

The Determinants of Customers Attitude Toward Services of Ethiopian Electric Power Corporation: A Case of Addis Abeba, Ethiopia

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Abstract

This study emphasizes the determinants of customer attitude toward EEPKO service, Addis Ababa by considering 3 independent variables; cognitive, affective, conative. The study was performed in quantitative research approaches. To reveal the determinants of customer attitude, explanatory research design were used. For selecting sample respondents' disproportionate stratified sampling was used. The data analysis was performed by inferential and descriptive statistics. The data analysis was processed by IBM SPSS statistical software version 24. The total sample size was 387 Out of which, 310 were returned as 248 residential, 60 commercial and 2 industrial Customers respondents with a response rate of 80.0%, 19.4% and 0.6%, respectively. The researcher supposed that EEPKO shall improve of quality of service in the term maintenance, Customer service and transformers and lines performance. All determinant factors of tri- components have a positive correlation with customer attitude. The ANOVA test result showed that, the value of R and R² obtained under the model summary part was statistically significant. The multiple linear regression analysis revealed that all variables have a statistically significant relationship for customer attitude. The researcher concluded that the tri component models on EEPKO service is significantly determined by these 3 factors of customer attitude.

Keywords: Customer Attitude, Eepco, Cognitive, Affective, Conative.

1. Introduction

Our fast growing modern society depends on a huge amount of electricity usage, which it means that the demand of electricity is increasing rapidly Dijkhuizen et al. (2011). It drives us to care more about environmental and energy sustainability. As Wallin (2010), stated that the reduction of the impact of energy consumption is a priority problem and a great challenge that affects all countries in the world and needs to be tackling from a perspective that will lead to optimizations and savings. The idea of enabling green, clean and a more efficient way of utilize electricity is already at a stage where utility companies or energy providers (including government) are investing heavily upon it Liotta et al. (2012). EEPKO, the only electricity service giver in our country. Customer attitude in marketing terms is defined as a general evaluation of a product or service formed over time Solomon (2008).

Attitude is an important variable when measuring consumer behavior towards an object or a Product/service. It can help to determine what a consumer know, feel, value or how it is position in their mind about that particular object or product/service Evans et al. (2009, p. 105). Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some 'stimulus' or 'object' (e.g., a restaurant, a brand, a service, a retail establishment). Attitudes are viewed as outcome of psychological processes. This implies that attitudes are not directly observable, but can only be inferred from what people say or what they do. In consumer research the data collected on attitudes are the state-of-mind type. According to Hair et al., (2000), state-of-mind data represent the mental attributes of individual that are not directly observable or available through some type of external sources. There are no other means of authenticating related responses. They exist only within the minds of respondents. Therefore, attitudes are assessed by asking questions on or making inferences from behavior. From all these attitude definitions, it apparent that attitude has three important characteristics – the attitude "object", attitudes as a learned predisposition, and that attitudes have consistency. An orientation stable approach that can simplify the meaning of attitude is the tri-component attitude model that breaks attitude down to three fundamental components. Cognitive component – includes an individual's beliefs, knowledge and their perception towards an issue or an object whereas a mismatch between beliefs and reality might take place. This means that these beliefs are of great importance and attached to the individual's self where they reflect how they perceive the situation to be. Affective component includes an individual's feelings or emotions towards the attitude issue or object; these feelings can be positive or negative related to the attitude towards an issue or object and is based on the beliefs that the individual holds. Conative (behavioral) component – includes how an individual is likely to react to the attitude issue or object based on their knowledge towards it and how they feel about it; the readiness to respond behaviorally Evans et al. (2009, pp. 106-107).

1.2. Statement of the problem

The modern society depends on a huge amount of electricity usage, with increasing demand of electricity

Dijkhuizen et al. (2011). Electric Power development was introduced in Ethiopia as early as 1950s, and since then the Ethiopian electric power sector has served over 55 years. The Government of Ethiopia recognized the key role that power sector plays in the economic and social development and growth of the country and has bestowed top priority to the sector and for its expansion. For the success of increasing organization profit, building favorable customer attitude plays a great role for customer satisfaction and contributed for company to build good image/good will and also increase service quality volume of a company Evans et al. (2009).

Different past studies shows that the company service have major problems. for instance (israel, 2005) study Show there was major problems in the technical services provided by Ethiopian electric utility are customer complaining frequent electricity tariffs, failure fixing electricity and power supply connection. So the corporation failed to meet such requirements in order to provide a reliable service to its customers Attitudes. To make sure this problem existing in company interview the manager that work in EEPSCO company the question that i asked him were about the

1. Do you think that your customers are mostly delighted by services you company offer to use.

2. What is your opinion about your company on providing favorable environment for its customer? The manger responded the company has a weakness on the customer attitude based on this look hole the researcher is study about the customer attitude to full fill the gap existing in the company on current situation. And again no research is conducted on EEPSCO Service regarding Customer Attitude using Tri Components Models.

1.3. Objectives of the study

- To measure how do consumers feel about EEPSCO services?
- To investigate how the tri components of attitude will affect the general attitude of customers' towards EEPSCO services.
- To propose possible solutions that may help the Corporation in improving its quality service delivery that will enable to achieve customer satisfaction.

2. Literature review

According to Solomon et al. (2010, p.275), an attitude is „a lasting, general evaluation of people, objects, advertisements or issues“. And anything towards which one has an attitude is called an attitude object. An attitude consists of three parts: affect, behavior and cognition. Affect refers to the way a consumer feels about an attitude object.

Behavior involves the person's aims to do something related to an attitude object. Cognition refers to a consumer's belief holding towards an attitude object Solomon et al. (2010).

According to Robertson (1973), attitude reflects the relationship between a consumer and an object. However, it is difficult to explain the object, as scientists Solomon, Bamossy and Askegaard (2002) assess everything that can impact the attitude towards something as the object of attitude. Attitude can be described as a particular evaluation of an object, which could affect emotions, knowledge or behavior with regard to the object.

Attitude is an important variable when measuring consumer behavior towards an object or a Product/service. It can help to determine what a consumer know, feel, value or how it is position in their mind about that particular object or product/service. According to (Evans et al., 2009)“attitude is a complex mental state involving what we know, our feelings, our values dispositions to act in certain ways“. for the success of increasing organization profit, building favorable customer attitude plays a great role for customer satisfaction and contributed for company to build good image/good will and also increase service quality volume of a company. Meselework (2004) examined the applicability of alternative customer attitude measure in the ethio-telcom industry by use tri-component model to measure the overall customer attitude. The result indicated that the study show that The effect of three attitudinal components namely cognitive, affective and conative on general attitude is tested using correlation and regression analysis. A moderately significant relationship is acquired in both analyses for all predictors. Generally, as compared to others, high coefficients are characterized from affective component which dictates that customers' love, emotions and feelings are the dominant predictors of general attitude towards ethio telecom new products/services. As a result, it is confirmed that tri component model of attitude is applicable for the case of ethio telecom.

There was a few researchers attempt to find out the relationships between customer attitude and tri component . Researchers argue that tri components are the predictors of customer attitude Andersson & Fredriksson (2012) , found that most of the decision- makers (59.4 %) have a negative attitude toward E-mail marketing and only 1.6 % have a positive attitude. consumer Attitude have negative significant influences. Umit Basaran (2016)studied examining the relationships of Cognitive, Affective, and Conative Destination Image: A Research on Safranbolu, Turkey. According to his survey study show that that both cognitive and affective components have an impact on tourists behavioral intentions. However, the direct effect of cognitive destination image is greater than affective destination image. Besides, it was determined that affective destination image mediates the relationship between cognitive and conative destination image. Therefore, thirdly it is revealed that

affective destination image is an important predictor of the conative destination image, in addition to cognitive destination image, and affect is also crucial for increasing loyalty, and consequently for the development of a strong relationship between tourists and the destination.

3. Research methodology

3.1. Research design

Research design is the plan showing the approach and strategy of investigation aimed at obtaining relevant data which fulfills the research objectives and answer questions Kothari (2002). This research, entitled as the determinants of customers' attitude towards services of EEPKO is categorized as explanatory type because of the fact that it attempts to identify causal factors and outcome of the target phenomenon. With this regard, to what extent a change in the three components of attitude as independent variables explains the general attitude as dependent variable is the focus of this study. In addition, the emphasis of explanatory research is studying a Problem or a phenomenon in order to established causal relationship among variable Saunders et al. (2000).

3.2. Sampling design and techniques

A sample design is a definite plan for obtaining a sample from a given target population and it refers to the techniques or procedures the researcher would adopt in selecting items for sample Kothari (2004). It involves selecting participants from the part of the population which is close to hand. This strategy was chosen for this study because sampling participants using list of customers who have using the service of the industry will be a challenge for the researcher. Therefore researcher prefers to use this sampling technique to get the required information from the required respondents at a place. The target populations in this research paper were Residential Customers, Commercial, Customers, and Industrial Customers of EEPKO in South Addis Ababa Region (specifically in werda six).

Yamane (1967) provides a simplified formula to calculate sample sizes of finite population, which is used to determine the sample size for this study paper. A 95% confidence level was assumed for this formula to determine the sample size, at $e=0.05$. The sample size is determined by the following formula.

Where n is the required sample size, N is the population size and e is the level of precision. Therefore:

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

3.3. The study variables

The concept of the Tri-component attitude model is that the three components of attitudes: *affect*, *conation* and *cognition* are interconnected.

3.4. Data collection method

Primary data was collected from all the stakeholders involved in the study. Quantitative data was collected using self-administered questionnaire and qualitative data was collected using interview. The qualitative data was later transcribed for triangulation.

3.5. Method of data analysis

SPSS is used first the responses of the participants were coded in Excel spreadsheet and then exported to SPSS to analyze the findings. After exporting to SPSS, the raw data concerning the respondents' demographic and organizational variables were depicted using different tables. After the respondents profile was presented, the customer attitude variables were processed using descriptive statics and inferential. Descriptive analysis consists of central tendency measurements (frequency and frequency distribution, percentage, valid & cumulative percentages and comparison of mean). In addition to this, with the help of SPSS, figures and tabular explanations are used. Inferential statistical tools like; ANOVA, correlation and multiple linear regression also used so as to present the findings and analysis of this particular study with the help of statistical package for social sciences (SPSS) software. For analyzing the data collected from the respondents, each 3 variables was summed individually and converted into the average response of each variable. This is due to the fact that, originally the data collected using a five point Likert scale was measured at an ordinal level as a non- parametric nature, and in order to convert the data into continuous and for making it as a parametric nature. Hence it is possible to conduct Pearson correlation and linear multiple regression Creech (2011).

4. Results and discussion

4.1. Correlation coefficients

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

level and used to measure based on the deviation from the mean Muluadam (2015).

Table 4. 1 : Measures of Associations and Descriptive Adjectives

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

Source: (MacEachron, 1982)

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

Cognitive component

Table 4.8 Correlations between cognitive component and general attitude

Correlations

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

Source : Own Primary Data Survey, 2018

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

Affective component

Table4. 9 correlation between affective component and general attitude

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

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

Source : Own Primary Data Survey, 2018

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

Conative/behavioral component

Table 4.2 Correlations between conative component and general attitude

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

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

Source : Own Primary Data Survey, 2018

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

4.2. Regression Analysis

Regression analysis: is the relationship between a dependent variable together with one or more independent variables. In order to see if there exists a relationship between the variables as well as to what extent of strength the relationship has. The relationship can only be measured to its mathematical relationship as no causality can be assumed in its measurement, Malhotra (2010). This research has preferred to administer multiple regression analysis since the numbers of independent variables to predict the dependent variable are three namely cognitive, affective and conative. Multiple regression analysis is defined as “a statistical technique which analyzes the linear relationships between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line” Hair et al. (2004, p.578) .

Assumption 1 - Normality test

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

Table4. 3 Normality Distribution Measures through Skewness and Kurtosis

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Customer service factors	310	.223	.138	.585	.276
Power, transformers, protection devices and lines performance, reliability & availability factors:	310	-.079	.138	.523	.276
Maintenance factors	310	1.014	.138	1.957	.276
Billing factors	310	-.579	.138	.254	.276
Building positive customers' attitude strategies	310	.057	.138	-1.133	.276
Cognitive Component	310	.803	.138	.734	.276
Affective Component	310	-.509	.138	.818	.276
Conative or Behavior	310	-.910	.138	.626	.276
General Attitude	310	.032	.138	.063	.276
Valid N (listwise)	310				

Source : Own Primary Data Survey, 2018

As indicated in the above table all scores of all skewness and kurtosis statistics needed to be within the acceptable ranges of ± 1.0 . In the present study since all the values of skewness and kurtosis for each variable are within an acceptable range. Thus one can conclude that all variables are normally distributed

Assumption 2 - Independence of Residuals

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

Table 4.4 Durbin-Watson Statistics for Independence of Residuals

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.724 ^a	.525	.520	3.83817	.525	112.645	3	306	.000	1.688

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

Assumption 3 – Multi-collinearity of the Regression Variables

Multi-collinearity in regression occurs when predictor variables (independent variables) in the regression model are more highly correlated with other predictor variables than with the dependent variable. VIF was used to test the assumptions of regression analysis; because the most common methods of testing the fitness of survey data to regression analysis or model fit to survey data was multi co-linearity test and it shows how multi-collinearity has increased the instability of the coefficient estimates Freund and Littell (2000, p. 98). Related to this, the VIF is the tolerance statistics. With regard to this, values below 0.2 indicate serious problem Andy (2014). Multi co-linearity of the regression result for Tri components were tested using Pearson correlation matrix, for the regression model correlation between the explanatory variables were Moderate. The statistics of co-linearity test results also show in table 14. that the model have a tolerance value greater than 0.2 and VIF less than 10 indicating that there was no serious multi-collinearity in the survey data.

Regression result of customers Attitude Model summary

Table 4.5 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.525	.520	3.83817

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

Source: SPSS Regression Output, 2018

As the above table 13 depicts that, the coefficients of determination R² are 0.525. This shows that independent variables of Customers Attitude explain 52.5 percent of dependant variable (General Attitude). The rest of 47.5 percent is explained by other factors or variables out of the scope of the study.

Regression coefficients

Table 4.6 Beta coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	-1.845	1.029		-1.793	.074		
Cognitive Component	.209	.025	.338	8.240	.000	.921	1.086
Affective Component	.161	.027	.282	6.048	.000	.713	1.403
Conative or Behavior	.683	.086	.363	7.984	.000	.749	1.335

a. Dependent Variable: General Attitude

Source: SPSS Regression Output, 2018

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

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

Table 4.7 ANOVA Model

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

a. Dependent Variable: General Attitude

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

In the above ANOVA table, the column labeled, sum of squares describes variability in the customer Attitude value of the regression. The regression sum of the squares is the deference between total sum of the squares and residual sum of the squares which is (TSS-RSS= 9486.142- 4507.852 = 4978.290). The total degree of freedom is 310-1=309, one class less than the number of observation. The regression model has sums of the mean square of 1659.430 (4978.290/3), and residual mean square is 14.732(4507.852/306).

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

Test of the Hypotheses

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

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

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

The result of the multiple regression analysis found that the variable cognitive had a beta value 0.209 and

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

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

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

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

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

H3: There is a significant relationship between conative and customer attitude. The regression analysis showed that conative had a beta value of 0.683, which was the highest of all the variables and p-value 0.000 sig. level. The data analysis also found that conative was moderate correlated to customer attitude with a significant Pearson coefficient of 0.563^{**} with a p-value of 0.01 significant level. With this data we can support the developed alternative hypothesis (*H3*) and we have very strong evidence to reject the null hypothesis. So the finding concludes that there is a significant and positive relationship between conative and Customer attitude.

4.3 Summary of Findings

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

- The sum of the independent variables average Cronbach's alpha value is ($\alpha = 0.741$) and the reliability test of the study is located on "Acceptable" range.
- Out of 310 respondents, 59 % (183) of the respondents are male whereas the remaining 41% (127) are Female.
- The largest majority of the respondents age falls at an age category of below 31- 40 accounted for the percentage of 135(43.5%), of the total 310 respondents .whereas, Between 21-30 years of age was reported 84 (27.1%) of the time, the next 41-50, above 50 and less than 20 years ages was 54 (17.4%), 24(7.7%) and 13(4.2 %), respectively.
- The feelings of customers towards EEPSCO offers is negative, it cannot be generalized that have negative attitude towards EEPSCO services since feelings are not the only predictors of general attitude.
- The correlation between customers attitude and *cognitive* is positive and significantly correlated at ($R = .480^{**}$), ($P < 0.01$ with moderate magnitude of correlation).
- The correlation between customer attitude and affective is positive and significantly correlated at ($R=.558^{**}$), ($P < 0.01$) with moderate magnitude of correlation.
- The correlation between customer attitude and conative is positive and significantly correlated at ($R=.563^{**}$), ($P < 0.01$) with moderate magnitude of correlation.
- The model summary results showed that, a linear combination of all the independent variables considered under the study predicts ($R^2=.525$), of the variance in the dependent variable sales performance.
- The ANOVA test result showed that, the value of **R** and **R²** obtained under the
- model summary part was statistically significant at ($F=112.645$), ($P < 0.001$).
- The un standardized beta coefficient of each independent variables is; cognitive($\beta=0.29$), $\beta= (0.161)$ and conative $\beta= (0.683)$ respectively.

4.4. Conclusion

This study emphasizes on the determinants of customer attitude toward service EEPSCO operating in south Addis Ababa by considering 3 independent variables. Those determining factors with their relative importance contribution for the customer Attitude of the company cognitive, affective and conative. All determinant factors of have a positive correlation with customer attitude .The correlation between the dependent variable customer attitude and the 3 independent variables was with magnitude ranges of "moderate" level of correlations. The pre-model fitting 3 test (i.e., Normality, Independence of Residuals and Multi co-linearity) of multiple regressions

are met accordingly. The model summary results showed that, a linear combination of all the independent variables considered under the study predicts 52.5% of the variance in the dependent variable customer attitude. The ANOVA test result showed that, the value of R and R² obtained under the model summary part was statistically significant.

4.5. Recommendation

- Based on the findings and conclusions the following constructive recommendations were given to the top EEPSCO service management and the staff of the Corporation.
- The main problem is power interruption that increasing the cost of production of manufacturing industries, which in turn makes it extremely difficult for to emerge competitive on the market.
- EEPSCO shall improve quality of service in terms of transformers, protection device and line performance, maintenance, customer service and billing factors which in turn enhance positive input customer attitude towards services.
- The company can influence by working on the affective, conative and cognitive elements of customer attitude.
- Most of the existing power transformers and lines performance are aging so the transmission lines are unable to accommodate the ever increasing electric flow. improve the capacity of Transformers, line performance, Avoid Aging networks were also being replaced; supportive electric transformers must be installed.
- Finally, the summary of recommendation forwarded by the researcher were, EEPSCO management needs to emphasize Customer Attitude. Due to the fact that EEPSCO firms do not provide tangible products, their service quality is usually assessed by measures of the service-provider's relationship with customers. Thus, EEPSCO service management should pay attention to staff skill possession, knowledge, attention to customers and their needs, offering of fast and efficient services and general attitude to customer services.

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