

**Evaluating consumers' attitude towards Internet Service Providers (ISPs):  
A comparative study between Akij Online Ltd. and Bangladesh  
Telecommunication Company Ltd. (BTCL) in Rajshahi city**

**Md. Sajedur Rahman\***

**Md. Shajedul Islam\*\***

**Md. Motahar Hossain\*\*\***

**Abstract**

*The study integrates past research and proposes a framework for the analysis of consumers' attitude towards Internet Service Provider in Bangladesh. At present computer is very important in our everyday life and internet service is needed for globalization and changing the environment, society as well as business. It helps us in the field of education, business, official function, telecommunication, recreation, space station and so on. The term 'measuring consumer's attitude' is used to identify what types of feelings the consumers show on specific branded product or service. Attitudes are learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object. Attitudes are not overt behaviors but rather are covert or unobservable internal reactions. Consumers learn these attitudes over time by being exposed to the object directly or through receiving information about the object. The attitude of the consumers toward a product or service depends on benefit expected from the concern product and how will the product or service delivering the benefit. Favorable attitude can be the cause of favorable buying decisions. It is related with the intention of buying a product or service. This study is conducted to find out the total attitude of consumers towards internet service providing firms in Bangladesh and to see how these are influenced by the total attributes of the product or service. The consumers make decisions about the quality of products or services based on a systematic process of acquisition, evaluation and integration of product or service cues. A cue is defined as all informational stimuli available to the consumer before consumption and it can be intrinsic or extrinsic. Internet service related intrinsic constructs are easy access, seamless connectivity and extrinsic constructs are guaranty/warranty, reasonable service charge and so on.*

**Keywords:** Attitude, ISP, VSAT, Evaluation, Consumer preference

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\* Lecturer, School of Business, University of Information Technology & Sciences (UITS), Bangladesh.

\*\* Lecturer, School of Business, University of Information Technology & Sciences (UITS), Bangladesh.

\*\*\* Senior Lecturer, School of Business, University of Information Technology & Sciences (UITS), Bangladesh.

## **Introduction**

The Bangladesh Government has committed to foster development programs using Information and Communication Technology (ICTs) and declared a vision of Digital Bangladesh by 2021 to ensure service citizens doorsteps. The Union Information and Services Centers (UISCs) were commissioned on November 11, 2010 at all Union Parishads (The lowest tier of the local Government). It created a new era in the field of e-service delivery in Bangladesh. It is only possible by the proper use and maintenance of ISPs. In this purpose Bangladesh recently touched a new milestone in Information and Communication Technology with the inauguration of commercial testing of Third Generation (3G) service through the state-run mobile service provider Teletalk. But it is quite impossible for the government alone to serve the whole Bangladesh effectively without private ISP support.

In this 21<sup>st</sup> century, technology is transforming many aspects of business and market activities. In its broadest sense, internet is used to conduct commerce electronically. To achieve objectives, every company takes various marketing strategies and implement in the target market which differentiate them from others and create competitive advantages.

No business is an island. For success, the business will need to deal with consumers, suppliers, employees, stakeholders, and others. In almost all cases there will also be others organization offering similar products to similar customers. These others organizations are competitors. In its broadest sense, internet is used to conduct commerce including within business, business to business, and consumers interactions. Except proper utilization of this internet technology, today's business firms cannot emerge to compete with their competitors or complex conditions in the competitive market. Moreover, today's business firms are giving more attention towards their consumer's attitudes.

In June 1996, the Government of Bangladesh decided to allow private enterprise to act as ISPs (Internet Service Provider) using VSATs (Very Small Aperture Terminal). In 1999, there were about 22,000 account holders with 11 ISPs (8 in Dhaka City, 2 in Rajshahi City and 1 Chittagong City) and the total number of users range around 100,000 while in 2000, there were about 50 ISPs providing internet services to more than 250,000 internet users. The growing demand of the society and the congenial global atmosphere towards internet has pressurized the entrepreneurs to re-think their policies and strategies to accomplish the newly emerged rapidly enlarging target group.

Initially there were only a few UUCP (Unix-to-Unix Copy Protocol) accounts in the country and then they were replaced by IP (Internet Protocol) accounts. At a later stage low bandwidth 64 Kbps VSAT link became the main internet backbone of the country with 120 million people. Demand did not inclined high compared to the huge population base, because most of them live in rural areas where minimum telecommunication infrastructure is missing and at the same time purchasing power of the general communities limiting internet connectivity with prevailing socio-economic conditions.

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### **Objectives of the study**

To identify a specific objective or goal is very much important for accomplishing a specific task or study. This study is also not apart from this concept. It has been conducted to focus on the following specific objectives or goals and relevant facts:

1. To measure consumers' attitude towards Akij Online Ltd. and BTCL in Rajshahi City.
2. To identify the actual and potential consumers of Akij Online Ltd. and BTCL.
3. To evaluate the major value provided services by Akij Online Ltd. and BTCL to their consumers
4. To recommend a more effective competitive strategy for improving their current business operations in the market in Rajshahi City.

### **Company profile**

#### **Profile of the Akij Group**

Akij Group, a privately held company based in Dhaka, is one of the leading industrial group in Bangladesh. Initially started with trading business a humble way in early 1940 by its founder Sheikh Akij Uddin. Under his dynamic leadership today it has 24 big industrial and commercial units under one old.

#### **Profile of Akij Online Limited**

The emergence of Akij Online Limited has changed the concept of ISP in Bangladesh. Apart from being just an end user service provider, they have emphasized on providing full fledged solution. With the technical support from comtech EF data, suman, Skystream, Cisco, radyne comstream, dasan, Wi-Lan, they are now fully able to meet the requirement of ISP setup, data transcription, content delivery, data warehousing and many other value added services to their clients be end user or corporate even at the remotest area. They ensure, easy access, seamless connectivity, freedom of service, un-compromised security, quick migration policy, technical excellence, round the clock help line etc.

#### **Profile of Bangladesh Telecommunication Company Ltd. (BTCL)**

BTCL started running internet services in 1999. Data and internet-related services are now being operated and maintained by the Telex and Teleprinter division; under the overseas Telecommunication region. All administrative purpose for the offered services are served from the Divisional Office at Mogbazar Telephone Bhaban.

#### **Overall features of BTCL**

- State-of-the-art equipment
- Optical fiber/Microwave systems with career-class equipment
- Higher international internet backbone (12 x STM-1 Duplex through SEA-MEWE4 submarine cable system)
- Redundancy in IP backbone (24 Mbps downlink/8Mbps uplink through BT)
- Connected directly to Europe/America
- Attractive rates
- Widest coverage

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## **Literature Review of the Study**

Persons and Hick (2008: 4) concurred stating ‘The lack of internet services increasingly threatens the chances of many people to find good jobs and participate in the affairs of the broader society’. They (p. 6) added that digital exclusion may have severe consequence such as academic failure, social isolation, increased unemployment, lower competitiveness and inability to participate in social and political spheres. In this way, Only ISP can solve the problem in root level spreading internet in Bangladesh.

Pew Research Center’s Internet and American Life Project finds that almost a third of American adults have used mobile devices to access the internet, and 19 percent of survey respondents had used a smart phone or other cell phone to access the internet the day before the survey (Horrihan, 2009). Pew research found also that the people ages 18-29, access to information on-the-go is a more important aspect of mobile technology (60 percent) than staying in touch with others (57 percent).

Carter conducted a computer survey and in-depth interviews to determine computer based technologies that were being used by the faculty members and the factors that affect their use of these technologies. Faculty attitudes toward using computer-based technologies effectively depended on factors such as the availability of support, resources, and training. (Carter, 1998)

EDUCAUSE surveyed undergraduate students to find their use of internet using mobile devices. They found that half of the student respondents own a mobile device that can access the internet but a third of the students actually access the internet from this device. (Smith et al 2009)

## **Methodology of the study**

### **Sample selection**

At present many ISPs are available in Rajshahi City. There are Librabd.net, Chartered Online, Synthia Online, Comdex Online, Akij Online Ltd, BTTB, Raj ISP etc. We have collected these names of ISP from our knowledge. But to conduct our study we have selected only two companies, i.e. AKIJ Online Ltd. and BTCL. So the people, who are using only AKIJ Online and BTCL, are considered as respondent for our study. We have collected, 5 (five) factors involved in internet services from the respondents through the pre-testing questionnaire. Since it is a service related study so we have consider the students as a respondent, because they are more conscious about the services of ISP. It is logical to consider student as a respondent for our study.

### **Sample area**

Proper sampling is very significant for conducting a good research. For conducting a good research work, it is important to select a relevant sampling area. Our attempt is to measure consumer’s attitude towards the internet services in Bangladesh. For the convenience of our study and due to time limit, we have selected only Rajshahi Metropolitan Area. But to collect the data we have insisted on the students of Rajshahi University. Because we intensely believe that students of Rajshahi University are come from different places in Bangladesh. So it will be easier for us to conduct research properly.

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**Sample size**

From the mentioned area we have selected 50 respondents for pretest one questionnaire, 25 is for AKIJ Online and another 25 is for BTCL users. Again we have selected 100 respondents for final questionnaire from the above mentioned area for the study.

**Data collection method**

We have used two types of data-primary and secondary data. But we basically focused on primary data because this study is actually primary data based.

**Sources of data**

Since data is essential part of research. It is needed to select the sources of data.

**Primary (sources of) data**

We have collected data from primary source to make our research work up-to-date. For this purpose we have collected data directly from users and we have discussed with some stakeholders of two companies.

**Secondary (sources of) data**

When data are collected from the sources that have been collected earlier called secondary sources of data. We have collected data from various secondary sources. In this case we have collected data from company profile, sales records, online, news papers, magazine, etc.

**Data collection procedure**

Data have been using pretest one questionnaire and the final questionnaire. The pretest questionnaire was open ended and final questionnaire was close ended. In the pretest questionnaire we have wanted to know the causes of using particular ISP and what services customer expects from the ISP. In our final questionnaire, we have wanted to know consumer's evaluation about the different factors and how strongly they believe these. For knowing the overall evaluation regarding the selected factors for using ISP we have chosen 7 points staple scale ranking extremely good to extraordinary bad (+3 to -3). On the other hand the respondents also asked through the seven points Likert scale ranking very strongly believe disbelieve (7 to 1) to know how strongly they believe regarding the selected factors for the using mobile company. We have completed this for satisfying requirement of Fishbein Multi Attribute Model. Paired sample test conducted for measuring whether these mean differences are statistically significant or not.

**Questionnaire preparation**

We have defined the question clearly and tried to properly use the six Ws (who, what, when, where, why and way).

We have used ordinary and easy or common words so that respondent can understand quickly and easily.

Ambiguous words were also avoided. Every word had single meaning so that respondents do not face ambiguous problems.

### Developing hypothesis

A hypothesis testing is needed for satisfying the requirement of T-test or paired test has shown in the table. Martin A. Fishbein Multi-attribute Model has been used to measure the consumer's attitude towards the ISP services in Bangladesh. Selected two ISP companies and five factors or attributes are briefly indicated AKIJ Online Ltd. =  $X_{ao}$ , and BTCL =  $X_{btcl}$ . Speed of Internet Line= sil, Price of Service= ps, Availability of service = as, Promotional activities = pa and Image of the Company = ic. These are two alternative considered for hypothesis testing, either there is no significance differences among the mean value of the

Factors	Null hypothesis (Ho)	Alternative Hypothesis (Ha)
Speed of internet line	$X_{sil} = 0$	$X_{sil} \neq 0$
Price of Service	$X_{ps} = 0$	$X_{ps} \neq 0$
Availability of service	$X_{as} = 0$	$X_{as} \neq 0$
Promotional activities	$X_{pa} = 0$	$X_{pa} \neq 0$
Image of the company	$X_{ic} = 0$	$X_{ic} \neq 0$

Two companies for a specific factor (like, Price of Service, Availability of service, Promotional activities, etc)  $X=BTCL$  or there is absolutely differ  $X \neq X$  among the mean value of two companies for different factors. The Table shows symbol hypothesis for all factors of two companies. Here, Ho = Null hypothesis and Ha = Alternative hypothesis.

### Model Selection

There are quite a few models of attitude showing the connection between perception and preference of factors and attitudes. These models are often referred to as evaluative belief models of cognitive structure to emphasis that attitudes are the product or service of both evaluations of the factors of the and beliefs about how much for attributes or factors are possessed by the attitude objects one of such model has been developed by Martin A Fishbein which is widely used. According to this model, attitudes are viewed as having two basic components. One is beliefs about the specific factors of an object. The factors could be the good network coverage, low call rate pulse facility, image of the company, etc. The other component is the evaluative aspect of consumer's belief on different aspect of the attitude object. It implies how an individual evaluates the importance of each attribute of the object (service) is satisfying his/her need. The Fishbein's model may be formulated as below:

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

Where,

$A_o$  = Attitude towards the object (services) for particular ISP Company

$b_i$  = The strength of believe about the attributes of factors of that object

$e_i$  = The overall evaluation of the attributes or factors of that object

$n$  = The number of attributes or factors of that object

## Major findings of the study

### Measuring consumer satisfaction level

Different consumers have mentioned different factors that should contain in an ISP. Five (5) factors have been taken that are top responses, (1) Speed of internet line, (2) Price of service, (3) Availability of service, (4) Promotional activities, (5) Image of the company. These responses are the mental statement of consumer's that will help to form their attitude towards the service. Finally, it will affect the formation of intention and decision. Through the proper study on the existing customers of AKIJ Online and BTCL we have developed the below result regarding the satisfaction level of customer.

**Table 1: Speed of Internet Line of ISPs**

Satisfaction level	AKIJ Online				BTCL			
	F	Percent	Mean	SD	F	Percent	Mean	SD
VSD	3	3.00	5.18	1.424	16	16.00	3.40	1.621
VD	3	3.00			14	14.00		
D	3	6.00			22	22.00		
N	13	13.00			24	24.00		
B	25	25.00			14	14.00		
SB	36	36.00			6	6.00		
VS	14	14.00			4	4.00		
Total	100	100			100	100		

VSD = Very Strongly Disbelieve

VD = Very Disbelieve D = Disbelieve

N = Neutral

B = Believe

SB = Strongly Believe

VS = Very Strongly Believe

Table 1 shows that 75% consumers favorably perceived the speed of the internet service provider of AKIJ Online Ltd. of whom 25% consumers believed, 36% consumers are strongly believed and 14% consumers are very strongly believed, 13% expressed their neutrality and 12% consumers are disbelieved regarding the speed of the internet service provider of AKIJ Online Ltd. That means only 12% consumer's are dissatisfied on the speed of the AKIJ Online Ltd. On the other hand 24% consumer's satisfactory perceived the speed of the internet service provider of the BTCL. Of whom 4% consumer's are very strongly believed, 6% consumers are strongly believed and 14% consumer's believed and 24% consumers expressed their neutrality and rest 52% play the dissatisfaction level regarding the speed of the internet service provider of BTCL. The mean value of consumers' response toward the speed of the AKIJ Online Ltd. is 5.18 which lies in very strong believed category while mean value of BTCL is 3.40 which lies in strongly believed category.

**Table 2: Price of service of ISPs**

Satisfaction level	AKIJ Online				BTCL			
	F	Percent	Mean	SD	F	Percent	Mean	SD
VSD	0	0	5.750	1.0895	1	1.0	4.760	1.393
VD	0	0			5	5.0		
D	4	4.0			13	13.0		
N	5	5.0			20	20.0		
B	35	35.0			32	32.0		
SB	24	24.0			17	27.0		
VS	32	32.0			12	12.0		
Total	100	100			100	100		

Table 2 shows that 91% consumers favorably perceived the price of service of AKIJ Online Limited of whom 35% consumers are believed, 24% consumers are strongly believed and 32% consumers are very strongly believed, 5% consumer's expressed their neutrality and 4% consumers are disbelieved regarding price of service of AKIJ Online Ltd. That means only 4% consumers are dissatisfied on the price of the AKIJ Online Ltd. On the other hand 61% consumers satisfactory perceived the price of service of BTCL of whom 12% consumer's are very strongly believed, 17% strongly believed, 32% consumer's are believed and 20% consumers are expressed their neutrality and rest 19% play the dissatisfaction level regarding the price of service of BTCL. The mean value of consumer response toward the price of the AKIJ Online Limited is 5.750 which lies in very strong believed category while mean value of BTCL is 4.760 which lies in strongly believed category.

**Table 3: Availability of services of ISPs**

Satisfaction level	AKIJ Online				BTCL			
	F	Percent	Mean	SD	F	Percent	Mean	SD
VSD	2	2.0	5.29	1.409	8	8.0	3.90	1.5209
VD	3	3.0			12	12.0		
D	5	5.00			17	17.0		
N	14	14.0			24	24.0		
B	27	27.0			26	26.0		
SB	28	28.0			10	20.		
VS	21	21.0			3	3.0		
Total	100	100			100	100		

Table 3 shows that 76% consumers favorably perceived the availability of services of AKIJ Online Limited of whom 27% consumers are believed, 28% consumers are strongly believed and 21% consumers are very strongly believed, and 14% consumers expressed their neutrality and 10% consumers are disbelieved regarding availability of services of AKIJ Online Ltd. That means only 10% consumers are dissatisfied of the services of the AKIJ Online Ltd. On the other hand 39% consumers satisfactory perceived the availability of



services of BTCL of whom 3% consumers are very strongly believed, 10% strongly believed, 26% consumer's are believed and 24% consumers are expressed their neutrality and rest 37% play the dissatisfaction level regarding the availability of service of BTCL. The mean value of consumer response toward the availability of the service of AKIJ Online Limited is 5.29 which lies in very strong believed category while mean value of BTCL is 3.90 which lies in strongly believed category.

**Table 4: Promotional activities of ISPs**

Satisfaction level	AKIJ Online				BTCL			
	F	Percent	Mean	SD	F	Percent	Mean	SD
VSD	4	4.0	4.27	1.4554	2	2.0	4.39	1.246
VD	9	9.0			6	6.0		
D	16	16.0			13	13.0		
N	21	21.0			28	28.0		
B	32	32.0			35	35.0		
SB	13	13.0			13	13.0		
VS	5	5.0			3	3.0		
Total	100	100			100	100		

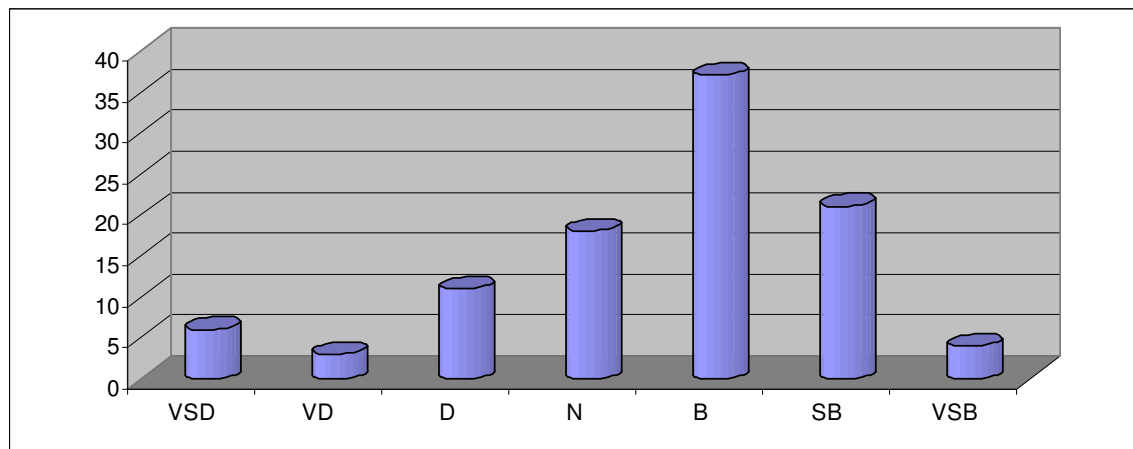
Table 4 shows that 50% consumers favorably perceived the promotional activities of AKIJ Online Limited of whom 32% consumers are believed, 13% consumers are strongly believed and 5% consumers are very strongly believed, and 21% consumers expressed their neutrality and 29% consumers are disbelieved regarding promotional activities of AKIJ Online Ltd. That means only 29% consumers are dissatisfied on the promotional activities of the AKIJ Online Ltd. On the other hand 51% consumers satisfactory perceived the promotional activities of BTCL of whom 3% consumers are very strongly believed, 13% strongly believed, 35% consumers are believed and 28% consumers are expressed their neutrality and rest 21% consumers play the dissatisfaction level regarding the promotional activities of BTCL. The mean value of consumer response toward the promotional activities of AKIJ Online Limited is 4.27 which lies in very strong believed category while mean value of BTCL is 4.39 which lies in strongly believed category.

**Table 5: Image of the ISPs**

Satisfaction level	AKIJ Online				BTCL			
	F	Percent	Mean	SD	F	Percent	Mean	SD
VSD	1	1.0	5.75	1.3209	1	1.0	6.05	1.366
VD	2	2.0			6	6.0		
D	3	3.0			2	2.0		
N	11	11.0			19	19.0		
B	16	16.0			29	29.0		
SB	32	32.0			28	28.0		
VS	35	35.0			13	13.0		
Total	100	100			100	100		

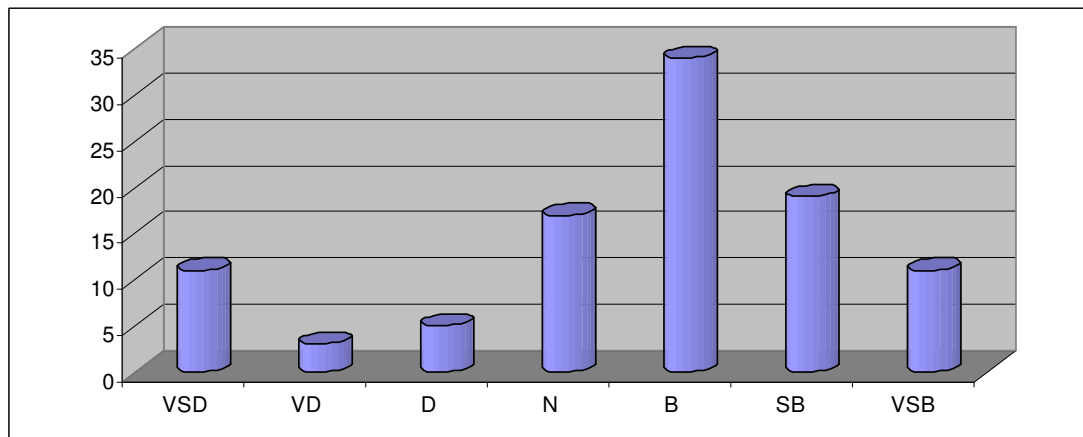
Table 5 shows that 83% consumers favorably perceived the image of the AKIJ Online Limited of whom 16% consumers are believed, 32% consumers are strongly believed, 35% consumers are very strongly believed, and 11% consumer's expressed their neutrality and 6% consumers are disbelieved regarding image of the AKIJ Online Ltd. That means only 6% consumers are dissatisfied on the image of the AKIJ Online Ltd. On the other hand 70% consumers are satisfactory perceived the image of the BTCL of whom 13% consumers are very strongly believed, 28% strongly believed, 29% consumers are believed and 19% consumer's are expressed their neutrality and rest 9% consumers play the dissatisfaction level regarding the image of BTCL. The mean value of consumer response toward the image of AKIJ Online Limited is 5.75 which lies in very strong believed category while mean value of BTCL is 6.05 which lies in very strongly believed category.

Consumes' overall attitude towards the ISP of Akij Online Limited



The graph shows that most of the consumers believe that overall performance of Akij Online Ltd. is in satisfactory level.

Consumers overall attitude towards the ISP of BTCL



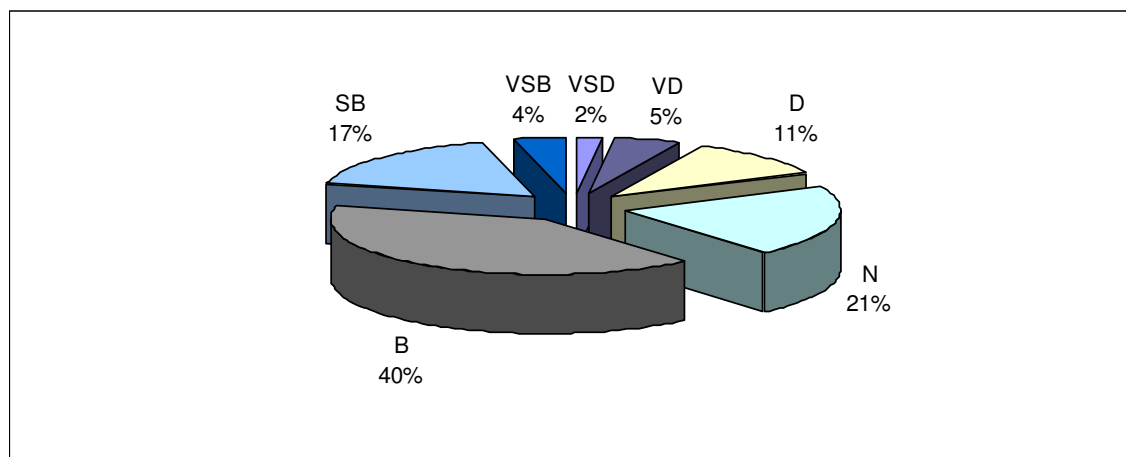
After analyzing data we have found from the graph that most of the consumers believe that overall performance of BTCL is satisfactory.

**Table 6: Consumers' overall satisfaction level of ISPs**

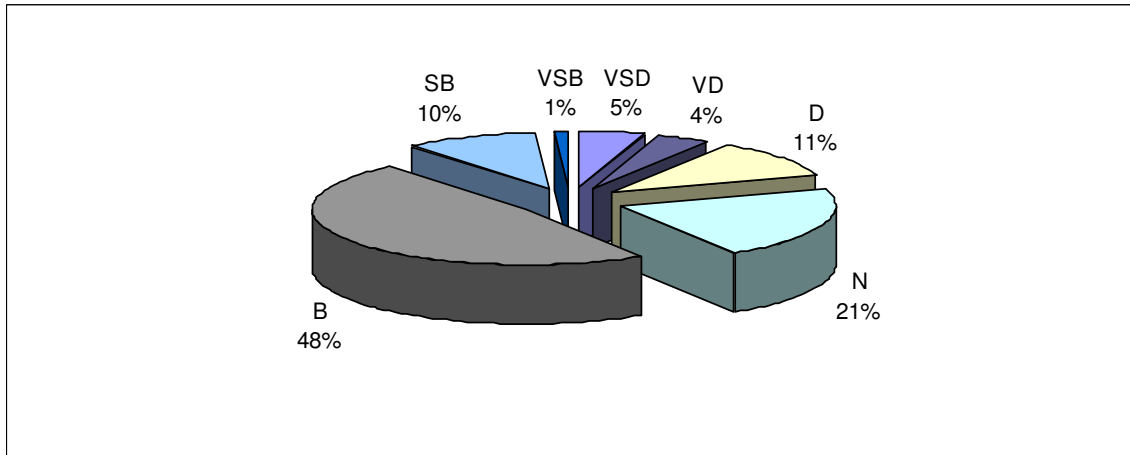
Satisfaction level	AKIJ Online				BTCL			
	F	Percent	Mean	SD	F	Percent	Mean	SD
VSD	2	2.0	4.59	1.264	5	5.0	5.00	1.253
VD	5	5.0			4	4.0		
D	11	11.0			11	11.0		
N	21	21.0			21	21.0		
B	40	40.0			48	48.0		
SB	17	17.0			10	10.0		
VS	4	4.0			1	1.0		
Total	100	100			100	100		

By asking the direct question regarding the overall satisfaction level of the respondents about the AKIJ Online Limited and BTCL we have found the above result. Table 6 shows that 61% consumer's are satisfied regarding all factors of AKIJ Online Limited of whom 48% consumers are satisfied, 10% consumer's are very satisfied, 1% consumers are highly satisfied and 21% consumer's expressed their neutrality. The rest 20% consumers expressed the very bad level towards all factors of AKIJ Online Limited where 5% expressed not at all satisfied. On the other hand 59% consumers are satisfied regarding all factors of BTCL of whom 40% consumers are satisfied, 17% consumers are very satisfied, 4% consumers are highly satisfied and 21% consumers expressed their neutrality. The rest 18% consumers expressed the dissatisfaction level towards all factors of BTCL where 2% expressed not at all satisfied. The mean value of consumer response toward all factors of AKIJ Online Limited is 4.59 which lies in very satisfy category while mean value of BTCL is 4.37 which also lies in very satisfy category. That means the satisfaction level of customers toward the AKIJ Online Limited and BTCL are not so differences. Though AKIJ Online Limited has more beneficial factors but BTCL covered it by major important factors i.e. image of the company and promotional activity. We can show the customers overall satisfaction level about AKIJ Online Limited and BTCL through the pie Chart in below way:

#### Consumers' overall satisfaction level of AKIJ Online Limited



### Consumers' overall satisfaction level of BTCL



### Description of consumers' satisfaction, the Mean and Standard Deviation

Consumers' satisfaction Variable	Mean		Difference	Standard Deviation	
	AKIJ Online Limited	BTCL		AKIJ Online Limited	BTCL
Speed of service	5.18	3.40	1.78	1.920	1.424
Price of service	5.75	4.76	0.99	1.085	1.393
Availability of service	5.29	3.90	1.39	1.52	1.409
Promotional activities	4.27	4.95	-0.12	1.455	1.246
Image of the Company	5.75	6.05	-0.30	1.320	1.366

### Measurement of consumers' attitudes towards the various factors of ISP

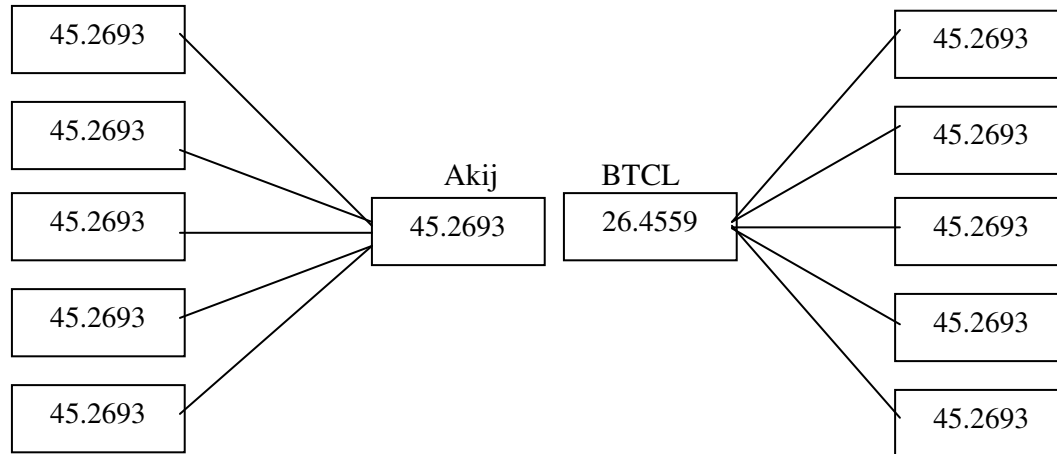
Through the asking question regarding the evaluation and belief of above five (5) factors to the consumer's we have found the consumer's overall attitude toward the ISP of AKIJ Online Limited and BTCL separately. We can present these overall attitudes through the below table:

Factors	AKIJ Online Limited			BTCL		
	ei	bi	eibi	ei	bi	eibi
Speed of service	1.5	5.180	7.77	0.01	3.40	0.034
Price of service	2.04	5.750	11.73	1.02	4.760	4.8552
Availability of service	2.11	5.290	11.1619	1.89	3.900	7.365
Promotional activities	0.62	4.270	2.6474	1.03	4.390	4.5217
Image of the Company	2.08	5.75	11.96	1.6	6.05	9.68
Total			45.2693			26.4559

Attitude towards the AKIJ Online Limited,  $A_o = 45.2693$  and BTCL,  $A_o = 26.4559$

Table shows that consumer's overall evaluation toward the AKIJ Online Limited regarding Speed of service is 7.77, Price of service is 11.73, Availability of service is 11.1619, Promotional activities is 2.6474 and Image of the Company is 11.96. Whereas consumer's overall attitude towards the BTCL regarding these factors are 0.034, 4.8552, 7.365, 4.5217 and 9.68. We can say that these factors are holding the top position in consumer's mind in selecting particular ISP.

Model regarding consumer's attitude toward the ISP of AKIJ Online Limited and BTCL



From the above model, we find that consumer's overall attitude towards the AKIJ Online Limited is 45.2693 and attitude towards the BTCL is 26.4559. The study proves that customer attitude towards the AKIJ Online Limited is favorable than the BTCL. The study further reports that AKIJ Online Limited stands favorably in achieving customer perceptions on internet service provider, price of service and availability of service. BTCL stands favorably in achieving consumer's perception on promotional activities, image of the company. So we can say that mean score of consumers beliefs on various factors show different customer perception. Some of the factors contribute favorably, from consumer attitude towards BTCL and some of them contribute in favor of AKIJ Online Limited.

Paired sample test between AKIJ Online Limited and BTCL

Factors	Paired difference				df	Sig (2 tailed)
	Mean	SD	Std. Error Mean	95% confidence interval of the difference lower level		
Speed of service	-6.00	1.27920	0.1279	-0.8538	-4.690	99.00
Price of service	2.53	1.5496	0.1550	2.2031	14.263	99.00
Availability of service	-.670	1.7063	0.1706	-1.098	-4.054	99.011
Promotional activities	-1.10	1.4354	0.1435	-1.456	-7.772	99.017
Image of the Company	2.420	2.0460	0.2046	1.735	10.799	99.071

**Test result**

Table shows consumers' perception on speed of internet line, price of service, availability of service, after sales services are statistically different at 0.01 level of significance. While only promotional activities and image of the company are statistically difference at 0.05 level of significance. Where as no significance difference have been found out in remaining other factors. By using the test result the researcher conclude the hypothesis testing as:

$H_0$  rejected,  $H_a$  accepted ( $t=-4.690$ ,  $P < 0.01$ );

$H_{02}$  rejected,  $H_{a2}$  accepted ( $t=14.263$ ,  $P < 0.01$ );

$H_{03}$  rejected,  $H_{a3}$  accepted ( $t= -4.054$ ,  $P < 0.01$ );

$H_{04}$  rejected,  $H_{a4}$  accepted ( $t=-7.772$ ,  $P < 0.01$ );

$H_{as}$  accepted,  $H_{os}$  rejected ( $t=10.799$ ,  $P > 0.05$ )

The figure bears result of our hypothesis shows that four variable are accepted and rest one is rejected.

**Recommendation for AKIJ Online Limited**

Through the questionnaire analysis we have observed that AKIJ Online Limited has 3 positive factors among the 5 factors. So, they have to add more positive factors to maintain the market for long time. They should reduce the price of service and make balance with other ISPs so the consumers' do not switch over the company.

They should improve the internet line, availability of service, promotional activities and image of the company. Moreover AKIJ Online Limited should flexible for all facilities and maintain balance to maintain the existing consumer's.

**Recommendation for BTCL**

Through the study we have found that, BTCL had 2 positive favorable factors among the 5 factors. Their main problems were speed of internet line and price of services. 52% consumer directly shows negative comment regarding the speed of internet line of BTCL. So they should recover in these sides. If they can provide the better performance of speed of inter line with maintaining the existing facilities than they will be succeeded to conduct the business for long time. They have to maintain balance with other ISPs.

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**Conclusion**

The study has been conducted for measuring and evaluating the consumers' satisfaction level towards the ISPs in Bangladesh at Rajshahi City using of Fishbein's Multi Attribute Model. This model has been applied for two companies that are top position in Bangladesh at Rajshahi City. This analysis has provided an overall apparent scenario of the company's benefits to the consumer and reasonably importance of the benefits. AKIJ Online Limited has the maximum attitude of AKIJ is 45.2693 where as the overall attitude of BTCL is 26.4559.

The study has identified the mean value are statistically significant or not through the t-test for different factors among the two companies. We found both satisfaction and dissatisfaction of consumers' towards the both ISP. The perfect satisfaction of consumers' ensures the involvement with the company. This positive involvement grips the existing consumers' and create potential consumer. But the companies provided service is not enough to fulfill the consumer requirement. To satisfy the consumer both companies should think about consumers' positive attitude. Internet Service Provider should understand and provide proper emphasis on the different factors that influence the consumer's attitude for buying behaviors. The findings and recommendations of the study may be used for developing the factors related to ISP's services and formulating strategy accordingly.



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