

**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES**



**THE DETERMINANTS OF CUSTOMERS' ATTITUDE
TOWARD SERVICES OF ETHIOPIAN ELECTRIC POWER
CORPORATION**

(The Case of South Addis Ababa Region in Woreda Six)

**BY
KIROS EMBAYE**

**JULY 2018
ADDIS ABABA, ETHIOPIA**



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**A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY, SCHOOL OF
GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE MASTER OF ART DEGREE OF IN MARKETING MANAGEMENT**

**JULY 2018
ADDIS ABABA, ETHIOPIA**

ENDORSEMENT

This thesis has been submitted to St. Mary's University, school of graduate studies for examination with my approval as a university advisor .

Advisor

signature &Date

DECLARATION

I, kiros Embaye declare that this research work entitled as “The determinants of customer attitude to ward Ethiopian electric power corporation service ”, is the outcome of my own effort under the consultancy of Dr. Hailemariam Kebede and study and that all sources of materials used for the study have been duly acknowledged. This study has not been submitted in the past in partial or as a whole to any type of academic award for any institution. It is offered for the partial fulfillment of the degree of MA in Marketing Management.

By: kiros embaye

Signature_____

Date_____

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ABSTRACT

*The basic objective of the study is to explore the determinants of customers' attitude towards EEPCO services in South Addis Ababa specifically worda six by considering 3 independent variables; Cognitive, Affective and Conative . The study was performed in quantitative research approaches. To reveal the determinants of customer attitude to ward EEPCO service explanatory research design were used. For selecting sample respondents Convenience **sampling technique** was used. **The sample size was 310 customers of EEPCO. Moreover, structured questionnaires is tools used to gather relevant information and** both descriptive and inferential analysis method were applied. The data analysis was processed by IBM SPSS statistical software version 24. All determinant factors have a positive correlation with customer Attitude. A linear combination of all the independent variables considered under the study predicts the variance in the dependent variable customer attitude. The ANOVA test result showed that, the value of R and R² obtained under the model summary part was statistically significant. The multiple linear regression analysis revealed that all variables have a statistically significant relationship for customer attitude. Generally the tri component models on EEPCO service is significantly determined by these 3 factors of customer attitude. Finally based on the findings of the study, the researcher recommended that EEPCO shall improve the quality of service in the term maintenance, Customer service and transformers and lines performance.*

Key Words: customer attitude, cognitive, affective, conative, EEPCO

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CHAPTER ONE

1. INTRODUCTION

This chapter mainly highlights the overview of the entire thesis. It consists of background of the study, statement of the problem, objectives of the study, significance of the study, delimitation of the study, organization of the research report and time schedule.

1.1 Background of the study

Originally, the term attitude derived from the Latin words for posture or physical position. The general notion was that a body's physical attitudes suggested the types of activity or action in which a person would engage (Wilkie, 1986). In the words of Allport (1935), an attitude is "a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related". In other words, consumer perception of the product determines the consumers' readiness to accept and adopt the product, or otherwise. "An attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of our environment" (Hawkins, Best and Coney 2001,p,388).This means that attitudes are developed from environmental stimuli, such as the products offered to consumers and how they are communicated. According to Fishbein and Aizen, (1975 as cited in Asiegbu, Powei and Iruka, 2012), it is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. Krech, Crutchfield, and Ballachey (1962), define an attitude as a person's enduring favorable or unfavorable evaluations, emotional feelings and action tendencies toward some object or idea. Bearden, Ingram and Laforge, (1995) and Kotler (2004) observe that people have attitudes toward almost everything: religion, politics, food, music, clothes, and others. Attitudes put them into a frame of mind of liking or disliking an object, moving toward or away from it.

Attitudes lead people to behave in a fairly consistent way towards similar objects. As they form over time through individual experience, attitudes become highly resistant to change. Berkowitz, Kerin, Hartley, and Rudelius (2000). Maintain that attitudes are shaped by our values and beliefs which are learned. Bearden, Ingram, and Laforge, (1995) describe values as shared beliefs or cultural norms about what is important or right. Values such as the need to belong or to succeed represent important goals to which consumers subscribe. Values are transmitted to the individual through the immediate and remote environments such as family,

organizations (school, religious, institutions, businesses) and other people (the community, the social environment). Kahle, Beatly, Homer (1986), observe that cultural values directly influence how consumers view and use individual products, brands, and services. Values influence the goals people pursue and the behavior used to pursue those goals. Many marketing communication campaigns recognize the importance of values as advertising themes and justification for purchase.

A belief, according to Bearden, Ingram, and Laforge (1995) and Kotler (2004), is a descriptive thought that a person holds about something. In marketing context, a belief is a thought about a product or service on one or more choice criteria. Marketers are interested in the beliefs that people formulate about specific products and services because these beliefs make up product and brand images that affect buying behavior. If some of these beliefs are wrong and prevent purchase, the marketer will want to launch campaign to correct them. Berkowitz, Kerin, Hartley, and Rudelius, (2000) , therefore, define beliefs as a consumers' subjective perception of how well a product or brand performs on different attributes. Beliefs are based on personal experience, advertising and discussions with other people. Beliefs about product features are important because, along with personal values they create the favorable or unfavorable attitude the consumer has towards certain goods and services. People's beliefs about a product or brand influence their buying decisions. Marketers are interested in the beliefs people have in their minds about their products or brands.

Baron and Bryne (1987) describe an attitude as a lasting, general evaluation of people (including oneself) object, advertisement or issues. An attitude is lasting because it tends to endure overtime; it is general because it applies to more than a momentary event such as viewing an advertisement, though one might overtime develop a negative attitude toward all advertisements. Thus, Petty, Wegener and Fabriger (1997 as cited by Asiegbu, Powei and Iruka, 2012), conclude that an attitude is the way we think, feel and act toward some aspect of our environment such as a retail store, television program, or product. According to Chisnall (1975 as cited in Asiegbu, Powei and Iruka, 2012), attitudes may be acquired or modified by influences arising from four principal sources: information exposure, group membership, environment and want satisfaction. Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some 'stimulus' or 'object' (e.g., a restaurant, a brand, a service, a retail establishment). Attitudes are viewed as outcome of psychological processes. This implies that attitudes are not directly observable but can only be inferred from what people say or what they do. In consumer research, the data collected on attitudes are the state-of-mind type. According to Hair, Bus and Orfimau (2000), state-of-

mind data represent the mental attributes of individual that are not directly observable or available through some type of external sources. There are no other means of authenticating related responses. They exist only within the minds of respondents. Therefore, attitudes are assessed by asking questions or making inferences from behavior. From all these attitude definitions, it is apparent that attitude has three important characteristics – the attitude “object”, attitudes as a learned predisposition and that attitudes have consistency.

1.2 Back ground of the company

Electric Power development was introduced in Ethiopia as early as 1950s, and since then the Ethiopian electric power sector has served over 55 years. During these times, three landmark stages have passed to reach at the current status of the sector.

In early days (1958) the sector had been organized in a vertically integrated structure, vested with both operator and regulatory mandates, and it was named as the “Ethiopian Electric Light & Power Authority”. It was managed by a general manager leading five departments, namely Operations, Engineering, Planning, Finance and Administration, and Services.

In the second development stage (1996), the sector changed to accommodate the then new economic policy of the country, and the former Ethiopian Electric Light & Power Authority was restructured as a corporation and was named as the “Ethiopian Electric Power Corporation,” which was responsible for generating, transmitting, distributing and selling electric power to the public in a commercially viable system as an operator; and then the Ethiopian Electric Agency was established as a regulator. This stage was marked by the segregation of the duties of the regulators and operators. In addition, the company had to support the government’s rural electrification program, which is based on equitable availability of electric power to the rural mass population.

In the third development stage (2013), the fast double-digit economic growth the country, regional interconnection and the growth the sector itself – in service area, customers size, finance, and human capital, etc. demanded further restructuring of the vertically integrated Ethiopian Electric Power Corporation into two legally unbundled state-owned enterprises, namely the Ethiopian Electric Utility (EEU) and Ethiopian Electric Power (EEP).

The Government of Ethiopia recognized the key role that power sector plays in the economic and social development and growth of the country and has bestowed top priority to the sector and for its expansion.

EEP embarked on a huge and ambitious plan of bringing the installed capacity to 10,000MW within the five year planning period ending 2015. The UEAP electrification plan targeting

universal electrification of the rural population had a plan to bring electricity access to 75% in the planning period. In the African context, Ethiopia is known for its aggressive move in its expansion plan of its power sector, especially in generation capacity growth in a fast track modality. In the last 10 years, Ethiopia has commissioned and made operational seven hydropower and three wind power plants with aggregate capacity exceeding 3,560MW. <http://www.eep.gove.et> (Accessed 20 March.2018).

1.3 The Statement of the Problem

For the success of new product /service, building favorable customer attitude plays a great role and contributed a lot for the increase in sales volume of a company by altering the purchase intention of consumers.

Consumers think, perceive and learn according to their motives, personality and attitudes. These psychological forces affect the behavior of the consumers and the marketers seek to influence or capitalize on them. Businesses and social agencies frequently succeed in altering behavior by changing attitudes towards a service or activity and these changes can result in injurious or beneficial consumption decisions. EEPCO across different times develop better satisfaction and attainments of its customers' unmet needs which can be either completely new or modified types of products and services.

However, the words of EEPCO service development manager revealed that customers are not accustomed to have positive attitude towards service offers. This can be best manifested by the fact that majority of the customers have not positive attitude and service . And again no research is conducted on EEPCO Service regarding Customer Attitude using Tri Components Models.

1.4 Research Questions

- What are the factors that affecting customer attitude toward EEPCO service?
- How do consumers feel about EEPCO service?
- How does the attitudinal components determine customers' attitude?
- What methods should the company employ in altering any unfavorable attitude of the key customers?

1.5 The Objectives of study

1.5.1 General Objective

- The main objective of this research is to find out the factors that determine key customers' attitude towards EEPCO services.

1.5.2 Specific Objectives

- The Specific objective of the study is to:
 - ✓ To assess how do consumers feel about EEPCO services.
 - ✓ To investigate how the three components of attitude affects the overall attitude of customers' towards EEPCO services.
 - ✓ To suggest methods that the company shall employ to alter key customers' attitude towards the favorable continuum.

1.6 Research Hypothesis

H1: Cognitive has significant positive effect on their attitude towards EEPCO services.

H2: Affective has significant positive effect on their attitude towards EEPCO services.

H3: Conative has significant positive effect on their attitude towards EEPCO services.

1.7 The Significance of the Study

The study mainly focuses on the determinates of Customer Attitude and aimed to state clearly the problems that cause customer Attitude in EEPCO service. The study will have the following contribution to the stakeholders after finalizing studies.

➤ EEPCO Customers

Customers will benefit from improved and better service due to the recommendations of this study. The advantages will include delightful customer experiences characterized by prompt, effective and delightful service.

➤ Institution

This study can provide practical understanding of factors affecting the customer attitudes toward service EEPCO. This study will also provide practical information and knowledge for management decision making in service delivery to customers.

➤ Researchers and Academicians

The findings and recommendations of this study will contribute to the body of knowledge in the area to determinate of customer attitude toward service of EEPCO. Other researchers and academicians will borrow ideas from this study as a point of reference. It will provide a source of information for future research

➤ For government

The study will serve government on taking corrective measure on the identified areas or obstacles that hinder customers from satisfaction.

1.8 Scope of the Study

The study is delimited to determinants of customer attitude to ward EEPCO service. With the study variables of Cognitive, Affective and Conative . The study was only conducted in South Addis Ababa specifically worda six. customers of EEPCO are the target of the study population.

1.9 Organization of the paper

This paper consists of five chapter, Chapter one is about background of the study, statement of the problem, the objectives of the study, research questions, and the scope of the study, limitation and organization of the paper. Chapter two presents the review of related literature, which served as a basis for understanding the subject matter together with empirical studies. Chapter three is the methodology part of the study. This chapter includes description of study area, research design, types and source of data, study population, sample design, data collection methods, and data analysis, validity, reliability and ethical issues of the research. Chapter four consists of data analysis and presentation. Chapter five is about conclusions and recommendation.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Theoretical review

In this chapter, various sources of literature related to customer attitude such as the definition, evolution, functions and components of attitude, attitudinal change strategies, factors that affect customers' attitude in the EEPCO industry and empirical studies related to tri component.

2.1.1 Definition of attitudes

According to Solomon , Bamossy, Askegaard, and Hogg, (2010), an attitude is a lasting, general evaluation of people, objects, advertisements or issue. And anything towards which one has an attitude is called an attitude object. An attitude consists of three parts: affect, behavior and cognition. Affect refers to the way a consumer feels about an attitude object.

Behavior involves the person's aims to do something related to an attitude object. Cognition refers to a consumer's belief holding towards an attitude object Solomon, Bamossy, Askegaard, and Hogg, (2010).

According to Robertson (1973), attitude reflects the relationship between a consumer and an object. However, it is difficult to explain the object, as scientists Solomon, Bamossy and Askegaard (2002) assess everything that can impact the attitude towards something as the object of attitude. Attitude can be described as a particular evaluation of an object, which could affect emotions, knowledge or behavior with regard to the object. Consumers reactions to a product and brand attitudes are influenced by their evaluations of its advertisements. The attitude towards the advertisement is defined as a positive or negative evaluation of a particular advertising stimulus during a particular exposure occasion Solomon, Bamossy, Askegaard, and Hogg, (2010).

2.1.2. Attitude formation

How to form the attitude? To form an attitude, individuals must first combine information, they have gathered through the perceptual process with knowledge they recall from past experiences (Engel & Blackwell, .2001, P.291). For instance, consumer process the information in the ad about the restaurant's attributes (seafood cuisine, reasonable prices, relaxing atmosphere, service, and location and so on). Once this information has been gathered, it is evaluated in insight of the person's needs and person's back group characterization to form on attitude. If it's a place that would provide an enjoyable dining experience, consumer can makes a mental note to dine at the restaurant next time.

Attitude formation is the process by which individuals form a feeling or opinion about objects in their environment, and methods of attitude formation including: (1) Learned knowledge from their own experiences, (2) evaluation of the object on their knowledge of it, and (3) predisposition to act based on the evaluation (Wells & Prensky, 1996, P.58).

The three components of attitudes are brand beliefs, brand evaluations, and intention to buy. The components of attitudes can be measured by develop rating scales (Churchill and Giblert, 9e,P.158). There are commonly used judgment scales, or rating scales, for measuring beliefs and attitudes. These types of scales are often included in consumer surveys, political polls, and other types of paper and pencil questionnaires for assessing beliefs and attitudes (Kardes, 2e, P.87).

As argued by Michael (2003), we all have lots of attitudes and we don't usually question how we got them. Certainly, a person is not born with a conviction that a certain product is superior to the other. Where do these attitudes come from? An attitude can form in several different ways such as learning in the modalities of classical conditioning where an attitude object is repeatedly paired with another unconditioned stimulus or it can be formed through instrumental conditioning in which consumption of the attitude object will produce reinforcement of behavior or it can be the out of very complex cognitive process. It's thus important to distinguish that not all types of attitudes are formed in the same way. For example a highly brand loyal consumer may have an enduring, deeply held positive attitude towards an attitude object, and this involvement will be difficult to weaken. On the other hand, another consumer may be more fickle When something better comes along, will be quite willing to switch the existing brand. As deeply proclaimed by Leon and Leslie (2004), the formation of consumer attitude is strongly influenced by personal experience, family and friend, direct marketing, mass media and personality factors. The primary means by which attitude to ward good and service are formed is through the consumer direct experience in trying and evaluating them. Hence by recognizing the importance of direct experience, marketers frequently attempt to stimulate trial of new products by offering cents-off coupons or even free samples. Family, close friends and admired individuals (e.g. respected teacher), we form attitudes that influence our lives. The family is an extremely important source of influence on the formation of attitude for the very reason that it's the family that provides us with many of our basic values and central beliefs.

2.1.3. Functions of attitudes

The functional theory of attitude initially developed by psychologist Daniel Katz (1960) to explain how attitudes facilitate social behavior. According to this pragmatic approach, attitudes exist because they serve some functions for the person. That is, they are determined by a person's motives. The functions of attitude as identified by Katz (1960) are as follows

a) Utilitarian function: Consumers form positive attitudes towards product/service offerings because they provide a utility, in other words, they provide a rewarding experience through the benefits that they provide. Consumers learn to relate a reward with the use of the offering. On the other hand if they do not offer a rewarding experience, consumers form a negative attitude towards such an offering.

b) Ego defensive function: Consumers form attitudes as they help defend their ego, self-image and self-concept. If a consumer is high on ethnocentrism, and patronizes Indian products, he would have a positive attitude towards Indian brands. He would speak for and promote such brands even if he knows that a foreign made product provides better value. Attitudes are formed to protect the ego.

c) Value expressive function: Positive attitudes are formed when a product or service expresses a person's values and lifestyle, personality and self image, and self concept. This is because attitudes provide people with a basis for expressing their values. In cases where there is a mismatch between the product image and a consumer's selfimage, a negative attitude is developed. Attitudes are a reflection of value.

d) Knowledge function: Attitudes are formed when consumers want to reaffirm their knowledge base, to finally help them simplify purchase decision making. If a consumer thinks positive about a brand, it helps reaffirm his opinion, and makes decision making simpler and faster. Attitudes helps in decision making.

Table 1: Functions of Attitudes: Meaning and Examples Source Katz (1960)

Function of Attitudes	Meaning of function	Objects of Attitudes	Examples
Utilitarian function	- provide utility.	Such products that provide utility.	- Complan helps children grow faster and better. - Pepsodent fights tooth decay 24 hours a day.
Ego defensive function	-support a person's ego, self-image and self-concept.	Such products that relate to and support a person's ego, self image and self-concept.	- Rexona Deo prevents body odour whole day long. - Close- Up toothpaste prevents bad breath and does not cause embarrassment when one is with friends.
Value expressive function	- reflect values and lifestyle, personality and self image, and self concept.	Such products that reflect values and lifestyle, personality and self image, and self concept.	- Mercedes Benz, a car for the CEO or for the successful businessman. - Dove soap depicts softness and sophistication. - Raymonds, a complete man, status, style and sophistication.
Knowledge function	-structure knowledge and reaffirm it.	Such products that structure knowledge and reaffirm it; they provide conformance, certainty and reliability.	- Odomos mosquito repellent is safe for skin. - Crocin is a safe drug

2.1.4. Attitudinal change strategies

Hawkins, Best and Coney (2001), wrote on that managers can form and change attitudes toward brands and products. Then ultimately they want to change behaviors or response tendencies. But this attention of managers and firms often face the problem of ethical issues by regulators who want to limit the ability of companies to develop favorable attitudes towards products whose consumption may prove harmful to some portion of the society. For instance;

organizations face a challenge when attempting to reduce smoking, many smokers already know that the habit is harmful to their health but are unable to quite. Thus, the belief component appears to be in place but the behavior component is not.

Changing the cognitive component

A common and effective approach in changing attitudes is to focus on the cognitive component. The theory is that; by influencing this belief, affect and behavior will then change. Four basic marketing strategies are used for altering the cognitive structure of a consumer's attitude. Smith and Swinyard (1988).

1. Change beliefs: (Grossbart , Sanford, Gill and Laczniak , (1987) this strategy involves shifting beliefs about performance of a brand on one or more attributes. For example; an advertisement that claims the lightness of a plastic water container can change the belief held by many consumers that plastics are harmful to the environment. There is some evidence that beliefs tend to be consistent with each other. (Peter and Olson, 1999) Thus, changing one belief about a brand may result in other beliefs changing to remain consistent with the changed belief.

2. Shift importance: (Frank, 1991) most consumers consider some product attributes to be more important than others. Due to this fact, marketers often try to convince consumers that those attributes on which their brands are relatively strong are the most important.

3. Add belief: Smith and Swinyard (1988) another approach is adding new beliefs to the consumers' belief structure. For example; a beer manufacturer promotes freshness as an important attribute for its existing beer. Before the advertisement, few considered the age of the beer to be relevant attribute.

4. Change ideal: Changing the perception of ideal brand or situation. Many conservation organizations strive to influence our beliefs about the ideal product in terms of minimal packaging, non polluting manufacturing, extensive use of recycled materials and non polluting disposition after its useful life (Peter and Olson, 1999).

Changing the affective component

It's increasingly common for a firm to attempt to influence customer's liking of its brand without directly influencing either beliefs or behavior. Marketers use three basic approaches to directly increase affect: classical conditioning, affect toward the ad itself and mere exposure.

a) Classical conditioning: In this approach, a stimulus that the audience likes, such as music or picture, is consistently paired with the brand name. Over time, some of the positive affect associated with the music will transfer to the brand Grossman and Till (1998).

b) Affect towards the ad/website: Celuch and Slama (1995) liking the advertisement/website on which the ad appears generally increases the tendency to like the product. France and Park (1997) Attitudes that arouse negative affect or emotions such as fear, guilt or sorrow can also enhance attitude change. For example; an ad for a charity assisting refugees could show pictures that could elicit a variety of unpleasant emotions such as disgust/anger still can be effective.

c) Mere exposure: Hawkins and Hoch (1992) simply presenting a brand to an individual on a large number of occasions might make the individuals attitude towards the brand more positive. Thus, the repetition of advertisements for low-involvement products may well increase liking and subsequent purchase of the advertised brand without altering the initial belief structure.

Changing the behavioral component

Behavior, specifically purchase/use behavior, may precede the development of cognition and affect. It may occur in contrast to the cognitive and affective components Marks and Kamins (1988) . For example; a consumer may dislike the taste of a certain soft drink because he/she believes that the sweeteners are unhealthy, however, the same consumer may accept the soft drink when offered by a friend. As a result, drinking the beverage may alter the perception of its taste and lead to liking; this in turn may lead to increased learning, which changes the cognitive component.

Kempf (1999) Behaviors can lead directly to affect, to cognition or to both simultaneously. Consumers frequently try new brands in the absence of prior knowledge or affect. Such purchases are much for information (will I like the brand?) as for satisfaction of some underlying need such as hunger. Asiegbu , Ubani,, and Barinedum, (2011) Changing behavior prior to changing affect or cognition is based primarily on operant conditioning. Thus, the key marketing task is to induce people to purchase the product while ensuring that the purchase will indeed be rewarding. Coupons, free samples, point of purchase display, tie in purchases and price reductions are common techniques for inducing trial behavior.

2.1.5. Factors that influence attitude formation and change

There are three basic characteristics that influence attitude formation and change. These are individual, situational and communication characteristics.

I. Individual characteristics

There are individual differences in how easily people shift their attitudes. Some are stubborn or close minded or less subject to social influences than are others. Attitudes that are strongly held are more difficult to change than those that are weakly held (Fazio,

Lenn & Effrein, 1984). Think of something you feel strongly about-perhaps your school, your favorite sport team, your religion or a disliked behavior such as chewing tobacco. Consumers tend to avoid messages that are counter to their attitude. Consumers are not passive when marketers attempt to change their attitudes.

II. Situational characteristics

The elaboration likelihood model (ELM) is a theory about how attitudes are formed and changed under varying conditions of involvement. The ELM suggests that brand involvement (the degree of personal relevance of the brand, which may change with the situation) and decision motivations are key determinants of how information is processed and attitudes are changed (Solomon, Bamossy, Askegaard, and Hogg 2010). High involvement results in a central route to attitude change by which consumers deliberately and consciously examine and process those message elements that they believe are relevant to a meaningful and logical evaluation of the brand.

In contrast, low involvement results in a peripheral route to attitude change in which consumers form impressions of the brand based on exposure to the readily available cues in the message regardless of the relevance of those cues to the brand itself.

III. Communication characteristics

The different communication techniques that enhance attitude change are presented as follows:

❖ Source characteristics

The source of a communication can be an identifiable person, an unidentifiable person, a company or an inanimate figure such as cartoon character. Hence, the source of the message is important because consumers respond differently to the same message delivered by different sources (Coyle & Thorson, 2001).

Source credibility:- influencing attitudes is easier when the target market views the source of the message as highly credible. This appears to be composed of two basic dimensions: trustworthiness and expertise. A source that has no apparent reason other than to provide complete, objective and accurate information would generally be considered - trustworthy. Whereas, individuals who are recognized experts and who have no apparent motives to mislead can be influential sources, however, when consumers believe that the firm is paying the sources for his/her endorsement, this effectiveness is diminished. Organizations that are widely viewed as both trustworthy and expert, such as the American dental association can have a tremendous influence on attitude (Beatty & Kahle, 1988).

Celebrity sources:- celebrities are widely used in advertising and evidence indicates that their use may increase a firm's value. Celebrity sources may enhance attitude change for a variety of reasons. They may attract more attention to the advertisement than would non celebrities. They may be viewed as more credible than non celebrities Consumers may desire to identify with/imitate celebrities Consumers may associate known characteristics of the celebrity with the attribute of the product that coincide with their own needs/desires Using celebrity as a company spokesperson creates special risks to the sponsoring organizations such as while attractive models generally have positive impact, using highly attractive female models as spokesperson can cause negative reactions. Overexposure is another risk where it happens if one celebrity endorses many products, consumers' reaction become less positive. An additional risk is that some behaviors involving the spokesperson will affect the individual credibility after he/she is associated with the firm. As a result; to eliminate many of the problems associated with the real celebrities, many firms are creating what is known as spokes-characters that can be animated animals, people, products or other objects. Such characters can come to symbolize the brand and give it an identity that competitors cannot easily duplicate (Solomon, Bamossy, Askegaard. and Hogg 2010).

Sponsorship:- the characteristics of the sponsored event may become associated with the sponsoring organization. Sponsorship can have effects beyond enhancing brand image. It can also augment the company's image as a good corporate citizen (Solomon, Bamossy, Askegaard. and Hogg 2010).

2.1.3 Service Concept

A service is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of production. Services are economic activities that create value and provide benefits for customers at specific times and places, as a result of bringing about a desired change in or on behalf of the recipient of the service (Lovelock and Wright, 2002). Services are deeds, processes, and performances (Zeithaml and Bitner, 2000). Services are described as objects of transaction offered by firms and institutions that generally offer services or that consider themselves service organizations (Steve and Kim, 1995).

Researchers studying service organizations point out that service possess certain characteristics that set them distinctly apart from products (e.g. Murdick, Render, & Russell, 1990). According to Robin (1989) service has four characteristics. These are:

a) Intangibility:-services are intangible i.e. they do not have physical substance. Consumers cannot touch, see, smell, or taste services before purchasing them. This poses difficulties for the services marketer because target customers may be reluctant to buy what they cannot physically examine.

b) Heterogeneity:-services are heterogeneous i.e. they are not standardized .The nature of offering of any one seller may differ from one time period to another .Further, two or more employees of one firm may provide service that are quite different from each other.

c) Inseparability:-marketers and services they provide are always inseparable that is they are continually at the same place at the same time. Service cannot exist unless the marketer is present.

d) Perishability:-Service tends to have very short life spans. Tangible goods can be produced and then placed in inventory, so that they are available when and where customers want them. Service, however, cannot be stored.

2.1.4 EEPCO services

Ethiopian Electric Power Corporation engages in the production, transmission, distribution, and sale of electrical energy. Its projects include hydro, transmission construction, wind, geothermal, IT projects, and waste to energy projects. To give better service the Ethiopian government unbundled the former Ethiopian Electric power Corporation into two separate entities, known as Ethiopian Electric Utility and Ethiopian Electric Power .

<http://www.eep.gov.et> Accessed 20 March.2018).

Ethiopian Electric Utility (EEU)

The purpose of the corporation is to engage in the business of distributing and selling electrical energy in accordance with economic and social development policies and priorities of the government and to carry out any other related activities that would enable it achieve its purpose.

<http://theworldfolio.com/comapanay/ethiopan-electric-utility-eeu-/1350/Accessed20> March.2018).

Ethiopian Electric Power (EEP)

EEP is a sole provider of bulk electricity to users, mainly to the Ethiopian Electric Utility (EEU); direct industrial customers; and exports to neighboring countries.

EEP operates and maintains more than 12 hydropower and three wind power plants distributed in different parts of the country with installed capacity of more than 4290MW, including the Gibe III plant (1870MW) which is under commissioning. There are two major

hydropower projects under construction, namely the Grand Ethiopian Renaissance Dam (6000MW) and GenaleDawa 3 (254MW).

EEP operates and maintains all high-voltage transmission lines across the country, which covers more than 9,000km with varying voltage levels ranging from 500kV to 132kV; and more than 90 substations with the above mentioned voltage levels. Huge transmission line expansion is planned to extend the system and cover the whole country including border crossing power lines. <http://eep.info/en/service.html> (Accessed March 20.2018).

2.2 Empirical Review

Attitude is an important variable when measuring consumer behavior towards an object or a Product/service. It can help to determine what a consumer know, feel, value or how it is position in their mind about that particular object or product/service. According to Evans, Foxall, & Jamal, (2009). “attitude is a complex mental state involving what we know, our feelings, our values dispositions to act in certain ways”. for the success of increasing organization profit, building favorable customer attitude plays a great role for customer satisfaction and contributed for company to build good image/good will and also increase service quality volume of a company.

Meselework , (2004) examined the applicability of alternative customer attitude measure in the ethio-telcom industry. by use tri-component model to measure the overall customer attitude. The result indicated that the study show that The effect of three attitudinal components namely cognitive, affective and conative on general attitude is tested using correlation and regression analysis. A moderately significant relationship is acquired in both analyses for all predictors. Generally, as compared to others, high coefficients are characterized from affective component which dictates that customers’ love, emotions and feelings are the dominant predictors of general attitude towards ethio telecom new products/services. As a result, it is confirmed that tri component model of attitude is applicable for the case of ethio telecom.

There was a few researchers attempt to find out the relationships between customer attitude and tri component . Researchers argue that tri components are the predictors of customer attitude .Andersson and Fredriksson (2012) , found that most of the decision- makers (59.4 %) have a negative attitude toward E-mail marketing and only 1.6 % have a positive attitude. consumer Attitude have negative significant influences.

UmitBasaran (2016) studied examining the relationships of Cognitive, Affective, and Conative Destination Image: A Research on Safranbolu, Turkey. According to his survey both cognitive and affective components have an impact on tourists behavioral intentions.

However, the direct effect of cognitive destination image is greater than affective destination image. Besides, it was determined that affective destination image mediates the relationship between cognitive and conative destination image. Therefore, thirdly it is revealed that affective destination image is an important predictor of the conative destination image, in addition to cognitive destination image, and affect is also crucial for increasing loyalty, and consequently for the development of a strong relationship between tourists and the destination.

2.3 Structural Model of Attitude

Several studies have been conducted to study and research upon the dynamics underlying attitudes, their formation and change as well as their relationship with acts of behavior. The focus of the study has basically been intended to understand the formation of attitude, so as to be able to predict acts of behavior, and influence them. Researchers have proposed a number of model that identify the underlying dimensions of an attitude and explain or predict behavior. Among the various models, the more researched upon and commonly used ones are i) Tri component attitude Model, ii) Multi Attribute attitude Model, iii) **Attitude-Toward-Object Model**, iv) **Attitude-Toward-Behavior Model** and V) **Theory-of-Reasoned-Action Model**

2.3.1 The Tri component attitude model:

The concept of the Tri component attitude model is that the three components of attitudes: *affect*, *conation* and *cognition* are interconnected. It describes the need that in order to understand the attitude of a consumer as to try and predict their behavior, all three components of the consumers attitude need to be investigated, (Schiffman & Kanuk 2004).

2.3.2 The Multi Attribute attitude models:

The concept of the multi attribute model has its origins in social psychology with the theory that people make rational decisions before they act in a certain manner. The research of attitudes towards objects or behavior is mostly based on work made by Fishbein 1963; Rosenberg 1956). The models are made as to try and predict the behavior based on the attitudes that an individual holds versus an object or organization, e.g. a product or brand. The field of multi attribute models has been studied extensively by researchers in fields like economics, psychology and behavioral decision theory, (Huber 1974).

The model is based on giving different attributes a numerical value as to weigh what attributes are most sought after in the object or organization. This numerical value can be examined by identifying different attributes and let individuals such as customers rank them between a scale of 1-10, where 1 is least desirable and 10 being the highest, (Mateo 2012).

By giving the attributes a numerical value it also enables a possibility as to compare if the consumers values and beliefs correlate with what a brand or product want to represent, e.g. in market differentiation. As well as if they do not, support companies in understanding what possible factors that need to be improved as to reach a desired image, depending on the strength of the measurements used in the model, (Wilkie & Pessemier 1973).

Research around the model have both validated and criticized the use of the model in marketing context. E.g. in an article written by Wilkie & Pessemier (1973) it is concluded that marketing research have strived from the original proposal of use by Fishbein and Rosenberg, with the focus of the model now being more on the expected value of the customer, (Wilkie & Pessemier, 1973). Additional criticism towards the multi-attribute model found that 40% of the time different results where created when using a different attribute model technique, the reason behind this was that different weights of scale where used, and/or additional parameters where added which diverted the outcome, (Zanakis, Solomon, Wishart, Dublisch, (Jun 1998 p507-529, 23p. While other research has validated that repeated research using multi-attribute models conclude same or similar results, Olsen, Moshkovish, Schellenberger, Mechitov, (1995 p726-748, 26p). There have since the multi attribute models conceptualization been created a number of different variations of the model, some of the models are: the *attitude-toward-object model*, *attitude-toward-behavior model* and the *theory-of-reasoned-action model*, (Schiffman & Kanuk 2004).

2.3.3 Attitude-Toward-Object Model

The attitude-toward-object model is especially effective for measuring attitudes toward a service (or product) or toward an organization, such as a brand. The theory of the model is that consumer's attitude toward a product or brand is a function of the existence of or lack of certain favorable attributes or beliefs, (Fishbein 1963). Furthermore, brands or products that possess the desired attributes are seen as positive while those who lack are seen as negative and are usually rejected, (Schiffman & Kanuk 2004).

2.3.4 Attitude-Toward-Behavior Model

In comparison to the *attitude-toward-object model* the **attitude-toward-behavior model** measures the consumer's attitude toward behaving in accordance to the object rather than the attitude towards it, which in turn increases the possibility to predict the behavior of the consumer. E.g. a consumer might have a positive attitude toward the brand Mercedes, but a negative attitude towards purchasing expensive products such as a Mercedes, (Schiffman & Kanuk 2004). Therefore it is arguably more beneficial knowing the attitudes towards a behavior than the object when researching the probability of purchasing behavior.

2.3.5 Theory-of-Reasoned-Action Model

In the model of reasoned-action the three aspects of attitudes are present with cognitive, affective and conative components. It measures the intention to make a purchase by identifying the customer's subjective norm. In the reasoned action's case this is done by assessing the feelings from what relevant others (family, friends, and co-workers) to what the consumer thinks about the researched action, (Sheppard, Hartwick, Warshaw (1988), p325-343. So for research to understand and predict the behavior of the customer, it is necessary to understand what feelings the relevant others would have, as well as the customer's motivation as to comply to the relevant others. E.g. my parents would view the purchase of a new apartment as an unnecessary expense, but my friends would love it, (Schiffman & Kanuk 2004; Ajzen & Fishbein 1980).

2.4 Conceptual framework

2.4.1 The Research Model and Hypothesis

To address the research question under the researcher investigation, initially the tri component of attitude model is considered. According to the tri-component attitude model also called CAB (Howard and Sheth, 1969), attitudes comprise three major components: cognitive component – awareness, knowledge, belief; an affective component – feeling, emotions; and a conative component – response tendencies, actions.

I. Cognitive component

This component consists of a consumer's belief and knowledge about an object. For most attitude objects, we have a number of beliefs.

Many beliefs about attributes are evaluative in nature. The more positive beliefs there are associated with a brand and the more positive each belief is, the more favorable the overall

cognitive component is presumed to be Asch (1965). Berkman, Harold, Lindquist and Sirgy (1996), since all of the components of attitude are generally consistent, the more favorable the overall attitude. The simplest version of this model often is based on the assumption that all attributes of a brand are equally important to determine our overall belief. However, some researchers Hair, Bus and Orfima, (2000) suggest that for some brands a few attributes such as price, quality or style are more important than others. Thus, it's often desirable to add an importance weight for each attribute. Based on this literature, the following hypothesis is drawn for testing.

H1: Customers' awareness, knowledge and belief have significant positive effect on their attitude towards new telecom products/services.

II. Affective component

Our feelings or emotional reactions to an object represent the affective component of an attitude. Chisnall (1975) Due to unique motivations, personalities, past experiences, reference group, and physical conditions individuals may evaluate the same belief differently. Some individuals may have positive feeling toward the belief that diet coke has strong taste," while others could respond with negative reactions Johnson and Zinkhan (1991) . Despite individual variations, most people within a given culture react in a similar manner to beliefs that are closely associated with cultural values.

While feelings are often the result of evaluating specific attributes of a product, they can precede and influence cognitions. Zajonc (1980) One may come to like a product through classical conditioning without acquiring any cognitive beliefs about the product. Indeed, our initial reaction to a product may be one of like or dislike without any cognitive basis for the feeling. This initial affect can then influence how we react to the product itself. Based on this literature, the following hypothesis is drawn for testing.

H2: Customers' feelings and emotions have significant positive effect on their attitude towards new telecom products/services.

III. Conative/behavioral component

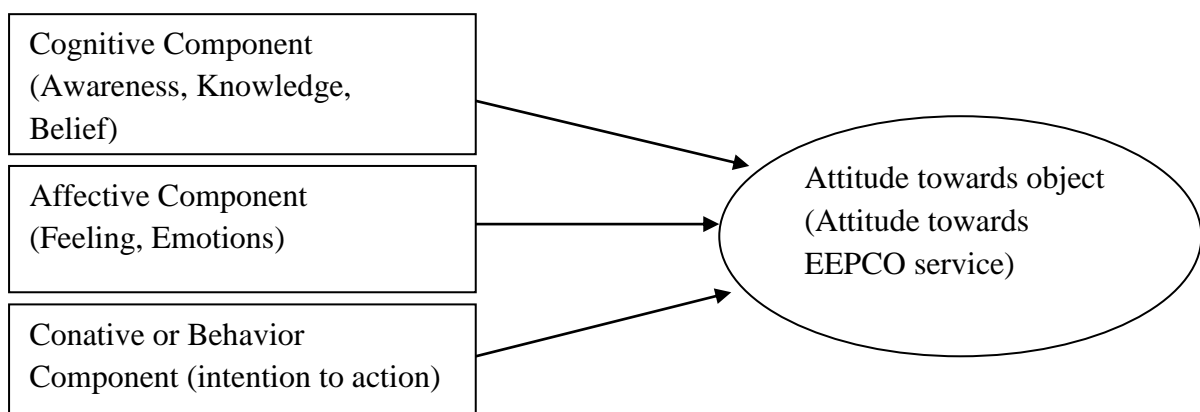
The behavioral component of an attitude is one's tendencies or behavioral intentions to respond in a certain manner toward an object or activity. Our actual behaviors reflect these intentions as they are modified by the situation in which the behavior will occur. A series of decisions to purchase or not to purchase diet coke or to recommend it for friends would reflect the behavioral component of an attitude (Kalwani and Silk, 1982). As explained by Leon and Leslie (2004), the conation/behavioral component 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 (Siciliano, 1993), the conative component may include the actual behavior itself. In the marketing and consumer research, the conative component is frequently treated as an expression of the consumer's intention to buy. Based on this literature, the following hypothesis is drawn for testing.

H3: customers' intention to buy has significant positive effect on their attitude towards new telecom products/services.

The tri component model of attitude developed by Howard and Sheth (1969) is the foundation around which the conceptual framework of this study is built. The model has three components namely; cognitive, affective and behavioral dimensions. The attributes of each of these components further identified from other research works. Crites, Fabrigar and Petty (1994), in their study of measuring attitude, seven cognitive word pairs such as (useful/useless, wise/foolish, safe/unsafe, beneficial/harmful, valuable/worthless, perfect/imperfect, wholesome/unhealthy), eight affective word pairs such as (love/hateful, delighted/sad, happy/annoyed, calm/tense, excited/bored, relaxed/angry, acceptance/disgusted, joy/sorrow) and four general attitude word pairs such as (positive/negative, like/dislike, good/bad, desirable/undesirable) have employed. Whereas, for the behavioral component. Schiffman and Kanuk ,(1995) had identified two word pairs (certain/uncertain and probable/improbable).

Figure 1 Tri-component or trilogy attitude model (source: Schiffman and Kanuk, 1995)



CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter deals with the following points research design, source and types of data, sampling techniques, data collection instrument, data analysis methods, reliability and validity.

3.1 Research Design

Research design is the plan showing the approach and strategy of investigation aimed at obtaining relevant data which fulfills the research objectives and answer questions (Kothari 2002). Explanatory research is studying a problem or a phenomena in order to establish causal relationship among variable (Saunders, Lwise, & Thornhill, (2000). This research, entitled as the determinants of customers' attitude towards services of EEPCO can be studied through explanatory type than the others. Because to understand the relationship between Tri component and customer attitude as well as the effect of tri component model, over all on customer attitude. the explanatory research design is the best design to elaborate the relationship between Tri component and customer attitude.

3.2 Research approach

This study has been done on quantitative research based on a pre-coded approach. According to Fisher (2007) quantitative research is the method that deals with numbers and uses statistical tools to get the result. The pre-coded approach is more appropriate for this Thesis, because when it is about quantify particular points of interest, or get comparable results the pre-coded structured approach is the most suitable approach (Fisher, 2007, p. 165). .The variables and relationships are the central ideas(Nueman, 2003).

3.3 Sources and Instruments of data collection

There are two types of data namely primary data and secondary data on which the researcher should keep in mind(Kothari ,2004) . For the purpose of this study through the enquiry both primary and secondary data.

3.3.1. Primary Data

The primary data are those which are collected afresh and for the first time Kothari (2004). For the purpose of gathering primary data, structured questionnaire were developed and administered with the selected EEPCO customers. In this survey, self-completion questionnaire with closed ended questions were developed.

3.3.2. Secondary Data

Secondary data are data that are already available and refer to data that have already been collected and analyzed by someone Kothari (2004). Secondary data was accessed from different books, magazines, brochures, websites, policies, related to EEPCO. This type of data helped the researcher to understand the nature of current customer attitude existing.

3.4 Methods of data collection

The data was obtained through questionnaires. The questionnaires for this thesis was designed by the authors with the help of the variables that describes the customer attitude from the conceptual framework and based on service performance of EEPCO.

Therefore, after carefully reviewing all these sources, the researcher has developed seven point semantic and behavioral differential bi-polar scales to prepare close ended questionnaires and then distributed to respondents both in English and Amharic languages.

The final questionnaire consists three sections. The first section gathering general information about the respondent like age, occupation, gender,The second section is about Attitude of respondent about service of EEPCO, The third Measuring customer attitude toward using the tri component model. The five point likert scale is used for the statement of the second section range from 1 strong agree, "2 "Agree, "3 "Neutral, "4"disagree, "5"strong disagree.

3.5 Sample design and sampling technique.

A sample design is a definite plan for obtaining a sample from a given target population and it refers to the techniques or procedures the researcher would adopt in selecting items for sample Kothari (2004). It involves selecting participants from the part of the population which is close to hand. This strategy was chosen for this study because sampling participants using list of customers who have using the service of the industry will be a challenge for the researcher. Therefore researcher prefers to use this sampling technique to get the required information from the required respondents at a place.

3.6 Sampling Techniques

The target populations in this research paper were Customers of EEPCO in South Addis Ababa Region (specifically in worda six). Sampling technique is technique used to select sample from population by reducing the number of respondents in manageable size. Sampling techniques broadly classified in to two namely probability and non-probability

sampling techniques. Non Probability sampling technique was selected for the study. This technique enables the researcher to make decision about what elements to be included in the sample and it gives good estimation about the characteristics of the population (Malhotra, 2005) Further,using convenient sampling technique as a part of Non-Probability Sampling, As per the, (Malhotra, 2005) Convenience method attempts to obtain a sample of convenient elements and fast, inexpensive, and easy to collect data and the subjects are readily available. Respondents were selected based on the convenience of the researcher as they happen to be at the right place at the right time. Yamane (1967) provides a simplified formula to calculate sample sizes of finite population, which is used to determine the sample size for this study.

A 95% confidence level was assumed for this formula to determine the sample size, at $e=0.05$. The sample size is determined by the following formula.

Where n is the required sample size, N is the population size and e is the level of precision. Applying the above formula.

$$n = \frac{N}{1+N(e)^2} \quad n = \frac{11224}{1+11224(0.05)^2} \quad \underline{\underline{= 387}}$$

3.7 Methods of data analysis

SPSS is used first the responses of the participants were coded in Excel spreadsheet and then exported to SPSS to analyze the findings. After exporting to SPSS, the raw data concerning the respondents' demographic and organizational variables were depicted using different tables. After the respondents profile was presented, the customer attitude variables were processed using descriptive statics and inferential.

Descriptive analysis consists of central tendency measurements (frequency and frequency distribution, percentage, valid & cumulative percentages and comparison of mean). In addition to this, with the help of SPSS, figures and tabular explanations are used.

Inferential statistical tools like; ANOVA, correlation and multiple linear regression also used so as to present the findings and analysis of this particular study with the help of statistical package for social sciences (SPSS) software. For analyzing the data collected from the respondents, each 3 variables were summed individually and converted into the average response of each variable. This is due to the fact that, originally the data collected using a five point Likert scale was measured at an ordinal level as a non- parametric nature, and in order

to convert the data into continuous and for making it as a parametric nature. Hence it is possible to conduct Pearson correlation and linear multiple regression (Creech ,2011).

3.7.1 Pearson's Correlation

Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables. According to Sekaran (2003), in research studies that includes several variables, beyond knowing the means and standard deviations of the dependent and independent variables, the researcher would often like to know how one variable is related to another. While correlation could range between -1.0 (perfect negative correlation) and +1.0 (perfect positive correlation), the researcher need to know if any correlation found between two variables is significant or not (i.e.; if it has occurred solely by chance or if there is a high probability of its actual existence).

3.7.2 Regression

Regression analysis was used to determine the customer Attitude , basically tri component Models (cognitive, Affective, Conative) and also it helps to predict the effect of independent variable on dependant variable. Regression in the form of mathematical equation, written as,
$$Y_i = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where, Y , is the dependent variable (customers Attitude),

a = is the constant (the value of y when the value of all independent variables are 0),

X_1 = cognitive

X_2 = Affective and

X_3 = conative are the explanatory variables.

The value of y is regression coefficient, when $X=0$. And β_1 , β_2 & β_3 is the regression coefficient of (X_1, X_2 and X_3), which indicates the amount of change in Y_i given a unit change in X_i and finally X is the value of independent variable.

3.8 Validity and Reliability

In order to reducing the possibility of getting the answer wrong, attention need to be paid to two particular research design; validity and reliability Saunder and Thornhill . (2003).

3.8.1 Reliability

Reliability can be defined as the degree to which measures are free from error and , therefore, yield consistent results. Operationally, reliability is defined as the internal consistency of a

scale, which assess the degree to which the items are homogeneous. Reliability can be assessed by the following question (Easteby-Smith, Thorpe, and Lowe 1991)

1. Will the measure yield the same results on the other occasions?
2. Will similar observation be reached by other observers?
3. Is there transparency in how sense was made from raw data?

The reliability of a measure indicates the stability and consistency with which the instrument measures the concept and helps to assess the ‘goodness’ of a measure as (Cavana, Delahaye & Sekaran ,2001). According to Sekaran (2003), the closer the reliability coefficient gets to 1.0, the better it is, and those values over .80 are considered as good. Those values in the .70 is considered as acceptable and those reliability value less than 60 is considered to be poor (Sekaran ,2003). All the constructs will be tested for the consistency reliability of the items within the constructs by using Cronbach’s alpha reliability analysis as the above researchers stated (Arokiasamy ,2013). Therefore the researcher ensures the reliability through the above stated methods.

Table 3.1.Cronbach’s alpha among items of questionnaire

Variables	Cronbach's Alpha	No. of items
Cognitive	.782	15
Affective	.737	11
Conative	.652	4
General Attitude	.741	4

This implies that respondents of EEPKO Customers answered the whole independent and dependant questions consistently.

3.8.2 Validity

Validity is concerned with whether findings are really about what they appear to be (Saunders and Thornhill 2003). It is defined as the extent to what data collection method or methods accurately measure what they were intended to measure (Saunders and Thornhill 2003). According to Cooper and Schindler (2003) believe that validity refers to the extent to which attest measure what we actually wish to measure. There are two major forms, external and internal validity. The external validity of research findings refers to the data’s ability to be generalized across persons, settings and times. Internal validity is ability to the research

instrument to measure what is purposed to measure schindler (2003). Steps were taken to ensure validity. Survey questions were made on literature review.

Questionnaire has been pre tested before starting the survey and questionnaire was tested by at least ten persons. Therefore researcher will ensure the research validity through the above mentioned steps.

Pretesting /Pilot testing

Pretesting refer to the testing of the questionnaire on a small sample of respondents to identify and eliminate potential problems. In generally, a questionnaire should not be carried out before pretesting it in order to improve the questionnaire. All aspects of the questionnaire should be pretested, such as word formulation, lay out and instructions. The respondent of the pre-test should be similar to those who will be included in the actual survey (Malhotra ,2010). In order to eliminate misunderstandings of the questionnaire and to strengthen the study's validity two outside sources reviewed the questionnaire with some expertise in the field. ten typical respondents were also used in a pilot study to validate that respondents understood the formulations of the questions and instructions of the questionnaire. By letting others read through the questionnaire, there were a possibilities to correct errors before carrying out the questionnaire the actual data collection and the risk for misunderstandings is reduced and questions validated.

3.9 Ethical consideration

Any information provided from the survey is treated with the strictest confidence it deserves. The researcher was taking care of for the issues related with plagiarism to do his own work. In addition to this, at the time of data collection, researcher did not force the respondents to fill the questionnaire rather communicate politely. In general researchers should have to avoid cheating, copying the work of others as it is, instead of putting things in clear for the readers. The techniques employed by the researcher were voluntary participation and harmlessness, anonymity and confidentiality, disclosure and analysis and reporting.

Chapter Four

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

After the data is collected and organized, this chapter presents how the collected data is analyzed, presented and interpreted. SPSS version 24 were used as data analyzing software and results are discussed by using different presentation methods. The methods of analysis are both descriptive and inferential statistics.

General information about the Respondents

A total of 387 questionnaires were randomly distributed to customers who was using the service provided by EEPCO in Addis Ababa. Out of 387, total 310 (80.1%) survey questionnaires were returned the rest 77 (19.9) of the customer are categories under non respondents . On this progress of the questioners there is no any missing and omitting questions from questioners due to, clearly organized and use of the words that service provided in EEPCO it's very convenient by its instructions, cloth ended and easily understandable.

4.1 Descriptive Analysis

Table 4.1 Demographic profile of respondents

Demographic profile of respondents		Frequency	Percent
Gender	Female	127	41.0
	Male	183	59.0
Age	less than 20 years old	13	4.2
	21-30 years old	84	27.1
	31-40 years old	135	43.5
	41-50 years old	54	17.4
	above 50 years old	24	7.7
Type of subscription	Residential Customers	248	80.0
	Commercial Customers	60	19.4
	Industrial Customer	2	.6

Source : Own Primary Data Survey, 2018

4.1.1 Demographic profile of respondents

According to table 4.1 shows that both genders participated effectively in providing responses to the research questions. 59% of the respondents were male while the remaining 41% of the respondents were female. This indicated that, participation of both genders in the study were showed.

Regards to the age of the participants, as depicted in the table 4.1 , 43.5% were between 31-40, 27% were between 21-30, 17.4% were between 41-50 and 4% were less than 20 years old. This implies that, different ages of customers respondents participated in the study.

In customer of subscription the majority were 80% residential customers, relatively more number of questionnaires were distributed to them, Commercial Customer were 19.4 % and also industrial Customer respondents were 0.6% .

4.1.2 Feelings of customers towards EEPCO services

In order to get an insight level of feelings towards EEPCO services. the respondents were asked to indicate their perceived level of feeling on EEPCO services, a five point item (ranging from highly positive to highly negative) was forwarded for respondents due to feelings determine attitudes.

Table 4.2. Feelings of customers towards EEPCO services

Feeling of customer		Frequency	Percent
Valid	Highly Positive	17	5.5
	Positive	62	20.0
	Neutral	24	7.7
	Negative	166	53.5
	Highly Negative	41	13.2
	Total	310	100.0

Source : Own Primary Data Survey, 2018

As shown in table 4.2, 66.7% were have negative feeling to ward EEPCO service, 25.5% respondents were have positive feeling toward to its services. And 7.7% respondents were indifferent between positive feeling and negative feeling with the EEPCO services. The results implies that majority of the respondents were negative feeling with the EEPCO services.

In this section, the researcher by applying descriptive statistics (specially mean and standard deviation) undertook the analysis of five point Likert scale data collected through questionnaire where 1= strongly disagree and 5= strongly agree.

Table 4.3 Descriptive statistics of customer service factor

Customer Service factors	N	Mean	Std. Deviation
Variety of service of lines are being offered to customer without interruption	310	2.0903	1.03259
The company owns skilled employees	310	2.5129	1.01994
Price charges are reasonable	310	3.3129	1.14435
The company uses easy technology to collect feedbacks from customer	310	2.8710	1.16702
Service is being delivered on without interruption	310	2.3000	1.09589
Average Mean of Customer Service factors		2.61742	1.09195

Source : Own Primary Data Survey, 2018

As in table 4.3, 3.31 mean value Price charges are reasonable, 2.09 mean value of Variety of services of lines are being offered to customers with out interruption, 2.5 mean value the company owns skilled employees, 2.8 mean value the company uses easy technology to collect feedbacks from customer and 2.3 mean value Service is being delivered on without interruption. This implies that regarding price charge were fair. Hence, variety of service of line, skilled employees and using of update technology were below average mean value. this indicated that the company were performing poor in customers service.

Table 4.4 Descriptive statistics of Transformers and lines performance factors

Transformers and lines performance	N	Mean	Std. Deviation
The line performance allow to make & conduct the power generated easily	310	2.3129	.97981
The conductivity quality of the line is high	310	2.2677	.92568
There are less breakdowns/faults in lines and transformers	310	3.6290	1.31747
Average Mean of Transformers and line performance		2.7365	1.07432

Source : Own Primary Data Survey, 2018

From table 4.4 one can see that, 3.62 mean value represents there are less break down in line and transformers, 2.3 mean of the line performance allow to make & conduct the power generated easily and 2.2 mean value of the conductive quality of the line is high. This implies

that it is possible to understand breakdowns of lines and transformers were major problem on the corporation service even if the question were resides to the negative side of their agreement. Concerning, line performance and conductivity, quality of conductivity line were not well preformed in the case of old line and transformers. Therefore, customers may not get an appropriate service power.

Table 4.5 Descriptive statistics of maintenance factors

Maintenance factor	N	Mean	Std. Deviation
Quality of repair service is good	310	2.0452	.92671
Compliant registration & handling process simple	310	1.9677	.81981
Faults are maintained promptly	310	1.8742	.89242
Average Mean of Maintenance factor		1.9623	0.8796

Source : Own Primary Data Survey, 2018

The customers have rated the facts related to maintenance factors service as it was summarized in table 4.5, 2.04 mean value of quality of repair service, 1.96 mean value of compliant registration & handling process simple and followed by a mean of 2.52 for faults are maintained promptly. These are below the expected average mean which leads customers to have discomfort on the maintenance factors as well as it shows the Corporation were poor in quality of service.

Table 4.6 Descriptive statistics of Billing factors

Billing factor	N	Mean	Std. Deviation
Bill are accurate most of the times	310	3.3871	1.06663
Bills are issued based on thier scheduled period of pay	310	3.5613	.91788
Average Mean of Billing factor		3.4742	0.9922

Source : Own Primary Data Survey, 2018

As mentioned table of 4.6, All the mean scores are found to be average 3.38 for accurate most of times and 3.56 for bill are issued on their scheduled periods of pay. Hence, it is easy to draw conclusion that, EEPCO is performing in a moderately good status in terms of billing factor.

4.2 Inferential Analysis

4.2.1. Correlation

Correlation shows how the strength or the magnitude and direction of the variable relationship with each other's. The linear relationship between variables can be measured by correlation coefficient (r), which is commonly called as *Pearson product moment correlation*. Person's "r" mainly measures the data from the interval or ratio level and used to measure based on the deviation from the mean (Muluadam ,2015).

Table 4.7 : Measures of Associations and Descriptive Adjectives

Measure of Association	Descriptive Adjective
> 0.00 to 0.20 ; < -0.00 to - 0.20	Very weak or very low
> 0.20 to 0.40; < -0.20 to - 0.40	Weak or low
> 0.40 to 0.60; < -0.40 to - 0.60	Moderate
> 0.60 to 0.80; < -0.60 to - 0.80	Strong or high
> 0.80 to 1.0; < -0.80 to - 1.0	Very high or very strong

Source: (MacEachron, 1982)

Therefore, using the above table 4.7 and the SPSS output of the survey, the results of the dependent and the independent variables is going to be discussed in detail basis.

Cognitive component

Table 4.8 Correlations between cognitive component and general attitude

Correlations		General Attitude	Cognitive Component
General Attitude	Pearson Correlation	1	.480**
	Sig. (2-tailed)		.000
	N	310	310
Cognitive Component	Pearson Correlation	.480**	1
	Sig. (2-tailed)	.000	
	N	310	310

Source : Own Primary Data Survey, 2018

Based on the research results, the correlation between *General attitude* and *cognitive componenet* is positive and they are significantly correlated at ($R = .480^{**}$), ($P < 0.01$). According to MacEachron (1982) magnitude of correlation the relationship between the two variable was moderate.

Affective Component

Table 4. 9 correlation between affective component and general attitude

Correlations		General Attitude	Affective Component
General Attitude	Pearson Correlation	1	.558**
	Sig. (2-tailed)		.000
	N	310	310
Affective Component	Pearson Correlation	.558**	1
	Sig. (2-tailed)	.000	
	N	310	310

** . Correlation is significant at the 0.01 level (2-tailed).

Source : Own Primary Data Survey, 2018

According to the outputs of survey, the correlation between *General attitude* and *Affective* is positive and they are significantly correlated at ($R=.558^{**}$), ($P < 0.01$).Based on the Mac-Eachron (1982) measure of association the magnitude of relationship between the two variables was moderate.

Conative/behavioral component

Table 4.10 Correlations between conative component and general attitude

Correlations		General Attitude	Conative or Behavior
General Attitude	Pearson Correlation	1	.563**
	Sig. (2-tailed)		.000
	N	310	310
Conative or Behavior	Pearson Correlation	.563**	1
	Sig. (2-tailed)	.000	
	N	310	310

** . Correlation is significant at the 0.01 level (2-tailed).

Source : Own Primary Data Survey, 2018

The correlation between *General Attitude* and *conative* was founded as $(R=.563^{**}), (P<0.01)$ with a positive significant relationship between the two variables. According to MacEachron (1982) magnitude of relationship between the two variables it is found to be “*moderate*”.

4.2.2. Regression Analysis

Regression analysis: is the relationship between a dependent variable together with one or more independent variables. In order to see if there exists a relationship between the variables as well as to what extent of strength the relationship has. The relationship can only be measured to its mathematical relationship as no causality can be assumed in its measurement, (Malhotra ,2010). This research has preferred to administer multiple regression analysis since the numbers of independent variables to predict the dependent variable are three namely cognitive, affective and conative. Multiple regression analysis is defined as “a statistical technique which analyzes the linear relationships between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line (Hair *et al.*, 2004).

Assumption 1 - Normality test

Multiple regressions require the independent variables to be normally distributed. The normal distribution of the data can be described by the skewness and kurtosis statistics. According to Smith and Wells (2006) *kurtosis* is defined as “a property of a distribution that describes the thickness of the tails. The thickness of the tail comes from the amount of scores falling at the extremes relative to the Gaussian distribution.

Table4. 11 Normality Distribution Measures through Skewness and Kurtosis

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Customer service factors	310	.223	.138	.585	.276
Transformers and lines performance	310	-.079	.138	.523	.276
Maintenance factors	310	1.014	.138	1.957	.276
Billing factors	310	-.579	.138	.254	.276
Cognitive Component	310	.803	.138	.734	.276
Affective Component	310	-.509	.138	.818	.276
Conative or Behavior	310	-.910	.138	.626	.276
General Attitude	310	.032	.138	.063	.276
Valid N (listwise)	310				

Source : Own Primary Data Survey, 2018

Assessment of the variables ‘level of skewness and kurtosis is one of the method that will determine Normality (Hair , Anderson, Tatham and Black, 2006). In fact, Skewness provides an indication of the symmetry of the distribution (Hair , Anderson, Tatham and Black , 2006). Kurtosis turns to the peakedness or flatness of the distribution relative to the normal distribution (Hair , Anderson, Tatham and Black, 2006). For determining skewness and kurtosis values, if the calculated z value for skewness and kurtosis goes beyond the critical values of ± 2.58 at 0.01 significance level or ± 1.96 at 0.05 significance level, the distribution of data is considered nonnormal (Hair , Anderson, Tatham and Black, 2006).

As indicated in the above table all scores of all skewness and kurtosis statistics needed to be within the acceptable ranges of 2.58 of skewness and kurtosis in this study. Thus, the data for this study is normal in relation to Skewness and kurtosis (Hair , Anderson, Tatham and Black, 2006).In the present study since all the values of skewness and kurtosis for each variable are within an acceptable range. Thus one can conclude that all variables are normally distributed.

Assumption 2 - Independence of Residuals

The independence of the residuals can be measured by Durbin-Watson statistics. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated form one observation to the other one) if the Durbin-Watson statistic is 1.688 and an acceptable range is 1.50 - 2.50 (Muluadam ,2015).

Table 4.12 Durbin-Watson Statistics for Independence of Residuals

Model	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. Change	FDurbin-Watson
				R Square Change	F Change	df1	df2		
1	.724 ^a	.525	3.83817	.525	112.645	3	306	.000	1.688

For this study Table 12, the output value of Durbin-Watson is 1.688 indicating that there is no correlation among the residuals.

Assumption 3 - Multi-collinearity of the Regression Variables

Multi-collinearity in regression occurs when predictor variables (independent variables) in the regression model are more highly correlated with other predictor variables than with the dependent variable. VIF was used to test the assumptions of regression analysis; because the most common methods of testing the fitness of survey data to regression analysis or model fit

to survey data was multi co-linearity test and it shows how multi-colinearity has increased the instability of the coefficient estimates(Freund and Littell ,2000). Related to this, the VIF is the tolerance statistics. With regard to this, values below 0.2 indicate serious problem (Andy ,2014).on this study, Multi co-linearity of the regression result for Tri components were tested using Pearson correlation matrix, for the regression model correlation between the explanatory variables were Moderate. The statistics of co-linearity test results also show in table 14. that the model have a tolerance value greater than 0.2 and VIF less than 10 indicating that there was no serious multi-colinearity in the survey data.

Table 4.13 Regression result of customers Attitude Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.525	.520	3.83817
a. Predictors: (Constant), Conative or Behavior, Cognitive Component, Affective Component				

Source: SPSS Regression Output, 2018

As the above table 13 depicts that, the coefficients of determination R^2 are 0.525. This shows that independent variables of Customers Attitude explain 52.5 percent of dependant variable (General Attitude). The rest of 47.5 percent is explained by other factors or variables out of the scope of the study.

Table 4.14 Beta coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	-1.845	1.029		-1.793	.074		
	Cognitive Component	.209	.025	.338	8.240	.000	.921	1.086
	Affective Component	.161	.027	.282	6.048	.000	.713	1.403

Conative Behavior	or.683	.086	.363	7.984	.000	.749	1.335
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a. Dependent Variable: General Attitude

Source: SPSS Regression Output, 2018

As described above on the table 14 , all independent variables or tri components were regressed against the dependant variable (General attitude). The regression equation, $Y_i = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$, is the dependent variable (General attitude) as is a intercept, i.e., the value of y when X=0. β_1, β_2 & β_3 is the regression coefficient of Cognitive, Affective and Conative which indicates the amount of change in Y_i given a unit change in X_i and finally X is the value of dependent variable. In other words, for each 1-unit change in X, Y will change by β units. The result was as under: Therefore, the estimated or dependant variable Y (General attitude),

$Y = - 1.845 + (0.161 \cdot \text{affective}) + (0.683 \cdot \text{conative}) + (0.209 \cdot \text{cognitive})$. This is the regression equation of dependant(Y) and independent variable(X). As the above table shows, to what extent, the tir compondents of (cognitive, Affective and Conative have positive and significant effects on customers Attitude

Table 4.15 ANOVA Model

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4978.290	3	1659.430	112.645	.000 ^b
	Residual	4507.852	306	14.732		
	Total	9486.142	309			

a. Dependent Variable: General Attitude

b. Predictors: (Constant), Cognitive or Behavior, Cognitive Component, Affective Component

Source: SPSS Regression Output, 2018

In the above ANOVA table, the column labeled, sum of squares describes variability in the customer Attitude value of the regression. The regression sum of the squares is the deference between total sum of the squares and residual sum of the squares which is (TSS-RSS= 9486.142- 4507.852 = 4978.290). The total degree of freedom is 310-1=309, one class less

than the number of observation. The regression model has sums of the mean square of 1659.430 (4978.290/3), and residual mean square is 14.732(4507.852/306).

The proposed model was adequate as the F-static=112.645 were significant level of .000 This represents that the model was reasonable fit and there was statistically significant association between tri component and customer Attitude.

Test of the Hypotheses

The following hypotheses were tested to answer the problem statement and consequently address the objective of the study.

H0: There is no a significant relationship between the cognitive and customer Attitude.

H1: There is a significant relationship between the cognitive and customer Attitude.

The result of the multiple regression analysis found that the variable cognitive had a beta value 0.209 and that it was significant at a 0.000 significance level, as shown in Table 14. These finding indicate that the researcher have very strong evidence to reject the null hypothesis and support the research hypothesis. The positive relationship between cognitive and customer attitude was strengthened by the moderate correlated correlation between the two variables, a Pearson coefficient of $r=0.480^{**}$ with p- value 0.01 significant level as shown in Table 8. So, there is a significant and positive relationship between the cognitive of and customer Attitude.

H0: There is no significant relationship between the affective and customer attitude.

H2: There is a significant relationship between the affective and customer attitude

The finding in the data analysis presented in Table 14, shows that the variable affective had a beta value of 0.161 and the p- value was 0.000 level of significance. This means that the variable affective was the significant contributor to customer attitude . The data analysis also found that affective was moderate correlated to customer attitude with a significant Pearson coefficient of 0.558. So, the alternative hypothesis (*H2*) can be supported by the data because contribution to the customer attitude has taken positive value and very strong evidence to reject null hypothesis. Thus it can be concluded that there is a significant and positive relationship between affective and customer attitude.

H0: There is no significant relationship between the conative and attitude.

H3: There is a significant relationship between conative and customer attitude .

The regression analysis showed that conative had a beta value of 0.683, which was the highest of all the variables and p-value 0.000 sig. level. The data analysis also found that conative was moderate correlated to customer attitude with a significant Pearson coefficient of 0.563^{**}

with p- value 0.01 significant level. With this data we can support the developed alternative hypothesis (H3) and we have very strong evidence to reject the null hypothesis. So the finding concludes that there is a significant and positive relationship between conative and Customer attitude.

4.3 Discussion of the Study

Cognitive has a positive and significant effect ($\beta= 0.29$) on attitude towards EEPKO services and it affect the customer attitude in this study afterward the affective variable. In order a customer to have a positive or negative attitude towards the service it depends on the cognitive elements those are the knowledge, beliefs and perception of the service so it does have a positive relation this means if the customer have positive knowledge beliefs and perception about the service/ product. It has a positive attitude about the service and the reverse is true. In EEPKO the researcher find out the customer has the lowest knowledge beliefs and perception above all variables for the service. The same as the findings of this study Hariet *al* (2000) The beliefs about an object tend to control the change that may take place in an attitude(Grossbart et al, 1987), explains thus relation may Increasing the strength of an existing positive beliefs, and knowledge. (Peter and Olson, 1999) stated that Marketers can increase the strength of consumer beliefs about positive attributes. (Smith and Swinyard 1988) also verified and emphasized that another approach to changing to cognitive component of an attitude is to add new beliefs to the consumer's belief structure. By making a product or service have the capacity to solve more of consumers' problems, the consumers will have an additional belief that the product's or service's value has increased.

The other variable is Affective which is about the feelings or emotions towards the attitude service. In the model regression the result of this variable has a significant and positive association ($\beta= 0.161$). when affective increases by one unit, customer attitudes will increases by $\beta= 0.161$ unit sholding other factors constant and when the customers have positive feeling and emotion for the service they do have positive attitude the reverse is true for the negative variables. From the result in this study the customers in Addis have positive feeling and emotion towards the feeling but not like they have on conative for the service. Johnson and Zinkhan (1991) discovered that emotional states may enhance or amplify positive or negative experiences and that later recollections of such experiences may impact what come to mind and how the individual acts. As the scholars specification the affective variable which are emotion and feeling does have positive effect on the attitude towards the service.

Conative has a significant, positive and direct effect with ($\beta = 0.683$) on attitude towards of EEPCO which makes it dominant from the other variables .in the study the customers' intention to buy show significant positive effect on their attitude towards EEPCO services and from this individual Conative has high impact on the customer attitude and purchase on the study. But even though the findings in this study it has the highest value it doesn't reflect that it does have a highly intentions for the customer to use the service the reason behind the variable has a high coefficient is because customers don't have other choice. Since EEPCO is a monopoly company in Ethiopia so the organization have high or positive effect on this variable. According to (Siciliano, 1993) Behavior intention scales include purchase intent, attendance intent, shopping intent, usage intent, willingness to refer others etc. this specify the researcher agree intention has positive effect on the attitude and to purchase.

Chapter Five

CONCLUSIONS AND RECOMMENDATIONS

This chapter covers the summary of findings, conclusions of the findings and the recommendations given for improvement in services provision or delivery system of the EEPCO service. The constructive recommendations were forwarded in order to create the awareness about the significance of improving those independent variables which shows the lower score (the industries lower performance) and also to keep working on the superior scored (the industries higher performance).

5.1 Summary of the Findings

Finally the overall aim of this study was to investigate the determine of customer attitude in the EEPCO service. The investigation was made on tri component model and customers attitude. Therefore, to determine the customer attitude and tri component model were employed to prepare the questionnaire with 34 items for the respondents.

The sum of the independent variables average Cronbach's alpha value is ($\alpha = 0.741$) and the reliability test of the study is located on "Acceptable" range.

Out of 310 respondents, 59 % (183) of the respondents are male whereas the remaining 41% (127) are Female.

The largest majority of the respondents age falls at an age category of below 31- 40 accounted for the percentage of 135(43.5%), of the total 310 respondents .whereas, Between 21-30 years of age was reported 84 (27.1%) of the time, the next 41-50, above 50 and less than 20 years ages was 54 (17.4%), 24(7.7%) and 13(4.2 %), respectively.

The feelings of customers towards EEPCO offers is negative, it cannot be generalized that have negative attitude towards EEPCO services since feelings are not the only predictors of general attitude.

The correlation between customers attitude and *cognitive* is positive and significantly correlated at ($R = .480^{**}$), ($P < 0.01$) with moderate magnitude of correlation.

The correlation between customer attitude and affective is positive and significantly correlated at ($R = .558^{**}$), ($P < 0.01$) with moderate magnitude of correlation.

The correlation between customer attitude and conative is positive and significantly correlated at ($R = .563^{**}$), ($P < 0.01$) with moderate magnitude of correlation.

The model summary results showed that, a linear combination of all the independent variables considered under the study predicts ($R^2 = .525$), of the variance in the dependent variable sales performance.

The ANOVA test result showed that, the value of R and R² obtained under the model summary part was statistically significant at (F=112.645), (P<0.001).

The un standardized beta coefficient of each independent variables is; cognitive($\beta=0.29$), $\beta=(0.161)$ and conative $\beta=(0.683)$ respectively.

5.2 Conclusion

This study emphasizes on the determinants of customer attitude to ward service EEPCO operating in south Addis Ababa by considering 3 independent variables. Those determining factors with their relative importance contribution for the customer Attitude of the company cognitive, affective and conative all determinant factors of have a positive correlation with customer attitude .The correlation between the dependent variable customer attitude and the 3 independent variables was with magnitude ranges of “moderate” level of correlations. The pre-model fitting 3 test (i.e., Normality, Independence of Residuals and Multi co-linearity) of multiple regressions are met accordingly. The model summary results showed that, a linear combination of all the independent variables considered under the study predicts 52.5% of the variance in the dependent variable customer attitude . The ANOVA test result showed that, the value of R and R² obtained under the model summary part was statistically significant.

5.3 Recommendation

Based on the findings and conclusions the following constructive recommendations were given to the top EEPCO service management and the staff of the Corporation .

The main problem is power interruption that increasing the cost of production of manufacturing industries, which in turn makes it extremely difficult for to emerge competitive on the market.

EEPCO shall improve quality of service in terms of transformers, protection device and line performance, maintenance, customer service and billing factors which in turn enhance positive input customer attitude towards services.

The company can influence by working on the affective, conative and cognitive elements of customer attitude.

Most of the existing power transformers and lines performance are aging so the transmission lines are unable to accommodate the ever increasing electric flow. improve the capacity of

Transformers, line performance, Avoid Aging networks were also being replaced; supportive electric transformers must be installed.

Finally, the summary of recommendation forwarded by the researcher were, EEPCO management needs to emphasize Customer Attitude. Due to the fact that EEPCO firms do not provide tangible products, their service quality is usually assessed by measures of the service-provider's relationship with customers. Thus, EEPCO service management should pay attention to staff skill possession, knowledge, attention to customers and their needs, offering of fast and efficient services and general attitude to customer services.

5.4. Limitations of the Study

All primary data was obtained from respondents or clients through questionnaire so the response was on their perceptions, thus research findings might be biased. However, these limitations in the study leave future ground for explorations and research on the subject. Customers' Attitude covers all aspects of an organization performance. However, due to budget and time constraints this study is limited to determents the customer attitude to ward EEPCO service Particularly by taking south Aadis ababa specifically in werda six only. Furthermore, since the sample is only in werda six , it is not large enough to represent the entire organization nationwide. Therefore, the finding of this study may not be generalized to other branches located in other cities. Another study with a large sample size may be required in the future to arrive at reliable conclusion about the customer's Attitude system nationwide.

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APPENDIX I- English version survey questionnaire

Questionnaire to be filled by customers of EEPCO

Dear participant,

This questionnaire is designed to assess customers' attitude towards EEPCO services. I believe that your inputs are very crucial for the success of my research.

I hereby confirm that your responses will be kept strictly confidential for academic research purpose alone. Therefore, I kindly request you to respond to each question item carefully and oblige.

Section A: Demographic Details

Please complete this section by putting "√" mark at the appropriate choice applicable to your organization.

Personal Information

1. Gender Female Male

2. Age

Less than 20 years old

20-30 Years old

30-40 Years old

40-50 Years old

Older than 50 Years old

3. Under which of the following category your organization does belong to?

Residential Customers

Commercial Customers

Industrial Customers

4. How do you feel about EEPCO services?

Highly positive	<input type="checkbox"/>
Positive	<input type="checkbox"/>
Neutral	<input type="checkbox"/>
Negative	<input type="checkbox"/>
Highly negative	<input type="checkbox"/>

Section B: Factors that determine customers' attitude

Please put “√” mark in the box to choose the response that best represents your level of agreement or disagreement with the statement.

Note that (SD= strongly disagree, D= Disagree, N= Neutral, A= Agree & SA= strongly agree)

	Statement	Scales				
		SD	D	N	A	SA
	Cognitive					
1.	Customer Service factors					
	Variety of services of lines are being offered to customers with out interruption.					
	The company owns skilled employees.					
	Price charges are reasonable.					
	The company uses easy technology to collect feedbacks from customer.					
	Service is being delivered on with out interruption					
2.	Maintenance factor					
	Quality of repair service is good					
	Compliant registration & handling process simple					
	Faults are maintained promptly					
	Affective					
1.	Transformers and lines performance					
	The line performance allow to make & conduct the power generated easily					
	The conductivity quality of the line is high					
	There are less breakdowns/faults in lines and transformers.					
	Conative					
1	Billing factors:					
	Bills are accurate most of the times					
	Bills are issued based on their scheduled periods of pay					

Section C :Measuring customer attitude toward EEPCO services using the tri component model of attitude

Please rate the following word pairs based on your judgment and put “√” mark in your appropriate preference.

Note: that to the left side of zero dictates positive, the right side dictates negative and zero has indifferent attitude.

Please indicate your level of awareness, knowledge and beliefs to ward EEPCO service								
	+3	+2	+1	0	-1	-2	-3	
Useful								Useless
Wise								Foolish
Safe								Unsafe
Beneficial								Harmful
Valuable								Worthless
Perfect								Imperfect
Healthy								Unhealthy
What is the level of your feelings and emotions to ward EEPCO Service								
Love								Hateful
Delighted								Sad
Happy								Annoyed
Calm								Nervous
Excited								Bored
Relaxed								Angry
Accepted								Disgusted
Joy								Sorrow
How likely is it that you will decide to use at times when EEPCO launches services								
Certain								Uncertain
General Attitude to ward EEPCO Service								
Favorable								Unfavorable
Likeable								Dislikeable
Good								Bad
Desirable								Undesirable

Thank You!