

CHAPTER – I

INTRODUCTION

1.1 Background of the Study

Marketing is the highly dynamic and target customer oriented fields of study which changes in social, economic and other aspects. Its primary objectives are to serve costumer by creating value associated with the products and to serve company adding return to the company. The marketer seeks to understand which factor motives customer to buy or pay more. The marketer should know why the customers might prefer the particular brand of product.

The modern marketing accepts customer as a king because he/she has the purchasing power and no one can compel any customer to buy a particular goods of service. Customer has remote control at their hands as they are all in all today. So, customer has freedom to spend on the goods or service according to his/her choice and preference. Customer's preferences, attitudes, opinions etc. has got priority in the production program and marketing activities of producer.

Today most of the products are bought by brand rather than inspection. So every marketer is trying to develop a positive attitude in the mind of customer towards the brand of their product. People are always specific about selecting the brand and selection of product highly depend upon their attitude towards the same brand. As the new marketing strategies are emerging and new competitors are in the market, seller has to be extremely cautious about the consumer attitude towards their product.

All the people engaged in evaluation, acquisition, use or disposition of goods and services are called consumers. More specifically, ultimate customers are those individuals who purchase goods or services for the purchase of individual use of household consumption.

One of the most important objectives of the marketer is to increase the sales volume of there product. The sales volume of every product is directly influenced by buying attitudes of consumer towards the brand.

1.1.1 Introduction of the Sampled Organizations

Spice Nepal Private Limited (SNPL)

Spice Nepal Private Limited was established on 2005 with the basic aim to serve the Nepalese people by providing communication service. This organization has launched cellular phone service as "NCELL MOBILE" and its rival competitor is Nepal Telecom.

Company philosophy is based on providing the best quality communication service to our subscribers. Ncell Mobile shall bring more and more updates and services in coming future.

Awards

2006

1.1.2 Most Innovative Mobile Operator & Best Consumer Pull in

Mobile operator

At CEO conclave 2006 by Voice & data Colombo, Sri Lanka India Leading information & communication Magazine Awards were given to best mobile operators in South Asian (SAARC) Region for their contribution in cellular Mobile Phone Development.

2007

1.1.3 Best Consumer Pull in Mobile operator

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Spice Nepal Private Ltd., popularly known under its brand name "Ncell Mobile", is the first private GSM mobile operator in Nepal. Company was established in 2004 and commercially launched on 17th September 2005.

Spice Nepal Private Ltd. bagged the award for the “Best Consumer Pull in Mobile operator” and "Most Innovative Mobile Operator" at the CEO Conclave Award-2006, organized by Voice & Data, India's leading information and communication magazine, in Colombo, Sri Lanka. The winners were chosen among the best mobile operators in the South Asian (SAARC) region for their contributions in cellular mobile phone development, innovation products and services. Also this year 2007 SNPL was rewarded for "Best Consumer Pull in Mobile Operator" and the event held at Kathmandu, Nepal.

Starting from moment of commercial launch Spice Nepal has extended its services in major areas of Nepal such as: Dhulikhel, Banepa, Nagarkot (surroundings of Kathmandu Valley) Bharatpur / Chitwan, Hetauda, Birgunj, Simara, Biratnagar, Itahari, Birtamod, Chandragadi, Kakarvitta, Dharan, Duhabi, Rajbiraj, Lahan, Malangawa, Nijgadh, Dhalkebar, Janakpur (Eastern part of Nepal); Pokhara, Butwal, Bardagath, Bhairahawa, Nepalgunj (Western part of Nepal), Dhangadhi and it is one of the most fast growing company known for its better quality and innovative services. Ncell Mobile has already tied up with many different international Operators of more than 31 countries adding up to 74 operators around the world and is in process of extending roaming services (partners) for the convenience of the roaming subscribers.

Coverage

Ncell Mobile GSM is constantly expanding its coverage, adding new cities and regions to its country-wide network. Powered by its commitment to setting new service standards, the GSM network coverage will extend throughout the country gradually.

Nepal Telecom (NT)

In Nepal, operating any form of telecommunication service dates back to 96 years in B.S. 1970. But formally telecom service was provided mainly after the establishment of Mohan Akashwani in B.S. 2005. Later as per the plan formulated in First National

Five year plan (2012-2017); Telecommunication Department was established in B.S.2016. To modernize the telecommunications services and to expand the services, during third five- year plan (2023-2028), Telecommunication Department was converted into

Telecommunications Development Board in B.S.2026.

After the enactment of Communications Corporation Act 2028, it was formally established s fully owned Government Corporation called Nepal Telecommunications Corporation in B.S. 2032 for the purpose of providing telecommunications services to Nepalese People. After serving the nation for 29 years with great pride and a sense of accomplishment, Nepal Telecommunication Corporation was transformed into Nepal Doorsanchar Company Limited from Baisakh 1, 2061. Nepal Doorsanchar Company Limited is a company registered under the companies Act 2053. However the company is known to the general public by the brand name Nepal Telecom as registered trademark.

Nepal Telecom has always put its endeavors in providing its valued customers a quality service since its inception. To achieve this goal, technologies best meeting the interest of its customers has always been selected. The nationwide reach of the organization, from urban areas to the economically non- viable most remote locations, is the result of all these efforts that makes this organization different from others.

Definitely Nepal Telecom's widespread reach will assist in the socio-economic development of the urban as well as rural areas, as telecommunications is one of the most important infrastructures required for development. Accordingly in the era of globalization, it is felt that milestones and achievements of the past are not adequate enough to catch up with the global trend in the development of telecommunication sector and the growth of telecommunication services in the country will be guided by Technology, Declining equipment prices, market growth due to increase in standard of life and finally by healthy competition.

Converting NT from government owned Monopoly Company to private owned, business oriented, customer focused company in a competitive environment, Nepal Telecom invites its all-probable shareholders in the sacred work of nation building.

Mission

"Nepal Telecom as a progressive, customer spirited and consumer responsive Entity is committed to provide nation-wide reliable telecommunication service to serve as an impetus to the social, political and economic development of the Country".

Vision

Vision of Nepal Telecom is to remain a dominant player in telecommunication sector in the Country while also extending reliable and cost effective services to all.

Goal

Goal of Nepal Telecom is to provide cost effective telecommunication services to every nook and corner of country.

Services

- Local calls
- National Trunk Calls
- International Trunk Calls
- International Telegram
- Domestic Telex
- International Telex
- Leased Lines
- Operator -Assisted Int'l Telephone
- Packet Switching Data Communication
- ISDN (Integrated services Digital Network)
- Pay Phone
- Intelligent Network Services
- PCC Easy Call Service
- HCD Service
- AFS Advanced Free phone Service
- Universal Access Number service
- PSTN credit Limit service
- Mobile
 - Postpaid
 - Prepaid

- Roaming (Incoming & Outgoing)
- SMS

- **CDMA**
 - Fixed Postpaid.
 - Fixed Prepaid.
 - SKY phone.
 - Data Services.

- Internet and E-mail
 - Dial -up Internet /Email Access
 - PSTN Dial-up
 - Fixed hour package
 - Night Surfing Package
 - Fixed hour / month package
 - Unlimited Single User Package
 - PSTN Bills in the Internet
 - Post-Paid Mobile Bills
 - Telephone Inquiry
 - ISDN dialup
 - Leased Line Connectivity (n*64kbps)
 - Web SMS
 - E-mail Alert

Nepal Telecom - Achievements

Customer Status

Nepal Telecom has grown almost 3.69 times from date of transformation into company which can be seen from the following table. Following table reflects the subscriber base status up to 2063 Chaitra and current subscriber status.

Description	Status at 063/064 Chaitra	Status at 068/069 Kartik
Number of exchanges	230	350
Districts having telephone exchange	72	105
VDC coverage by Telephone	2748	2952
Internet Subscribers	25017	28017
PSTN Working lines	518593	548593
GSM Post paid Lines	113933	133933
GSM Pre Paid Lines	1049694	1349694
CDMA Fixed Postpaid	42940	4440
CDMA Fixed Prepaid	06683	13083
Sky Phone	130671	190671
Total Number of Subscribers	1962514	2271838

Employee Status

Description	Status at 063/064 Chaitra	Status at 068/069 Kartik
Number of Employee	5700	8601

Future Programs

Following is the program planned for first three years of Eleventh Plan (2064/64 to 2066/67).

Line capacity Addition in Eleventh Plan	F.Y.2066/67	F.Y. 2067/68	F.Y. 2068/69 (Running)
PSTN	125238	127237	135001
GSM	850000	1050000	1250000
CDMA	766000	896000	964000
ADSL	50000	121000	131000
Internet	10000	12510	13212
	1801238		

Financial Highlights

particulars	2063/064	2064/065	065/66	066/67	067/068	068/069
Operating revenues	8584	10414	13032	14250	16500	18412
Non operating revenues	610	645	722	810	925	1250
Net profit before tax	4922	6844	8308	8501	9614	11201
Net profit available for appropriation	3701	4593	6056	7245	8745	10450
Net current assests	5876	6861	8597	9601	10450	12450
Net fixed assests	9040	10088	9684	10950	11450	13451
Long term Debt	24	0	0	0	0	0
Total Equity and Reserve & surplus	20826	23686	27720	28450	29345	32450

Mile Stone of Nepal Telecom

Year	Milestone Details
1913	Establishment of first telephone lines in Kathmandu
1914	Establishment of Open wire Trunk Link from Kathmandu to Raxaul
1935	Installation of 25 lines automatic exchange in Royal Palace
1936	Installation of Open Wire Trunk line from Kathmandu to Dhankuta
1950	Establishment of Telegram Service
1950	Introduction to High frequency Radio System (AM)
1950	Establishment of CB telephone exchange (100 lines) in Kathmandu
1951	Installation of Open Wire Trunk line from Kathmandu to Palpa
1955	Distribution of telephone line to general public
1962	First Public Telephone Exchange in Kathmandu (300 lines CB)
1964	Beginning of International Telecommunications Service using HF Radio to India and Pakistan
1965	First Automatic exchange in Nepal (1000 lines in Kathmandu)
1971	Introduction of Telex Services

1974	Microwave transmission links establishment for internal trunk
1982	Establishment of Standard "B" Type Earth Station for international circuits
1982	Establishment of SPC telex exchange
1983	Establishment of digital Telephone Exchange
1984	Commencement of STD service
1984	Reliable Rural Telecom Service (JICA)
1987	Commencement of STD service
1995	Installation of Optical Fiber Network
1996	Conversion of all Transmission link to Digital transmission link
1996	Automation of the entire Telephone Network
1996	Independent Int. Gateway Exchange established
1996	Introduction of VSAT services
1997	Digital Link with D.O.T. India through Optical Fiber in Birgunj – Raxual
1998	Direct Link with Bangladesh
1999	Launching of GSM Mobile service
2000	Implementation of SDH Microwave Radio
2000	Launching of Internet Service
2001	Launching of Payphone Service
2002	East West Highway Optical Fiber Project
2003	GSM Prepaid Service
2004	NEPAL TELECOM (Transformation from Corporation to Nepal Doorsanchar Company Limited)
2004	Pre-paid Calling Card Service (IN Services)
2005	Soft launch of CDMA
2005	Access Network Services
2005	Outsourcing of Enquiry Service (197)
2006	PSTN Credit Limit Service - PCL (IN)
2006	Home Country Direct Service – Nepal Direct (IN)
2006	MCC (198) Complaint Registration via IVR in Kathmandu Valley
2006	CDMA Limited Services in Kathmandu Valley

2007	Expansion of Internet Bandwidth through India-Nepal cross boarder optical link.
2007	National Roaming for CDMA Mobile (Sky Phone)
2008-09	3G Service added for Mobile Users

In comparison with, Ncell Mobile, Nepal Telecom is a well established organization that has large market share, wider market coverage, better goodwill, image, reputation and favorable attitudes among the Nepalese consumers. Hence, it is difficult for Spice Nepal to capture the large market share. Due to this reason, Spice Nepal has to begin with creating and modifying products. This comparative study should try to understand

consumer's perception, preferences and ultimately their attitudes towards, "NCELL MOBILE" and "NTC MOBILE". This attempt certainly may assist to the marketing manager for his/her planning and decision making related to product positioning and designing of products.

If the buying attitude of customer towards a brand is favorable and positive the company can survive, compete, flourish and be a market leader in the competitive market place. If not, otherwise the company can do nothing rather it should be vanished from the market. Thus, both companies have to take full attention for altering its customer's attitudes.

The buying attitudes of customer can not be natural it should be favorable or unfavorable. The purpose of this work is to examine what are the customers buying attitudes can be altered into favorable.

1.2 Statement of the Problems

The problem toward which this study is directed to identify the customers buying attitudes "Ncell Mobile" and "Nepal Telecom" mobile. A favorable customer's attitudes help to increase customer satisfaction and its value. The word of mouth communication also takes place, which is cost advertisement for a company. But a

favorable attitude can diffuse rumors among the customers which ultimately affects negatively the brand image. This is why the research problem emerged.

Which respect to Ncell Mobile is newly Establishment Company it has spent large amount money on advertising and for applying difficult marketing strategies. But still it is often seen that most of the customer's appear to be favorable towards Nepal Telecom. The market share of Ncell Mobile is also considerably smaller than the Nepal Telecom. Indeed, individuals can have a variety of attitudes towards a particular behavior each corresponding to a particular situation. It is important to understand how consumer buying attitudes vary from situation to situation such as lower purchasing cost, lower operating cost, dependable, service quality, and advertisement, promotional activities, bearing social responsibility etc. In this way the study epically surrounds and leads with the following aspects of customer attitudes.

1.2.1 Research Questions

- a) What are the direction, degree and intensity of customer attitude towards Ncell Mobile and Nepal Telecom?
- b) What are the strengths and weakness of Ncell Mobile and Nepal Telecom on consumer's view?
- c) What are the variable pertinent to change consumer's attitudes towards Ncell Mobile and Nepal Telecom and how can the consumer's attitude be changed?
- d) What the consumer feel about the services and facilities provided by the Ncell Mobile and Nepal Telecom is difficult to quantify?

1.3 Objectives of the Study

The main objective of this study is to analyze the customer buying attitudes and find out the factors affecting consumer behavior can be changed. More specially, the study objectives are;

1. To identify the direction, degree and intensity of customer's buying attitudes towards, "Ncell Mobile" and "Nepal Telecom" service.
2. To evaluate strength and weakness of "Ncell mobile" and "Nepal Telecom" on the basis of consumer's attitude and their particular perception.

3. To compare and analyze the essential variables that play significant role to alter consumer's perception and attitudes towards "Ncell Mobile" and Nepal Telecom".
4. To provide suggestions to the concerned organization on the basis of major findings of the study.

1.4 Significance of the Study

The consumer of the future will be increasingly demanding, skeptical and critical. A whole universe of consumer behavior consistency of the purchase, recommendations to other, top rankings, benefits, evaluations and intentions are related to attitudes. So, marketer who fail to understand the consumer's attitudes and doomed to be less successful than they otherwise might be.

As learned predispositions, attitudes have a motivational quality that they might propel s consumer towards a particular behavior or repel the consumer away from a particular behavior. That is why, altering consumer attitudes ins a key strategies consideration for the marketer. Their objective is no changing the attitudes of the market leader's costumer and wins then over.

Besides these all, this study can assist a marketing manager to achieve his/her marketing goal. Moreover, the future researches may find the study helpful as a reference for their research works.

1.5 Limitations of the Study

Like other studies, this study is not free from some limitations. The limitations for the study are maintained below.

1. This study has been concluded and primary data are collected specially from Kathmandu, Nuwakot & Banepa District with reference to the customer of "Ncell mobile" and "Nepal Telecom". So, the study result cannot be generalized.
2. The primary data collected from respondent through questionnaire survey are assumed to be representatives of the population.
3. The variable other than purchasing cost, operating changes, reliable services, audibility, network coverage of services have not been included in the study.

4. Lack of enough earlier research in this topic, secondary data are limited within few researches.

1.6 Organization of the Study

Title of this study will be "A Study on Buying Attitude of Consumer's Towards Ncell Mobile and NTC". This study has to be completed within the format provided by the T.U. so, the research is divided in to following chapters:

Chapter I: It includes general back ground of the study statement of problem, objectives of the study and statement of hypothesis.

Chapter II: This chapter includes review of literature. The researcher has divided this chapter into two parts one is theoretical framework and second is review of previous studies.

Chapter III: Research methodology consists of research design and research tools. Secondary data is used for this study as far as possible primary data also consider for study.

Chapter IV: Fourth chapter of this study includes data presentation and analysis. This is main part of the study. Obtained data are presented in the tabular & other forms obtained data has been analyzed by using various statistical tools.

Chapter V: This is last chapter of the study & it includes conclusion, findings and some recommendations.

CHAPTER – II

REVIEW OF LITERATURE

The concept of attitude is not a new concept in psychology and social psychology. It is the focal point for considerable research on these disciplines. But in marketing, this concept is applied for developing various marketing programs related to all the components of marketing mix-product, price, place and promotion. Here, in this second chapter, concept of attitude, elements of attitudes and theories and models of attitude are reviewed. In the second section review of one dissertation is included.

2.1 Conceptual/Theoretical Review

2.1.1 Conceptualization

A. Meaning of Consumer Attitudes

The word "attitude" comes from the Latin term, *Aptus*, which means "fitness". By the eighteenth century the man had come to refer to bodily posture and to this day the word "attitude" can be general physical orientation with respect to something else. Late 18th century Charles Darwin used the word in a biological sense as a physical expression of an emotion. Indeed, well into the 20th century researchers tended to link attitudes with physiological tendencies to approach or avoid something (Mowen, 1990:225).

Over the past thirty years the term "attitude" has been defined numerous ways. The definition that best captures the ideas developed in this text was put forth by L.L. Thurstone, who one of the originators of modern attitude measurement theory. Thurstone viewed attitudes as "The amount of affect or feeling for or against a stimulus". Examples of some definitions of attitudes include the following:

1. Attitudes are likes and dislikes.
2. The major characteristics that distinguish attitude from other concepts are its evaluative or affective nature.
3. Attitudes are the core of the our likes and dislikes for certain people groups, situation, objects and intangible ideas (Mowen, 1990:226).

Attitude refers to subject-object relationship that the individual forms in his encounters with motivationally relevant objects (persons, groups, events etc.) that set the individual for or against them in some degree in a lasting way. Operationally, an attitude is inferred from the person's consistent, characteristic and selective modes of behavior towards the objects question (Sherif and Sherif, 1969:295).

The person classifies the domain of relevant objects as positive or negative in some degree. The criteria distinguishing attitudes from other internal factors are

1. Attitudes are not innate (They are learned).
2. Attitudes are not temporary states of the organism but more or less enduring once they are formed.
3. Attitudes stabilize a relationship between the person and objects.
4. The subject- object relationship has motivational-affective properties.
5. Attitude formation involves the formation of categories encompassing a small or large number of specific items.
6. Principles applicable to attitude formation in general are applicable to the formation of social attitudes.

Attitudes are necessarily cognitive-motivational-behavioral. Any sharp separation of these criteria in theory or research practice is bound to be arbitrary and to distort the nature of attitudes (Sherif and Sherif, 1969:335-336).

Definitions of attitudes in the literature have certain features in common. One of these is that attitudes are acquired. Another is that attitudes are inferred from characteristic, consistent and selective behavior over a time span. Attitudes are characteristic, consistent and selective behavior, preferably both.

Accordingly, attitude can be defined in a way that leads to definite research operation in assessing attitudes. "An attitude is the individual's set of categories for evaluating a domain of social stimuli (objects, persons, values, groups, ideas etc.) which he has established as he learns about that domain (in interaction with other person, as a general rule) and which relate him to subjects within the domain with varying degree of positive or negative affect (motivation emotion).

To the extent that a person consistently selects items relevant to the attitude and consistently locates them within categories acceptable or objectionable to him, we may say that his attitude on this issue at hand is stabilized. Change of attitude is inferred from changes in these modes of behavior (Sherif and Sherif, 1969: 336-337).

Now it is obvious that consumer attitude means a person's learned predisposition towards a goods or services that may be consistently favorable or unfavorable. The consumers have their own direction, degree and intensity of predisposition towards a brand which refers consumer attitude is a feeling or an evaluative reaction towards a product or service exposed by an individual overtly or covertly.

B. Nature of Attitudes

Social psychologists, unfortunately, do not agree on the precise definition of attitude. In fact, there are more than 100 different definition of the concept. Even though London and Della Bitta (1993) have described several important characteristics or properties of attitudes namely, they (1) have an object, (2) have direction intensity and degree (3) has structure and (4) is learned.

1. Attitude has an Object

By definition, attitudes must have an object. That is, they must have a focal point-whether it be an abstract concept, such as "ethical behavior", or a tangible item, such as a SIM card. The object can be a physical thing, such as a product, or it can be an action, such as buying a lawnmower.

In addition, the object can be either one item, such as a person, or a collection of items such as a social group, it also can be either specific (Deutscher bologna) or general (imported meats).

2. Attitudes have Direction, Degree and Intensity

An attitude expresses how a person feels toward an object. It expresses (1) direction-the person is either favorable or unfavorable toward, or for or against the object. (2) Degree- how much the person either likes or dislikes the object and (3) intensity-the level of sureness or confidence of expression about the object, or how strongly a person feels about his or her conviction.

Although degree and intensity might seem the same and are actually related, they are not synonymous. For example, a person may feel that a snapper riding mower is very poorly made. This indicates that his attitude is negative and the degree of negative feeling is quite extensive. However, the individual may have very little conviction or feeling of sureness (intensity in attitude) that he is right. Thus, his attitude could be more easily changed in a favorable direction than a person who feels a strong conviction that snapper mower is poorly made.

The direction, degree and intensity of a person's attitude toward a product have been said to provide marketers with an estimate of his her readiness to act towards or purchase the product. However, a marketer must also understand how important the consumer's attitude is vis-à-vis other attitudes and the situational constraints such as ability to pay, that might inhibit the consumer from marketing a purchase decision.

3. Attitude has Structure

Attitude display organization, which means that they have internal consistency and possess inter attitudinal centrality. They also tend to be stable, to have varying degrees of salience and to be generalized.

The structure of human attitudes may be viewed as complex thinker toy set erected in a type of circular pattern. At the center of this structure are the individual's important values and self-concept. Attitudes close to the hub of this system are said to have a high degree of centrality. Other attitudes located farther out in the structure possess less centrality.

Attitudes do not stand in isolation. They are associated (tied in) with each other to form a complex whole. This implies that a certain degree of consistency must exist between them, or conflict will result. Also because the more central attitudes are related to a larger number of other attitudes, they must exhibit a greater degree of consistency than more peripheral attitudes do.

Because attitudes cluster into a structure, they tend to show stability over time. The length of time may not be infinite, be infinite but it is far from being temporary. Also, because attitudes are learned, they tend to become stronger or at least more resistant

to change the longer they are held. Thus, newly formed attitudes are easier to change and less stable than are olden ones of equal strength.

Attitude tends to be generalizable. That is a person's attitude toward a specific object tends to generalize toward a class of objects. Thus a consumer who purchases a porches and Volkswagen products, and possibly all German-made products are poorly constructed. Consumers tend to generalize in such a manner in order to simplify their decision making.

4. Attitudes are Learned

Just as a golf swing, a tennis stroke and tastes are leaned, so are attitudes. They develop from our personal experiences with reality, as well as from information from friend, salespeople and news media. They are also derived from both direct and indirect experiences in life. Thus, it is important to recognize that learning precedes attitude formation and change and that principles of learning can aid marketers in developing and changing consume attitudes.

Schiffman and Kanuk (2004) have further added an important point attitudes occur with a situation. This point is also explained in detail below and assumed to be ensured point continue to the above points.

5. Attitudes Occur Within a Situation

It is not immediately evident from our definition that attitudes occur within and affected by situation. By situation, we mean events or circumstances that, at a particular point in time, influence the relationship between an attitude and behavior. A specific situation can cause consumes to behave in away seemingly inconsistent with their attitudes. For instance, let us assume that one purchase a different band of deodorant each time the brand he is using runs low.

Although his brand switching behavior may seem to reflect a negative attitude or dissatisfaction with the brands he tries, it actually may be influenced by specific situation, for example his wish to economize. Thus he will buy whatever is least expensive brand. Consider the recent slowdown in the U.S. economy. For the first time in more than 65 years, the market share of popularly priced suave brand hair care

products topped 10 percent while other manufactures cut prices on their premium priced offerings.

The opposite can also be true = If Noah stays at a Hampton Inn each time he goes out of town on business, we may erroneously infer that he has particularly favorable attitude toward Hampton Inn to be " Just Okay". However, because he own business and travels at his own expense, he may feel that Hampton Inn is "good enough", given that he may paying less than he paying if he stayed at a Marrott. Sheraton or Hilton hotel.

Indeed, individuals can have a variety of attitudes toward a particular behavior, each corresponding to a particular situation. Dana may feel it is alright to each lunch at Taco Bell but does not consider it appropriate for dinner. In this case Taco Bell has its "Time and place", which functions as a boundary delineating the situations when Dana considers Taco Bell acceptable. However if Dana is coming home late from school one night, feels exhausted and hungry, and spots a Taco Bell she may just decide to have "dinner" there. Why? Because it is late, she is tired and hungry, and Taco Bell is convenient. Has she changed her attitude? Probably not.

It is important to understand how to understand consumer attitude very form situation to situation. For instance, it useful to know whether consumer performance for different burger chains 9 e.g., Burger king, Mc Donald's Wendy's}

It is important to understand how understand consumer attitude very form situation. For instance, it is useful to know whether consumer performance for different burger chains 9 e.g., Burger King, Mc Donald's, Wendy's} very in terms of eating situations {i.e., lunch or snack, evening meal when rushed for time}. Consumer preference for the various burger restaurants might be favored by as segment of consumers as good place to have dinner with their families. This suggests that its management might position Wendy's restaurants as a nice place to take the family for a leisurely {and inexpensive} dinner. In this way, when measuring attitudes, it is important to consider the situations in which the behavior takes place, or we can misinterpret the relationship between attitudes and behavior (Shiffman Kanuk, 2004:254-255)

C. Importance of Attitudes

In most countries of the world, government have been emphasizing on the free economy with open competition. Consumers, also are becoming pleased to welcome such types of government policies which works as a catalyst for being free economy. Where there is free competition, consumers have many alternatives to select different brands according to their needs, desires, tastes, and preferences, prices for that products are also fixed accordingly.

So, the world's economy is increasingly directed towards free competition. In such condition, marketers have to understand their consumer's attitudes towards their brand or product. Marketers who fail to understand the consumers' attitudes are doomed to be less successful than they otherwise might be.

Today's customers are becoming harder to please. They are smarter, more price conscious, more demanding, less forgiving and they are approached by many more competitors with equal or better offers. The challenge, according to Jeffrey Gitomer, is not to produce satisfied customer, several competitors can do this. The challenge is to produce delighted and loyal customers (Kotler, 2003:72). To cope with this challenge, too a deep knowledge of attitudes of consumers should be there with marketer. Hence, a good knowledge about consumer attitudes may definitely assists to form and / or change consumer attitudes favorably towards their brands.

Consumer decision making varies with the type of buying decision. The decisions to buy toothpaste, a tennis racket, a personal computer, and a new car are all very different. Complex and expensive purchases are likely to involve more buyer deliberation and more participation (Kotler, 2003:200-201). While purchasing any kinds of products, low involvement or high involvement, the effect of their attitude towards the product is definitely existed.

Five attitudes groups can be found in a market: enthusiastic, positive, indifferent, negative and hostile. Door-to door workers in a political campaign use the voter's attitude to determine how much time to spend with that voter. They thank enthusiastic voters and remind them to vote, they reinforce those who are positively disposed, they try to win the votes indifferent voters, and they spend no time trying to change the

attitudes of negative and hostile voters. To the extent that attitudes are correlated with demographic descriptors, the political party can more efficiently locate the best prospects (Kotler, 2003:294).

Attitudes usually play a major role in shaping behavior. In deciding which brand to buy, or which store to patronize, consumers will typically select the brand or store that is evaluated most favorably. Consequently, enhancing attitude can be a worthy marketing objective. Attitudes are useful to marketers in many ways. For example, they are often used for judging the effectiveness of marketing activities.

Consider an advertising campaign designed to increase sales by enhancing consumer's attitudes. Relying solely on sales is affected by many factors beyond advertising {e.g. a competitor who slashes prices in response to the campaign}. Consequently, it is possible for advertising to have a positive impact on attitudes without influencing sales. If, however, the ads failed to have the desired effect on attitudes, then it would probably be necessary to revise the campaign.

Attitudes can also help evaluate marketing actions before they are implemented within the market place. A packaging decision is one example. Establishing which version of several alternative packages evoked the most favorable attitudes from consumers could prove quite useful in making the final selection.

Attitude can also be very useful in segmenting market and choosing target segments. One approach to segmentation involves slicing a market based on how favorable consumers are toward the product. All other things being equal, a firm would target the segment holding favorable attitudes, since these consumers should be more responsive to the product offering than those possessing less favorable attitudes. Even if some other base is used to segment a market {e.g. geographic}, one should still attempt to examine the relative favorability of various segments towards the product. The barriers to success become smaller as a segment's liking for a product increases.

Product attitudes are of course, but one of many different types of attitudes that marketers must concern themselves with. The attitudes held by a consumer toward various product attributes {e.g. attitudes toward the alternative colors, materials and

style that might be used in clothing} plays an important role in determining product attitudes. The attitudes formed toward an advertisement should also be considered as they can determine the ad's persuasive power.

Attitudes toward health and fitness can carry potent implication for many industries, including cigarettes, exercise equipment, and diet foods. In sum, an understanding of consumer attitudes can be beneficial in a number of ways. Fortunately, decades of attitudes research have yielded a wealth of information, upon which we can draw. Unfortunately, the amount of information, necessary for even a basic appreciation of attitudes can not fit within the constraints of a conventional textbook (Engel, Blackwell and Miniard, 1990:201-302)

Last but not the least, attitudes are inferred from characteristic, consistent, and selective modes of behavior directed toward or against relevant objects, persons and events. However, not all such modes of behavior indicate an attitude. Attitude regulates an individual's behavior by affecting their perception, and their judgment and behavior in relevant situations- both experimental and natural. Hence, a successful marketer always tries to form a highly favorable attitude towards his or her product. Stereo-typed attitude of a consumer is harder or almost impossible to change and definitely, some stereo- typed persons may be inherent there within a society.

2.1.2 Elements of Attitudes

A. Functions of Attitudes Attitudes serve four major functions for the individual. Ultimately, these functions serve people's need to protect and enhance the image they hold of themselves. In more general terms, these functions are the motivational bases which shape and reinforce positive attitudes toward goal objects perceived as need-satisfying, and or negative attitudes toward other objects perceived as punishing or threatening. The functions themselves can help us to understand why people hold the attitudes they do toward psychological objects.

According to Mowen (1990), Daniel Katz identified four functions of attitudes: the utilitarian, the ego-defensive, the knowledge, and the value expressive functions.

1. The Utilitarian Function

The Utilitarian Function of attitudes refers to the concept that people express feelings in order to obtain certain outcomes and avoid others. Similarly, in the words of Schiffman and Kanuk (2004), we hold certain brand attitudes partly because of a brand's utility. When a product has been useful or helped us in the past, our attitude toward it tends to be favorable, for example having a positive attitude toward a brand may reduce the amount of search time required to find a product to fulfill a need.

2. Ego- Defensive Function

Attitude may also be held in order to protect people from basic truths about themselves or from the harsh realities of the external world (Mowen, 1990:227). According to Schiffman and Kanuk (2004), most people want to protect their self images from inner feelings of doubt- they want to replace their uncertainty with a sense of security and personal confidence, For example, people hold positive attitudes toward smoking in order to defend themselves against the reality what they are doing to their bodies.

3. The Knowledge Function

Individuals generally, have strong need to know and understand the people and things they encounter. The consumer's "need to know", a cognitive need is important to marketers concerned with product positioning. Indeed, many product and brand positioning are attempts to satisfy the need to know and improve the consumer's attitudes towards brands by emphasizing its advantage over competitive brands (Schiffman and Kanuk, 2004:273). Therefore, an individual who does not play golf, nor wish to learn the sport, is unlikely to seek knowledge or an understanding of the game. This will influence the amount of information search devoted to this topic. Thus out of our need to know come attitudes about what we believe we need or do not need to understand (Loudon and Della Bitta, 1993:426).

4. Value- Expressive Function

Mowen (1990), rather than acting as an ego-defense mechanism, the value-expressive function acts to express a person's central values and self-concept to himself and to others. Similarly, Schiffman and Kanuk (2004) has described attitudes as an expression or reflection of the consumer segment generally holds a positive attitude towards

owning the latest personal communications devices (e.g. owning the smallest cellular telephone), then their attitudes toward new electronic devices are likely to reflect that orientation. The behavioral expression of such values can be seen in the purchase of products that express a consumer's self-concept.

5. Combining Several Functions

Because different consumers may like or dislike the same goods or service for different reasons, a functional framework for examining attitudes can be very useful. For instance, there consumers may all have positive attitudes toward same hair care products. However, one may be responding solely to the fact that the products work well (the utilitarian function), the second may have the inner confidence to agree with the point "when you know beautiful hair doesn't have to cost a fortune" (an ego-defensive function). The third consumer's favorable attitudes might reflect the realization that suave has for many years stressed value (equal or better products for less) the knowledge function (Schiffman and Kanuk, 2004:273).

In addition, attitudes enable consumers to simplify the complexity of the real world. That is, the real world is too complex for us to cope with so we develop mechanisms to simplify situations.

We say that this involves sensory thresholds and selective attention, and it also involves attitudes. Attitudes allow us to categorize or group objects as a way of knowing about them. Thus, when a new object is experienced we attempt to categorize it into a group which we know something about.

Consequently, we often find consumers reaction in similar ways to ads for "going out of business sales," "limited time" offers, "American made" goods, etc. Of course, there is some risk of error in not looking at the unique aspects or new information about objects, but for better or worse, our attitudes have influenced how we feel and react to new examples of these situations (Loudon and Della Bitta, 1993:426).

B. Sources to Attitude Development

Loudon and Della Bitta, (1993), spent their efforts to discuss some sources of attitude development. They explained that all attitudes ultimately develop from

human needs and the values people place upon objects that satisfy those perceived needs. This section discusses sources that make us aware of needs, their importance to us, and how our attitude develops toward objects that satisfy needs.

1. Personal Experience

People come into contact with objects in their everyday environment. Some are familiar, while others are new. We evaluate the new and reevaluate the old and this evaluation process assists in developing attitudes towards objects. For example, consider a gourmet cook who has searched two months for new food processor only to have it break down three month after purchases. Though direct experience. She will then reevaluate her earlier attitude toward the processor.

Our direct experiences with sales representatives, goods, services and store help to create and shape our attitudes toward those markets objects. However, several factors influence how we will evaluate such directs contacts:

2. Needs

Because needs differ and also vary over time, people can develop different attitudes toward the same object at different points in their life.

3. Selective Perception

We have seen that people operate on their personal interpretation of reality. Therefore, the way people interpret interpretation about products, stores, and so on affects their attitudes towards them.

4. Personality

Personality is another factor influencing how people process their direct experiences with objects. How aggressive- passive, introverted-extroverted and so on that people are will affect the attitude they from.

5. Group Associations

All people are influenced to on degree or another by other members in the groups to which they belong. Attitudes are one target for this influence our attitudes toward products, ethics, warfare, and a multitude of other subjects are influenced strongly by

groups that we value and with which we do or wish to associate. Several groups, including family, work and peer groups, and culture and sub-cultural groups, are important in affection a person's attitude development.

6. Influential Others

A consumer's attitude can be formatted and changed through personal contact with influential persons such as respected friends, relatives and experts. Opinion leaders are examples of people who are respected by their followers and who may strongly influence the attitudes and purchase behavior of followers.

To capitalize on this type of influence, advertises often use actors and actresses who look similar to or act similar to or act similar to their intended audience. People tend to others who are similar to themselves, because they share the same problems for the same judgments, and use the same criteria for evaluating products. Another application which advertisers use to influence audience attitudes is the so called 'slice of life' commercial. These ads show "typical" people confronting "typical" problems and findings solutions in the use of the advertised brand. Examples include ads for Head and Shoulder shampoo (to solve dandruff problems), crest toothpaste (to fight cavities), and Midas mufflers.

C. Formation of Beliefs Attitudes and Behaviors

Indeed, beliefs and attitudes have their separate definitions. Belief refers to the cognitive knowledge that consumers have linking attributes, benefits, and objects. In contrast, attitude refers to the feelings or affective responsive that people have about attributes benefits objects. However, attitude may be formed, based upon the set of beliefs held by person. Once attitudes are formed, they can be viewed as being stored in long term memory. When appropriate occasions arise, the attitude can be retrieved form memory. When appropriate occasions arise, the attitude can be retrieved from memory to help the person deal with the issue or problem. In this manner attitudes have function (Mowen, 1990:226).

Through doing and learning, people acquire beliefs and attitudes. These in turn, influence buying behavior. A belief's is a descriptive thought that a person hold about something. People's belief's about a product or brand influence their buying decisions.

A study of the influence of brand beliefs found that consumers were equally split in their preference for Diet Coke versus Diet Pepsi when tasting both on a blind basis. When tasting the branded versions, consumers preferred Diet coke by 65 percent And Diet Pepsi by only 23 percent (with the remainder seeing no difference). This example highlights the role brand beliefs play in product choice.

Marketers are interested in the beliefs people carry in their heads about their products and brands. Brand beliefs exist in consumer's memory. The associative network memory model posits that memory is a network of nodes and connecting links.

The nodes represent stored information (verbal, visual, abstract, or contextual) and the links represent the associations between nodes. Retrieval occurs through a process of spreading activation. When a particular node is activated, the information is recalled and further associative information is recalled through links. Thus a particular brand that is triggered in a node, say, Apple computer, will activate other nodes carrying such information as “innovative”, “user-friendly”, “Apple-logo”, and “Macintosh”.

Marketers can study the memory networks of different consumers concerning a particular brand and map the main associations that are triggered and their relative strength are frequency. One of these associations can be with products country of origin (Kotler, 2003:198).

Just as important as beliefs are attitudes. An attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings and action tendencies toward some object or idea. People have attitudes toward almost everything: religion, politics, clothes, music and food. Attitudes put them into a frame of mind of liking or disliking an object moving towards or away from it.

Attitudes lead people to behave in a fairly consistent way toward similar objects people do not have to interpret and react every object in a fresh way. Because attitudes economize on energy and thought, they are very difficult to change. A person's attitudes settle into a consistent pattern: to change a single attitude may require major adjustments in other attitudes.

Thus a company would be well advised to fit its product into existing attitudes rather than to try to change people's attitudes. Of course there are exceptions, where the cost of trying to change attitudes might pay off (Kotler, 2003:199).

After belief, attitude, or behavior is induced, a tendency exists for the concepts to build upon each other to form hierarchies. Thus, the consumer may first form beliefs about a product, then develop attitudes toward it, and finally purchase it. In a similar manner, the consumer may first engage in the behavior of buying a product and then from beliefs and attitude.

Beliefs, attitude and behaviors may be formed in two distinct ways. The first is through direct influence in which a belief, attitude, or behavior is created without either of the other concepts occurring first. Thus, as the behavioral influence perspective on consumer behavior suggests, a behavior could be induced to occur without the consumer behavior having formed strong attitudes or beliefs about object to which the behavior is directed. Similarly, as the experiential perspective suggests an attitude (i.e. a feeling) may be created without the consumer's having specific beliefs about the attitudinal objects, such as a product or service and with the consumer ever having bought the product (Mowen, 1990:228).

1. Creating Beliefs Directly

The direct formation of beliefs occurs through the information processing activities of the consumers. Thus, information about the attributes of a product are received, encoded into memory, and later retrieved from memory for use. The information processing activities involved in cognitive learning can occur in either high or low involvement case in a high- involvement case, the consumer is more actively processing information than in the low- involvement situation –that is the consumer is actively engaged in attempting to solve a problem when highly involved in the decision task. In low-involvement case the consumer receives information passively relatively little information processing occurring (Mowen, 1990:229).

2. Forming Attitudes Directly

Attitudes are frequently formed as a result of direct contact with the attitudinal object. Consumers who enjoy a pleasant shopping trip to a retailer are likely to develop

favorable attitudes towards the retailer. In contrast, a product that fails to perform as expected can easily lead to negative attitudes.

Attitudes can be formed even in the absence of actual experience with an object. For example, many consumers have never driven a Mercedes-Benz or vacationed in Hawaii, but they still hold favorable attitudes toward this car and state. Similarly, product attitudes may be formed even when consumers experience with the product is limited.

An important characteristic of attitudes based on directly experience is that they are usually held with more confidence. Consistent with this research has shown that consumers have much stronger convictions about their product attitudes when based on actual product usage than when based on advertising alone.

In order to more effectively develop strategies and activities that will create, reinforce or modify consumer attitudes, it is important to understand the process that governs attitude formation (Engel, Blackwell, and Miniard, 1990:304).

Two mechanisms have been identified to example how attitudes are formed directly. The first is through the process of classical and operant conditioning. The second mechanism of attitude formation is through a process called the mere exposure phenomenon (Mowen, 1990:299).

3. Conditioning process and Attitude Formation

From a classical perspective an attitude is a conditioned response that can be elicited by a conditioned stimulus. Advertisers frequently attempt to pair their brands with emotionally pleasing scenes. Similarly, emotional advertising may also act through classical conditioning principles. For example, the “Reach-out-and-touch-something” campaign used by AT and T was highly successful in creating positive feelings among those who saw the ads. From a classical conditioning perspective, the sight of people communicating with friends and loved ones is an unconditioned response of positive feelings.

Attitudes may also result from operant condition processes. For example, an individual may have a conversation with friends about various cars. During the conversation, the person may make statements about alternative models. The positive and negative responses of the friends will act to reinforce or punish the individual's evaluations.

The positively reinforced evaluations are likely to reoccur, while the punished evaluations are likely to be suppressed. The social reinforcement of attitudes may also lead to the direct formation. Vicarious learning may also lead to the direct formation of attitudes. The observation of important others expressing their feelings and evaluations of products may result in the target audience's modeling these actions. Through such a process, a person may form his or her attitudes in part by taking on the attitudes of opinion leaders. Celebrity endorsers may have such an effect on consumers.

4. Mere Exposure Effects

Another method through which feeling and evaluation may be formed is through repeated exposure phenomenon, people's liking for something may increase simply because they see it over and over again. The all-else-equal caveat is important. If the consumer perceives the stimulus negatively, the repeated exposures could lead to an increase in the dislike for the stimulus. For mere exposure to influence affect it must occur in either neutral or positively evaluated circumstances. An interesting aspect of mere exposure phenomenon is that it does not seem to be cognitively based. The positive feelings created from repeated exposures can occur without the person consciously knowing or perceiving that the object is familiar (Mowen, 1990:232-233).

5. Creating Behavior Directly

Traditionally, consumer researchers have viewed the behavior of buying a good or services as occurring after the formation of beliefs and attitudes. However, in certain circumstances behavior may be influenced directly without consumers first having developed strong beliefs or attitudes. About the product the ecological design of the physical environment is an excellent example of how behaviors can be directly induced. Retailers and restaurateurs must pay particular attention to the physical layout

of their building. The appropriate arrangement of aisles in supermarket can move customers in desired directions past high-margin food and nonfood items. Similarly, sales promotion tactics used by marketers are designed to directly influence behavior.

Operant condition can also be used to influence behavior directly. Indeed, its proponents claim that may not even be aware of condition when it occurs. The direct influence of behavior has not received much attention from consumer researchers. Thus the frequency with which it occurs among consumers is unknown. However it would not be surprising to find through future research that a surprising number of activities in which consumers engage result from their direct induction without specific attitudes or beliefs occurring first (Mowen,1990:233-234).

2.1.3 Theories and Models of Attitudes

Attitudes theories primarily are concerned with how attitudes develop and change. Three of the more popular viewpoints are founded on the general principle that the human mind strives to maintain harmony or consistent state. Three classical theories based upon the consistency principle are congruity, balance and cognitive dissonance (Loudon and Della Bitta,1993: 428).

A. Congruity Theory

A state of incongruity produces uncomfortable tension that must ultimately lead to resolution of the incongruous state. The consumer will have inconsistent attitudes when, for example, a group whom he\she does not like. The congruity model predicts that a person in this situation would reduce his\her favorable attitude toward the group and also become more favorable in this attitude toward the brand of Guitar. The model would predict a movement of two units of each attitude toward each other because the consumer perceives both objects as being of equal strength but in opposite directions of the zero neutral point. Most of the time, the resulting equilibrium point is not determined so simply strong attitudes are more difficult to change than are weak or moderate ones.

Thus, the consumer's stronger positive attitudes toward the guitar. This idea suggests that when consumers develop a strong dislike toward a brand, company efforts to improve these attitudes will require large marketing efforts, which may not be worth

the expenses. The company may be better off in many cases to either (1) drop the brand and reintroduce it under another name, if promotional positioning has been the problem or (2) introduce a new reformulated brand, if product quality, design or formulation has been the problem. Conversely, if the consumers hold an extremely positive attitude toward the brand, considerable unfavorable experiences and words-of-mouth influence would be required to deteriorate the attitude significantly. Consumers who hold extremely negative attitudes towards a brand will not only be difficult to change, but will ignore or discount information to the contrary.

The congruity principle is used frequently in marketing. Advertisers often use hired celebrities to endorse brands services, organizations, and causes. Athletes speak against drug use among young people, movie actresses endorse various kinds of beauty aids, and race-car drivers promote brands of tires, spark plugs, and other automobile accessories. Of course, the intent is to have consumers who hold positive attitudes toward a source (the person making such favorable statements about and object) to develop a positive association between the source and the object (Loudon and Della Bitta, 1993:430).

B. Balance Theory

According to balance theory, a person perceives her of his environment in terms of traits. That is person views herself or himself as being involved in a triangular relationship in which all three elements (person, ideas and things) have either positive (liking, favorable) or negative (disliking, unfavorable) relationships with each other. This relationship is termed sentiment.

Unlike the congruity model, there are no numerical values used to express the degree of unity between elements. The model is described as unbalanced if the multiplicative relationship among the three elements is negative, and balanced if the multiplicative relationship is positive. To illustrate consider the consumer situation expressed as three statements. (1) I like luxurious cars (2) I don't like energy wasting products (3) I believe large luxurious cars waste energy.

Notice that the structure is not in balance is not in balance because there is a positive relationship on two sides of the triad and a negative relationship on the third side and this results in a negative multiplicative product.

Because the relationship presented in the example is unbalanced it will produce tension for the consumer. It may be possible for her to “I live with” the tension and do nothing to resolve it. However if sufficient tensions exists, it is likely that attitude change will occur regarding at least one elements in the triad in other to consumer (1) disliking large (2)believing that large luxurious cars are not really energy-wasting products (3) liking energy-wasting products (they create jobs and provide psychological satisfaction, for example). As we can see, rationalization can help to change our production of relationships and thus our attitudes (Loudon and Della Bitta, 1993:430-431).

C. Cognitive Dissonance

The theory of cognitive dissonance was developed in 1957 by Leon Festinger. Festinger describe cognitive dissonance as a psychological state which results when a person perceives that two cognitions (thoughts) both of which he believes to be true, do not “fit” together, that is they seem inconsistent. The resulting dissonance produces tension (Loudon and Della Bitta, 1993:431).

According to this theory, individuals have expectations about their own behavior. Rationality is central in most individual's self-image as few people willingly recognize themselves are irrational. All individuals try to remove all inconsistencies. When new information fits comfortably with the current perceptual patterns individuals are in a state of consonance. When consistent to themselves are irrational. All individuals try to appear consistent to themselves and try to remove all inconsistencies.

When new information fits comfortably with the current perceptual patterns individuals are in a state of consonance. When contradictory information or evidence is encountered the individual enters a psychological state of discomfort called cognitive dissonance-the imbalance between two or more cognitions (feelings). This state produces a tension or drive to reduce the dissonance.

Festinger suggested that an individual may reduce dissonance in three ways:

- 1 Changing a behavioral cognitive element by changing behavior, attitude or opinion so that a consonance is achieved.
- 2 Changing the environmental cognitive element by modifying the new information to conform to the existing attitude, and.
- 3 Adding new cognitive elements by seeking new information that decreases the present discomfort resulting from dissonance.

D. Structural Models

Motivated by a desire to understand the relationship between attitudes and behavior, psychologists have sought to construct models that capture the underlying dimensions of an attitude. To this end, the focus has been on specifying the composition of an attitude to better explain or predict behavior. The main structural models constitute of the tri- component model, multi-attribute models, trying –to-consume model, and attitude- towards-ad model.

I. Tri-component Attitude model

According to this model attitude consist of three major components: a cognitive component, an affective component, and a co native component (Shiffman and Kanuk, 2004:256-259).

1. The cognitive Component

The first part of the tri-component attitude model consists of a person's cognitions, that is, the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs, that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes (Shiffman and Kanuk, 2004:256).

2. The Affective Component

A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are frequently treated

by consumer researchers as primarily evaluative in nature, that is they capture an individual's direct or global assessment of the attitude object as “favorable” or “unfavorable”, “good” or “bad”) (Shiffman and Kanuk, 2004:257). This dimension is the stirrup up psychological state of the individual. In addition to using direct or global evaluative measures of an attitude object, consumer researcher can also use a battery of affective response scales to construct a picture of consumers overall feeling about a product, service, or ad.

3. The Co native Component

Connotation, the final component of the tri-component attitude model, is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. According to some interpretation, the man and Kanuk, 2004:258-259). If the individual have negative attitude toward the stimulus he/she is potentially ready to attack, destroy or punish the stimulus. Whereas, if she/he positive attitude he she is potentially ready to help, reward, purchase and recommended to others. Co native component is generally measured in terms of consumer buying intent.

II. Multi-attribute Attitude Models

In recent years, the adequacy of earlier attitude theories and models has come under question. An important criticism has been the lack of attention to the complexity and interactions of attitude components. The tri-component attitude model recognized only three components of attitudes. As a consequence, it was difficult to determine basis of a person's overall attitude and how it might be possible to influence it to change over time are to considerations of high importance focus the design of marketing strategies. Therefore attitude measures that continued to focus only on the affective component were of limited usefulness to marketers (Loudon and Della Bitta, 1993:433).

While it is certainly important for marketers to know whether consumers hold favorable or unfavorable attitudes toward their products, it is also imperative for them to understand the basis or reasons for these attitudes. Knowing that consumer's dislikes your product does not tell you why this is so or how you might go about overcoming this unfavorable evaluation.

Traditionally, consumer researchers have focused on the cognitive foundations for explaining attitudes. From this perspective, attitude is seen as depending on knowledge about the attitude object. Consequently, emphasis is placed on ascertaining the important beliefs a person holds about the attitude object. Multi-attribute attitude models represent a valuable approach to examining the relationship between consumer's products knowledge and their product attitudes in terms of product features or attitudes (Engel, Blackwell, and Miniard 1990:310). However, these multi-attribute models assume that consumers are using the standard- hierarchy-of –effects model in which belief lead to attitude formation. Attitudes, in turn, leads to purchase behavior (Mowen, 1990:238).

Although there are many variations of this type of attitude model, following three models are much more important those others: the attitude-towards-object model, the attitude- toward- behavior model, and the theory –of – reasoned- action model.

III. The Attitude –Toward-object Model

Martin Fishbein (1963) developed an attitude model based on white"s attitude towards Negroes in USA. In this model, the first component is belief. Belief is defined as the probability than an object does or does not have particular attribute. The second component of the model is an affective term normally stated as in terms of good or bad.

Symbolically, it can be expressed as;

Where,

A= Attitude toward the object

B= the strength of the belief that the object has attribute i.

E= the evaluation\ intensity of feelings (liking or disliking) toward attribute

N=the number of salient attributes

Because any object such as product has nuNcellus attributes (Size, features, shape and the like) and individual will process information and from beliefs about many of these Individual will process information and form beliefs about many of these individual

attributes. Positive or negative feelings are also formed on the basis of the beliefs held about these attributes.

Therefore, Fishbein's model is constructed so that a person's overall attitude toward some object is derived from his beliefs and feelings about various attributes of the object. This is why we refer to it as multi-attribute attitude model (Loudon and Della Bitta, 1993:433).

According to this model attitudes (A) are a function of beliefs (b) and the evaluation aspects of the beliefs (e) the attitude is thus a product of beliefs multiplied by the evaluative criteria. Information regarding consumer's beliefs and evaluations generated by a multi attribute model provides important knowledge relevant to marketing strategy. The information can be used to suggest changes in brand attributes, modifications of promotional message to better acquaint consumer with existing brand attributes, and the identification of new market opportunities.

From the viewpoint of consumer behavior the model works in the following manner:

1. Every product or brand has certain attributes such as price, durability serviceability, design, styles etc.
2. Consumers give high importance to some of these attributes or in other words, they have certain desired attributes in a product or brand.
3. Consumer's attitude toward a product or brand-specific attributes in terms of the desired attributes.
4. Consumer generally has favorable attitudes towards product or brands that have adequate level of desired attributes and have unfavorable attitudes towards those brands they feel do not have adequate level of desired attitudes.
5. Consumer evaluates the product or brand- specific attributes in terms of the desired attributes.

The Attitude-toward-behavior model is the individual's attitude toward behaving or acting with respect to an object rather than the attitude towards the object itself. The appeal of this model is that it seems to correspond some what more closely to actual behavior than does the attitude-toward-object model. For instance, knowing Howard's attitude about the act of purchasing atop-to – the –line BMW i.e., his attitude toward the behavior) reveals more about the potential act of purchasing than does simply knowing his attitude toward expensive German cars or specially BMW (i.e. the attitude toward the object). This seems logical, for a consumer might have a positive attitude toward an expensive BMW but a negative attitude as to his prospects for purchasing such an expensive vehicle (Schiffman and Kanuk, 2004:206).

Fishbein along with his colleague Aizen (1997) realized that attitude toward the object was a limited concept since it does not lead to behavior. Here, we see that a person's behavior is a function of his intention to behave in a certain manner and other intervening factors. This means that intention to behave cannot be expected to be a perfect predictor of behavior (Loudon and Della Bitta, 1993:436).

Fishbein expressed these relationships in equation forms as:

$$B=BI=W1 (Ab) +W2 (SN)$$

Where,

B= the person's actual or overt behavior, which is approximately equal to BI

BI= his intention to behave in a specific manner

AB= his attitude toward performing that behavior

SN= the subjective norm regarding his behavior

W1W2= weight representing the relative influence of AB and SN, respectively, on the behavioral intention.

The weight (W1 and W2) are determined empirically through regression analysis. AB and SN are obtained directly from consumers via questionnaires. In fact, AB and SN are themselves indices that are obtained from other measures. Specially, the attitude toward the behavior is obtained from the following equation (Mowen, 1990, 244-245).

Where,

AB= Attitude toward the behavior

b_i =the person's belief that performing the behavior will result in consequence i .

e_i = the person's evaluation of consequence i .

n = the number of beliefs.

The second component of subjective Norm represents an individual's perceptions of what other people think here she should do subjective Norm is thus a function of the people's beliefs about the expectation to comply with what they say. Subjective Norm is explained by following formula:

Where,

SN= subjective Norm

NB_j = the normative belief that a reference group on person j thinks that the consumer should or should not perform the behavior.

MC_j = the motivation to comply with the influence of referent j .

n = number of relevant reference groups of individuals.

Trying –to- Consume Model

The theory of trying to consume reflects on many consumers action that are not certain. Consumers are found to be “planning and contemplating” a purchase intention. The theory suggests that there are mainly two types of impediments that stop a consumer to move from a "trying position" to an action position. They are personal impediments and environmental impediments. The personal impediment works on the consumer's affective dimension such as a consumer is trying to loss weight but can't give up fatty food. The environmental impediments work at the market level such as stock outs, shortages, price hikes etc.

IV. Attitude-toward-the-Ad-Model

The Attitude-toward-the-Ad-Model focuses on impact of advertisement on consumer attitudes toward a particular product or brand. According to this model, a consumer forms various feelings (affects) and judgments (cognitions) as a result of the exposure to an advertisement. These feelings and judgments affect the exposure to an advertisement. These feelings and judgment and affects the consumers attitude

towards the advertisement and beliefs about the brand influence his\her overall attitude toward the brand (Schiffman and Kanuk, 2004:2063-264).

A number of researchers have investigated the relationship among attitude toward the ad, emotions, attitude towards the brand, and product-attribute beliefs. The following statements summarize some of the major findings of the research.

1. Strong evidence exists that the formation of attitudes toward the ad can influence attitudes toward the brand.
2. Emotions elicited by the ad (e.g., positive and negative affect as well as feelings of dominance may influence the attitude toward the ad.
3. The content of the advertisement may influence the emotions felt by the consumers.
4. The visual and verbal components of an ad may independently influence the attitude toward the advertisement and the formation of product- attribute beliefs (Mowen, 1990:270).

2.1.4 Attitude Change

The formation of attitude and their change will be viewed within a framework of interacting influence from within the person and from his surroundings, in which he himself is an active participant. On the one hand, neither his motivations nor cognitive processes associated with attitude change are independent of the social conditions around him.

On the other hand, attitude formation and change can't be viewed as a one way process, in which the individual is merely a target, reacting to environmental forces. Particularly in times of crisis of rapid social change, the person's heightened sensitivity's, and his active participation with others in the same boat identify him as an agent of the existing stability or of change (Sherif and Sherif, 1969:471).

Managers cannot expect to influence consumer beliefs and attitude without first obtaining information on which the target market is and on what the initial attitude

readings for uses as a baseline to determine if marketing communications effect any changes. Furthermore, the study can identify the extent of attitude commitment among consumers. Thus, attitude change required different strategies depending on the consumer's level of involvement (Mowen, 1990:254).

The persuasive communication process appears capable of influencing attitude change among consumers the degree of success in changing consumer's attitudes depends on how strongly existing attitudes are hold. Those they are strongly entrenched are difficult to change, while natural and weekly held attitudes are much easier to influence.

What is changed when an attitude changes?

What we refer to the person's attitudes we are not talking about momentary or transitory affairs. We are talking about psychological factors responsible for the individual's characteristic and consistent modes models of reacting for or against a class of objects and subjects within the class. Being cognitive-motivational and behavioral system, attitudes include more or less lasting assumptions about the world, premises and regular expectations about the way the world operates and people within it beliefs and perspectives about one's own kind and other people and sentimental.

Clearly there are vital matters for the individual. Some of his attitudes define what he includes within the radius of his self-relatives, what groups what schools, what political party, what religion, what ideology are his and what are not (Sherif and Sherif, 1969:471).

Strategies for Changing Attitude and Intention

Different models can be used to change consumer attitudes. The strategies for changing attitudes and intentions vary for low-involvement situation to high involvement.

Low- Involvement Strategies

Under low-involvement conditions consumers are not likely to make brand choices on the basis of attitude established through developing clearly formulated beliefs about the product or service. In essence, their interest is too low to spend time thinking about product or service. In essence, their interest is to low to spend time

thinking about product and evaluating them in a rational and deliberative fashion. Given this, it is generally unproductive for marketers to develop communications designed to develop or modify through-intensives pre-purchase beliefs about their brands among consumers (Loundon and Della Bit, 1993: 449-450).

This seems especially so in-low-involvement situations. Consequently, in low involvement strategy may be to change to consumers attitudes by using so- called peripheral cues to encourage favorable reactions towards advertisements used to promote the brands. Such cues might involve use of pictures, color, attractive spokes people or characters, creative placement of ad computer, and music in broadcast ads. What is important to appreciate here is that the ensuring favorable reactions these mechanisms can generate among consumers toward the advertisement itself would then be expected to become associated with the product being advertised.

The options that remain stress capitalize on a means to transform the situation into one characterized by high-involvement. Success here would allow use of high involvement attitude change methods to influence brand choices. How can this increase in pre- purchase involvement be accomplished? A list of options suggested by various researchers has been compiled by Loundon ad Della Bitta (1993:449-451).

1. Link the product or service to an involving issue.
2. Link the product to a presently involving personal situation.
3. Develop high –involvement advertisement.
4. Change the importance of product benefit, and
5. Reveal or introduce importance product characteristics.

In all of this case, the attempt has been to increase involvement levels among consumers to the point where they will form attitudes prior to purchase and use these attitudes to influence their purchase decision.

High- Involvement Strategies

Potentially, a variety of strategies are available for changing consumer attitudes under high-involvement conditions. Before implementation such strategies, however, the marketer must be clear on whether the attempt is to change consumer attitudes about

the brand, or whether it is to change consumer attitudes about behaving toward the brand.

Therefore Loudon and Della Bitta, based on Fishbein's behavioral change is a function change behavioral intention and other intervening factors. Changes in behavioral intentions are related to changes in attitudes toward the behavior and changes in subjective norms about the behavior.

The relations suggest the following potential strategies

- 1 Change existing beliefs about the consequences of behavior.
- 2 Change consumer's evaluation of the consequences of a particular action.
- 3 Introduce new belief/evaluation combinations.
- 4 Change existing normative beliefs
- 5 Change motivation to comply with subjective norms.
- 6 Introduce new normative components.

Compliance, Identification, and Internationalization: Three Process of Attitude Change:

A psychologist named H. Kelman identified three means through which attitudes are formed that have implications for attitude change. His approach to attitude change focused on the idea that knowledge of how an attitude was acquired is the key to knowing how to change it. They are compliance, identification and internationalization.

a. Compliance

Compliance occurs when an individual accepts influence because he or she hopes to obtain a favorable response from another person. The goal of expressing the attitude is to obtain specific rewards or avoid specific punishments. When attitude are formed via compliance they tend to be expressed only under conditions of surveillance by the influencing agent. Of course, the way to change the attitude form via compliance is to change the reinforcement structure.

Thus, children may express certain attitudes because they know that is what their parents express certain attitudes because they know that is what their parents expect

and demand. If the kids move away from their parents, however, an entirely different set of attitudes may be expressed.

b. Identification

Identification occurs when people accept influence because they want to establish or maintain a "satisfying self defining relationship to another person or group". Thus, identification results in the receiver forming attitudes in order to be similar to the other person. A person may hold and express an attitude be liked by other people and to follow their wishes.

Implications for attitude change through identification are that one should determine the models or reference groups with whom the persons identifying. If the model or reference group can be made sufficiently attractive, the person may take on the attitudes expressed in order to identity.

For example,

Ralph Lauren's polo shops sell extremely trends and high priced clothing to well-to-do customers. The policy in these stores is for the sales personnel to wee Ralph Lauren Clothing.

c. Internationalization

International can be said to occur when an individual accepts influence because the Content of the induced behavior- the ideas and actions of which it is composed is intrinsically rewarding. Thus an attitude is expressed because it fits which the person's value system. For attitude change to occur, the information must be consistent with the person's value system. One can assume that information about the attitudinal object will be evaluated carefully in order to assess whether it matches the person's beliefs.

From a consumer behavior perspective, if an attitude occurs through international it will tend to be highly resistant to change. Perhaps the only approach would involve determine new belief and or value held by the person that are inconsistent with the attitude identified for change. Internalization is perhaps most relevant to the formation of attitudes about new products and services. In such cases, the goal of

communicator (i.e. advertiser or sales person) would be to attempt to link the properties of the stimulus to the values of the person in order to help the person internalize an attitude (Mowen, 1990:271-273).

Influencing Factors in Attitude Change

In marketing, a great deal of effort is made at consumer persuasion through personal selling and advertising. These efforts directed at attitude and behavior change. Attitudes are essentially stable structures and cannot be easily modified. Attitudes change depends on two factors.

- i. Strengths of the attitude, and
- ii. The persuasive communication.

Attitude Strength: one of the important factors influencing attitude change is the attitude strength. A general rule, the probability change is high in the following circumstances.

a. Size of stored information by the Individual

Attitude change is possible if the mass of stored information about the object is small. In such circumstances the input of new information may have contributed to change of attitude in the individual.

b. Centrality of Attitude

Attitudes having object's close relationship with the individual's central value system and self-image are more resistant to change than general attitude related to perception. Attitude change is possible if the individual is not dogmatic or close-minded.

c. Persuasive Communication

Marketing heavily relies on persuasive communication for attitude change depends on the following communication related factors:

(a) Source of Communication

A trustworthy and credible information source is expected to produce attitude change. For this marketing firms use credible media for advertising their products. The use of reference group in advertising is also targeted at providing persuasive communication

through credible source. Research has shown greater persuasion when the source is physically attractive likeable, a celebrity, or is similar to the target audience. Remember, however, that such effects may be most likely to occur when consumers engage in little elaboration during message processing (Engle, Blackwell and Mansard, 1990:348).

(b) Message Content

The content of the message influences attitude change. The persuasive message is more effective in attitude than general informative message. Attitude change is noted to be higher when the individual is presented with both sides (pros and cons) of the topic than presenting only one side of the story. Object claims are preferred by consumers over subjective claims because they are more preferred by consumers over subjective claims because they are more precise as more believable, reduce counter argumentation while increasing the number of support arguments and create more favorable product beliefs and attitudes.

(c) Message Appeals

Jams and Feshbac's classic findings revealed that a communication arousing least fear is most effective in achieving attitude change. It is assumed that a communication stress the unfavorable consequences of not taking the suggested course of behavior can have adverse effect on attitude change if the fear appeal in the communication is too intense. Current researches on fear apple, however shows contradicting results. Some of the recent studies have shown positive relationship between fear apple and attitude change increasing, advertisers are using fear apple in selling a verity of consumer product such as toothpaste (Colgate), deodorants etc.

Repetition

Repeating persuasive message to attitude change and behavior is very common in marketing. This is mainly because the human memory decays at high rate and the information presented in the advertisement may be forgotten by the consumer before the objective of attitude change is achieved.

2.2 Review of Related Studies

There are some related issues regarding the relevant topics. Related issues are divided into following sub-topics.

2.2.1 Review of Article & Journal

Serchan (2008) "Customer Sensitive towards Quality and Services of Product Offered" has further added different views towards buying attitude of customer. There are many articles published on various journals and articles about buying attitude of persons.

Business Age (October-2008), "Customer Dissatisfaction about Pricing" named topic been able to analyze and identify the behavior of people towards change in pricing of product. How customer reacts upon pricing and changes their views and fluctuates from one brand to another has been analyzed.

2.2.3 Review of Thesis

Poudel, (2002) "A Study of Market Share of Colgate in-Comparison with Other Brands" of reviewed in which he has concluded the following:

The study shows that sales promotion and advertising have an effect on the overall sales of toothpaste. It has cleared that if sizable amount is spent on promotional activity the sales would increase accordingly. The study also tries to find out the most accepted and the most effective promotion tools in Nepali market, especially in toothpaste. It was noted that besides other; cash price are greatly accepted as well as is effective and widely used mode of sales promotion.

So far the effectiveness of sales promotion is concern the study can conclude that prevails that this technique is more effective than other technique to all levels of toothpaste user in Nepali society.

In summary sales promotion works as starter to the toothpaste user and people who are not so educated, are not loyal towards any particular brands, due to this the sales

promotion advertising easily attracts attention of those toothpaste and as a result of the sales of these particular toothpaste will increase.

Adhikari, (2003) Shanker Dev Campus on subject of “Attitude of people towards VAT and its effectiveness in revenue mobilization”, which has concluded the following:

1. The import VAT revenue is higher than the internal vat revenue so it can be conclude that poor management is also cause of ineffectiveness internal resource mobilization
2. The growth rate in number of resistant is increasing it shows that the implementation status was satisfactory but lack of the transparency iv business activities.
3. The price change in goods and service may create the double problem for the tax payer.
4. By comparing the vat and sales tax it can conclude that vat is the best system than sales tax.

There are so increasing the problem on statement not submission even the registrant already register in IRD it can conclude that business transaction, administration and its cross checking is the most important factor for growth vat system in Nepal. By analyzing the above conclusion its can be say that vat system is best system for collecting the internal vat revenue ,but there is still confusing about its proper implementations and its effect in internal revenue mobilization is going satisfactory .

Tripathi (2007) has conducted a research on the topic “Effectiveness of Sales Planning in Nepal Telecom (with special reference to Nepal Telecom)” was submitted to central department of Management T.U.

The Main Objective of this research works are as follows:

- To analyze the existing sales planning system of Nepal telecom with seasonal demand.

- To study the relationship between sales plan with production Plan.
- To analyze the relationship between sales and profit.
- To analyze BEP of Nepal telecom
- To provide suitable suggestion and recommendation on the basis of study

The major findings of Tripathi related with this Study are as follows:

- The total actual sales units of NT are in increasing trend. It exceeds budget In F.Y. 2060/061 and 2062/063. Actual sales revenue is always higher than target except F.Y. 2061/062
- The actual sales units of PSTN telephone service of NT is fluctuated every Year.
- There is high degree of Positive correlation of total sales units, but low degree of Positive correlation of PSTN sales units.
- The cost volume Profit analysis of NT Shows that BEP is Satisfactory.
- Internal and external variables Providing opportunity, threats, strengths and weakness are not identified clearly.

Adhikari (2009) has conducted a research on the topic “The effectiveness of promotional Strategy of Mobile Services in Society with SP (with special reference of Ncell Mobile Services)” was submitted to central department of Management T.U.

The Main objectives of This Study are:

- To identify response of Target Audience of Ncell Mobile
- To Identify the Brand awareness of Ncell mobile
- To identify the promotional tools adopted by Ncell Mobile

The Major Findings of Mrs. Adhikari are stated in Brief

- Numbers of Respondent used Ncell Mobile service it has least network Problem, and it provides lots of Facility like free talk time. MMS ad Ramro Tariff. Nobody has enough time to involve in same problem for long time. So, Hassle free is also most effective service of Ncell Mobile.
- The Sales Promotion and advertising is the most attractive strategy used by Ncell Mobile service while performing promotional strategy. One hr talk time, ramro Tariff is the most successful campaign.

- The total no of subscribers which the Ncell Mobile has achieved till date stands at 1710000. As per the Table 1575000 No of Subscribers are achieved from the consumer Promotion and the rest are from other activities.

2.2.4 Research Gap

This Study will try to show the attitude shown by different people towards certain product and services offered by different organizations. To show and analyze the behavior of people the researcher has tried to collect data from different sources and presented them to quantify the result. There may be research gap in the sense of coverage of sample size and as a whole population which will be subsequently covered by the future researchers in the same topic.

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Introduction

In measuring attitude, the psychologist looks at judgments and choice. He may examine the patterns of agreement or disagreement expressed by a person with respect to a variety of statement about an object. He may evaluate a person's voluntary remarks about an object, or frequency with which a person preferentially choose one object rather than another (McDavid and Harati, 1999:129).

It is necessary to choose an appropriate research methodology that helps to carry out this study in this chapter .an effort has been made to provide a description of data type sought for meeting study objective together with procedure employed for collecting and analyzing the data.

The main focus of the data was analyzing the way how consumers attitude can be altered in to positive, if it is negative. And a methodology based on the main objective. The procedure followed by the researcher in this study has been explained more precisely below

3.2 Research Design

The research study is an attempt to analyze the relationship between consumer's attitude (dependent variable) and service related factors (independent variables). Here, a survey research design was used. The data collected from the survey of 'Ncell Mobile' and 'Nepal Telecom' mobile consumer were arranged, tabulated, analyzed and interpreted for attaining research objective. It has been examined the attitude of consumers on the basis of their own perceptions and preferences.

3.3 Population and Sample

People of Battar, Nuwakot and it's nearest place above the age of 15 years and people of Kathmandu & Banepa are the total population for this study. The population have been consisting the total consumers-where they male and female, mobile users, both

user. The people other than mobile users have also been included in the sense that they are the potential buyers of "Ncell Mobile" and "Nepal Telecom"

Only 80 respondents were selected as sample for representing the whole population by using a stratified random sample method. First, the total population was divided in to three stratus. The stratification has been made on the basis of the respondent characteristic where they use Nepal Telecom card or Ncell Mobile card or they do not use both card. Then, the data was collected equally from within each stratum on the basis of judgmental sampling method.

3.4 The Sample Characteristic

The sample comprises 48 Nepal Telecom sim card users, 32 Ncell Mobile users, both users. The attempt was to equalize male and female respondents from within each stratum, but the sample was taken from 50 male and 30 female respondents. Since all the sample data was taken from within various places of Nuwakot, Banepa & Kathmandu, sample respondents were educated and mostly from middle and lower-class family. No respondent in the sample was below the age of 15 years. The following table shows clear characteristic of the sample.

Table 3.1
Questionnaire Distributed and Collected

Gender	Questionnaire	
	Distributed	Collected
Male	50	45
Female	35	35
Total	85	80

Table 3.2
Sample Characteristic

Gender	Age			
	15-30 Years	31-50 Years	Above 50	Total
Male	25	10	10	45
Female	25	5	5	35
Total	50	15	15	80

Table 3.3
Sample Characteristic

Education	Family income per month				Total
	Below Rs.10,000	Rs 10,000 20,000	Rs 20,000 30,000	Above Rs. 30,000	
Undergraduate	10	5	3	0	18
Graduate	5	6	1	0	12
Post Graduate	8	20	12	8	48
Doctorate	0	0	0	2	2
Total	23	31	16	10	80

3.5 Variables and Measures

The variable for this study were-initial purchase price of the SIM card, service charge, dependability, audibility, connectively, network coverage of the service, and additional services available along with the primary service. These all variable have been assumed to be independent variables and consumer attitude variable. However, a consumer attitude has been depended upon all the independent variables. The variables was measured by a survey questionnaire has been designed which contain two parts. The first port contains gender, age education & income of family, the research part contains 7 questionnaires which was presented in ranking scale

3.6 Data Collection Techniques

This study was conducted on the basis of information collected from consumers through questionnaire. The structured questionnaire was designed to collect required information and that has been presented in appendix. Along with the questionnaire some open ended questions were asked as interview in need to different parties while collecting Information. For construction of questionnaire ideas were collected from my research guide and experienced scholars. The respondent was assured that their responses would be kept confidential. Out of 85 questionnaires distributed, 80 questionnaires were received with full responses.

3.7 Pre-testing

The Pre-testing of the questionnaire was conducted on the sample of 19 consumers. After realizing the questions, its initial format was suitably modified. The endeavor has been concentrated on making the questionnaire as easier as possible to be understood by the respondents.

3.8 The Data Analysis Tools

Some statistical tools such as frequency distribution and simple bar diagram have been used for presentation of data. And the responses have been categorized, tabulated, processed and analyzed using different methods. The weighted means have been calculated to identify attitude.

The whole procedure of this study is based on Fishbein's Attitude-Toward-Object Model. In this model, the first component is belief and second component is an affective term normally stated as in terms of good or bad. Symbolically, it can be expressed as-

Where,

A= Attitude toward the object

b= the strength of the belief that the object has attribute

e= the evaluation\intensity of feelings (liking or disliking) toward attribute

n= the number of salient attributes.

CHAPTER – IV

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

Out of 85 questionnaires distributed to various consumers (mobile users) of sampled organizations. Out of them, 65 responded properly supplying complete information, 10 of them returned the questionnaires without filling it 5 had supplied incomplete information.

The obtained data by using questionnaire method has been presented and analyzed to achieve conclusion, and to meet the research objectives. While developing questionnaires, respondent were provided with 7 alternatives points to tick mark whether they agree or disagree.

4.2 Respondent's Perception towards price of MM and NTC SIM

The first question asked to the respondents was about initial purchase price of Ncell Mobile SIM card and NTC SIM card. The following table shows degrees of consumer belief towards Sim Card charge and initial cost towards Ncell Mobile and NTC Mobile.

Responder has responded in different ways towards our question and has submitted their views in written which is basis for our data analysis which has been presented and analyzed in different ways in the below mentioned table and chart. It clearly presents their views in quantified form.

Table 4.1
Comparison on respondents belief towards price for
MM and NTC Mobile SIM card

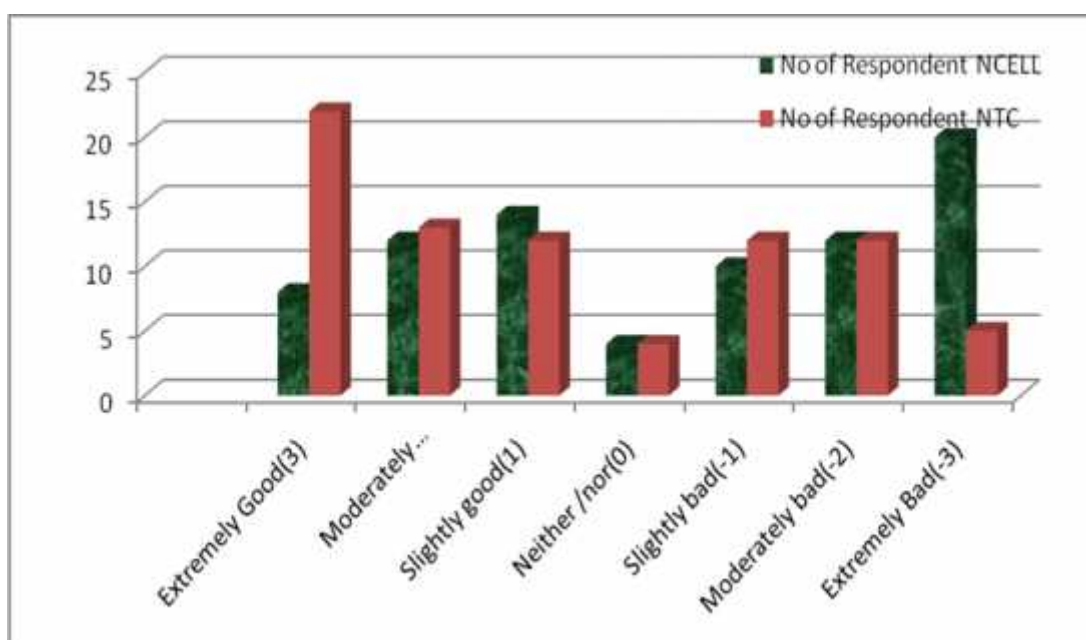
Ranks	No of Respondent		Percentage		Total belief Strength	
	NCELL	NTC	NCELL	NTC	NCELL	NTC
Extremely Good(3)	8	22	10	27.5	24	66
Moderately Good(2)	12	13	15	16.25	24	26
Slightly good(1)	14	12	17.5	15	14	12
Neither /nor(0)	4	4	5	5	0	0
Slightly bad(-1)	10	12	12.5	15	-10	-12
Moderately bad(-2)	12	12	17.5	15	-24	-24
Extremely Bad(-3)	20	5	25	6.25	-60	-15
	N=80	N=80	100	100	-32(bi)	53(bi)

Sources: Field Survey 2011

The above table 4.1 shows the degrees of agreement and disagreement of the respondent in first column. The second column shows number of respondents in different degrees of agreement and disagreement. According to the table, respondent fully agreed that NTC SIM card has higher initial price than that of Ncell mobile SIM card. Also by market survey NTC mobile SIM card price is higher, because of NTC mobile goodwill and market in contrast to SNPL. For Ncell mobile SIM care 8 respondents fully agreed where NTC 22 respondents fully agreed with this statement.

The total belief strength is calculated by multiplying rank and its corresponding number of respondents. The data presented in table 4.1 is also depicted in diagram below to make easier to understand.

Figure 4.1
Comparison on respondents belief towards price for
MM and NTC Mobile SIM card



From the above figure we can analysis, comparatively NTC Mobile sim card is costly than that of Ncell Mobile Sim Card. So that most of the respondents agreed that initial purchase price of NTC Mobile is higher than that of Ncell Mobile Sim card.

4.3 Evaluation Score for High Price of SIM Card

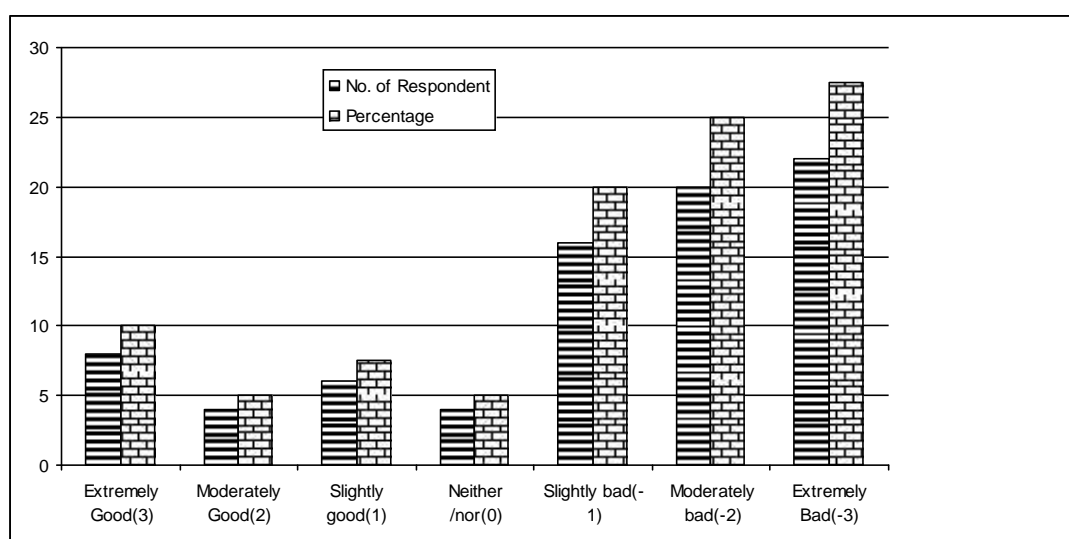
Table 4.2
Evaluation score for High price of SIM card

Ranks	No. of Respondent	Percentage	Total Evaluation Sector
Extremely Good(3)	8	10	24
Moderately Good(2)	4	5	8
Slightly good(1)	6	7.5	6
Neither /nor(0)	4	5	0
Slightly bad(-1)	16	20	-16
Moderately bad(-2)	20	25	-40
Extremely Bad(-3)	22	27.5	-66
Grand Total	N=80	100	-84(ei)

Sources: Field Survey 2011

The above table 4.2 shows number of respondents who evaluate purchase price of SIM card. And the table also shows calculation of total evaluation score (ei) which is used in calculation of overall attitude. According to the table, 8 respondents thought that a high price of SIM card is extremely good, 4 thought that it is moderately good and so on. This can be shown also in figure below.

Figure 4.2
Respondents Evaluation for high price of SIM card



From the above data, it is clear that high price of NTC SIM card extremely high than that of Ncell mobile SIM card. Most of the respondents agreed that in case of NTC Mobile SIM card it is favorable than for Ncell mobile SIM card because of NTC Mobile goodwill and its reputation towards in market. But higher price make consumer attitude negative. Consumers were found to be very price sensitive.

4.4 Comparison of Respondent Belief for MM and NTC Mobile Service Charge

Respondent were asked whether they think that which company either Nepal Telecom or Spice Nepal takes higher service charges. The service charge is also another important factor for use of any SIM card.

The responses obtained from this question are shown in the table below:

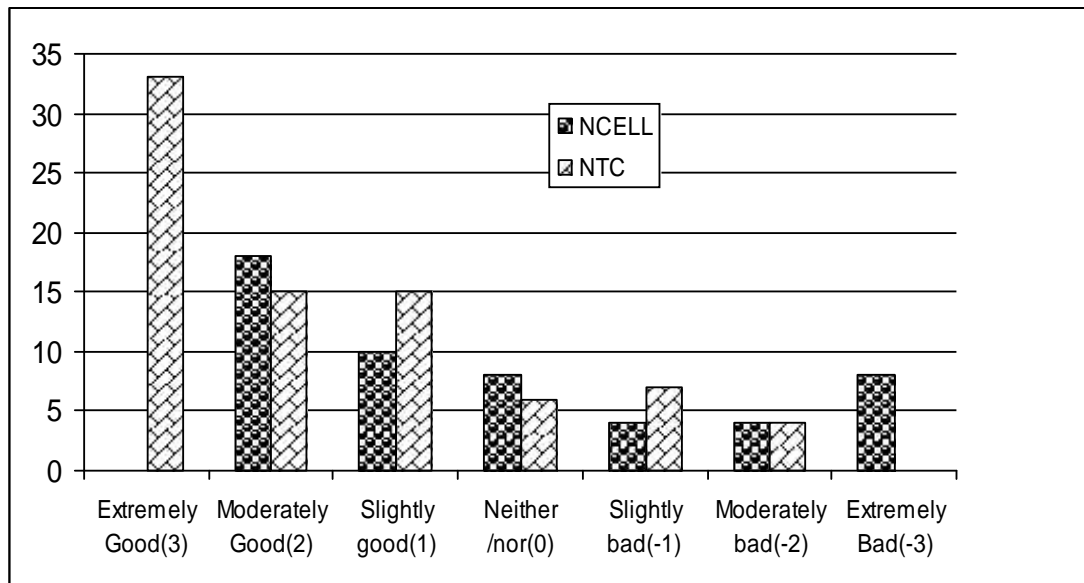
Table 4.3
Comparison of Respondent Belief for Ncell Mobile and NTC Mobile Service Charge

Ranks	No of Respondent		Percentage		Total belief	
	NCELL	NTC	NCELL	NTC	NCELL	NTC
Extremely Good(3)	-	33	35	41.25	69	99
Moderately Good(2)	18	15	22.5	18.75	36	30
Slightly good(1)	10	15	12.5	18.75	10	15
Neither /nor(0)	8	6	10	7.5	0	0
Slightly bad(-1)	4	7	5	6.25	-4	-7
Moderately bad(-2)	4	4	5	6.25	-8	-8
Extremely Bad(-3)	8	-	10	-	-24	0
	N=80	N=80	100	100	79(bi)	129(bi)

Sources: Field Survey 2011

According to the above table 4.3, 23 respondents fully agreed that spice Nepal takes higher service charges where as the number is high increase of NTC, it is 33 likewise 18&15(Ncell and NTC) respondent moderately agreed, 10&15 respondents slightly agreed and so on. In the given table total belief strength for NCELL mobile is 79 and NTC is129 and both belief strength is positive. Thus, it is clear that respondent agree that NTC will charge higher service charges than NCELL mobile.

Figure 4.3
Comparative Chart of Service Charges of NT & MM



According to the above figure 4.3, 23 respondents fully agreed that NTC takes higher service charges whereas the number is high increase of NTC, it is 36 likewise 18&15 (Ncell and NTC) respondent moderately agreed, 10&15 respondents slightly agreed and so on. In the table total belief strength for NCELL mobile is 79 and NTC is 129 and both belief strength is positive. Thus, it is clear that respondents agree that NTC will charge higher service charges than NCELL mobile.

4.5 Respondent Evaluation for High Service Charge

Before purchase any sim card consumer look for its rate and other service charges. Most of consumers try to purchase such company's sim card, which has low price and low operating charge. The given below table 4.4 shows the number of respondent and their evaluation sector for operating charge for NTC and NCELL mobile.

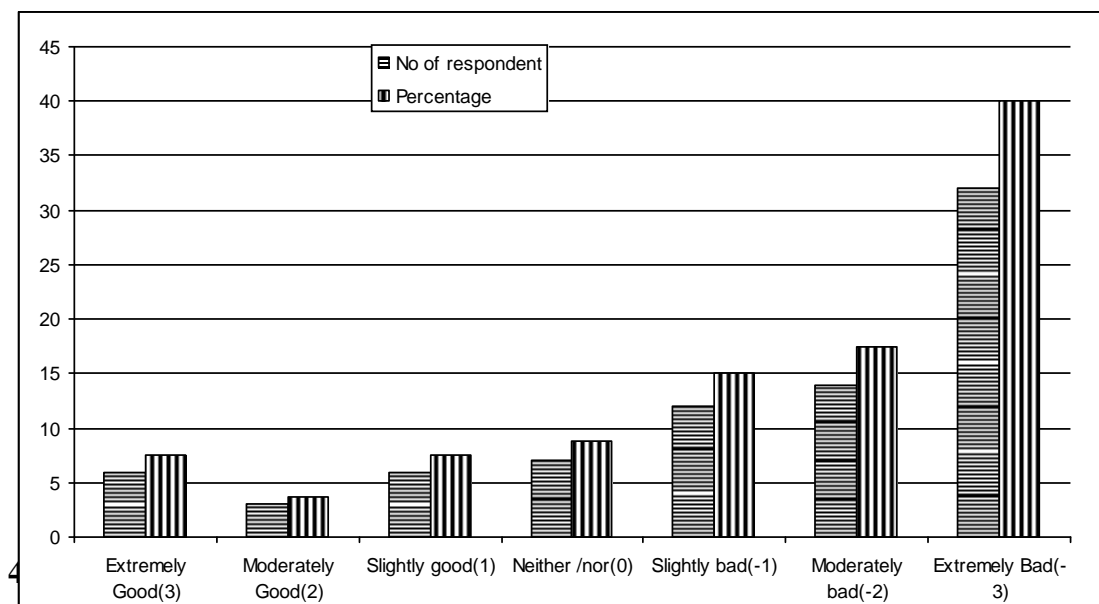
Table 4.4
Evaluation Sector for High Mobile Service Charges

Ranks	No of respondent	Percentage	Total evaluation sector
Extremely Good(3)	6	7.5	18
Moderately Good(2)	3	3.75	6
Slightly good(1)	6	7.5	6
Neither /nor(0)	7	8.75	0
Slightly bad(-1)	12	15	-12
Moderately bad(-2)	14	17.5	-28
Extremely Bad(-3)	32	40	-96
Grand total	N=80	100	-106(ei)

Sources: Field Survey 2011

The above table 4.4 shows that most of the consumer thinks that high operating charge for mobile is not good charge for mobile operation. According to table only 12 respondent obtained high service charge as good, 6 respondents were indifferent and the rest 62 (about 80%) considered high charges as bad 28 respondent regarded high charges as extremely bad. This has been also shown in figure below.

Figure 4.4
Evaluation Sector for High Mobile Service Charges



If the goods or services are reliable or dependable it has a greater value. Thus, if the service is not reliable consumers will not believe which creates negative attitude which mobile company has more dependable service Table 4.5 shows belief of the consumers.

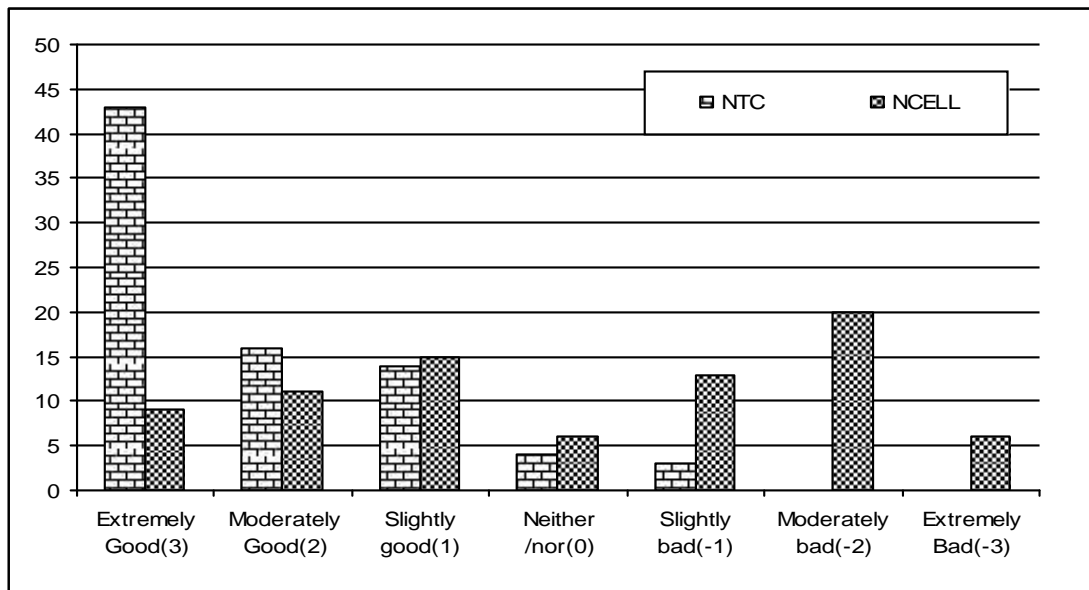
Table 4.5
Respondent's Belief for Reliability of NTC & NCELL Mobile services

Ranks	No of Respondent		Percentage		Total belief strength	
	NTC	NCELL	NTC	NCELL	NTC	NCELL
Extremely Good(3)	43	9	53.75	11.25	129	27
Moderately Good(2)	16	11	20	13.75	32	22
Slightly good(1)	14	15	17.5	18.75	14	15
Neither /nor(0)	4	6	5	7.5	0	0
Slightly bad(-1)	3	13	3.75	16.25	-3	-13
Moderately bad(-2)	-	20	-	25	-	-40
Extremely Bad(-3)	-	6	-	7.5	-	-18
	N=80	N=80	100	100	172(bi)	-7(bi)

Sources: Field Survey 2011

The above table shows number of respondents and calculation of belief strength. According to the table respondents highly believe on NTC than NCELL mobile service because of its reliability. That means people have positive attitude towards NTC. NCELL mobile is also reliable but in selected area only.

Figure 4.5
Respondents Belief for Teliability of NTC & NCELL Mobile Services



4.7 Respondents' Evaluation for Reliability Mobile Service

Respondents “were asked how far it is important to be mobile service reliable. A reliable service always reduces uncertainties and minimizes tension. The data related to reliability of mobile service is presented below in table 4.6

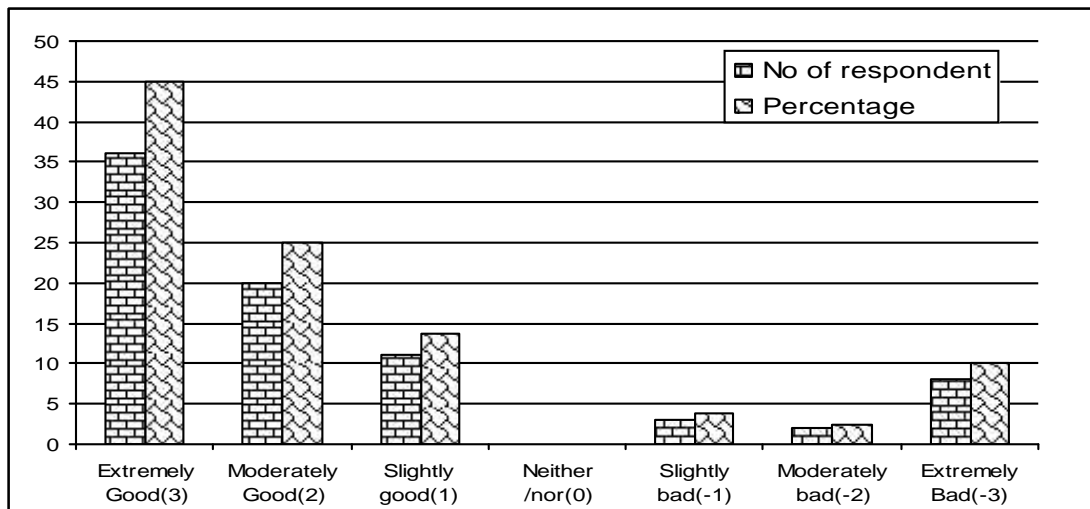
Table 4.6
Evaluation Score for Reliable Mobile Service

Ranks	No of respondent	Percentage	Total evaluation Sector
Extremely Good(3)	36	45	108
Moderately Good(2)	20	25	40
Slightly good(1)	11	13.75	11
Neither /nor(0)	0	0	0
Slightly bad(-1)	3	3.75	-3
Moderately bad(-2)	2	2.5	-4
Extremely Bad(-3)	8	10	-24
	N=80	100	128(bi)

Sources: Field Survey, 2011

According to above table 4.6 there are 36 respondents who perceived reliable service as extremely good. 14 respondents though it moderately good and 11 thought slightly good. Out of 80 respondents, 74 respondent i.e. 92.5 percent emphasized on reliable service, 7.5 percent respondents not seems to be serious about this attributes.

Figure 4.6
Evaluation Score for Reliable Mobile Service



4.8 Respondent's belief for Audibility of NCELL Moblie

Another important variable that should be available in any mobile service is its audibility. While talking through mobile, the voice should be clearly audible.

Table 4.7
Respondents belief for Audibility of NCELL Mobile

Ranks	No of Respondent		Percentage		Total strength	
	NTC	NCELL	NTC	NCELL	NTC	NCELL
Extremely Good(3)	18	15	22.5	18.75	54	45
Moderately Good(2)	24	17	30	21.25	48	34
Slightly good(1)	27	7	33.75	8.75	27	7
Neither /nor(0)	3	4	3.75	5	-	0
Slightly bad(-1)	5	13	6.25	16.25	-5	-13
Moderately bad(-2)	3	20	3.75	25	-6	-40
Extremely Bad(-3)	0	4	-	5	-	-12
	N=80	N=80	100	100	118(ei)	21(ei)

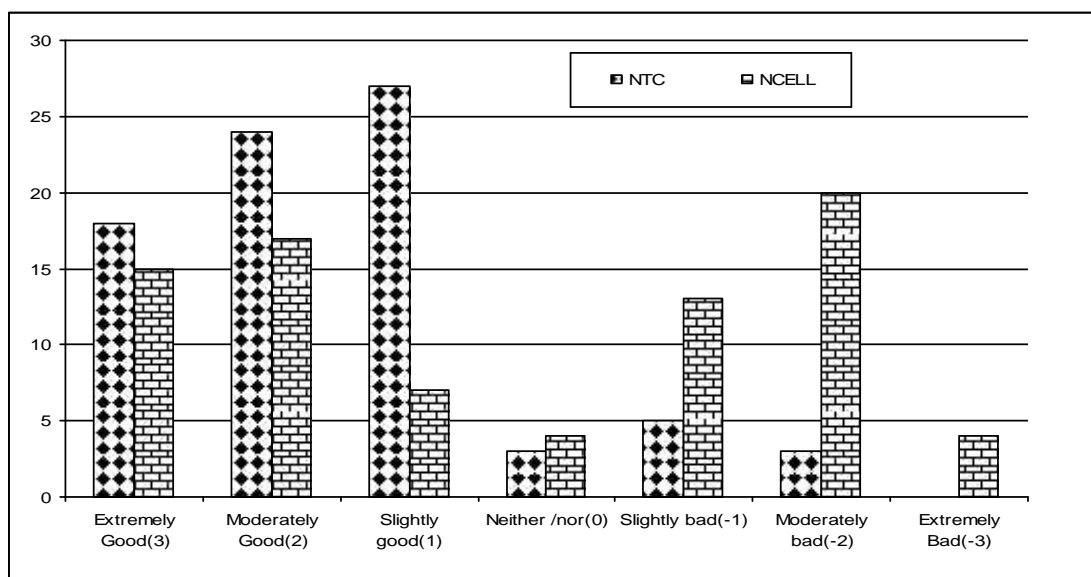
Sources: Field Survey 2011

The above data shows that most of the consumers (about 44%) believe that the voice of Ncell mobile is not clear in this area. It seems that audibility of Ncell mobile is not so good and is the weakness of the company.

As the table 4.7 shows 15 respondents claimed that the voice is not clearly audible, 20 respondents moderately claimed and 4 slightly claimed the audibility of Ncell mobile is not clear. According to the data, 4 respondents of remote area believed that while talking through Ncell mobile the voice is not clearly audible.

In contrast, about 90% respondents believe that audibility of NTC mobile is clear in most of the area.

Figure 4.7
Respondents belief for Audibility of NCELL Mobile



4.9 Respondent's Evaluation for Audibility of Mobile Service

Any kind of disturbance while talking creates problems. If one person cannot clearly listen to another through mobile than what is the essence of having mobile. It is a means of communication and if the communication is not smooth then no one buys a mobile SIM card. This attributes in mobile shows quality of the company. Every consumer seeks quality services.

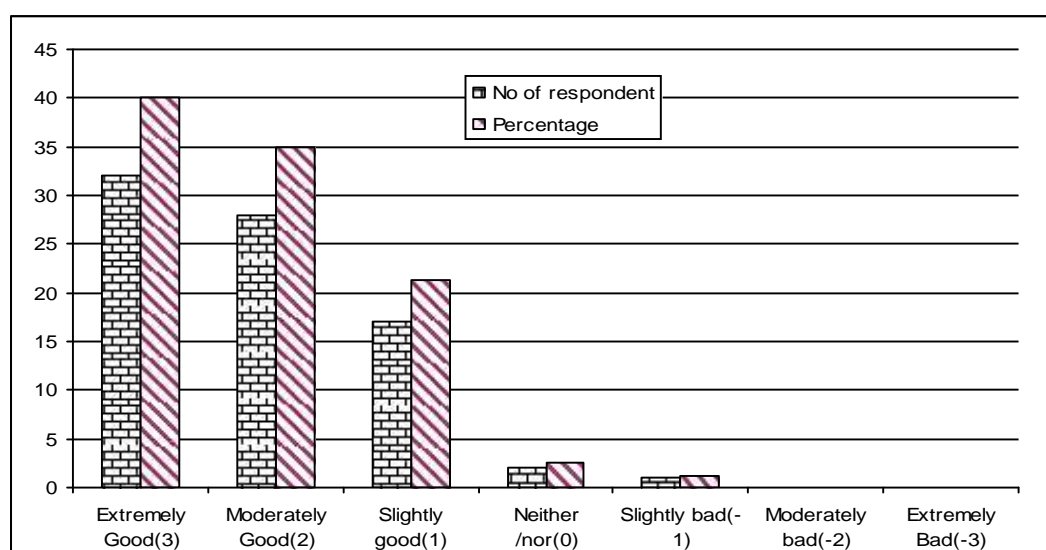
Table 4.8
Evaluation Score for clearly Audible Mobile Service

Ranks	No of respondent	Percentage	Total evaluation Sector
Extremely Good(3)	32	40	96
Moderately Good(2)	28	35	56
Slightly good(1)	17	21.25	17
Neither /nor(0)	2	2.5	0
Slightly bad(-1)	1	1.25	-1
Moderately bad(-2)	0	-	-
Extremely Bad(-3)	0	-	-
	N=80	100	168(ei)

Sources: Field Survey 2011

The data shows that more than 95 percent respondents referred clearly audible mobile service. No respondent is there to prefer non audible mobile service with full intensity (i.e. extremely bad). I respondent slightly rated. Thus for more effectiveness audibility network tower must be added. 35 respondents thought that clearly audible mobile service is extremely good.

Figure 4.8
Evaluation Score for clearly Audible Mobile Service



4.10 Respondents Belief for Connectivity of NTC & NCELL Mobile

Table 4.9

Respondents Belief for Connectivity of NTC & NCELL Mobile

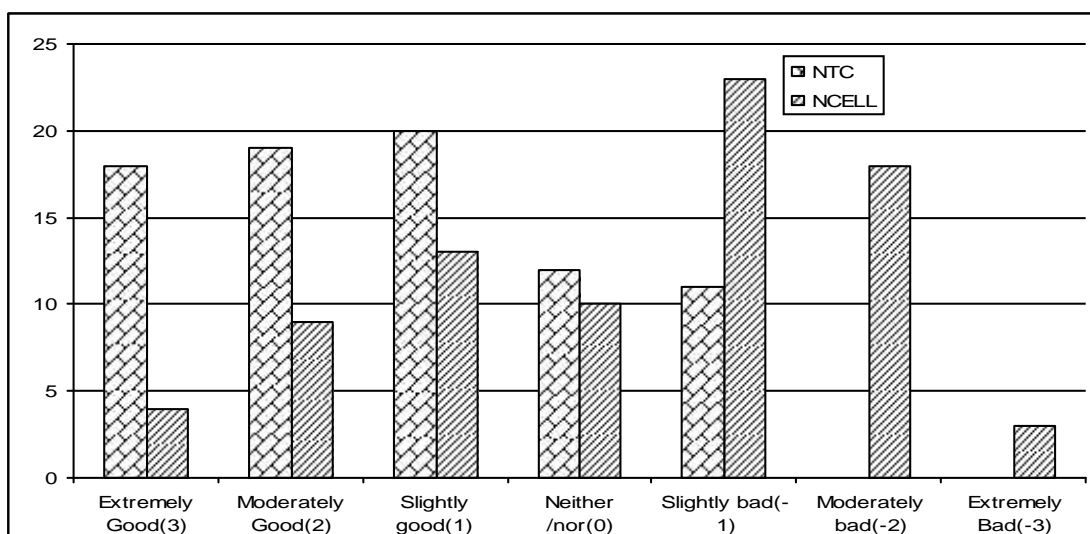
Ranks	No of Respondent		Percentage		Total belief strength	
	NTC	NCELL	NTC	NCELL	NTC	NCELL
Extremely Good(3)	18	4	22.5	5	54	12
Moderately Good(2)	19	9	23.75	11.25	38	18
Slightly good(1)	20	13	25	16.25	20	13
Neither /nor(0)	12	10	15	12.5	0	0
Slightly bad(-1)	11	23	13.75	28.75	-11	-23
Moderately bad(-2)	-	18	-	22.5	-	-36
Extremely Bad(-3)	-	3	-	3.75	-	-9
	N=80	N=80	100	100	101(ei)	-25(ei)

Sources: Field Survey 2011

According to the table 4.9 for NCELL mobile only 4 respondents extremely agrees that it has good connectivity. Whereas for NTC the number of respondents is 18 who says it has good connectivity. Likewise 8 & 20 respondents moderately agreed (NCELL & NTC) that it has good connectivity. Most of the respondents believe in connectivity of NTC than that of Ncell mobile.

Figure 4.9

Respondents Belief for Connectivity of NTC & NCELL Mobile



4.11 Respondents Evaluation for Connectivity of Mobile Service

Consumers “usually look for some important attributes before they purchase any product. Thus, while talking mobile service consumers they also look for same. Respondents have different views for connectivity of mobile service which is presented in table 4.10 below.

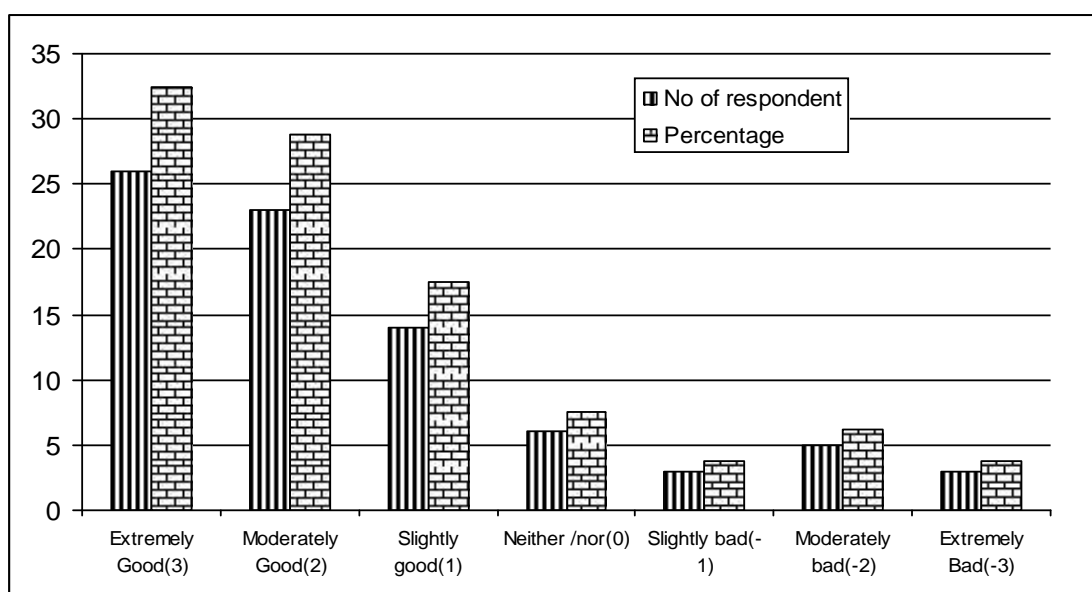
Table 4.10
Evaluation Score for Connectivity of Mobile

Ranks	No of respondent	Percentage	Total evaluation sector
Extremely Good(3)	26	32.5	78
Moderately Good(2)	23	28.75	46
Slightly good(1)	14	17.5	14
Neither /nor(0)	6	7.5	0
Slightly bad(-1)	3	3.75	-3
Moderately bad(-2)	5	6.25	-10
Extremely Bad(-3)	3	3.75	-9
	N=80	100	116(ei)

Sources: Field Survey, 2011

The table shows that 26 respondents (i.e. about 32%) out of total respondents considered connectivity as the extremely good attribute. Similarly, for 23 respondents it was moderately good and for 6 respondents it was slightly good attribute. Very few (i.e. non considerable) respondents were not interest about the connectivity of mobile service.

Figure 4.10
Evaluation Score for Connectivity of Mobile



4.11.1 Respondents Belief for Network Coverage of NTC & MM

Network coverage is the most important attributes that should be is Mobile if there is no network coverage, people cannot use the mobile. It depends upon number and capacity network towards. The major duty of telecom is to make network coverage winder. The following table shows respondents belief about network coverage.

Table 4.11
Respondents' Belief for Network Coverage of NTC & NCELL Mobile

Ranks	No of Respondent		Percentage		Total strength belief	
	NTC	MER	NTC	MER	NTC	NCELL
Extremely Good(3)	0	5	3.75	6.25	56	15
Moderately Good(2)	17	20	21.25	25	34	40
Slightly good(1)	20	15	25	18.75	20	15
Neither /nor(0)	7	11	8.75	13.75	0	0
Slightly bad(-1)	10	15	12.5	18.75	-10	-15
Moderately bad(-2)	-	12	-	15	-	-24
Extremely Bad(-3)	-	2	-	2.5	-	-6
	N=80	N=80	100	100	100(ei)	25(ei)

Sources : Field Survey 2011

Table 4.11 shows that about 40 respondents agreed that Ncell mobile have not good and wider network coverage. Similarly for NTC mobile more than 40 respondents agreed that NTC has good & wider network coverage. Thus NTC has large positive belief strength.

4.12 Respondents Evaluation for wider Network Coverage

Respondents were asked what attribute they need in the mobile service all the respondents prefer wider network coverage. There was no respondents who were against this attribute. The table below shows the evaluation score for wider network coverage.

Table 4.12
Evaluation Score for Wider Network Coverage

Ranks	No of respondent	Percentage	Total evaluation Sector
Extremely Good(3)	51	63.75	153
Moderately Good(2)	17	21.25	34
Slightly good(1)	10	12.5	10
Neither /nor(0)	2	2.5	0
Slightly bad(-1)	0	0	0
Moderately bad(-2)	0	0	0
Extremely Bad(-3)	0	0	0
	N=80	100	197(ei)

Sources: Field Survey 2011

According to the table 4.12, about 63 percent i.e. 51 respondents of the total respondents fully liked wider network coverage of mobile service. 21 percent i.e. 17 respondents moderately preferred wider network coverage. Only 2 respondent were evaluation score (ei) for wider network coverage is positive i.e. 197 respondents so that telecom companies should focus on their network technology. If their network is very good then consumers will automatically be attracted.

4.13 Consumers Degree of Response for different Variables

4.13.1 Section 'A' (For NCELL mobile)

Table 4.13
Section 'A' (For NCELL mobile)

Ranks	Degree	Degree	Degree	Degree	Degree	Degree	Degree	Degree
	Extremely agree	Moderate agree	Slightly agree	Neither nor	Slightly disagree	Moderately Disagree	Extremely Disagree	Total
Has higher initial purchase price	6	12	14	4	10	14	20	80
takes higher service charge	22	18	12	8	6	4	10	80
has clearly reliable service	8	12	15	5	15	20	5	80
has clearly available service	14	16	6	5	14	20	5	80
has good connectivity	3	8	15	10	22	20	2	80
has wider network coverage	-	3	10	3	28	22	14	80
Total	53	69	72	35	95	100	56	480

Sources: Field Survey 2012

The above table 4.13 shows a clear picture of consumer response regarding various variables used in questionnaire to their attitude towards related attributes attached with mobile services. According to the table, most of the respondent disagreed with the mobile attributes of NCELL mobile. It means that they have negative attitude towards the services of NCELL mobile. It also sim's that the capacity of the tower is lower and has no reliable services. The table also shows that the strength of NCELL mobile is only in variables first and second.

4.13.2 Section 'B' (For NTC mobile)

Table 4.14
Section 'B' (For NTC Mobile)

Ranks	Degree Extremel y agree	Degree Moderate agree	Degree Slightly agree	Degree Neither / nor	Degree Slightly disagree	Degree Moderately Disagree	Degree Extremely Disagree	Degree Total
Has higher initial purchase price	20	14	12	4	12	14	4	80
takes higher service charge	36	16	14	4	8	2	-	80
has clearly reliable service	43	20	12	3	2	-	-	80
has clearly available service	17	25	28	2	6	2	-	80
has good connectivity	19	20	22	10	9	-	-	80
has wider network coverage	8	28	30	2	10	2	-	80
Total	143	123	118	25	47	20	4	480

Sources: Field Survey 2011

The table 4.14 clearly shows the respondents responses on various attributes of NTC mobile service. For most of the variables NTC has a good strength so the consumers' first preference is NTC mobile. But due to distribution of limited SIM card of NTC, consumer are using NCELL Mobile Services. It doesn't mean that SNPL cannot compete with NTC, SNPL has to design its service in such a way that consumer will believe.

4.14 Calculation of Consumers Overall Attitude towards MM & NTC Mobile

Table 4.15

Calculation of Consumer's overall Attitude towards NCELL & NTC Mobile

Silent beliefs	Belief strength(bi)		Evaluation score(ei)	Product (bi*ei)	
	NCELL	NTC		NCELL	NTC
Has higher initial purchase prise	-42	48	-97	-4074	-4656
Takes higher service charge	70	124	-125	-8750	-15500
Has clearly reliable service	-7	179	140	-980	25060
Has clearly available service	100	119	161	16100	19159
Has good connectivity	-28	100	104	2912	10400
Has wider network coverage	-98	96	197	-19306	18912
N=6				-14098	53375
Overall attitude score A= bi*ei					

Sources: Field Survey 2011

The table 4.15 shows different values of bi and ei derived by calculating in the table 4.1 to 4.11. The first column of the table shows different attributes related to Ncell Mobile & NTC Mobile. The fourth & fifth column is the product of bi x ei for Ncell & NTC Mobile consumer attitude towards Mobile service is calculated by using fishbein's Attitude Model which show negative attitude i.e.-14098 for Ncell mobile and positive attitude i.e. 53375 for NTC mobile.

Further to identify the degree of the attitude whether it is negative or positive, some calculations are needed. The degree of attitude has been calculated by using following formula.

Degree of attitude = (No. of respondents in beliefs x Value of respective degree) x.
(No. of respondents evaluation x Value of respectively degree)x No. of variables:

Here,

Calculations for extremely negative attitude

$$= - [(80 \times 3)(80 \times 3) \times 3] = - 345600$$

Now,

Calculation for moderately negative attitude

$$= - [(80 \times 2)(80 \times 2) \times 6] = - 153600$$

Again,

Calculation for slightly Negative

$$= - [(80 \times 1)(80 \times 1) \times 6] = - 38400$$

Like wise,

Calculation for positive attitude

$$\text{Extremely positive attitude} = [(80 \times 3) (80 \times 3) \times 3] = - 345600$$

$$\text{Moderately positive attitude} = [(80 \times 2) (80 \times 2) \times 6] = 153600$$

$$\text{Slightly positive attitude} = [(80 \times 1) (80 \times 1) \times 6] = 38400$$

From above calculation, the attitude scores for different degrees of attitude are identified.

Findings of the calculation are summarized in the table below;

Degree	Figure
Extremely positive	153600-345600
Moderately positive	38400-153600
Slightly positive	0-38400
Extremely negative	-153600-345600
Moderately negative	-38400-153600
Slightly negative	

Now, it is obvious that the obtain value (attitude score), -20279 for Ncell Mobile in Butwal lies between 0 to -38400. Hence respondents has slightly negative attitude towards Ncell mobile. Likewise, for NTC Mobile attitude score 53375 lies between

38400 to 153600. Hence respondents are moderately positive attitude towards NTC Mobile.

4.15 Calculation of Weighted Arithmetic Mean (WAM)

(An alternation way to analyze consumer attitude)

Table 4.16
Calculation of Weighted Arithmetic Mean (WAM)

Degree	Total Score(x)		Weight	Product (wx)	
	Ncell	NTC		Ncell	NTC
Extremely agree	53	143	3	159	429
Moderately agree	69	123	2	138	246
Slightly agree	72	118	1	72	118
Neither /nor	35	25	0	0	0
Slightly disagree	95	47	-1	-95	-47
Moderately disagree	100	20	-2	-200	-40
Extremely disagree	56	4	-3	-168	-12
	xm=480	xn=480	xw=12	wxm=832	wxn=892

Sources: Field Survey 2011

Here,

$$w = 12, \quad wx \text{ (Ncell)} = 832, \quad wx \text{ (NTC)} = 892$$

Now, calculation of weighted mean

X(mean) for Ncell mobile

$$wxm=832$$

X(mean) for NTC mobile

$$wxn=892$$

From above weighted average mean of NTC is higher than that of Ncell Mobile and is near to the WAM of the degrees i.e. 80. Hence it is obvious that consumer attitude towards NTC more favorable than that of Ncell Mobile.

4.16 Major Findings of the Study

After analyzing the data collected from the respondents, some findings have been drawn, Major findings of the study are presented below:

1. Most of the respondents have been found disagreed with the statement related to higher purchase price of both Ncell & NTC Mobile SIM card, such as 30 percent extremely disagreed, 35 percent moderately disagreed and 25.5 percent slightly disagreed. However, the respondent belief for Ncell Mobile is only 42 percent that NTC Mobile it was 48 Percent.
2. Out of total respondents, 28 percent extremely believed that Ncell Mobile is taking higher service charges, whereas it was 45 percent for NTC (especially in case of roaming charge & call made to Ncell mobile). Likewise 23 percent & 20 percent (Ncell & NTC moderately believed it was slightly high. In contrast, 25&12.5 percent respondents for Ncell & NTC. Believed that the service charge is lower.
3. Most of the respondents i.e. (78 percent) thought it is not good to take higher service charges in mobile service. But around 13 percent respondents thought it is good to take higher service charges.
4. 85 percent of respondents believed that NTC Mobile has a reliable service and only 43 percent respondents believed that Ncell Mobile has reliable service. On the other hand only 2.5 percent believed NTC has no reliable service and for Ncell Mobile it was 50 percent. So it can be concluded that NTC has reliable service than that of Ncell Mobile.
5. Among the total respondents, 92.5 percent of the respondents thought that reliable service is an important factor to provide mobile services. But 7.5 percent respondents were found against the reliable mobile service.

6. Regarding the statement “which mobile Ncell or NTC has clearly audible service” about 70 respondents i.e.87.5 percent believed that NTC has clear audible service where as for Ncell Mobile it was only 45% it was also found clear audible service of Ncell Mobile was not good.
7. Among that total respondents about 90 percent like a clear audible mobile service. Where as, 6 respondents were indifferent this factor and respondent slightly disagree that clear audible service is a important factor for Mobile service.
8. According to the information gathered regarding the statement which mobile Ncell or NTC has good connectivity, 77 percent believed that NTC has good connectivity with national and international telecom. In contrast about 23 percent respondent believed Ncell Mobile regarding the connectivity of Mobile with other telecom.
9. 75 percent, a very large number of respondents liked a good connectivity of mobile service followed by 17.5 percent respondents who doesn't like this attribute in mobile service.
10. Most of the respondents i.e.78.75 percent respondents agreed with the wider network net work coverage of NTC mobile. Similarly, in case of Ncell Mobile 80 percent respondents agreed that it has no wider network coverage Moreover, No respondents extremely disagreed that NTC has no wider network coverage.
11. Almost all the respondents liked the wider network coverage of mobile phone. There were no any respondents' who disliked wider network coverage.
12. After calculation of consumer's overall attitude by using fishbeins attitude, it was found that the overall score for Ncell Mobile is "-20275"and for NTC "53375". So it can be concluded that attitude towards Ncell Mobile is slightly negative where as for NTC attitude is moderately positive.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

After late 80's there has been a rapid development in the field of information, technology and communication. The latest outcome of the development was cell phones. The cell phone has become the part of our lives. Cell phones have made our life more comfortable & easier. In our country Nepal Telecom (NTC) and other is spice Nepal private limited (SNPL). NTC has launched Namaste Mobile & SNPL has launched Ncell mobile. Among Nepal and the market it fully dominated by NTC at present.

People did not have options to choose from but now, the case indifferent. They are free to select a brand according to their preference. However, this thesis was mainly concerned with comparative study of NCELL Mobile & NTC aimed at assessing perception, feelings, opinions, and ultimately attitudes of the consumers towards a brand is unfavorable, the company is supposed to be less successful that it otherwise might be.

In this study, altogether six independent variables related to mobile were described and analyzed. They were price of SIM card, service charges, reliability of services, audibility connectivity and network coverage of mobile phone. Being a field based study, it examined attitude of consumers in their natural setting.

The sample for study comprised 80 respondents belonging to NTC users, NCELL mobile users and non users. 60 male & 20 female respondents were included in the sample from different age groups. Out of total sample 26 were under graduate, 18 were post graduate, and 2 were doctorate. The endeavor, while collecting data, was to equalize sample size from each stratum. So, a stratified random sampling method was used to select the samples. The sample was taken from within the consumers of Ktm, Nuwakot and Kavre only. The data thus obtained were analyzed using frequency distribution, percentage, weighted mean and Fishbein's attitude model.

5.2 Conclusion

From the analysis and interpretation of data, some conclusions have been drawn. They are as follows:

1. The data obtained from respondents showed that Ncell mobile SIM card was not high in price compared to NTC SIM card and the higher price for mobile SIM card was disliked by most of the consumers.
2. The service charges including tariff rate charged by SPNL were perceived as higher than that of Nepal Telecom and the respondents were found against that higher charges.
3. Regarding reliability (dependability) of mobile services, it was found that Nepal Telecom is more & more reliable than Ncell mobile and most of the respondents liked a reliable service.
4. Most of the consumer perceived Ncell mobile has not clearly audible service and incase of NTC audible service consumers were found in favor of its clear audible service.
5. A significant number of respondents were found unknown or indifferent to the additional services available in Ncell & NTC mobile. The reason may be lack of information oriented effective.

5.3 Recommendations

Based on the result of the study some recommendations are presented here for marketing manager, spice Nepal private limited and Nepal Telecom itself.

1. The initial price of SIM card is only the strength of Ncell mobile in Nuwakot. Hence to compete with Nepal Telecom, SPNL has to provide quality, dependable & reliable mobile service.
2. The service charges have been perceived high by consumers for both Ncell & NTC mobile. So the service charges should be minimized a little bit.

3. The effective communication channel in mobile should be developed to inform customers about additional services because most of the respondents are unaware of additional services available in mobile.
4. In relation with SNPL, NTC has fully dominated the market and has better goodwill. Thus NTC has to provide more & more additional services to maintain its competitive advantage.
5. SPNL should establish a good relationship with other national & international telecom companies that make its competitive advantage.
6. With respect to NTC, SPNL has very small has very small network coverage in Nuwakot. Hence as soon as possible, the company should increase the number of towers and its capacity.
7. The consumer's attitude towards Ncell mobile has been found slightly negative, where as towards NTC it is moderately positive. Hence, the marketing manager of SPNL should try to make the attitude extremely positive to survive and compete with NTC. For this the marketer should launch various promotional campaigns and better services than that of NTC.
8. Reliability, audibility, connectivity & wider network coverage are the strengths of NTC mobile. Thus to maintain its position in the market, NTC does not have to neglect consumer's needs, wants and demand otherwise competitor will get chance to attach NTC'S targets consumers.

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APPENDIX

QUESTIONNAIRE

Dear Customer, please fill up the form showing your acquaintance with the Ncell Mobile and NTC Mobile Services so as to enable me to complete my research. I will be grateful to you for information provided.

Questions with optional answers are given hereunder. Please tick () on option you have chosen.

Q1. Respondents profile

- i) Name :
- ii) Sex :
- iii) Age :
- iv) Education :
- v) income :
- (i) Below (10,000)
- (ii) 10,000–20,000
- (iii) 20,000–30,000

Q.2. Which mobile you think is good in terms of its price of SIM Card?

Ncell Mobile

- (a) Extremely Good ()
- (b) Moderately Good ()
- (c) Slightly Good ()
- (d) Neither/Nor ()
- (e) Slightly Bad ()
- (f) Moderately Bad ()
- (g) Extremely Bad ()

NTC Mobile

- Extremely Good ()
- Moderately Good ()
- Slightly Good ()
- Neither/Nor ()
- Slightly Bad ()
- Moderately Bad ()
- Extremely Bad ()

Q.3. Which mobile you think is better in terms of charging service charge?

Ncell Mobile

- (h) Extremely Good ()
- (i) Moderately Good ()
- (j) Slightly Good ()
- (k) Neither/Nor ()
- (l) Slightly Bad ()
- (m) Moderately Bad ()
- (n) Extremely Bad ()

NTC Mobile

- Extremely Good ()
- Moderately Good ()
- Slightly Good ()
- Neither/Nor ()
- Slightly Bad ()
- Moderately Bad ()
- Extremely Bad ()

Q.4. Which mobile do you think is more reliable?

Ncell Mobile

- (o) Extremely Good ()
- (p) Moderately Good ()
- (q) Slightly Good ()
- (r) Neither/Nor ()
- (s) Slightly Bad ()
- (t) Moderately Bad ()
- (u) Extremely Bad ()

NTC Mobile

- Extremely Good ()
- Moderately Good ()
- Slightly Good ()
- Neither/Nor ()
- Slightly Bad ()
- Moderately Bad ()
- Extremely Bad ()

Q.5. Which mobile gives you clearly audible mobile service?

Ncell Mobile

- (v) Extremely Good ()
 (w) Moderately Good ()
 (x) Slightly Good ()
 (y) Neither/Nor ()
 (z) Slightly Bad ()
 (aa) Moderately Bad ()
 (bb) Extremely Bad ()

NTC Mobile

- Extremely High ()
 Moderately High ()
 Slightly Good ()
 Neither/Nor ()
 Slightly Bad ()
 Moderately Bad ()
 Extremely Bad ()

Q.6. Which mobile do you think is good in terms of connectivity?

Ncell Mobile

- (cc) Extremely Good ()
 (dd) Moderately Good ()
 (ee) Slightly Good ()
 (ff) Neither/Nor ()
 (gg) Slightly Bad ()
 (hh) Moderately Bad ()
 (ii) Extremely Bad ()

NTC Mobile

- Extremely Good ()
 Moderately Good ()
 Slightly Good ()
 Neither/Nor ()
 Slightly Bad ()
 Moderately Bad ()
 Extremely Bad ()

Q.7. Which mobile do you think is good in terms of wider network coverage?

Ncell Mobile

- (jj) Extremely Good ()
 (kk) Moderately Good ()
 (ll) Slightly Good ()
 (mm) Neither/Nor ()
 (nn) Slightly Bad ()
 (oo) Moderately Bad ()
 (pp) Extremely Bad ()

NTC Mobile

- Extremely Good ()
 Moderately Good ()
 Slightly Good ()
 Neither/Nor ()
 Slightly Bad ()
 Moderately Bad ()
 Extremely Bad ()

Q.8. Which mobile gives you more recent services offered by recent technology?

Ncell Mobile

NTC Mobile

- | | | | | |
|------|-----------------|---------|-----------------|---------|
| (qq) | Extremely Good | () | Extremely Good | () |
| (rr) | Moderately Good | () | Moderately Good | () |
| (ss) | Slightly Good | () | Slightly Good | () |
| (tt) | Neither/Nor | () | Neither/Nor | () |
| (uu) | Slightly Bad | () | Slightly Bad | () |
| (vv) | Moderately Bad | () | Moderately Bad | () |
| (ww) | Extremely Bad | () | Extremely Bad | () |

Q.. Which mobile do you think is good in terms of overall performance?

- (a) Ncell Mobile ()
- (b) NTC Mobile ()

Thanks for providing me your valuable information.