

Measuring Customers' overall attitude towards Grameen Phone and Banglalink with special reference to Fishbein's Multi-Attribute Attitude Model: A Study on Khulna City

Sarif Mohammad Khan*
Mohammad Anwar Hossain**
Md. Zahidul Islam***

Abstract: *The study is basically an attempt to examine the customers' overall attitude toward the existing attributes of Grameen Phone (GP) and Banglalink based on Fishbein's Multi-Attribute Attitude Model. Fourteen factors have been considered for justifying the result of this study. The study is based on the primary data and 200 respondents who are the existing subscribers of both of the mobile companies have been selected based on judgment sampling. The overall customers' attitude toward GP and Banglalink are 41.55 and 29.17 respectively which indicate customers show more positive attitude towards the attributes of GP than that of Banglalink. The result also reveals that customers show negative attitude about call rate for GP and about network for Banglalink and thus, it is recommended that GP should at least decrease the call rate and Banglalink should also at least improve the network to gain more positive attitude from the customers.*

Keywords: *Customers' attitude, Multi-Attribute Attitude Model etc.*

Introduction

In almost every industry, customers are becoming ever more demanding, and in most cases they have more options to choose from than ever before. Thus every brand is facing intense competition that induces the marketer to measure the customer attitude regarding the attributes of a particular product (Fornell, 1992). In Bangladesh the mobile operating industry is growing very fast as the total number of mobile phone active subscribers' increase from 46.69 million to 76.43 million during the last two years (BTRC). Among the six mobile operating companies in Bangladesh, GP is the market leader whereas Banglalink is considered as the market challenger. To capture the market mobile

* Associate Professor, Business Administration Discipline, Khulna University, Khulna.

** Assistant Professor, Department of Marketing, University of Dhaka.

*** Lecturer, Department of Business Administration, Manarat International University, Dhaka.

companies are offering various services to its customer that also increasing the intra-industry competition day by day. Thus, like other industry measuring customers' attitude towards the services of mobile industry becomes an important issue. That is why, an attempt has been taken to make a comparative study between Grameen Phone (GP) and Banglalink regarding the attitude of the customers about their services.

Objectives of the Study

The main objective of the study is to compare customer attitude towards the existing services of GP and Banglalink.

The specific objectives are-

- (a) Identify the different attributes of the service of mobile phone companies
- (b) Measuring and comparing customer attitude towards the existing attributes of GP and Banglalink.

Methodology

The study is mainly based on primary data; judgment sampling has been used for sampling and a sample of 200 end users who uses both GP and Banglalink. A structured questionnaire with +/- 3 point scale where, +3 = extremely good (EG) and -3 = extremely bad (EB) with neutral point is 0 (0 = neither good nor bad) have been used for collecting information to measure customers' overall attitude towards the services of GP and Banglalink. Fishbein's Multi-Attribute Attitude Model has been used to determine the overall customers' attitude. A separate single structured question with 7 point scale (where, 7 = highly satisfied and 1 = highly dissatisfied) has been asked to the respondents to measure the overall satisfaction regarding the companies and mean value has been also calculated based on the responses.

Literature Review

Customer satisfaction is the post consumption feeling or attitude of a consumer toward a product/service (Metawa et al.; 1996). In case of services, customer satisfaction is often related to service quality and service features such as convenience, competitiveness, and location of service provider (Naser et al.; 1999).

Though customer satisfaction is the parameter whether customers will leave or stay with the organization, Reichheld, 1996, suggest that dissatisfied customers do not leave the organization if they do not expect to receive better service elsewhere

as well as satisfied customers may look for other providers if they believe they might receive better service elsewhere. But keeping customers with the firm depend on a number of factors such as wider range of product choices, greater convenience, better prices, and enhanced income (Storbacka et al., 1994). Moreover, only the satisfied customer is converted as loyal customer (Fornell, 1992), in his study, remarks that although customer satisfaction and quality come out to be important for all firms, satisfaction is more important for reliability in industries such as mobile phones, insurance, mail order, and automobiles. Increasing customer satisfaction has been found to direct to higher future profitability (Anderson et al.; 1994), lower costs related to substandard goods and services improved buyer readiness to pay price premiums, provide referrals, and use more of the product (Reichheld 1996; Anderson and Mittal 2000), and higher levels of customer preservation and loyalty (Fornell 1992; Anderson and Sullivan 1993; Bolton 1998). Increasing loyalty, in turn, has been found to lead to increases in future profits (Fornell 1992; Anderson et al., 1994) and reductions in the cost of future dealings (Reichheld 1996; Srivastava et al., 1998). All of this experiential data suggest that customer satisfaction is valuable from both a customer goodwill viewpoint and an organization's monetary perspective.

According to Drucker (1954), the principle purpose of a business is to create satisfied customers. Customer satisfaction is merely a response to the value proposition offered in specific products/markets (Reidenbach, 1995). By this view, organizations must determine how customers define value in order to provide value-added services. Reidenbach (1995) argued that customer value is a more viable element than customer satisfaction because it includes not only the usual benefits that most organizations focus on but also a consideration of the price that the customer pays. Customer value is a dynamic that must be managed. Stafford (1994) found that customers want courtesy, friendliness and convenience. But that consumer also views "fair prices, concerned management and institutional stability as integral components of the service process".

The customer handling ability to be simultaneously satisfied and dissatisfied with different attributes of the offering is important to marketers; by understanding the relative importance of attributes, marketers can spend resources on those attributes that increase levels of overall satisfaction while avoiding expenditures on attributes that have little influence on overall satisfaction (Kellar and Preis, 2003). Several studies in the marketing literature have considered the relationship between customer satisfaction and performance at the firm level. Not amazingly, the results generally prove that customer satisfaction provides economic profit to the firm. For example, customer satisfaction has

been linked to increased revenues (Fornell, 1992; Gómez, McLaughlin & Wittink, 2004; Rust, Zahorik, & Keiningham, 1995), more inelastic demand (Anderson, 1996), and compact costs for attracting new customers and other costs associated with poor quality, defects and complaints (Anderson, Fornell, & Rust, 1997). Reflecting these benefits, customer satisfaction has been found to positively affect a firm's profitability (Anderson, Fornell, & Lehmann, 1994; Aaker & Jacobson, 1994; Capon, Farley, & Hoeni, 1990), and its market value (Aaker & Jacobson, 1994; Ittner & Larcker, 1998). While extant literature provides evidence for the positive effect of a firm's customer satisfaction, little if any research has considered the effect of rivals' customer satisfaction on a firm's performance. A number of other researches also asserted increasing emphasis on increasing customer satisfaction and customer retention through improved quality of their services (File & Prince, 1992).

Model Regarding the Measurement of Customer's Attitude

Fishbein's Multi-Attribute Attitude Model was mainly developed by Martin A. Fishbein in 1963. According to this model, attitudes are viewed as having two basic components. One is the belief about the specific factors of an object and another is the evaluation about the specific factors of an object. It implies how an individual evaluates the importance of each attribute of the object in satisfying his/her need. The model is as follows

$$A_0 = \sum_{i=1}^n b_i e_i$$

Where, A_0 = person's overall attitude towards the object.

b_i = one's belief about the attribute or factor of that object.

e_i = the evaluation of feelings of the attribute or factor.

n = the number of salient attributes

The factors of mobile phone services has been considered for the purposes of this study as call rates, friend and family (FnF), short message service (SMS), international SMS, internet SMS, voice SMS, call block, multimedia message (MMS), GPRS/internet, international roaming, customer care services, network, electronic payment system, missed call alert.

Findings of the Study:

The findings based on the model are summarized in the following table

S.L	Factors/Attributes	GP			Banglalink		
		e_i	b_i	$b_i e_i$	e_i	b_i	$b_i e_i$
1.	Call Rates	-1	1	-1	2.8	2	5.6
2.	FnF	2.2	1	2.2	2.2	2.1	4.62
3.	SMS	1.29	2.2	2.84	1.29	2.5	3.23
4.	International SMS	0.5	1.8	0.9	0.5	2.2	1.1
5.	Internet SMS	1.2	2	2.4	1.2	1.2	1.44
6.	Voice SMS	1.29	1.9	2.45	1.29	1.2	1.55
7.	Call Block	1.2	1.8	2.16	1.2	1.2	1.44
8.	MMS	1.31	1.8	2.36	1.31	1.3	1.70
9.	GPRS/Internet	1.9	2.2	4.18	1.9	1.2	2.28
10.	International Roaming	0.58	1.5	0.87	0.58	1.2	0.70
11.	Customer care Services	2.5	2.5	6.25	2.5	2.3	5.75
12.	Network	2.9	2.8	8.12	-2.9	2.2	-6.38
13.	Electronic Payment System	1.94	2.3	4.46	1.94	2.3	4.46
14.	Missed Call Alert	1.4	2.4	3.36	1.4	1.2	1.68
Total				41.55			29.17

Source: Field Survey

Table – 1: Measuring customers' overall attitude toward the existing attributes of GP and Banglalink

From the table it is observed that, the overall attitude of customers towards the existing attributes of GP $A_0 = 41.549$, whereas, Banglalink $A_0 = 29.164$ which indicate that customer hold more positive attitude towards GP that Banglalink in terms of various attributes that has been assessed under the model. It is also noted that customers hold positive attitude about all of the factors of GP except call rate, whereas, customers hold positive attitude towards Banglalink in terms of all the attributes except network.

Satisfaction Level	GP (%)	Banglalink (%)
Highly dissatisfied	0	3
Very dissatisfied	2	8
Dissatisfied	6	13
Neither satisfied nor dissatisfied	12	18
Satisfied	23	21
Very satisfied	27	20
Highly satisfied	30	17
Total	100	100

Source: Field Survey

Table – 2: Customers' overall satisfaction (%) towards GP and Banglalink

It is observed (table-2) that 80% customers are over all satisfied about GP (where, 23% were satisfied, 27% were very satisfied and 30% were highly satisfied) whereas, 58% customers are over all satisfied about Banglalink (where, 21% were satisfied, 20% were very satisfied and 17% were highly satisfied). The mean value of overall satisfaction towards GP and Banglalink are respectively 5.57 and 4.74 which also indicate that consumer are more satisfied on GP than Banglalink.

Conclusion

Customer satisfaction is the main concern of each and every company to keep and strength its position in the competitive age and this is more appropriate in mobile industry of Bangladesh. This study revealed that customers are more satisfied to GP (mean value 5.57) than Banglalink (mean value 4.74) and the mean value also indicate those customers are satisfied on both of the companies.

The Fishbein's Multi-Attribute Attitude Model revealed that customers show more positive attitude regarding the attributes of GP than that of Banglalink. However, customers demonstrate negative attitude about the call rate of GP and about the network of Banglalink. Both the call rate and network are considered as the core attributes (services) of mobile service industry and thus GP should at least decrease the call rate to convert customer negative attitude to positive attitude whereas Banglalink should improve the network for the same purpose as of GP. But both of the companies can improve the service in the entire dimension (attributes) to achieve more positive attitude from customers.

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