

INTERNSHIP REPORT



Customer Attitude towards Brand Choice (A Comparative Study between Symphony and Walton)

This Report is submitted to the Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University as a Partial Requirement for the Fulfillment of Degree of Master of Business Administration (MBA) Evening Program

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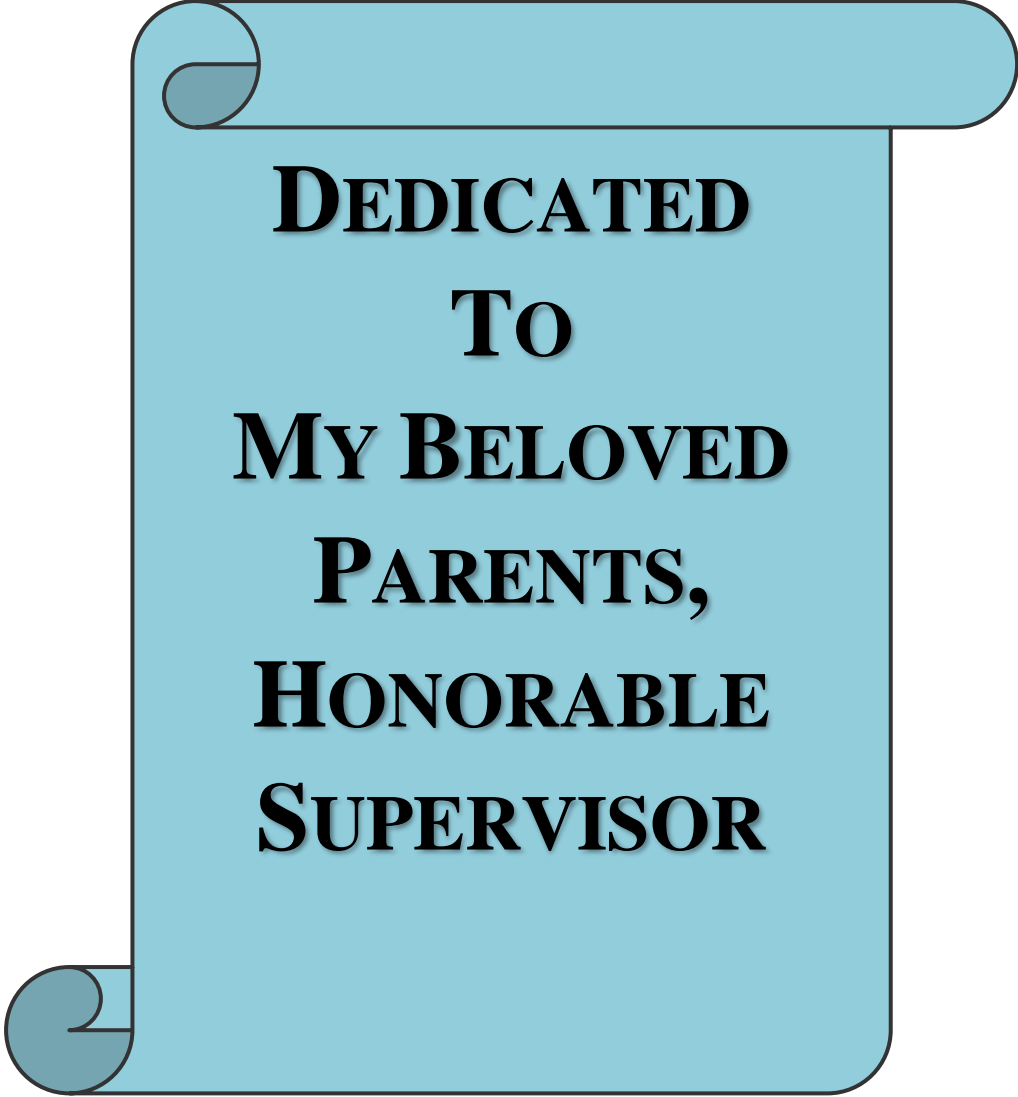
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TITLE PAGE:

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**DEDICATED
To
MY BELOVED
PARENTS,
HONORABLE
SUPERVISOR**

Student's Declaration

The discussing report is the terminal formalities of the internship program for the degree of Master of Business Administration (Evening), Faculty of Post Graduate Studies at Hajee Mohammad Danesh Science and Technology University, Dinajpur which is compact professional progress rather than specialized. This report has prepared as per academic requirement after the successfully completion of 6 months Internship under the supervision of Md. Jamal Uddin, Assistant Professor and Chairman, Department of Marketing, HSTU, Dinajpur.

It is my pleasure and great privilege to submit my report titled **Customer Attitude Towards Brand Choice (A Comparative Study Between Symphony and Walton)**, as the presenter of this report, I have tried my level best to get together as much information as possible to enrich the report. I believe that it was a fascinating experience and it has enriched both my knowledge and experience.

However, after all this, as a human being, I believe everyone is not beyond of limitation. There might have problems regarding lack and limitation in some aspects and also some minor mistake such as syntax error or typing mistake or lack of information. Please pardon me for that mistake and clarify these of my further information on those matters.

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I hereby declare that the concerned report entitled **Customer Attitude Towards Brand Choice (A Comparative Study Between Symphony and Walton)** is an original work made by **Md. Abdul Halim**, Student ID: **E140503065**, MBA (Evening) Major in Marketing, 3rd Batch, Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200, completed his Internship under my supervision and submitted for the partial fulfillment of the requirement of the degree of Master of Business Administration (Evening) at Hajee Mohammad Danesh Science and Technology University, Dinajpur.

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CHAPTER 1

INTRODUCTION

1.1 Prelude

A brand consists of a name, term, sign, or symbol, or any combination of them, that attempts to represent the unique benefits a company can provide to consumers through a particular product or service, in terms of attributes, value, and culture (Kotler, 1997). As pointed out by Keller (2008), an important role played by a brand is that it enables consumers to identify a firm's products/services and can differentiate them from those of competitors. Indeed, consumers are facing an increasingly varied range of products on the market, while firms always know more about their products than do consumers. This asymmetric information availability may cause confusion or uncertainty in consumers' minds when they make a purchase. In such cases, brands can serve as symbols or signals for product positioning (Erdem and Swait, 2004; Wernerfelt, 1988). One important characteristic determining brand positioning is its brand choice. Brand choice issues originate from "source brand choice" literature. For instance, Ohanian (1990) develops a source brand choice scale for celebrity endorsers. When source brand choice relates to brands, or when we refer to brands as our sources, the brand choice concept denotes brand choice. Prior studies have suggested three components of brand choice: trustworthiness, expertise, and attractiveness (Erdem and Swait, 2004; Keller, 2003). Brand choice represents the cumulative effects of a firm's past marketing activities and can influence consumers' future brand consideration (Erdem, Swait, and Louviere, 2002), which is important in consumer behavior research. Only a handful of studies, however, have measured the impact of Brand choice on consumer Purchase Intention towards the Smartphone. Yet, brand choice measured in their study contains only trustworthiness and expertise, lacking attractiveness, and thus might be incomplete in achieving the full picture of the effect of brand choice on consumers' brand consideration. Hence, this study aims to investigate the effect of all three components contained in the brand choice construct on consumers' brand purchase intention. Prior studies have investigated the direct impact of brand of Brand choice on consumer Purchase Intention towards the Smartphone (e.g., Erdem and Swait, 2004). In addition, the context of this study is Bangladesh automobile industry. First, aim to investigate the impact of brand choice on purchase intention and, at the same time, take into consideration the factors influencing

the brand choice, whereas Er-dem and Swait's (2004) study focuses only on brand choice effect on brand consideration. Second, we further improve Erdem and Swait's (2004) brand choice scale (i.e., expertise and trustworthiness) by adding a third dimension of "attractiveness," because, aesthetically and psychologically, people have their own judgments about brand names, logos, and symbols (Keller, 2008). Third, as noted earlier, the context of this study in the Bangladesh, a large emerging economy; hence, with successful replications, my findings can be generalized to other developing countries or areas. Most of the mobile phones nowadays are addressed as Smartphone, because they offer more advanced computing power and connectivity than a contemporary mobile phone. Along with the Smartphone fundamental capabilities to make voice call, video call, SMS, and MMS, Smartphone have been repositioned as a new information medium (May and Hearn, 2005). At the same time, it also summarized that a Smartphone will have more innovative wherewithal compared to normal cell phones which concluded both PDA and cell phone in a Smartphone. Therefore, the society has slowly moved their cell phone purchasing decision to Smartphone (Min, et al., 2012). Cell phones are by far the most popular mobile technology among young adults, with 81% having their own cell phone (Edison, 2010). It is also worth noting that 43% of young adult's cell phone owners have a Smartphone (Edison, 2010). Smartphone technology, with its pervasive acceptance and powerful functionality, is inevitably changing people's behaviors; especially young adults using Smartphone frequently today. Course Smart, which is the world's largest provider of digital course materials and e-Textbooks, found that university students can't go long without checking their digital devices, including Smartphone, laptop and more (Course Smart, 2011). According to the info graphic research that have done, 57 percent of university students use Smartphone, 60 percent feel addicted to their phone, while 75 percent of them sleep next to their phones, 88 percent texted in class before, 97 percent who have Smartphone use them for social networking, and 40 percent used Smartphone to study before test (Alexander, 2011). Therefore, consumers are keeping themselves with high concern with technologies might change their devices from time to time. In other words, devices can be easily be replaced due to the fast pace of advancement in technology. Hence, it is essential to know that what factors that actually affecting purchase intention of Smartphone. The term 'Smartphone', refers to a multimedia phone handset, which is a multifunctional electronic device that has features ranging from Camera, Audio-Video Playback, Web browsing to a high-density screen

display along with several other multimedia options. Smart phone provides a one-stop solution for mobile calls, email sending, and Internet access. Smart phone is compact in size and often only slightly bigger than standard mobile telephones. A Smart phone is actually a mobile phone, based on an Operating System, which possess all the major functions of a Computer, like web browsing, emailing, video and voice chatting, audio-video playback, and others. A few years back, a Smart phone was a PDA (personal digital assistant). But nowadays, the mobile phones possess the functionality of added media players, compact digital camera, GPS etc. Today, almost all the Smart phone's has a high-density screen resolution allowing the handset to display almost all the websites in their standard formats as they appear on the computer screens. Nowadays most of the websites are launching their mobile versions as well, and several applications which can be run on the Smart phone OS directly. For better connectivity, hi-speed data is also made available through Wi-Fi, 3G and 4G data connections. In the past 2-4 years, the rapid development of mobile – applications has caused a birth of the new mobile applications market, allowing a lot of trade to happen through mobile platform as well, which has been a major reason for people to adopt the Smart phone.

The modern world of marketing communication has become colorful and inundated with advertisements, and it is hard to get noticed. In the hyper competitive marketing environment, if a product or a service wants to be fast known to consumers, it must rely on advertising campaigns to make consumers memorize product messages. Consumer purchase intention depends on brand choice elements and customer values also. The objective of our study is to measure the impact of brand choice elements and customer values on consumer purchase intention of Smart phone. However, a consumer contacts a lot of advertisings in a day. Hence, which advertising methods can really catch consumers' preference and influence their buying decision is important to business advertisers. It appears that advertising endorser is one of important methods that attract many business advertisers' attention. Advertising endorsers are often famous celebrities or experts who hold expertise, awareness and attractiveness. They can transmit product messages to catch consumers' eyesight in a short time and further enhance consumer purchase intention. When consumers' familiarity of a product increases, consumers' confident and their product preferences and attitudes on will also rise. Therefore, the aims of this study are to explore whether brand choice elements and consumer values effect on purchase intention of Smart phone.

1.2. Statements of Problem

Smartphone's demand has increasing nowadays in worldwide typically in western countries (Kathy, 2012). However, the adoption rate of Smartphone in Bangladesh is still slow comparing to other nation. In Bangladesh, However, there is no official statistic for Smartphone owners. The proliferation of local, low cost smart phones has changed the handset user dynamics over the last few years. Whereas Nokia had 80% market share even a few years ago, nowadays most new handset sale is going to Symphony and Walton, local brands that get handsets made and branded in Bangladesh; closely followed by Samsung, Maximus, Micromax and a few other minor players. Apple and Windows are here, but their contribution is very low. Exploring the impact of Brand choice on consumer Purchase Intention towards the Smartphone in Bangladesh – A Study on Symphony and Walton, Although most of the Smartphone users in Bangladesh are younger consumers, but the motivation to adopt the Smartphone among young adults in Bangladesh toward Smartphone is very low, which mean that not all young adults would like to purchase a Smartphone or change from basic phone to Smartphone. According to the problem occurred, the research clearly identify that Smartphone's are getting popular among young adults in other countries but not so successful in Bangladesh. According to the statistic made by Anson (2012), most of the Smartphone users in Bangladesh are younger generation which means that younger generation can adopt new technology device or new product faster compare to older generation. Bangladesh is not addicted much to Smartphone and need to understand their purchase intention. As there are a large number of customer preference different brand of Smart phone, the study was conducted in Northern part of Bangladesh to measure the impact of brand choice elements and consumer values on consumer purchase intention of Smart phone. So that it would help to different mobile companies to identify the impact of brand choice elements and consumer values on consumer purchase intention of Smart phone. Also there are insufficient source of reliable data and Lack of proper cooperative of respondents.

1.3. Research Objectives

I have carried out this study to find out some key issues about customer attitude of Symphony and Walton in Bangladesh.

To attain the main objective the study considers the following core and specific objectives particularly.

1.3.1 General objective

Objective means, the target for which certain efforts or works are done or performed. The overall objective of the study is to customer attitude of Symphony and Walton in Bangladesh by considering some important factors.

1.3.2 Specific objectives

Some specific objectives of this study are-

- To know the factors affection influences to the satisfaction of customer towards between Symphony and Walton.
- To measure the Satisfaction level of customer of Symphony and Walton.
- To find out the major problems find by the customers which affect Symphony and Walton.

1.4 Definition of Key Term

1.4.1 Brand

Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind (see positioning). Thus brands help harried consumers in crowded and complex marketplace, by standing for certain benefits and value. Legal name for a brand is trademark and, when it identifies or represents a firm, it is called a brand name. See also corporate identity.

1.4.2 Characteristics of Brand

- Brand identity is an effective form of advertising and marketing.
- Brand identity helps create an image for the public and potential customers.
- Brand identity develops over time due to successful products.
- Brand identity is associated with quality products.
- Branded products are normally trusted by the public and customers.
- It is assumed that branded products have been extensively tried and tested before release.
- Brands usually help build up customer loyalty.
- Branded products are often used by individuals to help them build their own personal image. People, especially young people, build their desired image through their use and display of branded products.

- Brand identity helps customers distinguish between similar products, manufactured by different companies.
- Brand identity is often associated with innovation.
- Brand identity is usually associated with good design.
- Companies try to emulate and even copy branded products.
- Brands always have a distinctive logo/symbol.
- Brand identity creates and maintains interest in products.

1.4.3 Brand choice

The earliest choice models in marketing were constructed on datasets with limited information on marketing mix variables. Stochastic brand choice models acknowledge the inherent brand choice (by forecasting choice probabilities), but make weak assumptions about the underlying choice process. Although there exist a wide variety of models (see Massy et al. (1970) for a review), two model specifications are most prominent: NBD and Markov.

1.4.4 Brand choice models

Choice modelling attempts to model the decision process of an individual or segment via Revealed preferences or stated preferences made in a particular context or contexts. Typically, it attempts to use discrete choices (A over B; B over A, B & C) in order to infer positions of the items (A, B and C) on some relevant latent scale (typically "utility" in economics and various related fields). Indeed many alternative models exist in econometrics, marketing, sociometrics and other fields, including utility maximization, optimization applied to consumer theory, and a plethora of other identification strategies which may be more or less accurate depending on the data, sample, hypothesis and the particular decision being modelled. In addition, choice modelling is regarded as the most suitable method for estimating consumers' willingness to pay for quality improvements in multiple dimensions.

1.5 Importance of the study

This study will significantly provide the contribution of better concept for the firms to understand better on the factor that affecting purchase intention of Smartphone. Smartphone firms such as Symphony and Walton may gain information about the factor that cause consumer to request a Smartphone and understand the features of Smartphone that request by consumer such as taste, design, colors, application and also price setting. The firms can have a better strategies planning with an accurate information and certainty

on consumer. Understanding the factors that have influenced their purchase intention, future researchers or Smartphone companies in Bangladesh can refer to this research to understand more what young generation in Bangladesh think, how to trigger their purchase intention in Bangladesh. Therefore, it can improve the movement of motivation to adopt the Smartphone among young adults in Bangladesh toward Smartphone. Secondly, this research may benefit the firm on understanding how consumer does to perceive the product via knowledge, past experience of using similar product, value, belief, and need (Lewis, 2012). The more the innovation is perceived to be consistent with existing procedures, belief and value systems, the greater the chances are for its adoption (Brummans, 2006). Consumers will have a positive perception towards product as the firms have make it to fulfill market demand, as the product is giving a lot of benefits. The firm may benefit from understand how the social influence the buyers. Most consumers 'behavior models recognize social influence as an important component of the decision-making process (Mourali, Laroche, and Pons, 2005). Word of mouth is an important driver of consumer behavior on such as the adoption of a new technology products, the decision to see a movie, or the preferences of which laptop or Smartphone to purchase. It may affect awareness in some cases, or preferences in others (Godes and Mayzlin, 2004). Therefore, the organization not only can focus on their specific target market, but also can deliver the message to the relative of consumer. In today's scenario Smart phones are vast used in exchange of information becomes the necessity of life to a man. In modern world as individual tends to communicate anything to everything tight from the place where he or she stands. Even while riding a vehicle he or she wants to communicate within a fraction of second with clear voice, without any disturbance. Customer wants more facility in mobile like SMS, design, durability, sound, quality, display, camera, music, multimedia, internet, discount price, availability etc. Today the Smart phone company growth has been excellent. Day by day many new attractive schemes provide additional, add few new features to existing ones, reduce the price of mobile, introduce varieties of handset models a healthy competition that benefits subscribers hence in this context. It is important to study which shape the consumers mind during taking or switching over the new Smart phones.

1.6 Methodology of the Study

This chapter discuss about the introductory overview of the research methodology. It includes sample size, sample selection procedure, process of collecting data, interpreting the data, analyzing the data, other relevant activities and combination of rules and techniques; the methodology adopted for the current study is presented below in a sequential manner:

1.6.1 Nature of the Study

This study regarding general banking activities towards existing facilities is a quantity research because I just want to collect the information of the topic as what are the banking activities that influence to attract the customer and as a result they are interested to accept banking opportunities. The study also describes customer attitude and existing facilities of banking in Bangladesh. In general two types of study methods are being used quantitative and Descriptive. I would like to go for quantitative method in our study as it is a precise way. Time is vital attribute for decision making while selecting study method. Study projects normally done for academic reasons are limited to time as my study is also being done for academic purpose and is time limited so that is why I am going to prefer quantitative approach.

1.6.2 Sample Size and Sampling method

For this research, sample size of 40 respondents to participate in this survey. There are two sets of questionnaire to be distributed to respondents. 20 respondents of Symphony and 20 respondents of Walton have been selected for pre testing questionnaire. Finally, 40 respondents have been selected for final questionnaire from the mentioned sample area of the study.

1.6.3 Source of Data

Appropriate data collection is very important for conducting a good research. Though, the study is mainly based on primary data but both primary and secondary sources have been used for collecting data.

1.6.4 Tools of Data Collection

Data usually can be gathered through one or more methods. Carefully select the method of gathering the data is a must by considering few perspectives like the outcome and result get from this method so that the research only can be carry out in valid and recognized. Generally, there have two types of data which is primary data and secondary

data. Primary data consists of information gathered for some specific purposes and primary data is also collected through surveys and research. Secondary data consists of information that already exists somewhere having been collected for some purposes. In order to ensure that the research is valid and trusted, it normally will use both primary and secondary data.

1.6.5 Data Analysis Technique

The fourth step in the sampling process is sampling technique. Sampling technique has been divided into two categories which are probability and non-probability (Churchill and Iacobucci, 2009). Probability sample is a subset of a population that ensures a representative cross section by giving every element in the population a known nonzero chance of being selected. A non-probability sample is a subset of a population in which little or no attempt is made to ensure a representative cross section (McDaniel and Gates, 1998). Types of probability sample include simple random samples, stratified samples, and cluster samples. For type 's' non-probability, it includes convenience sample and quota sample (Boone and Kurtz). In this research, I would distribute questionnaires to the targeted respondents which are in the Rangpur Region.

1.7 Scope and Limitation

There are several limitations in this research. The results may not be generalized for the managerial because the samples are only collected from the northern area of Bangladesh. It cannot represent the whole population in Bangladesh. Besides that, the statistics of demographic elements show that most of the respondents are students. This may cause that people with different demographics will have different thoughts about the consumption of smartphones.

Secondly, there are only three independent variables in this research and there might be other factors which were not taken into account. Those factors that were not included in this research might be the influential predictors of purchase intention of smartphones.

I did not include usage experience, brand familiarity, and brand involvement as control variables, which may be potential factors influencing brand purchase intention. Regarding brand involvement, because smartphone purchase on its own is a high-involvement process, it is assumed that consumers are all keenly aware when making purchase decisions. Nevertheless, there may exist different levels of high involvement with smartphone purchase; hence, it is desirable for future research to consider brand

involvement as a control variable. Next, some of the main journal and referrals journal which adopted overseas may not be suitable for Bangladesh. The variables that were used to be tested in overseas may not be suitable for Bangladesh. Furthermore, researchers cannot fully utilize the journals from portals because it is necessary to pay and in order to access to the journals.

Lastly, another limitation for the research will be the only use of questionnaire survey. Minority of the respondents might not understand the questions and therefore they may randomly select an answer to complete the questionnaire. Moreover, the participants could not spend much time and effort in contributing to the survey. Questionnaire survey is also very judgmental and different people would have different views based on their understandings. All of these could reduce the accuracy and preciseness of the results.

1.8 Layout of Thesis

The study is split into five separate but related chapters culminating in a final chapter in which the possibility of future contributions and more insights into this area can be safely predicted.

- Chapter- 1** **Introduction:** Introduction chapter includes prelude, statement of the problem, report objectives, definition of key terms, importance of the study, methodology of the study, scope and limitations of the study.
- Chapter- 2** **Literature review:** This chapter includes a brief review of results of some previous studies which are related to the present report work found on those studies.
- Chapter- 3** **An Over View of Mobile Brand:** This chapter includes history of Smartphone, History of Smartphone, Smartphone in Bangladesh, Overview of Walton and Overview of Symphony.
- Chapter- 4** **Data analysis and interpretation:** This chapter includes analysis of secondary data to measure financial performance which were collected from the different source.
- Chapter- 6** **Findings, Recommendations and Conclusion:** This chapter includes findings, recommendations and conclusion.

References

Appendix

CHAPTER 2

LITERATURE REVIEW

Brand choice:

Brand choice is originated from source brand choice literature. According to Ohanian (1990) source brand choice is positive characteristics of a sender that influence receiver's message acceptance, or validity of communication assertions (Enrique, Rafael, and Isabel, 1995), A few studies have investigated the effect of brand choice. For example, Erdem, Swait, and Louviere (2002) suggest that brand credibility may act as a moderating variable in the impact of product price on consumer utility. Maathuis, Rodenburg, and Sikkel (2004) observe that brand choice is significantly related to emotion and reason in consumers' decision making, although the importance may vary across different brands. Prior source brand choice research indicates a positive relationship between source brand choice and consumers' attitudes toward the source (Brinol, Petty, and Tormala, 2004). Erdem and Swait (2004) also find that brand choice can exert a positive influence on consumers' brand consideration and choice. In this study, it is proposed that the more credible a brand is, the higher the consumer's brand purchase intention is likely to be. This sender, communicator or entity can be person, cartoon, corporation and/or brand (Wang and Yang, 2010) previous research described that source brand choice comprised of trustworthiness, expertise and attractiveness. So brand choice refers to believability in characteristics of brand product information. It has three elements trustworthiness, expertise and attractiveness.

1. **Trustworthiness:** The extent to what entity is considered reliable or honest source of information.
2. **Expertise:** The extent to what entity has good knowledge and skills.
3. **Attractiveness:** the extent to what entity is valued by personality characteristics (behavior, ambition etc.)

Trustworthiness is associated to attitude, expertise is associated with competencies and attractiveness is associated with personality characteristics. Brand choice involve consumer to perceive that brand as reliable source of information (trustworthiness), has skills (expertise) and match with personality characteristics (attractiveness A few studies have investigated the effect of brand choice. For example, Erdem, Swait, and Louviere (2002) suggest that brand choice may act as a moderating variable in the impact of product price on consumer utility. Hence trustworthiness, expertise and attractiveness

demonstrate a complete picture of brand choice. A handful of studies investigated effect of brand choice purchase intentions. Brand choice increases consumer utility (Erdem, Swait, and Louviere, 2002), brand choice is positively associated with emotions and reasons in consumer decision making (Maathuis, Rodenburg, and Sikkel, 2004). Prior research had investigated that source brand choice impact attitude of consumers towards the source (Brinol, Petty, and Z.L., 2004). Maathuis, Rodenburg, and Sikkel (2004) observe that brand choice is significantly related to emotion and reason in consumers' decision making, although the importance may vary across different brands. Swait and Erdem (2007) examine the effects of brand choice on consumer choice and choice set formation. Prior source brand choice research indicates a positive relationship between source brand choice and consumers' attitudes toward the source (Brinol, Petty, and Tormala, 2004). Erdem and Swait (2004) also find that brand can exert a positive influence on consumers' brand consideration and choice. A recent study by Wang and Yang (2010) has investigated that brand choice has positive impact on consumer purchase intentions.

Consumer purchase intentions:

The idea of intention to purchase toward particular products or services is the final cognitive step in the decision making process of purchase intention, this statement agreed by most of the past researchers (Fishbein M., 1967; Han, 1990; Erevelles, 1993; Pecotich, Pressley, and Roth, 1996). In addition, marketers are interested to purchase intention, because it can help them in market segmentation and support their decision making like where the product should be launch. Purchase intention can be defined as an advance plan to purchase certain good or service in future, this plan may not always lead to implementation, because it affected by ability to perform (Warshaw and Davis, 1985). Perceived value is one of the factors may trigger the purchase intention, the perceived value come from the relative advantage and product compatibility as compared to efforts needed to obtain a product, the efforts can be product price and search time, the greater perceived value is, the greater possibility leading to purchase intention and purchase action (Monroe and Krishnan, 1985; Zeithaml, 1988). Zeithaml (1988) uses possible to buy intended to buy and considered to buy as measurement items to measure purchase intention. Besides that, purchase intention can also determine the possibility of a consumer lead to purchase action, through identify the intensity of purchase intention, there is a high possibility to purchase particular product when the purchase intention is stronger (Dodds, Monroe, and Grewal, 1991; Schiffman and Kanuk, 2000). Kotler (2003) proposes that individual attitudes and unpredictable situations will influence purchase

intention. In other word, what the consumer think and will buy in their mind represents the purchase intention (Blackwell, Miniard, and Engel, 2001). Furthermore, consumers 'perception on relative advantage of Smartphone and efforts required to obtain a Smartphone have significant influence on purchase intention. Besides that, the intention to purchase is known as consumers 'tendency to behave on an object; it usually measured in terms of intention to buy (Kim and Kim, 2004).The effort required to obtain a Smartphone includes price, search time, availability and so on. Moreover, purchase intention also treated as metric for prediction of consumer purchasing behavior (Bonnie D, Teresa A, Yingjiao, and Raul, 2007). Other than that, purchase intention can be used for future demand prediction too (Armstrong, Morwitz, and Kumar, 2000). Lastly, there are positive relationships between relative advantage, price, social influence and product compatibility with purchase intention (Joep W, Ruud T, andTammo H, 2011; Juha, 2008; Yueand Stuart J, 2011). Also, Engel, et al. (2011) further contend that purchase intention can be divided into unplanned buying, partially planned buying and fully planned buying. Partially planned buying means that consumers only decide a product category and the specification before buying a product, and brands and types will decide in the shop later. Fully planned buying means that consumers decide which product and brand to buy before entering the shop. Consistent with prior research on brand choice, it could be inferred that a credible brand would likely exert a larger impact on consumers' brand purchase intention when the brand image is perceived as strong, favorable, and unique, whereas such an effect is weaker when the brand image is perceived as less strong, favorable, and unique, hence reflecting the moderating role of brand image (e.g., O'Cass and Lim, 20012).

CHAPTER 3

AN OVER VIEW OF MOBILE BRAND

3.1 History of Smartphone

Early years

Devices that combined telephony and computing were first conceptualized by Theodore Paraskevagos in 1971 and patented in 1974, and were offered for sale beginning in 1993. He was the first to introduce the concepts of intelligence, data processing and visual display screens into telephones. In 1971, Paraskevagos, working with Boeing in Huntsville, Alabama, demonstrated a transmitter and receiver that provided

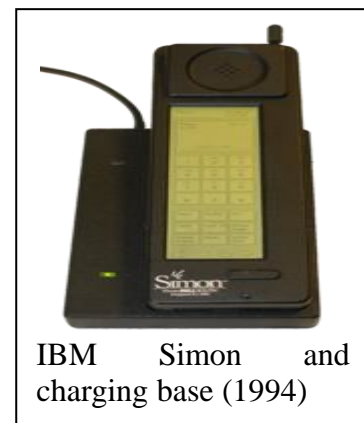


The first caller identification receiver (1971)

additional ways to communicate with remote equipment, however it did not yet have general purpose PDA applications in a wireless device typical of smart phones. They were installed at Peoples' Telephone Company in Leesburg, Alabama and were demonstrated to several telephone companies. The original and historic working models are still in the possession of Paraskevagos.

Forerunner

The first mobile phone to incorporate PDA features was an IBM prototype developed in 1992 and demonstrated that year at the COMDEX computer industry trade show. A refined version of the product was marketed to consumers in 1994 by BellSouth under the name Simon Personal Communicator. The Simon was the first cellular device that can be properly referred to as a "Smartphone", although it was not called that in 1994. In addition to its ability to make



and receive cellular phone calls, Simon was able to send and receive faxes and emails and included several other apps like address book, calendar, appointment scheduler, calculator, world time clock, and note pad through its touch screen display. Simon is the first Smartphone to be incorporated with the features of a PDA. The term "smart phone" first appeared in print in 1995, for describing ATandT's "Phone Writer Communicator" as a "smart phone".

PDA's

In the late 1990s, many mobile phone users carried a separate dedicated PDA device, running early versions of operating systems such as Palm OS, BlackBerry OS or Windows CE/Pocket PC. These operating systems would later evolve into mobile operating systems. In March 1996, Hewlett-Packard released the Omni Go 700LX, which was a modified 200LX PDA that supported a Nokia 2110-compatible phone and had integrated software built in ROM to support it. The device featured a 640x200 resolution CGA compatible 4-shade gray-scale LCD screen and could be used to make and receive calls, text messages, emails and faxes. It was also 100% DOS 5.0 compatible, allowing it to run thousands of existing software titles including early versions of Windows.

In August 1996, Nokia released the Nokia 9000 Communicator which combined a PDA based on the GEOS V3.0 operating system from Geo works with a digital cellular phone based on the Nokia 2110. The two devices were fixed together via a hinge in what became known as a clamshell design. When opened, the display was on the inside top surface and with a physical QWERTY keyboard on the bottom. The personal organizer provided e-mail, calendar, address book, calculator and notebook with text-based web browsing, and the ability to send and receive faxes. When the personal organizer was closed, it could be used as a digital cellular phone. In June 1999, Qualcomm released a "CDMA Digital PCS Smartphone" with integrated Palm PDA and Internet connectivity, known as the PDA Smartphone. In early 2000, the Ericsson R380 was released by Ericsson Mobile Communications, and was the first device marketed as a "Smartphone". It combined the functions of a mobile phone and a PDA, supported limited web browsing with a resistive touch screen utilizing a stylus. In early 2001, Palm, Inc. introduced the Kyocera 6035, which combined a PDA with a mobile phone and operated on Verizon. It also supported limited web browsing. Smartphone's before Android, iOS and BlackBerry, typically ran on Symbian, which was originally developed by Psion. It was the world's most widely used Smartphone operating system until the last quarter of 2010.

3.2 Smartphone in Bangladesh

With the penetration of 3g in the mass people of Bangladesh and the boom in technology of our country, the behavioral pattern of leisure and work of our people have also changed tremendously. The feature phone market of the country is being consumed totally by the Smartphone market. The availability of internet enabled multimedia phones in even low budget has been a key reason for this shift in behavior. According to an article of 'The Financial Express', Muhammad Suman, a seller at Baitul View Tower in the Dhaka says that out of 20 phones that he sells, 8 are smart phones and 12 are bar phones or feature phones.

The market of mobile phones has always been dominated the Finnish company Nokia which is now taken over by Microsoft. But now, there are brands like Samsung, Walton, Symphony, and various other brands in the market where all of them share a portion of the market. There is even a good market for the premium brand Apple and its product. According to a study by Cyber Media Research (India based research firm) at present 53% of market demand in smart phones is held by Symphony, 14% by Samsung, 12% by Walton and the rest 21% by all other brands. This data reveals that the leader in market share in smart phones in Bangladesh is Symphony mostly because of its low cost smart phones. Another research done by Light Castle Partners reveals that based on the preference of operating system, 57% people prefer android phone, 19% prefer feature phone, 16% people favor iOS, 8% prefer Windows phone and the last 1% Firefox Phone. A very noteworthy aspect to observe here is the change in behavior of people due to such boom and availability of technology. The positive change that is observable is that there is accessibility to so much information and the communication system has become really fluid. Social media has made us more aware of the social and political events way better than we were a decade ago. People are now more active, aware and foreseeing of the future thanks to the boon of technology. On the other hand, the negative aspects are clouded by cybercrime, misuse of information and people engaging too much time in uneconomical activities. The tax implication on imports of phones is totally 20% in Bangladesh where as it is 25% -30 % in India. Even though the tax rate is quite high but the growth of different brands on smart phones are on the rise more than ever. Growth has almost doubled than the last year in this sector. This shows a huge prospect for the Smartphone industry in Bangladesh and the local manufacturer should take this advantage of taking the market share which will not only make their businesses richer but also keep the country's money home bolstering the economy.

3.3 Overview of Walton

About Walton

“Walton Mobile” is one of the leading newcomer mobile companies of Bangladesh, “Walton” itself was a sister concern of RB group and it started its journey with mobile phone the year 1999 with feature phones and later after brought Smartphone on 2006. It has a very competent sales team, which promotes the specialties throughout the country. The company virtually covers every single corner of Bangladesh. It also has smart zones and plazas. It has its own large distribution network having exclusive distributors and sub dealers, it also have smart zones and plazas. It has 47 mobile service centers and plan to have in every major area’s in Bangladesh in future. Their main plan is to have 450 service centers as they have 450 distributors in Bangladesh. Its main competitors are Samsung and symphony. Walton Mobile has market share of 30% and Symphony has 37% of market share and the company’s goal is to achieve 50% of the market shares. Having target customers of 18-25 years young generation they are very much prompt to come up with newer sets at a small price. But Walton is facing problem from grey product, non-brand Chinese products and cross products. They have stated after sales service and quality as their strength as their fault rate is only 4% whereas the competitors have 7% of fault rate. Sales growth is also upright as they had imported 400,000 units and sold 300,000+ units in the last 6 months. The company has a clear vision to become a leading mobile manufacturing company and the product will be wholly our own Bangladeshi product.

Products and Features

Walton has twenty three different styles of smart phones with different configurations and specifications. In this current time Walton has 20 model mobile available in the market. The targeted customer of Walton is young generation. So the features of Walton mobile make in that way so that Walton can attract the young customers. Also their price is reasonable. The color, design of Walton mobile is different than its competitor. They use android operating system in their entire product.

Unique selling Proposition (USP): It is an important factor that differentiates a product of one producer than the product of other producer such as lowest cost highest quality, good service, warranty, guarantee, after sales services etc. Now a day’s, USP treated as “what you have competitor don’t”. A successful USP focused on the customer benefits, which

can attract new customers. The USP of Walton design in that way so that they can attract new customers for their business growth. It also focused on that, to make their business unique and valuable their target market. Walton tried to incorporate the answer of that question in their USP. The head of marketing told us in our visiting time in his office those 18 to 25 years old people are their targeted customers. So that they design their USP based on their customers need and comparing with their competitor. According to the head of marketing of Walton the USP of Walton is follows:

1. Available service center
2. Provide bundle offer with the mobile operators.
3. Quality product- Less price.

Above mention point are the main wings of Walton USP. Walton mainly gives focused on this above mentioned facts to make Walton exceptional from their competitor.

Available service center: Walton has highest number of service center than its others competitor like nokia, symphony, Samsung etc. Walton has service center at every district of Bangladesh. So that customer can easily get after sales services. One survey was conducted by the Walton; it said that the Walton customers are pleased about the Walton after sales service.

Provide bundle offer with the mobile operators: Walton introduce bundle offer for its customers with the collaboration of the mobile operators. Under this package customers can buy Walton mobile with fewer prices than the market price. In average customers get 1000 to 2000 discount on the actual rate of that particular mobile.

Quality product- Less price: Walton provide quality product with less price which makes Walton unique than others. The Walton mobile get ISO and UKAS certified. The price of Walton mobile is less than its competitors. Walton has strong quality control tem to deliver best product to their customer's hand.

Differentiation:

The point-of-difference Walton trying to provide to its consumers are design, quality, value and performance. Walton's plan (my plan) is to differentiate the brand with its competitors in future in these dimensions in Bangladesh which will be more attractive to the consumers:

Employee differentiation: Walton is providing training to its employees but plan is to train them better so that they can deliver rich customer service. With better trained employees and rich customer services Walton will get customer satisfaction, which is

lacking to its competitors. It will bring more customers and Walton target is to achieve 50% of Smart Phone market share in Bangladesh.

Channel differentiation: Right now Walton has 450 exclusive distributors and 1500 sub-distributor in Bangladesh, 150 of them are mobile distributor. For more effective and efficient distribution Walton has a plan to increase its mobile distributor in major districts. In this way consumer will get more expertise, performance, coverage to make buying process easier, reliable, enjoyable and more rewarding.

Services differentiation: Walton is planning to establish more service center in Bangladesh; currently it has 47 service centers. Walton's future plan is to have a service center under every distributor to ensure fast service for any inconvenience that may consumer face.

Pricing Strategies:

In marketing mix price is the element which produces revenue and the other elements produce costs. Price is the easier to adjust than other program in marketing; product features, channels and communications. Price also communicates to the market the company's intended value positioning of its product or brand. A fine-designed and marketed product can bring a price premium and capture big profits.

Setting the Price:

Walton has taken mainly four pricing strategies to compete with its competitors to keep in the mind of pricing objectives.

Penetration pricing: Walton set its price low to 'penetrate the market'. Compare to Walton's main competitors Walton selling same configuration smart phones in fewer prices. For example, Walton's Primo X2 to Samsung's Galaxy SIV, price BDT 23,990 and BDT 40,000 respectively. Last 6 months Walton sold 300,000+ smart phones in the Bangladesh with a market share of 30%. **Psychological pricing:** One of Walton's pricing strategies is psychological pricing. Walton charges its consumer BDT 4650 to 23,990, which is below to the round figure. It helps customers to think they are not paying BDT 24,000 but they are paying BDT 23,000. **Mark-up pricing:** Walton has decided to yields its mark-up of return 20% on investment. For example; Walton has invested BTD 100 million in the business and wants ROI BDT 20 million.

Promotional Pricing: Walton should take some pricing techniques to stimulate early purchase:

Low-interest price: Walton should offer consumers low interest financing to increase its sale volume rather than cutting off price. They should introduce new installment deals with Banks, for example; customer can purchase Walton set from BRAC Bank with monthly installment. Monthly BDT 1050 for Primo X2 for 24 months installment, which actual price is BDT 23,990 but after 24 months they are actually paying BDT 25,200 which only BDT 1,210 more. Pricing Strategies Psychological Pricing Target-return Pricing Promotional Pricing Penetration Pricing

Psychological discount: Walton should take strategy to set an artificial high price and then offers the product at substantial savings: for example, “Was BDT 12,990, now BDT 11,550”. Currently Walton has no special event going on and in future they should take some step to introduce special invents in Bosundhara City or Jomuna Future Park, where many potential buyer visit every day. They can offer smart phones with some of their other products, such as Freezer or Air Conditioner (AC) etc. If a customer buys an AC they will get 10% from its particular smart phones.

Distribution Plan:

R. B. Group sells 50000+ Smartphone monthly. They currently distribute smart phones in three ways. Such as Exclusive Dealer, Mobile Distributor, Walton Plaza, Exclusive Dealer: Exclusive dealer of R. B. Group (Walton) sales all products of Walton. In Bangladesh Walton has 450 Exclusive Dealer. All of them are not the distributor of Walton smart phone. Only 100 dealers distribute Walton smart phone. They get 6-7% commission from Walton Company. The distributor distributes 5-10% smart phone of total smart phone sales. Exclusive dealers have sub dealers who get the smart phone from exclusive dealers and sale the product to the customer. Sub dealers get 3.5-4.5% commission from the exclusive dealers. Mobile Distributor: Mobile distributor are assigned to distribute mobile phone only. Walton has 140 mobile distributors in the current market. Mobile distributor sells 80% of total sales. So it is the main concern for Walton mobile. Walton has 140 mobile distributors. They get same percentage of commission as exclusive dealer from the company. They get yearly or quarterly commission for the fulfillment of target sales. It is 1-2% on the amount. Mobile distributors have sub dealers like exclusive dealers. Walton company motivate mobile distribute to open “Smart Zone”. Smart Zone: Smart Zone is the retail shop where only smart phones sell. In smart zone smart phones displayed in a way that the customer can operate dummy phones before purchase. There are 21 Smart zones in Bangladesh. Smart

Zone is owned and operated by the mobile distributor. Walton Plaza: Walton Plaza is the show rooms of Walton Company. Walton plazas are operated by company. In Walton plazas all the products of Walton sell. Walton has currently 150 Walton plazas.

Promotion Strategy:

Promotional strategy is the most crucial aspect of every brand to sustain for long term, even for life time existence. Walton has emerged in market with some new creative outlook. Walton smart mobile set has established in an elegant line of mobile phone handsets. It is distinctive by its long durability, and eye-catching look. Walton maintains a strict quality control process to ensure unblemished quality. It provides different types of mobiles as market offerings.

Strategy of garbing market share: Walton smart phone is trying to grab the market share over its market share by their product quality, services and reasonable prices. Beside this, Walton is encouraging entrepreneurs to invest with the help of their financial assistance to establish them as distributor (stated by Marketing Executive Director Emdadul Haque Sarker).

Brand Equity:

According to Marketing Executive Director Emdadul Haque Sarkar of Walton, their brand equity is positive till now since market growth is 130% in last six months and in Bangladesh, their market share is 30%. So everything is going under their control. Though their target is to achieve 50% of market share and accordingly they are moving forward. Walton Smart zone: Smart zone means franchise where franchisee will take the contract to keep only Walton smart phones in the show room to sell. Walton imported 400000 units and sold more than 300000 units in last six months. Whereas 10% of units were being sold from smart zone in last year and 25% in this year. Currently Walton has 21 smart zones but it has planned to establish 120 smart zones across the country. Some promotional plans that Walton should undertake Walton should come up with new plan and new strategy to attract customers for their upcoming new products. Television advertisement and online advertisements are getting so common now a days. These Medias will help to spread the information regarding the new products near to the customers. But these are not enough to make customers buy these products. Walton is selling their products in Qarter, Sudan and UAE. Apart from this Walton is thinking to sell smart phones in Nepal and African nations in terms of expanding their market and

making more profit. They want to make recognition of their smart phone brand internationally.

Showroom management:

Special arrangement for the target customers (Youth generation-Age limit 18-25 should be made in the showrooms. All the Smart zones should be decorated in such a way that Youth generation gets attracted to it. Campaigns in the different University campus can be a great conversion idea. Feedback: Management should take feedback about each and every policy should be taken at regular intervals and updated or changed when necessary. Marketing identifies the human and social needs and meets them accordingly. The shortest way of describing marketing is “meeting needs profitably”. Walton recognized that consumers were unable to get good, low price smart phones they desired most. We have focused on Walton’s current marketing strategies and what are lacking to achieve their desired 50 percent Smartphone market share in Bangladesh in this report. Currently Walton has 30 percent smart phone market share in Bangladesh.

3.4 Overview of Symphony

About Symphony

Symphony – a brand of **EDISON Group** is proud to enjoy indisputable leading position in mobile handset industry. Within short period of time since its introduction at the end of 2008 the brand Symphony has emerged as the fastest growing leading mobile handset brand in Bangladesh. Relentless work of the company to ensure exemplary service at all times and ability to provide stable and consistent solutions made Symphony the market leader in the handset segment in 2010. Aggressive pricing strategy, contemporary features and styling, international quality build a strong distribution network and after sales service have contributed to make Symphony Mobile the preferred choice of Bangladesh customers. The core focus of the company is to consistently provide outstanding customer service as it continues to explore new horizons to deliver newer and better solutions to its most valued premium asset, its customers.

The Past – Md. Aminur Rashid (Chairman), Jakaria Shahid (Managing Director) and Mr. Rezwanul Haque established Symphony – a brand of EDISON Group is proud to enjoy indisputable leading position in mobile handset industry. Within short period of time since its introduction at the end of 2008 the brand Symphony has emerged as the fastest growing leading mobile handset brand in Bangladesh. Relentless work of the company to ensure exemplary service at all times and ability to provide stable and consistent solutions

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The Present – April 2015, Rezwanul Haque, the chairman and Managing Director of Edison Group, announces that Symphony mobile Incorporated would be known as mobile Incorporated. He also reveals the long anticipated Phablet, a combination of an Internet-enabled smartphone and the Tab. In June 2010, he announced that the Smartphone 3G already has been released in July 2013, this newer version added support for 3G Networking and assisted GPS navigation, among other things.

The Future – Symphony mobile plans on focusing on satisfying personal consumer demands rather than merely fulfilling a demographic requirement as well as, improving performance and stability rather than introducing new features when releasing new versions of any product.

Symphony Mobile Electronics market especially small gadget market is growing pretty fast in Bangladesh, people are always looking for new and attractive products which is a natural human way of growing. That's why Symphony is working behind the scene to present new technologies and surprising features in their upcoming devices. Symphony Mobile Phone, one of the popular mobile phone brands in Bangladesh. Because of its unique propositions Symphony Mobile now occupies good position in Bangladesh mobile market according to market share. Innovation and exclusive design clearly differentiate Symphony from other brands available in the market. The brand has launched the first ever branded dual sim phone in the country. Continuing with the same trend of delivering breakthrough products, Symphony Mobile launched X110, Bangladesh's first ever Qwerty keyboard phone with Track ball. Moreover in the coming month's lot of new products are introduced which include full touch screen and smart phones.

Products and Features

Types of Symphony products in Bangladesh There are two types of symphony phones are available in the cell phone market in Bangladesh. They are : 1.Symbian Phones 2.Android smart phones. Over the past years Symphony has presented devices like W150, W125,

W35, W80, W70, W60 and more excellent Xplorer W series mobile phones that got a huge amount of selling all over the country. The different colors, mp3 ringtone, mp3 player etc. features for Symphony mobiles also attracted a lot of potential customers especially in the rural area where many people use cell phones as a medium of calling and sending SMS only. Symphony has proved itself as a reliable mobile phone for its chief price in relation to best configuration, its quality, performance and longevity.

Price

After the Market research we found that people are actually looking for a mobile phone that are in the price range of BDT 5,000 to 15,000 and most of the Symphony mobile phones actually are in this price range. This is the most important fact which is behind the success of them. Another thing is that Android is currently the most popular operating system in Bangladesh and The Xplorer phones are running on Android. So currently Symphony is following a simple equation, Cheap price + Android OS = Huge number of customers. Also they have created excellent design and highly flexible 2G cell phones that are from BDT 2,000 - 5,000 which is the second highest price group of mobile consumers in Bangladesh. Symphony mobile has given lots of opportunities to the low budgetary people to enjoy smart phones. Previously Symphony has provided us with some highly modern technology based android phone with lower price such as W90, W80, W60, and W25. And now Symphony is going very well with newer android mobile- Symphony Xplorer W125. It has a very premium look, which simply attracts anyone. After the big success of Xplorer W125 they have released the Symphony W35 which has also gone big. Android mobile with 3G network, 2 MP primary camera, front camera, 512 MB RAM, Wireless LAN connection, FM Radio, 1 GHZ processor is costing only BDT 6,290. There is no offer from any mobile company that is even around this price in the market. So, the W35 became a huge success for Symphony. It should be mentioned that not only the Xplorer series but they have also presented the FT, S and T series which are excellent and very stylish gadgets for people who want to get a cell phone only for calling and text messaging purpose.

It has already earned a high attraction by the new generations. Day by day its popularity is increasing so high that symphony has proved itself as a leading mobile phone company in Bangladesh. Symphony Mobile has introduced some standard smart phones to the Bangladeshi mobile market.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

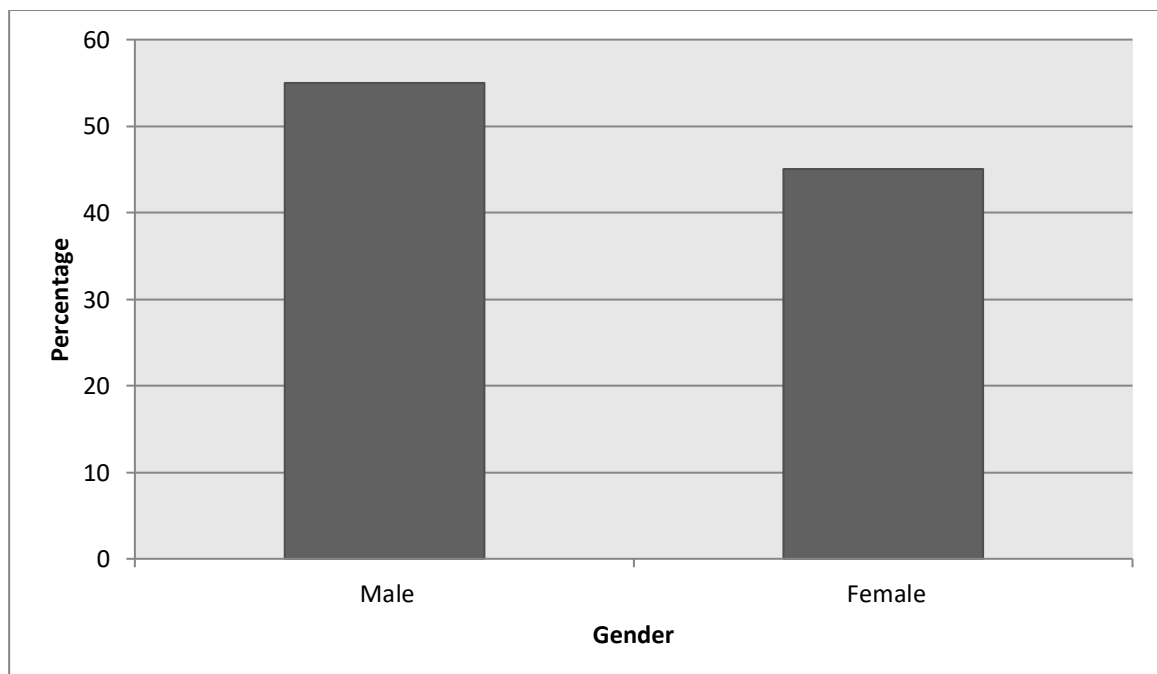
Table 4.1 Gender distribution of the respondents-

Table 4.1
Gender distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	22	55	55	55
	Female	18	45	45	100
	Total	40	100	100	

Source: Field Survey, 2016.

Chart 4.1
Gender distribution of the respondents-



Interpretation: From above Table 4.1, high percentages of the respondents 55% were male, while female constituted about 45% of the population.

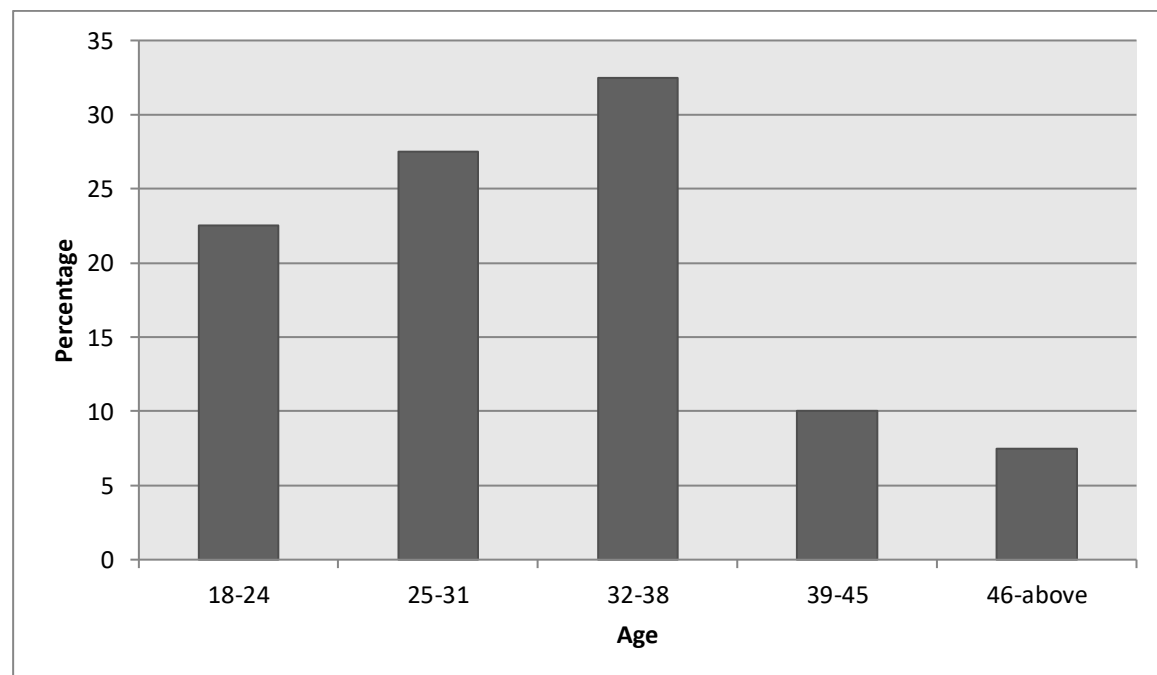
Table 4.2 Age distribution of the respondents-

Table 4.2
Age distribution of the respondents

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	9	22.50	22.50	22.50
	25-31	11	27.50	27.50	50
	32-38	13	32.50	32.50	82.50
	39-45	4	10	10	92.50
	46-above	3	7.50	7.50	100
	Total	40	100	100	

Source: Field Survey,2016.

Chart 4.2
Age distribution of the respondents



Interpretation: From above Table 4.2, the age distribution of tourists in the study area reveals that majority of the respondents 32.5% fell in the age group of 32-38 years, about 27.5% were between 25-31 years, 22.5% between 18-24 year, about 10% were between 39-45 years and about 7.5% were between 46-above years.

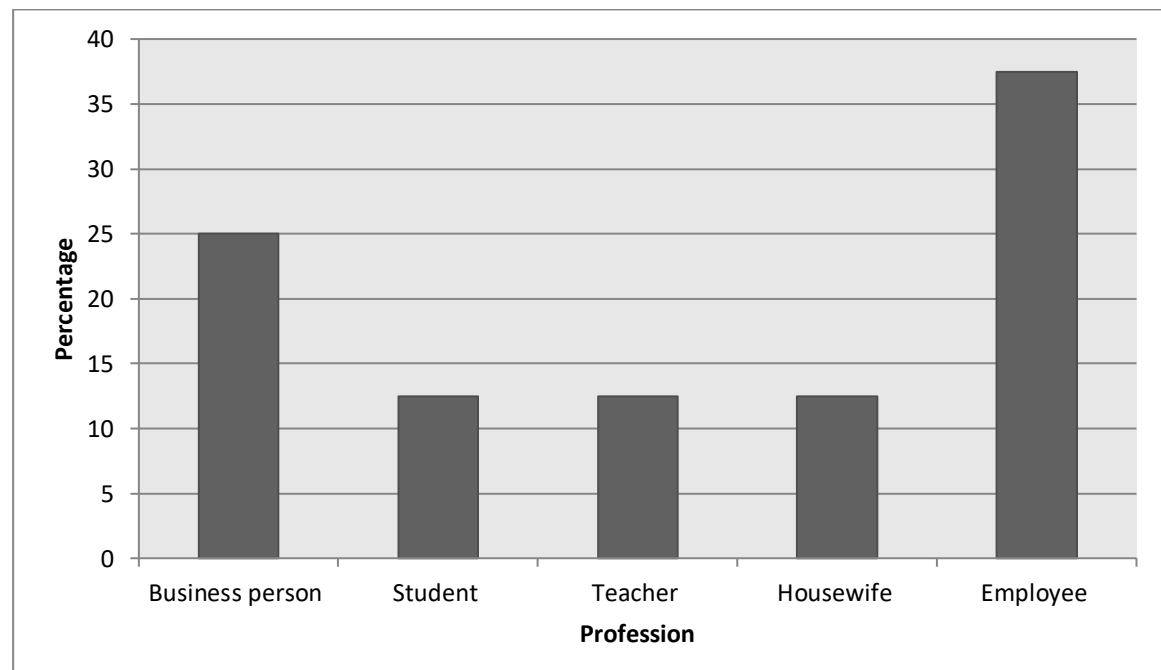
Table 4.3 Profession of the respondents-

Table 4.3
Profession of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business person	10	25	25	25
	Student	5	12.50	12.50	37.50
	Teacher	5	12.50	12.50	50
	Housewife	5	12.50	12.50	62.50
	Employee	15	37.50	37.50	100
	Total	40	100	100	

Source: Field Survey,2016.

Chart 4.3
Profession of the respondents



Interpretation: From above Table 4.3, 37.50% of the respondents were employee as their occupation, while 25% of the respondents were consumer and 12.50% were the profession of student, teacher and housewife's.

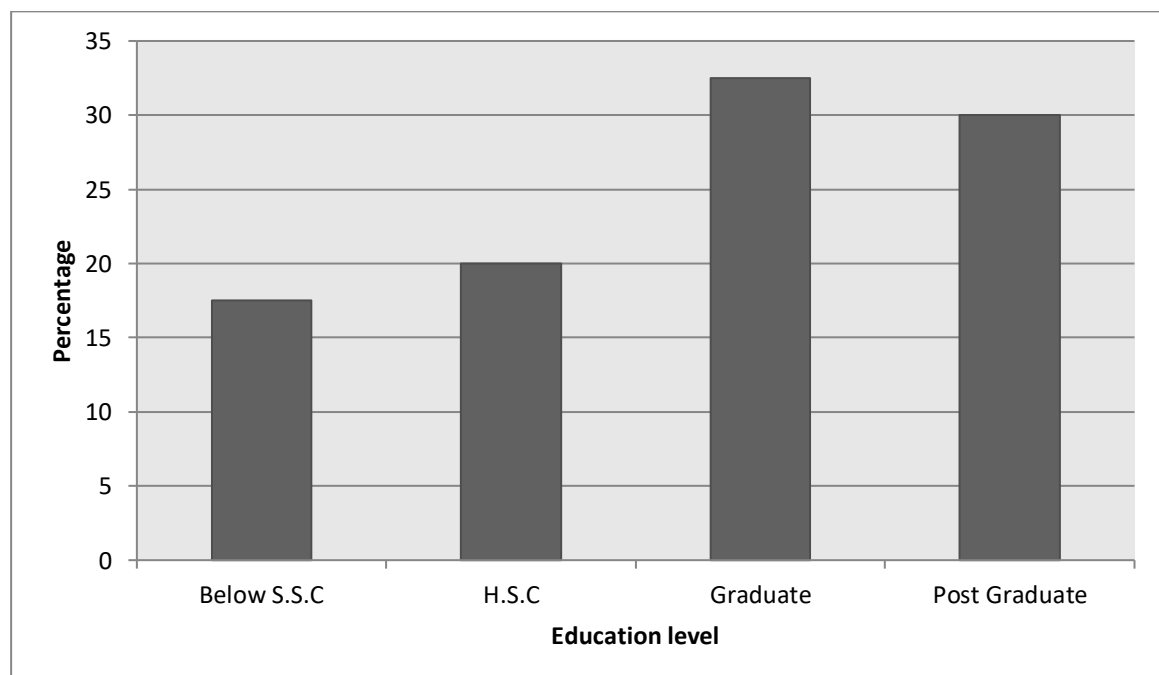
Table 4.4 Education level of the respondents-

Table 4.4
Education level of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below S.S.C	7	17.50	17.50	17.50
	H.S.C	8	20	20	37.50
	Graduate	13	32.50	32.50	70
	Post Graduate	12	30	30	100
	Total	40	100	100	

Source: Field Survey, 2016.

Chart 4.4
Education level of the respondents



Interpretation: From above Table 4.4, 32.50% respondents education were graduation, 30% were post graduate, 20% were below H.S.C and 17.50% were below S.S.C.

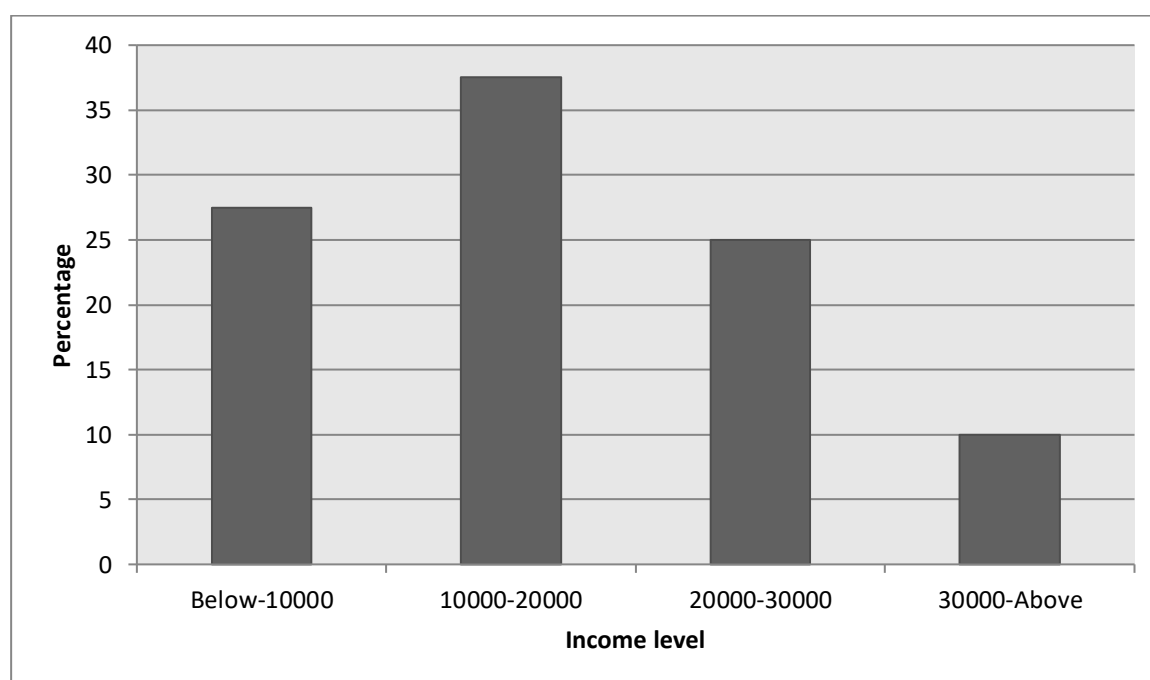
Table 4.5 Income level of the respondents-

Table 4.5
Income level of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below-10000	11	27.50	27.50	27.50
	10000-20000	15	37.50	37.50	65
	20000-30000	10	25	25	90
	30000-Above	4	10	10	100
	Total	40	100	100	

Source: Field Survey, 2016.

Chart 4.5
Income level of the respondents



Interpretation: From above Table 4.5, the income level of respondents in the study area reveals that majority of the respondents 37.50% fell in the group of 10000-20000, about 27.50% were below-10000, about 25% were between 20000-30000 and about 10% were between 30000-above.

Factors:

Table 4.6 Information of Financial Activities-

**Table 4.6
Information of financial activities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	10	10	10
	Disagree	3	7.50	7.50	17.50
	Neutral	8	20	20	37.50
	Agree	15	37.50	37.50	75
	Strongly Agree	10	25	25	100
Total		40	100	100	

Source: Field Survey, 2016.

Interpretation: From above Table 4.6 show that 37.50% respondents expressed agree that they met their expectation from trip to northern region, 25% were strongly agree, 20% were neutral, 10% were strongly disagree and 7.50% were disagree.

Table 4.7 Information of Balance-**Table 4.7
Information of Balance**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	15	15	15
	Disagree	2	5	5	20
	Neutral	7	17.50	17.50	37.50
	Agree	17	42.50	42.50	80
	Strongly Agree	8	20	20	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From above table 4.7, majority of the respondents 42.50% fell in the group of agree to information about tourists likable place, about 20% were strongly agree, 17.50% were neutral while 15% were strongly disagree and only 5% were disagree.

Table 4.8 Information about time and risk-

Table 4.8
Information about time and risk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	7.50	7.50	7.50
	Disagree	2	5	5	12.50
	Neutral	3	7.50	7.50	20
	Agree	17	42.50	42.50	62.50
	Strongly Agree	15	37.50	37.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From above Table 4.8 show that 42.50% respondent expressed agree that the cost for the trip and accommodation is reasonable, while 37.50% respondents expressed strongly agree, 7.5% respondents were neutral and strongly disagree and 5% were disagree.

Table 4.9 Information about pay bill-

Table 4.9
Information about pay bill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	20	20	20
	Disagree	11	27.50	27.50	47.50
	Neutral	4	10	10	57.50
	Agree	9	22.50	22.50	80
	Strongly Agree	8	20	20	100
Total		40	100	100	

Source: Field Survey, 2016.

Interpretation: From above table 4.9, majority of the respondents 27.50% fell in the group of disagree on tourists security and safety issue, about 22.50% were agree, 20% were strongly agree and strongly disagree and 10% were neutral.

Table 4.10 Information about fund transfer-

Table 4.10
Information about fund transfer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	15	15	15
	Disagree	8	20	20	35
	Neutral	5	12.50	12.50	47.50
	Agree	13	32.50	32.50	80
	Strongly Agree	8	20	20	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From above Table 4.10 show that 32.50% respondent expressed agree that overall facilities of the tourism spot is enough for the tourists, On the other hand 20% respondents expressed strongly agree and disagree, about 15% were strongly disagree and only 12.50% were neutral.

Satisfaction /Dissatisfaction:**Table 4.11 Satisfaction level of using phone-**

Table 4.11
Satisfaction level of using phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	6	15	15	15
	Dissatisfied	11	27.50	27.50	42.50
	Neutral	5	12.50	12.50	55
	Satisfied	12	30	30	85
	Highly Satisfied	6	15	15	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From above table 4.11, majority of the respondents 30% fell in the group of satisfied that they satisfy on quality of the accommodation, about 27.50% were dissatisfied, 15% were highly dissatisfied and highly satisfied, about 12.50%% were neutral.

Table 4.12 Satisfaction level of Security-

Table 4.12
Satisfaction level of Security

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	4	10	10	10
	Dissatisfied	9	22.50	22.50	32.50
	Neutral	8	20	20	52.50
	Satisfied	12	30	30	82.50
	Highly Satisfied	7	17.50	17.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From above Table 4.12 show that majority of the respondents 30% fell in the group of satisfied that they satisfy on customer service of the restaurants, about 17.50% were highly satisfied, 20% were neutral while 10% were highly dissatisfied and only 22.50% were dissatisfied.

Table 4.13 Satisfaction level of payment and direct credit-

Table 4.13
Satisfaction level of payment and direct credit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	8	20	20	20
	Dissatisfied	11	27.50	27.50	47.50
	Neutral	7	17.50	17.50	65
	Satisfied	7	17.50	17.50	82.50
	Highly Satisfied	7	17.50	17.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From above Table 4.13, majority of the respondents 27.50% fell in the group were dissatisfied and 20% were highly dissatisfied that they satisfy on historical sites of the spots, about 17.50% were satisfied, 17.50% were highly satisfied and about 17.5% were neutral.

Table 4.14 Satisfaction level of performance of phone-

Table 4.14
Satisfaction level of performance of phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	11	27.50	27.50	27.50
	Dissatisfied	7	17.50	17.50	45
	Neutral	12	30	30	75
	Satisfied	8	20	20	95
	Highly Satisfied	2	5	5	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From above Table 4.14 show that majority of the respondents 30% fell in the group of neutral, 27.50% were highly dissatisfied that they satisfy on behavior and professionalism of the guide and staff, about 20% were satisfied, about 17.50% were dissatisfied and 5% were highly satisfied.

Table 4.15 Satisfaction level of E-service-

Table 4.15
Satisfaction level of E-service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	11	27.50	27.50	27.50
	Dissatisfied	7	17.50	17.50	45
	Neutral	11	27.50	27.50	72.50
	Satisfied	6	15	15	87.50
	Highly Satisfied	5	12.50	12.50	100
	Total	40	100	100	

Source: Field Survey, 2016.

Interpretation: From above Table 4.15, majority of the respondents 27.50% fell in the group were highly dissatisfied and 17.50% were dissatisfied on the satisfaction level of tourist information, about 15% were satisfied, 12.50% were highly dissatisfied and 27.50% were neutral.

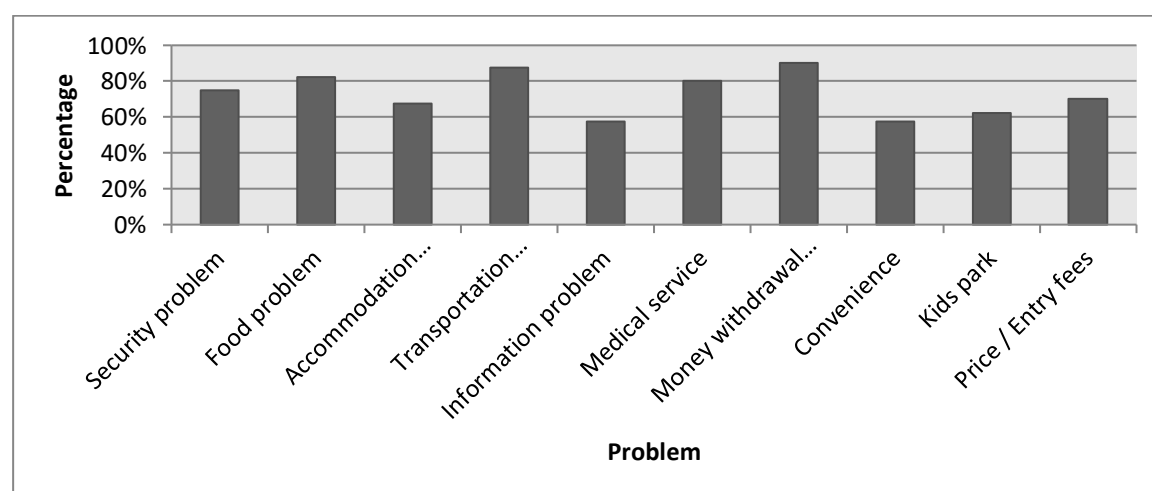
Table 4.16 Problem faced by business person, student, teacher, housewife and employee-

Table 4.16
Problem faced by business person, student, teacher, housewife and employee

Sl. No	Name of the problem	Frequency	Percentage
1	Information problem	30	75%
2	Network problem	33	82.50%
3	Illiteracy in use	27	67.50%
4	Difficulty in use	35	87.50%
5	Decrease of face value	23	57.50%
6	Security/privacy problem	32	80%
7	Mobile capability using Symphony and Walton	36	90%
8	Transaction issues	23	57.50%
9	Cost in crease	25	62.50%
10	Service capability	28	70%
11	Others	5	12.50%

Source: Field Survey, 2016.

Chart 4.16
Problem faced by business person, student, teacher, housewife and employee



Interpretation: From above table 4.16, Most of the business person, teacher, student, housewife and employee were faced various types of problem in tourism in Bangladesh. 75% of the respondents face Information problem, 82.50% were faced Network problem, 67.50% were faced Illiteracy in use, 87.50% were faced Difficulty in use, 57.50% were faced Decrease of face value, 80% were faced Security/privacy problem, 90% were faced problem in Mobile capability using Symphony and Walton, 57.50% were faced Transaction issues problem, 62.50% were faced problem in Cost in crease, 70% were faced problem in Service capability and 12.50% were faced others problem.

CHAPTER 5

FINDINGS, RECOMMENDATION AND CONCLUSION

5.1 Findings

- High percentages of the respondents 55% were male, while female constituted about 45% of the population.
- The age distribution of tourists in the study area reveals that majority of the respondents 32.5% fell in the age group of 32-38 years, about 27.5% were between 25-31 years, 22.5% between 18-24 year, about 10% were between 39-45 years and about 7.5% were between 46-above years.
- About 37.50% of the respondents were employee as their occupation, while 25% of the respondents were consumer and 12.50% were the profession of student, teacher and housewives.
- About 32.50% respondents education were graduation, 30% were post graduate, 20% were below H.S.C and 17.50% were below S.S.C.
- The income level of respondents in the study area reveals that majority of the respondents 37.50% fell in the group of 10000-20000, about 27.50% were below-10000, about 25% were between 20000-30000 and about 10% were between 30000-above.
- About 37.50% respondents expressed agree that they met their expectation from trip to northern region, 25% were strongly agree, 20% were neutral, 10% were strongly disagree and 7.50% were disagree.
- Majority of the respondents 42.50% fell in the group of agree to information about tourists likable place, about 20% were strongly agree, 17.50% were neutral while 15% were strongly disagree and only 5% were disagree.
- About 42.50% respondent expressed agree that the cost for the trip and accommodation is reasonable, while 37.50% respondents expressed strongly agree, 7.5% respondents were neutral and strongly disagree and 5% were disagree.
- Majority of the respondents 27.50% fell in the group of disagree on tourists security and safety issue, about 22.50% were agree, 20% were strongly agree and strongly disagree and 10% were neutral.

- About 32.50% respondent expressed agree that overall facilities of the tourism spot is enough for the tourists, on the other hand 20% respondents expressed strongly agree and disagree, about 15% were strongly disagree and only 12.50% were neutral.
- Majority of the respondents 30% fell in the group of satisfied that they satisfy on quality of the accommodation, about 27.50% were dissatisfied,15% were highly dissatisfied and highly satisfied, about 12.50% were neutral.
- Majority of the respondents 30% fell in the group of satisfied that they satisfy on customer service of the restaurants, about 17.50% were highly satisfied,20% were neutral while 10% were highly dissatisfied and only 22.50% were dissatisfied.
- Majority of the respondents 27.50% fell in the group were dissatisfied and 20% were highly dissatisfied that they satisfy on historical sites of the spots, about 17.50% were satisfied,17.50% were highly satisfied and about 17.5% were neutral.
- Majority of the respondents 30% fell in the group of neutral,27.50% were highly dissatisfied that they satisfy on behaviour and professionalism of the guide and staff, about 20% were satisfied, about 17.50% were dissatisfied and 5% were highly satisfied.
- Majority of the respondents 27.50% fell in the group were highly dissatisfied and 17.50% were dissatisfied on the satisfaction level of tourist information, about 15% were satisfied,12.50% were highly dissatisfied and 27.50% were neutral.
- Most of the business person, teacher, student, housewife and employee were faced various types of problem in tourism in Bangladesh. 75% of the respondents face Information problem, 82.50% were faced Network problem, 67.50% were faced Illiteracy in use, 87.50% were faced Difficulty in use, 57.50% were faced Decrease of face value, 80% were faced Security/privacy problem, 90% were faced problem in Mobile capability using Symphony and Walton, 57.50% were faced Transaction issues problem, 62.50% were faced problem in Cost in crease, 70% were faced problem in Service capability and 12.50% were faced others problem

5.2 Recommendations

In this study a pretesting has been done to know and analyze the impact of Brand choice on consumer Purchase Intention towards the Smartphone in Bangladesh. From the pretesting some factors are chosen by the most of the respondent. 100% Respondent chose Trustworthiness, Expertise, Attractiveness and Purchase intention. So I have analyzed those factors. I want to recommend the future researcher to analyze more factors for Purchase Intention towards the Smartphone in Bangladesh. After analyzing the factors in findings I have got that Overall Trustworthiness, Expertise and Attractiveness. Finally I have got that Purchase Intention also impact to both Symphony and Walton. So here, Walton should improve their brand choice elements that impact the purchase intention of Smartphone for their customers. They behave to some degree interestingly for the both. The overall test result support the significant difference between Symphony and Walton for the considered factor. The paired sample test result shows null hypotheses is accepted for Trustworthiness, Expertise and Attractiveness. On the other hand alternative hypotheses are rejected for Trustworthiness, Expertise and Attractiveness. So from this result, it can be said that the customers do not find significant different between the two. There are also few recommendations for the researchers in the future. First of all, it is recommended to done the research in whole country if time is allowed because it is more accurate instead of just pick one region to do it, such as by including all the divisions in whole Bangladesh. It is advisable to include all the divisions in the country when conducting the research because it tends to reduce the people in difference demographic will have difference thinking about the consumption of Besides that, future researcher can further their study by incorporate other independent variables that can determine the impact of Brand choice on consumer Purchase Intention towards the Smartphone in Bangladesh.

Lastly, the researchers are recommended to use interview when conducting the survey. The usage of interview will reduce the limitation by using questionnaire where people can directly understand the question that asked by the researchers rather than interpreted the questionnaire questions. This will reduce the misunderstanding of the people when interpreting the questions in the questionnaire.

5.3 Conclusion

As a conclusion, this research is basically study about the impact of Brand choice on consumer Purchase Intention towards the Smartphone in Bangladesh. The demand of Smartphone is rapidly increase nowadays due to the current technology trend and evolution of innovation of mobile phone. Smartphone become a common need to most people nowadays due to the ability of Smartphone can do and the advantages of Smartphone compare to other technology devices. The increasing demand of Smartphone should have some interesting factors that affect consumer to purchase it. In this research, four important factors are chosen to run the whole research. The research is to investigate the factors (Trustworthiness, Expertise and Attractiveness) which affecting purchases intention towards the Smartphone in Bangladesh. Total number of 200 questionnaires was being distributed and the data collected was processed and analyzed using SPSS 16.0 in which outcome generated included both descriptive and inferential analysis.

In conclusion, the research had met its main objectives by validating that Expertise and Attractiveness were significant influence the purchase intention while only Trustworthiness are having less impact to the purchase intention. After this research, Smartphone companies could stress on those factors to attract more customers and keep developing the Smartphone industry in Bangladesh. Future researchers may fully use the knowledge in this research to make amendment or for reference purpose. Thus, this research gives a clearer picture of exploring the factors that affecting the purchase intention of Smartphone.

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APPENDIX

Questionnaire

Dear respondent

I am going to conduct a study on **Customer Attitude towards Brand Choice (A Comparative Study between Symphony and Walton)**. The findings of the study will help me as well as marketing practitioner to identify the factors that influenced Purchase Intention towards the Smartphone in Bangladesh. Your participation is extremely important to assess the general issues related to the Smartphone in Bangladesh. The answer will only be used for my academic purpose to complete my M.B.A. (Evening) Internship program.

With the Best Regards

Md. Abdul Halim
MBA (Evening) Major in Marketing
HSTU, Dinajpur

Please tick (✓) Smartphone you are using: Walton Symphony

Personal Information (Please tick/write where it's Necessary)

1. Your Profession: (a) Student, (b) Private Service, (c) Public Service, (d) Business, (e) Others.
2. Your age: (a) Less than 25 (b) 25-29 (c) 30-34 (d) 35-39 (e) 40-44 (f) 45-49 (g) Above-50.
3. Gender: You are; (1) Male (2) Female
- 4 You/ your parents monthly income: (a) Less than Tk. 10,000 (b) 10,000-20,000 (c) 20,000-30,000 (d) More than 30,000
5. Education: (a) High school (b) College (c) University (d) Others
6. You are from: (a) Dhaka (b) Chittagong (c) Rajshahi (d) Khulna (e) Sylhet (f) Barishal (g) Rangpur

Factors that influence to the brand choice of Smartphone

Please TICK (✓) your answer to indicate the extent to which you agree or disagree with the following statements.

1. Trustworthiness		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
i	You can do your financial activities by using Symphony and Walton.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
ii	You can enquiry your balance by using between Symphony and Walton.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
iii	A comparative study between Symphony and Walton helps to reduce your time and risk.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
iv	You can pay bill through by Symphony and Walton.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
v	You can transfer find to others account by using Symphony and Walton.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

2. Satisfaction/Dissatisfaction		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
i	Do you think that by using Symphony and Walton is difficult?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
ii	Do you think that the security of using Symphony and Walton is enough for you?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
iii	Do you mean that electronic regular payment and direct credit for salaries and helpful for customers?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
iv	What do you think about the performance of using Symphony and Walton.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
v	Do you think that Symphony and Walton in creases demand of E-service?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

3. Problem Related

- i. Information problem
- ii. Network problem
- iii. Illiteracy in use
- iv. Difficulty in use
- v. Decrease of face value
- vi. Security/privacy problem
- vii. Mobile capability using Symphony and Walton
- viii. Transaction issues
- ix. Cost in crease
- x. Service capability
- xi. Others

Thank you, very much for your cordial cooperation.

Respondent Signature
Mobile: