

An Analytical Study on Consumers' Attitude towards Telecommunication Sector in Bangladesh: Evidence from Tricomponent Attitude Model

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This study has conducted empirically to measure consumers' attitude towards telecommunication sector in Bangladesh. A conceptual model has been developed based on some components. Telecommunication service-related intrinsic and extrinsic attributes (network availability, service quality, service charge strategies, brand image, offered value) and three components (affect, cognition, conation) are considered for the study. Tricomponent Attitude Model has been applied to find out the attitude formation towards telecommunication sector. Primary data have been collected from the respondents who have direct role for receiving telecommunication service. Likert and Semantic Differential scales have been used as measurement instruments. Primary data have been also collected from different professional through a set of structured questionnaires. The result of Tricomponent Attitude Model revealed that the consumers of Grameenphone showed significantly positive feelings on the network availability, brand image and service quality dimensions ($p < 0.01$). The score indicates that the service charge strategies and offered value attributes of Grameenphone are not up to the mark. On the other hand, the study explores that consumers have significant positive feelings ($p < 0.01$) on Banglalink only for network availability. The score also indicates that feelings of the consumers about offered value, service charge strategies, brand image and service quality are not significantly positive towards Banglalink. The affection level about Robi is not significantly positive for all said attributes. Consumers' vast knowledge and experiences about the product or service and their long-term observation and interactions have played an important role in a service sector. The implications of these findings can be applied to the enhancement of competitive position of different telecommunication firms in the competitive market. From research perspective, the study suggests fruitful directions about the appropriate methods of measuring consumers' attitude and detecting reasons behind positive or negative attitude for further research.

Keywords: consumers' attitude, cognition & conation, Tricomponent Attitude Model, intrinsic and extrinsic attributes

Background of the Study

Over the passing of time though the tools of communication have been changed, still it exists in the society. Currently cellular phone has brought a revolution in the field of communication. Telecommunication makes the whole world in a small village. By using this service, life becomes more comfortable and easier. Attitude formation is the study of how people form evaluations of persons, places or things. Attitude formation occurs through either direct experience or the persuasion of others or the media. It is related with particular interest to

psychology because attitudes often direct behavior. The study is conducted to evaluate the attitude formation of consumers towards telecommunication sector in Bangladesh and to see how these are influenced by the total attributes of the product or service. The consumers make decisions about the quality of products or services based on a systematic process of acquisition, evaluation and integration of product or service cues. A cue is defined as all informational stimuli available to the consumer before consumption (Monroe, 1990), and it can be intrinsic or extrinsic. Telecommunication service-related intrinsic and extrinsic constructs are network availability, service quality, service charge strategies, offered value, brand image and so on. The attitude of consumer towards any product or service is the vital influencer in buying behavior. The target of a company in attracting its consumers is to create consumer's favorable attitude. Like many other companies, telecommunication companies are trying to capture high market share by creating favorable consumer attitude.

As people of the third world country are very much price conscious but simultaneously they consider the quality of the product or service. The quality of the product or service can increase with adding intrinsic attributes as well as increasing the image of extrinsic attributes. Consumers basically expect desired service from the telecommunication service providing firms. The study is essential from marketing perspective as they have different important influences on attitude formation of consumers towards a product or service. With the help of attitude formation towards the object, firms can implement appropriate marketing strategies to achieve market share.

Statement of the Problem

The link between attitude and behavior can be affected by many determinants. Particularly, the quality and attributes of the product/service are influencing factors in brand choice. It is a difficult task to identify how consumers perceive the quality of a product or service.

The utility attached to a product or service is derived from its attributes. When facing with a choice decision, consumers use information on the attributes of the alternatives to determine utilities for the alternatives (Michel, 2002). Attribute information may be retrieved from memory or may be derived from the choice situation (Hastie & Tibshirani, 1986). When consumers are more familiar with the products or services in questions, the quantity of such accessible information in memory is higher. The more attributes of product/service are associated with the greater likelihood that the consumer will think and therefore consider the services and the service firm will be acceptable or any criteria used. The long-term aim is to select suitable firm for any number of attributes likely to be used by the consumer. This is not investigated carefully for telecommunication company in our country, which should be investigated with higher priority and care.

However, even though studies on attitude formation of consumers towards telecommunication service have been conducted from various perspectives, the dynamic complex nature of the factors of attributes, especially, firms' selection of consumers and their opinions about attributes preferences and competitive strategies have not been clearly addressed in Bangladesh. Generally, consumers' attitude formation is influenced with the various types of factors, including the perceived attributes development impacts, environmental attitudes, affects and cognition (feeling, thinking) and culturally adoption with the products and services has become a problem for the country. So, this study has empirically tested its relevant components from the perspectives of Bangladeshi consumers. Therefore, the information from this study can help policy-makers and planners to build more competitive brand in the market choice.

Literature Review and Research Gap

Attitude towards Object

Attitudes are expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some objects (a brand, a service, a retail establishment). Azam (2005) also added that it is closely related with human psychology and it influences the human behavior. Attitude is very important because it reflects what people think, feel and are inclined to do about a product and service. The role of affect in attitude formation applying classical conditioning approach investigated that affect can influence attitude even in the absence of product beliefs. It was also suggested that affect played an important or more important a role than the belief mechanism in attitude formation, depending on the number of repetitions. Implications of the results of understanding the role of affect in advertising are discussed (Kim, Lim, & Bhargava, 1998). The moderating role of online reviews in trial attitude formation towards mobile applications explored that how online reviews influence trial attitude formation, a process that naturally bears on cognitive structure as much as on users' emotional responses to online experience. The study revealed that review valence and consistency alter the emotional process during trial attitude formation but do not affect the cognitive process (Huang & Korfiatis, 2015). The analysis of consumers' attitude towards internet service in Bangladesh explored internet service related (Intrinsic/Internal) construct where two features are included i.e. easy access, technical excellence, and (Extrinsic/External) construct where three individual attributes are also included i.e. guaranty/warranty, reasonable service charge, and corporate image. The study identified some features that are considered by the Bangladeshi consumers for using internet service and to examine the consumers' attitude towards internet service using Fishbein's Multi-attribute Attitude model and ranked internet service providing firms' position in Bangladesh depending upon considered attributes of different internet service providing firms (Neger, 2009). The influence of affect and cognition over time on consumer attitude formation towards nanotechnology revealed that over time nanotechnology applications have become somewhat more investigated within people's already existing knowledge structure. However, for conventional technologies the influence of affect and cognition on overall attitude remains stable over time (van Giesen, Fischer, & van Trijp, 2018).

Attributes

Attributes are characteristics or features that an object might or might not have. Attributes represent the specific products/services offered by the brand or what the customer is actually purchasing. If consumers are unaware of the products/services offered by a brand, the ability for considering (and therefore choosing) the brand is severely compromised. In general, attributes relate to product/service performance. They can be further divided into intrinsic and extrinsic attributes. Intrinsic attributes are connected to the product's/service's physical characteristics and vary by product/service category. Extrinsic attributes are defined as external aspects, which relate to a product's purchase or consumption.

Intrinsic attributes. Intrinsic attributes referred to the cues that cannot be changed without changing the physical characteristics of the products. It is quite natural that high-quality product or service would certainly be preferred by consumers than the low-quality product or service. But the question becomes important while one brand is preferred over another although they contain the same attributes (Chowdhury & Islam, 2003). In this regard, Erickson, Johansson, and Chao (1984) argued that the quality of a good is not only inherently related with the attributes in the good but also the psychological outcome a person or people have for it. Many psychological mechanisms may influence perceived quality, but it is evident from the previous research that

product attributes are most salient to consumer (Garvin, 1983). Attributes are called the benefits of products/services, and these benefits are the surface means used in advertisement and promotion offer to connect the brand with a motivation which influences brand attitude (Rossiter & Percy, 1987). Different techniques are suggested in the literature to find out which attributes consumers use to judge products (Snelders & Schoormans, 1999). In reality, during the decision for a dealing, it is assumed that consumers not only consider the present value of the products but also take the future performance or future associated with the product attributes into consideration (Chowdhury & Islam, 2003). Hence, intrinsic attribute has been considered for this study as the core benefit of the product/service for which consumers actually receive the product/service. Favorable and unfavorable attitudes depend on good or bad attributes of the object (Neger, 2018).

Extrinsic attributes. Extrinsic cues are product/service attributes that are not part of the physical characteristics of the product/service but consumers take into consideration during the evaluation of products/services (Chowdhury, 2001). When consumers are not familiar with the services, internal attributes like offered value of telecommunication service depend on extrinsic cues. For example, reasonable service charge is most influential variable for receiving service by consumers. According to Anderson and Moore (1979), when reasonable service charge is the only informational cue provided, the results might be positively biased towards detecting reasonable service charge effects. It is found that when additional cues are presented, the relative importance of reasonable service charge on service evaluation diminishes (Dodds & Monroe, 1985). Reasonable service charge is most influential than guaranty/warranty in consumers to make a decision for receiving service (Dodds, Monroe, & Grewal, 1991). For telecommunication service, consumers rely more on extrinsic cues in evaluating since the cost of searching for intrinsic cues often exceeds the relative benefits (Zeithaml, 1988).

After reviewing some related literatures, it is clear that maximum researchers tried to measure the consumers' attitude formation from the perspectives of foreign consumers, but this research tried to focus the same area from the perspectives of Bangladeshi consumers which remained as an unexplored field. Moreover, in Bangladesh, there is no depth research conducted yet so far in this regard. However, previous researchers used different tools and techniques to evaluate attitude formation towards different object, but the study tried to fill up this gap by using intrinsic and extrinsic attributes and also applying Tricomponent Attitude Model for evaluating consumers' attitude formation towards telecommunication sector in Bangladesh.

Objectives of the Study

The main objective of the study is to measure consumers' attitude formation towards telecommunication sector in Bangladesh. The specific objectives of this study are to find out the different attributes which are considered by Bangladeshi consumers while receiving telecommunication service; to determine the attitude formation of consumers towards telecommunication sector based on Tricomponent Attitude Model; and to recommend some policy options to form positive attitude of Bangladeshi consumers towards telecommunication sector.

Theoretical Background

Attitude towards brand serves as general guide to our overt behavior with respect to the attitude object, giving rise to a consistently favorable or unfavorable pattern of response. Favorable pattern of response indicates that consumers have no possibility or chance to switch from one to another brand, and unfavorable

pattern of response indicates that consumers have possibility or chance to switch from one to another brand. Tricomponent Attitude Model is the foundation to build up conceptual framework of the study. Tricomponent Attitude Model represents the three components of an attitude, and those components are influenced to form the attitude. Those components are:

The Cognitive Component

The first part of the Tricomponent Attitude Model consists of a person's cognition, that is, the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs; that is, the consumers believe that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes.

Although it captures only a part of consumers' belief system about different types of telecommunication service providing firms and consumers' belief system for those selected firms consists of the same basic attributes: network availability, service quality, offered value, etc., consumers have somewhat different beliefs about telecommunication firms with respect to these attributes.

The Affective Component

A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature; that is, they capture an individual's direct or global assessment of the attitude object (i.e., the extent to which the individual rates the attitude object as "favorable" or "unfavorable", "good" or "bad"). Research indicates that such emotional states may enhance or amplify positive or negative experiences and that later recollections of such experiences may impact what comes to mind and how the individual acts. For instance, a person visiting a service center is likely to be influenced by his or her emotional state at the time. The emotionally service receivers' response to the service center may lead the service provider to recall with great pleasure the time spent at the service center. It also may influence the individual service sector to persuade friends and acquaintances to visit the same service center and to make the personal decision to revisit the center.

The Conative Component

Conation, the final component of the Tricomponent Attitude Model, is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. According to some interpretations, the conative component may include the actual behavior itself. In marketing and consumer research, the conative component is frequently treated as an expression of the consumers' intention to buy.

Conceptual Framework of the Study

Attitudes cannot be directly observed because of their covert nature. In other words, an attitude is a predisposition to respond overtly and that this predisposition leads to actual behavior. Consumers always try to receive the service based on a lot of attributes. Not only attributes but also affect, cognition, and conation always influence forming the attitude of consumers towards object. Marketers stand to benefit from favorable consumer attitudes, as reflected in the consistency of consumer behaviors with respect to their brand (Kim, 2002).

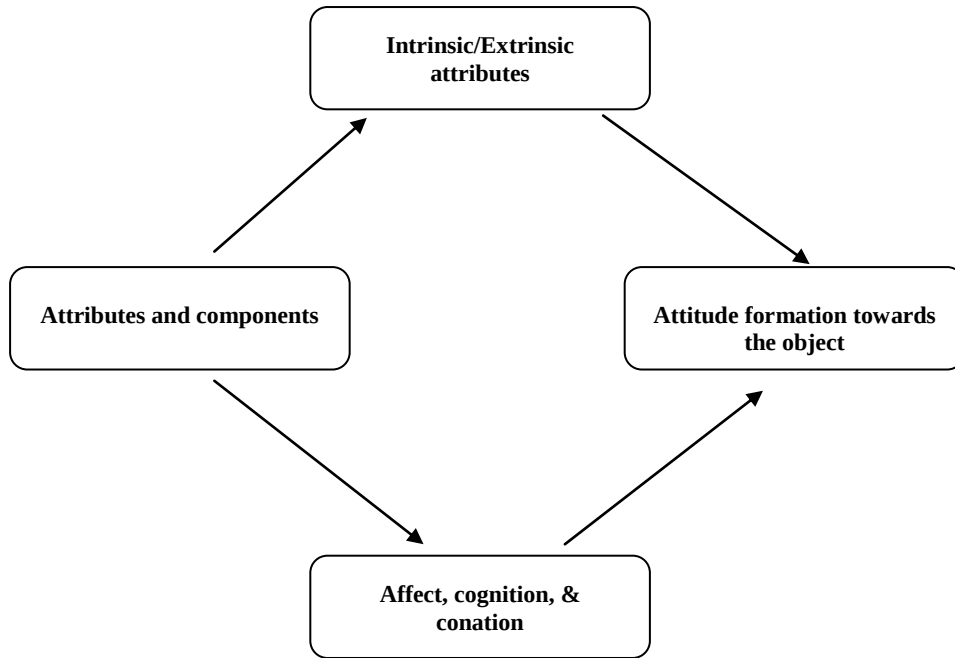


Figure 1. Proposed conceptual model for consumers' attitude formation towards the telecommunication service.

Figure 1 indicates that product/service-related attributes are divided into two broad categories, i.e., Intrinsic or Internal and Extrinsic or External and three components (affect, cognition, and conation) also influenced on forming attitude towards the object.

Methods

Exploratory and descriptive research designs have been used for the study. The reason for using the exploratory research design is to gain insights into the problem. Descriptive research design has been used to describe the characteristics of the object. The population of this study are mainly of the universities (public and private) and professionals of different categories (universities teachers, different businessmen, bankers, corporate officers, housewives and other government, non-government employees) who stay at Dhaka, Cumilla, and Mymensingh metropolitan city; aged 18 to 65 years, and they are the voice caller. In this study, the probability sampling technique (Stratified Sampling) has been used on the basis of gender and profession of the customers. The desired sample size can be calculated on the basis of the following formula:

$$n_{\text{strat}} = D \times n_{\text{srs}}$$

Where, n_{srs} refers sample size of simple random sampling.

$$n_{\text{srs}} = \frac{z^2 pq}{d^2} = \frac{(1.96)^2 \times 0.47 \times 0.53}{(0.05)^2} = 383$$

Here, n = required sample size,

z = standard value of 1.96 at 95% confidence level,

p = estimated proportion of Grameenphone users,

d = margin of error at 5% (standard value of 0.05),

D = design effect for stratified random sampling (say, $D = 2$).

So, required sample size $2 \times 383 = 766$.

Both primary and secondary data have been used to get the actual findings of the study. Primary data have been collected from the field directly and secondary data have been collected from the published materials of different organization. Primary data have been collected from students of the universities (public and private) and professionals of different categories through a set of structured questionnaires. To measure the cognition level of consumers regarding the selected attributes for the specific brand of telecommunication sector, rating scale ranging from very strongly believe to extremely disbelieve (+3 to -3) has been used and asked to write score to express their opinion. Next to measure the affect and conation level of consumers regarding the selected attributes for the specific brand of telecommunication sector, rating scale ranging from extremely bad to extremely good (1 to 5) has been used and asked to write score to express their opinion. Data on demographic variables—gender, age and profession were processed and reported through descriptive analysis. The opinion of the respondents has been analyzed in the light of the analysis procedures used by Tricomponent Attitude Model for evaluating attitude formation of consumers towards object.

Findings and Their Analysis

Both univariate and multivariate analysis are used to analyze the data. Univariate analysis is used as a statistical approach for evaluating the socio-demographic characteristics of the respondent and weighted average of the considerable intrinsic and extrinsic attributes of the telecommunication service. Multivariate analysis technique is used to identify the attitude formation towards telecommunication sector based on Tricomponent Attitude Model.

Demographical Characteristics Analysis

The analysis and findings of the respondents' demographics are shown in Table 1 through the frequency distribution method.

Table 1

Respondent's Demographic Information

Age	Number of the consumers			Percentage (%) of the consumers
	Male	Female	Total	
18-25	411	54	465	60.70
26-35	136	50	186	24.28
36-45	81	15	96	12.53
46-55	6	9	15	1.96
56-65	2	2	4	0.52
Total	636	130	766	100

Profession of the respondents	Number of the consumers	Percentage (%) of the consumers
Students	500	65.3
University teacher	18	2.3
Banker	29	3.8
Businessman	66	8.6
Corporate officer	28	3.7
Government employees	29	3.8
Non-government employees	50	6.5
Housewife	46	6.0
Total	766	100

Note. Source: Field Survey.

From Table 1, the study reveals that 60.7% respondents are in age 18 to 25 from where 88.4% are male. Moreover, about 65.3% of the respondents are students of the tertiary levels who have adaptable capability about sophisticated technology and are also aware of market change.

Reliability Test

Reliability test was conducted for all the factors with factor loading value and Cronbach's alpha. Factor analysis is the most widely used technique under data-driven categories that enables to identify the most appropriate indicators of deprivation and to aggregate them into dimensions in the construction of the multidimensional index (Decancq & Lugo, 2012). And the Cronbach's alpha is also widely used for estimating internal consistency reliability of the factors (Trizano-Hermosilla & Alvarado, 2016) and also used to measure the reliability for a set of two or more constructs, where higher values indicate greater reliability of the indicators (Hair, Black, Babin, & Anderson, 1992). The reliabilities of the factors are shown below in Table 2.

Table 2

Result of Reliability Test

Factors	Items	Factor loading value	Cornbrash's alpha
Attributes (intrinsic & extrinsic)	Att.1	.547	.723
	Att.2	.635	
	Att.3	.748	
Cognition	COG1	.678	.733
	COG2	.730	
	COG3	.691	
Conation	CO1	.678	.784
	CO2	.696	
	CO3	.747	
Affect	AF1	.620	.738
	AF2	.496	
	AF3	.789	
Consumers' attitude	CA1	.682	.774
	CA2	.773	
	CA3	.646	

Note. Source: SPSS output from primary data.

According to Trizano-Hermosilla and Alvarado (2016), factor loading value more than 0.50 is considered as it fulfilling the requirements for reliability test. And according to Nunnally (1978), Cronbach's alpha's range more than 0.70 or higher rate is used as satisfactorily good for internal consistency of the variables for each factor. In Table 2, the variables' loading value starts from 0.496 to 0.789 which is considered as highly significant. And Cronbach's alpha of independent variables for each factor is more than 0.70 which starts from 0.723 to 0.784 and dependent variables' Cronbach's alpha is 0.774 which indicates that all the factor value is good for each other.

Measuring Consumers' Attitude Formation: Tricomponent Attitude Model

There are three components of Tricomponent Attitude Model, which are influenced to form the attitude of consumers towards the object, those components are represented below:

Affection component. Network availability, service quality, service charge strategies, brand image and offered value are five major attributes to evaluate affection level of the consumers about telecommunication

brands. Percentage with significant level, mode and median are used to measure the affection of the respondents.

Table 3

Consumers' Attitude Formation towards Three Brands Based on Affection Component

Attributes	Grameenphone			Banglalink			Robi		
	Mode	Median	% of the consumer response ≥ 4	Mode	Median	% of the consumer response ≥ 4	Mode	Median	% of the consumer response ≥ 4
Network availability	5	5	88.6***	4	4	68.8***	4	4	62.7
Service quality	4	4	69.6***	4	4	56.7	3	3	47.9
Service charge strategies	3	3	28.5	4	3	47.6	3	3	46
Brand image	4	4	78.8***	4	4	54.1	4	4	54.6
Offered value	3	3	37.5	3	3	41.7	3	3	43.5

Notes. *** $p < 0.01$ at 1% level of significance. Source: Field Investigation.

Table 3 reveals that all the respondents consider five attributes which affect on consumer attitude for using telecommunication service. The table represents the nature of positive feelings of consumers towards Grameenphone, Banglalink and Robi. The consumers are showing significantly positive feelings on Grameenphone for the network availability, brand image and service quality dimensions ($p < 0.01$). The score indicates that service charge strategies and offered value attributes are not up to the mark. On the other hand, the table explores that consumers have significantly positive feelings ($p < 0.01$) on Banglalink only for the network availability. The score also indicates that feelings of the consumers about offered value, service charge strategies, brand image and service quality are not significantly positive. The affection level about Robi is not significantly positive for all said attributes (service quality, service charge strategies, brand image, offered value and network availability).

Measuring consumers attitude formation based on cognition. Positive thinking about network availability, service quality, service charge strategies, brand image and offered value can be reduced brand switching. In this section, the nature of thinking (cognition) about Grameenphone, Banglalink and Robi is evaluated.

Table 4

Consumers' Attitude Formation towards Three Brands Based on Cognition Component

Attributes	Grameenphone			Banglalink			Robi		
	Mode	Median	% of the consumer response ≥ 1	Mode	Median	% of the consumer response ≥ 1	Mode	Median	% of the consumer response ≥ 1
Network availability	3	3	96.8***	2	2	85.5***	1	1	82.6***
Service quality	2	2	86.2***	2	2	83.6***	1	1	77***
Service charge strategies	1	1	58.8	1	1	74.6***	1	1	72.7***
Brand image	3	2	83.4***	2	2	82.7***	1	1	77.3***
Offered value	1	1	67.7***	1	1	67.5***	0	1	67.5***

Notes. *** $p < 0.01$ at 1% level of significance. Source: Field Survey.

Table 4 reveals the composition of a consumer belief system about these three alternatives (GP, BL and Robi). Consumer's belief for three type's telecommunication firms consists of the same basic five attributes. The table suggests that the consumers' belief about the network system of Grameenphone is comparatively better than Banglalink and Robi. Next, service quality of Grameenphone is also better than Banglalink and Robi. But service charge strategies of Banglalink are fairly better than Grameenphone and Robi. After that Consumers' belief about brand image of Grameenphone is comparatively better than other said firms.

Measuring consumers attitude formation based on conation. From Table 5, cell frequency indicates that 17 respondents from total are very unlikely to definitely not receive GP's service in future. Whereas, 13 respondents are likely to definitely not receive service from GP. Then, 95 respondents are likely to probably not receive GP's service. After that, maximum 253 respondents are likely to probably receive service from GP. Lastly, 145 respondents are very likely to definitely receive GP's service.

Table 5

Consumers' Behavior towards GP Service Based on Conation Component

Cross-Tabulation (chance vs. choice of receiving GP service)		Choice of receiving GP service				Total
		Very unlikely	Unlikely	Likely	Very likely	
Chance of receiving GP service	Definitely not receive	17	23	13	6	59
	Probably not receive	5	4	95	10	114
	Probably receive	6	40	253	61	360
	Definitely receive	5	5	78	145	233
Total		33	72	439	222	766

Note. Source: Field Investigation.

Table 6

Consumers' Behavior towards BL Service Based on Conation Component

Cross-Tabulation (chance vs. choice of receiving BL service)		Choice of receiving BL service				Total
		Very unlikely	Unlikely	Likely	Very likely	
Chance of receiving BL service	Definitely not receive	12	28	12	1	53
	Probably not receive	14	60	208	15	297
	Probably receive	4	27	236	38	305
	Definitely receive	0	3	63	45	111
Total		30	118	519	99	766

Note. Source: Field Investigation.

From Table 6, it is found that among the total number of respondents 12 respondents response that they are very unlikely to definitely not receive BL's service in future. Whereas, 12 respondents are likely to definitely not receive service from BL. Then, 208 respondents are likely to probably not receive BL's service. After that, maximum 236 respondents are likely to probably receive service from BL in future. Lastly, 63 respondents are likely to definitely receive BL's service.

From Table 7, it is found that among the total number of respondents 14 respondents response that they are very unlikely to definitely not receive Robi's service in future. Whereas, 50 respondents are unlikely to definitely not receive service from Robi. Then, maximum 228 respondents are likely to probably not receive Robi's service. After that, 211 respondents are likely to probably receive service from Robi. Lastly, 59 respondents are likely to definitely receive Robi's service.

Table 7

Consumers' Behavior towards Robi Service Based on Conation Component

Cross-Tabulation (chance vs. choice of receiving Robi service)		Choice of receiving Robi service				Total
		Very unlikely	Unlikely	Likely	Very likely	
Chance of receiving Robi service	Definitely not receive	14	50	11	6	81
	Probably not receive	15	23	228	15	281
	Probably receive	4	18	211	56	289
	Definitely receive	1	3	59	52	115
Total		34	94	509	129	766

Note. Source: Field Investigation.

Recommendations and Conclusions

Based on the findings we put forward the following recommendations: telecommunication service providers need to reduce the higher customer cost and provide increased quality of service. They may offer attractive bundle packages with low price for increasing future consumer's attraction; managers of telecommunication firms should study their target market precisely and recognize customers' attitudes and their expectations, what they really want and how they can be satisfied. Having a loyalty program to recognize frequent customers can bring a competitive advantage for the telecommunication service providing firms in Bangladesh. They need some strategic alliances and joint ventures to have other telecommunication service-related partners; the suggestions for the telecommunication service providing firms are that they should try to improve the technical quality of the service based on their subscribers' expectation. Conclusively, the mobile communication technology has brought tremendous change in day-to-day activities of common people and created several entrepreneurs in Bangladesh. The study has tried to identify consumers' attitude formation towards telecommunication service based on Tricomponent Attitude Model. This model has been applied for three telecommunication service providing firms which provide wide service in Bangladesh. A considerable five attributes have been selected as determinates of firm choice. Tricomponent Attitude Model has been applied on the basis of three components which represent the formation of attitude towards telecommunication sector. The result of Tricomponent Attitude Model proved that the consumers of Grameenphone showed significantly positive feelings on the network availability, brand image and service quality dimensions ($p < 0.01$). The score indicates that the service charge strategic and offered value attributes of Grameenphone are not up to the mark. The table also explores that consumers have significant positive feelings ($p < 0.01$) on Banglalink only for network availability. The affection level about Robi is not significantly positive for all said attributes. The findings highlight the need to gain an understanding of the impacts of both intrinsic and extrinsic attributes and their contribution to the brand preference individually. Finally, it can be side that though there are some limitations of the study it might be an effective avenue for the service providers of telecommunication service to measure the attitude formation towards the object.

Limitations and Further Research Directions

This study spawns a number of limitations and potential fertile directions for future research. The study explains various aspects and issues in relation to attitude formation and various attributes of telecommunication sector. The major limitation of this study is that the study attempts to consider only three leading

telecommunication firms. It would have been more representative if the total number of telecommunication firms of Bangladesh could have been taken under this study. But it is not possible by the researcher due to the financial and time constraints. It is the responsibility of the future researchers to overcome these shortcomings.

Besides, 6% housewives are considered as sample, almost all among them were not fully aware about telecommunication service. They provided their opinion based on their most favorite one and they were not interested to answer the questionnaire. This is especially important for manufactures who need to determine whether the telecommunication firms and attributes of telecommunication service shown in this study were limited to these populations due to not taking the opinion from unconscious and illiterate housewives etc. After that respondents who stay at Dhaka metropolitan city and all of them are voice caller have been considered for the study. But future researchers can consider the whole geographical areas of Bangladesh to select the sample unit; and not only they will be the voice caller but also be the internet user from the said telecommunication firms. Mobile communication technology has brought tremendous change in day-to-day activities of common people and created several entrepreneurs in Bangladesh. Bangladesh has adopted information and communication technologies (ICTs) as tools for development. This study identifies consumers' attitude towards telecommunication sector in Bangladesh based on different determinants. Tricomponent Attitude Model has been applied on the basis of three components which represent the formation of attitude towards telecommunication sector in Bangladesh.

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