

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

INFLUENCING FACTORS ON CONSUMER ATTITUDE
TOWARDS ANANDA INTERNET SERVICE PROVIDER
IN YANGON

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EMBA II-23 (16th BATCH)

DECEMBER, 2019

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DEPARTMENT OF MANAGEMENT STUDIES
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“This Thesis submitted to the Board of Examiners in partial fulfillment of the requirements
for the Degree of Master of Business Administration (MBA)”

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EMBA 16th Batch
2017-2019

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ACCEPTANCE

This is to certify that the thesis entitled “Influencing Factors on Consumer Attitude Towards Ananda Internet Service Provider in Yangon” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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December, 2019

ABSTRACT

The purposes of this study are to examine influencing factors on consumer attitude towards Ananda internet service provider in Yangon and to analyze the effect of consumer attitude on post-purchase behavior towards Ananda internet service provider in Yangon. The respondents are randomly selected by using simple random sampling method from the customer of 11 Ananda experience stores in Yangon. A survey is conducted to total 110 customers, 10 customers from each store. The study finds out that the three factors; perceived performance, quality and perceived value influence on cognitive and affective attitude. Quality and perceived value have effect on cognitive attitude. It also finds out that all types of consumer attitudes affect their post-purchase behavior while affective attitude has the strongest effect on post-purchase behavior. According to the findings, the management of the Ananda ISP should emphasize on making better strategic plans regarding to network quality, pricing, and promotions delivered to consumer with better coverage.

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LIST OF ABBREVIATIONS

ACS	Amara Communications Co., Ltd.
ISP	Internet Service Provider
MOTC	Telecommunications Department of Ministry of Transport and Communications
MPT	Myanmar Posts and Telecommunications
OSP	Outside Plant
PTD	Posts and Telecommunications Department

CHAPTER 1

INTRODUCTION

Along with development of technology, communication via phone call or texting has been replaced with exchanging messages on social media, making conversation via skype or writing to each other via email. Therefore, telecommunications industry today is no longer voice-centric but became data-centric. The main revenue string of telecommunications companies is data replaced by voice and text.

The same data-centric situation has been happened in telecommunication industries in Yangon as well and the competition arises in growing internet service provider (ISP) market. There are total eighty-eight internet service provider companies operating under the control of Post and Telecommunications Department of Ministry of Transport and Communications (MOTC) in Myanmar as of 1st May 2019 published by Posts and Telecommunications Department (PTD) of Republic of the Union of Myanmar. Among these, about twenty companies are actively the leaders of internet market in Myanmar. Therefore, the competition among internet service providers arise in Myanmar.

Fierce competition has made these internet service providers gave attractive promotions program. But in the end, the offering with the best value will be chosen by consumer because according to Kotler and Keller, the consumers prefer the offerings he or she perceives to deliver the most value. (Kotler & Keller, 2013) As a matter of facts, what value(s) is the most valuable to the consumer influences consumer attitude. Basically, the three main categories of values effecting to consumer attitudes are function, quality, and price provided by internet service provider.

Attitude, one of the personal influences, is the way one thinks, feels and acts toward some aspect of his or her environment, such as a retail store, television program, or product. It is considered that attitudes have three components: cognitive (beliefs), affective (feelings), and conative (response tendencies). Attitudes develop over time from childhood and consumers are continually subjected to new knowledge, input, experiences, and influences. The formation of an attitude is helped along by direct personal experience and is influenced by the ideas, personality, and experiences of friends, family members, and the

media. Buying of any product or service would be accomplished based on how each product/service makes the decision maker feel.

Based on the product/service makes the decision maker feels satisfied or dissatisfied, post-purchase behavior is the stage of the buyer decision process when a consumer will take additional action. The values (function, quality, price) provided by Internet service provider make consumers feel satisfied or dissatisfied and this attitude of consumers will let them to decide the post-purchase behavior.

1.1 Rationale of the Study

Deregulation of telecommunication in Myanmar in 2014 results 21 million internet users as of January 2019 comparing to 0.5 million internet users as of June 2012. In November 2016, the CEO of Telenor Myanmar stated that 40% of his revenue comes from data. These facts show that the revenue of internet service provider is significantly higher and higher in recent year. The more the customers use internet, the more the ISPs earn the revenue and the more the competition among ISPs leverage. Moreover, the switching cost between ISPs is low so it is very important for an ISP company to maintain the customer.

Knowing customers and being able to provide what satisfies them is a critical issue for today internet market and at the cored of today's marketing paradigm. The knowledge about consumer behavior can be applied in effective segmentation and in creating successful service offers. However, different industries have different consumer behavior and consumer behavior is considered to be multidimensional (Zeithaml et al., 1996). Understanding consumer behavior is important for any company regardless of product or service they are offering including internet industry. Understanding the theories and concepts of consumer behavior helps to market the product or service successfully.

Therefore, it is important for Ananda as a new entrance to internet market to know the customer behavior and provide what makes them satisfied to maintain existing consumers in this fierce market competition. Ananda needs to know the values that make consumers factually believes (cognitive) in Ananda, the values that make consumers emotionally believes (affective) in Ananda and the values that make consumer behaviorally (conative) purchasing the Ananda product. (Vishal, 2014) Therefore, this study intends to analyze the Influencing Factors on Consumer Attitude towards Ananda Internet Service Provider in Yangon.

1.2 Objectives of the Study

The objectives of the study are:

- (1) To analyze the influencing factors on consumer attitude towards Ananda Internet Service Provider in Yangon.
- (2) To examine the effect of consumer attitude on post-purchase behavior towards Ananda Internet Service Provider in Yangon.

1.3 Scope and Method of the Study

In this study, consumer survey, one of the descriptive methods, is conducted in order to identify the influencing factors on consumer attitude towards Ananda internet service provider in Yangon. Both primary and secondary data are used in which primary data is especially meant for making a survey using structured questionnaire to total 110 customers from 11 Ananda direct stores, 10 customers from each store, in Yangon. The sampling method to obtain the required data is simple random sampling. This study uses multiple linear regression method for data analysis and uses 5 points Likert scale in order to get primary data. Secondary data are collected from relevant text books, documents of internet service provider companies in Yangon, previous local and international research papers, relevant articles, journals, websites and reports of Ananda.

The study is conducted to analysis the influencing factors on consumer attitude towards Ananda internet service provider in Yangon and Mandalay region is not included. The major influencing factors according to previous research papers are included in the study and minor influencing factors are excluded because of research time frame limitation.

1.4 Organization of the Study

This study is organized into five chapters. Chapter 1 is the introduction of the study and it includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter 2 includes the theoretical background of consumer attitude, influencing factors and its effects on post-purchase behavior. Chapter 3 represents background of Ananda internet service provider and consumer perception on influencing factors towards Ananda internet service provider. Chapter 4 includes the analysis on the effect of perceived performance, quality and perceived value on consumer attitudes and the effect of consumer attitude on their post-purchase behavior towards Ananda internet

service provider in Yangon. Finally, Chapter 5 is the conclusion that involves findings and discussions, suggestions and recommendations and the needs for further study.

CHAPTER 2

THEORITICAL BACKGROUND

This chapter describes theoretical background of the all the applied variables in this study. It starts with the definition of consumer attitude, followed by discussion on influencing factors on consumer attitude and post-purchase behavior. Moreover, the relationship between the variables of consumer attitude and post-purchase behavior is discoursed. And then, the conceptual framework of the study is developed and presented at the end of the chapter.

2.1 Consumer Attitude

It is very important for marketers to understand the target customers since the competition has been increased around the world. As such, attention to consumer attitude has increased in research. Although consumer attitude is importance in marketing, it has not been measured consistently. In this regard, a clear understanding of about their target customers has been seek by marketers now (Mangnale, Potluri & Degufu, 2011). The concept of consumer attitude in consumer behavior studies has received much attention as marketers endeavor to understand their target markets (Du Plessis, Rousseau, Boshoff, & Sanders, 2007).

Consumer attitudes play a crucial role in the behavior of consumers. In order to effectively understand the consumers behavior, one must also understand consumer attitudes (Schiffman & Kanuk, 2004). In the context of consumer behavior, an attitude refers to the consistent tendency of consumers to behave, favorably or unfavorably, with regards to a specific product or brand (Schiffman & Kanuk, 2004). Likewise, Assael (2004) suggests that understanding the attitudes leads marketers to define benefit segments, advance new products, and formulate and evaluate promotional strategies. Similarly, Wilcock et al., (2004) observes that the knowledge of consumer attitudes is critical in that it enables marketers to predict consumer behavior.

Solomon (2002) describes an attitude as a lasting, general evaluation of an entity. An entity may refer to people (including oneself) or issues. Arnould, Price and Zinkhan (2002) submit that an attitude is simply a summary of consumer thoughts, feelings and

actions. Blackwell et al. (2006) views an attitude as a global evaluative judgement of products or brands a favorable attitude towards a product denotes that the person likes the product or brand while an unfavorable attitude denotes that the person does not like it. In the context of consumer behavior, Assael (2004) and Schiffman and Kanuk (2004) state an attitude as a favorable or unfavorable tendency that directs the behavior of consumers towards certain objects. In the consumer-oriented definition, Schiffman and Kanuk (2004) assert that the word object refers to something specific in consumer behavior such as a product, product category, brand, and an advertisement.

As such, if consumer attitude can be measured accurately, it helps in the success of marketing strategy formulation. Evidence from Bruner II, Hensel and James (2005) suggest that there are as many scales to measure consumer attitude as there are scholars. The implication of this is that there is no consistent measure on the construct of consumer attitude. Among many scales, the basic model to measure consumer attitude is the tricomponent attitude model.

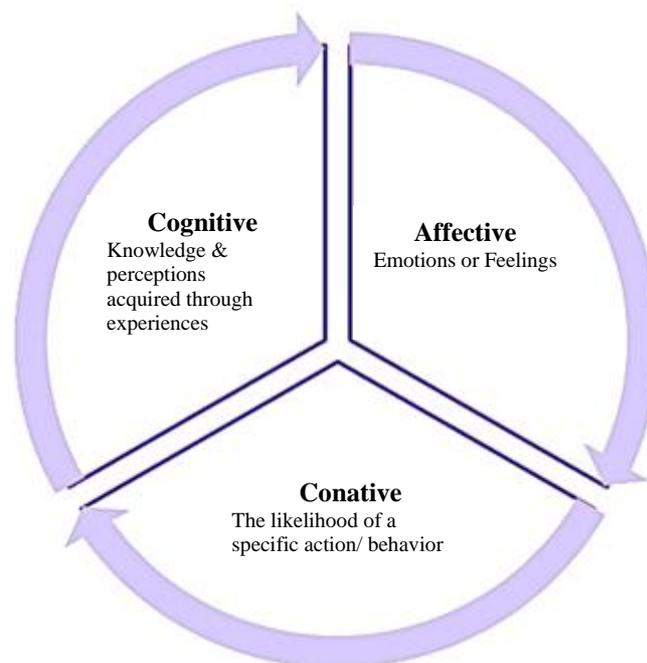
2.2 Tricomponent Attitude Model

The desire to understand consumer attitudes and their relationship with consumer buying behavior has motivated psychologists to come up with models or theories that capture the underlying dimensions of attitudes (Schiffman & Kanuk, 2004). As noted by Arnould et al. (2002), attitude models explain how a consumer processes information that influence the choice processes. The different perspectives on the three attitude components and the relations between these components are described by the model. The tricomponent attitude model stipulates that attitudes consist of three major components, cognition, affect and conation (Assael, 2004; Schiffman & Kanuk, 2004; Solomon, 2002) as illustrated in Figure (2.1).

The cognitive component: cognitions refer to the knowledge and perceptions that are acquired by consumers by way of a combination of direct experience with the attitude object as well as related information from various sources (Schiffman & Kanuk, 2004). Assael (2004) agrees that consumers hold beliefs about products or brands. The form of beliefs, images, and long-term memories are taken by this knowledge and perceptions. This component represents the process used by individuals with a strong thinking cognitive style.

The affective component: Assael (2004), Schiffman and Kanuk (2004) and Solomon (2002) concur that the affective component is described as the feelings or emotions of consumers about a particular product or brand. This component is viewed as the overall brand evaluation of the three components; only the affective component—brand evaluation—is central to the study of attitudes because it summarizes the consumer’s predisposition. They argue that beliefs are relevant only to the extent that they influence brand evaluations, which are the primary determinants of intended behavior. The product that provides the greatest effective response would thus be ranked first. The affective response can be achieved through positively attributed to the interaction between the product or service and the decision maker. The manner of the product/service that affirms the self-concept of the decision maker has a strong impact to the decision maker.

Figure (2.1) Tricomponent Model of Attitude



Source: Schiffman, L. G., & Kanuk, L. L. (2004). (Consumer behavior, 8th ed.)

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The conative component: it is the predisposition or tendency to act in a certain manner toward an object. It is concerned with the intention to buy, which is also known as behavioral intention (Assael, Schiffman & Kanuk, 2004). The conative component is the consumer's behavioral intention towards a particular product or brand. In some interpretations, conation may refer to the behavior itself (Schiffman & Kanuk, 2004).

The behavioral component of attitude is the reason of peoples' tendency to respond in such a manner toward an object or activity. The decisions to purchase a product, not to purchase, or to recommend it are reflections of behavioral component. The behavioral component provides response tendency of behavioral intentions.

2.3 Influencing Factors on Consumer Attitude

By identifying and understanding the factors that influence on their customers, brands have the opportunity to develop a marketing strategy and advertising campaigns more efficient and more relevant with the needs and perception of their target consumers. Many factors, specificities and characteristics influence the individual attitude in what consumer is and decision making of consumer, shopping habits, purchasing behavior and so on. Major factors that influence on consumer attitude are personal experiences of the firm marketing factors, internal or psychological factors, social factors and cultural factors.

In this study, it is mainly focused on marketing factors that influence on consumer attitude. Accordance with the nature of the internet service provider business, perceived performance, quality and perceived value are selected as the influencing factors on consumer attitude of the internet service by the own compilation.

Perceived Performance can be defined as the degree to which a person believes that using technology will enhance his or her performance (Loubna Tahssain, 2009). In this study, data quota and coverage of the internet service are considered as the perceived performance. Perception can be defined as a mix of a user's expectations, usability, and performance. Therefore, a well-designed solution can get high user satisfaction despite

some annoying delays and a poorly designed solution can be perceived as slow despite its fast-technical speed (Luis Vieira, 2014).

Quality is generally viewed as a key factor in influencing customer attitude and satisfaction in Telecommunication industry. Hence, to be strategically positioned in this industry, it is critical to provide quality services to satisfy customers. The improved quality service can be provided by telecommunication companies by understanding degree of customers' sensitivity and expectations toward service quality. Armed with such information, telecommunication outfits are then able to strategically focus service quality objectives and procedures to fit the certain targeted market. Parasuraman, Zeithaml & Berry (1985) identified ten requirements useful for customers' evaluation of the quality of services: reliability, responsiveness, tangibles, communication, credibility, security, competence, courtesy, understanding the customers and service accessibility. Internet service provider business is a mixture of product and service delivering to customers. In order that, the sub-variables, features, customer service, connection stability, connection speed, product quality, and service quality, are selected depending on the nature of business and reflecting both of product and service parameters.

Perceived value is the success of a product or service on whether customers believe it can satisfy their wants and needs. Perceived value helps to understand a related term, value proposition. A value proposition is a comparison of what benefits offered by a product or service to the price that customers have to pay for it. Perceived value points out that success of products or service provided mainly on perception of customer, whether these can satisfy them or not (Kokemuller, 2007). The perceived value is subjective and varies among consumer (Monroe, 1991). In internet service provider business sector, internet user in particular who perceive their money are worthy for services or products then being more satisfied with ISPs. A customer who prefers using a service from a provider in a long time because they feel pleased with current service quality and tends to use other services from that provider (Boulding, 1993).

2.4 Post-Purchase Behavior

Schiffman (2007) states that the consumer behavior is the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behavior is to study the processes that involve in when consumer selects, purchases, uses or disposes of products,

services, ideas or experiences to satisfy needs and desires (Solomon & Bamossy, 2006). Since consumer behavior helps not only to understand the past but also to predict the future, consumer purchase behaviors can be grouped into pre-purchase behaviors and post-purchase behaviors.

Pre-Purchase is the stage in consumer behavior where consumers compare and evaluate alternatives before acquiring the product. There are different steps involved in the consumer pre-purchase behavior. Initially the consumer tries to find what commodities would like to consume, then select only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities to consume.

Post-Purchase behavior includes all the activities and experiences that follow purchase. It is the reaction of the consumer, it gives an idea of his likes and dislikes, preferences and attitudes and satisfaction towards the product. Kotler and Armstrong (2004) define post-purchasing behavior as the stage of the buyer decision process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction. Therefore, Bearden and Teel (1983) proposed as customer satisfaction is a post-purchase event indicating how much the customer likes or dislikes the service after experiencing it (Lee et al., 2004).

After purchasing a product, a customer is either satisfied or dissatisfied depends on the different between expectation before purchasing and the actual performance received. Expectation drives the degree of customer's satisfaction/dissatisfaction with the product. The consumers might be discontinuing purchase of those products or brands, change to a new brand or a new product, negative word of mouth, lodges a complaint to the concerned authorities or posting on social networks or complaints directly to the seller as the reflection of the degree of dissatisfaction on the product or service purchased. Thus, managers are interested in customer satisfaction because it is a strong predictor of loyalty (Tuu & Olsen, 2009) that can bring enormous benefits to a company (Brunner et al., 2008). According to Oliver (1997), loyalty is a deeply held commitment to rebuy or repertories a preferred product or service. Because customer satisfaction and customer loyalty are important constructs of post-purchase behavior (Eggert & Ulaga, 2002), their association with service convenience and perceived service value are discussed in the study. In this study, consumer post-purchase behavior is emphasized due to the nature of ISP business. The opportunity

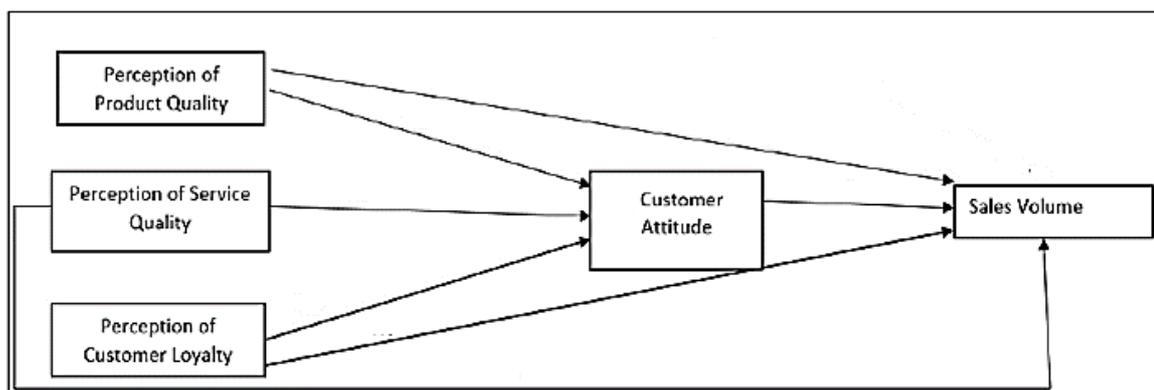
to be profitable is very depend on continuous using of the service after the user had subscribed the service. So that, it is crucial to examine the post-purchase behavior of the consumers for strategically planning of customer retention.

2.5 Previous Studies

Attitudes have been the interest to researchers mainly because it creates a connection to behavior (Schlenker, 1978). While connected, there are different between these two variables as attitudes are held and behavior is performed. (Ajzen & Fishbein, 1977). Nevertheless, research applies attitude to predict and explain human behavior because positive attitudes will have stronger chances of elicitation as compared to negative attitudes. The stress has been increased on evaluation as the primary element of attitude by research (Ajzen, 2008). As a result, attitudes predict behavior of consumer in a more consistent manner when both attitude and behavior refer to the same 'evaluative dispositions'. (Ajzen & Fishbein, 2000).

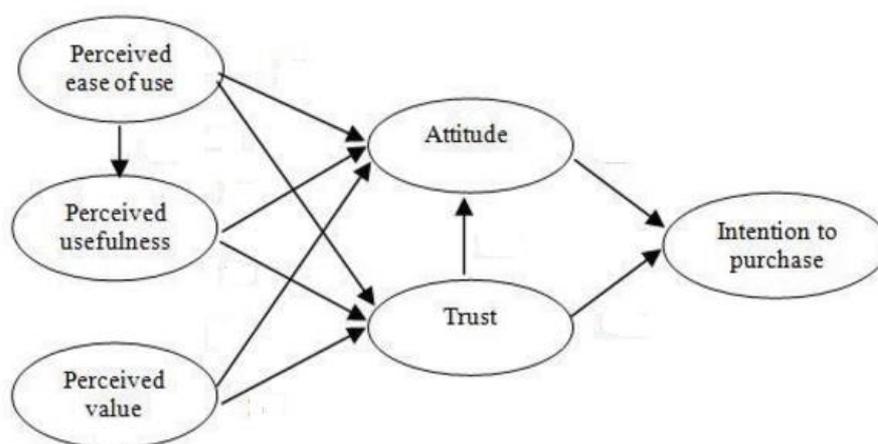
A study was examined the relationship between product quality, service quality, and customer loyalty program on customer attitude in 2017. The building material retailers were the respondents of the study. Three different cement brands were examined. The conceptual framework of the research is shown in figure (2.2). The result indicated that only product quality influences on consumer attitude. As cement is a product, it is reasonable that service quality does not influence on consumer attitude. For Ananda, it is a mixed of product and service thus both product quality and service quality needs to be examined.

Figure (2.2) Conceptual Framework of Empirical Study on Quality and Consumer Attitude



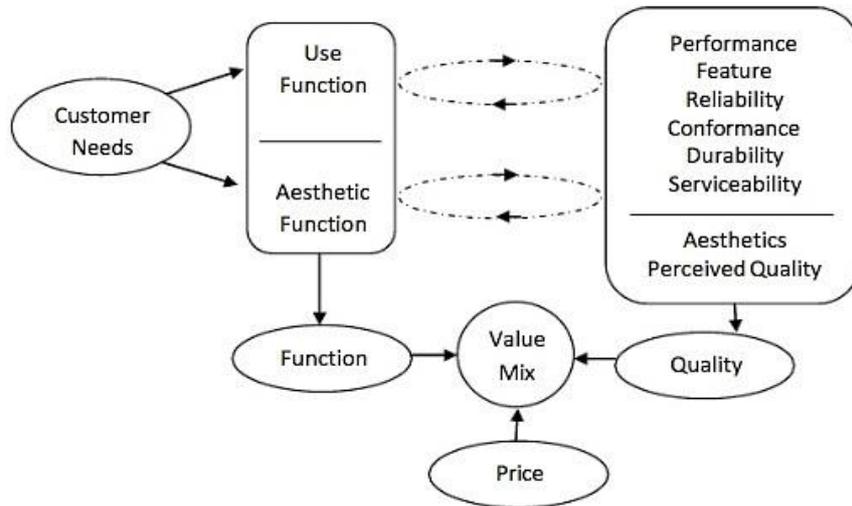
The role of perceived value on consumer attitude towards E-shopping was studied by Ali Hajiha in 2014. The researchers believed that shopping via online is the reason for lack of trust by consumers. Therefore, the survey was conducted with 160 respondents who are Information Technology graduated students and who can access the cost and benefits of using internet. Based on nature of the business, the study examined the effect of perceived ease of use, perceived usefulness, and perceived value on attitude and trust. The influencing of trust on attitude was also analyzed. Finally, the relationship between attitude, trust and intention to purchase had been studied. It found out that perceived ease of use, perceived usefulness, and perceived value have effect on attitude and trust. Figure (2.3) is the conceptual framework of the study.

Figure (2.3) Conceptual Framework of Empirical Study on Price and Consumer Attitude



According to previous two studies, both quality and perceived value can influence on consumer attitude. To define sub-variables for quality and perceived value, a search paper examined factors that can influence on internet consumer and conducted by Ganjar M. Disastra and Heppy Millanyani is used as a reference. In accordance with ISP service, sub-variables of quality and perceived value (price) for Ananda ISP are defined as in Table (2.4). According to the paper, function and quality are closely related characteristics. Quality refers to conformance to specifications while function is the specifications of the product and service. Therefore, both quality and function (perceived performance) are used as influencing factors on consumer attitude towards Ananda ISP.

Figure (2.4) Factors Influencing on Internet Consumer from Value Based Attributes for Mobile Internet Provider Study



Components	Price	Function	Quality
Attributes	List price	Data quota Coverage	Features Customer service Connection stability Connection speed Overall product quality Overall service quality

Yogesh K. Dwivedi (2010) carried out a study of investigating influencing factors on consumer attitude and their behavior intention towards IPS service in United Kingdom. This is to study broadband household consumers within the UK. The results suggest that all the applied variable of quality, perceived performance and perceived value were significantly correlated to consumers' attitude and behavior intention of choosing a certain ISP.

In 2013, Mugo Mary conducted a study for exploring determinants factors of ISP service which influence on consumer attitude and post-purchase behavior in Kenya. In this study tricomponent model of attitude is applied as intermediate variable and service quality, performance and pricing are chosen as the determinants influence factor, independent variable. The study had done 440 individual users of 22 internet service providers in Kenya. The findings shown that there is strong relationship between applied determinants influencing factors and consumer attitude. The results confirm that service quality is key in

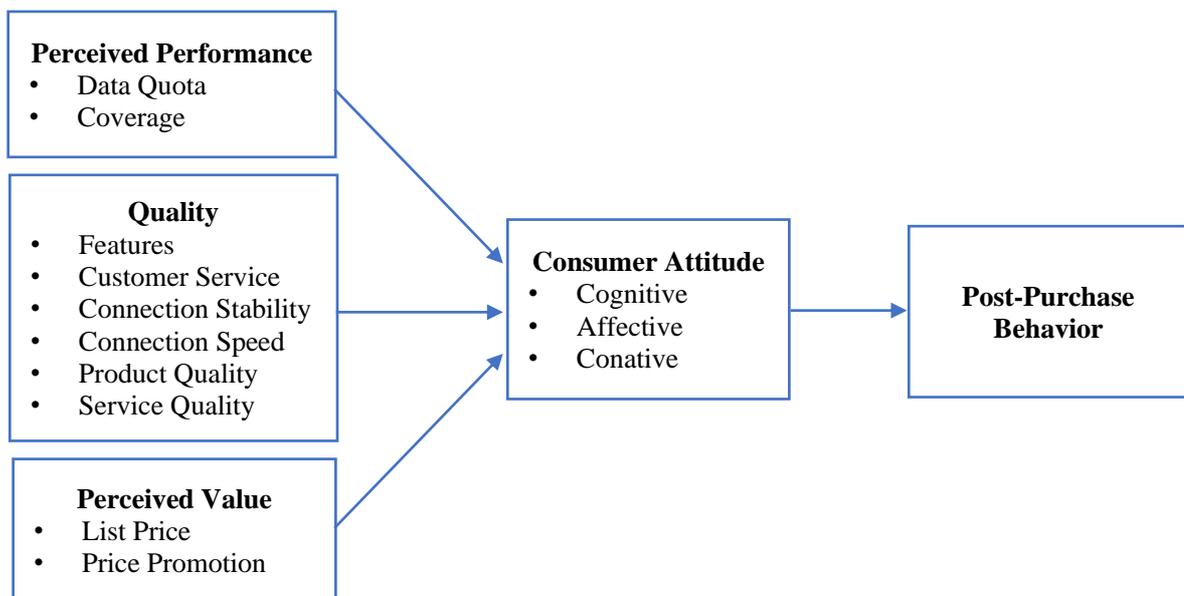
Internet service provision as customers will either stay or move depending on the perceived service that they receive.

There are also several studies of examining the influencing factors for the specific service or project toward consumer attitude and behavior intention and confirmed that there is strong interconnection between the influencing factors and consumer attitude. The selected influencing factors are slightly differed accordance with the different nature of businesses or products or services. The relationship can have a high degree of impact, but at the same time, it can be said that having favorable attitudes will not always translate into a favorable behavior. This only shows that attitudes are one important factor that can influence the behavior of a consumer. In precis, authors have shown that there is a real connection that is created as long as there is a high degree of inter- dependency between the two factors - attitude and behavior.

2.6 Conceptual Framework of the Study

The study aims to explore how different factors influence on consumers of Ananda ISP business. The conceptual framework (Figure 2.5) of the study is developed based on literatures and findings from different researchers.

Figure (2.5) Conceptual Framework of the Study



Source: Own Compilation, 2019.

In accordance with the nature of the internet service provider business in Myanmar, the three major influencing factors; perceived performance (function), quality and perceived value (price) are selected. Data quota and service coverage are prescribed as sub-factors of perceived performance. Total six sub-factor of features, customer service, connection stability, speed, product quality and service quality are chosen for variable of quality. List price and price promotion are sub-factors of perceived value.

The model specifies the role of consumer attitude as a mediator that consumer influencing factors effects on consumer post-purchase behavior. Tricomponent Attitude Model is applied in this study to examine how influencing factor shaped on the attitude of Ananda ISP consumers.

CHAPTER 3

PROFILE AND USAGE PATTERNS OF ANANDA ISP IN YANGON

This chapter presents a brief introduction to Myanmar telecommunication sectors and Internet Service Provider (ISP) business. Then followed by background of the Ananda ISP business which is included company profile, and description of products and services delivering. This chapter also describes the research design, demographic profile of the respondents, and analyzing on influencing factor on its consumer attitude.

3.1 Overview of Myanmar Telecommunication Sector

Myanmar's telecommunications sector has seen immense changes over the past few years. Until around the year 2012, telecommunications were handled exclusively by Myanmar Posts and Telecommunications (MPT) and held monopoly power on telecommunication sector of the country. In 2013, the sector had liberalized and Myanmar government licensed Telenor of Norway and Ooredoo of Qatar to operate as telecommunications carriers in Myanmar, and KDDI began providing technical support to Myanmar Posts and Telecommunications. This brought major changes in the situation.

The investment in telecommunications infrastructure has been emerging continuously with foreign corporations entering in Myanmar's telecommunications field. That brings major improvements to the telecommunications environment. There were only three companies that provides mobile phone services in Myanmar as of 2016, including MPT, Telenor, and Ooredoo. In January 2017, Viettel of Vietnam also entered the market by establishing a tie-up with a Myanmar company. The fourth carrier is Myanmar National Tele & Communications Co., Ltd (Mytel). Mytel lunched its telecon service by the mid of 2018. Currently are four companies operating mobile phone services in Myanmar, two of them domestic and two of them foreign.

Myanmar's mobile market has experienced very rapid growth within a short period, driven by the entry of four new competitors in the market, increasing the number of operators from just one to four. Booming in telecommunication sector largely contribute and dramatically changed the physical and technological landscape of the country since the sector was opened to foreign competition. The rapid spread of smart phones has brought a great change in people's lifestyles and the business environment. According to the data of

digitalasia.com website, Myanmar has at least 33 million of active mobile subscribers which is 60% of total population 53 million within country. The website reported that more than 80% of the mobile users has smartphones.

Due to the telecommunication restructuring came a bit late to Myanmar, mobile devices access is more popular than fixed broadband access for internet services. As the result of smart phone telecommunications in country, it is no longer voice-centric but became data-centric. So, the main revenue is mainly generated by data replacing by voice and text in Telecommunications. This has dramatically increased market competition. Started from 2018, the mobile market was approaching saturation and the competition over data prices has been increased.

On the other hand, fixed broadband penetration in Myanmar remains extremely low mainly due to a limited number of fixed lines as well as the dominance of the mobile platform and an unwillingness by operators to invest in fixed broadband infrastructure. However, by 2019 a number of new fixed broadband service providers were emerging, installing fiber below or above ground for fixed line broadband access. The other factor behind home broadband pricing falls is the entry of the telecom companies into the home broadband market to compete directly with existing ISPs. Currently the broadband market is attracting attention. As per industrial report 2018 released by Yangon Stock Exchange, the broadband diffusion rate had reached only 0.06% as of the year 2017. This means that there is plenty of room for growth. Meanwhile, looking at the diffusion rate of Internet use, which is considered to have a high rate of correlation with the broadband market.

3.2 Background of Ananda ISP

Ananda is a brand name of Amara Communication. It is owned by IGE Group of Companies including trade, real estate, construction, energy, financial services, hospitality, and telecommunications and it is wholly Myanmar-owned company. Amara Communications Co., Ltd. (ACS) is one the well know service provider to the telecommunications industry in Myanmar. The company is established in 2011 and ACS has been providing network rollout services which includes tower foundation civil works, installation of tower and radio communications equipment as well as operation and maintenance of towers.

ACS has also established a distribution network for mobile top-up cards. In 2016, ACS was awarded the telecon license to operate a high-speed 4G+ network on the 2600 MHz spectrum. Ananda, a 4G+ data operator, is providing internet service for individual consumers and enterprise users. Ananda means infinity which is originally adopted from Sanskrit. The company is running with nearly 500 of manpower and headquarter is in Yangon. Ananda launched its 4G+ broadband service by second quarter of 2018 in Yangon. In January 2019, Ananda expanded its ISP service to Mandalay. Over 85 percent of Yangon region is covered by Ananda ISP 4G+ network and there are about 60,000 active users.

3.2.1 Products and Services Provided by Ananda ISP

Ananda offers two different types of products and data sim card. Ananda mifi is a small Wi-Fi hotspot device for using on-going. Rechargeable battery is mounted in device and it is a choice for portability. Ananda router is for home station and which is intended for fixed broadband market. Ananda also offers data sim cards for accessing its ISP service from mobile smart phone. Table (3.1) shows products and services offering by Ananda ISP.

Table (3.1) Products and Services of Ananda ISP

No.	Product	Data Plan	Pricing (MMK)	Data (GB)	Validity (Days)
1.	Ananda mifi Wi-Fi hotspot device for on going	mifi unlimited90	90,000	900	90
2.		mifi rental	35,000	–	30
3.		mifi+	40,000	–	30
4.		mifi	35,000	–	30
5.		mifi unlimited30	50,000	300	30
6.		mifi+unlimited30	40,000	55,000	30
7.	Ananda router for home station	router rental	90,000	300	30
8.		router	55,000	–	30
9.		router unlimited30	73,500	300	30
10.		Router unlimited90	90,000	900	90

11.	Anada Data Sim card for mobile device	2GB data sim	1500	2	60
12.		25GB data sim	8,000	25	30

Source: Ananda ISP Official Facebook Page (June, 2019)

Ananda ISP is offering total of 12 service plans that are different combination of devices and data package (Ananda ISP official Facebook page, June 2019). It is delivering a wide range of customer choices to match with the individual lifestyles and needs. Its pricing starting from 1,500 MMK data simcard to 90,000 MMK Fixed Router unlimited data plan. Data plan, service package, offering price are changed occasionally and offered promotions as the responding to different market situation.

3.2.2 Stores Available Ananda Products and Services

Ananda is operating its own experience stores in Yangon and Mandalay region. There are 11 of Ananda experience stores in Yangon and an experience store in Mandalay. All the products and services provided by Ananda can be purchased in these stores. Moreover, customer services like technical support, installation guidance, network coverage enquiry and so on, can also be obtained. Ananda experience stores are listed in Table 3.2.

Table (3.2) Ananda Experience Stores in Yangon

No.	Shop Name	Address
1.	Bahan HQ	520, Babar Aye Pagoda Road, Bahan Township, Yangon
2.	Myanmar Palaza	Kabar Aye Pagoda Road, Bahan Township, Yangon
3.	GaMonePwint (SYN)	San Yeik Nyein Road, Kamayut Township, Yangon
4.	Junction Square	Between Pyay Road & Kyun Taw Road Kamayut Township, Yangon
5.	Ananda Sanchaung	167/(B1), Corner of Bargayar Road & Kyun Taw Street, Sanchaung Township, Yangon

No.	Shop Name	Address
6.	City Mall	No.6, Corner of Pyay Road & Min Ye Kyaw Zwa Road, Yangon
7.	Ananda Sule	No. (182/192), Shop no.7, Ah Naw Ya Htar Road, Kyauktada Township, Yangon
8.	Capital (TKT)	14-E, Min Nandar Road, Yangon
9.	Ananda Tamwe	39, Ground Floor, Kyitekan Street, Tamwe Township, Yangon
10.	Junction 8	Kyaik Wine Pagoda Road, 8 miles Yangon
11.	Ananda South Okkalapa	No. 4, Thumin Galar Road, 5 Ward, South Okkalapa Township, Yangon

Source: Ananda ISP Official Website (June, 2019)

Ananda services and products are also available at authorized dealers' mobile and IT related stores. There are a lot of point of sales (POS) shops where sells Ananda services across Yangon region. As such, Ananda customer can easily purchase Ananda services at any near POS such as a small shop with Ananda logo, G&G store and ABC store.

3.3 Research Design

The research design identifies the methods of the data gathering, in which instruments are used, how they are dealt with and how the gathered information is arranged and analyzed. Furthermore, the design, data analysis method, the statistical techniques and the different instruments used for collecting data in this study. In this study, quantitative method is undertaken. Both of primary and secondary data are applied in this study. Secondary data are collected from the previous studies, company websites, and textbooks and from related Internet sources.

A structural questionnaire is constructed for primary data acquiring. Questionnaires are derived from the literature review based on previous studies. There are altogether four

sections to specifically address each variable applied in the study. Section-A is for demographic data of the respondent, Section-B is to explore influencing factor, Section-C is questions for consumer attitude, and Section-D is to examine customer post-purchase behavioral. Five Likert scale is used to measure positive and negative perception of respondent to each statement. Questionnaire set are dispatched and requested to customers at 11 Ananda Experience store by mean of printed questions papers and 11 respondents are randomly choice at each store. So that sample size would be 110 of respondents. After conducting survey, gathered questionnaires are summarized and then analyze with descriptive and regression analysis methods by using SPSS software.

The reliability test is conducted in order to ensure consistent measurement through different statements in the questionnaire set. A qualitative pilot survey is carried out to identify and eliminate possible problems in the questionnaires. Consequently, this method indicates reliability through examining the internal consistency of the research questionnaires, which are posed in Likert scale.

Table (3.3) Reliability Test

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Numbers of Items
Perceived Performance	.882	.882	8
Quality	.948	.948	24
Perceived Value	.917	.918	8
Cognitive Attitude	.815	.815	5
Affective Attitude	.891	.892	5
Conative Attitude	.862	.862	5
Post-Purchase Behavior	.947	.947	8

Source: Survey Data (2019)

Reliability is determined by the Cronbach's alpha coefficient, which is one of the popular criteria of reliability in quantitative studies. Cronbach's alpha value should have in the range of 0.0 to 1.0 but for research purpose, some researcher suggested that the minimum standard for reliability should be 0.70 or higher. Table 3.3 presents the analysis

result of Cronbach's alpha for each variable whereas overall variable of the questionnaires has accomplished with constancy and stability.

3.4 Profile of the Respondents

Proposed sample size of the study is 110. Intending for covering rejecting responds, 132 of printed questionnaire set are distributed to 11 Ananda experiences store in Yangon region, which is 12 questionnaires set for each store and 22 of questionnaires are rejected because of not completely answered the questions by respondents. So that, analyzing is carrying on 110 of respondents. Table 3.4 presents the demographic data summary of the respondent. Demographic characteristics of respondents include questions such as gender, age group, marital status, education, occupation and monthly income.

Table (3.4) Profile of the Respondents

Demographic Profiles		No. of Respondents	Percentage
Total		110	100
Gender	Male	59	57.3
	Female	51	42.7
Age Group	Under 25 Years	17	15.5
	26 – 36 Years	73	66.4
	37 - 47 Years	17	15.4
	Over 48 Years	3	2.7
Marital Status	Single	37	33.6
	Married	70	63.7
	Others	3	2.7
Education	High-School	5	4.6
	Graduated	56	50.9
	Master Degree	25	22.7

Demographic Profiles		No. of Respondents	Percentage
	Doctorate	21	19.1
	Other	3	2.7
Occupation	Student	6	5.5
	Employee	81	73.6
	Self-Employee	11	10.0
	Employer	11	10.0
	Other	1	0.9
Monthly Income	Under 300,000 MMK	10	9.1
	300,000 – 500,000 MMK	20	18.2
	500,000 – 1,000,000 MMK	33	30.0
	1,000,000 – 1,500,000 MMK	11	10.0
	Over 1,500,000 MMK	36	32.7

Source: Survey Data (2019)

The majority of the respondents are male which is 57.3% as male are more active customer to IT products. The most dominant age group among respondents is between 26 to 36 years and the majority of respondents are married. Over fifty percent of the respondents are graduated. Majority of the respondents to survey are employees who are more than 70% and the major income level of respondents are over 1,500,000 MMK. In summary, the majority of Ananda users are middle age graduated employees with both genders since female and male % are similar about 57 and 43 percentages. Ananda can design products primarily for two major income groups, income group between 300,000 and 1,000,000 MMK which is 48.2 percentage of the respondents and income group between 1,000,000 and more than 1,500,000 MMK which is 42.7 percentage.

3.5 Usage Patterns of the Respondents

The usage patterns of the respondents are explored in this study. Table (3.5) presents the usage patterns of the respondents to Ananda internet services which included the average monthly spending for internet, duration of using Ananda IPS, type of devices, traffic time of accessing ISP and major purpose of the accessing internet service.

Table (3.5) Usage Patterns of the Respondents

Usage Patterns		No. of Respondents	Percentage
Total		110	100
Monthly Average Spending for Internet	Under 5,000 MMK	3	2.7
	5,000 – 10,000 MMK	16	14.5
	10,000 – 30,000 MMK	28	25.5
	30,000 – 50,000 MMK	28	25.5
	Over 50,000 MMK	35	31.8
Duration of using Ananda ISP	1 Month	19	17.3
	Under 3 Months	32	29.1
	3-6 Months	27	24.5
	Over 6 Months	24	21.8
	Since ISP launched	8	7.3
Using Device	mifi portable device	80	72.7
	Router	21	19.1
	Sim card	9	8.2
Most Accessing time Interval of Days	Morning	17	15.4
	Afternoon	9	8.2
	Evening	84	76.4

Usage Patterns		No. of Respondents	Percentage
Major Purpose of the Accessing Internet	Communication with Family and Friends	19	17.3
	Social Media	40	36.4
	Work and Productivity	12	10.9
	Learning and Studying	12	10.9
	Entertainment	18	16.3
	Gaming	9	8.2

Source: Survey data (2019)

The majority of the respondents which is more than 31 percent of the respondents spend over 50,000 MMK per monthly. Over 90% of the respondents spend at least 10,000 MMK for each month. Only 7.3 percentage of the respondent has been using Ananda ISP since the service had launched in the mid of 2018 and majority of the respondents have been using service under 3 months of duration. More than 70 percentage of the respondents are using Ananda ISP from mifi portable device and it can be assumed that mobility of the ISP service is important for the users. Nearly 75 percentage of the customers access internet in the evening of a day in mostly. It can be concluded that the most traffic time of the ISP service probably would be in the evenings. The majority of the respondents respond that they access internet for using social media and it is in lined with social media has been being popular in Myanmar recent years.

CHAPTER 4

ANALYSIS OF INFLUENCING FACTORS ON CONSUMER ATTITUDE AND POST-PURCHASE BEHAVIOR AT ANANDA ISP IN YANGON

This chapter presents descriptive analysis of consumer attitude and post-purchase behavior towards Ananda ISP. It is also included the regression analysis between influence factors and consumer attitude, and between consumer attitude and post-purchase behavior.

4.1 Analysis on Factors Influencing Consumer Attitude Towards Ananda ISP

The decision processes in purchasing is based on emotions and reasoning. In accordance with these, consumer attitude is inclined to like or dislike the product or service. To attract positive consumer attitude towards Ananda ISP, this section is to examine the effect of the factors that are provided by Ananda ISP on consumer attitude.

4.1.1 Perceived Performance, Quality and Perceived Value

Accordance with nature of the internet service providing business, perceived performance, quality and perceived value are applied the influencing factors of consumer attitude towards Ananda ISP as own complication. There are two sub-variables for perceived performance, six for quality and two for perceived value and the consumer perception on these factors are as following.

(i) Perceived Performance of Ananda ISP

The customer attitude on perceived performance of Ananda ISP is shown in Table (4.1). There are two different perceived performances in this study: data quota and coverage of Ananda ISP service. Overall mean of perceived performance is greater than 3. The overall mean for each parameter of perceived performance is moderate which indicates the most of the customers' perception are inclined to Ananda ISP.

The customers are satisfied with the choice of data plans provided by Ananda and they are able to choose the plan that fits to their data usage behavior. The data quota of the plans is competitive with the ones of other operators.

Table (4.1) Perceived Performance of Ananda ISP

No.	Data Quota	Mean
1	Offers customer choice of data plans	3.63
2	Data plans meet with individual consuming rate	3.73
3	Limited plans' competitiveness with other operators	3.55
4	Value plans' competitiveness with other operators	3.62
Overall Mean		3.63
No.	Coverage	Mean
1	Properly accessibility in indoors	3.47
2	Properly accessibility at outdoors or on move	3.07
3	Coverage competitiveness with other operators	3.05
4	Reliability of announced coverage area	3.25
Overall Mean		3.21

Source: Survey Data (2019)

The overall mean for coverage is slightly weaker by comparing with the overall mean of data quota. Customers respond that they are dissatisfactory on coverage of the Ananda ISP service and having almost negative experiences for accessing the service at outdoors or on their moves. The coverage is a room left to be improved for Ananda ISP.

(ii) Quality of Ananda ISP

Table (4.2) presents the customer perception on quality of Ananda ISP. Features, customer service, connection service, connection stability, connection speed, product quality and service quality are considered to measure customer perception on quality of Ananda ISP. Over all mean for each factors of quality are over 3 except connection stability. Customer service received highest among the factors of quality of Ananda ISP.

Respondents are satisfied with functions and information provided by Ananda ISP Mobile application as well as Ananda website since overall mean is more than 3. Customer

service of Ananda has good reputation with respondents. Respondents have better experiences for downloading speed to Ananda ISP rather than uploading speed. Respondents score more than 3 for nice and exquisite product design and the rest of the means are nearly less than 3. It seems that customers are having almost negative perception about Ananda products despite customers like the appearance of the products. There is a good perception of respondents regarding with convenient to top up and easy of activation.

Table (4.2) Quality of Ananda ISP

No.	Features	Mean
1	Informative and easily accessible Ananda website	3.27
2	Functionable and user-friendly Mobile App	3.39
3	Quality of Router and mifi devices	3.30
4	Provided information are clear and complete	3.35
Overall Mean		3.33
No.	Customer Service	Mean
1	Well trained sale representative in experience stores	3.53
2	Well trained sale staffs in dealer outlet stores	3.35
3	Quality of customer service hotline	3.32
4	Convenient operation hours of customer service center	3.20
Overall Mean		3.35
No.	Connection Stability	Mean
1	Having a stable connection most of the time	2.79
2	Customer confidence on connection stability	2.83
3	Connection stability competitiveness with other operators	2.85
4	Importance of connection stability for choosing this ISP	2.80
Overall Mean		2.82

No.	Connection Speed	Mean
1	Having positive perception on downloading speed	3.19
2	Having positive perception on uploading speed	3.12
3	The consistency of connection	2.89
4	Connection speed competitiveness with other operators	3.05
Overall Mean		3.06
No.	Product Quality	Mean
1	Highly durable products (Router and mifi device)	3.05
2	Nice and exquisite product design	3.33
3	Reliability on product performance	3.09
4	User friendliness and free of maintenance	3.09
Overall Mean		3.14
No.	Service Quality	Mean
1	Superior overall service quality	3.09
2	Important of service quality for choosing this ISP	3.15
3	Meets users' expectation	2.99
4	Convenience to top up and ease of activation	3.43
Overall Mean		3.17

Source: Survey Data (2019)

On the other hands, respondents have negative discernments concerned with Ananda ISP's connection stability. All mean values for this dimension are less than 3 and this is another aspect to be improved for Ananda ISP. Customers have less satisfactory on connection speed and stability too.

(iii) Perceived Value of Ananda ISP

Customers' perception on perceived value of Ananda IPS is presented in Table (4.3). The two factor of list price and price promotion are considered in this study to measure respondents' perception on perceived value of Ananda ISP. The overall mean for each factor of perceived value is greater than 3. List price is the most attractive factor to Ananda ISP customer because this parameter has higher overall mean.

Table (4.3) Perceived Value of Ananda ISP

No.	List Price	Mean
1	Reasonable pricing	3.58
2	Importance of pricing for choosing this ISP	3.72
3	Having transparency payment terms and pricing	3.64
4	Providing value for money	3.61
Overall Mean		3.64
No.	Price Promotion	Mean
1	Importance of bandwidth promotion	3.54
2	Importance of data package promotion	3.71
3	Importance of device and installation fees promotion	3.66
4	Attractiveness of promotions	3.54
Overall Mean		3.61

Source: Survey Data (2019)

The respondents revealed that the pricing is the most consideration point for choosing a certain internet service provider. According to the survey, data package promotion is more attractive to customers rather than bandwidth promotion. Attractiveness of promotions is the lowest mean value so Ananda needs to have a prominent promotion strategy as well as good marketing strategy to attract customers with these promotions.

4.1.2 Consumer Attitude

Tri-component attitude model is applied in this study for evaluation consumer attitude towards Ananda ISP. Consumer Attitude is measured with three components of cognitive attitude, affective attitude and conative attitude.

(i) Cognitive Attitude Towards Ananda ISP

Consumer's cognitive attitude towards Ananda ISP is presented in Table (4.4). The overall mean is over 3 which mean that the cognitive attitude towards Ananda ISP is incline to positive perception.

Table (4.4) Cognitive Attitude Towards Ananda ISP

No.	Cognitive Attitude	Mean	Standard Deviation
1	Awareness on this ISP	3.56	0.991
2	Interest in this ISP	3.18	0.960
3	Belief in this ISP promotes better quality of life	3.03	0.923
4	Receiving new level of ISP experiences	3.10	0.957
5	Unintentionally attach to ISP	3.02	0.958
Overall Mean		3.18	

Source: Survey Data (2019).

The ISP users respond that they have a strong user awareness towards Ananda ISP because they scored highest mean value among five different questionnaires. Each of the five questions are scored greater than 3 but unintentionally attach to ISP and Belief this ISP promotes better quality of life are slightly weakened and very closed to 3, natural. Therefore, Ananda marketing can be improved and Ananda can provide better services so that user gets aware of this ISP service news unintentionally and believes that Ananda can promotes better quality of life.

(ii) Affective Attitude Towards Ananda ISP

Consumer's affective attitude towards Ananda ISP is presented in Table (4.5). The overall mean is larger than 3 with the less value of standard deviation for each question and which mean that there would have positive affective attitude of Ananda ISP users. The overall mean of attitude is the lowest among three consumer attitudes as such the consumers' feeling and emotions about Ananda products and services are not very high.

Table (4.5) Affective Attitude Towards Ananda ISP

No.	Affective Attitude	Mean	Standard Deviation
1	Comfortability of using this ISP	3.24	0.967
2	Satisfactory of using this ISP	3.06	0.979
3	Feeling on device (Router/ mifi device)	3.12	0.926
4	Reliability on service	3.11	0.961
5	Emotion and action on running out of data package	3.15	1.012
Overall Mean		3.13	

Source: Survey Data (2019).

The respondent scored the highest mean value to question about comfortability of Ananda ISP among different five questions of affective attitude. All the questions in this secession are scored greater than 3. The user experiences connected with satisfactory is slightly weakened and very closed to 3, natural. Therefore, this area can be improved by Ananda.

(iii) Conative Attitude Towards Ananda ISP

Consumer's conative attitude towards Ananda IPS is presented in Table (4.6). The overall mean is greater than 3 with less variation of standard deviation for each question. There is one mean value less than 3 and the rest are greater than 3. Willingness to give suggestions got the highest mean value and readiness to purchase products/ service from this ISP got the lowest one. Therefore, consumers' behavioral intention towards Ananda is moderate apart from readiness to purchase products/ service.

Table (4.6) Conative Attitude Towards Ananda ISP

No.	Conative Attitude	Mean	Standard Deviation
1	Readiness to purchase products/ service from this ISP	2.95	0.876
2	Willingness to give suggestions	3.43	0.923
3	Willingness to be in the benefits (promotion) programs	3.39	0.968
4	Feeling inclined to involve with this ISP	3.30	0.873
5	Seeking out product and service information actively	3.22	0.961
Overall Mean		3.26	

Source: Survey Data (2019).

The overall mean value for conative attitude is the highest among three components. So that, consumers are feeling involved with Ananda but they are not ready to purchase products/ service from this ISP because affective attitude has the lowest overall mean score among three different consumer attitudes. Therefore, Ananda needs to improve area of effectiveness for consumers by increasing intention to buy, which is also known as behavioral intention.

4.1.3 Factors Influencing Consumer Attitude

In order to explore the effect of influencing factors on consumer attitude, linear regression model is deployed and analyzing is carried out based upon the 110 responds. There are three regression models while observing the effect of influencing factors on consumer attitude. The first model is to examine the effect of three factors, perceived performance, quality and perceived value on cognitive attitude, the second model is to examine the effect of these factors on affective attitude and the third model is these factors on conative attitude.

(i) Influencing Factors on Cognitive Attitude

Three influencing factors have been analyzed in Table (4.7) to gain a better understanding of which factors influenced conative attitude. According to the table, the specified model could explain well about the variation of consumer attitude since the value of R square is about 45.8 percent. The model can explain 44.3 percent about the variance

of the independent variable and dependent variable because Adjusted R square is 0.443. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. Moreover, t-values in all factors are greater than 0 showing evidence against the null hypothesis that there is no significant difference.

Perceived performance variable has the expected positive sign and significant coefficient value at 5 percent level. The positive relationship indicates that the increase in perceived performance leads to the effect on cognitive attitude. An increase in perceived performance by 1 unit raise the effect on cognitive attitude of .232 units.

Quality variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in Quality leads to the effect on cognitive attitude. An increase in quality by 1 unit raise the effect on cognitive attitude of .361 units.

Table (4.7) Influencing Factors on Cognitive Attitude

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std.	Beta			
(Constant)	.625	.275		2.271	.025	
Perceived Performance	.232**	.097	.240	2.399	.018	1.962
Quality	.309***	.113	.295	2.734	.007	2.272
Perceived Value	.217**	.085	.244	2.568	.012	1.772
R Square	.458					
Adjusted R Square	.443					
F Value	29.877***					

Source: Survey Data (2019)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Perceived value variable also has the expected positive sign and significant coefficient value at 5 percent level. The positive relationship indicates that the increase in perceived value leads to the effect on cognitive attitude. An increase in perceived value by 1 unit raise the effect on cognitive attitude of .216 units.

It is concluded that providing good quality and competitive pricing are the most influence factors on consumer's cognitive attitude. Ananda can achieve customers'

awareness by providing good quality in connection stability and connection speed which mean values are lower than other variables under quality. If quality in internet service is upright, coverage is good and pricing is competitive with other operators, Ananda brand can maintain customers' belief and experience. By maintaining all these, customers' knowledge and experiences can be enhanced further with premium features such as user-friendly mobile application, very informative website and customer service.

(ii) Influencing Factors on Affective Attitude

To examine the effect of influencing factors on the affective attitude, linear regression analyses was conducted. The result of this analysis is shown in Table (4.8). The result show that the specified model could explain very well about the variation of Influencing Factors towards affective attitude since the value of R square is 73.6 percent. The model can explain 72.8 percent about the variance of the independent variable and dependent variable because adjusted R square is 0.728. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. Moreover, t-values in all factors are greater than 0 showing evidence against the null hypothesis that there is no significant difference.

Table (4.8) Influencing Factors on Affective Attitude

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std.	Beta			
(Constant)	-0.376	0.214		-1.759	0.081	
Perceived Performance	0.154**	0.075	0.143	2.048	0.043	1.962
Quality	0.643***	0.088	0.551	7.321	0.000	2.272
Perceived Value	0.265***	0.066	0.268	4.038	0.000	1.772
R Square	.736					
Adjusted R Square	.728					
F Value	98.312***					

Source: Survey Data (2019)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Perceived performance variable has the expected positive sign and significant coefficient value at 5 percent level. The positive relationship indicates that the increase in perceived performance leads to the effect on affective attitude towards Ananda ISP. An increase in perceived performance by 1 unit raise the effect on affective attitude of .154 units.

Quality variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in quality leads to the effect on affective attitude towards Ananda ISP. An increase in quality by 1 unit also raise the effect on affective attitude towards Ananda ISP .643 units. The standard coefficient (Beta) of quality has the highest the value (.551) among three explanatory variables indicating that quality has the greatest contribution to the effect on affective attitude towards Ananda ISP.

Perceived value variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in Perceived Value leads to the effect on affective attitude towards Ananda ISP. An increase in perceived value by 1 unit also raise the effect on affective attitude towards Ananda ISP .265 units.

To summarize it, quality is the most important factor to create positive feeling for Ananda. It is true that the first priority of internet users is quality of internet service when it is related to emotion. If the connection speed is slow and connection is not stable, user may not be interested in using the service even price is cheaper than other operators. Therefore, even if price is cheap, customer may not use the poor-quality service. If quality is the same, user may look into the price. Ananda needs to understand that and quality should be set priority followed by pricing to improve customer affective attitude towards Ananda. In addition, coverage and data quota are also areas to be enhanced so that customer feels more involved with Ananda.

(iii) Influencing Factors on Conative Attitude

This section is about how three factors; perceived performance, quality and perceived value influence conative component of the attitude. As shown in Table (4.9), the specified model could explain well about the variation of consumer attitude since the value of R square is about 37.2 percent. The model can explain 35.4 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.354.

The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. Moreover, t-values in all factors are greater than 0 showing evidence against the null hypothesis that there is no significant difference.

Quality has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in quality leads to the effect on conative attitude towards Ananda ISP. An increase in consumer's positive perception on quality by 1 unit also raise the effect on conative attitude towards Ananda ISP .330 units.

Perceived value variable also has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in consumer's positive perception on perceived value leads to the effect on conative attitude towards Ananda ISP. An increase in consumer's positive perception on perceived value by 1 unit also raise the effect on consumer attitude towards Ananda ISP .320 units.

Table (4.9) Influencing Factors on Conative Attitude

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std.	Beta			
(Constant)	1.014	0.301		3.363	0.001	
Perceived Performance	0.013	0.106	0.013	0.124	0.902	1.962
Quality	0.330***	0.124	0.310	2.671	0.009	2.272
Perceived Value	0.320***	0.093	0.354	3.453	0.001	1.772
R Square	.372					
Adjusted R Square	.354					
F Value	20.932					

Source: Survey Data (2019)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

As a summary, when it is related to behavioral intention to buy, quality and perceived value (price and promotion) are equally important unlike to believe in Ananda and to feel good about Ananda where quality is more important than price and promotion.

Therefore, to get customer loyalty on Ananda, both quality of the service and pricing including promotions needs to be competitive with other operators.

4.2 Analysis on Effect of Consumer Attitude on Post-Purchase Behavior

The consumer attitude influences the behavior of the consumer. If Ananda products and services can improve the positive attitude of the consumer, the behavioral intention (to buy) towards Ananda ISP can be achieved. In this section, the effect of three attitudes; cognitive, affective and conative, on post-purchased behavior will be studied.

4.2.1 Post-Purchase Behavior Towards Ananda ISP

The descriptive analyzing result on post-purchase behavior towards Ananda ISP is described in Table (4.10). Overall mean score for each of post-purchase behavior is greater than 3 with the less variation of standard deviation.

Table (4.10) Post-Purchase Behavior Towards Ananda ISP

No.	Post-Purchase Behavior	Mean	Standard Deviation
1	Influencing on next purchase	3.17	0.994
2	User's first choice for ISP services	3.23	1.106
3	Continuous subscription	3.42	1.095
4	Recommendation to others	3.43	1.104
5	Having no plan to switching to other service	3.15	1.135
6	Positive words of mouth	3.34	1.007
7	Ready to purchase new products and services	3.15	1.068
8	Being loyal customer	3.24	1.004
Overall Mean		3.27	

Source: Survey Data (2019).

Mean value for each question for post-purchase behavior greater than 3. Most of the respondents rated that they will continuous subscription to ISP and positive words of mouth to others regarding with Ananda ISP.

The respondent scored the highest mean values for continuous subscription and recommendation to others. But influencing on next purchases, having no plan to switching to other service and ready to purchase new products and services have the lowest mean values. Therefore, it can be concluded that existing customers would like to be loyal to Ananda but they are ready to switch to other operators if more benefits can be achieved and Ananda needs to improve its marketing strategy so that customers will be ready to purchase new products and services as well as Ananda influences on customers for next purchases.

4.2.1 Effect of Consumer Attitude on Post-purchase Behavior

To examine the effect of consumer attitude on the post-purchase behavior, linear regression analyses was conducted. According to the result of analysis shown in Table 4.11, the specified model could explain very well about the variation of post-purchase behavior since the value of R square is about 70.2 percent. The model can explain 69.3 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.693. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. Moreover, t-values in all factors are greater than 0 showing evidence against the null hypothesis that there is no significant difference.

Cognitive attitude variable has the expected positive sign and highly significant coefficient value at 5 percent level. The positive relationship indicates that the increase in cognitive attitude leads to the effect on consumer post-purchase behavior. An increase in cognitive attitude by 1 unit also raise the effect on post-purchase behavior towards Ananda ISP by .235 units.

Affective attitude variable has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship indicates that the increase in affective attitude leads to the effect on consumer post-purchase behavior. An increase in affective attitude by 1 unit also raise the effect on post-purchase behavior towards Ananda ISP by .614 units. The standardized coefficient (Beta) of affective attitude has the value (.542) indicating that this variable has the highest contribution to increase post-purchase behavior.

Table (4.11) Effect of Consumer Attitude on Post-Purchase Behavior

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std.	Beta			
(Constant)	-0.156	0.242		-0.645	0.520	
Cognitive Attitude	0.235**	0.102	0.187	2.306	0.023	2.330
Affective Attitude	0.614***	0.103	0.542	5.968	0.000	2.936
Conative attitude	0.231**	0.096	0.186	2.410	0.018	2.117
R Square	.702					
Adjusted R Square	.693					
F Value	83.156					

Source: Survey Data (2019)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Conative attitude variable has the expected positive sign and highly significant coefficient value at 5 percent level. The positive relationship indicates that the increase in affective attitude leads to the effect on consumer post-purchase behavior. An increase in conative attitude by 1 unit also raise the effect on post-purchase behavior towards Ananda ISP by .231 units.

The knowledge and perceptions acquired through experiences (cognitive attitude) of Ananda products and services is able to increase or decrease the weight in the decision of whether consumers perform the next purchase or not. To have positive knowledge and better perceptions about Ananda, coverage, connection stability, connection speed, product quality and pricing with promotions are important factors to be delivered to consumers.

Affective attitude, emotions or feelings, is the most influencing factor on post-purchase behavior. The quality of the product and services as well as pricing are the factors that can provide the better positive emotions and feelings. Therefore, to attract customer to do next purchase, the connection speed needs to be good as well as the pricing must be compatible with other operators.

Even affective attitude is the most influence factor on post-purchase behavior, conative attitude (the likelihood of a specific action/ behavior) also supports the post-purchase decision of the consumer. To achieve positive conative attitude towards Ananda

ISP, Ananda needs to provide better quality services and products with reasonable and competitive pricing including promotions

In summary, the results show that Factors Influencing have significant effect on consumer attitude. Feeling involved with Ananda (affective attitude) is the most important attitude for customers to do next purchase. Attitudes such as believing in Ananda (cognitive attitude) and behavioral intention to buy (conative attitude) can also enhance the decision of customer to purchase Ananda products and services again. Therefore, consumer attitude could significantly raise the post-purchase behavior towards Ananda ISP.

CHAPTER 5

CONCLUSION

This chapter presents the findings, discussions, recommendations, limitations and need for further study. This research focuses on the influencing factors on consumer attitude towards Ananda internet service provider in Yangon. The first part of the chapter includes the findings and discussion of influencing factors on consumer attitude and post-purchase behavior of consumers. The second part is recommendation on Ananda internet service provider's activities of influencing factors on consumer attitude and describing of need for further study.

5.1 Findings and Discussions

Ananda is a brand name of Amara Communication which is owned by IGE Group of Companies with a diverse portfolio of businesses. Amara Communications Co., Ltd. (ACS) is one of the well know service provider to the telecommunications industry in Myanmar and established in 2011. ACS was awarded the telecon license to operate a high-speed 4G+ network on the 2600 MHz spectrum. Ananda, a 4G+ data operator, is providing internet service for individual consumers and enterprise users.

In descriptive analysis, Customers respond that they are less satisfactory on coverage of the Ananda ISP service and having almost negative experiences for accessing the service at outdoors or on their moves. Customers have a good perception on Ananda mobile application by responding that this is helpful for them, a good functionality and user friendly. Respondents answered that Ananda ISP is using high quality products in their service. There is a good perception of respondents regarding with convenient to recharge/top up data plan and easy to activate. On the other hands, respondents have negative discernments concerned with Ananda ISP's connection stability and this is one of the areas to be improved by Ananda ISP.

The List price is the most attractive factors to Ananda ISP customer because this parameter is scored higher overall mean than the rest of influencing factors. The respondents revealed that the pricing is the most consideration point for choosing for a certain internet service provider. Data package promotion are more attractive to customers

rather than bandwidth promotion. The management of the Ananda ISP need to carefully consider for maintaining and competitive pricing of their ISP service.

The regression result found that there are strong positive relationships between cognitive attitude and the influencing factors of perceived performance, quality and perceived value in positively. All three factors are almost the same contribution to be better positive result of cognitive attitude but quality has slightly more effect on cognitive attitude towards Ananda ISP.

And then there is also interconnection between the influencing factors of perceived performance, quality and perceived value with affective attitude. The higher positive perception of customers on these influencing factors, the stronger affective attitude towards Ananda ISP. Quality has the greatest contribution to the effect on affective attitude towards Ananda ISP.

According to survey result, the variables of perceived value and quality have highly significant in positively on conative attitude towards Ananda ISP. The increase in these two activities have the positive impact which leads to better and stronger conative attitude. Both perceived value and quality have similar contribution for better and positive conative attitude towards Ananda ISP. In summary, quality and perceived value are strongly and positively significant with the three consumer attitudes of cognitive, affective and conative. The variable of perceive performance has only interconnection with cognitive and affective.

The linear regression analyses between consumer attitude (independent variable) on the post-purchase behavior (dependent variable) was conducted and the result found that there is strong interconnection between the three components of consumer attitude: cognitive attitude, affective attitude and conative attitude, and post-purchase behavior. The relationships are positively and the increase in these three components of consumer attitude leads positive effect on post-purchase behavior towards Ananda ISP. Affective attitude has the highest contribution to increase post-purchase behavior among three different components.

5.2 Suggestions and Recommendations

Consumer attitudes play a crucial role in the behavior of consumers. In the context of consumer behavior, an attitude means the consistent tendency of consumers to behave,

favorably or unfavorably, with regards to a specific product or brand. Ananda ISP should conduct a wider range of survey that covered not only experience stores but also dealers stores to clarify the effectiveness of influencing factors for strategies setting. Particularly, Ananda ISP's management should emphasis and implements properly their strategies on defining the influencing factors and verified to significance relationship with consumer attitude and post-purchase behavior. In addition, diversified research is very important and it can provide more accurate information as well as setting strategic plan for implementing the effective marketing strategy of factors influencings.

Pricing is the important factor for choosing specific internet service provider for a customer. Several ISP businesses have entered into the market and existing price war among firms has been worsen more than ever. In order to increase customer satisfaction and loyalty, Ananda ISP should control the price of the product and carefully set up the pricing strategy. Currently, consumers have a positive perception on Ananda IPS pricing and need to find way to maintain it.

The next area to be recommended is regarding with price promotion activities. List Price and Price Promotion are the most influencing factors to consumer for choosing Ananda ISP. Data package promotion are more attractive to customers rather than bandwidth promotion. There are several promotion plans offering by Ananda ISP and customers have fully aware about its programs. There is a strong influence on customers' attitude by the promotion activities practicing in Ananda ISP. It is recommended that Ananda ISP should conduct a wider scale of studying in this area. The study needs to be covered for the effects of promotion programs on sale revenue, customer retention, customer satisfaction and on the other considerable variables.

Customers have a good perception on staffs in Ananda ISP experience stores and management should keep in priority on training and developing of the employees. Management should also focus on product training and awareness progress for the sale staffs in dealer's outlet stores.

Another room left to be developed is the coverage of the Ananda ISP. Most of the customers likely to have discontent on coverage of the service especially for accessing internet at outdoors and on moves. The majority of the Ananda ISP customer (over 70%) are using on mifi portable device so it can be concluded that customer prefer to access

internet on their moves. It is recommended that to find out and adopt new advance process solutions and technical solutions for better coverage.

Connection stability is another area to be developed for Ananda ISP. Consumers have unconstructed perception regarding with connection stability. It is recommended that the management of Ananda ISP need to find out technical solutions for improving connection stability of the service. In conclusion, management should look closer to influencing factors of service on consumer for setting more strategically fit marketing strategies.

5.3 Needs for Further Research

The study could not made for the dealers' outlet store because of there are some constrains for wider range of conducting survey and a short timeframe of studying time. It is recommended to conduct similar studies for the wider coverage of respondents not only for experience stores but also for dealers' outlet stores in Yangon region. And also, it is suite for the other specific organization for the better understanding of influencing factors on specific product or service providing. This study is limited to the prescribed variables according to the nature of the business and many on to replace in this model of study depending on the nature of dissimilar study area of interest. This study might be a good base for those who are eager to expand the topic, and do similar study who is interested in the subject of consumer behavior.

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APPENDIX I

Questionnaire

Influencing Factors on Consumer Attitude towards Ananda Internet Service Provider in Yangon

Dear Participant,

Dated: 10 – 20 June 2019

I'm a student of Yangon University of Economic, Department of Management Studies and conducting this survey as one of the fulfillments for completing my study of Master of Business Administration (EMBA). The purpose of this study is to examine the influencing factors on consumer attitude towards **Ananda Internet Service Provider (ISP)** in Yangon. This is completely voluntary, and all your responses would be anonymous. It will take an average of 10-15 minutes to fill it out. Thank you so much for your time and kind support.

Section-A Demographic

1. Gender

Male

Female

2. Age Group (Years)

Under 25

26-36

37- 47

Over 48

3. Marital status

Single

Married

Other

4. Education level

High-School

Graduated

Master Degree

Doctorate

Other

5. Occupation

Student

Employee

Self-Employing

Employer

6. Average monthly income

- Under 300,000 MMK 300,000 – 500,000 MMK
 500,000 – 1,000,000 MMK 1,000,000-1,500,000 MMK
 Over 1,500,000 MMK

Section-B Usage Pattern

1. How much do you spend for internet in monthly average?

- Under 5,000 MMK 5,000 – 10,000 MMK
 10,000 – 30,000 MMK 30,000-50,000 MMK
 Over 50,000 MMK

2. How long have you been using Ananda internet service?

- 1month Under 3months 3-6 months
 Over 6 months Since Ananda Internet Service has launched in mid of 2018

3. From which device you are using Ananda internet service?

- mifi portable device Router By installing SIM card on mobile phone

4. What time of the day do you use Ananda Internet Service mostly and actively?

- Morning Afternoon Evening

5. For which purpose do you use internet most? (Please select only one)

- For communication with friends and family Social Media/ Apps
 For works and productivity For studying and knowledge gain
 Entertainment (Movie, Music, Online TV...)
 Gaming
 Other.....(Please specified)

Section-C Influencing Factors

This section of questionnaire is to investigate **Influencing Factors** for choosing **Ananda Internet Service Provider (ISP)**. Please judge how far you agree with following statements and cycle to appropriate rating scale for all questions in the section. Use the following scale to select the number.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

No.	Influencing Factor	Scale				
		1	2	3	4	5
Perceived Performance						
Data Quota						
1	Ananda offers variety of choice of data plans.					
2	Among different data packages offering by Ananda, you able to choose your desired plan which match to your average data consuming rate.					
3	Ananda ISP's limited plans are satisfactory to use comparing to other operators.					
4	Ananda ISP's unlimited plans are satisfactory to use comparing to other operators.					
Coverage						
1	I can access Ananda ISP at my home/ office properly.					
2	I can access Ananda ISP while I am using it on my go or at outside.					
3	Coverage of Ananda ISP is satisfactory by comparing with another ISPs					
4	Ananda's announced coverage area information are reliable in real ground condition					
Quality						
Features						
1	Ananda ISP website is very informative and easily accessible in terms of searchable, stability, and responding speed.					
2	Ananda mobile application is very informative, functionality and user friendly.					

3	Router and mifi devices are easy to operate, well functionated and sufficient built-in features.					
4	User information are completely provided and clearly instructed on devices, in website and through mobile application.					
Customer Service						
1	Sale staffs in Ananda Experience stores are well trained.					
2	Sale staffs in dealers' outlet are properly trained and fully provided awareness about Ananda ISP service plans and products.					
3	Customer service hotline responds in promptly and effectively manners on user's technical problems and inquiries.					
4	Customer service hotlines has convenient operation hours for its customers.					
Connection Stability						
1	Ananda ISP has a stable connection in most of the time.					
2	I have no worry about instability of connection while I am using Ananda ISP.					
3	Connection of Ananda ISP is more reliable rather than its peers service providers.					
4	The sable connection of Ananda ISP is one of the reasons why I chose it.					
Connection Speed						
1	I have a positive experience with Ananda ISP downloading speed.					
2	I have a positive experience with Ananda ISP uploading speed.					
3	Its connection has a consistency.					
4	It has overall satisfactory connection speed compare with other IPS's.					
Product Quality						
1	Ananda router and mifi device are highly durable products.					
2	Its product designs are nice and exquisite.					
3	Its products have a good and reliable performance.					
4	Its products are user friendly and free of maintenance.					
Service Quality						
1	Ananda ISP offer superior overall service quality.					
2	Its great service quality is one of the reasons why I chose it.					
3	Its overall service quality meets my expectation.					
4	It is convenient to recharge/ top up my data plan and ease of activation.					

Perceived Value					
List Price					
1	Its pricings are reasonable compare to market price.				
2	Pricing is my priority considering point while I am choosing an ISP.				
3	Its pricing and payment terms are clear and have transparency.				
4	It provides value for money.				
Price Promotions					
1	I usually respond and most prefer on bandwidth promotion.				
2	I usually respond and most prefer on data package promotion.				
3	I usually respond and most prefer on device and initial installation fees promotion.				
4	Ananda ISP offer attractive promotions.				

Section –D Consumer Attitude

Please judge how far you agree with following statements which are regarding with your opinion to Ananda Internet Service Provider and cycle to appropriate rating scale for all questions in the section. Use the following scale to select the number.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

No.	Consumer Attitude	Scale				
		1	2	3	4	5
Cogitative (Belief, Knowledge, Experience, Awareness)						
1	I know very well about Ananda ISP.					
2	I frequently search the news of this ISP.					
3	This ISP bring a better quality of life to me.					
4	I receive new level of internet experiences from this ISP.					
5	I get aware of this ISP service news unintentionally.					

Affective (Feeling, Emotion)					
1	I feel comfortable while using this ISP service.				
2	I am fully satisfied while using this ISP service.				
3	Its devices (Router/ mifi) are so adorable to me.				
4	I feel that I can rely on this ISP service.				
5	I regularly check data validity and recharge in time not to feel distressed on my data pack running out.				
Conative (Intention)					
1	I am always ready to purchase products/ service from this ISP.				
2	I am always willing to give suggestions to improve services of this ISP.				
3	I am willing to take part in the benefits (promotion) programs of this ISP.				
4	I always feel inclined to involve with this ISP.				
5	I actively seek out product and service information about this ISP				

Section – E Post-Purchase Behavior

The following set of statement is to examine *Post-Purchase Behavior* on *Ananda Internet Service Provider (ISP)*. Please cycle to appropriate rating scale that comes the closet to reflecting your opinions. Please respond to all questions in the section and use the following scale to select the number.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

No.	Post-Purchase Behavior	Scale				
		1	2	3	4	5
1	Ananda ISP influences me to try next purchase.					
2	This ISP would be my first choice for ISP services.					
3	I am going to recharge my data plan continuously for this ISP service.					
4	I would recommend this ISP to my family, friends and colleagues.					
5	I have no plan to switch other ISP.					

6	I would say positive things about this ISP to other people.					
7	I am ready to purchase new products and service offered by Ananda ISP in future.					
8	I am proud of being loyal customer of Ananda ISP.					

End of Questionnaires

“I do appreciate for your kind support and times!”

APPENDIX II

Model 1: Regression Analysis of Effect Influencing Factors on Cognitive Attitude

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.677 ^a	.458	.443	0.53554	1.878

a. Predictors: (Constant), Perceived Performance, Quality, Perceive Value

b. Dependent Variable: Cognitive Attitude

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	25.707	3	8.569	29.877	.000 ^a
Residual	30.401	106	.287		
Total	56.108	109			

a. Predictors: (Constant), Perceived Performance, Quality, Perceive Value

b. Dependent Variable: Cognitive Attitude

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.625	.275		2.271	.025		
Perceived Performance	.232	.097	.240	2.399	.018	.510	1.962
Quality	.309	.113	.295	2.734	.007	.440	2.272
Perceived Value	.217	.085	.244	2.568	.012	.564	1.772

a. Dependent Variable: Cognitive Attitude

Model 2: Regression Analysis of Effect Influencing Factors on Affective Attitude

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
2	.858 ^a	.736	.728	.41619	1.983

a. Predictors: (Constant), Perceived Performance, Quality, Perceive Value

b. Dependent Variable: Affective Attitude

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
2 Regression	51.088	3	17.029	98.312	.000 ^a
Residual	18.361	106	.173		
Total	69.449	109			

a. Predictors: (Constant), Perceived Performance, Quality, Perceive Value

b. Dependent Variable: Affective Attitude

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
2 (Constant)	-.376	.214		-1.759	.081		
Perceived Performance	.154	.075	.143	2.048	.043	.510	1.962
Quality	.643	.088	.551	7.321	.000	.440	2.272
Perceived Value	.265	.066	.268	4.038	.000	.564	1.772

a. Dependent Variable: Affective Attitude

Model 3: Regression Analysis of Influencing Factors on Conative Attitude

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
3	.610 ^a	.372	.354	.58624	2.003

a. Predictors: (Constant), Perceived Performance, Quality, Perceive Value

b. Dependent Variable: Conative Attitude

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
3 Regression	21.581	3	7.194	20.932	.000 ^a
Residual	36.430	106	.344		
Total	58.011	109			

a. Predictors: (Constant), Perceived Performance, Quality, Perceive Value

b. Dependent Variable: Conative Attitude

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
3 (Constant)	1.014	.301		3.363	.001		
Perceived Performance	.013	.106	.013	.124	.902	.510	1.962
Quality	.330	.124	.310	2.671	.009	.440	2.272
Perceived Value	.320	.093	.354	3.453	.001	.564	1.772

a. Dependent Variable: Conative Attitude

Model 4: Regression Analysis of Effect Consumer Attitude on Post-Purchase Behavior

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
4	.838 ^a	.702	.693	.50068	2.112

- a. Predictors: (Constant), Conative Attitude, Cognitive Attitude, Affective Attitude
 b. Dependent Variable: Post-Purchase Behavior

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
4 Regression	62.538	3	20.846	83.156	.000 ^a
Residual	26.573	106	.251		
Total	89.111	109			

- a. Predictors: (Constant), Conative Attitude, Cognitive Attitude, Affective Attitude
 b. Dependent Variable: Post-Purchase Behavior

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
4 (Constant)	-.156	.242		-.645	.520		
Cogitative	.235	.102	.187	2.306	.023	.429	2.330
Affective	.614	.103	.542	5.968	.000	.341	2.936
Conative	.231	.096	.186	2.410	.018	.472	2.117

- a. Dependent Variable: Post-Purchased Behavior