশাক					
রেস্টোরেন্ট					
ব্যাংক					
হাসপাতাল					
রেন্ট এ কার					
অন্যান্য					

সময় শুরু -

সময় শেষ -

নাম :

পদবী :

সুপারভাইজারের সইন