

A STUDY ON BUYING ATTITUDE OF CONSUMER'S
TOWARDS NCELL AND NTC MOBILE SERVICES

By:-

Shailendra Yadav

Bhairahawa Multiple Campus

T.U. Registration No: 7-2-278-1090-2001

A Thesis Submitted:

Office of the Dean

Faculty of the Management

Tribhuvan University

*In partial fulfillment of the requirements for the **Master's**
Degree in Business studies (M.B.S.)*

August 2013

RECOMMENDATION

This is to certify that the Thesis

Submitted by:
Shailendra Yadav

Entitled:
**A STUDY ON BUYING ATTITUDE OF CONSUMER'S
TOWARDS NCELL AND NTC MOBILE SERVICES**

has been prepared as approved by this department in the prescribed format of the faculty of Management. This is forwarded for the examination.

.....
Shankar Panthi
Thesis Supervisor

.....
Lucky Prasad Joshi
Head of Research Department

.....
Dr. Ghanshyam Neupane
Campus Chief

Date:.....

VIVA-VOCE SHEET

We have conducted the viva-voce *examination of the thesis*

Submitted by:
Shailendra Yadav

Entitled
**"A STUDY ON BUYING ATTITUDE OF CONSUMER'S
TOWARDS NCELL AND NTC MOBILE SERVICES"**

and found the thesis is to be the original work of the student and written according to the prescribed format .We recommend the thesis to be accepted as partial fulfillment of the requirements for the Master's Degree in Business studies (M.B.S.).

Viva-Voce Committee

Head Research Department:

Member (Thesis-supervisor):

Member (External Expert):

Date:.....

DECLARATION

I hereby declare that the work reported in this thesis entitled **A SUTDY ON BUYING ATTITUDE OF CONSUMER'S TOWARDS NCELL MOBILE** submitted to the **Bhairahawa Multiple Campus** , Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirements for the Master of Business studies (M.B.S.) under the supervision and guidance of Shankar Panthi.

.....

Shailendra Yadav

Bhairahawa Multiple Campus

Tribhuvan University

T.U.Regd.No.7-2-278-1090-2001

Date:-.....

ACKNOWLEDGEMENT

This research has been carried out for the partial fulfillment of the requirement for the Master's degree in Business Studies. It is a matter of great pleasure and satisfaction of man to complete such type of research.

At first, I would like to express my sincere gratitude to my thesis supervisor **Shankar Panthi**, for his valuable suggestion and constant guidance. And I am also acknowledging to all my teachers of Department of Management who helped me in various way during the research period and during the study period in campus. I am greatly indebted to them.

M.B.S. Coordinator Mr. Narendra Raj Panday, Head of Reach arch Department Mr. Lucky Prasad Joshi & Campus Chief of Bhairahawa multiple Campus Dr. Ghanashyam Naupane.

I also express my grateful thanks to Mr. Yamlal Pandey and Mr. Raviraj Pant Sir who are the section officer of Nepal telecom Limited, Nepal providing necessary data and information and special guidance.

Finally, I would like to acknowledge to my friend Rajesh Kumar Yadav and my parents who helped me give the encouragement during the study period. Likewise tones of thank to all my friends for their encouragement, help and suggestion to complete this study.

.....
Shailendra Yadav
Researcher

TABLE OF CONTENTS

| | |
|-------------------|-----|
| Recommendation | ii |
| Viva Voce Sheet | iii |
| Declaration | iv |
| Acknowledgement | v |
| Table of Contents | vi |
| List of Tables | ix |
| List of Figures | x |
| Abbreviations | xi |

| CHAPTER – I | INTRODUCTION | Page No. |
|---------------------|---|-----------------|
| 1.1 | Background of the Study | 1 |
| 1.1.1 | Introduction of the Sampled Organizations | 2 |
| 1.1.2 | Most Innovative Mobile Operator & Best Consumer Pull in Mobile operator | 2 |
| 1.1.3 | Best Consumer Pull in Mobile operator | 2 |
| 1.2 | Statement of the Problem | 10 |
| 1.2.1 | Research Questions | 11 |
| 1.3 | Objectives of the Study | 11 |
| 1.4 | Significance of the Study | 12 |
| 1.5 | Limitations of the Study | 12 |
| 1.6 | Organization of the Study | 13 |
| | | |
| CHAPTER – II | REVIEW OF LITERATURE | |
| 2.1 | Conceptual/Theoretical Review | 14 |
| 2.1.1 | Conceptualization | 14 |
| 2.1.2 | Elements of Attitudes | 22 |
| 2.1.3 | Theories and Models of Attitudes | 31 |
| 2.1.4 | Attitude Change | 40 |
| 2.2 | Review of Related Studies | 47 |
| 2.2.1 | Review of Articles | 47 |
| 2.2.2 | Review of Journals | 47 |
| 2.2.3 | Review of Thesis | 47 |

| | | |
|-------|--------------|----|
| 2.2.4 | Research Gap | 50 |
|-------|--------------|----|

CHAPTER – III RESEARCH METHODOLOGY

| | | |
|-----|----------------------------|----|
| 3.1 | Introduction | 51 |
| 3.2 | Research Design | 51 |
| 3.3 | Population and Sample | 51 |
| 3.4 | The Sample Characteristic | 52 |
| 3.5 | Variables and Measures | 53 |
| 3.6 | Data Collection Techniques | 53 |
| 3.7 | Pre-testing | 54 |
| 3.8 | The Data Analysis Tools | 54 |

CHAPTER – IV DATA PRESENTATION AND ANALYSIS

| | | |
|------|--|----|
| 4.1 | Introduction | 55 |
| 4.2 | Respondent' s Perception towards price of MM and NTC SIM | 55 |
| 4.3 | Evaluation Score for High Price of SIM Card | 57 |
| 4.4 | Comparison of Respondent Belief for MM and NTC Mobile Service charge | 58 |
| 4.5 | Respondent Evaluation for High Service Charge | 60 |
| 4.6 | Respondents Belief for Reliability for NTC & MM Service | 62 |
| 4.7 | Respondents" Evaluation for Reliability Mobile Service | 63 |
| 4.8 | Respondent's belief for Audibility of NCELL Mobile | 64 |
| 4.9 | Respondent' s Evaluation for Audibility of Mobile Service | 65 |
| 4.10 | Respondents Belief for Connectivity of NTC & NCELL Mobile | 67 |
| 4.11 | Respondents Evaluation for Connectivity of Mobile Service | 68 |
| | 4.11.1 Respondents Belief for Network Coverage of NTC & MM | 69 |
| 4.12 | Respondents Evaluation for wider Network Coverage | 70 |
| 4.13 | Consumers Degree of Response for different Variables | 71 |
| | 4.13.1 Section "A" (For NCELL mobile) | 71 |
| | 4.13.2 Section „B" (For NTC mobile) | 72 |
| 4.14 | Calculation of Consumers Overall Attitude towards MM & NTC Mobile | 73 |
| 4.15 | Calculation of Weighted Arithmetic Mean (WAM) | 75 |
| 4.16 | Major Findings of the Study | 76 |

CHAPTER – V SUMMARY, CONCLUSION AND RECOMMENDATIONS

| | | |
|-----|------------------|--------|
| 5.1 | Summary | 78 |
| 5.2 | Conclusion | 79 |
| 5.3 | Recommendations | 79 |
| | Bibliography | 81 |
| | Appendix | 83 |

LIST OF TABLES

| Table No. | Title | Page No. |
|------------------|--|-----------------|
| 3.1 | Questionnaire Distributed and Collected | 52 |
| 3.2 | Sample Characteristic | 52 |
| 3.3 | Sample Characteristic | 53 |
| 4.1 | Comparison on respondents belief towards price for MM and NTC Mobile SIM card | 56 |
| 4.2 | Evaluation score for High price of SIM card | 57 |
| 4.3 | Comparison of Respondent Belief for Ncell Mobile and NTC Mobile Service Charge | 59 |
| 4.4 | Evaluation Sector for High Mobile Service Charges | 61 |
| 4.5 | Respondent"s Belief for Reliability of NTC & NCELL Mobile services | 62 |
| 4.6 | Evaluation Score for Reliable Mobile Service | 63 |
| 4.7 | Respondents belief for Audibility of NCELL Mobile | 64 |
| 4.8 | Evaluation Score for clearly Audible Mobile Service | 66 |
| 4.9 | Respondents Belief for Connectivity of NTC & NCELL Mobile | 67 |
| 4.10 | Evaluation Score for Connectivity of Mobile | 68 |
| 4.11 | Respondents" Belief for Network Coverage of NTC & NCELL Mobile | 69 |
| 4.12 | Evaluation Score for Wider Network Coverage | 70 |
| 4.13 | Section „A" (For NCELL Mobile) | 71 |
| 4.14 | Section „B" (For NTC Mobile) | 72 |
| 4.15 | Calculation of Consumer's overall Attitude towards NCELL & NTC Mobile | 73 |
| 4.16 | Calculation of Weighted Arithmetic Mean (WAM) | 75 |

LIST OF FIGURES

| Figure No. | Title | Page No. |
|-------------------|---|-----------------|
| 4.1 | Comparison on respondents belief towards price for MM and NTC Mobile SIM card | 57 |
| 4.2 | Respondents Evaluation for high price of SIM card | 58 |
| 4.3 | Comparative Chart of Service Charges of NT & MM | 60 |
| 4.4 | Evaluation Sector for High Mobile Service Charges | 61 |
| 4.5 | Respondents Belief for Teliability of NTC & NCELL Mobile Services | 63 |
| 4.6 | Evaluation Score for Reliable Mobile Service | 64 |
| 4.7 | Respondents belief for Audibility of NCELL Mobile | 65 |
| 4.8 | Evaluation Score for clearly Audible Mobile Service | 66 |
| 4.9 | Respondents Belief for Connectivity of NTC & NCELL Mobile | 67 |
| 4.10 | Evaluation Score for Connectivity of Mobile | 69 |

ABBREVIATIONS

| | | |
|------|---|-----------------------------|
| Co. | : | Company |
| H1 | : | Alternative Hypothesis |
| Ho | : | Null Hypothesis |
| Ltd. | : | Limited |
| MM | : | Ncell Mobile |
| No. | : | Number |
| NTC | : | Nepal Telecom |
| P.E. | : | Probable Error |
| SIM | : | Mobile Sim Card |
| SNPL | : | Spice Nepal Private Limited |