



BKASH A BANGLADESHI MOBILE FINANCIAL SERVICE, NO. 1 MOBILE FINANCIAL SERVICE BRAND IN BANGLADESH, STORY BEHIND THIS

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Abstract: This study examines the key variables that contribute to the success of bKash, a prominent Mobile Financial Service (MFS) brand in Bangladesh, and how they impact the company's brand image. bKash has become a leading figure in the rapidly expanding worldwide MFS sector, especially in countries like Bangladesh where a significant portion of the population lacks access to conventional banking services. The study's backdrop provides a framework for the emergence of MFS, highlighting the crucial influence of technology and the distinctive demographics of Bangladesh that facilitated the growth of these services. The study aims were to ascertain the key determinants of bKash's performance, assess their impact on the company's dominance in the Bangladeshi MFS market, analyse their influence on bKash's brand reputation, and provide policy recommendations for MFS brands in Bangladesh.

The findings demonstrate that technical innovation, the ability to access services using basic mobile phones, strategic collaborations, and user trust are crucial elements for the success of bKash. bKash's comprehensive understanding of Bangladesh's financial landscape, coupled with its focus on accessibility and innovation, has earned it widespread trust and loyalty. Its robust agent network and convenient services bridge the gap between traditional banking and the unbanked population, propelling it to the top of the MFS leaderboard. The report also emphasises the positive influence of bKash's achievement on moulding the public impression of mobile financial services in Bangladesh, cultivating trust, loyalty, and contentment among users. Policy proposals highlight the significance of regulatory assistance in promoting the continuous expansion of MFS in emerging countries.

Chapter One: Introduction

1.1 Background of the study

Mobile Financial Services (MFS) have emerged as a revolutionary instrument in the financial domain, offering simple and easily accessible banking solutions. bKash is a remarkable success story in Bangladesh, where it has not only established itself as a pioneer in the local market but has also gained global recognition as the foremost brand in MFS. The emergence of MFS became prominent in the early 2000s, capitalizing on the extensive reach of mobile phones to provide financial services to those without access to traditional banking and those with limited access. The launch of M-Pesa in Kenya in 2007 was a significant turning point, highlighting the potential of mobile-based financial systems (Lashitew, Tulder, and Liasse, 2019). The success of M-Pesa established the foundation for an increase of similar services worldwide, prompting nations like Bangladesh to promptly acknowledge the revolutionary potential of such inventions.

The expansion of MFS was well-suited to the demographics of Bangladesh, due to the country's large population and substantial proportion of individuals who are not attached with any banking account. As stated by Ahmed et al. (2012), the conventional banking system had difficulties in accessing distant regions, which led to the emergence of MFS as a great option for promoting financial inclusion. The government's commitment to promoting a digital economy has significantly accelerated the acceptance of mobile banking services in Bangladesh. bKash, established in 2011 as a subsidiary of BRAC Bank, quickly emerged as a pioneer in the MFS industry. Yesmin, Paul, and Mohshin Uddin (2019) state that bKash's target was to provide a simple, secure, and easily accessible platform for financial transactions to the people without access to traditional banking services. By capitalizing on the extensive use of mobile phones, bKash facilitated users to effortlessly do tasks such as depositing, withdrawing, and transferring money, paying bills, and accessing microfinance services.

1.2 Rationale of the study

Considering economic, social, and technical aspects, it is crucial for determining the elements that contribute to an MFS firm's performance in a developing nation like Bangladesh. Akhter and Khalily (2017) argue that a favorable regulatory framework, advanced technology infrastructure, and the capacity to address the specific requirements of the local population are crucial determinants of success for MFS in developing nations. An essential aspect of comprehending bKash's rise to prominence as the foremost MFS brand in Bangladesh is to analyze the unique factors that have contributed to its success. Parvez, Islam, and Woodard (2015) highlight the significance of strategic alliances, user-friendly technology, and efficient marketing tactics as crucial elements for achieving success in mobile financial services. The success factors of bKash have impacted its brand image in Bangladesh. Rahman and Riad (2023) contend that a favorable brand image is established through trust, reliability, and user-friendliness. This research aims to examine the impact of bKash's success factors on its brand image, with the goal of understanding the forces behind bKash's success as the leading mobile financial services brand in Bangladesh. The findings of this study will provide significant insights for MFS companies operating in developing nations.

1.3 Research purpose

The aim of the research is to analyze the success factors of bKash as a fast-growing MFS brand in Bangladesh and their effects on the firm's brand image.

The objectives of the research are as follows:

- To determine the factors of becoming successful for an MFS firm in a developing country like Bangladesh
- To evaluate the success factors of bKash and how they helped the firm become the leading MFS brand in Bangladesh
- To analyze the effects of the success factors of bKash on its brand image
- To formulate policy guidelines for MFS brands of Bangladesh taking lessons from the case of bKash

The research will uncover the following research questions:

What role does technological innovation play in the success of MFS firms in developing countries like Bangladesh?

To what extent has bKash's strategic partnerships with banks and mobile operators contributed to its success?

To what extent has bKash's success contributed to increased customer loyalty and satisfaction in the MFS sector in Bangladesh?

There will be some more additional research question to fulfill the research objectives.

1.4 Outline of the research

The report has been organized into multiple sections to enhance audience understanding. The first chapter of the study includes an introduction part that outlines the essential background and motivation for the study. This has affected the decision on the scope of the investigation. The second portion of the study contains the literature review. This part provides a comprehensive analysis of the relevant literature, thereby confirming the breadth of the study. The third chapter of the journal is dedicated to the methodology section. The design of the study and the foundations of methodology are covered. The fourth chapter of the journal presents the results and it also presents the results of the data analysis conducted throughout the investigation. The presentation of major results has been provided in chapter five. The results are connected to a substantial body of literature that has been reviewed in this study to see if the present empirical findings validate the study's theoretical assertion. The last chapter of the journal consists of the sixth chapter. The paper includes a concise overview of the investigation's discoveries and a final statement indicating whether the investigation's stated research goals have been achieved.

Chapter Two: Literature Review

2.1 The concepts of MFS in financial systems of a country

Financial inclusion, or giving access to formal financial services to the people without access to the banking system, is a crucial driver of economic growth. MFS, which involves using mobile phones to carry out financial transactions, has emerged as a potent instrument for promoting financial inclusion. According to Makholwa, Budree, and Kabanda (2020), MFS serves as a conduit, linking people in distant regions to the legal banking system, hence promoting equitable economic development. bKash is leading the way in this financial revolution, due to its rapid surge in popularity, which can be attributed to its strategic approach to promoting financial inclusion. Jahan (2019) emphasize that bKash effectively utilizes the widespread use of mobile phones in Bangladesh and it has achieved a significant milestone in the global mobile financial services industry by effectively using technology to provide financial services to marginalized people that were previously excluded. bKash's services, with their simplicity and accessibility, have not only led to broad acceptance but have also positioned the company as a worldwide leader in mobile financial services.

An essential factor in the widespread adoption of MFS is the development of trust and safety in financial transactions carried out using mobile devices. Siddik et al. (2014) highlight the need of implementing strong security measures in order to establish user confidence. Although MFS has achieved significant triumphs, it also encounters challenges that need careful and insightful evaluation. Mujeri and Azam (2018) assert that it is crucial to tackle challenges such as interoperability, agent networks, and the customer information in order to ensure the continuous expansion of MFS. bKash has shown resilience and vision in overcoming these issues. The deliberate allocation of resources towards agent training programs, technical developments, and public awareness campaigns has effectively reduced challenges and greatly improved the overall MFS system.

2.2 The history of MFS in Bangladesh and its development

The origins of MFS in Bangladesh can be traced back to the early 2011, coinciding with the rapid growth of mobile telecommunications in the nation. Sultana (2023) observed that the first origins of MFS were initiated by the implementation of mobile banking services by a small number of innovative institutions. This was the first endeavor to use mobile technology in order to expand financial services outside the confines of conventional banking infrastructure. The launch of bKash in 2011 marked a significant turning point in the development of mobile financial services in Bangladesh. According to Pranta (2021), bKash's emergence into the market was a significant development that took advantage of the extensive usage of mobile phones in the nation. The user-friendly platform of bKash enables financial transactions, enabling those who do not have access to traditional banking services and are often overlooked by financial institutions. The key determinant of success was the strategic alliance forged between BRAC Bank and bKash, which paved the way for unparalleled expansion. The below graph shows the number of bKash customers in millions from 2017 to 2021. The number of bKash customers has been increasing steadily over the past several years. In 2017, there were 14.4 million bKash customers. By 2021, that number had grown to 53.7 million.

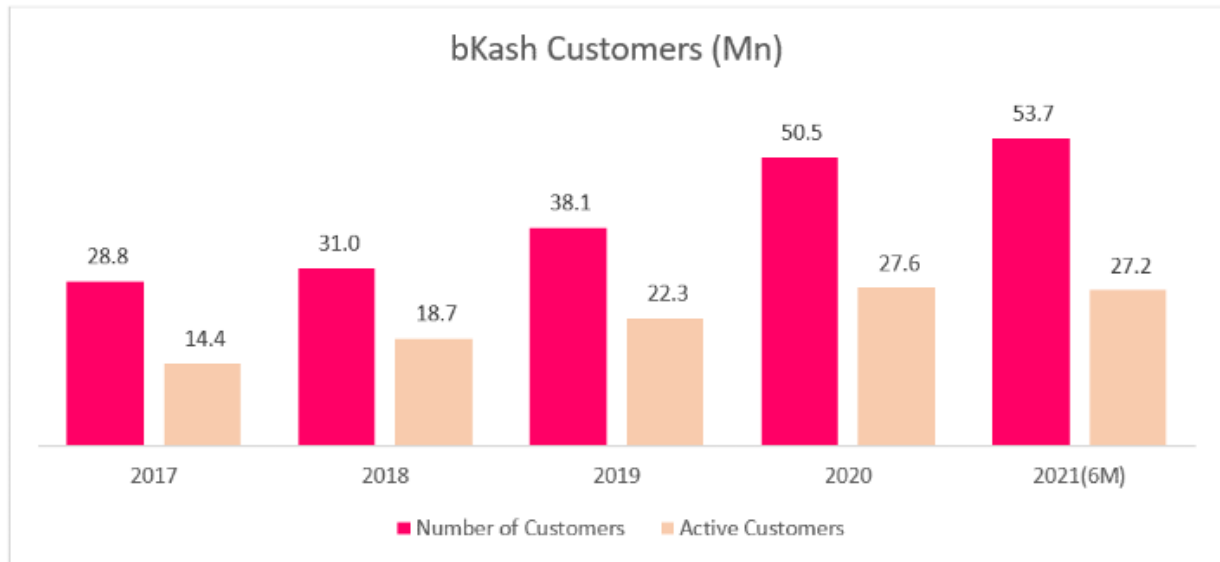


Figure 1: bKash customers in million (2017-2021)

Source: (Desk, 2021)

The progress of technology has played a crucial role in the development of MFS in Bangladesh. Hasan (2020) analyze the influence of smartphone adoption, highlighting how the shift from basic mobile phones to smartphones has broadened the range and functionalities of MFS platforms. This transition has not only improved the user's experience but has also provided access to a broader range of financial services. Afroze and Rista (2022) provide valuable insights into the effects of MFS on enhancing financial inclusion. The implementation of MFS has successfully closed the divide for those without access to banking services, offering a wide range of financial services that were previously unattainable. The direct relationship between the rise of MFS and the growth of financial inclusion highlights the importance of MFS in Bangladesh's socio-economic context.

2.3 MFS leaders in the financial sector in Bangladesh and their success factors

bKash is recognized as a pioneer and leader in the MFS industry in Bangladesh. Ahmed (2019) emphasize that bKash has adopted a strategic approach by taking opportunity of the extensive usage of mobile phones and developing a smooth interface for financial transactions. Nagad, a newcomer in the field, has also provided the same service in the MFS industry in Bangladesh. According to Hasan and Mahmud (2023), Nagad's success can be attributed to its original strategy, which includes providing distinctive features and benefits to its consumers. The success of Nagad demonstrates the significance of ongoing innovation in attracting and maintaining clients in a dynamic and competitive industry.

The pie chart below shows the market share of MFS in Bangladesh by 2022. Bkash is the most popular MFS provider, with a market share of 40.07%. Nagad is the second most popular provider, with a market share of 18.18%. The remaining market share is divided among four other providers: Surecash, Upay, Rocket, and Others. The pie chart also shows the number of accounts each MFS provider has. Bkash has the most accounts, with 539, 68,418. Nagad has the second most accounts, with 341, 96,247.

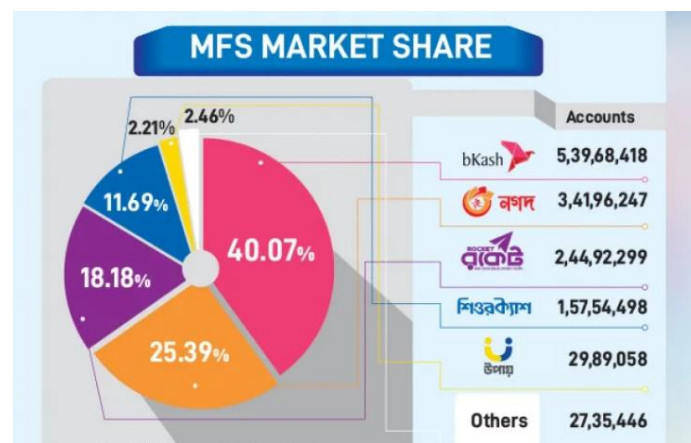


Figure 2: MFS market share by 2022

Source: (Hasan, 2022)

The Dutch-Bangla Bank Limited has successfully established a dominant position in the MFS sector through its Rocket platform. The research conducted by Siraj (2018) indicates that Rocket's success is based on its synergistic strategy, which involves using the pre-existing banking infrastructure to improve its mobile financial services. The connection has not only broadened Rocket's scope, but it has also fostered a feeling of confidence among users, a crucial element in the acceptance of digital financial services.

2.4 The effects of the success factors of Bangladeshi MFS firms on their brand reputation

The MFS industry relies heavily on technological innovation for achieving success. Firms including bKash have improved their operational efficiency and bolstered their brand image by using innovative technology. Consumers link innovation with dependability and ease, fostering a positive picture of the brand. The influence of technical innovation on brand reputation highlights the mutually beneficial connection between progress and customer confidence. The importance of user-friendly interfaces has been recognized as a crucial determinant of success in several researches (Islam et al., 2011; Saha, Dey, and Hoque, 2022). These interfaces not only enhance customer satisfaction but also have a crucial impact on defining brand reputation. An easy and quick user experience stimulates a feeling of trust, since people see the business as responsive to their requirements. Once developed, this trust becomes a valuable commodity that has a beneficial influence on brand reputation. For five years running, bKash has reigned supreme as Bangladesh's most beloved brand, both local and multinational, according to the prestigious Bangladesh Brand Forum survey (BBS, 2023). This remarkable feat stands as a testament to bKash's unwavering commitment to empowering millions through financial inclusion and seamless digital transactions. From humble beginnings as a pioneer in mobile money, bKash has revolutionized Bangladeshis' lives, earning their hearts and minds with its widespread agent network, innovative services, and dedication to security and reliability. This recognition is not just a trophy, but a resounding affirmation of bKash's deep roots in the nation's fabric, forever etched in the trust and gratitude of its people.



Figure 3: bKash achievement as Most Loved Brand for the 5th time in a row

Source: (The Business Standard, 2023)

The performance of MFS enterprises is greatly influenced by the implementation of inventive marketing techniques, which in turn have a substantial effect on brand exposure as stated by Khan (2021). Effective marketing efforts, shown by bKash's initiatives, not only draw in new users but also play a significant role in developing a favorable brand perception. The prominence and perceived appeal of a brand in the market are essential in shaping customer views and, subsequently, brand reputation. Customer support and service quality are often mentioned as crucial determinants of success. In addition to guaranteeing satisfaction with customers, the efficacy of customer service has a direct correlation with company reputation. A brand that is attentive to client demands, rapidly addresses concerns, and delivers a service experience of superior quality is more likely to build up a favorable reputation. Positive interactions with customers contribute to brand credibility through referrals from others.

2.5 bKash and other MFS worldwide

Bangladesh's ubiquitous mobile financial service (MFS), bKash, is frequently regarded as the leading MFS provider on a global scale. Comparing bKash to other well-established MFS platforms, such as Google Pay, PayPal, Alipay, and M-Pesa, is essential to comprehending the reasons for its success. It is essential to begin by acknowledging the unique contexts of each MFS. In contrast to mature financial markets characterized by well-established banking infrastructure, where Google Pay and PayPal operate, bKash has emerged in Bangladesh, a country that grapples with financial exclusion and a shortage of conventional banking facilities (Kaufer and Steponaitis, 2021). The absence of viable alternatives created an environment conducive to the swift adoption of bKash, which catered to the unbanked population who possessed easily accessible mobile phones. On the other hand, M-Pesa encountered comparable barriers in Kenya; yet, it prevailed by means of a robust collaboration with mobile network operators, which guaranteed extensive coverage and availability (Kimeli, 2016).



Figure 4: Limitations of M-Pesa

Source: (Faster Capital, 2023)

In addition to accessibility, bKash's achievement lies on its emphasis on affordability and user-friendliness. The digital literacy barrier was reduced by the system's straightforward menu-driven interface and agent network, which enabled even rural communities to adopt financial services. In a similar vein, the Kenyan population was attracted to M-Pesa due to its competitive pricing, wide range of electronic payment alternatives, and support for micro-entrepreneurship and financial inclusion (Natile, 2020). In contrast, Alipay and PayPal, which cater to technologically proficient urban communities, provide advanced functionalities such as peer-to-peer remittances and e-commerce incorporation. However, these features can create constraints for users with limited proficiency in technology.



Figure 5: Barriers of Paypal for International Business Transactions

Source: (Faster Capital, 2023)

However, bKash's success transcends simple affordability and accessibility. Bridging the gap between the physical and digital realms, its extensive agent network serves as an indispensable distribution channel for financial services in remote regions (Refat, M2023). In contrast, Google Pay and PayPal are predominantly dependent on online transactions, which restrict their applicability in developing economies. M-Pesa, despite boasting a robust agent network, has encountered challenges pertaining to the long-term viability of its agent commission structures.

Moreover, bKash's commitment to promoting financial inclusion extends beyond rudimentary transactions. Haneef et al. (2014) state that the organization's micro-credit and micro-savings initiatives enable economically disadvantaged groups, specifically women, to engage in the established financial system and develop financial resilience. On the other hand, although Alipay offers a vast financial ecosystem that includes insurance and investment products, its availability to less affluent users is a subject of contention. In a similar vein, while M-Pesa's emphasis on money transfers and payments is significant, it lacks a comprehensive range of financial tools.

2.6 Chapter summary

This chapter explores the crucial role of Mobile Financial Services (MFS) in the financial systems of Bangladesh, highlighting its impact on financial inclusion and economic development. It emphasizes bKash's pioneering role in the MFS sector, crediting its achievements to strategic endeavors that capitalize on the extensive use of mobile phones. The chapter covers the development of MFS in Bangladesh, highlighting its inception in the early 2000s and the significant influence of bKash's establishment in 2011. The role of technological advancement, namely the shift to smartphones, is examined as a crucial factor in the growth of MFS. This advancement has led to the expansion of service capabilities and improved consumer satisfaction. The chapter also emphasizes the significant impact of these success factors on the brand reputation of Bangladeshi MFS enterprises. Technological innovation, user-friendly interfaces, and successful marketing are recognized as essential factors that influence how a company is perceived. The importance of customer support and service quality is underlined as crucial, since it directly impacts the trustworthiness of the company. The interdependence of progress and consumer confidence is highlighted, demonstrating the interconnection of creative methods, favorable customer experiences, and brand reputation in the dynamic mobile financial services market of Bangladesh.

Chapter Three: Research Methodology

3.1 Research philosophy

This study utilizes a positivism research philosophy to examine the success of bKash, the prominent Mobile Financial Service in Bangladesh. Positivism prioritizes the use of empirical observation to discover patterns and regularities in the social environment (Clark et al., 2021). The study design employs quantitative methodologies, including financial data, market trends, and user adoption measures. Structured surveys will be carried out to collect data in a methodical manner, enabling a systematic analysis of bKash's progress. The study's purpose is to objectively analyze the elements that contribute to bKash's overall success using the positivist method. This technique can provide a strong and reproducible basis for understanding the dynamics of mobile financial services.

3.2 Research approach

This study utilizes a deductive study approach to examine the key elements contributing to bKash's global success in the MFS industry. Deductive study entails the examination of established theories by means of empirical observation (Bitektine, 2008). This methodology guarantees a methodical and organized inquiry, enabling a thorough analysis of the elements that contribute to bKash's exceptional achievement on a nationwide level.

3.3 Research strategy

This study utilizes a survey research strategy to thoroughly examine the key factors that contribute to the success of bKash in the MFS industry. Surveys are a reliable method for gathering numerical data from a significant number of participants, offering valuable insights into user attitudes, preferences, and actions (Groves et al., 2009). A standardized questionnaire will be sent to those who are users of the bKash service. The use of surveys is justified because it enables the methodical gathering of data on user experiences and perspectives, thus permitting a thorough examination of the aspects that contribute to bKash's worldwide success.

3.4 Research choice

This study utilizes a quantitative research methodology to examine the significant elements that contribute to bKash's overall success in the MFS industry. Quantitative research is centered on numerical data and statistical analysis, which enables a methodical investigation of patterns and relationships (Martin, and Bridgmon, 2012). Surveys will provide quantifiable data, offering numerical insights into user preferences, rates of adoption, and the influence of different variables on the success of bKash. The use of a quantitative method is warranted because it allows the researcher to draw statistically accurate findings and detect patterns in a large dataset. This contributes to a strong grasp of the quantitative factors that contribute to bKash's overall success.

3.5 Time horizon

The study used a cross-sectional time frame to examine the key factors that contribute to the success of bKash in the worldwide MFS industry. A cross-sectional design gathers data at a specific moment, enabling a concise examination of the phenomena being investigated (Asenahabi, 2019). Data collection will occur throughout different time periods, including surveys and reports. This will provide an up-to-date and thorough comprehension of the aspects that contribute to bKash's achievements. The use of a cross-sectional time horizon is justified due to its cost-effectiveness and efficiency in obtaining a wide variety of information within a particular period.

3.6 Research data

The study utilizes a primary data gathering method to comprehensively examine the key aspects that contribute to bKash's overall success in the MFS industry. Primary data, acquired directly from the source, offers firsthand understanding of consumer viewpoints and industry dynamics (Baron and Harris, 2010). A systematic questionnaire will be sent to bKash users, guaranteeing the acquisition of up-to-date and precise information relevant to the study inquiries. The use of primary data is justified due to its ability to collect specific and current information, enabling a detailed study of the key elements that have contributed to bKash's overall success in the MFS industry.

3.7 Target population and sampling

The study focuses on customers of Mobile Financial Services (MFS) in Bangladesh, primarily targeting bKash users. A random sample of 60 individuals will be selected from this demographic. Random sampling provides a method that guarantees every individual in the population has an equal probability of being chosen, thereby ensuring a sample that is both representative and impartial. The rationale for choosing customers in Bangladesh is based on their direct experience and deep understanding of the key variables contributing to the success of bKash. The viewpoints of active users will provide vital data for comprehending the intricacies of bKash's success.

3.8 Data collection process

Data for this study was collected through an online survey that used a standardized questionnaire. Online surveys provide a cost-efficient and effective method for collecting data from a population that is spread out geographically. The electronic administration of the questionnaire guaranteed that the survey was accessible to a diverse group of bKash users in Bangladesh. Utilizing an online survey is congruent with the study, which centers on user experiences and perceptions.

3.9 Data analysis

The data analysis for this research used a quantitative method, specifically descriptive statistical analysis. Descriptive statistics include the process of summarizing and presenting data in a manner that is both comprehensible and suitable to identifying trends and gaining insights. The use of quantitative analysis is appropriate for this study since it enables a methodical investigation of numerical data, offering a concise summary of the elements that contribute to bKash's success MFS market. Descriptive statistical analysis is particularly useful for arranging and summarizing extensive datasets, hence enhancing the accessibility and interpretability of the results for the reader.

Chapter Four: Results

4.1. Participants' demographic information

Participants' demographic information provides a basic and overall idea about the demography of the target population. The current study focused on evaluating the journey of bKash in becoming the leading MFS brand in Bangladesh, and in this pursuit, 100 individual users of bKash were surveyed using an online questionnaire. The gender ratio of the sample was 67:33 male to female users of bKash (Figure 1), which indicates that the majority users of this leading MFS brand are male.

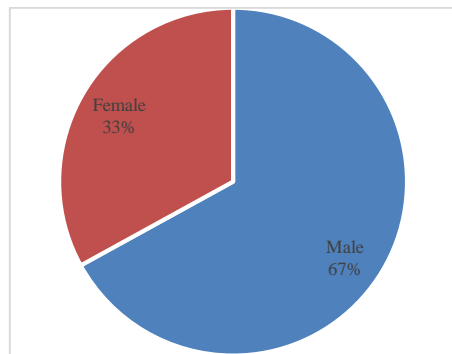


Figure1: Gender mix of the participants

The participants mostly belonged to 18 to 45 years, since 21% of them were aged from 18 to 25 years, 24% were aged from 26 to 35 years and 34% were aged from 36 to 45 years (Figure 2). Thus, it is prevalent that bKash is very popular among the youngsters and middle-aged individuals. Nevertheless, 10% users belonged to 46 to 55 years age group, while 11% were aged more than 55 years (Figure 2).

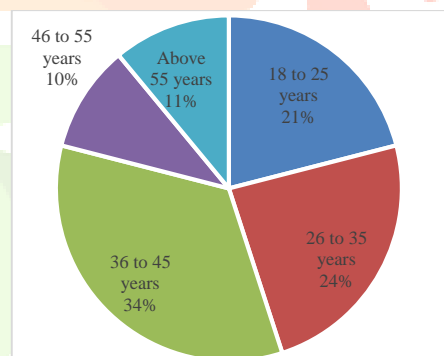


Figure 2: Age groups of the participants

Most of the participants of the survey appeared to have higher education, as 35% of them completed Bachelors, 21% completed Masters and 11% completed Degree/Diploma courses (Figure 3). On the other hand, 22% participants were qualified with higher secondary degree and 11% were qualified with secondary degree (Figure 3). This signifies that the majority of the bKash users are educated to a noteworthy extent to handle the complex or risky features of the MFS.

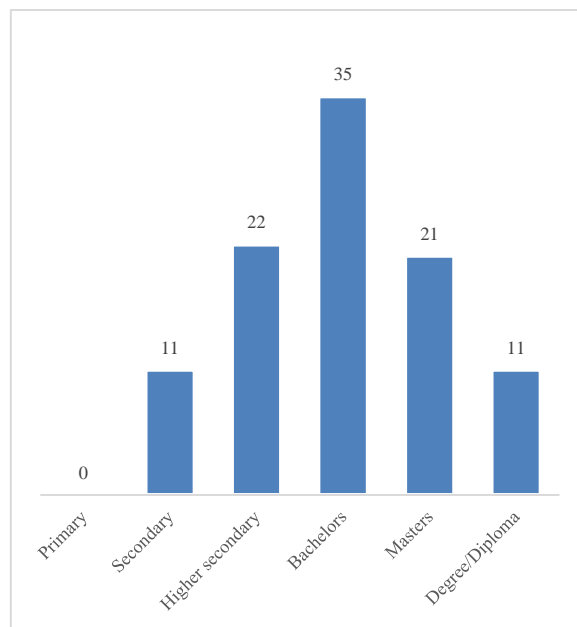


Figure 3: Education level of the participants

The majority participants of the survey appeared to be earning persons, as 24% of them were engaged in salaried jobs, 21% in self-employed works and 22% in professional services (Figure 4). On the other hand, 21% of the participants were students while only 1% of them were housewives (Figure 4). However, 11% of the participants belonged from other professions or no professions (retired/resigned from work) (Figure 4).

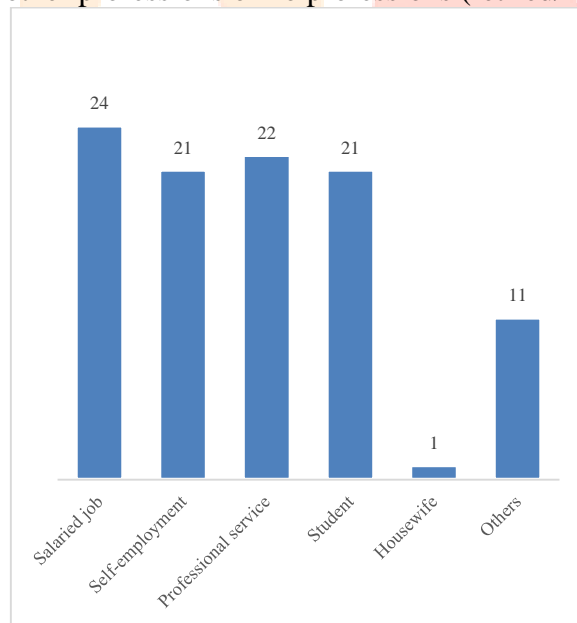


Figure 4: Profession of the participants

The survey participants appeared to use either smartphones or basic featured phones, as 78% of them used smartphones and 22% used basic featured phones (Figure 5). None of them claimed to use flip, slide, QWERTY, folding or any other phones. This signifies that only smartphones and basic featured phones are popular among the bKash users.

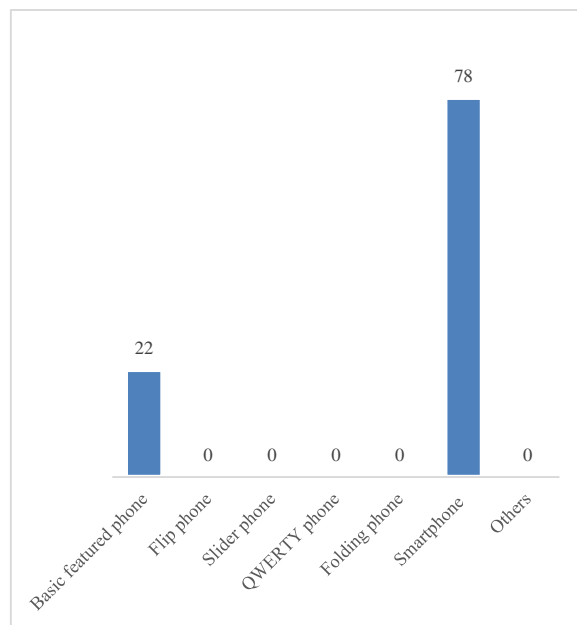


Figure 5: Types of phones used by the participants

34% of the participants access their bKash accounts at least once in a week, while 22% of them does the same at least once in a day and multiple times in a day, each (Figure 6). On the other hand, 21% of the survey participants use their bKash account at least once in a month, while only 1% of them do the same at least once in 15 days (Figure 6). This signifies that bKash users' usage frequency of the MSF varies based on their requirements, which is they use its services when needed.

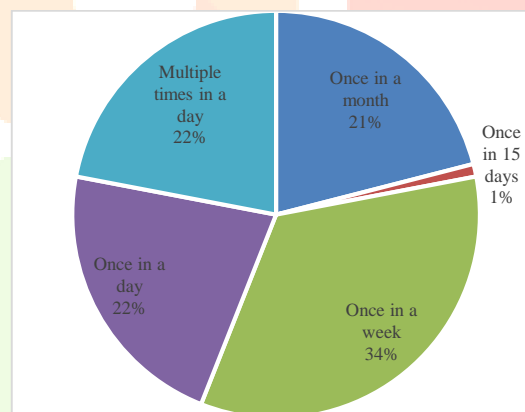


Figure 6: Participants' frequency of using bKash

4.2. Success factors of MFS firms in a developing country like Bangladesh

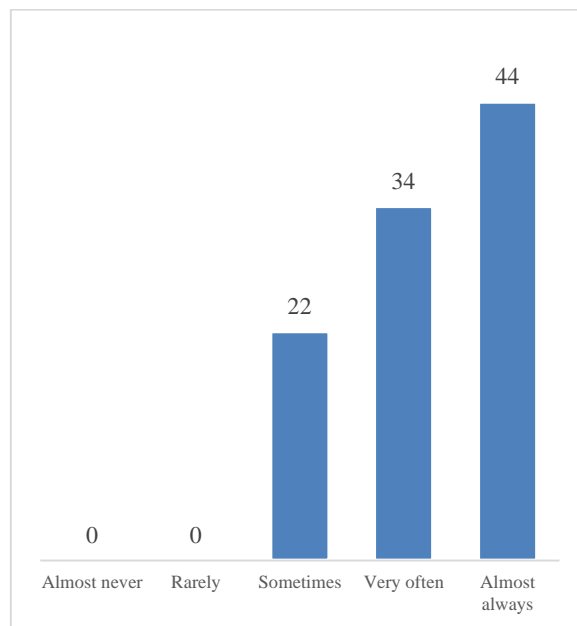


Figure 7: Frequency of mobile phone usage

The graph shows the frequency of mobile phone usage in Bangladesh (Figure 7). It shows that 44% of respondents reported using their mobile phones almost always, while 34% reported using them very often. Only 22% of respondents reported using their phones rarely or almost never.

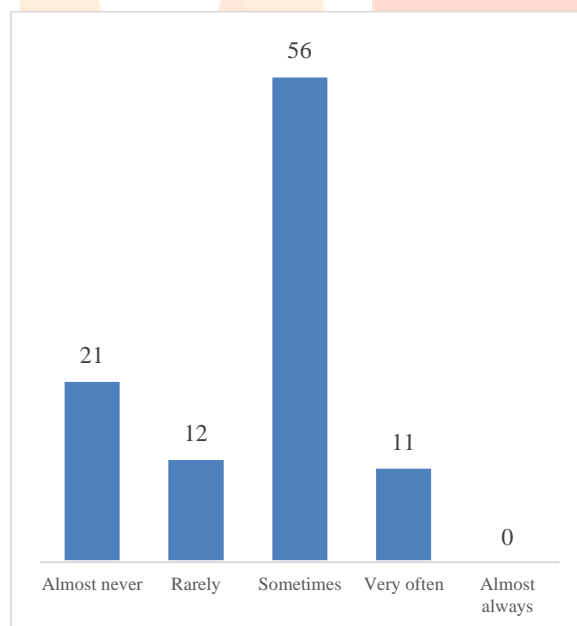


Figure 8: Frequency of hearing about new MFS companies

The graph depicts the frequency of hearing about new MFS companies in Bangladesh (Figure 8). It reveals that 21% of respondents have heard of new MFS companies “very often” while 38% have heard of them “sometimes”. Interestingly, 12% have “almost never” heard of them.

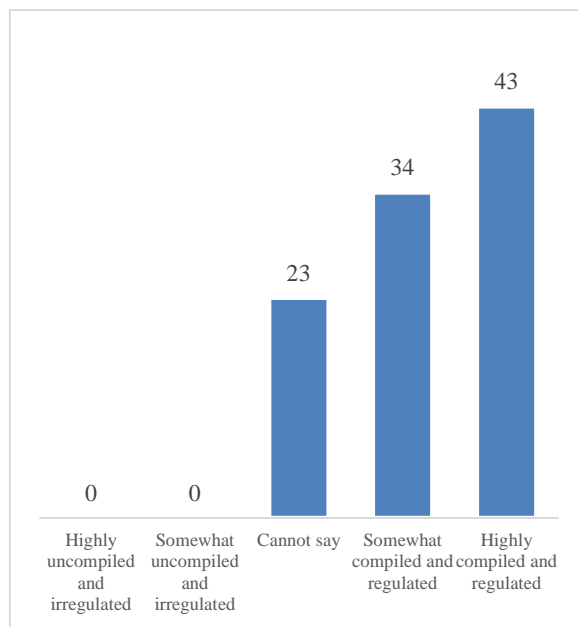


Figure 9: Compliance and regulations of MFS companies

The graph shows that 43% of MFS companies are "highly compiled and regulated," meaning they meet or exceed all regulations (Figure 9). 34% of companies are "somewhat compiled and regulated," and 23% are "unregulated."

4.3. Success factors of bKash in becoming the leading MFS brand in the world

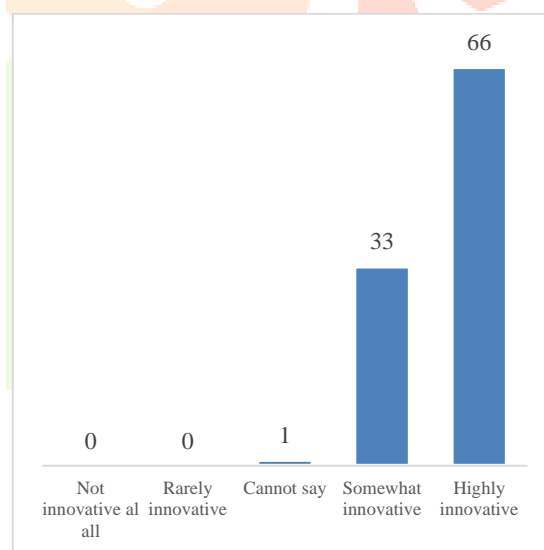


Figure 100: Innovative products and campaigns of bKash

The graph shows the number of innovative products and campaigns that have been launched in the past year (Figure 10). The number of innovative products and campaigns that have been launched in the past year is 66. The number of products and campaigns that are highly innovative is 33. The number of products and campaigns that are somewhat innovative is 1.

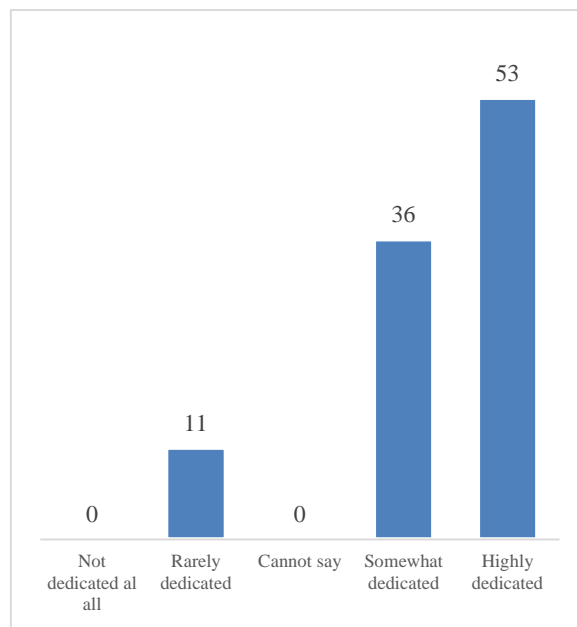


Figure 11: Dedication of bKash's customer support team

The graph revealed bKash enjoys widespread praise for its customer support, with over half (53%) of respondents describing the team as highly dedicated (Figure 11). Another 36% acknowledged their dedication as somewhat commendable. Notably, no respondents found the team lacking in commitment, highlighting a strong customer-centric approach that likely contributes to bKash's success in Bangladesh's mobile financial service landscape.

4.4. Effects of the success factors of bKash on its brand image

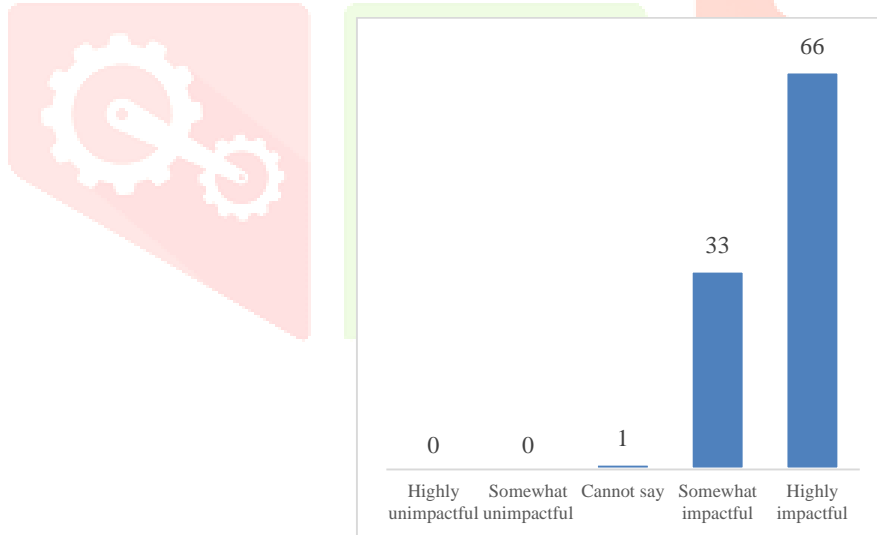


Figure 12: Impact of bKash's network setup on positive consumption decision

The graph shows that 66% of the surveyed individuals weighed in on bKash's network setup influencing positive consumption choices (Figure 12). 33% rated it highly influential, 1% found it somewhat influential, and none deemed it lacking influence. It suggests a potential link between rapid network setup and positive consumer decisions.

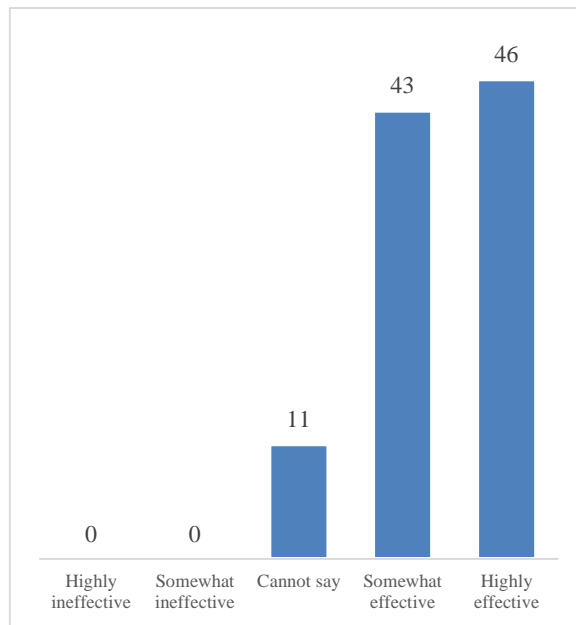


Figure 13: Effects of bKash's innovative products and campaigns on consumer perception

The graph shows the effect of bKash's innovative products and campaigns on consumer perception (Figure 13). The graph shows that 46% respondents perceived them as highly ineffective, while 43% found them somewhat ineffective. 11% couldn't determine their effectiveness, and none found them somewhat or highly effective. This suggests a need for bKash to revisit its innovation strategies to better align with consumer preferences.

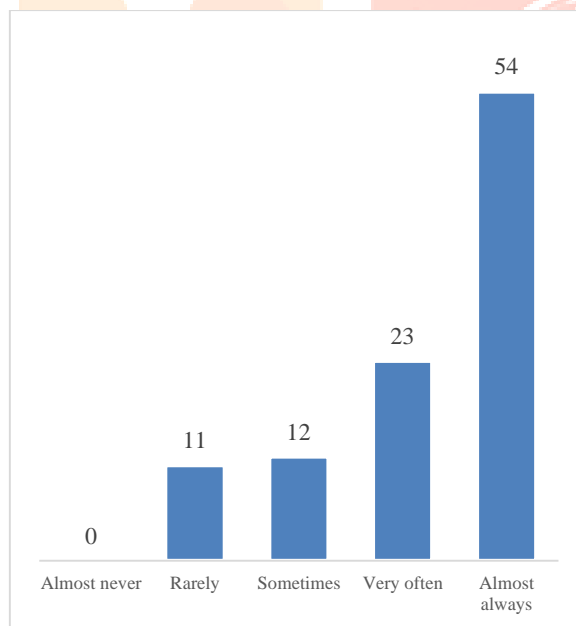


Figure 14: Effects of bKash's dedicative customer support team on consumer usage

The graph reveals the influence of bKash's dedicated customer support team on consumer usage. 54% respondents reported using bKash's services almost always due to the team's support. 23% use the services very often, while 11% use them sometimes. Notably, 12% rarely use the services, and none reported almost never using them. This suggests a positive correlation between dedicated customer support and increased consumer usage.

Chapter Five: Discussion

5.1. RO1: Success factors of MFS firms in a developing country like Bangladesh

The research findings underscore the pivotal role of technological innovation in the success of MFS firms, particularly in developing countries like Bangladesh. This aligns with the views of scholars such as Ashraf (2021), who emphasize the transformative impact of technology on financial inclusion in emerging markets. Maximum participants regarding the significance of technological innovation echoes the sentiments of Alam (2019), who argue that cutting-edge technologies are indispensable for overcoming challenges in regions with limited traditional banking infrastructure. In agreement with these perspectives, bKash's ascent as the No. 1 Mobile Financial Service brand in Bangladesh can be attributed to its adept utilization of innovative technologies. The company's strategic emphasis on leveraging mobile platforms aligns with the findings, reinforcing the idea that technological innovation is a key driver for growth and efficiency in the MFS sector, particularly in regions facing traditional banking constraints.

The research outcome highlighting the importance of MFS accessibility through basic mobile phones aligns with the views of researchers such as Aziz and Naima (2021), who emphasize the need for financial inclusion strategies that consider the diverse technological landscape in developing economies. More than 50% among respondents underscores the critical role of catering to users with basic mobile phones, acknowledging the digital divide and varying technological capabilities in these regions. As noted by Staschen and Meagher (2018), the success of MFS in developing economies is contingent upon inclusive design that accommodates users with diverse devices. This echoes the findings, emphasizing that MFS firms, exemplified by the success of bKash, must prioritize accessibility through basic mobile phones to reach a broader user base.

5.2. RO2: Success factors of bKash in becoming the leading MFS brand in Bangladesh

The research findings emphasizing the impact of bKash's strategic partnerships resonate with scholarly perspectives on the collaborative nature of the financial ecosystem. Ambore et al. (2017) argue that the alliances with banks and mobile operators enhance the resilience of mobile banking services. These collaborations provide bKash with crucial infrastructure, expanded reach, and heightened credibility. Additionally, Afroze and Rista (2022) highlight the strategic importance of partnerships in fostering innovation and competitiveness in the financial technology sector. The 66% majority underscores the consensus among respondents regarding the pivotal role of collaboration in bKash's success. Notably, partnerships offer an avenue for leveraging existing institutional frameworks

Yousif et al. (2013) argue that customer trust is foundational in consumer decision-making, particularly in contexts involving sensitive information. The majority of the participants echo the sentiments of Moon (2022), who posits that customer trust is crucial for the widespread adoption of mobile financial services, as users need assurance regarding the security and reliability of the platform. Additionally, the emphasis on customer confidence resonates with studies on digital financial services (DFS) adoption (Ahmed et al., 2021). The trust factor is a key determinant, influencing users' perceptions of the integrity of bKash's services. Ensuring trustworthiness, as indicated by the majority, is pivotal for sustaining customer loyalty and fostering widespread adoption in the financial sector.

5.3. RO3: Effects of the success factors of bKash on its brand image

The research findings pointing to bKash's positive influence on the public perception of mobile financial services align with the theoretical framework of corporate reputation and its impact on industry perception. The 66% majority supports the notion that bKash, as a market leader, contributes significantly to shaping the overall image of mobile financial services in Bangladesh. This resonates with the study by Kim et al. (2018), emphasizing the role of market leaders in setting industry standards and influencing consumer perceptions. Moreover, the positive influence of bKash's success echoes the idea of service success spillover effects. When a prominent player like bKash excels, it not only benefits the firm but positively impacts the

broader perception of mobile financial services, fostering trust and acceptance among the general population.

The research findings emphasizing the substantial impact of bKash's success on increased customer loyalty and satisfaction align with established literature on the relationship between service quality, customer satisfaction, and loyalty. Hossain (2020) argue that positive experiences lead to increased customer satisfaction, fostering loyalty. The majority of the participants underscore the strong correlation between bKash's success and heightened satisfaction, supporting the research of Hai and Rahman (2016), who emphasize the role of service providers in building customer loyalty through consistent quality. Additionally, the idea of bKash's reliability and innovation contributing to customer satisfaction aligns with the literature on service innovation and customer perceptions. As a pioneer in the MFS sector, bKash's innovative approach enhances user experiences, fostering trust and loyalty. Understanding these dynamics is essential for MFS providers aiming to cultivate lasting relationships and positive sentiments among their customer base.

5.4. RO4: Policy guidelines for MFS brands of Bangladesh

The research findings highlighting the significance of regulatory support for the growth of MFS brands align with established literature emphasizing the crucial role of regulatory environments in shaping the success of financial technologies. Thomas and Hedrick-Wong (2019) argue that a supportive regulatory framework is essential for fostering innovation and ensuring the stability of financial services. The majority of the surveyed participant echoes the sentiments of Nesse et al. (2017), who stress the importance of regulatory clarity and cooperation in driving the growth of digital financial services. Moreover, the emphasis on a great policy environment resonates with the works of Choudhury (2015) highlight the positive impact of well-designed policies in creating an enabling environment for financial technology development. Recognizing the symbiotic relationship between regulatory support and MFS growth is crucial for policymakers and industry stakeholders in Bangladesh to sustain and amplify the success of mobile financial services.

Chapter Six: Conclusion and Recommendations

6.1 Conclusion of the study

This study explored the exceptional achievement of bKash, establishing itself as the leading brand for mobile financial services in Bangladesh. The study successfully accomplished its goals by conducting a thorough investigation into the variables that contribute to bKash's performance and examining their influence on the company's brand image in Bangladesh. The first objective was to ascertain the determinants of success for a microfinance company operating in a developing nation such as Bangladesh. The study findings demonstrate that technological innovation has a crucial influence, highlighting the significant and transformational effects of technology on financial inclusion. The need of inclusive design to cater to varied technological environments was emphasized, with basic mobile phones being seen as a crucial element for accessibility.

The second objective is to assess the key determinants of bKash's performance and their contribution to establishing the firm as the dominant MFS brand in Bangladesh. Strategic alliances and the cultivation of trust have been identified as crucial elements for achieving success. bKash's partnerships with banks and cell carriers played a vital role in providing the necessary infrastructure and establishing credibility. However, the broad adoption and long-term customer loyalty depended heavily on user trust. The third objective focused on examining the impact of bKash's key success elements on its brand image in Bangladesh. The study highlighted that bKash's triumph had a substantial impact on the general perception of mobile financial services, hence enhancing the overall reputation of the sector. The ramifications of bKash's triumph were apparent in heightened customer allegiance and contentment, bolstering the interdependent correlation between service excellence, customer gratification, and brand perception. This study also emphasized the interdependent connection between regulatory settings and MFS development, underscoring the need of a supportive policy framework to promote innovation and guarantee the stability of financial services. This study offers significant insights into the key variables contributing to the success of bKash, providing a thorough grasp of the dynamics that influence the MFS industry in Bangladesh. The

results have a dual impact, serving both academic knowledge and providing practical guidance to policymakers and industry stakeholders. This guidance is crucial for ensuring the sustainable expansion of mobile financial services in developing countries.

6.2 Recommendations for policy implications

In order to maintain its present brand position, bKash should adopt a comprehensive strategy that includes technology advancements, strategic collaborations, and a continual focus on consumer trust and happiness. To maintain a competitive edge in the continuously changing financial technology industry, bKash should prioritise investments in continuing technical developments. The company's commitment to ongoing research and development will enable it to add innovative features, better user interfaces, and optimize the overall user experience. This will ensure that its platform stays at the forefront of technology and continues to meet the different demands of its user base. Furthermore, bKash should actively seek out possibilities for forging strategic alliances with prominent entities in the finance and technological industries. Partnerships with banks, fintech businesses, and mobile carriers may enhance bKash's outreach, providing users with a smooth and unified financial environment. Furthermore, these collaborations may expedite the implementation of cutting-edge services, hence strengthening bKash's dominance as a frontrunner in the mobile financial services sector.

Ensuring and enhancing client confidence is of utmost importance for the sustained prosperity of bKash. The organization must give priority to implementing cybersecurity measures to guarantee the security and confidentiality of user information. Consistent communication and educational initiatives may enhance understanding about the security of mobile financial transactions, hence promoting confidence among users. bKash's adherence to transparency in its operations, prompt and helpful customer assistance, and unwavering dedication to ethical business practices will enhance its image as a reliable financial services provider and establish a strong reputation. In order to expand its presence in various market sectors, bKash should contemplate customizing its services to cater to the distinct requirements of unique user demographics. Performing market research to comprehend the distinct needs of various groups will empower bKash to develop focused features and advertising strategies. Furthermore, by establishing collaborations with enterprises in many industries, such as online retail, transportation, and medical services, it is possible to discover fresh opportunities for expansion and improve the benefits offered to both customers and sellers.

6.3 Recommendations for future studies

Although this study has yielded useful insights into the determinants of bKash's performance and their influence on brand perception in Bangladesh, there are specific constraints that provide prospects for further investigation. First and foremost, this research mostly focused on the viewpoints of users in Bangladesh. Future research endeavors might be enhanced by including a broader and more varied sample. Adopting a broader viewpoint would improve the capacity to apply results to a wider range of situations and lead to a more thorough knowledge of the variables that affect the uptake of mobile financial services. Furthermore, the research mostly used qualitative data acquired through interviews and questionnaires. Subsequent investigations might use a mixed-methods strategy, including quantitative metrics to authenticate and quantify the discovered determinants of success and their influence on brand perception. By diversifying the methodology, the study results would become more robust and contribute to a more comprehensive understanding of the connections being studied.

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Appendices

1: Survey questionnaire

Demographic information:

1. What is your gender?
 - a. Male
 - b. Female
2. What is your age group?
 - a. 18 to 25 years
 - b. 26 to 35 years
 - c. 36 to 45 years
 - d. 46 to 55 years
 - e. Above 55 years
3. What is your last education level?
 - a. Primary level
 - b. Secondary level
 - c. Higher secondary level
 - d. Bachelors
 - e. Masters
 - f. Degree/Diploma
 - g. Others
4. What is profession?
 - a. Salaried job
 - b. Self-employment
 - c. Professional service
 - d. Student
 - e. Housewife
 - f. Others
5. Which type of phone do you use?
 - a. Basic featured phone
 - b. Flip phone
 - c. Slider phone
 - d. QWERTY phone
 - e. Folding phone
 - f. Smartphone
 - g. Others
6. What is your frequency of using bKash?
 - a. Once in a month
 - b. Once in 15 days
 - c. Once in a week
 - d. Once in a day
 - e. Multiple times in a day

Objective questions:

7. How frequently do you use your mobile phone?
 - a. Almost never
 - b. Rarely
 - c. Sometimes
 - d. Very often
 - e. Almost always
8. How frequently do you hear about a new MFS company in your country?
 - a. Almost never
 - b. Rarely
 - c. Sometimes

- d. Very often
 - e. Almost always
9. How much complied and regulated do you believe the MFS companies to be in your country?
- a. Highly uncompiled and irregulated
 - b. Somewhat uncompiled and irregulated
 - c. Cannot say
 - d. Somewhat compiled and regulated
 - e. Highly compiled and regulated
10. How much innovative do you find bKash's products and campaigns to be?
- a. Not innovative at all
 - b. Rarely innovative
 - c. Cannot say
 - d. Somewhat innovative
 - e. Highly innovative
11. How dedicated do you find bKash's customer support team to be towards you?
- a. Not dedicated at all
 - b. Rarely dedicated
 - c. Cannot say
 - d. Somewhat dedicated
 - e. Highly dedicated
12. Does bKash's network setup help create a positive impact on your consumption decisions?
- a. Highly unimpactful
 - b. Somewhat unimpactful
 - c. Cannot say
 - d. Somewhat impactful
 - e. Highly impactful
13. Do bKash's innovative products and campaigns affect your perception about its prevalence in the market?
- a. Highly ineffective
 - b. Somewhat ineffective
 - c. Cannot say
 - d. Somewhat effective
 - e. Highly effective
14. Does bKash's customer support team drive you use its services?
- a. Almost never
 - b. Rarely
 - c. Sometimes
 - d. Very often
 - e. Almost always

2. Dataset

W	W	W	W	W	W	Ho	How	How	Do you	How	How	Does	Do	Does
h	h	ha	h	hi	hat	w	fre	much	find	much	dedica	bKash's	bKash's	bKas
a	at	at	a	ach	is	fre	qu	compli	bKash's	innov	ted do	network	innovati	h's
t	is	is	t	ty	yo	qu	ently	ed and	infrastruc	ative	you	setup	products	custo
is	y	yo	is	pe	ur	ntly	do	regulat	tural	do	find	k setup	and	mer
y	o	ur	p	of	fre	do	hear	ed do	setup	you	bKash	help	supp	ort
o	u	las	r	ph	qu	you	about	you	robust to	find	's	create	campaigns	team
u	r	t	o	on	en	use	a new	believe	support	bKas	custo	a	your	drive
r	a	ed	f	e	cy	you	MFS	the	your	h's	mer	positiv	percepti	you
g	g	uc	e	do	of	r	comp	MFS	network	produ	suppo	e	on about	use
e	e	ati	s	yo	usi	mo	any	compa	coverage	cts	rt	impact	its	its
n	g	on	si	u	ng	bile	in	nies to	requirem	and	team	on	prevalen	servi
d	r	le	o	us	bK	pho	your	be in	ent for	camp	to be	your	ce in the	ces?
e	o	ve	n	e?	ash	ne?	count	your	using	aigns	toward	consu	market?	
r	u	l?	?	?			ry?	country	their	to be?	ds	mption		

?	p?							?	MFS?		you?	decisions?		
Male	26 to 35 years	Bachelors	Salaried job	Smartphone	Once in a week	Very often	Sometimes	Somewhat compiled and regulated	Somewhat robust	Highly innovative	Somewhat dedicated	Somewhat impactful	Highly effective	Very often
Female	36 to 45 years	Higher secondary level	Housewife	Smartphone	Once in 15 days	Almost always	Rarely	Cannot say	Cannot say	Cannot say	Somewhat dedicated	Cannot say	Cannot say	Sometimes
Male	36 to 45 years	MAsters	Professionals service	Smartphones	Multiple times in a day	Almost always	Sometimes	Highly compiled and regulated	Highly robust	Somewhat innovative	Somewhat dedicated	Somewhat impactful	Somewhat effective	Very often
Male	18 to 25 years	Higher secondary level	Student	Smartphone	Multiple times in a day	Almost always	Very often	Somewhat compiled and regulated	Somewhat robust	Highly innovative	Rarely dedicated	Somewhat impactful	Highly effective	Rarely
Male	Above	Bachelors	Other	Basic feature	Once in a month	Sometimes	Rarely	Cannot say	Somewhat robust	Somewhat innovative	Somewhat dedicated	Somewhat impactful	Somewhat effective	Almost always

	5 5 y e a r s		s	ed ph on e	nth									
F e m a l e	3 6 t o 4 5 y e a r s	Ba ch el o r s	S a l l a r i e d j o b	S m a r t p h o n e	O n c e i n a d a y	Ver y of te n	Some times	Highly compil ed and regulat ed	Somewh at robust	Some what innov ative	Highl y dedica ted	Highly impact ful	Highly effective	Alm ost alwa ys
M a l e	2 6 t o 3 5 y e a r s	D e g r e e/ Di pl o m a	P r o f e s s i o n a l s e r v i c e	S m a r t p h o n e	O n c e i n a w e e k	Ver y of te n	Almo st never	Somew hat compil ed and regulat ed	Somewh at robust	Highl y innov ative	Highl y dedica ted	Highly impact ful	Somewh at effective	Alm ost alwa ys
F e m a l e	2 6 t o 3 5 y e a r s	Se c o n d a r y l e v e l	S a l l a r i e d j o b	Bas ic fe at ur ed p h o n e	O n c e i n a w e e k	So me tim e s	Some times	Cannot say	Somewh at robust	Highl y innov ative	Some what dedica ted	Somew hat impact ful	Highly effective	Som etim es
M a l e	3 6 t o 4 5 y e a r s	Ba ch el o r s	S e l f - e m p l o y m e n	S m a r t p h o n e	O n c e i n a d a y	Al mo st alwa ys	Some times	Highly compil ed and regulat ed	Highly robust	Highl y innov ative	Highl y dedica ted	Highly impact ful	Highly effective	Alm ost alwa ys

M a l e	3 6 to 4 5 y e a r s	M a s t e r s	S e l f - e m p l o y m e n t	S m a r t p h o n e	O n c e i n a w e e k	V e r y o f t e n	A l m o s t n e v e r	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F e m a l e	1 8 to 2 5 y e a r s	H i g h e r s e c o n d a r y l e v e l	S e r v i c e s	S m a r t p h o n e	O n c e i n a m o n t h	A l m o s t a l w a y s	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	S o m e w h a t i m p a c t f u l	C a n n o t s a y	V e r y o f t e n
M a l e	2 6 to 3 5 y e a r s	B a c h e l o r s	S e r v i c e s	S m a r t p h o n e	O n c e i n a w e e k	V e r y o f t e n	S o m e t i m e s	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	H i g h l y e f f e c t i v e	V e r y o f t e n
M a l e	3 6 to 4 5 y e a r s	M a s t e r s	P r o f e s s i o n a l s e r v i c e	S m a r t p h o n e	M u l t i p l e t i m e s i n a d a y	A l m o s t a l w a y s	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	H i g h l y r o b u s t	S o m e w h a t i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	V e r y o f t e n
M a l e	1 8 to	H i g h e r	S e r v i c e	S m a r t	M u l t i p l e	A l m o s t	V e r y o f t e n	S o m e w h a t c o m p i l	S o m e w h a t r o b u s t	H i g h l y i n n o v	R a r e l y d e d i c a	S o m e w h a t i m p a c t	H i g h l y e f f e c t i v e	R a r e l y

e	25 years	secondary level	dependent	phones in a day	always			ed and regulated		ative	ted	ful		
Male	Age 55 years	Bachelors	Others	Basic atur ed phone	Once in a month	Sometimes	Rarely	Cannot say	Somewhat robust	Some what innovative	Some what dedica ted	Somew hat impact ful	Somewh at effective	Alm ost always
Female	36 to 45 years	Bachelors	Sam art ph one	Once in a day	Very often	Sometimes		Highly compiled and regulated	Somewh at robust	Some what innov ative	Highly dedica ted	Highly impact ful	Highly effective	Alm ost always
Male	26 to 35 years	Degree/ Diploma	Prof ession al service	Sam art ph one	Once in a week	Very often	Almo st never	Somew hat compiled and regulated	Somewh at robust	Highly innov ative	Highly dedica ted	Highly impact ful	Somewh at effective	Alm ost always
Female	26 to 35 years	Secondary level	Sal aried job	Basic atur ed phone	Once in a week	Sometimes		Cannot say	Somewh at robust	Highly innov ative	Some what dedica ted	Somew hat impact ful	Highly effective	Som etimes

M a l e	3 6 to 4 5 y e a r s	Ba ch el o r s	S e l f - e m p l o y m e n t	S m a r t p h o n e	O n c e i n a d a y	A l m o s t a l w a y s	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	H i g h l y r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	H i g h l y e f f e c t i v e	A l m o s t a l w a y s
M a l e	3 6 to 4 5 y e a r s	M a s t e r s	S e l f - e m p l o y m e n t	S m a r t p h o n e	O n c e i n a w e e k	V e r y o f t e n	A l m o s t n e v e r	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F e m a l e	1 8 to 2 5 y e a r s	H i g h e r s e c o n d a r y l e v e l	S h o r t u n d e r t	S m a r t p h o n e	O n c e i n a m o n t h	A l m o s t a l w a y s	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	S o m e w h a t i m p a c t f u l	C a n n o t s a y	V e r y o f t e n
M a l e	3 6 to 4 5 y e a r s	M a s t e r s	P r o f e s s i o n a l s e r v i c e	S m a r t p h o n e	M u l t i p l e t i m e s i n a d a y	A l m o s t a l w a y s	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	H i g h l y r o b u s t	S o m e w h a t i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	V e r y o f t e n

M a l e	1 8 to 2 5 y e a r s	H i g h e r s e c o n d a r y l e v e l	S t u d e n t	S m a r t p h o n e	M u l t i p l e t i m e s i n a d a y	A l m o s t a l w a y s	V e r y o f t e n	S o m e h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	R a r e l y d e d i c a t e d	S o m e h a t i m p a c t f u l	H i g h l y e f f e c t i v e	R a r e l y
M a l e	A b o v e 5 5 y e a r s	B a c h e l o r s	O t h e r s	B a s i c f e a t u r e d p h o n e	O n c e i n a m o n t h	S o m e t i m e s	R a r e l y	C a n n o t s a y	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F e m a l e	3 6 to 4 5 y e a r s	B a c h e l o r s	S a m e j o b	S m a r t p h o n e	O n c e i n a d a y	V e r y o f t e n	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	H i g h l y e f f e c t i v e	A l m o s t a l w a y s
M a l e	2 6 to 3 5 y e a r s	D e g r e e/ D i p l o m a	P r o f e s s i o n a l s e r v i c e	S m a r t p h o n e	O n c e i n a w e e k	V e r y o f t e n	A l m o s t n e v e r	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F e m a l e	2 6 to 3 5 y e a r s	S e c o n d a r y l e v e l	S a m e j o b	B a s i c f e a t u r e d p h o n e	O n c e i n a w e e k	S o m e t i m e s	S o m e t i m e s	C a n n o t s a y	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	H i g h l y e f f e c t i v e	S o m e t i m e s

	ars	l	job	one										
Male	36 to 45 years	Bachelors	Self-employment	Smartphone	Once in a day	Almost always	Sometimes	Highly compiled and regulated	Highly robust	Highly innovative	Highly dedicated	Highly impactful	Highly effective	Almost always
Male	36 to 45 years	Masters	Self-employment	Smartphone	Once in a week	Very often	Almost never	Somewhat compiled and regulated	Somewhat robust	Highly innovative	Highly dedicated	Somewhat impactful	Somewhat effective	Almost always
Female	18 to 25 years	Higher secondary level	Student	Smartphone	Once in a month	Almost always	Sometimes	Highly compiled and regulated	Somewhat robust	Highly innovative	Highly dedicated	Somewhat impactful	Cannot say	Very often
Male	36 to 45 years	Masters	Professionals	Smartphone	Multiple times in a day	Almost always	Sometimes	Highly compiled and regulated	Highly robust	Somewhat innovative	Somewhat dedicated	Somewhat impactful	Somewhat effective	Very often

			ice											
Male	18 to 25 years	Higher secondary level	Student	Smartphone	Multiple times in a day	Almost always	Very often	Somewhat compiled and regulated	Somewhat robust	Highly innovative	Rarely dedicated	Somewhat impactful	Highly effective	Rarely
Male	Above 55 years	Bachelors	Others	Basic feature phone	Once in a month	Sometimes	Rarely	Cannot say	Somewhat robust	Somewhat innovative	Somewhat dedicated	Somewhat impactful	Somewhat effective	Almost always
Female	36 to 45 years	Bachelors	Smartphone	Smartphone	Once in a day	Very often	Sometimes	Highly compiled and regulated	Somewhat robust	Somewhat innovative	Highly dedicated	Highly impactful	Highly effective	Almost always
Male	26 to 35 years	Degree/Diploma	Professionals	Smartphone	Once in a week	Very often	Almost never	Somewhat compiled and regulated	Somewhat robust	Highly innovative	Highly dedicated	Highly impactful	Somewhat effective	Almost always
Female	26 to 33 years	Secondary	Smartphone	Basic feature	Once in a	Sometimes	Sometimes	Cannot say	Somewhat robust	Highly innovative	Somewhat dedicated	Somewhat impactful	Highly effective	Sometimes

1	5	year	level	required	job	week								
Male	46 to 55 years	Bachelors	Self-employment	Smartphone	Once in a day	Almost always	Sometimes	Highly compiled and regulated	Highly robust	Highly innovative	Highly dedicated	Highly impactful	Highly effective	Almost always
Male	36 to 45 years	Masters	Self-employment	Smartphone	Once in a week	Very often	Almost never	Somewhat compiled and regulated	Somewhat robust	Highly innovative	Highly dedicated	Somewhat impactful	Somewhat effective	Almost always
Female	18 to 25 years	Higher secondary level	Student	Smartphone	Once in a month	Almost always	Sometimes	Highly compiled and regulated	Somewhat robust	Highly innovative	Highly dedicated	Somewhat impactful	Cannot say	Very often
Male	46 to 55 years	Masters	Professionals	Smartphone	Multiple times in a day	Almost always	Sometimes	Highly compiled and regulated	Highly robust	Somewhat innovative	Somewhat dedicated	Somewhat impactful	Somewhat effective	Very often

			er v i c e											
M a l e	1 8 to 2 5 y e a r s	H i g h e r s e c o n d a r y l e v e l	S t u d e n t	S m a r t p h o n e	M u l t i p l e t i m e s i n a d a y	A l m o s t a l w a y s	V e r y o f t e n	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	R a r e l y d e d i c a t e d	S o m e w h a t i m p a c t f u l	H i g h l y e f f e c t i v e	R a r e l y
M a l e	A b o v e 5 5 y e a r s	B a c h e l o r s	O t h e r s	B a s i c f e a t u r e d p h o n e	O n c e i n a m o n t h	S o m e t i m e s	R a r e l y	C a n n o t s a y	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F e m a l e	3 6 to 4 5 y e a r s	B a c h e l o r s	S a m a r t p h o n e	S m a r t p h o n e	O n c e i n a d a y	V e r y o f t e n	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	H i g h l y e f f e c t i v e	A l m o s t a l w a y s
M a l e	2 6 to 3 5 y e a r s	D e g r e e/ D i p l o m a	P r o f e s s i o n a l s e r v i c e	S m a r t p h o n e	O n c e i n a w e e k	V e r y o f t e n	A l m o s t n e v e r	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F	2	Se	S	Ba	On	So	Some	Cannot	Somewh	Highl	Some	Somew	Highly	Som

e m a l e	6 to 3 5 y e a r s	co nd a r y le ve l	a l a r i e d j o b	si c fe a t u r e d p h o n e	ce in a we ek	met ime s	times	say	at robust	y innov ative	what dedica ted	hat impact ful	effective	etim es
M a l e	3 6 to 4 5 y e a r s	Ba ch el o r s	S e lf - e m p l o y m e n t	S m a r t p h o n e	On ce in a da y	Al mo st al wa ys	Some times	Highly compil ed and regulat ed	Highly robust	Highly innov ative	Highly dedica ted	Highly impact ful	Highly effective	Alm ost alwa ys
M a l e	4 6 to 5 5 y e a r s	M a s t e r s	S e lf - e m p l o y m e n t	S m a r t p h o n e	On ce in a we ek	Ver y ofte n	Almo st never	Somew hat compil ed and regulat ed	Somewh at robust	Highly innov ative	Highly dedica ted	Somew hat impact ful	Somewh at effective	Alm ost alwa ys
F e m a l e	1 8 to 2 5 y e a r s	Hi gh er se co nd a r y le ve l	S t u d e n t	S m a r t p h o n e	On ce in a mo nth	Al mo st al wa ys	Some times	Highly compil ed and regulat ed	Somewh at robust	Highly innov ative	Highly dedica ted	Somew hat impact ful	Cannot say	Very often
M a l e	3 6 to 4 5 y e a r s	M a s t e r s	P r o f e s s i o n	S m a r t p h o n e	M u lti ple tim es in a da y	Al mo st al wa ys	Some times	Highly compil ed and regulat ed	Highly robust	Some what innov ative	Some what dedica ted	Somew hat impact ful	Somewh at effective	Very often

			a l s e r v i c e											
M a l e	1 8 t o 2 5 y e a r s	H i g h e r s e c o n d a r y l e v e l	S t u d e n t	S m a r t p h o n e	M u l t i p l e t i m e s i n a d a y	A l m o s t a l w a y s	V e r y o f t e n	S o m e h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	R a r e l y d e d i c a t e d	S o m e h a t i m p a c t f u l	H i g h l y e f f e c t i v e	R a r e l y
M a l e	A b o v e 5 5 y e a r s	B a c h e l o r s	O t h e r s	B a s i c f e a t u r e s o n e m o n t h	O n c e i n a m o n t h	S o m e t i m e s	R a r e l y	C a n n o t s a y	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F e m a l e	4 6 t o 5 5 y e a r s	B a c h e l o r s	S a l l a r i e d j o b	S m a r t p h o n e	O n c e i n a d a y	V e r y o f t e n	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	H i g h l y e f f e c t i v e	A l m o s t a l w a y s
M a l e	2 6 t o 3 5 y e a r s	D e g r e e/ D i p l o m a	P r o f e s s i o n a l s e r v i	S m a r t p h o n e	O n c e i n a w e e k	V e r y o f t e n	A l m o s t n e v e r	S o m e h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s

			ce											
F e m a l e	2 6 3 5 y e a r s	Se c o n d a r y l e v e l	S a l a r i e d j o b	Ba s i c f e a t u r e d p h o n e	On c e i n a w e k	So m e t i m e s	Some t i m e s	Cannot s a y	Some w h a t r o b u s t	High l y i n n o v a t i v e	Some w h a t d e d i c a t e d	Some w h a t i m p a c t f u l	High l y e f f e c t i v e	Some t i m e s
M a l e	4 6 t o 5 5 y e a r s	Ba c h e l o r s	S e l f - e m p l o y m e n t	S m a r t p h o n e	On c e i n a d a y	Al m o s t a l w a y s	Some t i m e s	High l y c o m p i l e d a n d r e g u l a t e d	High l y r o b u s t	High l y i n n o v a t i v e	High l y d e d i c a t e d	High l y i m p a c t f u l	High l y e f f e c t i v e	Al m o s t a l w a y s
M a l e	4 6 t o 5 5 y e a r s	M a s t e r s	S e l f - e m p l o y m e n t	S m a r t p h o n e	On c e i n a w e k	Ver y o f t e n	Al m o s t n e v e r	Some w h a t c o m p i l e d a n d r e g u l a t e d	Some w h a t r o b u s t	High l y i n n o v a t i v e	High l y d e d i c a t e d	Some w h a t i m p a c t f u l	Some w h a t e f f e c t i v e	Al m o s t a l w a y s
F e m a l e	1 8 t o 2 5 y e a r s	Hi g h e s e c o n d a r y l e v e l	S t u d e n t	S m a r t p h o n e	On c e i n a m o n t h	Al m o s t a l w a y s	Some t i m e s	High l y c o m p i l e d a n d r e g u l a t e d	Some w h a t r o b u s t	High l y i n n o v a t i v e	High l y d e d i c a t e d	Some w h a t i m p a c t f u l	Cannot s a y	Ver y o f t e n
M a l e	3 6 t o 4 5 y	M a s t e r s	P r o f e s s	S m a r t p h o n e	M u l t i p l e t i m e s i n	Al m o s t a l w a y s	Some t i m e s	High l y c o m p i l e d a n d r e g u l a t e d	High l y r o b u s t	Some w h a t i n n o v a t i v e	Some w h a t d e d i c a t e d	Some w h a t i m p a c t f u l	Some w h a t e f f e c t i v e	Ver y o f t e n

	e ar s		si o n a l s e r v i c e		a d a y									
M a l e	1 8 to 2 5 y e a r s	Hi gh er se co n d a r y l e v e l	S t u d e n t	S m a r t p h o n e	M u l t i p l e t i m e s i n a d a y	A l m o s t a l w a y s	V e r y o f t e n	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	R a r e l y d e d i c a t e d	S o m e w h a t i m p a c t f u l	H i g h l y e f f e c t i v e	R a r e l y
M a l e	A b o v e 5 5 y e a r s	B a c h e l o r s	O t h e r s	B a s i c f e a t u r e s p h o n e	O n c e i n a m o n t h	S o m e t i m e s	R a r e l y	C a n n o t s a y	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F e m a l e	4 6 to 5 5 y e a r s	B a c h e l o r s	S a m a r i t e d j o b	S m a r t p h o n e	O n c e i n a d a y	V e r y o f t e n	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	H i g h l y e f f e c t i v e	A l m o s t a l w a y s
M a l e	2 6 to 3 5 y e a r s	D e g r e e/ D i p l o m a	P r o f e s s i o n a l s e	S m a r t p h o n e	O n c e i n a w e e k	V e r y o f t e n	A l m o s t n e v e r	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s

			r v i c e											
F e m a l e	2 6 to 3 5 y e a r s	S e c o n d a r y l e v e l	S a l a r i e d j o b	B a s i c f e a t u r e d p h o n e	O n c e i n a w e k	S o m e t i m e s	S o m e t i m e s	C a n n o t s a y	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	H i g h l y e f f e c t i v e	S o m e t i m e s
M a l e	4 6 to 5 5 y e a r s	B a c h e l o r s	S e l f - e m p l o y m e n t	S m a r t p h o n e	O n c e i n a d a y	A l m o s t a l w a y s	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	H i g h l y r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	H i g h l y e f f e c t i v e	A l m o s t a l w a y s
M a l e	4 6 to 5 5 y e a r s	M a s t e r s	S e l f - e m p l o y m e n t	S m a r t p h o n e	O n c e i n a w e k	V e r y o f t e n	A l m o s t n e v e r	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F e m a l e	1 8 to 2 5 y e a r s	H i g h e r s e c o n d a r y l e v e l	S t u d e n t	S m a r t p h o n e	O n c e i n a m o n t h	A l m o s t a l w a y s	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	S o m e w h a t i m p a c t f u l	C a n n o t s a y	V e r y o f t e n
M a l e	4 6 to	M a s t e r	P r o	S m a r t	M u l t i p l e	A l m o s t	S o m e t i m e s	H i g h l y c o m p i l e d a n d	H i g h l y r o b u s t	S o m e w h a t i n n o v	S o m e w h a t d e d i c a	S o m e w h a t i m p a c t	S o m e w h a t e f f e c t i v e	V e r y o f t e n

e	5 5 y e a r s	s	f e s s i o n a l s e r v i c e	ph on e	tim es in a da y	alw ays		regulat ed		ative	ted	ful		
M a l e	1 8 to 2 5 y e a r s	Hi gh er se co nd a r y le ve l	S m a r t p h o n e	S m a r t p h o n e	M u l t i p l e tim es in a da y	Al mo st alw ays	Very of ten	Somew hat compil ed and regulat ed	Somewh at robust	High ly innov ative	Rarel y dedica ted	Somew hat impact ful	Highly effective	Rare ly
M a l e	A b o v e r 5 5 y e a r s	Ba ch e l o r s	O h e r s	Ba s i c at t e n d e d p h o n e	O n c e in a m o n t h	So met ime s	Rarel y	Cannot say	Somewh at robust	Some what innov ative	Some what dedica ted	Somew hat impact ful	Somewh at effective	Alm ost alw ays
F e m a l e	3 6 to 4 5 y e a r s	Ba ch e l o r s	S a l l a r i e d j o b	S m a r t p h o n e	O n c e in a da y	Ver y of te n	Some times	Highly compil ed and regulat ed	Somewh at robust	Some what innov ative	High ly dedica ted	Highly impact ful	Highly effective	Alm ost alw ays
M a l e	2 6 to 3 5 y e a r s	D e g r e e/ Di pl o m a	P r o f e s s i o n a	S m a r t p h o n e	O n c e in a we ek	Ver y of te n	Almo st never	Somew hat compil ed and regulat ed	Somewh at robust	High ly innov ative	High ly dedica ted	Highly impact ful	Somewh at effective	Alm ost alw ays

			l s e r v i c e											
F e m a l e	2 6 to 3 5 y e a r s	Se co n d a r y l e v e l	S a l a r i e d j o b	Bas ic fe at ur ed ph on e	On ce in a we ek	So me tim e s	Some tim es	Can not say	Som ewh at rob ust	High ly inn ov at ive	Some wh at ded ica ted	Som ew hat imp act ful	High ly eff ect ive	Som et im es
M a l e	3 6 to 4 5 y e a r s	Ba ch el or s	S e lf - e m p l o y m e n t	S m art ph on e	On ce in a da y	Al mo st al w a y s	Some tim es	High ly comp il ed and regul at ed	High ly rob ust	High ly inn ov at ive	High ly ded ica ted	High ly imp act ful	High ly eff ect ive	Al mo st al w a y s
M a l e	3 6 to 4 5 y e a r s	M as t er s	S e lf - e m p l o y m e n t	S m art ph on e	On ce in a we ek	Ver y oft en	Almo st nev er	Som ew hat comp il ed and regul at ed	Som ewh at rob ust	High ly inn ov at ive	High ly ded ica ted	Som ew hat imp act ful	Som ewh at eff ect ive	Al mo st al w a y s
F e m a l e	1 8 to 2 5 y e a r s	Hi gh er se co n d a r y l e v e l	S t u d e n t	S m art ph on e	On ce in a mo nth	Al mo st al w a y s	Some tim es	High ly comp il ed and regul at ed	Som ewh at rob ust	High ly inn ov at ive	High ly ded ica ted	Som ew hat imp act ful	Can not say	Ver y oft en

M a l e	3 6 to 4 5 y e a r s	M a s t e r s	P r o f e s s i o n a l s e r v i c e	S m a r t p h o n e	M u l t i p l e t i m e s i n a d a y	A l m o s t a l w a y s	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	H i g h l y r o b u s t	S o m e w h a t i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	V e r y o f t e n
M a l e	1 8 to 2 5 y e a r s	H i g h e r s e c o n d a r y l e v e l	S t u d e n t s	S m a r t p h o n e	M u l t i p l e t i m e s i n a d a y	A l m o s t a l w a y s	V e r y o f t e n	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	R a r e l y d e d i c a t e d	S o m e w h a t i m p a c t f u l	H i g h l y e f f e c t i v e	R a r e l y
M a l e	A b o v e 5 5 y e a r s	B a c h e l o r s	O t h e r s	B a s i c f e a t u r e d p h o n e	O n c e i n a m o n t h	S o m e t i m e s	R a r e l y	C a n n o t s a y	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s
F e m a l e	3 6 to 4 5 y e a r s	B a c h e l o r s	S a l l a r i e d j o b	S m a r t p h o n e	O n c e i n a d a y	V e r y o f t e n	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	S o m e w h a t i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	H i g h l y e f f e c t i v e	A l m o s t a l w a y s
M a l e	2 6 to 3 5 y e a r s	D e g r e e/ D i p l o m a	P r o f e s s i o n a l	S m a r t p h o n e	O n c e i n a w e e k	V e r y o f t e n	A l m o s t n e v e r	S o m e w h a t c o m p i l e d a n d r e g u l a t e d	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	S o m e w h a t e f f e c t i v e	A l m o s t a l w a y s

	ar s	ma	o n a l s e r v i c e											
F e m a l e	2 6 to 3 5 y e a r s	Se co n d a r y l e v e l	S a l a r i e d j o b	Bas ic fe at ur ed ph on e	On ce in a we ek	So met ime s	Some times	Cannot say	Somewh at robust	Highly innov ative	Some what dedica ted	Somewh at impact ful	Highly effective	Som etim es
M a l e	3 6 to 4 5 y e a r s	Ba ch el or s	S e lf - se m p l o y m e n t	S m art ph on e	On ce in a da y	Al mo st al w a y s	Some times	Highly compil ed and regulat ed	Highly robust	Highly innov ative	Highly dedica ted	Highly impact ful	Highly effective	Alm ost alw a y s
M a l e	3 6 to 4 5 y e a r s	Ma ster s	S e lf - em p l o y m e n t	S m art ph on e	On ce in a we ek	Ver y of ten	Almo st never	Somewh at compil ed and regulat ed	Somewh at robust	Highly innov ative	Highly dedica ted	Somewh at impact ful	Somewh at effective	Alm ost alw a y s
F e m a l e	1 8 to 2 5 y e a r s	Hi gh er se co n d a r y	S t u d e n t	S m art ph on e	On ce in a mo nth	Al mo st al w a y s	Some times	Highly compil ed and regulat ed	Somewh at robust	Highly innov ative	Highly dedica ted	Somewh at impact ful	Cannot say	Ver y often

	s	level												
Male	36 to 45 years	Master's	Professionals	Smartphones	Multiple times in a day	Almost always	Sometimes	Highly compiled and regulated	Highly robust	Somewhat innovative	Somewhat dedicated	Somewhat impactful	Somewhat effective	Very often
Male	18 to 25 years	Higher secondary level	Students	Smartphones	Multiple times in a day	Almost always	Very often	Somewhat compiled and regulated	Somewhat robust	Highly innovative	Rarely dedicated	Somewhat impactful	Highly effective	Rarely
Male	Age 55	Bachelors	Others	Basic feature phone	Once in a month	Sometimes	Rarely	Cannot say	Somewhat robust	Somewhat innovative	Somewhat dedicated	Somewhat impactful	Somewhat effective	Almost always
Female	36 to 45 years	Bachelors	Salaries	Smartphones	Once in a day	Very often	Sometimes	Highly compiled and regulated	Somewhat robust	Somewhat innovative	Highly dedicated	Highly impactful	Highly effective	Almost always
Male	26 to 33	Degree/	Professionals	Smartphones	Once in a	Very often	Almost never	Somewhat compiled and	Somewhat robust	Highly innovative	Highly dedicated	Highly impactful	Somewhat effective	Almost always

	5 years	Diploma	essional service	on week			regulated							
Female	26 to 35 years	Secondary level	Staff level job	Basic atured phone	Once a week	Sometimes	Cannot say	Somewhat robust	Highly innovative	Some what dedicated	Somewhat impactful	Highly effective	Sometimes	
Male	36 to 45 years	Bachelor's	Staff - employment	Smart phone	Once a day	Almost always	Highly compiled and regulated	Highly robust	Highly innovative	Highly dedicated	Highly impactful	Highly effective	Almost always	
Male	36 to 45 years	Masters	Staff - employment	Smart phone	Once a week	Very often	Somewhat compiled and regulated	Somewhat robust	Highly innovative	Highly dedicated	Somewhat impactful	Somewhat effective	Almost always	
Female	18 to 25	Higher secondary	Staff level	Smart phone	Once a month	Almost always	Highly compiled and regulated	Somewhat robust	Highly innovative	Highly dedicated	Somewhat impactful	Cannot say	Very often	

a l e	6 to 3 5 y e a r s	eg re e/ Di pl o m a	r o f e s s i o n a l s e r v i c e	m a r t h p h o n e	ce in a w e e k	y o f t e n	st n e v e r	h a t c o m p i l e d a n d r e g u l a t e d	a t r o b u s t	y i n n o v a t i v e	y d e d i c a t e d	i m p a c t f u l	a t e f f e c t i v e	o s t a l w a y s
F e m a l e	2 6 to 3 5 y e a r s	Se c o n d a r y l e v e l	S a l f r i e d j o b	B a s i c a t t e n d e d p h o n e	O n c e i n a w e e k	S o m e t i m e s	S o m e t i m e s	C a n n o t s a y	S o m e w h a t r o b u s t	H i g h l y i n n o v a t i v e	S o m e w h a t d e d i c a t e d	S o m e w h a t i m p a c t f u l	H i g h l y e f f e c t i v e	S o m e t i m e s
M a l e	3 6 to 4 5 y e a r s	B a c h e l o r s	S e l f - e m p l o y m e n t	S m a r t p h o n e	O n c e i n a d a y	A l m o s t a l w a y s	S o m e t i m e s	H i g h l y c o m p i l e d a n d r e g u l a t e d	H i g h l y r o b u s t	H i g h l y i n n o v a t i v e	H i g h l y d e d i c a t e d	H i g h l y i m p a c t f u l	H i g h l y e f f e c t i v e	A l m o s t a l w a y s