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**FACTORS EFFECTING CONSUMER BRAND RELATIONSHIP IN
THE MOBILE TELECOM INDUSTRY OF BANGLADESH**

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**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
2018**

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THE MOBILE TELECOM INDUSTRY OF BANGLADESH**

BY

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UUM
Universiti Utara Malaysia

**Thesis Submitted to
School of Business Management
Universiti Utara Malaysia
In Fulfilment of the Requirement for the Degree of Doctor of Philosophy**

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Abstrak

Pemahaman dan pengukuhan perhubungan jenama pengguna merupakan satu kepentingan bagi pengurus-pengurus jenama dan pengamal-pengamal industri. Ini kerana kemampuannya menjadikan pengguna setia, mengukuhkan toleransi pengguna sekiranya ada kegagalan jenama dan merangsang pengguna-pengguna menyebarkan kata-kata manis yang secara positifnya mengukuhkan jenama serta meningkatkan ekuiti jenama. Namun, jumlah kajian mengenai hubungan jenama pengguna masih lagi berkurangan. Oleh itu, berdasarkan pertimbangan tersebut, kajian ini bertujuan untuk menyiasat tentang cara perhubungan jenama pengguna dapat diperkukuhkan. Kajian empirikal ini menyelidik peranan pengalaman jenama, personaliti jenama, pengurusan perhubungan pengguna sebagai peramal terhadap kepuasan pelanggan dan perhubungan jenama pengguna. Selain itu, kajian ini bertujuan untuk menilai peranan kepuasan pengguna sebagai perantara dalam konteks perhubungan jenama pengguna. Kajian ini merupakan kajian *cross-sectional* data. Oleh itu, data dikutip melalui soal selidik di Dhaka, Bangladesh yang menghasilkan sejumlah 280 respons yang boleh diguna pakai. Kajian ini menggunakan *Partial Least Squares Structural Equation Modelling (PLS-SEM)* untuk analisis data. Hasil kajian menunjukkan bahawa pengalaman jenama dan kepuasan pelanggan mempengaruhi perhubungan jenama pengguna. Sebaliknya, kesan personaliti jenama dan pengurusan perhubungan pelanggan terhadap perhubungan jenama pengguna adalah tidak signifikan. Manakala, hubungan signifikan wujud di antara pengalaman jenama, personaliti jenama dan pengurusan perhubungan pelanggan dengan kepuasan pelanggan. Sementara itu, kepuasan pelanggan memberi kesan perantara yang signifikan bagi pengalaman jenama, personaliti jenama, pengurusan perhubungan pelanggan dengan perhubungan jenama pengguna. Kajian ini memberikan sumbangan yang signifikan kerana mengambil kira pengurusan perhubungan pelanggan sebagai peramal dalam konteks perniagaan kepada pengguna serta mengambil kira kepuasan pelanggan sebagai peramal untuk mengukuhkan perhubungan jenama pengguna. Kajian ini memberi implikasi-implikasi penting untuk pengurus-pengurus jenama dan pengamal industri. Ini kerana mereka akan mendapat pengetahuan tentang cara perhubungan jenama dengan pengguna dapat dikukuhkan. Para penyelidik yang akan datang pula boleh melakukan penyelidikan yang sama di negara-negara lain dan juga industri yang berbeza. Penyelidik juga boleh menggabungkan konstruk yang berlainan bagi menambah dan meluaskan lagi ilmu pengetahuan.

Kata kunci: perhubungan jenama pengguna, pengalaman jenama, personaliti jenama, pengurusan perhubungan pelanggan, kepuasan pelanggan

Abstract

Understanding and strengthening consumer brand relationship has become vital for brand managers and practitioners since it makes consumers loyal, enhance consumers tolerance in case of failure of brands and stimulate consumers to spread the brand positively by word of mouth and increase brand equity. However, consumer brand relationship lacks a substantial amount of studies. From this consideration, this study intended to investigate how consumer brand relationship can be strengthened. This empirical study examined the predictor role of brand experience, brand personality, customer relationship management on customer satisfaction and consumer brand relationship. The study was also intended to examine the role of customer satisfaction as a mediator in the context of consumer brand relationship. Cross-sectional data were collected using questionnaire at Dhaka division in Bangladesh which produced a total of 280 usable response. The study employed Partial Least Squares Structural Equation Modelling (PLS-SEM) for data analysis. The findings of this study revealed that brand experience and customer satisfaction significantly influence consumer brand relationship directly. Nonetheless, the effect of brand personality and customer relationship management on consumer brand relationship was non-significant. Whereas the significant relationship was found between brand experience, brand personality, customer relationship management and customer satisfaction. Likewise, customer satisfaction was found as a significant mediator between brand experience, brand personality, customer relationship management and consumer brand relationship. The study has significant contribution as it incorporates customer relationship management as a predictor from business to customers' perspectives and incorporates customer satisfaction as a mediator for strengthening consumer brand relationship. This study has important implications for brand managers and practitioner as they will get important insight how their brand relationship with consumers can be strengthened. The future researchers could replicate the study in different countries in different industry context and incorporate other relationship constructs to extend the existing body of knowledge.

Keywords: Consumer brand relationship, Brand experience, Brand personality, Customer relationship management, Customer satisfaction.

Acknowledgement

In the name of Allah, the most Gracious and the most Merciful.

To begin, I would like to express my gratitude and gratefulness to Almighty Allah S.W.T who has granted his blessings. He has granted enough the perseverance and strength to complete the PhD degree successfully from the eminent management university of Malaysia. May the peace and blessings upon Prophet Muhammad SAW and his companions.

My heartiest and warmest gratitude to my honourable supervisor Associate Professor Dr. Noor Hasmini Abd Ghani for her all-out support and assistance that ensure me to come to the completion stage. I am very obliged to her impactful advice, feedback and directions. I am thankful to her for her confidence on me and her motivation and encouragement that propel me to complete the journey of PhD.

My sincere gratitude to revered academicians Dr. Maria binti Abdul Rahman and Dr. Norzieiriani bt. Ahmad who suggested their valuable comments on my proposal. I extend my gratitude to my course teachers, Department of Marketing, School of Business Management and the Universiti Utara Malaysia for their well updated and excellent systems, supports and conducive environment that facilitates my degree. I am also very kind to the Department of Marketing, Faculty of Business Studies, and Jahangirnagar University authority who has granted my study leave and their necessary support.

I am conveying my gratitude to revered academicians Dr. Mijanur Rahman, Professor T. Ramayah, Dr. Syed Abidur Rahman, Dr. Tarek Reza, Ms. Nadia Sarwar and industry expert Mr. Asif Muhammad Iqbal for their unconditional support, advice and comments that help me to conduct this study. I am also thanking all my peers, friends, relatives and well-wishers who make this PhD journey ease for me. Thanks to Mr. Rahim and Ms. Sweety for their support in the data collection.

To personal level, I would like to express my gratitude to my parents Mr. Abdul Wahab and Mrs. Jahanara Wahab my silent well-wisher and motivator. I also appreciate my thank to my brothers, Mohammad Anowarul Wahab and Ehsanul Wahab, and my sisters, Forjana Wahab, Fouziya Wahab and Nazmun Nahar, for their support. Lastly, I convey my gratitude to my wife Dr. Asma Rahman Nidhi for her sacrifice who has become part of my life during this PhD journey.

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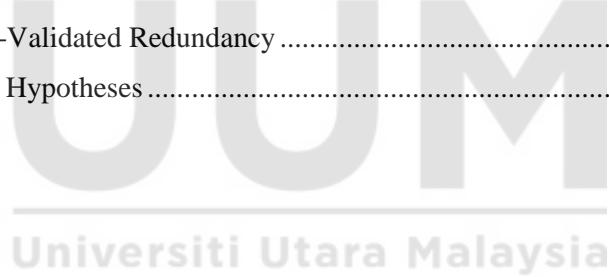
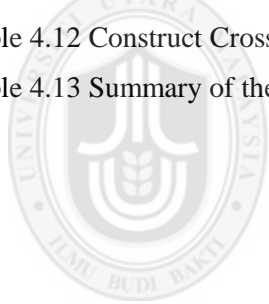
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List of Abbreviations

ARPU	Average Revenue Per User
AVE	Average Variance Extracted
BE	Brand Experience
BP	Brand Personality
CBR	Consumer Brand Relationship
CR	Composite Reliability
CS	Customer Satisfaction
CRM	Customer Relationship Management
PLS	Partial Least Square
SEM	Structural Equation Modeling

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Academicians and practitioners have valued the importance of consumer brand relationship (CBR), even though it is a new concept (Fetscherin & Heinrich, 2014) in branding context (Ahluwalia & Gurhan-Canli, 2000; Giovanis, 2016). Redefinition of marketing in terms of relationship stresses the importance of effective management of CBR (Fournier & Yao, 1997). Strong CBR ensures brand equity (Keller, 2011), increases brand loyalty (Fournier, 1998) and forgives brand failure (Ahluwalia & Gurhan-Canli, 2000; Swaminathan, Page, & Gürhan-Canli, 2007). Therefore, the understanding and leveraging of CBR become critical issue in the present market place in the backdrop of intense market competition, unpredictability, and diminishing product differentiation (Gómez-Suárez, Martínez-Ruiz, & Martínez-Caraballo, 2017; Shocker, Srivastava & Ruekert, 1994).

Consumers consider brand as a relationship partner (Fournier, 1998). Aurier, and Lanauze (2012) identified three ways a brand can become relationship partner, they were anthropomorphization of a brand, active contribution as a partner in a relationship dyad, and efforts to strengthen relationship. Firstly, to validate brand as a relationship partner, it is needed to understand how a brand is animated, humanized or personified (Fournier, 1998). Consumer researchers have brought the theories of animism to anthropomorphize brands (Kim, Kwon, & Kim, 2018; Sweeney & Chew, 2002). The theories of animism ease our interaction with the nonmaterial world (McDougall, 1911; Tylor, 1874), and anthropomorphization of inanimate objects is

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Appendix A

List of Shipping Center in Dhaka City

S.N.	Name	S.N.	Name
1	Jamuna Future Park	31	Farmview Super Market, Farmget
2	Saad Musa City Center	32	Mascot Plaza, Uttara
3	Bashundhara City	33	Polwel Carnation, Uttara
4	Mouchak Market	34	Pink City, Gulshan-2
5	New Market	35	Dhaka City Corporation Market,
6	Bongo Market, Bongo Bazar	36	DCC Market, Gulshan-2
7	Eastern Plaza, Hatirpool	37	Police Plaza Concord,
8	Nahar Plaza, Hatirpool	38	North Tower, Uttara
9	Mutalib Plaza, Hatirpool	39	RAK Tower, Uttara
10	Karnaphuli Garden City	40	Grand Plaza, Mogbazar
11	Eastern Plus, Shantinagar	41	Gazi Bhaban, Noya paltan
12	Riffles Square, Jigatala	42	Orchid Plaza, New Elephant Road
13	Eastern Mallika, Old Elephant Road	43	Fortune Shopping Mall, Mouchak
14	Twin City Corcord Shopping Complex	44	Police Plaza Concord,
15	Metro Shopping Mall, Mirpur Road	45	Savar City Center, Savar
16	Rapa Plaza, Mirpur Road	46	Nabinagar Shopping Complex, Savar
17	Orchad Point, Mirpur Road	47	Prince Plaza
18	Alpona Plaza, New Elephant Road	48	Concord twin Towers shopping

S.N.	Name	S.N.	Name
19	Multiplan Center, New Elephant Road	49	Concord Arcadia
20	Bishal Centre, Moghbazar	50	A.R.A Centre
21	Baitul Mukarram Market, Gulistan	51	Razzak Plaza
22	Stadium Market, Gulistan	52	Iqbal Center
23	Navana Shopping Center	53	Shop'n Save
24	Rajluxmi Complex, Uttara	54	One Stop Mall, Gulshan
25	Royal Plaza, Uttara	55	Hosaf Shopping Center
26	Rajmoni Ishakha Shopping Complex,	56	Suvastu Arcade Shopping Plaza
27	Capital Market, Mirpur Road	57	Anam Rangs Plaza
28	Mirpur Shopping Center, Mirpur	58	Rajuk Trade Center
29	BCS Computer City, Aagargaon	59	United Summit Center
30	Palwel Super Market, Noya Paltan		

Source: Wikipedia,
https://en.wikipedia.org/wiki/List_of_shopping_malls_in_Bangladesh

Appendix B

Common Method Variance (CMV)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.923	20.192	20.192	12.923	20.192	20.192
2	5.522	8.628	28.820			
3	3.575	5.586	34.406			
4	2.542	3.972	38.378			
5	1.973	3.083	41.461			
6	1.902	2.972	44.433			
7	1.582	2.471	46.904			
8	1.426	2.228	49.132			
9	1.379	2.155	51.287			
10	1.317	2.058	53.346			
11	1.284	2.007	55.352			
12	1.214	1.896	57.249			
13	1.189	1.858	59.107			
14	1.161	1.814	60.920			
15	1.091	1.704	62.625			
16	1.068	1.669	64.293			
17	.984	1.537	65.831			
18	.916	1.432	67.263			
19	.882	1.379	68.641			
20	.866	1.353	69.995			
21	.844	1.319	71.314			
22	.804	1.257	72.570			
23	.790	1.234	73.805			
24	.769	1.201	75.006			
25	.747	1.167	76.173			
26	.735	1.148	77.321			
27	.697	1.089	78.410			
28	.651	1.017	79.427			
29	.645	1.008	80.435			
30	.630	.984	81.419			
31	.603	.943	82.361			
32	.570	.890	83.252			
33	.553	.864	84.116			
34	.535	.837	84.952			
35	.519	.811	85.763			
36	.498	.779	86.542			

37	.484	.757	87.299
38	.476	.743	88.042
39	.456	.713	88.755
40	.440	.687	89.442
41	.425	.664	90.106
42	.422	.660	90.766
43	.386	.603	91.368
44	.380	.593	91.961
45	.373	.583	92.544
46	.371	.580	93.124
47	.336	.525	93.650
48	.328	.512	94.162
49	.310	.484	94.645
50	.299	.467	95.112
51	.296	.462	95.575
52	.285	.445	96.020
53	.274	.428	96.448
54	.267	.417	96.865
55	.251	.392	97.256
56	.248	.387	97.643
57	.229	.358	98.002
58	.212	.332	98.334
59	.210	.328	98.662
60	.205	.320	98.982
61	.191	.299	99.280
62	.169	.264	99.544
63	.151	.235	99.780
64	.141	.220	100.000

Extraction Method: Principal Component Analysis.

Appendix C

Cross-Loadings

Cross-Loadings of Constructs and Dimensions

	CBR	BE	BP	CRM	CS
Commitment	0.744	0.352	0.171	0.155	0.276
Intimacy	0.760	0.345	0.243	0.212	0.351
Passion	0.834	0.593	0.252	0.202	0.391
Sensory	0.392	0.626	0.160	0.180	0.245
Affective	0.449	0.781	0.308	0.207	0.340
Behavioral	0.397	0.701	0.216	0.079	0.225
Intellectual	0.453	0.811	0.286	0.108	0.318
Sincerity	0.286	0.432	0.640	0.250	0.276
Competence	0.210	0.315	0.746	0.314	0.412
Excitement	0.248	0.207	0.807	0.505	0.639
Sophistication	0.174	0.185	0.754	0.282	0.370
Ruggedness	0.102	0.103	0.674	0.197	0.290
CRM	0.244	0.197	0.460	1.000	0.635
CS	0.441	0.389	0.588	0.635	1.000

Cross-Loadings of Dimensions and Items

	Affecti ve	Behavi oral	CRM	CS	Comm itment	Compe tency	Excite ment	Intelle ctual	Intima cy	Passio n	Rugge dness	Sensor y	Sinceri ty	Sophis tication
Affct1	0.765	0.334	0.133	0.248	0.225	0.141	0.214	0.479	0.188	0.391	0.153	0.229	0.301	0.132
Affct2	0.791	0.304	0.195	0.282	0.232	0.201	0.244	0.403	0.219	0.373	0.090	0.205	0.183	0.184
Affct3	0.705	0.229	0.141	0.238	0.137	0.104	0.182	0.337	0.220	0.264	0.075	0.197	0.194	0.145
Behv1	0.264	0.765	0.042	0.163	0.178	0.039	0.064	0.283	0.167	0.310	0.010	0.225	0.222	0.056
Behv2	0.367	0.835	0.091	0.169	0.246	0.067	0.176	0.370	0.190	0.329	0.027	0.225	0.253	0.163
Behv3	0.262	0.724	0.045	0.194	0.179	0.132	0.240	0.358	0.164	0.300	0.107	0.229	0.235	0.104
CRM1	0.201	0.114	0.713	0.511	0.143	0.353	0.279	0.152	0.164	0.207	0.174	0.147	0.252	0.260
CRM1 0	0.152	0.024	0.751	0.425	0.089	0.293	0.195	0.097	0.066	0.085	0.129	0.086	0.160	0.171
CRM1 1	0.086	0.066	0.750	0.417	0.129	0.308	0.246	0.015	0.159	0.092	0.110	0.059	0.196	0.192
CRM1 2	0.190	0.070	0.771	0.458	0.158	0.431	0.249	0.107	0.204	0.219	0.207	0.162	0.232	0.227

CRM1														
3	0.159	0.097	0.693	0.474	0.094	0.355	0.198	0.074	0.100	0.136	0.089	0.140	0.169	0.156
CRM1														
4	0.215	0.037	0.744	0.474	0.128	0.397	0.291	0.105	0.209	0.162	0.211	0.142	0.172	0.245
CRM2	0.120	0.010	0.744	0.485	0.104	0.421	0.190	0.006	0.166	0.133	0.123	0.151	0.146	0.179
CRM3	0.115	0.033	0.700	0.418	0.083	0.354	0.259	0.070	0.160	0.112	0.117	0.107	0.201	0.162
CRM4	0.177	0.051	0.572	0.405	0.122	0.342	0.181	0.101	0.091	0.071	0.169	0.184	0.162	0.205
CRM5	0.153	0.026	0.782	0.518	0.088	0.365	0.258	0.060	0.169	0.174	0.089	0.079	0.208	0.236
CRM6	0.164	0.077	0.733	0.475	0.098	0.402	0.210	0.073	0.113	0.170	0.188	0.155	0.132	0.200
CRM9	0.085	0.077	0.823	0.497	0.120	0.402	0.197	0.086	0.235	0.174	0.122	0.168	0.167	0.232
Comit														
1	0.165	0.214	0.099	0.214	0.677	0.198	0.097	0.176	0.326	0.304	0.013	0.205	0.096	0.150
Comit														
2	0.168	0.170	0.065	0.160	0.670	0.096	0.056	0.164	0.294	0.263	0.046	0.183	0.175	0.078
Comit														
4	0.275	0.212	0.145	0.253	0.833	0.063	0.040	0.192	0.474	0.307	0.040	0.218	0.145	0.130
Comit														
6	0.162	0.170	0.137	0.174	0.750	0.089	0.050	0.132	0.360	0.261	0.099	0.241	0.100	0.065
Exct1	0.126	0.104	0.436	0.591	0.148	0.659	0.325	0.195	0.257	0.220	0.336	0.116	0.223	0.363
Exct2	0.182	0.038	0.364	0.451	0.062	0.771	0.359	0.100	0.024	0.149	0.341	0.094	0.203	0.358
Exct3	0.123	0.107	0.337	0.428	0.114	0.776	0.338	0.091	0.173	0.138	0.335	0.069	0.235	0.390
Exct4	0.166	0.057	0.380	0.451	0.120	0.783	0.306	0.091	0.157	0.159	0.290	0.139	0.219	0.361
Compt														
1	0.328	0.246	0.245	0.285	0.115	0.300	0.641	0.218	0.163	0.224	0.219	0.215	0.341	0.322
Compt														
2	0.189	0.119	0.235	0.305	0.054	0.331	0.838	0.219	0.148	0.157	0.286	0.079	0.341	0.328
Compt														
3	0.185	0.148	0.269	0.384	0.036	0.416	0.884	0.170	0.120	0.135	0.402	0.122	0.342	0.434
Intl1	0.448	0.316	0.116	0.275	0.235	0.138	0.135	0.803	0.266	0.416	0.054	0.295	0.313	0.101
Intl2	0.483	0.335	0.041	0.236	0.184	0.110	0.199	0.838	0.167	0.377	0.068	0.253	0.331	0.128
Intl3	0.353	0.389	0.102	0.245	0.113	0.127	0.266	0.727	0.264	0.350	0.147	0.248	0.339	0.115
Intm1	0.237	0.206	0.132	0.288	0.379	0.104	0.144	0.279	0.791	0.318	0.166	0.174	0.245	0.091
Intm2	0.182	0.138	0.149	0.214	0.295	0.124	0.071	0.216	0.770	0.275	0.031	0.173	0.064	0.135
Intm3	0.172	0.064	0.144	0.153	0.139	0.121	0.120	0.123	0.452	0.185	0.123	0.033	0.175	0.144
Intm4	0.178	0.166	0.184	0.313	0.455	0.199	0.166	0.170	0.744	0.265	0.115	0.157	0.099	0.105
Intm5	0.221	0.194	0.162	0.263	0.448	0.176	0.138	0.232	0.767	0.347	0.084	0.179	0.137	0.119
Passn1	0.266	0.225	0.111	0.186	0.249	0.138	0.125	0.328	0.193	0.592	0.044	0.332	0.246	0.082
Passn2	0.291	0.277	0.103	0.248	0.255	0.138	0.094	0.391	0.276	0.682	-0.094	0.276	0.114	0.007
Passn3	0.334	0.322	0.198	0.336	0.277	0.179	0.239	0.308	0.311	0.730	0.120	0.209	0.198	0.114
Passn4	0.319	0.269	0.201	0.344	0.214	0.198	0.104	0.312	0.250	0.739	0.028	0.277	0.155	0.058
Passn5	0.404	0.306	0.116	0.303	0.249	0.160	0.158	0.357	0.252	0.745	0.036	0.263	0.210	0.140
Passn6	0.337	0.310	0.129	0.241	0.381	0.134	0.164	0.364	0.374	0.757	0.066	0.302	0.258	0.094
Rugd1	0.121	0.029	0.185	0.277	0.031	0.398	0.336	0.080	0.105	0.024	0.925	-0.037	0.393	0.415

Rugd2	0.144	0.084	0.179	0.260	0.092	0.407	0.384	0.126	0.156	0.068	0.924	-0.028	0.334	0.410
SAT1	0.318	0.205	0.503	0.777	0.215	0.479	0.334	0.246	0.324	0.350	0.251	0.211	0.219	0.320
SAT2	0.168	0.136	0.493	0.686	0.197	0.403	0.248	0.243	0.216	0.194	0.185	0.140	0.220	0.273
SAT3	0.287	0.173	0.470	0.752	0.235	0.541	0.358	0.217	0.252	0.326	0.212	0.229	0.178	0.302
SAT4	0.253	0.199	0.424	0.719	0.181	0.501	0.367	0.251	0.210	0.339	0.246	0.244	0.244	0.236
SAT5	0.236	0.159	0.429	0.727	0.231	0.453	0.255	0.211	0.271	0.245	0.250	0.116	0.223	0.259
SAT6	0.217	0.111	0.476	0.739	0.150	0.429	0.235	0.233	0.267	0.247	0.126	0.122	0.128	0.232
Sen1	0.203	0.195	0.127	0.225	0.247	0.119	0.115	0.229	0.171	0.278	-0.033	0.728	0.212	0.061
Sen2	0.251	0.242	0.160	0.144	0.236	0.067	0.161	0.277	0.163	0.356	-0.017	0.872	0.177	-0.047
Sen3	0.232	0.273	0.155	0.238	0.230	0.156	0.137	0.314	0.188	0.314	-0.037	0.854	0.190	0.082
Sincr1	0.278	0.274	0.253	0.306	0.125	0.278	0.400	0.381	0.163	0.307	0.344	0.258	0.875	0.315
Sincr2	0.247	0.217	0.173	0.156	0.183	0.229	0.286	0.272	0.104	0.200	0.291	0.219	0.657	0.226
Sincr3	0.199	0.264	0.160	0.181	0.115	0.217	0.301	0.299	0.167	0.170	0.309	0.118	0.782	0.362
Sincr4	0.223	0.195	0.190	0.202	0.131	0.192	0.338	0.330	0.170	0.180	0.282	0.130	0.795	0.351
Soph1	0.187	0.119	0.277	0.353	0.113	0.494	0.431	0.148	0.159	0.137	0.453	0.035	0.394	0.932
Soph2	0.189	0.146	0.245	0.332	0.157	0.412	0.418	0.118	0.133	0.078	0.369	0.034	0.350	0.918



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Appendix D
Fornell-Larker Discriminant Validity for Dimensions of the
Constructs

	Affe ctive	Beha vioral	CR M	CS	Com mit ment	Com pete ncy	Exci tment	Intel lectu al	Inti mac y	Pass ion	Rug gedn ess	Sens ory	Sinc erity	Sop histi cation
Affe ctive	0.75													
Beha vioral	0.39	0.78												
CR M	0.21	0.08	0.73											
CS	0.34	0.23	0.63	0.73										
Com mit ment	0.27	0.26	0.15	0.28	0.74									
Exci tment	0.20	0.10	0.51	0.64	0.15	0.75								
Com pete nce	0.28	0.21	0.31	0.41	0.08	0.44	0.79							
Intel lectu al	0.54	0.44	0.11	0.32	0.23	0.16	0.25	0.79						
Inti mac y	0.28	0.22	0.21	0.35	0.50	0.20	0.18	0.29	0.72					
Passi on	0.46	0.40	0.20	0.39	0.39	0.22	0.21	0.48	0.40	0.71				
Rug gedn ess	0.14	0.06	0.20	0.29	0.07	0.44	0.39	0.11	0.14	0.05	0.92			
Sens ory	0.28	0.29	0.18	0.24	0.29	0.14	0.17	0.34	0.21	0.39	-0.04	0.82		
Sinc erity	0.30	0.31	0.25	0.28	0.17	0.29	0.43	0.41	0.20	0.28	0.39	0.23	0.78	
Sop histi cation	0.20	0.14	0.28	0.37	0.14	0.49	0.46	0.14	0.16	0.12	0.45	0.04	0.40	0.93

Appendix E

HTMT Rations of the Dimensions of the constructs

	Affe ctive	Beh avio ral	CR M	CS	Co mmit ment	Co mpe tence	Exci tem ent	Intel lect ual	Inti mac y	Pass ion	Rug ged ness	Sens ory	Sinc erity	Sop histi cations
Affe ctive Beha vioral	0.59													
CR M	0.27	0.11												
CS	0.47	0.30	0.72											
Com mitment	0.39	0.38	0.19	0.35										
Excit ment	0.29	0.15	0.61	0.82	0.21									
Com petence	0.45	0.31	0.39	0.54	0.13	0.62								
Intel lectual	0.81	0.64	0.14	0.42	0.32	0.22	0.37							
Intim acy	0.41	0.30	0.26	0.44	0.65	0.29	0.25	0.40						
Passi on	0.64	0.55	0.23	0.47	0.51	0.29	0.29	0.65	0.50					
Rugg edness	0.20	0.09	0.23	0.35	0.10	0.56	0.50	0.15	0.19	0.11				
Sens ory	0.41	0.41	0.22	0.31	0.40	0.19	0.24	0.46	0.27	0.50	0.05			
Sinc erity	0.43	0.42	0.29	0.34	0.24	0.39	0.58	0.56	0.26	0.35	0.49	0.31		
Soph istica tion	0.28	0.19	0.32	0.44	0.19	0.63	0.60	0.19	0.21	0.16	0.53	0.10	0.50	

Appendix F

Questionnaire



সন্মানিত উত্তরদাতা:

আমার শুভেচ্ছা গ্রহন করুন।

আমি ইউনিভার্সিটি উত্তারা মালয়েশিয়া-য় স্কুল অব বিজনেস ম্যানেজমেন্ট-এ পি.এইচ.ডি পর্যায়ে গবেষণায়রত। বাংলাদেশের মোবাইল টেলিকম ইন্ডাস্ট্রির ভোক্তাদের সাথে তাদের ব্যাণ্ডের সম্পর্ক নির্ণয়ের লক্ষ্যে উচ্চতর পর্যায়ে এই গবেষণা কর্মটি করা হচ্ছে। ভোক্তাদের সাথে তাদের ব্যাণ্ডের সম্পর্কের বিভিন্ন দিক সম্বন্ধে ভোক্তাদের মূল্যায়ন জানার জন্য এই ডিজিটাল প্রশ্নমালা সরবরাহ করা হয়েছে। এই গবেষণা কর্মটি সফলভাবে সম্পন্ন করার জন্য আপনার সহযোগিতা একান্ত কাম্য। দয়া করে আপনার মূল্যবান সময় হতে কিছু সময় ব্যয় করে প্রদত্ত প্রশ্নাবলির উত্তর প্রদানের অনুরোধ করছি।

আপনার প্রদত্ত তথ্যের সম্পূর্ণ গোপনীয়তার নিশ্চয়তা প্রদান করছি। এই গবেষণা-প্রকল্পে অংশগ্রহণের জন্য আপনাকে ধন্যবাদ ও কৃতজ্ঞতা জানাচ্ছি।

শুভেচ্ছাসহ-

মোঃ কাশেমুল ওহাব তুহিন
সহকারী অধ্যাপক
মার্কেটিং বিভাগ
জাহাঙ্গীরনগর বিশ্ববিদ্যালয়
ও পি.এইচ.ডি গবেষক
স্কুল অব বিজনেস ম্যানেজমেন্ট
ইউনিভার্সিটি উত্তারা, মালয়েশিয়া।

সাধারণ প্রশ্নঃ

১. আপনি কি প্রি-পেইড মোবাইল ব্র্যান্ড ব্যবহারকারী? (Are you the user of pre-paid mobile telecom brand?)

হ্যাঁ না

২. আপনি কি বাংলাদেশের কোন মোবাইল টেলিকম কোম্পানিতে কর্মরত আছেন? (Are you the employee of any of the mobile telecom company of Bangladesh?)

হ্যাঁ না

বিভাগ- ১: ব্যক্তিগত পরিচিতি (Demographic Profile) : প্রতিটি বিবৃতির জন্য দয়া করে টিক চিহ্ন (✓)

ব্যবহার করুন। (Please use tick mark (✓) for each statement below.)

১. লিঙ্গ: (Gender:)

পুরুষ নারী

২. বয়স (বছর): { Age (Years) }

১৮-২৪ ২৫-৩৪ ৩৫-৪৪ ৪৫ ও তদুর্ধ্ব

৩. সর্বশেষ শিক্ষাগত যোগ্যতা (Last academic degree)

এস এস সি এইচ এস সি ব্যাচেলর মাস্টার্স

পি এইচ ডি ও অন্যান্য অন্যান্য (দয়া করে নির্দিষ্ট করুন)

৪. বৈবাহিক অবস্থা (Marital Status:)

অবিবাহিত বিবাহিত

৫. আয়, দয়া করে আপনার মাসিক আয় উল্লেখ করুন (টাকা) (Income, please indicate your approximate monthly income (Taka):)

২৫০০০ এর নিচে ২৫০০০-৪৯০০০ ৫০০০০-৭৪০০০ ৭৫০০০-
 ৯৯০০০
 ১০০০০০ এবং তদুর্ধ্ব

৬. আপনি কোন মোবাইল টেলিকম ব্র্যান্ড ব্যবহার করছেন? (নির্দিষ্ট করে একটি টিক দিন) { Which mobile telecom brand/s you are using? (please specify tic only one) }

গ্রামীণফোন (Grameen Phone) রবি (Robi) এয়ারটেল (Airtel)
 বাংলালিংক (Banglalink) টেলিটক (Teletalk) সিটিসেল Citycell

৭. কতদিন ধরে আপনি এই ব্র্যান্ড ব্যবহার করছেন? (How long have you been using the brand?)

১ বছরের কম ১-২ ৩-৫ ৬-৯ ১০ বছর এবং তদুর্ধ্ব

৮. মাসিক মোবাইল বিল বাবদ খরচ (ভয়েস কল, বার্তা, ইন্টারনেট) দয়া করে নির্দিষ্ট করুন (টাকা) (Monthly expenditure for mobile bill (including voice, text, internet etc.), please specify (TK):)

নির্দেশনা- নিম্নোক্ত সকল উত্তরের জন্য আপনার ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডের নাম উল্লেখ করা জরুরি, আপনার ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডটি হলো (All the answers given for the following sections need to be referred to your mobile telecom brand name, the name of your mobile telecom brand is (Please specify) -----

বিভাগ- ২: প্রতিটি বিবৃতির জন্য দয়া করে টিক চিহ্ন (✓) ব্যবহার করুন। (Please tick (✓) for each statement below)

১. সম্পূর্ণভাবে অসম্মত (Strongly disagree), ২. কিছুটা অসম্মত (Somewhat disagree), ৩. অসম্মত (Disagree), ৪. সম্মত বা অসম্মত কোনোটিই নয় (Neither agree nor disagree), ৫. সম্মত (Agree), ৬. কিছুটা সম্মত (Somewhat agree), ৭. সম্পূর্ণভাবে সম্মত (Strongly agree)

বর্ণনা (Description)	১	২	৩	৪	৫	৬	৭
১ আমি আমার ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডের প্রতি অনেক বিশ্বস্ত (I am very loyal to the mobile telecom brand I am using.)							
২ আমি আমার ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডটি প্রতিনিয়ত ব্যবহারের জন্য কিছু ত্যাগ করতে রাজি আছি (I am willing to make small sacrifices in order to keep using my mobile telecom brand.)							
৩ আমার ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডটি যদি সাময়িকভাবে বন্ধ থাকে তবে আমি নতুন একটি ব্র্যান্ড ক্রয় করা থেকে বিরত থাকব। (I would be willing to postpone my purchase if the mobile telecom brand I am using was temporarily unavailable)							
৪ সাময়িক সমস্যা হলেও আমি আমার ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডের সাথে থাকব। (I would stick with the brand even if it let me down once or twice)							

৫	আমার ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডের প্রতি আমি এত খুশি যে এর বিকল্প হিসেবে অন্য কোন মোবাইল টেলিকম ব্র্যান্ডের প্রয়োজন অনুভব করছি না (I am so happy with the current brand that I no longer feel the need to watch out for other mobile telecom brand as alternatives)						
৬	বর্তমানে ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডটি আমি পরবর্তী এক বছরের জন্য ব্যবহার করতে রাজি আছি (I am likely to use the current mobile telecom brand one year from now.)						
৭	আমি বর্তমানে ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডকে আমার যাবতীয় ব্যক্তিগত তথ্য জানাতে রাজি আছি (I would feel comfortable sharing detailed personal information about myself with the current mobile telecom brand.)						
৮	বর্তমানে ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডটি আমার যাবতীয় মোবাইল টেলিকম সার্ভিসের চাহিদা পূরণ করতে সক্ষম (The current brand really understands my needs in the mobile telecom services categories (e.g. voice, text, internet and others).)						
৯	বর্তমানে ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডটি সম্পর্কে অবগত নয় এমন কারো কাছে আমি এটি সম্পর্কে আলোচনা করতে স্বাচ্ছন্দ্যবোধ করি। (I would feel comfortable describing the current mobile telecom brand to someone who was not familiar with it.)						
১০	বর্তমানে ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডের যাবতীয় পণ্য, সেবা এবং অফার সম্পর্কে আমি অভ্যস্ত (I am familiar with the range of products and services the brand offers)						
১১	বর্তমানে ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ড সম্পর্কে আমি অধিক জানি (I have become very knowledgeable about the mobile brand)						

১২	যদি এমন কোন শহর বা দেশে গমন করি যেখানে এই ব্র্যান্ডটি নেই তখন আমি এই ব্র্যান্ডটি পেতে চাইব (I would seek out this brand if I moved to a new town/country where it wasn't available)							
১৩	আমার কাছে অন্য কোন ব্র্যান্ড এই ব্র্যান্ডের জায়গা নিতে ব্যর্থ (No other brand can quite take place of this brand)							
১৪	এই ব্র্যান্ডটি চাওয়ার পরও না পেলে আমি খুব কষ্ট পাব। (I would be very upset if I couldn't find it or get in touch with this brand when I wanted it.)							
১৫	এই ব্র্যান্ডের প্রতি আমি খুব বেশি আকর্ষণ বোধ করি। (I have a powerful attraction toward this brand)							
১৬	আমার কাছে এই ব্র্যান্ড এবং আমি একে অপরের পরিপূরক (I feel that this brand and I were meant for each other)							
১৭	অনেক ক্ষেত্রে আমি এই ব্র্যান্ডের প্রতি আসক্ত (I am addicted to this brand in some ways)							

বিভাগ- ৩: প্রতিটি বিবৃতির জন্য দয়া করে টিক চিহ্ন (✓) ব্যবহার করুন। (Please tick (✓) for each statement below)

১. সম্পূর্ণভাবে অসম্মত (Strongly disagree), ২. কিছুটা অসম্মত (Somewhat disagree), ৩. অসম্মত (Disagree), ৪. সম্মত বা অসম্মত কোনোটিই নয় (Neither agree nor disagree), ৫. সম্মত (Agree), ৬. কিছুটা সম্মত (Somewhat agree), ৭. সম্পূর্ণভাবে সম্মত (Strongly agree)

	বর্ণনা (Description)	১	২	৩	৪	৫	৬	৭
১	আমার অনুভূতির (দৃষ্টি, শব্দ, স্পর্শ) জন্য এই ব্র্যান্ডটি অনেক সংবেদনশীল (This brand makes a strong impression on my senses (sight, sound, smell test, touch).)							
২	আমার নিকট এই ব্র্যান্ডটি অনুভূতির জায়গা থেকে আকর্ষণীয় (I find this brand interesting in a sensory way)							
৩	এই ব্র্যান্ডটি আমার অনুভূতিকে সক্রিয় করে (This brand appeals to my senses)							

৪	এই ব্র্যান্ডটি আমার অনুভূতিকে প্রভাবিত করে (This brand induces feelings and sentiments)								
৫	এই ব্র্যান্ডের প্রতি আমার গভীর আবেগ বিদ্যমান (I have strong emotions for this brand.)								
৬	এটি একটি আবেগ-সম্পন্ন ব্র্যান্ড (This brand is an emotional brand)								
৭	এই ব্র্যান্ডটি যখন ব্যবহার করি তখন আমি শারীরিকভাবে তার সাথে জড়িত হই (I engage in physical actions and behavior when I use this brand)								
৮	এই আচরণ আমার শারীরিক অভিজ্ঞতার জন্য ইতিবাচক। (This behavior results in bodily experiences)								
৯	এটি একটি ফলপ্রসূ ব্র্যান্ড (This brand is action oriented)								
১০	এই ব্র্যান্ড ব্যবহার কালে আমি নানামুখী চিন্তায় লিপ্ত হই (I engage in a lot of thinking when I encounter this brand)								
১১	এই ব্র্যান্ড আমাকে চিন্তা করতে সহায়তা করে (This brand makes me think)								
১২	এই ব্র্যান্ড আমার কৌতূহলী মনোভাব জাগ্রত করে (This brand stimulates my curiosity and problem solving)								

বিভাগ- ৪: প্রতিটি বিবৃতির জন্য দয়া করে টিক চিহ্ন (✓) ব্যবহার করুন। (Please tick (✓) for each statement below)

১. সম্পূর্ণভাবে অসম্মত (Strongly disagree), ২. কিছুটা অসম্মত (Somewhat disagree), ৩. অসম্মত (Disagree), ৪. সম্মত বা অসম্মত কোনোটিই নয় (Neither agree nor disagree), ৫. সম্মত (Agree), ৬. কিছুটা সম্মত (Somewhat agree), ৭. সম্পূর্ণভাবে সম্মত (Strongly agree)

	আমি মনে করি আমার মোবাইল টেলিকম ব্র্যান্ডটি হচ্ছে (I feel my mobile telecom brand is)	১	২	৩	৪	৫	৬	৭
১	কার্যকর (Down-to-earth)							
২	অনেক বেশি বিশ্বস্ত (Honest)							
৩	স্বয়ংসম্পূর্ণ (Wholesome)							

৪	আনন্দদায়ক (Cheerful)							
৫	নির্ভরযোগ্য (Reliable)							
৬	বুদ্ধিদীপ্ত (Intelligent)							
৭	সফল (Successful)							
৮	সাহসী (Daring)							
৯	অনুপ্রেরণাদায়ক (Spirited)							
১০	চিন্তাপ্রসূ (Imaginative)							
১১	সময়োপযোগী (Up-to-date)							
১২	অভিজাত শ্রেণির (Upper class)							
১৩	দৃষ্টিনন্দন (Charming)							
১৪	বহির্মুখী (Outdoorsy)							
১৫	শ্রমসাধ্য (Tough)							

বিভাগ- ৫: প্রতিটি বিবৃতির জন্য দয়া করে টিক চিহ্ন (✓) ব্যবহার করুন। (Please tick (✓) for each statement below)

১. সম্পূর্ণভাবে অসম্মত (Strongly disagree), ২. কিছুটা অসম্মত (Somewhat disagree), ৩. অসম্মত (Disagree), ৪. সম্মত বা অসম্মত কোনোটিই নয় (Neither agree nor disagree),
 ৫. সম্মত (Agree), ৬. কিছুটা সম্মত (Somewhat agree), ৭. সম্পূর্ণভাবে সম্মত (Strongly agree)

বর্ণনা	১	২	৩	৪	৫	৬	৭
১. আমার ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডটি আমাকে সম্মান প্রদর্শন করে। (The mobile telecom brand I am using treats me with respect)							
২. এই ব্র্যান্ড ব্যবহারে আমার অভিজ্ঞতা আমার প্রত্যাশার চেয়েও ভালো (My shopping experiences with this brand are better than I expected)							
৩. এই ব্র্যান্ড আমাকে গুরুত্বপূর্ণ গ্রাহক হিসেবে বিবেচনা করে (This brand treats me as an important customer)							

৪	আমি আমার পরিবার ও বন্ধু মহলে এই ব্র্যান্ড ব্যবহারে উদ্বুদ্ধ করেছিলাম। (I recommend this brand to friends and family)						
৫	এই ব্র্যান্ড আমার বিশ্বাস অর্জনে সক্ষম (This brand deserves my trust)						
৬	এই ব্র্যান্ড সকল সমস্যা দক্ষতার সাথে সমাধান করে (This brand solves the problems efficiently)						
৭	এই ব্র্যান্ড যেসব পণ্য ও সেবা বিক্রয় করে তা উচ্চ মানের (The products/ services sold by this brand are high quality)						
৮	এই ব্র্যান্ডের মাঝে আমি নিজেকে খুঁজে পাই। (I identify myself within this brand)						
৯	আমি এই ব্র্যান্ড হতে অন্যান্য পণ্য/সেবা গ্রহণ করতে আগ্রহী (I am willing to buy other products/services from this brand)						
১০	এই ব্র্যান্ড ব্যক্তিগত গ্রাহক সেবা প্রদান করে (This brand offers personalized customer service (e.g. flexible purchase plan)						
১১	এই ব্র্যান্ড আমার চাহিদা, প্রশ্ন এবং পরামর্শ গ্রহণ করতে ইচ্ছুক (This brand tries to get to know my preferences, questions and suggestions)						
১২	এই ব্র্যান্ড ভালো সুযোগ-সুবিধা প্রদান করছে। (This brand has good facilities (e.g. either physical, in case of stores, or virtual, in case of websites).)						
১৩	এই ব্র্যান্ড প্রদত্ত পণ্য/সেবা সমূহ মানসম্মত। (The products/services sold by this brand are a good value (the benefits exceed the						

	cost).)							
১৪	এই ব্র্যান্ড আমাকে বিশ্বস্ততার স্বীকৃতি প্রদান করে (The brand rewards my loyalty)							

বিভাগ- ৬: প্রতিটি বিবৃতির জন্য দয়া করে টিক চিহ্ন (✓) ব্যবহার করুন। (Please tick (✓) for each statement below)

১. সম্পূর্ণভাবে অসম্মত (Strongly disagree), ২. কিছুটা অসম্মত (Somewhat disagree), ৩. অসম্মত (Disagree), ৪. সম্মত বা অসম্মত কোনোটিই নয় (Neither agree nor disagree), ৫. সম্মত (Agree), ৬. কিছুটা সম্মত (Somewhat agree), ৭. সম্পূর্ণভাবে সম্মত (Strongly agree)

বর্ণনা (Description)	১	২	৩	৪	৫	৬	৭
১ ব্যবহৃত মোবাইল টেলিকম ব্র্যান্ডটি নিয়ে আমি সন্তুষ্ট (I am satisfied with the mobile telecom brand I am using)							
২ দ্বিতীয় বার ক্রয় করার প্রয়োজন হলে আমি বর্তমানে ব্যবহৃত ব্র্যান্ডটি ব্যতীত অন্য ব্র্যান্ড ক্রয় করবো। (If I could do it again, I would buy a brand different from that brand)							
৩ এই ব্র্যান্ডটি গ্রহণ করার সিদ্ধান্তটি যৌক্তিক ছিলো (My choice to get this brand has been a wise one)							
৪ আমি এই ব্র্যান্ডটি গ্রহণের সিদ্ধান্তে অসন্তুষ্ট (I feel bad about my decision to get this brand)							
৫ আমার মনে হয় এই ব্র্যান্ড গ্রহণের সিদ্ধান্তটি সঠিক ছিল (I think that I did right when I decided to get this brand)							
৬ আমি এই ব্র্যান্ড নিয়ে খুশি (I am happy with what I did with this brand)							