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Usage of Internet in Academic Endeavors of University Students in Kathmandu, Nepal

[1]Dhruba Lal Pandey
Associate Professor, Central Department of Management, Tribhuvan University
p.dhruba@yahoo.com

[1]Nischal Risal
Assistant Professor, Nepal Commerce Campus, Tribhuvan University
nischalrisal@gmail.com

[1]Bhupindra Jung Basnet
Assistant Professor, Nepal Commerce Campus, Tribhuvan University
bhupindra@ncc.edu.np

Corresponding Author
Nischal Risal
nischalrisal@gmail.com

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Abstract

The study aims in analyzing the use of internet in academic success of university students. The study has adopted survey research design. The convenience sampling method is used to collect the response from science, law and management students from different university. The total usable response is confined to hundred samples. The descriptives, Chi-square test, F-test and correlation analysis are conducted using SPSS software in the study. The analysis has found that male uses internet for communication purpose better than that of female students. NTC is found mostly preferred internet service provider for the respondents of education background. The analysis further concluded that there is no significant difference between the education background and the use of internet for doing assignment, social networking, entertainment and communication. However, there is no significant difference between faculty selected by students and choice of internet browsing speed. There is no significant association between pressure group and type of faculty chosen by students, although science students are more sensitive towards pressure group. There is no significant relationship between occupation of students' guardian and preferred ISP. There is significant difference between type of ISP and level of satisfaction of respondents. The study

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revealed that there is no significant relationship between type of ISP subscribed and payment system. The study has found no significant relationship between amount charged and ISP subscribed. There is no significant relationship between overall performance and ISP subscribed. The study concluded that there is significant relationship between ISP subscribed and switching option of ISP. Finally, it is concluded that the use of internet in academic endeavor become essential in recent years. Thus, policy makers, service providers and university should develop a framework that can integrate their curriculum to go along with information and technology.

Keywords: Academic endeavors, Field of study, Occupation, Gender, Address
JEL Classifications: *I20, K24, L96, M15, O32*

Introduction

Today's world is hugely dependent with technology and gadgets. The emergence of information technology (IT) as an electronic medium of commerce has offered new opportunities to industry as an alternative of marketing tools and channels. Internet-based communication system has successfully solved the communication problem with its multiple applications and its use in various dimensions in Nepal too.

Internet is now not only the means of communication but also the warehouse of data (i.e. online database), media of promotion (Web advertising), virtual market (i.e. e-bay, Amazon), means of service distribution to end-users (i.e. online banking, online newspapers), mode of entertainment (i.e. online games, movie, music), virtual community (i.e. blogging, Facebook, twitter), and many more. From the consumers' perspective, internet-based services can significantly reduce the costs for searching, widen the selection of vendors, deliver lower priced products/services, and increase convenience, allowing greater control over products/service offered. This reduction in cost has encouraged companies to expand electronic information services and new competitors to enter existing market. Thus, it is vital for companies to understand consumer adoption behavior, as their investment decisions in technology infrastructure should be driven by consumer acceptance (adoption) and long-term profitability. Research topic is somehow related to the interconnection between internet and students.

People are becoming faster and works are being easier due to technology and telecommunication. Internet has a big influence to the life of students. Especially students of urban areas have got easy access to internet and they have been fascinated towards it very much. Most of college students are in excess of internet and among them majority prefers to use daily. Mostly students are getting addicted towards internet for the purpose of entertainment, infotainment, educational enrichment & socialization. Educational purposes refer to use of internet for gaining

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knowledge from internet source. Socializing refers to use of internet for contacting with friends and family, chatting with friends and family and using social networking sites for sharing with friends and family. The market of internet service providers (ISPs) in Nepal is growing day by day. Nepal Telecommunication Authority (NTA) issues license to all ISPs for their service authorization. The term of the license is for five years. Today, Nepal Telecom has become the largest ISP with 54.35% market share followed by several companies such as NCell, United Telecom Limited, Mercantile Communication, World-Link, Vianet, Broad-Link, Everest, Speed Cast, Web Surfer, Classic Technology etc. Internet becomes basic need for professional people at this age of information technology for proper and rapid communication. The selection of ISP depends upon need of customer, available technology, price, speed and redundancy of its connection, access of connectivity, availability of technical support for trouble shooting, security of internet connection, service reliability, range of bandwidth, provider's tier rating, service credibility, user friendliness, term of service and overall service quality. Because of these reasons, the study aims in analyzing the use of internet in academic endeavors.

Statement of Hypothesis

H1: There is significant relationship between field of study and selection of internet service provider.

H2: There is significant relationship between family's main occupation and choice of internet service provider.

H3: There is significant relationship between gender and internet service provider.

H4: There is significant relationship between the permanent address of the students and choice internet service provider.

Review of Literatures

The globalization of the market place and the means of accessing the same through the national and global information superhighways have given a new dimension to the concept of information (Gupta, 2008). What has started in the 1970s as essentially hardware or computer-oriented industry is now become a multi-dimensional force with an increasing influence on the quality of life (Ray & Acharya, 2004). The rapid growth in IT has made the world very small. The impact of IT is felt by common man, like reservations of tickets, internet banking facility, online trading, home shopping etc. Besides all these, the fast access of the information could be possible due to the revolutionary changes in the IT (Ray & Acharya, 2004). Pursuant to Section 14 of the Telecommunication Act, 1997, Nepal Telecommunications Authority (NTA) has determined the quality of service (QoS) parameters and corresponding benchmarks for internet service. The authority has divided the QoS

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parameters into network performance, fault incidence and repair, billing complaints and redressal and customer perception regarding the service. The information search as an essential part of consumer decision making and search activity is considered central to consumer behavior decision making theory (Moore & Lehmann 1980; Newman & Lockeman 1975).

The information search represents the second stage after problem recognition in the seven stages of the decision-making process model proposed by Engel et al., (1995). The two principal conceptual ideas that influence a customer's product choice selection are product information availability and prior experience with the products (Bettman & Park 1980). Murray (1991) found that more information was needed to reduce risk in purchasing services than in purchasing goods. The greater the degree of perceived risk, the more effort consumers expend to seek information. Wilkie and Dickson (1985) pointed out those different consumers would perform information search activities differently based on their individual limitations and perceptions. The degree of uncertainty or perceived risk associated with products/services can be reduced by using several sources to search for more information (Dorsch, Grove & Darden 2000). Consumers' perceptions of uncertainty or perceived risk in a purchasing situation have an impact on consumers' information search behavior (Hugstad et al., 1987). Consumers would continue to search for more information as long as the perceived benefits exceed the perceived costs (Punj & Staelin, 1983).

Consumers would tend to search for more information if they had perceived that the additional information could assist them to make a better or more satisfying purchase decision (Srinivasan & Ratchford, 1991). In general, information searches can be classified into internal and external (Bettman 1979; McColl-Kennedy & Fetter 1999). Bettman (1979) noted that consumers had searched to acquire information in order to achieve their goals, and their search might be internal (memory) or external (e.g. advertisement, newspaper). Consumers would begin to check their internal information against their previous purchase experience and knowledge (Kiel & Layton 1981). Srinivasan and Ratchford (1991) defined the level of external information searching as the amount of attention and effort was taken to obtain information or data relating to the specific purchase under consideration. External information searching could include economic and psychological processing which had involved active, motivated and conscious effort (Gibler & Nelson 2003; Srinivasan & Ratchford 1991). Therefore, external searches could be defined as the acquisition of information from other sources rather than an individual's memory and would occur when consumers were motivated to search for information concerning their purchase (Heaney & Goldsmith, 1999).

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McColl-Kennedy and Fetter's (2001) study about the dimensions of consumer search behavior in services, consumers' search activities could be classified into the sources of external information and the degree of effort the search involves. Firstly, sources of external information could be classified according to whether they were dominated by marketing or whether they were dominated by personal and impersonal communication (Engel et al., 1995). Beatty and Smith (1987) suggested that there were four sources of external information: media, retailers, personal communication, and neutral sources. Olshavsky and Wymer (1995) had argued that external information sources could be classified as market control, reseller information, third-party independent, interpersonal sources and by direct inspection of the good by the consumer. Secondly, in terms of consumers' external search effort, there were some common measures of search effort such as the number of stores visited, the number of brands examined and time spent in the overall shopping experience (Newman & Lockeman, 1975).

The perceived risk had referred to the nature and amount of risk perceived by consumers regarding a particular purchasing situation. Consumers could not always be certain that the planned purchase would satisfy their needs (Cox & Rich 1964). The concept of risk implied that consumers had made their purchase decisions with uncertainty regarding the desired service or product (Murray 1991). Mitra et al., (1999) suggested that perceived risk as a common variable that consumers had used to explain the risk perception and risk deduction methods. Srinivasan and Ratchford (1991) had defined perceived risk as the probability of any loss (financial, performance, physical & convenience) that could occur due to the absence of external search, multiplied by the importance of that loss. A number of researchers stated that in the event of greater perceived risk, consumers were more likely to rely on information from personal sources such as product-related conversation or word-of-mouth (WOM) discussion in order to reduce risk and/or uncertainty in their purchase (Locander & Hermann 1979; Lutz & Reilly 1984).

Hugstad et al., (1987) had indicated that the role of personal sources of information (e.g. families, relatives, friends, sales person) appeared to be much more important in high-risk situations than in low-risk situations. Roselius (1971) had included an additional type of perceived risk which was time risk meant the possible loss of convenience or time associated with the unsatisfactory delivery of a service. Corporate image could be simply defined as an accumulation of the impressions or perceptions held by external stakeholders (Bromley 1993; Davies & Miles 1998). Building up corporate image would be a lengthy process that could be improved by the successes and achievements of the company. In contrast, corporate image could be easily damaged if the company was unable to perform its

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services well or ignored customers' needs and expectations (Dichter 1985; Herbig et al., 1994). This was because when customers were satisfied (or dissatisfied) with the service, their attitude toward a service provider/company would be improved (or damaged) (Andreassen & Lindestad, 1998).

As a result, corporate image was believed to have an influence on customers' buying decisions could simplify customer decision making and helped customers to choose the most favorable option from different companies or service providers (Markus 1977). In service marketing, corporate image was considered to be an important factor for customers to evaluate the quality of services offered by different service providers (Gronroos 1984; Zinkhan et al., 2001). As service was intangible and the quality of a service might be more difficult to evaluate by customers than goods, service firms might be more likely to feel the effects of corporate image than other types of firms (Kim & Choi 2003). Customer satisfaction as the accumulated experience of a customer's purchase and consumption experiences had influenced by expectations and experienced service performance (Gotlieb et al., 1994; Anderson et al., 1994). Customer satisfaction had most significant impact on customer loyalty, followed by brand reputation and switching costs (Methlie & Nysveen, 1999). Some researchers suggested that there were at least two concepts of customer satisfaction; transaction-specific and cumulative (Boulding et al., 1993). In its cumulative aspect, satisfaction had referred to the overall evaluation of customers of their purchase and consumption experiences (Edvardsson et al., 2000; Johnson & Fornell, 1991). On the other hand, transaction-specific satisfaction stems from the level of confirmation or disconfirmation that was occurred when a customer evaluated their expectations compared to the perceived value which they received during and after each service encounter transaction (Anderson et al., 1994; Olsen & Johnson 2003).

Quality had positive impact on customer satisfaction which in turn, generated organizations' profit (Anderson et al., 1994). When customers were satisfied, they had become loyal customers, and loyal customers would tend to buy more, accept higher prices, and spread positive word of mouth messages about the firm (Aydin & Ozer 2005). On the other hand, dissatisfied customers were more likely to search for more information about alternatives and were more likely to switch to competitors (Anderson & Srinivasan, 2003). Cronin and Taylor (1992) had provided the evidence that service quality would lead to customer satisfaction. Parasuraman et al., (1988) suggested that perceived service quality would result from a comparison between expectations and actual performance. The perceived service quality and satisfaction levels could be defined based on the gap between the levels of customer expectation and the levels of actual performance (Langevin 1988). The relationships among expectation, actual

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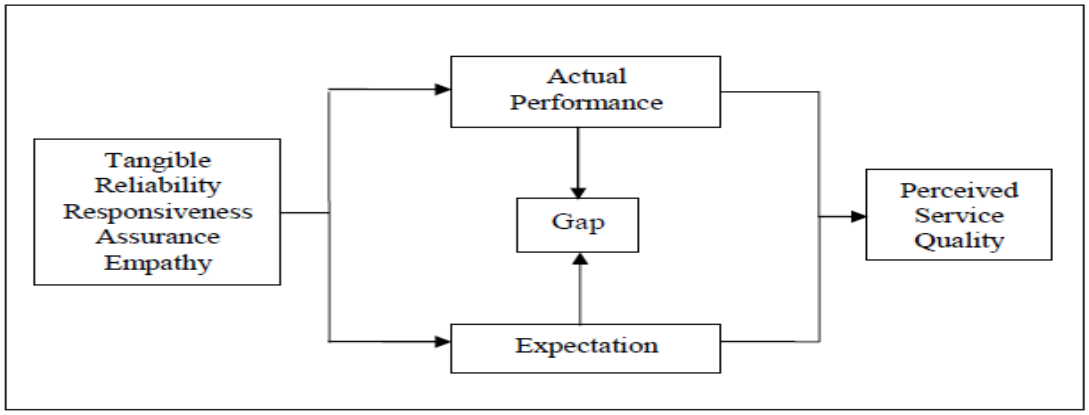
performance and perceived service quality as shown in Figure 1 and Table 1 was proposed by Parasuraman et al., (1988). Wang et al., (2004) had suggested that, in order for service providers to be successfully competitive, they must try to improve customer-perceived service quality by focusing on the underlying factors; tangibility, reliability, responsiveness, assurance, empathy and network quality.

Figure 1

Relationships among Expectation, Actual Performance and Perceived Service Quality



Source: Parasuraman et al., (1988)

Table 1

Five Dimensions of SERVQUAL

Dimensions	Definitions
Tangibles	Tangibility can be viewed as physical facilities, equipment, and personnel appearance.
Reliability	Reliability can be viewed as an ability to accurately perform and deliver service as promised.
Responsiveness	Responsiveness can be viewed as a willingness to help and provide prompt service to customer.
Assurance	Assurance can be viewed as knowledge and courtesy of employees including their ability to convey trustworthiness and confidence to customers.
Empathy	Empathy can be viewed as the caring, individualized attention the firm provides its customers.

Source: Parasuraman et al., (1988)

Research Methods

A survey research design is adopted in the study. The population for the study is defined as the college students with different educational level, faculties and background, family occupation and gender. The survey is conducted within Kathmandu Valley taking university students as respondents using convenience sampling method. The primary data is collected through the distribution of well-structured questionnaires to university students from different faculties management, science and law to observe their preference on ISPs. College students from different background have been selected as respondents because most of the college students are using internet to facilitate their study and lifestyle and they are quite aware about the service quality of internet and internet service providers. The

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population for this study is the total internet users specially college students of Kathmandu Valley. The sample size for this study is hundred students as respondents from diverse combinations of education background, family occupation and gender. The researcher has selected current bachelor and master level students. SPSS version 26 software is used to enter and analyze the collected data. The descriptive as well as inferential analysis are conducted in the study. Various tools such as; central tendency, frequency, minimum, maximum, dispersion, t-test, F-test, Chi-Square test and correlation analysis are used to analyze the data.

Results

Analysis between Gender and Purpose of Internet Use

Table 2 has shown that most of the male respondents use internet for entertainment. Among the female respondents, most of them use internet for doing assignments. Male respondents have given least important in use of internet to do assignments. Female respondents have given least important on the use of internet for entertainment. Since p- value (0.010) is less than 0.05, the null hypothesis is rejected. There is significant relationship between gender and doing assignment. Since p- value (0.715) is greater than 0.05, the null hypothesis is not rejected. There is no significant relationship between gender and social networking. Since p- value (0.000) is less than 0.05, the null hypothesis is rejected. There is significant relationship between gender and entertainment. Since p- value (0.384) is greater than 0.05, the null hypothesis cannot be rejected. There is no significant relationship between gender and communication.

Table 2
Gender and Purpose of Internet Use

Purpose	Gender	N	Mean	Std. Deviation	Std. Error Mean	t-value	p-value(two-sided)
To do assignment	Male	38	2.91	1.241	0.213	2.594	0.010
	Female	62	2.23	1.228	0.160		
Social networking	Male	38	2.49	1.091	0.180	0.239	0.715
	Female	62	2.43	1.038	0.148		
Entertainment	Male	38	2.27	1.049	0.179	-2.389	0.000
	Female	62	2.77	0.984	0.131		
Communication	Male	38	2.39	1.019	0.165	-1.091	0.384
	Female	62	2.63	1.187	0.161		
Pearson Chi-Square		12.99		10 (df)	0.224 (P-Value)		

Analysis between Preference of ISP and Education Background

Table 3 has shown that respondents from all education background mostly preferred NTC i.e. 65.0 percentages while least preferred ISP by management students is NCell, for science students is UTL i.e. three percentages, for law students is UTL and Subisu i.e. three percentages each. The overall result has shown that second most preferred ISP by students is Subisu. Since, P-value (0.224)

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is greater than 0.05, the null hypothesis cannot be rejected, thus there is no significant relationship between education background and ISP preferred.

Table 3
Preference of ISP and Educational Background

Education Background		NTC (%)	World Link (%)	Subisu (%)	Broad Link (%)	NCell (%)	Others (%)	Total (%)
	Count	26	3	4	1	0	0	34
Management	Percentage	76.50	8.80	11.80	2.90	0	0	100
	Count	16	2	5	4	5	1	33
Science	Percentage	48.50	6.10	15.20	12.10	15.20	3	100
	Count	23	3	1	2	3	1	33
Law	Percentage	69.70	9.10	3.00	6.10	9.10	3	100
	Count	65	8	10	7	8	2	100
Total	Percentage	65	8.00	10	7	8.00	2	100

Analysis between Education Background and Purpose of Internet Use

Table 4 has shown that doing assignment is ranked as important on the use of internet by the management students. Science students have ranked doing assignment as least preferred use of internet. Social networking is ranked as important on the use of internet by science students whereas law students have ranked social networking as least preferred use of internet. Entertainment is ranked as important use of internet by science students whereas management students have ranked entertainment as least preferred use of internet. Communication is ranked as important use of internet by law students whereas management students have ranked communication as least preferred use of internet. Since P-value (0.147) is greater than 0.05, the null hypothesis cannot be rejected, thus, there no significant relationship between education background and doing assignment as important use of internet. Since P-value (0.812) is greater than 0.05, the null hypothesis cannot be rejected, thus, there is no significant relationship between education background and social networking as important use of internet. Since P-value (0.527) is greater than 0.05, the null hypothesis cannot be rejected thus, there is no significant relationship between education background and entertainment as important use of internet. Since P-value (0.432) is greater than 0.05, the null hypothesis cannot be rejected thus, there is no significant relationship between education background and communication as important use of internet.

Table 4
Educational Background and Purpose of Internet Use

		N	Mean	Std. Deviation	Minimum	Maximum	F	P- value
To do Assignment	Management	34	2.21	1.20	1	4		
	Science	33	2.82	1.29	1	4	1.954	0.147
	Law	33	2.55	1.33	1	4		
	Total	100	2.52	1.28	1	4		

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	Management	34	2.47	1.02	1	4		
Social Networking	Science	33	2.33	1.05	1	4	0.208	0.812
	Law	33	2.48	1.09	1	4		
	Total	100	2.43	1.05	1	4		
	Management	34	2.62	1.05	1	4		
	Science	33	2.39	1.12	1	4	0.644	0.527
Entertainment	Law	33	2.67	0.96	1	4		
	Total	100	2.56	1.04	1	4		
	Management	34	2.71	1.19	1	4		
Communication	Science	33	2.45	1.03	1	4	0.848	0.432
	Law	33	2.36	1.14	1	4		
	Total	100	2.51	1.12	1	4		

Analysis between Education Background and Faster Browsing as a Reason for Subscribing the Current ISP

Table 5 has shown that among all the respondents, the majority of the students from management and science education background have listed faster browsing as reason for subscribing the mentioned ISP whereas most of the students from law background do not consider faster browsing as reason for subscribing the mentioned ISP. Since p value (0.078) is greater than 0.05, the null hypothesis cannot be rejected thus, there is no significant relationship between browsing speed and education background.

Table 5
Educational Background and Faster Browsing as a Reason for Subscribing the Current ISP

		Faster browsing		Total
Education		*Yes*	*No*	
	Count	18	15	33
Management	% within education background	54.50%	45.50%	100%
	Count	21	12	33
Science	% within education background	63.60%	36.40%	100%
	Count	12	21	33
Law	% within education background	36.40%	63.60%	100%
	Count	51	48	99
Total	% within education background	51.50%	48.50%	100%
Pearson Chi-Square	Statistic	5.096	P-Value=0.078	

Analysis between Education Background and Cost as a Reason for Subscribing the Current ISP

Table 6 has shown that among all the respondents, the majority of the students from management and law background have listed less expensive as a reason for subscribing the mentioned ISP whereas most of the students from science background do not consider less expensive as reason for subscribing the mentioned ISP. Since p- value (0.007) is less than 0.05, the null hypothesis is rejected. Thus, there is significant relationship between less expensive feature and education background.

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Table 6
Educational Background and Cost as a Reason for Subscribing the Current ISP

Education Background		Less Expensive		Total
		Yes	*No*	
	Count	27	6	33
Management	Percentage (%)	81.80%	18.20%	100%
	Count	15	18	33
Science	Percentage (%)	45.50%	54.50%	100%
	Count	18	15	33
Law	Percentage (%)	54.50%	45.50%	100%
	Count	60	39	99
Total	Percentage (%)	60.60%	39.40%	100%
Pearson Chi-Square Statistic		9.90		P-Value=0.007

Analysis between Education Background and Quick Service as a Reason for Subscribing the Current ISP

Table 7 has shown that among all the respondents, the majority of the students from neither education background have listed quick service as reason for subscribing the mentioned ISP. Since p- value (0.206) is greater than 0.05, the null hypothesis cannot be rejected. Thus, there is no significant relationship between quick service and education background.

Table 7
Educational Background and Quick Service as a Reason for Subscribing the Current ISP

Education Background		Quick Service		Total
		Yes	*No*	
	Count	16	17	33
Management	Percentage (%)	48.50%	51.50%	100%
	Count	13	20	33
Science	Percentage (%)	39.40%	60.60%	100%
	Count	9	24	33
Law	Percentage (%)	27.30%	72.70%	100%
	Count	38	61	99
Total	Percentage (%)	38.40%	61.60%	100%
Pearson Chi-Square Statistic		3.160		P-Value=0.206

Analysis between Education Background and Pressure Group as a Reason for Subscribing the Current ISP

Table 8 has shown that among all the respondents, the majority of the students from neither education background have listed pressure group as reason for subscribing the mentioned ISP. Since p- value (0.003) is less than 0.05, the null hypothesis is rejected. Thus, there is significant relationship between pressure group and education background.

Table 8
Educational Background and Pressure Group as a Reason for Subscribing the Current ISP

Education Background		Pressure group		Total
		Yes	*No*	
	Count	9	24	33
Management	Percentage (%)	27.30%	72.70%	100%
	Count	12	21	33
Science	Percentage (%)	36.40%	63.60%	100%
Law	Count	1	32	33

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	Percentage (%)		3.00%	97.00%	100%
	Count		22	77	99
Total	Percentage (%)		22.20%	77.80%	100%
Pearson Chi-Square Statistic		11.338		P-Value=0.003	

Analysis between Education Background and Portability as a Reason for Subscribing the Current ISP

Table 9 has shown that among all the respondents, the majority of the students from neither education background have listed portable feature as reason for subscribing the mentioned ISP. Since p- value (0.206) is greater than 0.05, the null hypothesis cannot be rejected. Thus, there is no significant relationship between portability and education background.

Table 9

Educational Background and Portable as a Reason for Subscribing the Current ISP

Education Background			Portable		Total
			Yes	*No*	
	Count		4	29	33
Management	Percentage (%)		12.10%	87.90%	100%
	Count		10	23	33
Science	Percentage (%)		30.30%	69.70%	100%
	Count		4	29	33
Law	Percentage (%)		12.10%	87.90%	100%
	Count		18	81	99
Total	Percentage (%)		18.20%	81.80%	100%
Pearson Chi-Square Statistic		4.889		P-Value=0.087	

Analysis between Students' Main Family Occupation and Monthly Expenditure on ISP

Table 10 has shown that the average monthly expenditure on internet by student's having agriculture as main family occupation is rupees 940.81. The average monthly expenditure on internet by student's having business as main family occupation is rupees 1256.12. The average monthly expenditure on internet by student's having self-employed as main family occupation is rupees 1298.11. The analysis has indicated almost uniform expenditures of different professions. The average monthly expenditure on internet by student's having service as main family occupation is rupees 1084.75. Since p-value (0.090) is greater than 0.05, the null hypothesis cannot be rejected, thus, there is no significant relationship between main family occupation of respondents and monthly expenditure on internet.

Table 10

Student's Main Family Occupation and Monthly Expenditure on ISP

Occupation	N	Mean	Std. Deviation	Minimum	Maximum	F	P- value
Agriculture	12	940.81	247.917	400	1300		
Business	28	1256.12	484.679	750	2700		
Self- employed	11	1298.11	571.188	900	2700		
Service	49	1084.75	355.222	500	3000		
Total	100	1134.23	420.217	400	3000	2.56	0.090

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Analysis between Permanent Address of Students and Their Preferred ISP

Table 11 has shown that the majority of the respondents permanently residing in Kathmandu valley have subscribed NTC (69.90 Percentages) and least of them have subscribed NCell (2.70 Percentages). Very nominal respondents have subscribed other ISP i.e. UTL. The majority of the respondents residing permanently outside the Kathmandu valley have also subscribed NTC (51.90 Percentages) and least of them have subscribed World Link and others i.e. UTL. The analysis has indicated that the majority of the university students are using NTC services. Since p- value (0.025) is less than 0.05, the null hypothesis is rejected. Thus, there is significant relationship between respondents' permanent address and their choice of ISP.

Table 11
Permanent Address of Students and Preferred ISP

		ISP Preferences						
Address		NTC	World Link	Subisu	Broad Link	Ncell	Others	Total
Kathmandu Valley	Count	51	7	8	4	2	1	73
	Percentage (%)	69.9%	9.60%	11%	5.5%	2.7%	1.40%	100%
Outside Kathmandu Valley	Count	14	1	2	3	6	1	27
	Percentage (%)	51.90%	3.70%	7.40%	11.10%	22.2%	3.70%	100%
Total	Count	65	8	10	7	8	2	100
	Percentage (%)	65.00%	8.00%	10%	7%	8%	2.00%	100%
Pearson Chi-Square Statistic		12.867			P-Value=0.021			

Analysis between Students' Permanent Address and Duration of ISP Subscription

Table 12 has shown that the majority of the respondents residing in Kathmandu valley have subscribed the current ISP for 1-2 years (43.80%) whereas least of them have subscribed the current ISP for less than a year (11.00%). The majority of the respondents residing outside Kathmandu valley have also subscribed the current ISP for 1-2 years (55.60%) whereas least of them have subscribed the current ISP for above 4 years. Since p- value (0.11) is greater than 0.05, the null hypothesis cannot be rejected, thus, there is no significant relationship between respondents' permanent address and duration of the current ISP subscription.

Table 12
Students Permanent Address and Duration of ISP Subscription

		Duration of Subscription				
Permanent Address		Less than a year	1-2 year	2-4 year	above 4 years	Total
Kathmandu Valley	Count	8	32	15	18	73
	Percentage (%)	11.00%	43.80%	20.50%	24.70%	100%
Outside Kathmandu	Count	5	15	6	1	27
	Percentage (%)	18.50%	55.60%	22.20%	3.70%	100%
Total	Count	13	47	21	19	100
	Percentage (%)	13%	47%	21%	19%	100%
Pearson Chi-Square Statistic			6.023	P-Value=0.11		

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Analysis between ISP Subscribed and Browsing Speed

Table 13 has shown that World Link users have given more preference to browsing speed with mean 4.27 and NTC users have given least preference to browsing speed with mean 2.97 with standard deviation of 0.713 and 0.861 respectively. Since p-value (0.000) is less than 0.05, the null hypothesis is rejected, thus, there is significant relationship between browsing speed and ISP subscribed.

Table 13
ISP Subscription and Browsing Speed

ISPs	N	Mean	Std. Deviation	Minimum	Maximum	F	p-value
NTC	66	2.97	0.861	1	4		
World Link	7	4.27	0.713	3	5		
Subisu	11	3.42	1.167	1	5		
Broad Link	6	3.71	0.760	3	5		
NCell	8	3.74	0.890	2	5		
Others	2	3.51	0.710	3	4	4.281	0.000

Analysis between ISP Subscribed and Repair and Maintenance

Table 14 has shown that NCell users have given more preference to repair and maintenance with mean of 3.73 and NTC users have given least preference to repair and maintenance with mean of 2.95 with standard deviation of 0.716 and 0.901 respectively. Since p- value (0.041) is less than 0.05, the null hypothesis is rejected, thus, there is significant relationship between repair and maintenance and ISP subscribed.

Table 14
ISP Subscription and Repair and Maintenance

ISP	N	Mean	Std. Deviation	Minimum	Maximum	F	p-value
NTC	66	2.95	0.901	1	4		
World Link	7	3.54	1.202	2	5		
Subisu	11	3.42	0.967	2	5		
Broad Link	6	3.57	0.723	3	5		
NCell	8	3.73	0.716	3	5		
Others	2	3.57	0.711	3	4	2.412	0.041

Analysis between ISP Subscribed and Payment System

Table 15 has shown that Broad Link users have given more preference to payment system with mean of 4.12 and Subisu users have given least preference to payment system with mean of 3.33 with standard deviation of 0.352 and 1.241 respectively. Since p-value (0.374) is greater than 0.05, the null hypothesis cannot be rejected, thus, there is no significant relationship between payment system and ISP subscribed.

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Table 15
ISP Subscription and Payment System

ISPs	N	Mean	Std. Deviation	Minimum	Maximum	F	p-value
NTC	66	3.54	0.773	2	5		
World Link	7	3.73	1.011	2	5		
Subisu	11	3.33	1.241	1	5		
Broad Link	6	4.12	0.345	4	5		
NCell	8	3.77	0.890	2	5		
Others	2	3.56	0.712	3	4	1.098	0.374

Analysis between ISP Subscribed and Amount Charged

Table 16 has shown that Broad Link users have given more preference to amount charged with mean of 4.16 and NCell users have given least preference to amount charged with mean of 3.11 with standard deviation of 0.701 and 1.130 respectively. Since p-value (0.157) is greater than 0.05, the null hypothesis is not rejected, thus, there is no significant relationship between amount charged and ISP subscribed.

Table 16
ISP Subscription and Amount Charged

ISPs	N	Mean	Std. Deviation	Minimum	Maximum	F	p-value
NTC	66	3.54	0.792	2	5		
World Link	7	3.88	0.835	3	5		
Subisu	11	3.42	1.354	1	5		
Broad Link	6	4.16	0.701	3	5		
NCell	8	3.11	1.130	2	5		
Others	2	2.51	0.707	2	3	1.842	0.157

Analysis between ISP Subscribed and Overall Performance

Table 17 has shown that Broad Link users have given more preference to overall performance with mean of 3.87 and NTC users have given least preference to overall performance with mean of 3.24 with standard deviation of 0.381 and 0.912 respectively. Since p-value (0.169) is greater than 0.05, the null hypothesis is not rejected, thus, there is no significant relationship between overall performance and ISP subscribed.

Table 17
ISP Subscription and Overall Performance

ISPs	N	Mean	Std. Deviation	Minimum	Maximum	F	p-value
NTC	66	3.24	0.912	1	5		
World Link	7	3.75	0.713	3	5		
Subisu	11	3.63	0.843	2	5		
Broad Link	6	3.87	0.381	3	4		
NCell	8	3.62	0.917	2	5		
Others	2	3.01	0	3	3	1.657	0.169

Analysis between Currently Subscribed ISP and Switching Options Preferred by Students

Table 18 has shown that the majority of the respondents i.e., 31.20%, who are currently using NTC are willing to switch to World Link, whereas least preferred switching option for NTC users is Subisu. 26.60% NTC users are not willing to switch

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to any other ISP. Most of the respondents i.e., 25.00%, who are currently using World Link are willing to switch to NTC and NCell whereas least preferred switching option for World Link users are Subisu and Broad Link. The 25% of World Link users are not willing to switch to any other ISP. Most of the respondents i.e. 60%, who are currently using Subisu are willing to switch to NTC whereas least preferred switching option for Subisu users is Broad Link. The 10% of the Subisu users are not willing to switch to any other ISP. Most of the respondents (42.90%) who are currently using Broad Link are willing to switch to World Link whereas least preferred switching option for Broad link users are Subisu and NCell. The 28.60% of Broad Link users are not willing to switch to any other ISP. Most of the respondents' (62.50 %) who are currently using NCell are willing to switch to NTC whereas least preferred switching option for NCell users are Subisu, World link and Broad Link. 37.50% of NCell users are not willing to switch to any other ISP. Since P-value i.e. 0.003 is less than 0.05, the null hypothesis is rejected, thus, there is significant relationship between ISP subscribed and switching option of ISP.

Table 18
Currently Subscribed ISP and Switching Options

		Switching Option of ISPs						
ISPs Subscribed		NTC	World Link	Subisu	Broad Link	Ncell	None	Total
	Count	0	20	6	13	8	17	64
NTC	%	0	31.20%	9.40%	20.30%	12.50%	26.60%	100%
	Count	2	0	1	1	2	2	8
World Link	%	25	0	12.50%	12.50%	25	25%	100%
	Count	6	2	0	0	1	1	10
Subisu	%	60	20%	0	0	10	10%	100%
	Count	2	3	0	0	0	2	7
Broad Link	%	28.60%	42.90%	0	0	0	28.60%	100%
	Count	5	0	0	0	0	3	8
NCell	%	62.50%	0	0	0	0	37.50%	100%
	Count	2	0	0	0	0	0	2
Others	%	100	0	0	0	0	0	100%
Pearson Chi-Square Statistic				49.41	P-Value		0.001	

Correlation Analysis

Table 19 has shown that there is positive correlation between browsing speed and repair and maintenance (0.611). Since p-value (0.000) <α (0.005), the null hypothesis is rejected, thus, there is significant relationship between browsing speed and repair and maintenance of the currently subscribed ISP.

Table 19
Correlation Matrix

Variables		Browsing Speed	Repair & Maintenance	Payment System	Amount Charged	Overall Performance
Browsing Speed	r		0.611**	0.326**	0.248*	0.551**
	Sig. (2-tailed)	1	0.000	0.001	0.013	0.000
Repair & Maintenance	r			0.454**	0.402**	0.473**
	Sig. (2-tailed)		1	0.000	0.000	0.000
Payment System	r				0.624**	0.460**
	Sig. (2-tailed)			1	0.000	0.000

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Amount Charged	r		0.474**
	Sig. (2-tailed)	1	0.000
Overall Performance	r		
	Sig. (2-tailed)		1

Payment System

There is positive correlation between browsing speed and payment system (0.326). Since p-value (0.001) < α (0.005), the null hypothesis is rejected, thus, there is significant relationship between browsing speed and payment system of the currently subscribed ISP.

Amount Charged

There is positive correlation between browsing speed and amount charged (0.248). Since p-value (0.013) < α (0.005), the null hypothesis is rejected. Thus, there is significant relationship between browsing speed and amount charged of the currently subscribed ISP.

Overall Performance

There is positive correlation between browsing speed and overall performance (0.551). Since p-value (0.00) < α (0.005), the null hypothesis is rejected, thus, there is significant relationship between browsing speed and overall performance of the currently subscribed ISP.

Association between Repair and Maintenance with Payment System

There is positive correlation between repair and maintenance and payment system (0.454). Since p-value (0.00) < α (0.005), the null hypothesis is rejected, thus, there is significant relationship between repair and maintenance and payment system of the currently subscribed ISP.

Amount Charged

There is positive correlation between repair and maintenance and amount charged (0.402). Since p-value (0.00) < α (0.005), the null hypothesis is rejected, thus, there is significant relationship between repair and maintenance and amount charged by the currently subscribed ISP.

Overall Performance

There is positive correlation between repair and maintenance and overall performance (0.473). Since p-value (0.00) < α (0.005), the null hypothesis is rejected, thus, there is significant relationship between repair and maintenance and overall performance by the currently subscribed ISP.

Association between Payment System with Amount Charged

There is positive correlation between payment system and amount charged (0.624). Since p-value (0.00) < α (0.005), the null hypothesis is rejected, thus, there is significant relationship between payment system and amount charged by the currently subscribed ISP.

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Overall Performance

There is positive correlation between payment system and overall performance (0.460). Since p-value (0.00) < α (0.005), the null hypothesis is rejected, thus, there is significant relationship between payment system and overall performance by the currently subscribed ISP.

Association between Amount Charged and Overall Performance

There is positive correlation between amount charged and overall performance (0.474). Since p-value (0.00) < α (0.005), the null hypothesis is rejected, thus, there is significant relationship between amount charged and overall performance by the currently subscribed ISP.

Discussions and Conclusions

There is significant difference between the use of internet for doing assignment by male and female. Female students use internet for entertainment more than that of male students. There is no significant difference between the use of social network sites by male and female. Male uses internet for communication purpose better than that of female students. Irrespective of the education background of the students, they prefer NTC for accessing internet service. This can also be verified by using chi-square test has p-value is greater than 0.05. There is no significant difference between the education background and the use of internet for doing assignment, social networking, entertainment and communication. Students from science background are more sensitive towards browsing speed of internet followed by management and law. However, there is no significant difference between faculty selected by students and choice of internet browsing speed. Management students are most cost sensitive followed by law students and science students. However, this difference in sensitivity is not significantly related. The students of law are less sensitive towards promptness of service followed by science and management students. However, this difference in promptness is not significant. There is no significant association between pressure group and type of faculty chosen by students, although science students are more sensitive towards pressure group. None of the students of any faculty are sensitive toward portability of internet service. There is no significant relationship between occupation of students' guardian and preferred ISP. Both respondents within and outside Kathmandu valley prefer NTC however, this preference is not significantly different. Most of the ISP users have used the ISP for 1-2 years however, the duration of ISP subscription is independent from the type of permanent address. There is significant difference between type of ISP and level of satisfaction of respondents. Type of subscribed is also related with repair and maintenance facility provided by the current ISP. There is no significant relationship between type of ISP subscribed and payment system. There is no significant relationship between amount charged and ISP subscribed. There is no significant relationship between overall performance and ISP subscribed.

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Most of the Subisu, NCell and UTL users prefer to switch their ISP to NTC and there is significant relationship between ISP subscribed and switching option of ISP.

Implications

The findings may not occur in other part of country due to demographic, cultural and psychological differences of the customers. So, the further research can be carried out at different geographical location of country to study the other variables affecting consumer perception regarding ISPs service quality. At present, there are few internet service providers who provide internet access to the customer at Kathmandu valley. Nevertheless, in the future, the number of service providers may increase, and new marketing strategies might be launched to expand & explore the market. In addition to that existing cyber law (Electronic Transaction Act, 2063) should be updated for healthy environment related to information and technology use. Hence, future research could focus on the new services and marketing strategies of both new comers and established internet service providers to cope up with intense competition. Future research may study different and additional variables influencing consumer decision making, their satisfaction and loyalties toward ISPs which have not been included in this research. In addition, as the proposed research deals with the attitudes of people, group interviews may be useful for further research. The further researches could develop the other dimensions more precisely to improve service quality strategies or other factors influencing to attract customers for the internet service. Therefore, the future research of a similar nature may involve a longer data collection period and large number of respondents including general public, businessman and other professionals except students, which subsequently eliminates any variables that may have produced variance in this result.

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