ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

DETERMINANTS OF CUSTOMERS' BEHAVIORAL INTENTION TOWARDS USING ETHIO TELECOM CALL CENTER CHANNELS

BY

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A Thesis submitted to Addis Ababa University School of Commerce Department of Marketing Managment in Partial Fulfillment of the Requirements for the Degree of Masters of Arts in Marketing Management

October 2018
Addis Ababa, Ethiopia

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DECLARATION

I declare that this thesis study for the M.A. degree in marketing management at the University of Addis Ababa School of commerce, hereby submitted by me, is my original work and has not previously been submitted for a degree at this or any other University, and that all references materials contained therein have been duly acknowledged.

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Signature---------- Signature----------

Date ---------- Date----------

CERTIFICATION
ADDIS ABABA UNIVERSITY
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This is to certify that the thesis prepared by Helen G/selassie, entitled **"Determinants of Customer Behavioral Intention towards Using Ethio Telecom Call Center Channels"** and submitted in partial fulfillment of the requirements for the award of the Degree of Master of Arts (Marketing Management) compiles with the regulations of the University and meets the accepted standards with respect to originality and quality.

Approved by the Board of Examiners:

Adviser: Mesfin Workineh (PhD) Signature _____Date_____

Examiner _____ Signature _____Date_____

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TABLE OF CONTENTS

ACKNOWLEDGEMENTS ..... **iv**

LIST OF ACRONYMS & ABBREVATIONS ..... **v**

LIST OF TABLES ..... **vi**

LISTS OF FIGURES ..... **vii**

CHAPTER ONE **1**

1. **Introduction** 1

1.1. Background of the Study 1

1.2. Statement of the Problem 3

1.3. Research Questions 5

1.4. Objective of the Study 5

1.4.1. General Objective 5

1.4.2. Specific Objectives 5

1.5. Significance of the study 6

1.6. Scope of the Study 6

1.7. Limitations of the study 7

1.8. Definition of Terms 7

1.9. Organizations of the study 8

CHAPTER TWO **9**

REVIEW OF RELATED LITERATURE **9**

2. Introduction **9**

2.1 Theoretical Review 9

2.1.1 Technology Acceptance Theories and Models 12

2.1.1.1 Technology Adoption Model (TAM) 12

2.1.1.2 Theory of Reasoned Action (TRA) 17

2.1.1.3 Theory of Planned Behavior (TPB) 18

2.1.1.4 Decomposed Theory of Planned Behavior (DTPB) 19

2.1.1.5 Unified Theory of Acceptance and Use of Technology (UTAUT) 20

2.2 Empirical Review 22

2.3 Conceptual Frame Work 25

CHAPTER THREE **26**

RESEARCH METHODOLOGY 26
3. Introduction..... 26
3.1. Research Approach 26
3.2 Research Design..... 27
3.3. Data Source 27
3.4. Population and Sample..... 28
3.4.1 Population Definition..... 28
3.4.2. Sampling Technique..... 29
3.5. Sample Size..... 29
3.6. Sampling Procedure 30
3.7. Data Gathering Instruments 30
3.8. Data Analysis Technique 31
3.9. Validity & Reliability..... 31
3.10. Ethical Consideration..... 32
CHAPTER FOUR..... 33
ANALYSIS OF DATA AND PRESENTATION OF RESULTS..... 33
4. Introduction..... 33
4.1 Sample and Response Rate 33
4.2 Validity & Reliability Testing 34
4.3 Demographic Characteristics..... 35
4.3.1 Age of Respondent..... 35
4.3.2 Gender of Respondents 36
4.3.3 Education Level of Respondents..... 37
4.3.4 Occupation of the Respondents..... 38
4.4 Detailed Data Analysis 39
4.4.1 Preference of ethio call center over other channels..... 39
4.4.2 Reason for choosing ethio call center channel 40
4.4.3 Which call center channel you often use?..... 41
4.4.4 Perceived Ease of Use..... 42
4.4.5 Perceived Usefulness 45
4.4.6. Social Influence..... 49
4.4.7 Perceived Enjoyment 51

4.4.8 Behavioral Intention (BI) 54
4.5 Testing the Hypothesis 56
4.5.1 Correlations Analysis 57
4.5.2 Regresstion Analysis 61
4.5.3 Summary of Hypothesis Result 62
4.6 Discussion 63
CHAPTER FIVE 64
SUMMARY, CONCLUSION AND RECOMMENDATION 64
5. Introduction 64
5.1. Summary of Key Findings 64
5.2. Conclusion 65
5.3 Recommendation 66
5.4 Recommendation for further research 67
REFERENCES 68
APENDICES 1 72
APENDICES 2 77
APENDICES 3 82

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Helen G/selassie

LIST OF ACRONYMS & ABBREVATIONS

IVR: Interactive voice response

TAM: Technology Adoption Model

TRA: Theory of Reasoned Action

TPB: Theory of Planned Behavior

DTPB: Decomposed Theory of Planned Behavior (DTPB)

UTAUT: Unified Theory of Acceptance and use of Technology

PEOU: Perceived Ease of Use

PU: Perceived Usefulness

PEN: Perceived Enjoyment

SI: Social Influence

NAAZ: North Addis Ababa Zone

EAAZ: East Addis Ababa Zone

LIST OF TABLES

Table 4.1: Summary of Cronbach's Alpha ……35

Table 4.2: Age of Respondents ……36

Table 4.3: Gender of Respondents ……37

Table 4.4: Education Level of Respondents ……..38

Table 4.5: Occupation of Respondents ……..39

Table 4.6: Preference of ethio call center over other channels ……41

Table 4.7: Reason for choosing ethio call center channels ……...…41

Table 4.8: Ethio call center channel used ……..…42

Table 4.9: Frequency of respondents to perceived ease of use ……..…..43

Table 4.10: Descriptive statistics of perceived ease of use ……...…45

Table 4.11: Frequency of respondents to perceived usefulness ……..…..46

Table 4.12: Descriptive statistics of perceived usefulness ……49

Table 4.13: Frequency of respondents to social influence ……50

Table 4.14: Descriptive statistics of social influence ……52

Table 4.15: Frequency of respondents to perceived enjoyment ……..…..53

Table 4.16: Descriptive statistics of perceived enjoyment ……..…..55

Table 4.17: Frequency of respondents of behavioural intention ……...……56

Table 4.18: Correlation between perceived ease of use and behavioural intention ……..…58

Table 4.19: Correlation between perceived usefulness and behavioural intention ……...…59

Table 4.20: Correlation between social influence and behavioural intention ……...…60

Table 4.21: Correlation between perceived enjoyment and behavioural intention ……...…61

Table 4.22: Regression……...62

Table 4. 23: Summary of hypothesis result ……...……64

LISTS OF FIGURES

Figure1. Original Technology Acceptance Model (TAM)……. ……. 15

Figure 2: TAM 2 ……....17

Figure 3: Theory of Reasoned Action (TRA)…….. 18

Figure 4: Theory of Planned Behavior (TPB)…… 19

Figure 5: Decomposed theory of planned behavior (DTPB)……... 20

Figure 6: Unified Theory of Acceptance and use of technology (UTAUT)…..….. 22

Figure: 7 Proposed Research Model (developed by student researcher)…….. 26

Abstract

The purpose of this study was to examine determinants affecting the behavioral intention of customers toward using ethio telecom call center channels with an application of TAM. Thus, this study identifies and investigates the determinants which influence customers' decision to use ethio call center. The research model includes the basic concepts of the original Technology Acceptance Model (TAM), as well as the extended. The model is tested to determine its predictive power with respect to individual's behavior when considering the use of ethio call center. A survey questionnaire was developed and employed to collect data from 280 ethio telecom customers who found at West Addis Ababa zone and North Addis Ababa zone. The research has found that customers will consider using ethio call center channels as long as it is perceived to be useful and perceived to be easy to use gives them enjoyment. Furthermore, these customers consider the influence of other important persons to use or not to use the system. Social influence was found to be significantly and positively correlated to behavioral intention. The result of the data analysis contributes to the body of knowledge in the area by demonstrating that how user perceptions about call center affected by considering perceived usefulness and ease of use as well as social influence which will bring enjoyment. Although the study has its limitations, the implications of the results allow providing practical recommendations to the telecom industry, and directions for further work.

Key Words: ethio telecom call center, call center cahannels, behavioural intention

CHAPTER ONE

1. Introduction

In this chapter background of the study, statement of the problem, research questions, objective of the study, significance of the study, scope of the study, limitation of the study, definition of terms, organization of the study and research schedule are addressed.

1.1. Background of the Study

A person's attitude towards a behavior is determined by his belief that a particular behavior leads to a particular outcome and his evaluation of the outcome. Subjective norms are determined by the person's perception of what others around him believe that he should do. The intention is the immediate antecedent of the behavior. Intentions capture the motivational factors that influence a behavior, showing how hard people are willing to try, and how far they are willing to go in order to perform the behavior (Ajzen, 1991). The stronger a person's intentions, the greater his will to perform the behavior. Consequently, the likelihood of performing the behavior increases. The relationship between intention and behavior will hold if the target, action, context and time (TACT) elements are identical and appropriate measurement procedures have been employed (Fishbein and Ajzen, 1975). Attitude is formed on the basis of three general classes of information: affective information, cognitive information and behavioral information. (Fishbein and Ajzen, 1975) Affective information refers to how the person feels towards the subject, cognitive information refers to what a person thinks about the subject, and behavioral information comes from the past and future behavioral intentions in relation to the target. The cognitive component or information processing approach is used in attitude formation in both the theories of reasoned action and planned behavior (Ajzen and Madden, 1986).

Behavioral Intention (BI) is the probability or a measure of strength of one's intention to perform a specific behavior. Strong BI to use a technology will reflect the individual's acceptance and use of the technology, and this is the key measure of the success of the technology system. Technology Acceptance Model (TAM) is among the proposed model for studying the acceptance of technology and was developed by Davis (1989) and was derived from the Theory of Reasoned Action (TRA). According to Davis, both the independent variables perceived ease of use (PEOU) and perceived usefulness (PU) had an impact on people's intention to use, eventually, contributing to the use or non-use. (Fishbein & Ajzen, 1975).

Telecommunication services are categorized under technology and Call centers have become a central element in companies' operations, as it is the main place of communication between the companies and their customers. Ethiopian Telecommunication Corporation (ETC), currently named as Ethio telecom, is oldest public telecommunications operator in Africa. It has been providing various telecom services to the country since its establishment, 1894. (Worku Bogale, 2005)

In the year of 2010, the Ethiopian government has decided to transform the telecommunication infrastructure and services to world class standard, considering them as a key lever in the development of Ethiopia. Thus, ethio telecom is born from this ambition in order to bring about a paradigm shift in the development of the telecom sector to support the steady growth of the country. (Worku Bogale, 2005).

Ethio telecom call center organized in new way at the time of transformation to serve the customer in a better way and it functions using two access numbers 994 and 980. 994 is dedicated for residential and SOHO/SME customers to enquire any after sales issue; such as complaint, request for information, bill related issues, etc. 980 is dedicated for high class customers and key account customers for similar purpose as 994. All activities of the contact center are managed system wise. The call center is serving all customers country

level in five different languages (Amharic, English, Afaan Oromo, Tigrigna and somali). Customers can access the call center in various channels which are already implemented:

1. Self - service
    - Calling to 994 and using Interactive voice response (IVR)
    - USSD *994#
    - Sending SMS 994 to 994

2. With the support of call center employees
    - Call to 994
    - Email to 994@ethiotelecom.et
    - SMS to 8994
    - Web chat using https://www.ethiochatroom.et
    - Using social media like facebook

1.2. Statement of the Problem

Most companies are increasingly extending their customer service center beyond the traditional contact center. Thus, the growing interest in call centers among researchers and business professionals is understandable. Since their advent, call centers have become the main contact channel between companies and customers, and at the same time, they have become a massive employment generator and industry in themselves. (Aksin, Karaesmen 2007).

Call center provide benefits for both the service provider and the customer as well. Many researchers from USA, UK, Finland, Malaysia, Taiwan, etc. have proved that the use of technology positively affects the customers‘ satisfaction. But some researches evidenced that, technology based service cannot satisfy each and every need of the customers‘ since every single customer has various needs and wants regarding particular service. Thus, there might be some possibilities of gaps between customers ‘expectation and actual service perception in ICT based service, which leads to customer dissatisfaction. As a result

studying what factors really push people‘s toward using that particular technology will be crucial in order to provide the service as the expectation of customer‘s.

Ethio telecom call center operates 24/7 to accept customers complaint, request for information, bill related issues, etc. It is accessible in two major channels called self-service and with the support of call center employees. In addition to this, customers can contact the operator in five different languages too. Despite this success, however customers still suffer from a variety of problems such as: long queue to get call center employee, network problem for self-service and insufficient information forwarded by employees.

Researches were conducted in the area of ethio telecom call center services. These researches are related to customers' satisfaction and service quality. They focus on how to improve service delivery of the contact center and how to boost satisfaction of customers while using the call center services. But no research has been conducted in the area of customers' intention to use ethio telecom call center channels. But this research focuses on the determinant factors that contribute to the intention of customers to use ethio call center channels.

Ethio telecom officially closed all other channels to accept any customers request and complaints. Customers need to use only available call center channels to request any information and to get telecom related support. But in practice lots of customers scarify their money and time visiting ethio shops for getting support but, they cannot be successful. On the other hand the call center is available with different options (self – service or with support of call center employees) but customers still did not use these channels effectively. So, student researcher plans to investigate the determinants of customer behavioral intention towards using ehtio telecom call center channels. User‘s attitude and acceptance of a system is important on successful adoption of the system (Davis, 1989). The quality and effectiveness of a system can only be validated with its level of users' acceptance. A system that satisfies users' needs boosts satisfaction with the system and is an indicator of the system‘s success. To improve the delivery of efficient and effective service, it is

important to study the reasons why people decide to use or not to use. So, the finding of this study will give an insight to the management of ethio telecom about what are the perceptions of customers regarding its service related to call center and to take corrective action for effective and efficient uses of implemented technologies.

1.3. Research Questions

Main research question

What are Determinants of Customers Behavioral Intention towards using ethio telecom call center channels?

Specific research question

- Do ethio telecom customers perceive ethio contact center is easy to use?
- Do ethio telecom customers perceive contacting the company through call center is useful?
- Does social influence have an impact into ethio telecom customers to use call center channels?
- Do ethio telecom customers enjoy using ethio call center channels?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of this study is to analyze the determinant factor of Customer Behavioral Intention towards using ethio telecom call center channels.

1.4.2. Specific Objectives

The specific objectives include:

- To investigate customers perception regarding easiness to use ethio telecom contact center channels.

- To investigate customers perception in contacting the company through call center is useful
- To examine social influence has an impact into customers to use ethio call center
- To explore customers perception regarding contacting the company through call center is joyful

1.5. Significance of the study

This study is significant to give feedback to management, customers, other stakeholders and researchers about an insight into the determinant factors of customers' intention to use ethio telecom call center with respect to customers. Student researcher also will get experience from this duty as the first researcher. The finding and results that would be obtained from this study would give a ground to managements to make decisions.

This study will serve as valuable source of information that may shed some light on the intentions of customers. It will provide a feasible solution for the problems identified and helps researchers in provision of information as secondary data for future use.

1.6. Scope of the Study

This study intends to cover the topic of "Customers' behavioral intention towards using ethio telecom call center channels". Among all the various variables which have an impact to customers' behavioral intention, this research only focus on perceived ease of use, perceived usefulness, social influence and perceived enjoyment. Technology Adoption Model (TAM) was used to investigate intention of customers towards using ethio telecom call center services.

Ethio call center is open for 24/7 to all customers and serves in five different languages (Amharic, English, Oromiffa, Solali and tigrigna). Ethio telecom structured in to regional and zonal offices with two major market segments called enterprise and residential customers. There are ten regions and six zones around the country. This study focuses on

only residential customers who live in Addis Ababa specifically at North Addis Ababa and East Addis Ababa Zone. Other zones found in Addis Ababa and all regions were not included to this study. Important information gathered using questionnaires from customers found at North Ababa Zone (NAAZ) and East Addis Ababa Zone (EAAZ) with in four weeks time.

1.7. Limitations of the study

This research is limited by the fact that it represents the views of specific group and not the entire population because of sampling method used. Since the data was collected by convenience sampling method, it may represent the views of a specific group and not the entire population. Some groups might be over-represented and some groups might be under-represented. For the reasons stated above, we cannot generalize the conclusions drawn from this research and say that this is what applies to all the people.

1.8. Definition of Terms

The following operational definitions are given for the terms used in this study.

Behavior Intention: is the probability or a measure of strength of one's intention to perform a specific behavior (Ajzen,1991)

Perceived Usefulness: The extent to which an individual believes that using a particular system will enhance their productivity (Davis, 1989)

Perceived ease of use: The degree to which an individual believes that using a particular information technology system would be free from effort. (Davis, 1989)

Perceived enjoyment (PEN) is defined as the degree to which the activity of using technology is perceived to be enjoyable in its own right apart from any performance consequences that may be anticipated (Davis, Bagozzi, & Warshaw,1992).

Social Influence: The perceived social pressure to perform or not to perform the behavior Ajzen (1991)

1.9. Organizations of the study

This study organized in to five parts; the first chapter provides background of the study, statement of the problem and basic questions, objectives of the study, delimitation of the study, definition of key terms, and organization of the study. Chapter 2 provides literature review of the most important concepts of customer behavior intention. This chapter provides an insight into these concepts by focusing on previous research studies in this area and present review literature relevant to the study. Chapter 3 covers research design and methodology. Chapter 4 consists of analysis and interpretation of data. Finally chapter 5 addresses the summary, conclusion and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2. Introduction

This chapter tries to deal with review of literature on behavioral intention. The chapter organized in to three categories called theoretical review, empirical review and conceptual framework.

2.1 Theoretical Review

Behavioral Intention (BI)

The Theory of Reasoned Action (TRA) is one of a group of psychosocial theories of human social behavior referred to collectively as expectancy value theories. The name reflects a process thought to precede all behaviors: Decisions to act or not to act are the result of an assessment of the likelihood of specific outcomes associated with the act along with the subjective value assigned to those outcomes. When the assessment produces a positive evaluation, a decision is made (usually) to act. That decision is the BI, which is the only proximal antecedent to behavior in the TRA and Theory of Planned Behavior (TPB). (Feather & Newton, 1982)

Specific antecedents to BI in the TRA and TPB are subjective norms (what important others want one to do) and attitudes toward the behavior (e.g., one‘s affective reaction to performance of the behavior). (Feather & Newton, 1982)

Intentions have been defined in the TRA/TPB as: the amount of effort one is willing to exert to attain a goal behavioral plans that enable attainment of a behavioral goal or simply proximal goals. In essence, intentions can be conceived of as goal states in the expectancy

value tradition that are the result of a conscious process that takes time, requires some deliberation, and focuses on consequences. (Ajzen, 1991)

Ajzen (1991) described that intentions are assumed to capture motivational factors that influence a behavior and can also be a measure of how much effort someone is willing to exert when performing a behavior. Attitude is defined as an individual‘s feeling, either positive or negative, about performing the behavior. Behavioral Intention is an indication of how hard people are willing to try and of how much an effort they are planning to exert, in order to perform the behavior, influenced by three components: person‘s attitude toward performing the behavior, the perceived social pressure, called subjective norm and perceived behavioral control Behavioral intention (BI) is then decomposed into two components: attitude towards the behavior (Act) and subjective norm (SN). Attitude towards the behavior is predicted by salient beliefs about a behavior, weighted by the subject estimation of the likelihood that performing that behavior will result in a given outcome. (Ajzen, 1991) Subjective norm is predicted by normative beliefs about what relevant other people (salient referents) would advise, weighted by the subject‘s motivation to comply with the advice of those people. (Ajzen, 1991)

Attitude and Intention

Intentions have often been viewed as the conative component of attitude and have usually been assumed that this conative component is related to the attitude‘s affective component. This conceptualization has led to the assumption of a strong relation between attitude and intentions. The attitude-behavior problem is one that has concerned communication theories and researchers for several years. Attitude conceived of as a person‘s generalized evaluation of an object, has figured prominently in explanation of the effects of persuasive communication (Fishbein and Ajzen, 1975).

There is substantial theoretical support for the proposition that consumer attitudes have a direct relationship with intentions (Ajzen, 1991). Previous research in self-service technology has also found a significant relationship between a customer's attitude toward using a self-service technology and their intentions. Consumers who use a self-service

technology are going to form an attitude about their experience, whether good or bad. These attitudes will then influence a customer to continue or reject using the technology. The attitude of the consumer will often act as a driver of customer intentions.

Factors Affecting Behavioral intention Recently, Ajzen (1991) discussed factors that may affect the behavior intention and, therefore, should be taken in to account when constructing BI measures.

Aggregation As with most constructs, indices of BI are most reliable and have the highest predictive validity when they include multiple items. Thus, if the relevant behavior is diet, the criterion and the BI measures should both include different variations of the focal construct (e.g., eat fruits and vegetables, monitor fat intake, and avoid sweets).

Principle of compatibility It states that the BI and behavioral measures should involve exactly the same action, target, context, and time. Thus, a more global or abstract intention intend to drive safely may not accurately predict a specific behavior, such as wearing seat belts.

Commitment If the behavior (goal) is important to the individual, his/her expressed intention to do it should relate more strongly to its performance. Commitment and strength of intention are likely to be correlated, however; so measuring commitment may be redundant with assessment of BI.

2.1.1 Technology Acceptance Theories and Models

2.1.1.1 Technology Adoption Model (TAM)

In the past decades, a number of studies have provided some theoretical frameworks for research in the acceptance of information technology and information system (IT/IS) (i.e. Ajzen, 1991; Davis, 1989; Davis et al., 1989;Taylor and Todd, 1995). Among them, the technology acceptance model (TAM) is believed most robust, parsimonious, and influential in explaining IT/IS adoption behavior Davis (1986, 1989) developed the technology acceptance model (TAM) in 1989 to explain the computer usage behavior in 120 users at an IBM research facility. The study revealed that two powerful factors that influence the adoption of technology are perceived usefulness (PU) and perceived ease of use (PEOU). These two determinants serve as the basis for attitudes toward using a particular system, which in turn determines the intention to use, and then generates the actual usage behavior. The Technology Acceptance Model (TAM) was developed from TRA by Davis (Davis 1989). This model used TRA as a theoretical basis for specifying the causal linkages between two key beliefs: perceived usefulness and perceived ease of use and users' attitudes, intentions and actual computer usage behavior. Behavioral intention is jointly determined by attitude and perceived usefulness. Attitude is determined by perceived usefulness (PU) and perceived ease of use (PEOU). TAM replaces determinants of attitude of TRA by perceived ease of use and perceived usefulness. Generally, TAM specifies general determinants of individual technology acceptance and therefore can be and has been applied to explain or predict individual behaviors across a broad range of end user computing technologies and user groups . The Technology Acceptance Model (TAM) has been widely used and adopted to understand user acceptance of IT/IS. TAM was adapted from the Theory of Reasoned Action (TRA) which is a general theory of human behavior. In TRA, Fishbein and Ajzen (1975) proposed that intention is the immediate determinant of the corresponding behavior, which is divided into (1) attitude toward behavior, and (2) subjective norm concerning behavior. Davis posited in TAM that the two theoretical constructs, Perceived Usefulness and Perceived Ease of Use, are fundamental determinants of system use in an organization. These constructs also provide better measures for predicting and explaining system use than other constructs. TAM is specific to IT/IS usage

and valid in predicting the individual‘s acceptance of various corporate IT systems. (Davis, 1989)

The Technology Acceptance Model (TAM) is an information systems (System consisting of the network of all communication channels used within an organization) theory that models how users come to accept and use a technology. TAM focuses on IS use based on social psychology theory, and has valid and reliable instruments. As defined by Davis (1989), two basic determinants perceived usefulness and perceived ease of use are instrumental in explaining the users‘ intention and behavior towards the use of new technology. Perceived usefulness was defined as the degree to which a person believes that using a particular system would enhance his or her job performance, While perceived ease of use was defined as the degree to which a person believes that using a particular system would be free from effort . The TAM was specifically developed with the primary aim of identifying the determinants involved in computer acceptance in general; secondly, to examine a variety of information technology usage behaviors; and thirdly, to provide a parsimonious theoretical explanatory model (Davis ,1989).The TAM suggests that attitude would be a direct predictor of the intention to use technology, which in turn would predict the actual usage of the technology. However attitude would not play a significant role but rather that perceived ease of use (expectation that a technology requires minimum effort) and perceived usefulness (perception that the use of a technology can enhance performance of a task at hand) would determine the intention to use a technology.

Venkatesh (2000) adds that the TAM is a good model but that it does not help understand and explain the acceptance of a technology in a way that promotes the development of a strategy having a real impact on the usability and acceptance of the technology. He therefore proposed a modified model. To the TAM, he added determinants to perceived ease of use, that is, four personal anchoring factors (computer self-efficacy, perception of external control, anxiety towards computers, and computer playfulness) and two adjustment-based factors that develop with experience (perceived enjoyment and objective usefulness). These anchors represent general beliefs about computers and their use. Furthermore, they would seem to play a critical role in the formation of the perceived ease of use of a new system and would be independent of the latter.

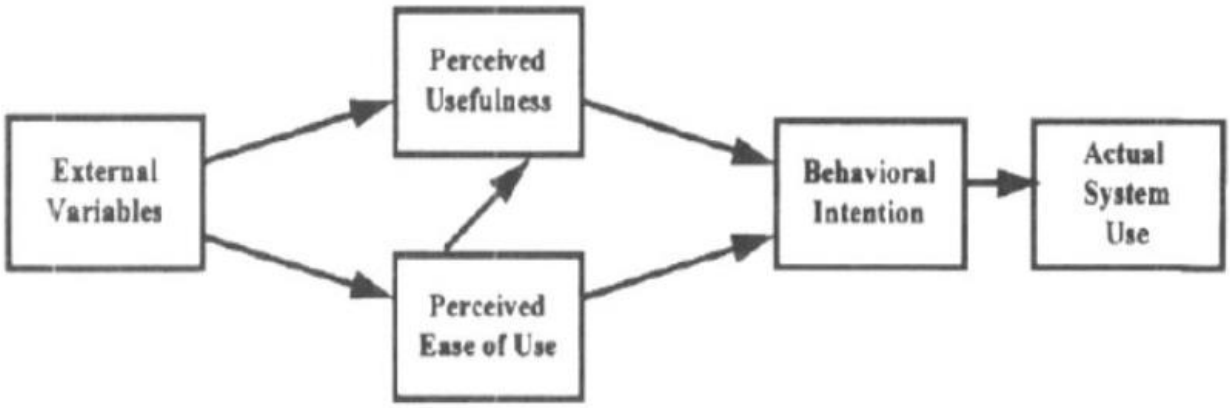

Figure1. Original Technology Acceptance Model (TAM)
Source: (Davis, 1989)

Technology Acceptance Model 2 (TAM2)

TAM 2 was developed by Venkatesh and Davis, and it was first introduced in Management Science in 2000 on the research paper titled, ―A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies (Venkatesh & Davis 2000). The goal of TAM 2 is a theoretical extension of the TAM to:

1. Include additional key determinants of TAM that explain perceived usefulness and usage intensions in terms of social influence and cognitive instrumental processes
2. Understand how the effects of these determinants change with increasing user experience over time with the target system. A better understanding of the determinants of perceived usefulness would enables to design organizational interventions that would increase user acceptance and usage of new systems (technologies).

TAM 2 extended the original model to explain perceived usefulness and usage intentions including social influence (subjective norm, voluntariness, and image), cognitive instrumental processes (job relevance, output quality, and result demonstrability), and

experience The new model was tested in both voluntary and mandatory settings. The results strongly supported TAM2 and explained 60 percent of user adoption using this updated version of TAM.

Social Influence (SI)

There is very little research to compare the effect of social influence (SI) on technology usage behavior. Critiques of TAM and related theories have also suggested that the model has strong limitations in terms of SI. This criticism suggested that in absence of SI the explanatory power of TAM is limited despite its statistical success of its regression models. SI can be defined as "the degree to which an individual perceives that important others believe he or she should use the new system". The role of SI in technology acceptance issues are complex and subject to a wide range of contingent influences (Venkatesh & Morris, 2000). The construct SI has been incorporated from the model of TRA, Personal Computing Utilization (PCU) and from Innovation Diffusion Theory (IDT). Previous researches on IT acceptance and use have not paid sufficient attention to social factors. As technology advances, new systems have been introduced and users find more alternatives to use the technology. While users are inclined to use some specific technology, their reference groups might influence by suggesting to choose a certain alternative. Hence, the dimension of SI might be an important factor while conducting research on adoption of technology. The construct of SI had a similar impact in the TAM relationships as it did in TPB. The foundation of Social Influence in TAM was originated from subjective norm as described in TRA. Subjective norm was included as a direct determinant of behavioral intention in TRA and then in TPB.The reasoning for a direct effect of SI on intention is that people may choose to perform a behavior even if they are not favorable towards that behavior or its consequences. If they believe one or more important referents think that they should use the computers, they are sufficiently motivated to act in accordance with the referents. User acceptance and use of IT researches relating to SI on intention to use yielded mixed results. Taylor and Todd (1995) examined a direct significant effect on intention to use. Davis, Bagozzi & Warshaw (1989) found that SI had no significant effect on intention to use and therefore it has been omitted from the original TAM, but need for additional research to investigate the impact of social influence over intention to use was

emphasized continuously (Venkatesh, Morris, & Davis, 2003). Venkatesh et al (2003) extended TAM by including SI construct. The system use was measured in terms of mandatory and voluntary settings. They concluded that SI had a positive effect on intention to use IT only when system use is mandatory. They also found that SI had a positive direct effect on PU. When IT is introduced in an organization, the users familiarize with its useful features. When they experienced its usefulness, they communicate it to other group members as a referent and have a positive attitude towards the technology.

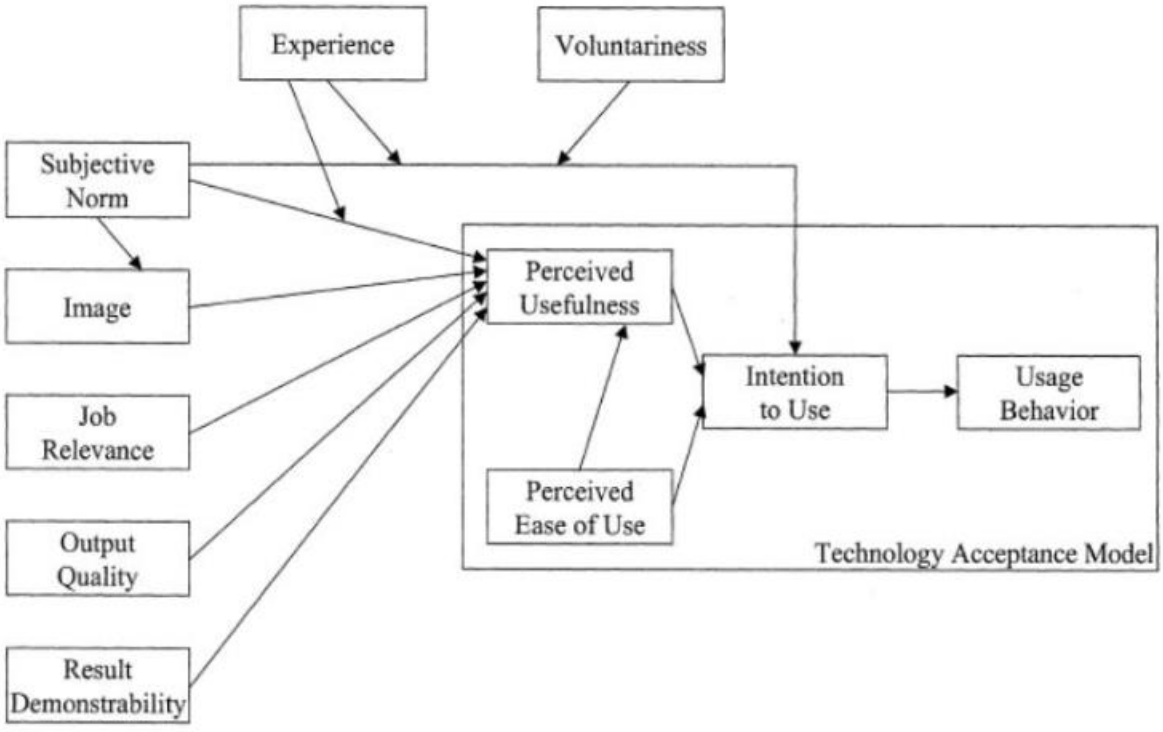

Figure 2: TAM 2

Source: (Venkatish & Davis 2000)

2.1.1.2 Theory of Reasoned Action (TRA)

This theory was also reviewed and originated by. The model has four variables in its model: the two independent variables are subjective norm and attitude. These independent variables in turn affect the intention to a behavior. The dependent variable is actual behavior that comes after the behavioral intention. This theory is critical in measuring the behavior of individuals. It has been successfully used in the study of common consumer technologies. (Ajzen and Fishbein, 1975)

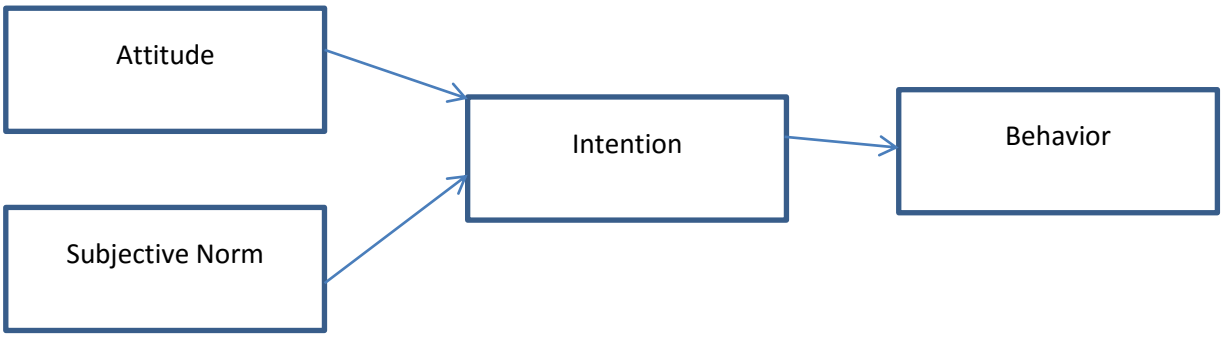

Figure 3: Theory of Reasoned Action (TRA)

Source: Ajzen and Fishbein 1975

2.1.1.3 Theory of Planned Behavior (TPB)

The TPB (Ajzen 1991) accounts for situations where the individuals are not in absolute control of their behavior. It asserts that actual usage is established by perceived behavioral control and the behavioral intention. Behavioral intention is determined by three factors which include social influence, attitude and perceived behavioral control where every element has its own belief structures and attributes. A major advantage of this model is that it studies behavior aspect of individual and their eventual behavior towards a certain technology. The main disadvantage of this theory is that it does include the adoptions aspect of technology as proposed in TAM model by Davis (1989).

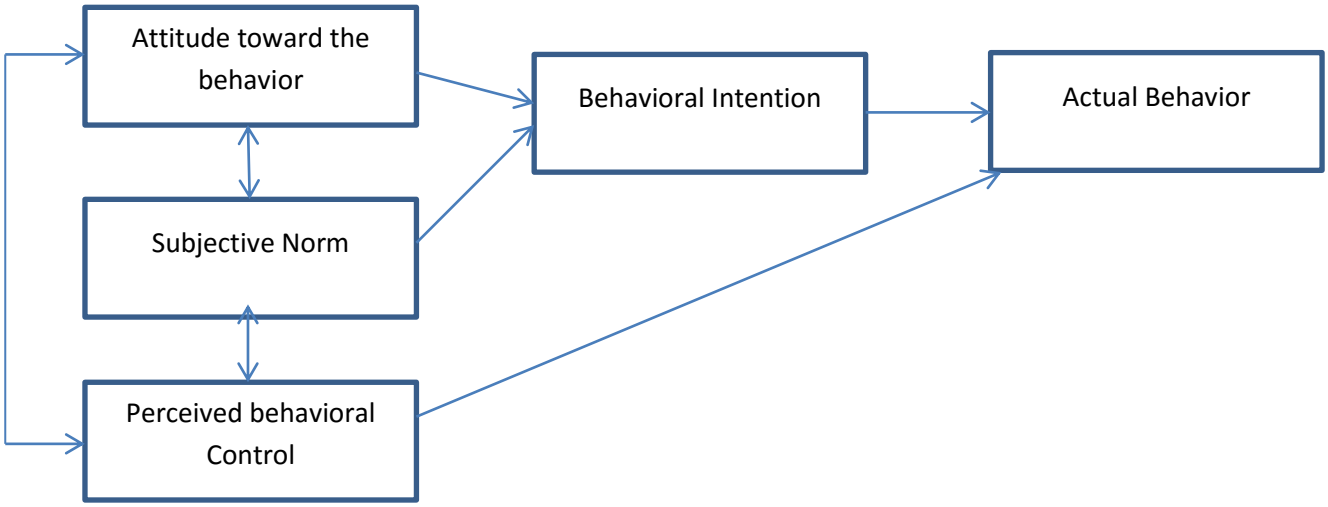

Figure 4: Theory of Planned Behavior (TPB)

Source: Icek Ajazen 1991

2.1.1.4 Decomposed Theory of Planned Behavior (DTPB)

According to Taylor and Todd (1995), they originated the notion that Theory of Planned Behavior beliefs can be broken down into various multi-dimensional constructs. They opined that the summation of beliefs to build measures of subjective norm, perceived behavior control and attitude, presented by Ajzen and Fishbein, does not point out key factors that can be used to predict a specific behavior. Furthermore, Taylor and Todd assert that "the decomposed Theory of Planned Behavior model has benefits comparable to the TAM model since it describes specific dominant beliefs that influence usage of IT" (Taylor and Todd, 1995). In reference to Taylor and Todd (1995), the decomposed Theory of Planned Behavior model (DTPB), normative, control beliefs and attitudinal are broken down into multi-dimensional constructs. The decomposition of beliefs about attitude contains three traits of innovation that affect behavioral intentions; they are built on the diffusion of innovation theory presented by Rogers(1995): compatibility, complexity and relative advantage.

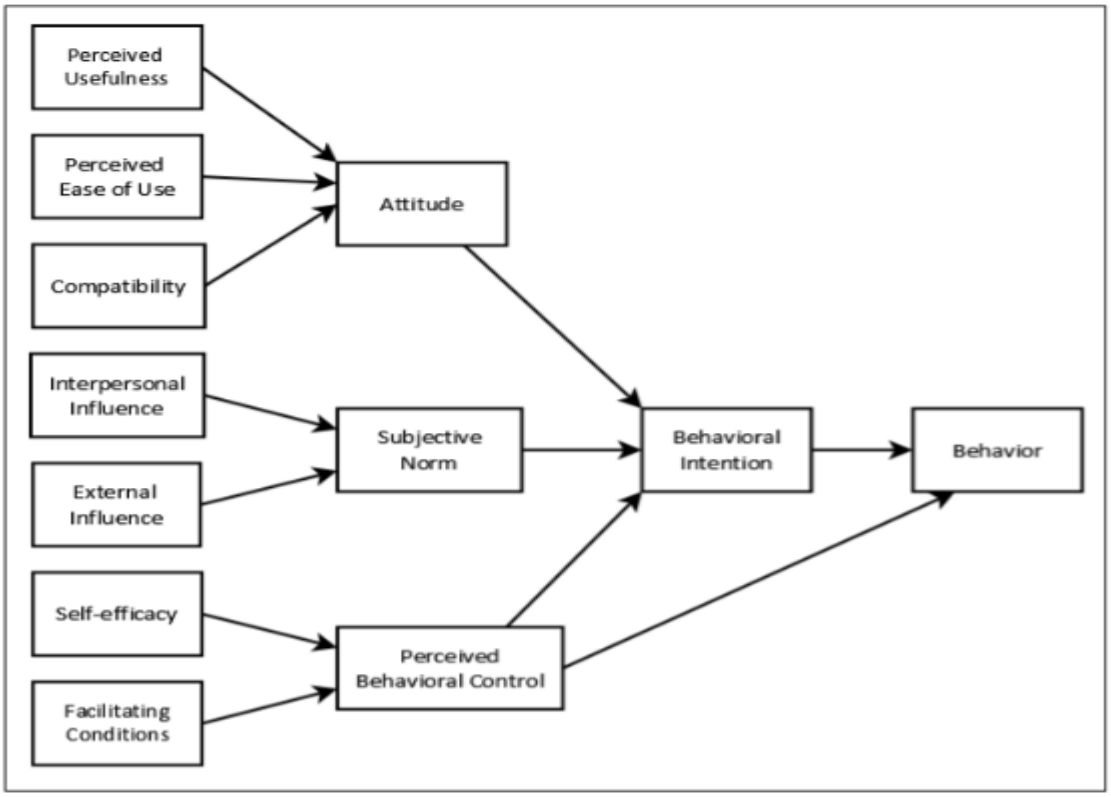

Figure 5: Decomposed Theory of Planned Behaviour (DTPB)

Source: Taylor and Todd 1995

2.1.1.5 Unified Theory of Acceptance and Use of Technology (UTAUT)

It is developed by Venatesh, Morris, Davis, and Davis in 2003. UTAUT model is use to conduct on a broad review and analysis of eight prominent technology acceptance and use model including Diffusion of Innovation Theory by Rogers in 1983 and Technology Acceptance Model (TAM) by Davis in 1989 UTAUT is mainly use to explain and forecast the acceptance of technological innovations in organization (Venkatesh et al., 2003) and also used to study acceptance of consumers and private users toward acceptance of information systems. This theory included ten critical variables that use to define behavior of users based on information technology (Venkatesh et al. 2003). It also can use to examine and clarify the quantitative data that collected through survey instruments . This model also has a more integrative and current framework compare with TAM and TPB models. UTAUT model is a model that integrates the influence common to the previous theories. So, this model is logical to assume that others theory models to be superior to the previous theories in explaining technology acceptance and use. San Martín, H., & Herrero, Á. (2012). In UTAUT that developed by Venkatesh et al. (2003), has proposed that there are four elements that influence usage of information and influence intention which is performance expectancy, effort expectancy, social influence, and facilitating condition. The elements in UTAUT, performance expectancy, effort expectancy and social influence will have a significant impact toward individual intentions of behavior to use technology while facilitating condition and behavioral intention of individual will influence the person behavior adoption directly (Min, Ji, & Qu, 2008). Venkatesh et al. (2003) have said that UTAUT model has the accuracy of 70% in explaining intention behavior.

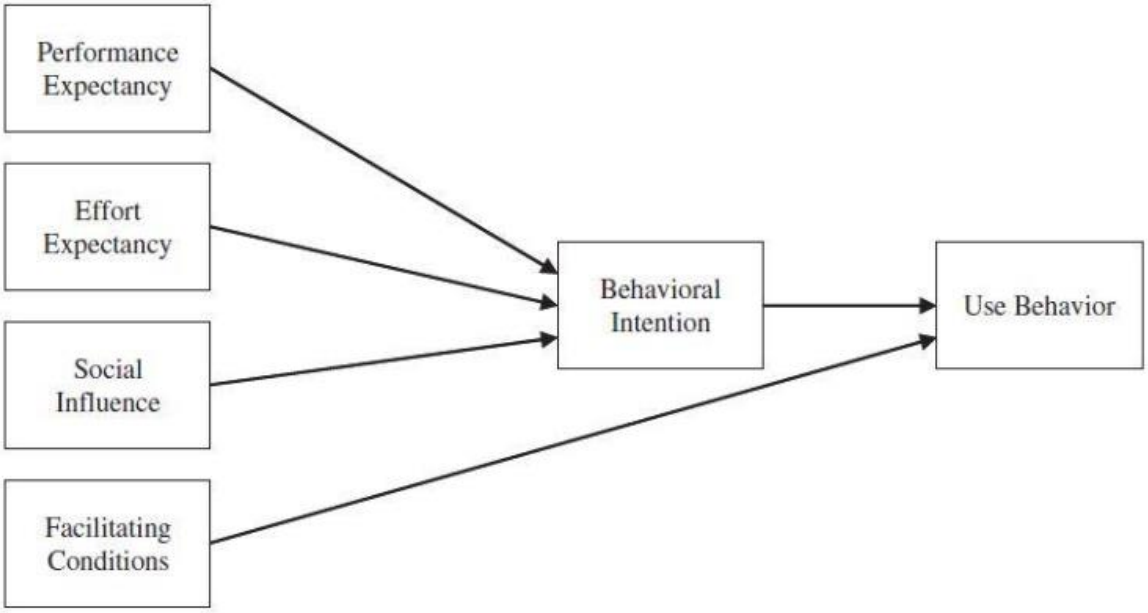

Figure 6: UTAUT Framework

Adapted from: Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly, 27*(3), 425-478.

2.2 Empirical Review

Perceived Ease of Use (PEU)

Researchers argued that perceived ease of use is the extent to which a person accepts as true that using an exacting method would be at no cost to that individual. At first Rogers (1995) affirmed perceived ease of use is the term that represents the degree to which an innovation is perceived not to be difficult to understand, learn or operate. He further stated that perceived ease of use is the degree to which consumers perceive a new product or service as better than its substitutes. Perceived ease of use refers to the ability of consumers to experiment with a new innovation and evaluate its benefits easily. Extensive research over the past decade provides evidence of the significant effect of perceived ease of use on usage intention, either directly or indirectly. Early in 1962, Rogers noted that under-standing the technology leads to adaptation of innovative ser-vice/product by customers is known as ease of use. Recently, (Ajzen, 2002) have empirically found that two technological aspects of the interface, namely perceived ease of use and perceived usefulness significantly affect customer adaptation intentions. Therefore, the following hypothesis is formulated:

Hypothesis 1: Perceived ease of use has significant influences on intention to use ethio call center channels.

Perceived Usefulness (PU)

PU is hypothesized to be the direct predictor of behavioral intention to use (BI) of the technology of interest. Several prior studies have shown that perceived usefulness is an important antecedent to intention to adopt and use a technology (Davis et al, 1989; Venkatesh, 2000; Venkatesh & Davis, 2000). Based on this the following hypothesis formulated:

Hypothesis 2: Perceived usefulness has a significant influence on intention to use ethio call center channels.

Social Influence (SI)

Although agreed with Ajzen (1991) on the impact of subjective norms on the adoption of technology, Venkatesh and Davis (2000) considered that perceived usefulness cannot be replaced by attitude and perceived usefulness as well as perceived ease of use affect directly on intended behavior. Whereby, Venkatesh and Davis (2000) proposed new version of TAM, in which the adoption of technology is affected by subjective norms, perceived usefulness and perceived ease of use. Related to perceived ease of use, Ajzen (2002) proved that it is a part of perceived behavioral control and can be replaced by perceived behavioral control. Then, social influence, perceived usefulness and perceived behavioral control impact their intention to adopt a new technology.

In the context of intensive competition, companies are constantly implementing new products and services to the market. Consumers can easily own these products. Consumers are irresistible to observe and evaluate the benefits of these products/services uncomfortable without them when their familiars use them every time and talk about them everywhere. As the result, those, who do not own, quickly find one to get on well with the community (Hayhoe et al, 1999). Parents, schools, peers and the media are all part of a young person's learning and socialization from birth to adulthood (Hilgert et al., 2003). Family influence has a significant impact on customers' decision. Moreover, media which

is designed specifically to reach a large audience or viewers has contributed to improve the consumers' awareness (Ismail et al., 2014). Therefore, based on these findings, the following hypothesis developed:

Hypothesis 3: Social Influence positively influences intention to use ethio call center channels

Perceived Enjoyment (PEN)

Within the framework of the TAM, Davis et al. (1992) suggested that perceived enjoyment is similar to intrinsic motivation which drives the performance of an activity that is not linked for any reason other than the process of performing the activity. As an example, when comparing two training methods (traditional training vs. game-based training) Venkatesh et.al (2003) found that the game-based training method aimed at enhancing intrinsic motivation resulted in higher enjoyment and higher perceived ease of use results than the traditional training method. In addition, Venkatesh (2000) found that the effect of enjoyment on perceived ease of use became stronger as users gained more direct experience with the system over time.

Perceived enjoyment has also been found to be significantly related to the intention to use a system. (Davis 1995) investigated the impact of perceived enjoyment (PEN) on a system use. They also found that PEN had a significant effect on frequency of use.

Hypothesis 4: Perceived Enjoyment (PEN) positively influence behavioral intention of customers to use ethio call center channels

2.3 Conceptual Frame Work

After carefully reviewing various theoretical frameworks on technology adoption and consumer behavior, from literature, the conceptual framework is modeled. Theoretical frameworks reviewed are Technology Adoption Model (TAM), Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB) and Decomposed Theory of Planned Behaviour (DTPB). The conceptual framework is derived based on the Technology Adoption Model (TAM) model that was developed by Davis (1989). This conceptual framework was found relevant for the study because it provides a platform of studying, at the same time, the variables that influence customers' behavioral intention to use ethio call center service. The conceptual framework to be used for purposes of this research to achieve the research objectives is shown in the diagram below:

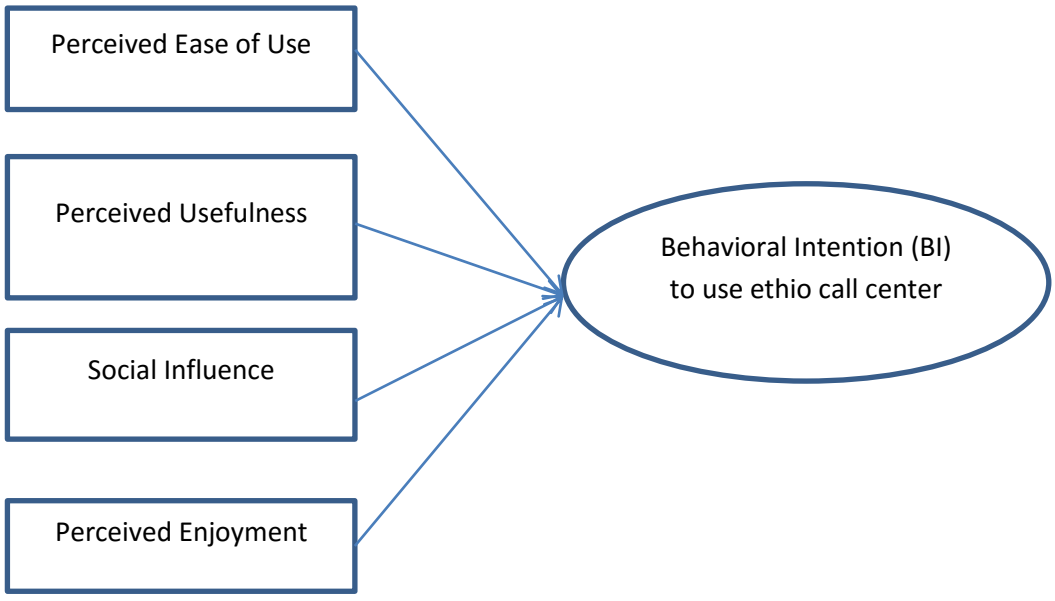

Figure: 7 Proposed Research Model (developed by student researcher)

Source: adapted from (Davis, 1989)

CHAPTER THREE

RESEARCH METHODOLOGY

3. Introduction

The main objective of the study is to assess and explore the behavioral intention of customers towards using ethio telecom call center channels to this effect, the research approach, research design, data source, population and sample, sample size and sampling procedure, data gathering instrument, data analysis technique, validity and reliability and ethical consideration are stated here under.

3.1. Research Approach

Qualitative research is the approach usually associated with the social constructivist paradigm which emphasizes the socially constructed nature of reality. It is about recording, analyzing and attempting to uncover the deeper meaning and significance of human behavior and experience, including contradictory beliefs, behaviors and emotions. Researchers are interested in gaining a rich and complex understanding of people's experience and not in obtaining information which can be generalized to other larger groups.

The pragmatic (mixed methods) approach to science involves using the method which appears best suited to the research problem and not getting caught up in philosophical debates about which is the best approach. Pragmatic researchers therefore grant themselves the freedom to use any of the methods, techniques and procedures typically associated with quantitative or qualitative research. They recognize that every method has its limitations and that the different approaches can be complementary. Neuman, W. L.(2000)

In order to achieve the objectives of this study, the student researcher followed quantitative research methodology since other researchers who did similar research also used this methodology. The investigation aim to identify whether the independent variables are statistically significant factors in the use of the call center thus, the research established the effect of independent variables on dependent variables.

3.2 Research Design

Descriptive research can be explained as a description of somewhat, some phenomenon or any specific situation. Descriptive studies are surveys that describe current condition, rather than the interpretation and decision making (Creswell, 1994). The main purpose of the research is descriptive proof developed cases reflect the current situation. This research gives information on the condition and focuses on the past or the present.

Explanatory study approach attempts to find the answer to an enigmatic question. The typical study includes the collection of empirical data for the formulation of hypotheses or less pretentious hunches and the subsequent test of these hypotheses by any one of a number of ways available to the researcher.

Descriptive survey approach was used in this particular study. It helps to demonstrate the association between dependent and independent variables under customers' intention. These survey designs were also used with other researchers who did similar researches.

3.3. Data Source

A primary source provides direct or firsthand evidence about an event, object, person, or work of art. Primary sources include historical and legal documents, eyewitness accounts, results of experiments, statistical data, pieces of creative writing, audio and video recordings, speeches, and art objects. Interviews, surveys, fieldwork, and Internet communications via email, blogs, and newsgroups are also primary sources.

Secondary sources describe, discuss, interpret, comment upon, analyze, evaluate, summarize, and process primary sources. Secondary source materials can be articles in newspapers or popular magazines, book or movie reviews, or articles found in scholarly journals that discuss or evaluate someone else's original research.

The sources of data for this study were both primary and secondary. Regarding the primary source, data were collected from customers from North Addis Ababa Zone (NAAZ) and East Addis Ababa Zone (EAAZ). Moreover, secondary data were gathered from relevant documents such as articles, journals, published and unpublished theoretical literatures and empirical studies.

3.4. Population and Sample

Definition of population and sampling technique that were applied to this study is stated here under.

3.4.1 Population Definition

Ethio telecom customers are segmented into two major segments called enterprise and residential which are found all over Ethiopia with the structure of zonal and regional offices. There are 10 regions and 6 zones all over the country. Zones are in the capital city, Addis Ababa. The call center is serving customers with five different languages (Amharic, English, Afan oromo, Tigrigna and Somali). The participants of this study were customers of ethio telecom who are found in Addis Ababa. The student researcher focuses on only Amharic speakers of residential customers who are found at North Addis Ababa Zone (NAAZ) and East Addis Ababa Zone (EAAZ). The rationale behind selecting zones rather than regions as a focus of the research population is to be cost effective.

3.4.2. Sampling Technique

The student researcher employed simple random sampling technique to select two zones from six zones found in Addis Ababa. Thus, among the total zones found in Addis Ababa the student researcher takes two zones as a unit of analysis. In addition, the student researcher takes Amharic speakers from these two zones using purposive sampling technique. Members of the population were selected using convenience sampling technique and no specific characteristic more than being a customer of ethio telecom, was considered while selecting.

3.5. Sample Size

Those who are selected to respond to the instrument were 384 in number and it was calculated as follows:

$$Ss=\frac{Z^2*P*(1-P)}{C^2}$$

Where Ss = Sample size

Z = Confidence level — Z = 95% = 1.96 from Z table

C = Confidence interval — P = 0.5

P = The largest possible proportion — C = 5% = .05

$$Ss = \frac{3.8416 * 0.5 * 0.5}{.0025} = 384$$

Based on this total sample size 384, questionnaires distributed to both zones (NAAZ & EAAZ) equally i.e 192 for each.

3.6. Sampling Procedure

In general there are two types of sampling techniques probability sampling and non-probability sampling. In Probability sample there is a nonzero equal chance for each population element to be selected. There are four types of probability sampling: simple random sampling, systematic sampling, stratified random sampling and multi stage cluster sampling. Under non-probability sampling there are three types i.e. Convenience Sampling, snowball sampling and quota sampling. Convenience sample is one that is conveniently available to the researcher with its goodness of accessibility. (Hussey, R. 1997)

The problematic facet of this type of non-probability sampling is that it is impracticable to generalize the results but at the same time in words convenience sampling more remarkable role than supposed. And as (Sekaran, U. 2003) explains in business and management field this technique is more worthy as compare to sample based on probability sampling.

It is impossible to survey the entire population of a particular study because of limited funding and time. Therefore it is necessary to survey a sample of the population as an alternative in order to formulate predictions about the entire population. As a result, as mentioned above, the student researcher took two zones from six zones available at Addis Ababa using simple random sampling.

3.7. Data Gathering Instruments

The data for this study collected from both primary and secondary sources. As a primary source, a survey instrument in the form of questionnaire developed through data collected from previous studies. Before distributing the questionnaire, to determine the quality and reliability of the questionnaire, the student researcher distributed the questionnaire to twenty participants who were not included in the actual pert of the study to check if there is any unclear idea or statement. Then based on the feedback obtained the student researcher amend those questions lacked clarity. The questionnaire was structured with closed ended

type and 5 point likert scale. This questionnaire consists of three parts. Part one requests personal information about respondents which is required for statistical analysis purpose. Part two requests respondents' their level of agreement or disagreement to the perceived usefulness, perceived ease of use, social influence and perceived enjoyment by using Likert scale. Part three requests respondents' opinion on intention to use ethio call center channels. The Data collected via personally administered questionnaires from both selected zones by first asking customer willingness to participate in the research.

3.8. Data Analysis Technique

The data gathered via questionnaire entered into the statistical package, SPSS (statistical package for social science) version 20 for analysis, discussion and presentation of the results in this research. Cronbach's alpha used to determine the internal consistency and reliability of items. Then data were analyzed using descriptive and inferential practices. More specifically, this section consists of two parts. In the first part demographic variables of the respondent and their response about the variables, i.e. perceived usefulness, perceived ease of use, social influence, perceived enjoyment and behavioral intention, analyzed and described using descriptive statistic through percentage. Second, correlation analysis was used to test the hypotheses formulated.

3.9. Validity & Reliability

This research used the most popular test of inter-item consistency reliability that is the Cronbach's coefficient alpha and has been used to identify the validity of items used in survey. According to Mugenda (2003), scales with coefficient alpha 0.8 – 0.95 are considered to have very good quality, scales with coefficient alpha between 0.7 -0.8 are considered to have good reliability, and coefficient alpha between 0.6 – 0.7 indicates moderate reliability.

3.10. Ethical Consideration

In order to keep the confidentiality of the data given by respondents, the respondents were not required to write their name and assured that their responses would be treated in strict confidentiality. The purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, the student researcher avoids misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants.

CHAPTER FOUR

ANALYSIS OF DATA AND PRESENTATION OF RESULTS

4. Introduction

This section presents the major finding and analysis of the sample population based on the data gathered from the respondents of ethio telecom customers who use ethio call center for their telecom needs.

4.1 Sample and Response Rate

The standard questionnaire interpreted in to Amharic Language and was distributed in to two zones. From the total customers found in Addis Ababa, 384 customers were selected as a sample from selected two zones (WAAZ & NAAZ), using simple random sampling method. The behavioral intention analysis of the sample data gathered through survey questionnaire and the questionnaires were designed and distributed to 384 customers and among this only 295 questionnaires were filled and returned back to student researcher. Of these, 15 responses had to be discarded due to invalid or incomplete data entries. Thus the sample comprising of a total of 280 respondents was used for analysis with 73% response rate. As a 50% response rate is considered acceptable (Sekaran,2003), the response rate of 73 % for this study was good. Number of respondents from WAAZ were 120 (43%) and NAAZ 160 (57%). The information obtained from the respondents is summarized using frequency distribution by using SPSS version 20. The summarized data is then analyzed by applying descriptive analysis method using table following detailed explanations. Interpretation was made to demonstrate the relationship of dependent and independent variables using correlation analysis. Reliability testing and Hypotesis testing also included to this chapter.

4.2 Validity & Reliability Testing

Testing goodness of data is testing the reliability and validity of the measures. According to Ticehurst and Veal (2000), reliability is the extent to which research findings would be the same if the research were to be repeated at a later date, or with a different sample of subjects. In other words, the reliability of a measure indicates the extent to which the measure is without bias (error free) and hence offers consistent measurement across time and across the various items in the instrument. It helps to assess the goodness of measure, and indicates accuracy in measurement (Sekaran,2003). This research used the most popular test of inter-item consistency reliability that is the Cronbach‘s alpha and has been used to identify the validity of items used in survey. According to Mugenda (2003), scales with coefficient alpha 0.8 – 0.95 are considered to have very good quality, scales with coefficient alpha between 0.7 -0.8 are considered to have good reliability, and coefficient alpha between 0.6 – 0.7 indicates moderate reliability.

Table 4.1 Summary of Cronbach's alpha

Measurement Items	N of Items	Cronbach's Alpha
Perceived Ease of Use (PEOU)	3	0.772
Perceived Usefulness (PU)	4	0.726
Social Influence (SI)	2	0.876
Perceived Enjoyment (PEN)	3	0.895

Source: Survey data (2018)

4.3 Demographic Characteristics

This section outlines the findings on the demographic characteristics of the sample, which includes age of the respondent, gender, education level and working status/occupation.

4.3.1 Age of Respondent

As shown in the following table the age of the respondent which was measured by four items between 18-31, between 31-40, between 41-50 and greater than 51, presented and discussed in brief.

Table 4.2 Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 -30	144	51.4	51.4	51.4
	31 - 40	94	33.6	33.6	85.0
	41 -50	32	11.4	11.4	96.4
	>51	10	3.6	3.6	100.0
	Total	280	100.0	100.0	

Source: Survey data (2018)

According to Table 4.1 the age of the sample population was largely dominated by the age range comprising 18-30 (144 or 51.4%) of the total respondents, followed by the age group that fall between 31-40(94 or 33.6%). The list available age group in the sample was the age group that comprising respondents 41-50 (32 or 11.4 %) followed by the age group 51 years and up which account 3.6% or 10 of the total sample population. The age distribution of the respondents depicts that all the age groups are fairly represented. In addition as shown in the above table the first rang groups (18 -30) which accounts 51.4% and this implies that young groups are eager to use technologies.

4.3.2 Gender of Respondents

In the following table sex of respondent presented with respective frequency of occurrences in the data and percentage.

Table 4.3 Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	143	51.1	51.1	51.1
	Female	137	48.9	48.9	100.0
	Total	280	100.0	100.0	

Source: Survey Data (2018)

Among the randomly distributed questionnaires 143 or 51.1% of respondent were male and the rest 137 or 48.9% were female as shown above. It shows that both male and female get nearly equal chance to respond to the questionair and it indicates that both genders use ethio call center channels for their telecom needs.

4.3.3 Education Level of Respondents

Regarding the education status of the respondent the student researcher used five items to measure their educational level i.e. less than high school, high school, diploma, first degree and masters' degree the result presented in the following table.

Table 4.4 Education Level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school	6	2.1	2.1	2.1
	High school	54	19.3	19.3	21.4
	Diploma	65	23.2	23.2	44.6
	First Degree	146	52.1	52.1	96.8
	Masters' Degree	9	3.2	3.2	100.0
	Total	280	100.0	100.0	

Source: Survey Data (2018)

Educational status of the respondents shows that most respondents are first degree graduate (146 or 52.1%) followed by respondents who are graduated in Diploma which account (65 or 23.2%) of the total sample population respectively. Out of the total sample respondents (54 or 19.3%) respondent complete high school. The remaining (9 or 3.2% and 6 or 2.1%) respondents are with Masters' degree and less than high school respectively. The above result shows that use of technology (ethio call center channels) relates to the level of education. The more educated the more the need to use technology.

4.3.4 Occupation of the Respondents

The Occupation status of the respondent presented and discussed in the following table through the use of four levels public center, private sector self - employed and other.

Table 4.5 Occupation of the Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public Sector	91	32.5	32.5	32.5
	Private Sector	82	29.3	29.3	61.8
	Self -employed	50	17.9	17.9	79.6
	Others	57	20.4	20.4	100.0
	Total	280	100.0	100.0	

Source: Survey Data (2018)

Public sector employees account 32.5% (91) of the total sample population and private sector employees account 29.3% (82) of the total. Respondents under "other" accounts 20.4% (57) of the total sample population and the rest respondents belong to self - employed which is 17.9%(50) of the total respondent. The above result shows that the distributions of respondents from all sectors are nearly eaqual. So, one can understand that employees from all sector use ethio call center channels for their telecom needs.

4.4 Detailed Data Analysis

This portion of the chapter deals with the presentation and analysis of respondents responses. Crucial items of the questionnaires regarding preference of ethio call center than other channels and for what reason were incorporated and presented in a tabular form with detail explanation. In addition for the sake of simplicity the detailed data presentation analyzed and interpreted independently by taking the four independent variables, perceived ease of use, perceived usefulness, perceived enjoyment and social influence.

4.4.1 Preference of ethio call center over other channels

Table 4.6 Preference of ethio call center over other channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	243	86.8	86.8	86.8
	No	37	13.2	13.2	100.0
	Total	280	100.0	100.0	

Source: Survey Data (2018)

As referred from the above table 243 or 86.8% of respondents prefer ethio call center than other contacting channels like visiting etio shop. But 37 or 13.2% of respondents prefer other channel. Tthe above response implies that customers prefer to use ethio call center channels rather than other channel to satisfy their telecom needs.

4.4.2 Reason for choosing ethio call center channel

Respondents who replied "yes" for the above question were asked the reason why they choose ethio call center than other channels. The result is presented using below table.

Table 4.7 Reason for choosing ethio call center channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	37	13.2	13.2	13.2
	Easy to Use	106	37.9	37.9	51.1
	Usefulness	84	30.0	30.0	81.1
	Enjoyment	41	14.6	14.6	95.7
	Social Influence	12	4.3	4.3	100.0
	Total	280	100.0	100.0	

Source: Survey Data (2018)

Greater share is because of "easiness to use" which account 106 or 37.9% and followed by "usefulness" 84 or 30%. Respondents who enjoy ethio call center service are 41 or 14.6%. As it is clearly shown to the above table social influence did not have that much influence for the reason using ethio call center than other channels. In addition the above response of respondents indicates customers prefer ethio call center channels more dominantly because these are "easy to use" and "useful". But significant number of respondents (37 or 13.2%) did not prefer ethio call center channels to satisfy their telecom related needs which needs further investigation.

4.4.3 Which call center channel you often use?

Respondents were asked to choose which call center channels they use more often and the below is the response.

Table 4.8: Ethio Call Center Channels Used

		Responses		Percent of Cases
		N	Percent	
Call Center Channels	Call to 994	221	52.1%	79.8%
	Call to 994 & IVR	81	19.1%	29.2%
	SMS 994 to 994	44	10.4%	15.9%
	Email to 994@ethiotelecom.et	6	1.4%	2.2%
	SMS to 8994	9	2.1%	3.2%
	https://www.ethiochatroom.et	28	6.6%	10.1%
	Facebook	35	8.3%	12.6%
Total		424	100.0%	153.1%

Source: Survey Data (2018)

More than half 221 or 52.1% of respondents are using “call to 994” and 81 or 19.1% use “IVR”. Sending “994 to 994” accounts 44 or 10.4% and liking face book and web chat accounts 35 or 8.3% and 28 or 6.6% respectively. The remaining channels used by few respondents and sending an email to 994@ethiotelecom.et is not used by anyone. So, the above data implies that the major call center channel used are calling to 994 and calling to 994 and using IVR. Other channels especially “email service” seem idle which needs further investigation.

4.4.4 Perceived Ease of Use

According to Davis perceived ease of use is the extent to which a person believes that using a particular system will be free of effort. Perceived ease-of-use is a person's subjective perception of the effortlessness of a computer system, which affects the PU thus having an indirect effect on a user's technology acceptance. Also, the longer an individual has been using a technology the more likely they are to find it easy to use. The easier it is for a user to interact with a system, the more likely he or she will find it useful. To measure this variable the student researcher forward three related questions adopted from the original TAM model and analyzed and presented in the following table by taking the necessary output data from SPSS.

Table: 4.9 Frequency of Respondents to" Perceived Ease of Use"

Item	Frequency	Percent
1. Learning to use ethio Call center is easy		
A. Strongly disagree	5	1.8
B. Disagree	7	2.5
C. Neutral	45	16.1
D. Agree	142	50.7
E. Strongly Agree	81	28.9
Total	280	100.0
2. Getting service through ethio call center is clear		
A. Strongly disagree	5	1.8
B. Disagree	21	7.5
C. Neutral	63	22.5
D. Agree	122	43.6
E. Strongly Agree	69	24.6
Total	280	100.0
3. Over all, I find using ethio call center channels are easy to use		
A. Strongly disagree	2	0.7
B. Disagree	11	3.9
C. Neutral	41	14.6
D. Agree	169	60.4
E. Strongly Agree	57	20.4
Total	280	100.0

Source: Survey Data (2018)

To measure the attitude of respondents with regard to learning the technology effortlessly, the respondents asked whether the call center is ease to learn or not by using five point Likert scale. As a result 81 (28.9%) of them strongly agree with the statement and most dominantly half of the respondent, 142 (50.7%), are agree with the statement. The rest 7(2.5%) and 5(1.8%) of respondents respectively says disagree and strongly disagree. Out of the total respondent 45(16.1%) of them are neutral about the statement (Table 4.9 item1). From this response one can understood that learning to use ethio call center is easy and effortless.

Davis (1985) concludes that people tend to use or not to use a system to the extent that they believe that the efforts required to use a system can affect system usage behavior (perceived ease of use). Thus, the respondent asked to state their level of agreement for the statement "getting service ethio call center is clear".

Accordingly most respondent agree, 122or 43.6% of the total, with the statement followed by respondent who are also strongly agree with it and account 69 or 24.6% of the total sample population. Out of the total 63(22.5%) respondent neither agree nor disagree about the statement and remain neutral. However, 21 (7.5%) and 5(1.8%) respondent disagree and strongly disagree with the stated statement respectively (Table 9 item2).

As mentioned in the literature reviews whether to use or not to use a particular technology significantly influenced by the simplicity and clarity of the system. As a result based on the response one can understand that using the call center channels for telecom needs is clear to understand and conduct the necessary transaction.

Finally, other than the above listed items to measure the perceived ease of the system the student researcher directly forward a question regarding whether the respondent believe that using ethio call center is easy or not.

Parallel to the above results greater than half of the respondents (169 or 60.4%) agreed that using ethio call center is easy followed by respondents who are strongly agreed (57 or

20.4%) with the statement. The rest respondent strongly disagree (2 or 0.7%) and disagree (11 or 3.9%) with the statement and others remain neutral (41 or 14.6%) (Table 9 item 3). This result implies that using ethio call center is free from effort.

For more information the following table provides the descriptive statistics of the items analyzed above. Accordingly, as we can see from the table the mean of all items is equal and near to 4 which refer to most of the respondent agreed with the respective statement about the perceived easiness of the system.

Table 4.10 Descriptive Statistics of Perceived Ease of Use

Item	N	Minimum	Maximum	Mean	Std. Deviation
Learning to use ethio Call center is easy	280	1.00	5.00	4.0250	.84418
Getting service through ethio call center is clear	280	1.00	5.00	3.8179	.94984
Over all, I find using ethio call center channels are easy to use	280	1.00	5.00	3.9571	.75606
Valid N (list wise)	280				

Source: Survey data (2018)

4.4.5 Perceived Usefulness

Various literatures provided evidence that perceived ease of use and perceived usefulness were both important behavioral determinants. According to Davis (1985) people tend to use or not to use a system to the extent that they believe it will help them perform their job better (perceived usefulness). To develop measurement scales for perceived usefulness similar to perceived ease of use the student researcher adopts the items from the original TAM developed by Davis and present the result as follows.

Table 4.11 Frequency of Respondents to "Perceived Usefulness"

Item	Frequency	Percent
1. Using ethio call center enables me to get my telecom service supports		
A. Strongly disagree	13	4.6
B. Disagree	14	5.0
C. Neutral	42	15.0
D. Agree	144	51.4
E. Strongly Agree	67	23.9
Total	280	100.0
2. ethio call center enables me to get solutions for problems I encounter relating to telecom services		
A. Strongly disagree	5	1.8
B. Disagree	7	2.5
C. Neutral	45	16.1
D. Agree	142	50.7
E. Strongly Agree	81	28.9
Total	280	100.0

3. Ethio call center allows me to contact the company from anywhere		
A. Strongly disagree	5	1.8
B. Disagree	21	7.5
C. Neutral	63	22.5
D. Agree	122	43.6
E. Strongly Agree	69	24.6
Total	280	100.0
4. Over all, I find ethio call center channels are useful		
A. Strongly disagree	2	0.7
B. Disagree	11	3.9
C. Neutral	41	14.6
D. Agree	169	60.4
E. Strongly Agree	57	20.4
Total	280	100.0

Source: Survey Data (2018)

Whether to know ethio call center is useful or not the student researcher forward four various items and most dominantly the respondent agreed with the statement. For the first item respondent asked if ethio call center enable them to get telecom related service support and 144 (51.4%) respondent agree with the statement and 67 (23.9%) of them strongly agree. On the other hands, 13 (4.6%) respondent strongly disagree and 14 (5%) respondent said disagree to the forward statement. The rest 42 (15%) respondents said neither agree nor disagree (Table 4.11 item 1). Based on this finding one can say that ethio call center enable a user to get telecom related support than other contacting option such as gong to ethio telecom shops.

Indeed, half of the respondent agreed that they get solution for the problems they encounter through call center and account 142 (50.7%) of the total respondent. Similarly 81 (28.9%) of the respondent strongly agree with the statement and 45 (16.1%) respondent remain neutral regarding the stated statement. Moreover 5 (1.8%) respondent strongly disagree with the statement and the remaining 7 (2.5%) respondent said disagree with the statement (Table 11 item 2). Similar to the above result this one also shows us that using ethio call center enables to get support for the problems encountered.

The other measurement item used to measure perceived usefulness of the system is whether the call center allows the respondent to contact the company from anywhere/anytime. As a result 122 (43.6%) of the total population agreed with the statement followed by number of respondent which account 69 (24.6%) of the sample population and said strongly agree. Similarly 21 (7.5%) respondent said disagree and 5 (1.8%) respondent state that they are strongly disagree with the statement. In addition the rest 63 (22.5%) respondents prefer to stay neutral about the statement (Table 11 item 3). Similar to the above generalization here also one can conclude that ethio call center channels allows the user to contact and transact anywhere/anytime since the service is active for 24/7 to all customers.

At the end respondent invite to forward their believe about the overall usefulness of the call center channels based on the above listed items and most of them (169 or 60.4%) agree that the call center help them to get what they want at short time and more quickly. Likewise 57 (20.4%) respondent said strongly agree and 41 (14.6%) of them neither agree nor disagree about the statement. The rest level of agreement, strongly disagree and disagree, hold by 2 (0.7%) and 11 (3.9%) number of respondents respectively (Table 11 item 4). Generally, most respondent believe that the system help them to perform their job effectively.

Table 4.12 Descriptive Statistics of Perceived Usefulness

Item	N	Minimum	Maximum	Mean	Std. Deviation
▪ Using ethio call center enables me to get my telecom service supports	280	1.00	5.00	3.8500	.99407
▪ ethio call center enables me to get solutions for problems I encounter relating to telecom services	280	1.00	5.00	4.0250	.84418
▪ Ethio call center allows me to contact the company from anywhere	280	1.00	5.00	3.8179	.94984
▪ Over all, I find ethio call center channels are useful	280	1.00	5.00	3.9571	.75606
Valid N (listwise)	280				

Source: Survey data (2018)

According to Table 11, descriptive statistic of the listed variables, most respondent averagely agree about the usefulness of call center. Based on this finding we can conclude that ethio call center channels are useful for the customer to get telecom related support and solution more easily and faster than other option such as visiting ethio shops.

4.4.6. Social Influence

As discussed in the literature review social influence refers to the degree to which an individual perceives that other important persons believe he or she should use the system. This variable included in TAM2 which is the theoretical extension of the original Technology Acceptance Model (TAM) developed by Davis. Social influence is represented as a subjective norm in many theories (Venkatesh et al. 2003) including the TRA, TPB, TAM2 and other. Based on the variables adopted from TAM2 the student researcher forward two related items for the respondent in order to measure whether most important person influence them to use ethio call center or not and the result summarized in the following tables.

Table 4.13 Frequency of Respondents to Social Influence

Item	Frequency	Percent
1. My family think I should use ethio call center channels to fulfill my telecom needs		
A. Strongly disagree	34	12.1
B. Disagree	66	23.6
C. Neutral	83	29.6
D. Agree	73	26.1
E. Strongly Agree	24	8.6
Total	280	100.0
2. My close friends and peers think I should use ethio call center channels		
A. Strongly disagree	27	9.6
B. Disagree	60	21.4
C. Neutral	65	23.2
D. Agree	95	33.9
E. Strongly Agree	33	11.8
Total	280	100.0

Source: Survey Data (2018)

Not only do these theories suggested that social influence is found as a direct determinant of behavioral intention but some other research also comes up with the same suggestion (Venkatesh & Morris 2000). In contrast, a number of researchers found that social influence (SI) has no significant effect on behavior intention (Davis 1989; Mathieson et al,

2001; Venkatesh et al. 2003). Some articles suggested both non-significant and significant effects of SI toward intention because they studied in different conditions and generated inconsistent results of the effect of SI on behavior intention. More importantly, it has been found that social influence has significant effects on usage.

The inconsistencies in these findings associated with social influence effect on usage or behavior intention have led to an interesting question. Will social influence have a significant effect on usage behavior in association with the ethio call center channels to customers? With this supported rationale, the above two measurement items forwarded to the respondent and as we can see from the table most respondent prefer to say nothing about the stated statement. In general one can conclude that most customers start using the call center without the influence of other peoples. The detail discussed as follows.

According to various literatures with regard to consumer behavior toward creating an intention to use or not to use a particular service or object influenced by as we come to contact with others, especially, close friends, and admired individuals who have a substantial influence in our lives. As a result, the student researcher forward whether close friends, families and peers have any influence on the decision of using ethio call center channels. For the first item that is if family does have any influence to use ethio call center channels most respondent said neutral 83 (29.6%) and agree 73 (26.1%) of the total sample. 24 (8.6%) of them rate their level of agreement as strongly agree with the statement. The rest 23.6% (66) and 12.1% (34) of respondent said disagree and strongly disagree. Finally as a conclusion respondent asked to rate their levels of agreement toward to what extent does close friends and peers are important to them influence their intention to use ethio call center channels. In view of that, 95 (33.9.%) respondent agree about the statement and 23.2% (65) and 21.4% (60) of the respondent put their level of agreement as neutral and disagree agree respectively 9.6% (27) respondent strongly disagree. Thus, in general we can conclude that even if substantial number of respondent prefers to stay neutral about the influence of other peoples in the decision of whether to use ethio call center channels or not aggregately most customers influenced by other peoples who are whether their close friends, member of the family or peers.

Table 4.14 Descriptive Statistics of Social Influence

Item	N	Minimum	Maximum	Mean	Std. Deviation
My family think I should use ethio call center channels to fulfill my telecom needs	280	1.00	5.00	2.9536	1.15221
My close friends and peers think I should use ethio call center channels	280	1.00	5.00	3.1679	1.17792
Valid N (list wise)	280				

Source: Survey data (2018)

As we can see from the above table the respondent did not feel a strong pressure from the part of their important others. The highest mean of the group was 3.1 and indicate that most respondents were “neutral” on the influence of other individuals toward their usage of the card. However they reported aggregately that some of the people who are important to them are a means to use ethio call center channels.

4.4.7 Perceived Enjoyment

Within the framework of the TAM, Davis et al. (1992) suggested that perceived enjoyment is similar to intrinsic motivation which drives the performance of an activity that is not linked for any reason other than the process of performing the activity. To measure this variable the student researcher forward three related questions adopted from the original TAM model and analyzed and presented in the following table by taking the necessary output data from SPSS.

Table 4. 15 Frequency of Respondents to "Perceived Enjoyment"

Item	Frequency	Percent
1. Getting service using ethio call center makes me happy		
A. Strongly disagree	13	4.6
B. Disagree	14	5.0
C. Neutral	42	15.0
D. Agree	144	51.4
E. Strongly Agree	67	23.9
Total	280	100.0
2. I like using ethio call center to get telecom related support		
A. Strongly disagree	12	4.3
B. Disagree	14	5.0
C. Neutral	39	13.9
D. Agree	147	52.5
E. Strongly Agree	68	24.3
Total	280	100.0
3. I like to use ethio call center to my telecom needs		
A. Strongly disagree	14	5.0
B. Disagree	13	4.6
C. Neutral	67	23.9
D. Agree	119	42.5
E. Strongly Agree	67	23.9
Total	280	100.0

Source: Survey Data (2018)

To measure the attitude of respondents with regard to perceived enjoyment, the respondents asked using "call center service makes me happy". As a result 144 (51.4%) of them agree with the statement and 67 (23.9%) respondents strongly agree with the statement. The rest 14 (5%) and 13 (4.6%) of respondents respectively says disagree and strongly disagree. Out of the total respondent 42 (15%) of them are neutral about the statement (Table 4.15 item1). From this response one can understood that getting service by using ethio call center makes someone happy.

Next to the above, the respondent asked to state their level of agreement for the statement "I like using ethio call center to get telecom related support". Accordingly most

respondent agree, 147or 52.5% of the total, with the statement followed by respondent who are also strongly agree with it and account 68 or 24.3% of the total sample population. Out of the total 39 (13.9%) respondent neither agree nor disagree about the statement and remain neutral. 12 (4.3%) and 14 (5%) respondent strongly disagree and disagree with the stated statement respectively (Table 4.15 item2). As a result based on the response one can understand that one can be happy by getting required telecom related support using ethio call center channels.

Finally, other than the above listed items to measure the perceived enjoyment the student researcher directly forward a question regarding whether the respondent like to use ethio call center to satisfy telecom needs. In line with the above results (119 or 42.5%) respondents agreed with the statement but followed with an equal response of (67 or 23.9%) respondents strongly agree and neutral respectively. The rest accounts (14 or 5%) strongly disagree and (13 or 4.6%) disagree. From this result one can conclude that using ethio call center to every telecom needs creates happiness.

For more information the following table provides the descriptive statistics of the items analyzed above. Accordingly, as we can see from the table the mean of all items is near to 4 which refer to most of the respondent agreed with the respective statement about the perceived enjoyment.

Table 4.16 Descriptive Statistics of Perceived Enjoyment

	N	Minimum	Maximum	Mean	Std. Deviation
Using Call Center makes me happy	280	1.00	5.00	3.8500	.99407
Like to use CC for telecom support	280	1.00	5.00	3.8750	.97757
like to use CC for telecom needs	280	1.00	5.00	3.7571	1.02912
Valid N (list wise)	280				

Source: Survey data (2018)

4.4.8 Behavioral Intention (BI)

The TRA (Ajzen & Madden1986) postulates that beliefs influence attitude and social norms which in turn shape a behavioral intention guiding or even dictating an individual‘s behavior. Intention is the cognitive representation of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior. More over as stated in the literature part behavioral intention is jointly determined by attitude and perceived usefulness. Attitude is determined by perceived usefulness (PU) and perceived ease of use (PEOU). Moreover, TAM has strong behavioral elements; it assumes that when someone forms an intention to act, they will be free to act without limitation. In the real world there will be many constraints, such as limited ability, time constraints, environmental organizational limits, or unconscious habits which will limit the freedom to act (Bagozzi & Warshaw 1992). Based on the support of the above rationale the respondent asked to what extent they will intend to use the call center channels and the result presented in the following table.

Table 4.17 Frequency of Respondents to "Behavioral Intention"

Item	Frequency	Percent
1. I would use ethio call center for my ethio telecom channels needs		
A. Strongly disagree	13	4.6
B. Disagree	14	5.0
C. Neutral	42	15.0
D. Agree	144	51.4
E. Strongly Agree	67	23.9
Total	280	100.0
2. I intend to continue using ethio call center for my telecom needs		
A. Strongly disagree	12	4.3
B. Disagree	14	5.0
C. Neutral	39	13.9
D. Agree	147	52.5
E. Strongly Agree	68	24.3
Total	280	100.0
3. I encourage others to use ethio call center for their telecom needs		
A. Strongly disagree	14	5.0
B. Disagree	13	4.6
C. Neutral	67	23.9
D. Agree	119	42.5
E. Strongly Agree	67	23.9
Total	280	100.0

Source: Survey Data (2018)

According to table 4.17 item 1 more than half respondents (144 or 51.4%) agree and (67 or 23.9%) strongly agree that they would use ethio call center for their telecom service needs. However 4.6% or 13 respondents strongly disagree and 14 or 5% disagree with the statement. Out of the total 280 respondent only 42 (15%) of the respondent take the middle-of-the-road about the stated statement. As a result we can conclude that customers intended to use ethio call center for their telecom needs.

More over to know their level of behavioral intention toward using the call center respondent asked if intend to continue using ethio call center for telecom needs. Similar to

the above result a large amount of respondent, 147 or 52.5%, declared that they intend to continue using ethio call center for telecom needs. More over 68 (24.3%) respondent affirm that they are strongly agreed with the statement. Even if large portion of respondent aggregately agree with the statement, 4.3% (12) of the respondent said strongly disagree followed by respondent who said nothing (neutral) about the statement, 39 (13.9%). The rest 14 (5%) respondents disagree about the statement. Therefore, one can generalize that most customers are intend to continue using ethio call center for telecom.

Finally, respondent asked to rate their level of agreement about if they would see themselves encouraging others to use ethio call center channels for their telecom needs. Consequently, 119 (42.5%) respondent said agree and 67 (23.9%) of them strongly agree with the statement. On the other hand, significant numbers of respondent remain neutral and said nothing about the stated statement 67 (23.9%). The rest 14 (5%) and 13 (4.6%) strongly disagree and disagree respectively about it. In general it is possible to say that most customers encourage others to use ethio call center for their telecom needs.

4.5 Testing the Hypothesis

Since the aim of the research was to describe the behavioral intention of customers toward using ethio call center channels as it is and make statistical analysis to determine if there is significant relationship between the constructs this study used descriptive method. Regarding the statistical analysis the student researcher employed correlation analysis to determine whether there is statistically significant relationship between the independent and dependent variables.

4.5.1 Correlations Analysis

- **Perceived Ease of Use (PEOU)**

Hypothesis 1: Perceived ease of use has significant influences on intention to use ethio call center channels.

The Pearson Correlation Coefficients (T-Test) result in Table 4.18 shows that the obtained correlation value is 0.363, which is significant at the 0.01 level. This means that a significant positive correlation exists between perceived ease of use and behavioral intention. Furthermore, the descriptive results (Table 4.10) showed that the mean of current users felt that Call center channels are easy to use. The literature therefore reinforces the findings of the analysis and the hypothesis that PEOU positively influence behavioral intention of customers is supported.

Table 4.18 Correlation between Perceived Ease of Use and Behavioral Intention

		PEOU	BI
PEOU	Pearson Correlation	1	.363**
	Sig. (2-tailed)		.000
	N	280	280
BI	Pearson Correlation	.363**	1
	Sig. (2-tailed)	.000	
	N	280	280

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

- **Perceived Usefulness**

Hypothesis 2: Perceived usefulness has a significant influence on intention to use ethio call center channels.

Davis (1989) defines PU as the degree to which a person believes that using a particular system will enhance his or her job performance. ATMs gives a user convenience; an opportunity to conduct banking transactions anywhere at any time. According to Venkatesh et al. (2003), PU is a determinant of behavioral intention (BI). It was therefore expected for PU to have a significant effect on the user's behavioral intention in order to use ethio call center channels.

Table 4. 19 Correlations between Perceived Usefulness and Behavioral Intention

		PU	BI
PU	Pearson Correlation	1	.635**
	Sig. (2-tailed)		.000
	N	280	280
BI	Pearson Correlation	.635**	1
	Sig. (2-tailed)	.000	
	N	280	280

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

The correlation results (Table 4.19) showed that the PU factor had a significant effect on the behavioral intention of customers toward using ethio call center channels by the customers. Furthermore, the descriptive results (Table 4.12) showed that the mean of current users felt that ethio call center is useful. The literature therefore reinforces the findings of the analysis and the hypothesis that PU is positively influence the BI of customers toward using ethio call center is supported.

- **Social Influence**

Hypothesis 3: Social Influence positively influences intention to use ethio call center channels

In the literature part of this paper social influence stated as the extent to which an individual perceives that important others believe he or she should use the new system. TAM2 extended the original model to explain perceived usefulness and usage intentions including social influence. As suggested in TAM2, subjective norm, one of the social influence variables, refers to the perceived social pressure to perform or not to perform the behavior (Ajzen, 1991). It seems important to determine how social influences affect the commitment of the user toward use of the information system for understanding, explaining, and predicting system usage and acceptance behavior. The Pearson Correlation Coefficients (T-Test) result in Table 4.20, below, shows that the obtained correlation value is 0.247, which is significant at the 0.01 level. This means that a moderate positive correlation exists between social influence and behavioral intention. Hence, the research hypothesis social influence (SI) positively influence behavioral intention of customers is supported.

Table 4.20 Correlation between Social Influence and Behavioral Intention

		SI	BI
SI	Pearson Correlation	1	.247**
	Sig. (2-tailed)		.000
	N	280	280
BI	Pearson Correlation	.247**	1
	Sig. (2-tailed)	.000	
	N	280	280

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

- **Perceived Enjoyment**

Hypothesis 4: Perceived Enjoyment (PEN) positively influence behavioral intention of customers to use ethio call center channels

As indicated to the literature part within the framework of the TAM, Davis et al. (1992) suggested that perceived enjoyment is similar to intrinsic motivation which drives the performance of an activity that is not linked for any reason other than the process of performing the activity. It was therefore expected for Perceived Enjoyment (PEN) to have a significant effect on the user's behavioral intention in order to use ethio call center channels.

Table 4.21 Correlations between Perceived Enjoyment and Behavioral Intention

		PEN	BI
PEN	Pearson Correlation	1	.363**
	Sig. (2-tailed)		.000
	N	280	280
BI	Pearson Correlation	.363**	1
	Sig. (2-tailed)	.000	
	N	280	280

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

Source: Survey Questionnaire (2018)

The correlation results (Table 4.21) showed that the Perceived Enjoyment (PEN) factor had a significant effect on the behavioral intention of customers toward using ethio call center channels by the customers. Furthermore, the descriptive results (Table 4.16) showed that the mean of all items is near to 4 which refer to most of the respondent agreed with the respective statement about the perceived enjoyment. The literature therefore reinforces the findings of the analysis and the hypothesis that PEN is positively influence the BI of customers toward using ethio call center is supported.

4.5.2 Regresstion Analysis

The following table shown the unstandardized and standardized regression weights for the variables and the result discussed and interpreted below along with regression model

Table 4.22 Regresstion: Dependent Variable (Behavioural Intention)

Multiple Regression				
R Squared (R2)	.635			
Adjusted R2	.633			
Standard Error	.37164	F=164.687	Sig F= .000	
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Variables	B	Standard Error	Beta	B
(Constant)	.414	.136	3.045	.003
PEOU	.266	.097	33.602	.000
PU	.390	.090	26.702	.000
SI	.012	.021	5.823	.010
PEN	.466	.072	6.491	.000

According to Table 4.22 the regression unstandardized coefficients for the four independent variables, i.e. estimated PEOU, estimated PU, estimated SI and estimated PEN, are 0.123, 0.665 and 0.196 respectively. Their significance levels are 0.000, 0.000, 0.010 and 0.000 respectively, which are less than 0.05. This indicates significant multiple linear relationships between them and the dependent variable (intention to use). 63.5% of the variance in intention to use is explained by the four variables, estimated perceived ease of use, estimated perceived usefulness, estimated social influence and estimated perceived enjoyment. It indicates a good prediction in the resulting equation. The resulting regression equation is represented as:

Estimated Intention= 0.414 +0.266*(estimated PEOU) + 0.390*(estimated PU) + 0.012*(estimated SI) +0.466* (estimated PEN) with R2 = 0.635

4.5.3 Summary of Hypothesis Result

The following table briefly showed the summary of the overall outcome of the research hypotheses.

Table 4.23 : Summary of Hypothesis Result

No.	Hypothesis	Results	Reason
H1	Perceived ease of use has significant influences on intention to use ethio call center channels.	Supported	Correlation results, Rho=0.363, Pr<0.01, Alpha=0.05
H2	Perceived usefulness has a significant influence on intention to use ethio call center channels.	Supported	Correlation results, Rho=0.635, Pr<0.01, Alpha=0.05
H3	Social Influence positively influences intention to use ethio call center channels	Supported	Correlation results, Rho=0.247, Pr<0.01, Alpha=0.05
H4	Perceived Enjoyment (PEN) positively influence behavioral intention of customers to use ethio call center channels	Supported	Correlation results, Rho=0.363, Pr<0.01, Alpha=0.05

4.6 Discussion

This study aims to analyze the determinant factor of Customers' Behavioral Intention towards using ethio telecom call center channels. As shown on the above all hypothesis were supported. The findings of this study indicate that perceived ease of use, perceived usefulness, social influence and perceived enjoyment had significant influence on intention to use ethio call cener channels. From the effect sizes perceived usefulness had the largest effect followed by perceived ease of use and enjoyment. Overall, the statistical analysis shows that the findings of this study are consistent with the original TAM findings (Davis, 1989). All TAM related hypotheses within this study were proven to have positive correlations that are statistically significant.

In addition to this a study conducted by other schollars are also strengthen the finding of this study. A study by Jettray B Cown, 2009 on the title of "a study on the influence of perceived usefulness, perceived ease of use and social influce on the use of computed radiography system" finds out that these varialbles are pridictors for intention to use the new technology. Another study done by Timothy Teo, Jan Noyes (2011) on the title of "An assessment of the influce of perceived enjoyment and attitude on the intention to use technology among pre-service teachers: A structural equation modeling approach" also confirms that perceived enjoyment has significant influence to the intention to use which support the finding of this study.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5. Introduction

This chapter includes the summary of findings and concludes with recommendations or suggestions.

5.1. Summary of Key Findings

The analysis chapter started with the reliability and validity analysis of the survey instrument. The results were satisfactory and confirmed that the instrument was reliable and valid. The demography of respondent indicated that the majority of the respondent were male (51.1%), and the sample population was largely dominated by the age range 18-30 years (51.4%), (52%) have first degree and 23.2% have diploma, public sector employees account the larger (32.5%).

The reason for using ethio call center channels to satisfy telecom needs is mainly because of easiness to use (37.9) and its usefulness (30%). 13.2% respondent confirms that they did need to use ethio call center channels for their telecom support which needs further investigation. Calling to 994 (52.1%) and calling to 994 and using an IVR (19.1%) are the major channels used by customers. No significant numbers of customers use other channels which need to be checked further.

The descriptive statistics for the independent variables shown that most customers reported that ethio call center channels are ease to use and useful for satisfying telecom related needs such as information inquiry, registering fault, block or unblock lost SIM, change language and the like. Indeed, the respondent also values the influence of other peoples on the usage of ethio call center channels. Lastly, Call center channels Acceptance Model has shown that perceived usefulness (PU), perceived ease of use (PEOU), social influence (SI) and perceived enjoyment (PEN) significantly influenced behavioral intention of customers toward using ethio call center channels. To summarize, the finding of the research indicate

that there is relatively strong empirical evidence for the hypotheses stated. The result show that perceived ease of use and perceived usefulness are of great importance in usage of ethio call center channels. Moreover, the results also suggest that perceived enjoyment is also an important driver of consumer acceptance of ethio call center channels.

5.2. Conclusion

The purpose of this study was to identify determinants of behavioral intention toward using ethio call center channel. This component includes perceived ease of use, Perceived usefulness, social influence and perceived enjoyment. The results of correlation analysis indicated that there is positive effect of variables to ward using ethio call center channels.

Ethio telecom customers prefer to use ethio call center channel rather than other available channels for example visiting ethio shops. The major reason customers choose to use ethio call center channel is because of easiness to use and its usefulness i.e using ethio call center channels are easy to use or better than other channels to communicate with the company and to get telecom related support. In addition to this most customers believe that call center channels are useful which means customers get the support they seek by using these channels.

There are seven different types of call center channels to get telecom related supports or requests. But among all these channels only three of them called “calling to 994”, “using IVR” and “SMS994 to 994” are used by customers. Other channels called “email to 994, SMS to 8994 and web chat” seems idel and are not used by customers to get telecom related supports which needs managmnet focus and needs further investigation.

In general this research showed that people will use ethio call center channels, which are new or significantly improved channels to them, when the value and benefit of the service is evident. Indeed, customers of ethio telecom will also use the call center channels when it is perceived to be easy to use and useful. The easier it is to use, the more it will be perceived as useful. Thus the company should pay particular attention to the utility and

relevancy of call center channels without forgetting the influence of other most important persons and enjoyment someone gets from the service.

5.3 Recommendation

Call centers becomes the modern communication channels for the customers and company to fulfill operations. Call centers channels can be self-service or with the support of employees of the company. Call centers are used by most modern companies' and as the results indicate that perceived usefulness and perceived ease of use are the major factors that affect the usage of call center, but still suffer from a number of usability and other issues. This study provides managers the area which they need to focus upon easier to use, and enhancing the perceived usefulness of the technologies that allow consumers to access and enjoy the service. Thus, according to the major findings that has been discussed so far the following points are recommended by the student researcher.

- **Usefulness: -** customers need to develop the confidence by the usefulness of ehtio call center channels. To bring this confidence, the company needs to give focus for the response for customers' request (enquiries) and give necessary support through all channels continuously and timely.
- **User Friendly:** - the design of channels needs to be easily understandable with customers since the type of customers for ethio telecom is all kind (literate as well as illiterate). For example steps at using calling 994 and using IVR should be small as much as possible.
- **Communicate Customers**: - as this study clearly shows most ethio call center channels are not used by customers. So, management of the company needs to communicate as well as educate about all available alternative channels for the customers.

5.4 Recommendation for further research

Ethio telecom implements seven different types of communication channels. But as it is clearly discussed on this study only two channels called calling to 994 and using IVR channles are utilized highly. Especially email service is not used by any respondent. So, the reason behind for this case may requires further investigation. In addition to this other researchers need to assess the reason why customers did not choose ethio call center for contacting the company or for getting telecom related supports.

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APPENDICES

APENDICES 1

ENGLISH QUESTIONAIR

Most of the questions are combined and adopted from Davis, F. D. (1989)

Survey Questionnaire

Cover Letter of Questionnaire Survey

Determinants of Customer Behavioral Intention towards Using Ethio Telecom Call Center Channels

Dear Respondent,

My name is Helen G/Selassie and I am a graduate student at Addis Ababa University College of Business and Economics School of Commerce Department of Marketing Management. This study is for academic purpose, as a partial requirement for a master's in Marketing Management program. I am conducting a research to investigate the **Determinants of Customer Behavioral Intention towards Using Ethio Telecom Call Center Channels.**

The following questionnaire will require a few minute to complete. There is no compensation for responding. In order to ensure that all information will remain confidential, please do not include your name.

Student researcher will not identify you by name in any report using information obtained from your questionnaire; your confidentiality as a participant in this study will remain secure. If you have any questions regarding the survey or this research project in general, please contact via contact detail provided below. Indeed, your participation is voluntary and if you choose not, you have the right not to participate in the study.

Let me thank you in advance for the time and effort required to fill out the questionnaire and to assure you that your participation is greatly appreciated.

Yours Sincerely,

Helen G/Selassie Mobile: +251 911505263 Email: helen.gebresellasie@ethiotelecom.et

RESEARCH QUESTIONS

This questionnaire consists of three parts. Part one requests personal information about you which is required for statistical analysis purpose only. Part two requests your opinion on the determinants of Customer Behavioral Intention towards Using Ethio Telecom Call Center Channels. Part three requests your opinion on intention to use ethio call center channels.

INSTRUCTION

Please put (✓) in the box to choose.

PART ONE: Demographic Details

User Demographics	**Categories**	**Put (✓)**
1. Age	A. Between 18-30	
	B. Between 31-40	
	C. Between 41-50	
	D. Greater than 51	
2. Gender	A. Male	
	B. Female	
3. Educational Level	A. Less than high school	
	B. High school	
	C. Diploma	
	D. First degree	
	E. Master's degree	
	F. Others	
4. Occupation	A. Public Sector	
	B. Private Sector	
	C. Self employed	
	D. Others	

PART TWO: Behavioral Intention towards Using Ethio Telecom Call Center Channels.

1. Do you prefer to use ethio call center for your ethio telecom service needs than using other channels?

   ☐ Yes ☐ No

2. If Yes, to the above question. Why do you prefer ethio Call Center over other channels?

   ☐ Due to its easiness to use ☐ Due to its usefulness in support

   ☐ Because, I enjoy call to Call Center

   ☐ Because, my friends, peers and family members recommend it

3. Which call center service do you use? You can select more than one

List of ethio call center channels	**Put (✓) Mark**
Call to 994	
Calling to 994 and using Interactive voice response (IVR)	
Sending SMS 994 to 994	
Email to 994@ethiotelecom.et	
SMS to 8994	
Web chat using https://www.ethiochatroom.et	
Using social media like Facebook	

INSTRUCTION

Please indicate the extent to which you agree or disagree with each of the following statements and put (✓) in the box to choose the number from 1 to 5 that best represents your level of agreement with the statement. 5 Point Likert Scale is used and (1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly agree).

Items	Scale				
	1	2	3	4	5
Perceived Ease of Use					
1. Learning to use ethio call center channels is easy for me					
2. Getting service through ethio call center is clear					
3. Over all, I find using ethio call center channels are easy to use					
Perceived Usefulness					
1. Using ethio call center enables me to get my telecom service supports					
2. ethio call center enables me to get solutions for problems I encounter relating to telecom channels					
3. Ethio call center allows me to contact the company from anywhere					
4. Over all, I find ethio call center channels are useful					
Social Influence					
1. My family think I should use ethio call center channels to fulfill my telecom needs					
2. My close friends and peers think I should use ethio call center channels					
Perceived Enjoyment					
1. Getting service using ethio call center makes me					

happy					
2. I like using ethio call center to get telecom related support					
3. I like to use ethio call center to my telecom needs					

PART THREE: INTENTION TO USE

Items	Scale				
	1	2	3	4	5
Intention to Use					
1. I would use ethio call center channel for my ethio telecom service needs					
2. I intend to continue using ethio call center for my telecom needs					
3. I encourage others to use ethio call center for their telecom needs					

Thank you!

APENDICES 2

AMHARIC QUESTIONNAIR

የጥናት መጠይቅ

የመጠይቁ የሽፋን ገፅ

<u>የኢትዮ ቴሌኮም የጥሪ ማዕከል አገልግሎትን ለመጠቀም የሚወስኑ የደንበኞች የባህርይ ሁኔታ</u>

ውድ የዚህ ጥናት ተሳታፊ

ስሜ ሄለን ገ/ሥላሴ ይባላል በአዲስ አበባ ዩኒቨርሲቲ ቢዝነስ ኢኮኖሚክስ ኮሌጅ የንግድ ስራ ትምህርት ቤት በማርኬቲንግ ማኔጅመንት የሁለተኛ ዲግሪ ተማሪ ነኝ። ይህ ጥናት የሚያገለግለው ለትምህርት ተግባር ብቻ ሲሆን በማርኬቲንግ ማኔጅመንት ለሁለተኛ ዲግሪ ከፊል ማሟያ አገልግሎት ነው። የኢትዮ ቴሌኮም የጥሪ ማዕከል አገልግሎትን በመጠቀም ዙሪያ የደንበኞችን ባህሪ የሚወስኑ ነገሮችን ለማወቅ የሚረዳ ጥናት በማድረግ ላይ እገኛለሁ።

የሚከተለውን መጠይቅ ለሙላት የሚያስፈልገው ጊዜ ጥቂት ደቂቃዎች ናቸው። ይህን በመመለስዎ ምክንያት የሚያገኙት ምንም አይነት ማካካሻ ክፍያ የለም። ሁሉም መረጃዎች በሚስጥር እንዲደበቁ ስምዎን በመጠይቁ ላይ አይፃፉ።

እኔ ተማሪ ጥናት አድራጊ ማንኛውንም ከእርስዎ የመጠይቅ መልስ ላይ ያገኘኋቸውን መረጃዎች በተመለከተ በምጠቀምበት ወቅት እርሰዎን በስምዎ ስለማልጠቅስ የእርሰዎ በጥናት ውስጥ መሳተፍዎ ምስጥራዊነት አስማማኝ ነው። ስለዚህ ጥናት ወይም ስለዚህ መጠይቅ የተመለከተ ጥያቄ ካለዎት ከታች በተመለከቱት አድራሻዎች ያግኙኝ። በእርግጥ የእርስዎ በጥናቱ ውስጥ መሳተፍ በራሰዎ ፈቃድ ላይ የተመሠረተ ነው። በጥናቱ ላይ ስለተሳተፉ በቅድሚያ እያመሰገንኩ የእርስዎ በዚህ ጥናት ውስጥ መሳተፍ በጣም ጠቃሚ መሆኑን ላረጋግጥልዎት እወዳለሁ።

አክባሪዎ

ሄለን ገ/ሥላሴ

ስልክ ቁጥር (251) 911 505263 ኢሜል Helen.gebresellasie@ethiotelecom.et

የጥናት ጥያቄዎች

ይህ መጠይቅ ሦስት ክፍሎችን ይዟል። ክፍል አንድ ለስታቲስቲክስ አገልግሎት ብቻ ለማዋል የግል መረጃን ያያዘነው። ክፍል ሁለት የኢትዮ ቴሌኮም የጥሪ ማዕከል አገልግሎት በመጠቀም ዙሪያ የደንበኞችን ባህሪ የሚወስኑ ጉዳዬችን በተመለከተ የእርስዎን አስተያየት የሚጠይቅ ነው። ክፍል ሦስት ደንበኞች የኢትዮ ቴሌኮም የጥሪ ማዕከል አገልግሎትን ለመጠቀም የሚያነሳሳቸው ምክንያት ላይ ያለዎትን አስተያየት የሚጠይቅ ነው።

<u>መመሪያ</u>

እባክዎ የ ✓ምልክት በመረጡት ሳጥን ላይ ያስቀምጡ

ክፍል አንድ የግል መረጃዎች

የመላሾች ግላዊ መረጃ	**ምድቦች**	**የ ✓ምልክት ያስቀምጡ**
1. እድሜ	ሀ. ከ18-30	
	ለ. ከ31-40	
	ሐ. ከ41-50	
	መ. ከ51 በላይ	
2. ጾታ	ሀ. ወንድ	
	ለ. ሴት	
3. የትምህርት ትደረጃ	ሀ. ከሁለተኛ ደረጃ በታች	
	ለ. ሁለተኛ ደረጃ	
	ሐ. ዲፕሎማ	
	መ. የመጀመሪያ ዲግሪ	
	ሠ. የማስተርስ ዲግሪ	
	ረ. ሌላ	
4. ሥራ	ሀ. የህዝብ አገልግሎት	
	ለ. የግል ድርጅት	
	ሐ. የግል ሥራ	
	መ. ሌላ	

ክፍል ሁለት፡የኢትዮ ቴሌኮም የጥሪ ማዕከልን በመጠቀም ዙሪያ የደንበኞች ባህሪ መነሻዎች

1. ከሌሎች አማራጭ ዘዴዎች በተሻለ ለኢትዮ ቴሌኮም አገልግሎቶች ፍላጎትዎ የድርጅቱን የጥሪ ማእከል መጠቀም ይመርጣሉ?

☐ አዎን አይደለም ☐

2. ለላይኛው ጥያቄ መልስዎ አዎ ከሆነ ከሌሎች አማራጮች ይልቅ የኢትዮቴሌኮምን የጥሪ ማዕከል ለምን መረጡ?

☐ ለመጠቀም ቀላል በመሆኑ ☐ ድጋፍ ለመስጠት ባለው ጠቀሜታ ምክንያት

☐ ወደ ጥሪ ማዕከሉ በመደወል የማገኘው ድጋፍ ስለ ሚያስደስተኝ

☐ ጓደኞቼ፣አቻዎቼ እና ቤተሰቦቼ እንድጠቀም ስለመከሩኝ

3. የትኞቹን የጥሪ ማዕከል መገኛዎች ይጠቀማሉ? ከአንድ በላይ መምረጥ ይችላሉ

የኢትዮ ቴሌኮም የጥሪ ማዕከል አገልግሎቶች ዝርዝር	የ✓ምልክት ያስቀምጡ
ወደ 994 መደወል	
ወደ 994 መደወል እና አሳታፊ ድምፅን በመከተል (አይ ቪ አር)	
994 ብሎ ወደ 994 አጭር የፅሁፍ መልክት መላክ	
ወደ 994@ethiotelecom.et ኢሜል መላክ	
ወደ 8994 አጭር የፅሁፍ መልዕክት መላክ	
የድረ ገፅ መልእክት መለዋወጫ https://www.ethiochatroom.et በመጠቀም	
የአትዬ ቴሌኮም ፌስቡክን በመጠቀም	

<u>መመሪያ</u>

እባከዎ ለሚከተሉት አረፍተ ነገሮች የ ✓ ምልክት በማስቀመጥ ከ1-5 ላሉት ደረጃዎች የስምምነት ደረጃዎን በሚያመላክተው ሳጥን ላይ ያስቀምጡ። ይህ ባለ አምስት ደረጃ የሊከርት ስኬል ነው።

(1- በጥብቅ አልስማማም ፣ 2- አልስማማም ፣ 3- ገለልተኛ ፣ 4- እስማማለሁ ፣ 5 በጣም እስማማለሁ)

መጠይቆች	**ደረጃ**				
	1	2	3	4	5
አገልግሎቶቹን ለመጠቀም ቀላልነት ላይ ያለ ግንዛቤ					
1. የኢትዮ ቴሌኮም ጥሪ ማዕከል አማራጭ አገልግሎቶችን አጠቃቀም ለማወቅ ለእኔ ቀላል ነው					
2. በኢትዮ ቴሌኮም ጥሪ ማዕከል ያሉ አገልግሎቶች ለመጠቀም ግልፅ ናቸው					
3. በጠቅላላው የኢትዮ ቴሌኮም ጥሪ ማዕከል አገልግሎቶች ለመጠቀም ቀላል ነው።					
የአገልግሎቶች ጠቃሚነት ላይ ያለ ግንዛቤ					
1. የኢትዮ ቴሌኮም የጥሪ ማዕከልን መጠቀሜ ለቴሌኮም አገልግሎቶች ፍላጎቴ ድጋፍ እንዳገኝ ያስችለኛል					
2. ከቴሌኮም አገልግሎቶች ጋር ለተያያዙ ለገጠሙኝ ችግሮች በጥሪ ማዕከሉ በኩል መፍትሄ ማግኘት ችያለሁ					
3. ወደ ድርጅቱ በአካል መሄድ ሳያስፈልገኝ ከማንኛውም ቦታ ሆኜ ድርጅቱን ለማግኘት ያስችለኛል					
4. በጠቅላላው የኢትዮ ቴሌኮም ጥሪ ማዕከል ጠቃሚ ሆኖ አግኝቸዋለሁ					
የሌሎች ሰዎች ጫናን በተመለከተ					
1. የቴሌኮም ፍላጎቶቼን ለሚሟላት የኢትዮቴሌኮም ጥሪማዕከልን እንድጠቀም ቤተሰቦቼ ይመክሩኛል					

2. የቅርብ ጓደኞቼ እና አቻዎቼ የኢትዮ ቴሌኮም የጥሪ ማዕከልን መጠቀም እንዳለብኝ ይመክሩኛል					
የአገልግሎቱ አስደሳችነትን በተመለከተ					
1. የኢትዮ ቴሌኮም ጥሪ ማዕከልን በመጠቀም ባገኘሁት አገልግሎት ደስተኛ ነኝ					
2. ከቴሌኮም አገልግሎቶች ጋር በተገናኘ ለሚያስፈልገኝ እርዳታ የጥሪ ማዕከሉን መጠቀም ያስደስተኛል					
3. ለቴሎኮም ፍላጎቴ የጥሪ ማዕከሉን መጠቀም ያስደስተኛል					

ከፍል ሦስት - አገልግሎቶቹን የመጠቀም ምክንያቶች

መጠይቆች	**ደረጃ**				
	1	2	3	4	5
1. የቴሌኮም ፍላጎቶቼን ለማሣካት የኢትዮ ቴሌኮም የጥሪ ማዕከልን እጠቀማለሁ					
2. ለኢትዮ ቴሌኮም ፍላጎቶቼ የጥሪ ማዕከሉን መጠቀሜን እቀጥልበታለሁ					
3. ሌሎች ሰዎች ለቴሌኮም ፍላጎቶቻቸው የጥሪማዕከሉን እንዲጠቀሙ አበረታታለሁ					

አመሰግናለሁ!

APENDICES 3

Reliability

Scale: Percieved Ease of Use

Case Processing Summary

		N	%
Cases	Valid	280	100.0
	Excluded[a]	0	.0
	Total	280	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.772	3

Scale: Percieved Usefulness

Case Processing Summary

		N	%
Cases	Valid	280	100.0
	Excluded[a]	0	.0
	Total	280	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.726	4

Scale: Social Influence

Case Processing Summary

		N	%
Cases	Valid	280	100.0
	Excluded[a]	0	.0
	Total	280	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.876	2

Scale: Perceived Enjoyment

Case Processing Summary

		N	%
Cases	Valid	280	100.0
	Excluded[a]	0	.0
	Total	280	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.895	3

Correlations

		PEU	PU	PSI	PEN	BI
PEU	Pearson Correlation	1	.336**	.242**	.363**	.363**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	280	280	280	280	280
PU	Pearson Correlation	.336**	1	.288**	.635**	.635**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	280	280	280	280	280
PSI	Pearson Correlation	.242**	.288**	1	.247**	.247**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	280	280	280	280	280
PEN	Pearson Correlation	.363**	.635**	.247**	1	1.000**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	280	280	280	280	280
BI	Pearson Correlation	.363**	.635**	.247**	1.000**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	280	280	280	280	280

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