



EAST WEST UNIVERSITY

BUS 498 (PROJECT PROPOSAL)

“Problems and Potentials of Mobile Health Service for the BOP Market Through Grameen Phone: Bangladesh Perspective?”

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Executive Summary

I will try to find out the opportunities of a new service in medical sector through mobile phone provided towards the people who are living under the poverty line. I make an effort to identify the problems regarding health services to BOP market through Grameenphone Ltd. and to find out possibilities and effectiveness of mobile health services to the remotest parts of the country. I applied several qualitative techniques to complete the research. I have conducted an intense interview with an industry expert to find out problems and opportunities. I have also conducted in-depth interviews of consumers (user and non user), doctors, and executives of the target company and temples to complete our qualitative research. I have gone through several research publications, journals, news letters, online data, and internet to complete our secondary data analysis. By my qualitative research I find out some triggering factors such as the prospect customer still confused about the reliability factor, then high price for this service, proper network coverage, 100% valid assurance about the consultation from the doctors still making a lack in the current and future customer's mind. Even the message customer has got is not clear enough to take the mobile health service. There are some doctors who still believe that this tele-health service is simply a way of taking money from the subscriber of Grameenphone. But every coin has two sides and there are some customers and doctors who are visualizing the future benefit and need of mobile health service. So throughout this research I can say there will be a big market waiting for the "Mobile Health Service" specially for the BOP market.

Problem Definition

In my mobile health service research the problem is to determine the strengths and weaknesses of the mobile health service provided by Grameenphone Ltd. with respect to the factors that provide patronage to the increase of usage rate. Specifically, research should provide information to the following questions:

1. Are the potential consumers being communicated/awarded and motivated properly?
2. Are proper initiatives being taken to increase credibility of Mobile Health Service in the mind of the consumer?
3. Is the TVC being targeted to the target consumers or to other group of people?
4. What are the triggering factors for the consumers for the consumption of Mobile Health service? Why doesn't the target consumers' don't show the expected interest in the consumption of the stated service or What are the factors needed to be present to deliver the expected level of satisfaction to the consumers?



Approach to the Problem

Objective of the Research

In my mobile health service research the problem is to determine the strengths and weaknesses of the mobile health service provided by Grameenphone Ltd. with respect to the factors that provide patronage to the increase of usage rate. Specifically, research should provide information to the following questions:

1. Is there any untapped market for the mobile health service? What is the overall potential for the mobile health service for the BOP market in Bangladesh?
2. Are the potential consumers being communicated/aware and motivated properly?
3. Are proper initiatives being taken to increase credibility of Mobile Health Service in the mind of the consumer?
4. Is the TVC being targeted to the target consumers or to other group of people?
5. What are the triggering factors for the consumers for the consumption of Mobile Health service? Why doesn't the target consumers' don't show the expected interest in the consumption of the stated service or What are the factors needed to be present to deliver the expected level of satisfaction to the consumers?

Research Hypothesis

From my specific components of exploratory research, I have identified some triggering factors that are vital for the overall research such as: Price, Network coverage, service quality, awareness program etc. From my specific components of exploratory research, my research questions and hypothesis are like:

RQ: Does price of the health service affects the consumption of the service?

H0: Price does not affect the consumption behavior of health service.

H1: Price affects the consumption behavior of health service.

So my research hypothesis developed based on

- Affordability of the service is significant.
- Accessibility of the service is significant
- Availability of the service is significant.
- Assurance of the service is significant
- Service quality of the service is significant
- Accuracy of the service is significant
- Time duration of the service is significant
- Accuracy of the service is significant
- Cost of the service is significant
- Easy to use health service is significant
- Information on doctor is significant
- Information on medical service is significant
- Awareness of the service is significant
- Overall service is satisfactory



I have developed my questionnaire based on these hypotheses on Likert scale and that would help me to test my developed hypothesis and accurate result.

Scope of the Research

This is a qualitative research aimed to find out problems and possibilities of mobile health service for BOP market with the association of Grameen Phone Ltd. I have applied several qualitative techniques to complete the research. I have conducted in intense interview with an industry expert to find out problems and opportunities. I have also conducted depth interview of consumers (user and non user), doctors, and executive of the target company and temped to complete my qualitative research. I have gone through several research papers, journals, internet to complete my secondary data analysis.

Types of Research

Previously I conducted my research in the exploratory research design format. To establish Problem Definition, I did some qualitative approaches like Discussions with Decision Makers, Interviews with Industry Experts, Secondary Data Analysis, Qualitative Research, and External Factors Analysis. I had also determined an Approach for next research steps and have fixed out several parts of the next further research. These included, Theoretical Foundations, Analytical Model, Research Questions, Hypotheses, Specification of the Information Needed. Now I will jump to a quantitative approach known as Conclusive research design. Because its will be a structured and formal design process which will help me to test Hypotheses and to examine relationship of variables. Data analyzing are more reliable in this approach. So now I will conduct the Descriptive research design to complete the next steps of my research properly.

Sampling plan

In this stage I decide what type of sampling method or technique I will follow for rest of the research part. I also make plan for how I will collect data. Sampling is a process to determine target population and these are the target population elements that possess information on my research topic. I will design my sampling design process with six steps. In first step I will start with target population. For the Grameen phone company, 5 million / 50, 00000 lakhs users are the **target population** for mobile health service. Then in second step I will determine **sampling unit** which is a basic unit of containing population elements. I will do it on basis of demographic variables like age, gender, occupation, income, education etc. For GP mobile health service I will try to determine unit or division on basis of gender. In **sampling elements** step I will select population elements with considering some criteria. Criteria or qualifications are like age will be more than 20, at least once, live in Dhaka. Then in **sampling technique** step I will

determine what type of technique I will follow for our research. Though I will do quantitative research on mobile health service (789) so I will follow probability sampling. Under four types of probability sampling I will use **Simple Random sampling**. After that I will decide sample size. I am doing my research on academic purpose so that my sample size will be 160. And will collect data for mobile health service out of 5 million people with 160 sample size in Dhaka city with in September to November.

Contribution of Research

As a mobile health service provider Grameen Phone Company has both commercial and social contribution in Bangladesh.

- **Commercial contribution**

From commercial perspective I can say that they are giving monopoly service to the users. Because GP is the only company who is providing this health services by mobile phone. And they are generating more revenue with big margin of profit by providing mobile health services. Because they are charging 15tk for first 3 minutes for their Health Line 789. So the service has large commercial contribution to the company and earning more from it.



- **Social contribution:**

And from social perspective it has also social contribution to the people of Bangladesh. We know those sufficient health care service centers are not available in many different areas basically in rural areas. Also I can see that many districts and Thanas has no nearest medical centre for emergency treatment. Grameen Phone is the only company who is providing emergency health care services by mobile phone to rural people as well as town based people. So customers feel safe and secure because now they know when ever they want the emergency medical support, there is one friend (789) who can give them instant support. Actually they are helping the general people of our society by giving health care services by mobile phone. So this health care service helps the company in social contribution in our society.



Questionnaire for Mobile Health services

Dear Sir or Madam:

This is a questionnaire from East West University to collect data on mobile health services in Bangladesh. All the data will be used for academic purposes and will be kept confidential. And you are assured that we will not take more than five minutes to serve this purpose.

1. How many years are you using Grameenphone?
 1 year 2 years 3 years More than 3 years

2. Are you aware of mobile health services of GP?
 Yes No

3. Are you ready to use mobile health services through GP?
 Yes No

Quality of Health Services	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Affordability of health services is significant to me					
Availability of health services is significant to me					
Awareness of health services is significant to me					
Acceptability of health services is significant to me					
Reliability of health services is significant to me					
Assurance is important to me					
Quick Responsiveness is significant to me					
Patient listening is important to me					
Time befitting health services is significant to me					
Accuracy is significant to me for health services					
Time duration in health services is significant to me					
Privacy is important to me for mobile health service					
Profit is important to me for mobile health service					
specific health services is significant to me					
Customized health services is significant to me					
Doctor's quality is significant to me					
Experience of doctors are significant to me					
Gender specific doctors are important to me					
Courtesy is important to me					
Easy to use health services is significant to me					
Location based health services is significant to me					

Type of Mobile health service	Not important at all (1)	unimportant (2)	Neutral (3)	important (4)	Very important (5)
Help and advices during medical emergency					
Information on medicine					
Medical advice or consultation with doctor					
Information on doctor					
Information on medical facilities					
Information on diagnosis services					
Help and advices during medical emergency					

Awareness of mobile health service	Strongly disagree (1)	disagree (2)	Neutral (3)	agree (4)	Strongly agree (5)
Television Ad					
Radio Ad					
Newspaper Ad					
Magazine Ad					
Posters					
Leaflets					
Billboard					
Website					
Personal communication channel (friends, family members etc.)					

Overall satisfaction	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Overall , services on mobile health service are significant to me					
Mobile health service can satisfy my service needs					
I will recommend mobile health service to others					

List three most critical problems you are facing to run this business today?

1. _____

2. _____

3. _____

What are your suggestions to overcome all those problems?

Respondent Profile

Name: _____ Age: 10-20 21-30 31-40 41-50 50+

Gender: Male Female

Income (per month): 1000-4000 4001-8000 8001-12000 12001-16000 16001-20000 20000+

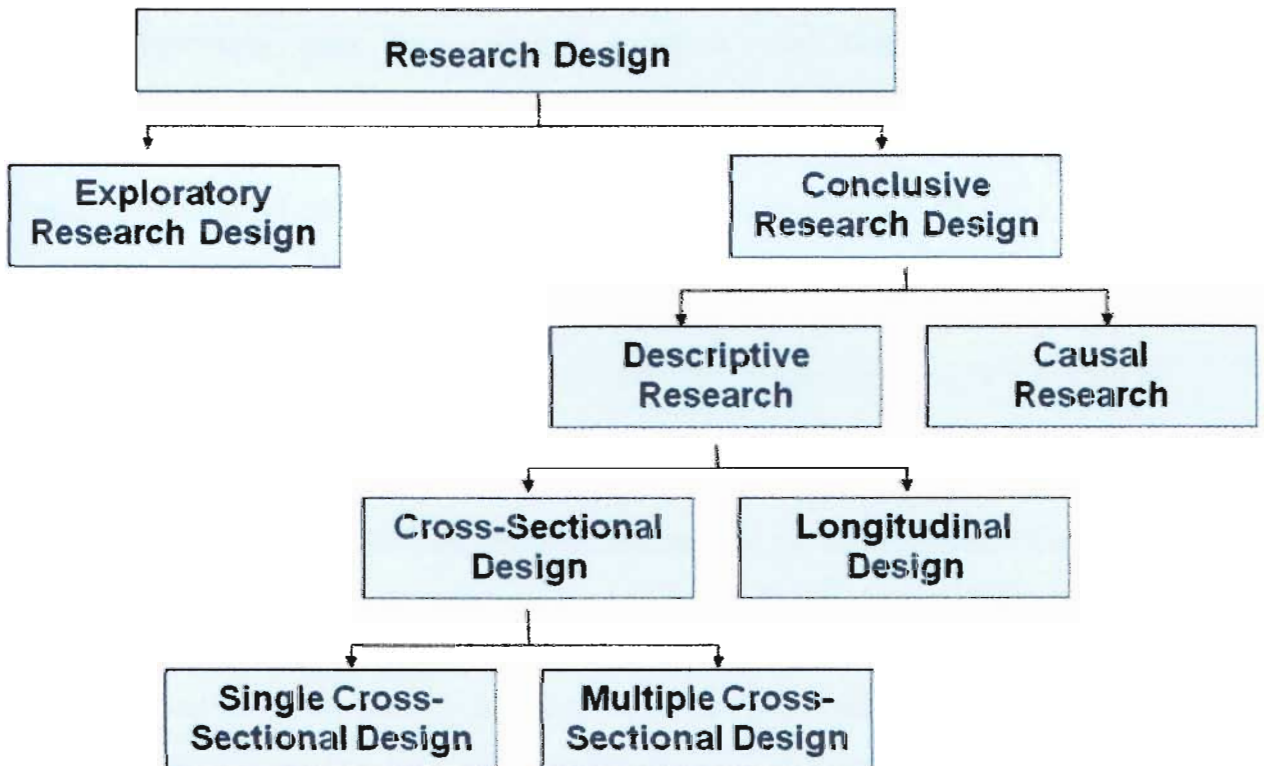
Education: illiterate literate primary SSC HSC Bachelor Masters

Occupation: student housewife private organization public organization

Research Design

Classifications of Research Design

A **research design** is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems. In marketing research it is the third stage. Here I tried to complete descriptive research, specified measurements and scaling, constructed and prototyped a questionnaire, selected the sampling process and sample size and then developed the plan of data analysis.



In my exploratory research design I have developed theory, model, research questions and hypothesis. And as it is an educational research and I have developed so many hypothesis, so I will test whether our hypothesis are accepted or not. I have used survey method in my descriptive research design part. There are two types of descriptive research design, Cross-sectional research design and longitudinal research design. As my data are collected only once from only one group of respondents that is only Grameenphone user, so I have used single cross sectional design as my survey method. As a part of descriptive research design method, I have used survey method which is a structured questionnaire given to a sample of a population and designed to elicit specific information from respondents. I have used mall intercept personal survey method to collect data. Before surveying, I have developed a questionnaire. In developing questionnaire, from my problem definition, I found specific components and triggering factors. I converted Specific components into Research Question. Then I came to research hypothesis from these research questions. And finally I prepared my questionnaire from these hypotheses. In my questionnaire, I have different types of primary scales such as nominal scale (e.g. Gender: Male or Female), interval scale (e.g. Overall mobile health service is significant to me: Strongly disagree, Disagree, neutral, agree, strongly agree). Here I used both liker scale and dichotomous scaling. In sampling, in this stage I decide what type of sampling method or technique I will follow for rest of the research part. I also make plan for how I will collect data. Sampling is a process to determine target population and these are the target population elements that possess information on my research topic. I will design my sampling design process with six steps. In first step I will start with target population. For the Grameenphone Company, 170 million users are the **target population** for mobile health service. Then in second step I will determine **sampling unit** which is a basic unit of containing population elements. I will do it on basis of demographic variables like age, gender, occupation, income, education etc. For GP mobile health service I will try to determine unit or division on basis of gender. In **sampling elements** step I have selected population elements with considering some criteria. Criteria or qualifications are like age will be more than 20, at least once, live in Dhaka. Then in **sampling technique** step I determined what type of technique I will follow for our research. Though I have done quantitative

research on mobile health service (789) so I have followed probability sampling. Under four types of probability sampling I have used **Simple Random Sampling**. After that I have decided sample size. I am doing our research on academic purpose so I have selected sample size of 60. After doing all the processes of research design such as scaling, questionnaire developing, selecting sampling technique, I started our field work. In doing field work, I have gone to shopping malls, universities, offices etc. to collect our data. I also took interviews from housewives and several female professionals.

Data analysis

For the purpose of Data analysis the software “SPSS for Windows” which provides a powerful statistical analysis and data management system in a graphical environment, using descriptive menus and simple dialog boxes to do most of the work for you. Most tasks can be accomplished simply by pointing and clicking the mouse.

Although some of the descriptive analysis techniques such as Frequency Distribution and Crosstabs have been used, other parametric analysis techniques are used.

As the sample was large according to educational research ($n=60$) so Z-test was supposed to be used. But due to ease of the SPSS software T-test performed our work as the software automatically converted the output in Z-test.

For the sake of regression model I have used the multivariate analysis to determine the constants and co-efficient of the equations.