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ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MARKETING MANAGEMENT GRADUATE PROGRAM

**EFFECT OF SELECTED PROMOTION ELEMENTS ON THE BRAND
PERCEIVED QUALITY: THE CASE STUDY OF COMMERCIAL BANK
OF ETHIOPIA**

Prepared by: Helen Mengistu

June 2019

ADDIS ABABA, ETHIOPIA

**EFFECT OF SELECTED PROMOTION ELEMENTS ON THE BRAND
PERCEIVED QUALITY: THE CASE STUDY OF COMMERCIAL BANK
OF ETHIOPIA**

**A THESIS SUBMITTED TO DEPARTMENT OF MARKETING
MANAGEMENT IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS
FOR THE AWARD OF MASTERS OF ARTS IN MARKETING
MANAGEMENT**

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June 2019

ADDIS ABABA, ETHIOPIA

DECLARATION

I, Helen Mengistu Belachew, declare that the thesis entitled “The Effect of selected Promotional elements on brand perceived quality: The Case Study on Commercial Bank of Ethiopia”, is my original work prepared under the guidance of my advisor Gashaw Tibebe (PhD). This paper is submitted in partial fulfillment of the requirement for the award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used as a reference or model are appropriately acknowledged.

By: Helen Mengistu

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Date: _____

CERTIFICATION

This is to certify that Helen Mengistu Belachew has carried out her study on the topic entitled “The Effect of selected Promotion elements on brand perceived quality: The Case Study on Commercial Bank of Ethiopia”. This work is original in nature and suitable for submission in partial fulfillment of the requirement for the award of Master of Arts Degree in Marketing Management.

Gashaw Tibebe (PhD)

(Advisor)

Signature

Date

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By: Helen Mengistu Belachew

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ABBREVIATION AND ACRONYMS

CBE - Commercial Bank of Ethiopia

ANOVA - Analysis of Variance

SPSS - Statistical Package for Social Science

ABSTRACT

The purpose of this study was to examine the impact of advertising, sales promotion and event sponsorship programs on brand perceived quality of Commercial Bank of Ethiopia. The population of the study was the customer of CBE in Addis Ababa south Addis district. Primary data was collected from customers of CBE from south Addis district branches using structured questionnaire by applying non-probabilistic sampling technique /Convenience sampling/ was used to determine the sample members for the customers. The researcher used person correlation and multiple regression analysis to analyze the data. The study applied Structural Equation Modeling to test hypotheses and determine the effect relationships between variables. The result of the study shows that, advertising, sales promotion and event sponsorship has a positively Effect on brand perceived quality of CBE.

This study has recommended the exploitation of advertising and event sponsorship more in order to enhance brand perceived quality. CBE need to analyze the changing brand perceived of consumers and act as per this change while formulating and implementing selected promotional practices. It further recommends that further study should be done in understanding the effect of sales promotion activities in depth in order to enhance their contribution to brand perceived quality of the bank.

Key Words: Advertising, Sales Promotion, event sponsorship and brand perceived quality

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the study

Dall'Olmo Riley (2009), the American Marketing Association defines brand as a name, term, sign, symbol, or design, or combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. According to Philip Kotler/Gary Armstrong (2008) brand is defined as a "name, term, sign symbol (or a combination of these) that identifies the maker or seller of the product".

Perceived quality is the customer's judgment about a product's overall quality or superiority of one goods or service in comparison with customer's tendency to its substitutions (Simon and Sullivan, 1993). For understanding perceived quality, recognizing and measuring main dimensions will be useful. But perceived quality is a world structure and a summary. The brand is linked with customer's perceived quality; a perception which is only shows overall quality and is not necessarily in concern with its trivial characteristics. High quality could be a base for developing the domain of brand (Farquhar, 1991).

One of the most important parts of marketing activities is planning and implementation of communicative marketing programs such as advertisement, sales promotion programs, sponsorship, etc, to effectively introduce products and services to target markets and consumers. Agrawal and Venkatesh (2002) suggested that advertisement can be considered as a defense strategy to create loyalty to the brand, in other words, advertisement helps maintaining loyal customers, though sales promotion and sponsorship can be considered as an aggressive strategy that is used to attract loyal customers of competing brands.

Brands since high-perceived quality means recognizing the differentiation and superiority of the brands high perceived quality gives consumers a good reason to buy the brand, allows the brand to "differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extensions". Furthermore, quality claims must have substances to create perceived quality to influence co perceived quality provides value to a brand in the following ways: reason-to-buy, intention to purchase, choice of brand, differentiation, willingness to pay price-premium, channel member interest, and brand extensions. (Aaker, 1991; Keller, 1993). The customers' judges the performance of the products according to their expectations and the performance of other products in the market, quality is a customer perspective issue and different factors may affect the consumer's subjective quality judgments of a brand like personal brand experiences, needs, wants, knowledge of the brand, consumption situations and experiences In addition brand perceived quality is a measure of "brand goodness" (Aaker, 2010). First, consumers may be excessively influenced by past experiences like the previous image of poor quality. Second, a

company may be achieving quality on another part of a product or dimensions that consumers do not consider important. Third, consumers rarely have all the information necessary to make rational and objective judgments on quality because they have their own assignments. Fourth, they may be looking at the wrong cues because consumers may not know how best to judge quality (Aaker, 2010).

Commercial Bank of Ethiopia (CBE) was established in 1942 and it is the largest and the leading commercial bank in the country. As of June 2016, it had about 384.6 billion Birr in assets and held approximately 67% of deposits and about 53% of all bank loans in the country. It has around 1160 branches across the country with 13.3 million account holders (Commercial Bank of Ethiopia, 2017). Within its Business Development wing, the bank has instituted Promotion and Brand Management department to carry out its promotional activities and to manage brand related matters. The bank is currently using variety of promotional mixes to reach its target audience. Some of these include mass media advertising, sales promotion and public relation programs. Advertising programs by the bank includes television advertising, radio advertising, print and billboards. Out of sales promotion techniques the bank generally applies non-price promotions to encourage local savings and generate foreign currency by offering different prizes. From public relation activities, CBE uses press release, sponsorships and publicity programs. The study investigates the contribution of CBE's television and radio advertising, non-price sales promotions and sponsorship programs in enhancing brand perceived quality.

Therefore, this research aimed at identifying the impact of advertisement, sales promotion and event sponsorship on brand perceived quality was conducted using real samples of customers of commercial bank of Ethiopia (CBE). So, marketers of this brand can direct their marketing objectives and programs to increase brand perceived quality using results of this research, and finally the base customer base of CBE increase and consequently profit also increase.

The current study has some unique features compared with previous studies. First, the present study examined the in-depth marketing communication tools effect on the brand perceived quality in the commercial bank Ethiopia. The key focuses of effective brand perceived quality is successful development of IMC tools such as advertising, sales promotion, and event sponsorship among others to optimize the communications impact on target customers.

the present study examined other advertising characteristics, such as consumers' perception of the brand's advertising spending on television, radio, print media, and outdoor advertising; consumer's perception of a brand's monetary and non-monetary sales promotions; and consumer's perception of a brand's event sponsorship effects on the brand perceived quality of commercial bank of Ethiopia, which have received less attention in the previous researches in bank industry and developing market.

So, the main reasons that initiate the researcher to conduct this research is that there are little researches which are conducted on this topic independently and in detail before to indicate the

effect of selected promotion element on the brand perceived quality in the commercial bank of Ethiopia.

1.2 Statement of the problem

Brands are the most valuable intangible assets of the company, and creating a strong brand has many benefits for both consumers' and producers'. Some of the benefits of a strong brand for consumers are simplifying choice or product buying decisions, reducing search costs and risk associated with purchasing, engender trust, and promising a particular quality level in addition to the emotional and image benefits of associating with a band (Aaker, 1991; Keller, 2003; Keller & Lehmann, 2006)

Companies across the world are establishing a brand to differentiate their offerings from the competitors, yet, due to various reasons all companies are not using their brand properly to get the maximum possible benefits; the same is true in the commercial bank Ethiopia. Besides, creating/building strong brand perceived quality is the top priority of all the bank industry, but attaining this objective is not always an easy task due to the similarity of their product and their means of distribution and promotional strategies in addition to pricing strategies are alike .So that, measuring brand perceived quality and conducting a study towards the effects of selected promotional elements on the brand perceived quality.

While the bank is currently in a stage of fast expansion to all corners of the country, competition in the industry is also growing with the private banking services mushrooming and expanding. Hence, the prevailing condition demands a lot of work to be done. This forced the CBE marketing managers to design sound brand strategies that focused on the challenges and opportunities to create strong brand equity because having strong brand equity is a mechanism to attract potential customers, to maintain existing customers, to increase market share, and it helping the firm to have a competitive advantage. Among these is, ensuring the provision of quality services to customers, and creating awareness to the people about its services. (Commercial Bank of Ethiopia, 2017).

In this respect, the bank needs to effectively communicate and promote its services to existing and future customers to be. This is because; promotion has been evidenced to play a vital role in the existing financial market where CBE takes part Predominantly, the promotion and brand management sub-process and communication sub-process in CBE are responsible for undertaking the mainstream advertising and promotion tasks based on the predetermined marketing plan, objectives, and budget. Besides, all districts and branches are responsible in promoting the Bank's products and services and building its brand perceived quality.

The current study also could have the potential to filled the literature gaps currently exists about the effect of selected promotional elements on brand perceived quality in bank industry by testing empirical research findings in the Ethiopian bank sector. Besides, the current study

helped to know the appropriate promotional elements that are capable of creating/building perceived brand quality. Also, the present research contributed to a better understanding of how a promotional element (advertising on television, radio, print and outdoor; monetary and non-monetary sales promotion; and event sponsorship) works from a branding perspective. Moreover, the results provided evidence that brand communications should be considered as branding tools to build perceived brand quality.

From the practitioner point of view, the study aspired to be of particular value to brand managers and marketing managers in the commercial bank of Ethiopia to helping the companies to gain a competitive advantage by creating/building strong brand equity. Furthermore, the finding of the current study will help the CBE marketers to create strong brand perceived quality in order to increase their market share, profit and to develop their future business growth in addition to creating a life-time loyal customer.

This research tried to fill such gap by showing the relationship between selected promotional activities and brand perceived quality by taking the case of CBE. The effect of these promotion elements including TV, print, outdoor and radio advertising, non-monetary and monetary sales promotion and event sponsorship programs on the brand perceived quality.

The present study findings will be an input for the commercial bank of Ethiopia to assist the brand managers in decision-making process by informing the reality in the Ethiopian context and help them to adjust their future marketing investment decisions related to brand management. There is a shortage in research which addresses measurement of brand perceived quality and the effects of selected promotional elements in Ethiopian bank in general and in the commercial bank of Ethiopia in particular. By doing this, the current study will be an input for commercial bank of Ethiopia to assist in decision making, and will be a baseline and serve a secondary source of data for future researchers.

In order to achieve the research purpose and look in to the issues mentioned in the statement of the problem, the study raised the following research questions.

1. What are the effects of advertizing on the brand perceived quality of Commercial Bank of Ethiopia?
2. What are the effects of sales promotions on brand perceived quality of Commercial Bank of Ethiopia?
3. What are the effects of event sponsorship on brand perceived quality of Commercial Bank of Ethiopia?

1.3. Objectives of the Study

1.3.1. General Objectives

The general objective of this study is to determine the effect of selected promotional element carried on the brand perceived quality of Commercial Bank of Ethiopia in particularly CBE in Addis Ababa south Addis district.

1.3.2. Specific Objectives

This study sought to:

1. To examine the effect of advertising on the brand perceived quality of Commercial Bank of Ethiopia
2. To examine the effect of sales promotions on the brand perceived quality of Commercial Bank of Ethiopia
3. To examine the effect of event sponsorship on the brand perceived quality of Commercial Bank of Ethiopia

1.4. Hypothesis

Using the appropriate data, the effect of selected promotion elements, i.e. the promotion mix on brand perceived quality was tested by the following hypothesis:

Hypothesis 1: Advertising has a significant and positive effect on brand perceived quality.

Hypothesis 2: Sales Promotion has a significant and positive effect on brand perceived quality.

Hypothesis 3: event sponsorship has a significant and positive effect on brand perceived quality.

1.5. Significance of the Study

This study is significant in three respects. First is its contribution to the commercial bank of The finding of the study is important to Commercial Bank of Ethiopia as it assesses whether the selected promotional elements it has adopted have been beneficial to them or not. The bank can understand how use promotional elements to gain competitive edge due to intense competition from local bank and hence their sustainability. This study contributes to establish the effectiveness of Commercial Bank of Ethiopia in relaying marketing information to target customers and thereby increasing customers' acquisition rates. It will also have a significant input to evaluate the competitiveness of bank.

The researcher hoped that suggestion and recommendation forward could be helpful in implementing selected promotional elements to the bank. To provide valuable suggestion and its significantly importance to the bank and the financial sector.

The findings of the study may help other who has interest to study the topic further and the study can also serve as a reference material for those who is interested to conduct research. The contribution of this study to academia is also not in doubt as it provides a good premise for future research. It also adds to existing literature on selected promotion elements and its effects on brand perceived quality.

1.6 Scope of the Study

The bank is structurally comprised of 15 Districts. Out of the 15 districts in the country 4 of them found in Addis Ababa having 398 branches. The districts are classified south, east, west and north. These districts are classified different branches these branches also classified hierarchically in four Grade (I, II, III and IV) in terms of their number of customers and transactions. (Commercial Bank of Ethiopia, 2017 and 2018). The south Addis districts compare to the other district it's have large amount of branch and customers. (Commercial Bank of Ethiopia, 2017 and 2018). Due to this ground the study focused on the south Addis district Grade IV branches

Relatively Grade IV branches are senior branches and hold the largest number of customers with huge banking transactions. For these reason, these branches are believed to represent the population under study i.e. customers of CBE in Addis Ababa. The data obtained for this research were confined only to customers of CBE that are found in Addis Ababa south district grade 4 branches.

1.7 Definition of key Terms

Brand Equity:-There are a lot of definitions for brand equity, but we point some significant definition which is derived from several articles: A. Brand equity is a set of assets and commitments linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers (Aaker, 1991; Aaker, 1996). B. Brand equity is the differential effect of brand recognition on consumer response to the marketing of that brand (Keller, 1993). Brand equity is a power that a brand may have achieved it in a market because of its name, sign and logo (Farquhar, 1989).

Perceived quality: The customer's perception of the overall quality or superiority of the product or service with respect to its intended purpose, relative to alternatives (Aaker, 1991).

Promotion: - refers to advertising, detailing, or informative sales promotions such as features and displays. The concept of promotion is applied for products or services and to the business. The promotion includes all communications a marketer used in the market for his products of

services to create awareness, persuade the customers to buy and retain in future also. Kotler and Keller (2006)

Advertising: - which is a non- personal presentation of a particular product or service and tries to draw the attention of potential and current customers via newspapers, magazines, television, radio etc. (Kotler & Keller 2012).

Sales promotion: - is encouragement of trial or purchase achieved through contests, demonstrations, discounts, exhibitions, giveaways, merchandising, special offers etc. (Kotler & Keller 2012).

Sponsorship: - the provision of assistance either financial or in-kind to an activity by a commercial organization for the purpose of achieving commercial objective (Meenaghan, 1998).

1.8 Organization of the Research Report

The final paper for the study was organized into five chapters. The first chapter deals with the background of the study, statement of the problem, research questions, objectives of the study, the hypothesis, the significance of the study, scope of the study, definition of terms and organization of the research report. The second chapter included literature review, various literatures on the concept of promotion and its application to the banking industry were discussed and tried to examine what promotion strategies effects on brand perceived quality. Empirical review was also included. The conceptual framework was drawn based on the literature reviews. The third chapter deals with the methodology of the study. The fourth chapter deals with analysis of the data and presentation of the output. In the fifth chapter, the researcher concludes the findings of the study and recommends based on the conclusion made, limitation of the study and cited some points as indicators for future studies.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2. Introductions

In this chapter the researcher looks at past studies carried out by other researchers which are related to the topic under research. The concepts written by various scholars on the selected promotion elements and brand perceived quality its relation has been discussed. The review has also identified and discussed the different elements of promotion strategies. The researcher has also tried to review various empirical studies that are related to this research topic. Finally, the research model; i.e. the conceptual framework was plotted in order to put a clear picture about the variables in the research area. The researcher then identifies the research gaps and draws up a conceptual framework showing how the independent variables relate to depend variable.

2.1. Theoretical Review

2.1.1 Brand

The brand is a fundamental marketing concept used to differentiating products designed to satisfy identical consumer needs (Keller, 2003), and differentiation is one of the key competitive positioning strategies (Porter, 1990). The American Marketing Association (AMA), according to Keller (2003), defined a brand as “a name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitor”. This definition stressed the use of brand to distinguish one product from other competing brands in a given industry. Brands can also use to differentiate different products of the same producer. When any new name, logo, symbol or design created by a marketing developer emerges in the market to differentiate a product from competitors or from other producers, a new brand has created (Aaker, 1991; Keller, 2008). One of the conventional definition of a brand is given by Keller (2008), defined as “a brand is a set of mental associations, held by consumers, which add to the perceived value of a product or service”; focused on the gain in perceived value (benefit over cost) brought by the brand (Kapferer, 2008).

Brands are the most valuable intangible assets of a company and different from products. According to Kotler (2000) a product is “anything which can be presented to a market for purchase, use or consumption that is possible to satisfying need or want”, and the scope of product include physical appearance, service, events, experiences, places, persons, organizations,

properties, information, and ideas. Products have produced, they live and disappear nonetheless, brands endure (Kapferer, 1992). Aaker (1991) also expressed a successful brand is timeless, even if the product is quickly outdated. Hence, a strong brand lives forever even a product is disappearing whereas product has a short life span. Scholars also claimed a brand should not just be an identifier, it should represent consumer's sensitivity and emotional attachments to the product (Kotler & Armstrong, 2010), and it should give an assurance of performance (Feldwick, 1996).

The importance of understanding the influence that brands have on the perceiving of quality and the behavior of the consumers in the studied market cannot be overstated. As Solomon et al. (2009) explain, brands are not only what the marketers want to portray as an image of a product, but foremost a 'vehicle of meaning' for which the consumers themselves generate a connotation. In other words, the meaning of a brand is finally decided by the consumers themselves, after having experienced it. Furthermore, it is explained that we as consumers sometimes form bonds with brands and that we attempt to find some relationship with our identity to that of the brand.

Brands are expected to have a great influence on the understanding of quality for the purpose of this research. However, as mentioned by Solomon et al. a brand's meaning is ultimately formed in the consumer's mind depending on his/her own experiences of the product of service. This suggests that the study of brands must concentrate not only on the initial perceptions that a brand portrays of the quality but also on how this meaning has developed throughout the consumer experience and what effects it has on future purchasing decisions.

As Keller (2008) argued companies can enhance their competitive advantages by creating/building a strong brand, and strong brands are the main source of competitive advantage. So establishing a strong brand should be companies' top strategic priority. Brand manager should examine their brand status and have a strong knowledge towards the drivers of the brand. Companies should also continuously monitor and track their brand against their competitors especially in the face of aggressive competition to have a strong brand for a long period of time (Knapp, 2000). Moreover, unlike patents and copyrights that have expiration dates, the owner of the brand has an exclusive right to use the brand name in endlessness (Aaker, 1991).

In general, brands represent valuable pieces of legal property, capable of influencing consumer buying behavior, being bought and sold, and providing the safety of continual future revenues to their owner if the firm has a good brand management strategy and creating a strong brand (Aaker, 2010). The value directly or indirectly accumulated by these various benefits and the incremental value of a business above the value of its physical assets due to the market positioning achieved by its brand is known as brand equity (Keller, 2003; Kapferer, 2005).

2.1.2 Brand Perceived Quality

Perceived quality is “another important dimension of brand equity” (Farquhar, 1989; Aaker, 1991, 1996) and marketers across all product categories have increasingly recognized the “importance of perceived quality in brand decisions” (Morton, 1994). Besides, perceived quality is a key construct and strategic variable for firms (Aaker, 2010). Perceived quality refers to “the consumer’s subjective judgment about a product’s overall excellence or superiority” (Zeithaml, 1988; Aaker, 1996); these consumer’s perceived superiority and excellence brand perceptions have the potential to influence consumers buying behavior like brand preference (Aaker & Jacobson, 1994). In this instance, quality is considered as consumer-based brand equity variables which integrate perceptions and experiences of a consumer towards a focal brand (Mutsikiwa, Dhliwayo, & Basera, 2013). Furthermore, perceived quality might be the result of customer’s need and expectations, brand consumption conditions, customer’s personal experience and the like (Yoo, Donthu, & Lee, 2000); all of these have the potential to affect consumer’s brand preferences and loyalty.

Most of the times, consumers suppose quality by reviewing subjective quality attributes of brands like forms, product appearances, the availability of brand-related information and the like (Acebrón & Dópico, 2000; Bernués, Olaizola, & Corcoran, 2003). According to Zeithaml (1988), consumer’s perception of quality has four main characteristics. The first one is, it is “different from the objective or actual quality of the product”, that is, it deals with the consumer’s perception of a product overall quality with respect to intended purpose and relative to alternatives; the second characteristic is, it is “an abstract conception”, rather than a specific attribute of the product; the third is, it is a “global assessment” that resembles attitude; and the

fourth characteristic is, it is “a judgment made within a consumer’s aroused set”(Zeithaml, 1988).

Aaker (2010) also explained the difference between perceived and actual quality. First, consumers may be excessively influenced by past experiences like the previous image of poor quality. Second, a company may be achieving quality on another part of a product or dimensions that consumers do not consider important. Third, consumers rarely have all the information necessary to make rational and objective judgments on quality because they have their own assignments. Fourth, they may be looking at the wrong cues because consumers may not know how best to judge quality (Aaker, 2010). Furthermore, since the customers’ judge the performance of the products according to their expectations and the performance of other products in the market, quality is a customer perspective issue(Zeithaml, 1988), and different factors may affect the consumer’s subjective quality judgments of a brand like personal brand experiences, needs, wants, knowledge of the brand, consumption situations and experiences(Yoo, Donthu, & Lee, 2000).

Perceived quality is a key brand positioning strategy that affects the functional benefits of a focal brand, and it is at the heart of what customers are buying (Aaker, 2010); leading to consumers to select a particular brand rather than competing brands(Yoo, Donthu, & Lee, 2000). In addition brand perceived quality is a measure of “brand goodness” (Aaker, 2010). Hence, brand managers should design appropriate brand strategy that focuses on brand perceived quality in order to create perceptions in consumer mind because creating a quality product or services is only a partial victory(Aaker, 2010); indicated producing objective quality is not enough to achieve marketing objectives. Perceiving the brand as a high or a low-quality brand affects consumers buying behavior and it means a lot for marketers. For example, high-perceived quality would “drive a consumer to choose the brand rather than other competing” brands since high-perceived quality means recognizing the differentiation and superiority of the brand (Aaker, 2010). As Aaker (1991) argued, high perceived quality gives consumers a good reason to buy the brand, allows the brand to “differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extensions”. Furthermore, quality claims must have substances to create perceived quality (Aaker, 2010) to influence consumers buying behavior.

Zeithaml (1988) classified perceived quality into “intrinsic and extrinsic attributes”. Intrinsic attributes emphasize to the consumer’s perceptions related to the physical aspect of the brand like color, flavor, form, and appearance, and the extrinsic attributes gives emphasis on consumer’s perceptions of the product (not the physical part) like brand name, store where the brand is sold, package of the brand and production information (Bernués, Olaizola, & Corcoran, 2003). Hence, brand managers should give due attention to both intrinsic and extrinsic aspects of the brand to influence consumers brand preference.

Furthermore, like brand awareness and brand associations, brand perceived quality also provides value to customers. According to Aaker (1991) and Pappu, Quester, and Cooksey(2005)perceived quality provides value to a brand in the following ways: reason-to-buy, intention to purchase, choice of brand, differentiation, willingness to pay price-premium, channel member interest, and brand extensions. Moreover, brand perceived quality has a strategic effect on the creation/building of consumer-based brand equity by reducing the perceived risk associated with a brand (Aaker, 1991; Keller, 1993).

In the present study, the consumer’s opinion about the brand’s quality and its attributes with respect to its expected performance forms the measurement scale indicator of the brand quality perceived by individuals (Villarejo-Ramos & Sanchez-Franco, 2005).

2.1.3 Advertising

Advertising is a “non-personal communication tool” used to promote a brand or a product by an identified sponsor through various media(Kotler & Keller, 2006; Nelson, 2010), and it can be defined as “any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM,Web page), and display media (billboards, signs, posters)”(Kotler & Keller, 2012). Hence, companies might use print media, broadcast media, network media, electronic media and/or display media to inform, remind and persuade brand related messages to company’s target customers.

Advertising is a powerful way of communicating a brand’s functional and emotional values (de Chernatony, 2006). In general, the effectiveness of this communication tool depends on its content (the message), the execution or how the ad conveys the message, and the frequency with which a consumer sees the ad (Batra, Myers and Aaker, 1996; Kotler, 2000). As mentioned earlier, advertising creates brand awareness, links strong, favourable, and unique associations to the brand in consumers’ memory, and elicits positive brand judgments and feelings (Keller,

2007). However to achieve these results, the advertising needs a suitable design and execution. In particular, one of the main concerns in devising an advertising strategy is related to the creative strategy (Kapferer, 2004; Keller, 2007). Given the increasing number of brands competing in the same markets, firms need to develop creative and original communication strategies. This helps capture consumers' attention to the advertisement and contribute to brand equity. Scholars indicated that advertising is a "powerful way of communicating a brand's" functional and emotional benefits and values (De Chernatony, 2006), and consumers' perception of advertising spending has a great effect on marketing success. When consumers' perceive high spending on advertising, it will increase their level of confidence in the brand (Kirmani & Wright, 1989), and subsequently, it will affect consumer buying decisions. In addition, advertising researchers have found that advertising intensity is very successful in generating brand equity (Boulding, Eunkyu, & Richard, 1994) because the frequency within which a consumer sees the advertising affects the effectiveness of the communication tools (Batra, Myers, & Aaker, 1996; Kotler, 2000). In addition, repetitive advertising schedules help the brand to be included in "consumers consideration set" and simplifies the consumer's brand choice, by doing these it makes a brand a habit of choosing (Hauser & Wernerfeldt, 1990). Scholars also argued the amounts invested in advertising determine its success (Martínez, Montaner, & Pina, 2009), and the frequency of advertising spending can be signal and informational devices to customers (Moorthy & Zhao, 2000). All these pinpointed the positive significant effect of advertising spending on the creation of brand equity.

With regarding the effects of advertising spending intensity on brand equity dimensions, a research finding shown a relationship between advertising expenditures intensity and brand awareness. Cobb-Walgren, Ruble, & Donthu (1995) have found that the brand with the "higher advertising budget yielded substantially higher levels of brand awareness" because large advertising investments can favor correct brand recall and recognition. Brand advertising spend can also increase the scope and frequency of brand appearance, and consequently, increases the level of brand awareness (Chu & Keh, 2006; Keller K. L., 2007). Studies also indicated that the higher the advertising spend, the higher brand awareness levels are likely to be (Yoo, Donthu, & Lee, 2000; Villarejo-Ramos & Sanchez-Franco, 2005; Bravo, Fraj, & Martínez, 2007). Besides, advertising has a great effect on brand recall (Mehta & Purvis, 2006).

Advertising is likewise vital to get consumers' attention because consumers' attention can lead to higher brand awareness, higher perceived quality and contribute to forming strong, favorable and unique associations (Aaker, 1991). The level of advertising spending frequency has been found to have a positive relationship with advertising recall, which is one part of brand awareness (Deighton, 1984; Hoyer & Brown, 1990). The increase of perceived advertising spending intensity would also mean that consumers are more often visible to advertising messages aiming to build awareness and association (Arokiasamy, 2012); indicating the effect of advertising spending intensity on brand awareness and brand associations. Besides, studies indicated advertising is effective in creating brand awareness by exposing brands to customers, as well as it

strengthens the brand's likelihood of being included in consumers' mindset, thereby enhancing the market performance of a brand and brand equity (Rossiter & Percy, 1987; Aaker, 1991; Keller, 1993; Batra, Myers, & Aaker, 1996; Yoo, Donthu, & Lee, 2000; Huang & Sarigöllü, 2012).

Different advertising media might have a different contribution for the creation of brand equity. Some media can be best to create brand equity for one product category and may not be appropriate for another product category. Therefore, it is the task of the brand managers to choose the best appropriate advertising media. Some of the alternative media are the following.

Television is the most common and frequently used media and it has the good prestige that enhances the message. Television advertising allows sights, motions, and sounds to demonstrate the product and explain consumer benefits, that is, television advertising has an ability to create realism via its use of color, sound and actions. Scholars indicated that television advertisements can contribute to the creation of brand equity by enhancing awareness, strengthening brand associations or adding new associations, and eliciting a positive consumer response (Keller, 2002).

Radio advertising is another alternative media companies are using to create brand equity. Radio has been considered important in the following regards; namely, “cheapness, penetration, transmission times, human voice and that it does not enforce serious attentions” (Jefkins & Yadin, 2000). Radio advertising has a high degree of audience selectivity, which may be based on geography, demography and other socio-economic classification parameters (Mutsikiwa, Dhliwayo, & Basera, 2013).

Radio still remains the most appropriate means of information for population. First of all it is free. Secondly, radio is more accessible for listeners, in the sense that one can listen to it at home, at work, in public transport, in the car, in the forest and in the countryside. This fact definitely attracts advertisers.

Originally the advertiser defines the nature of information advertising policy, which he intends to sell through a radio station. In turn, information and advertising policy on the radio is implemented in accordance with one of two basic strategies of advertising distribution - network or spot advertising.

Network radio advertising is distributed by broadcasting network, a group of radio stations which are often located in different regions of the country (FM-radio). Spot advertising is the opposite of network one, because such advertising is located not on the network but on separate stations.

Print media is another alternative media that companies are using to create brand equity. Patricia and Adam (2007) outline a list of print media forms which include “mass-market magazines, newspapers, the yellow pages, inserted media, outdoor posters and transit advertising, signage and point of sales materials, direct mail, custom magazines, sales collateral, and catalogs”. Print

message affords advertisers the opportunity to give detail to their messages as opposed to other media such as television, radio, and billboards (Fill, 203); the details can be in the form of “pictures or photographs, or an illustration” on how a marketing offering is used. The current study focused on magazine and newspaper advertising because these two are the main print media advertising used by the Ethiopian beer manufacturing companies. Keller (2002)

The main means of distribution of printed advertising are newspapers, magazines, catalogs and directories. Despite the fact that currently there are newer technologies used for advertising such as the Internet and television, however, the print media continue to hold the leading position in this field for the majority of goods and services. In return, customers get the most significant part of the advertising information through the press by means of newspaper.

Outdoor advertising is also another alternative advertising media that consists of “billboards, posters, kiosks, and transit media” in the form of messages on automobiles (Mutsikiwa, Dhliwayo, & Basera, 2013). It has the advantages of reaching many people and very high frequency. Outdoor message lifetime is also durable and can be seen repeatedly (Patrick, Maggie, & Van den, 2010). Posters on billboards of outdoor advertising are usually located along busy highways and in public places and remind consumers about companies or the products that they already know or inform potential buyers about the places where they can make their desired purchase or receive appropriate services.

An outdoor advertisement is usually brief and cannot fully inform about the company or product, so the acquaintance of potential consumers with new goods through this media is not efficient enough. The main type of outdoor advertising is a large-sized poster. There are also electrified lighting panels. There are boards of different sizes and shapes, manufactured on special order.

2.1.4 Sales Promotion

sales promotion is a key marketing communication tool used in marketing promotion programs that influence brand equity (Valette-Florence, Guizani, & Merunka, 2011). Keller (2002) defined sales promotion as “short-term incentives to encourage trial or use of a product or service”. Nowadays, companies are using temporally incentives to encourage consumers to try or use a promoted brand (DelVecchio, Henard, & Freling, 2006; Tong & Hawley, 2009). These promotions including “consumer promotions” (such as samples, coupons, and premiums), “trade promotions” (such as advertising and display allowances), and “business and sales force promotions” (contests for sales reps)(Kotler & Keller, 2012). The present study concentrated on consumer promotion effect on the creation of consumer-based brand equity by influencing brand equity dimensions. Consumer sales promotion includes short-term price reduction, premium (free gift with purchase), coupons package, cents-off and price deal, and refunds, that companies

have employed to influence consumer buying behavior to make a strong and quick response (Kotler & Keller, 2006; Shih, 2010).

Sales promotion can be broadly divided into two: price (monetary) and non-price (non-monetary) promotion (Tong & Hawley, 2009). Especially, obtaining short-term financial incentives is known as monetary promotion (Yoo, Donthu, & Lee, 2000); and add a value of “excitement” and bring “some computable economic saving” is known as non-monetary promotion (Tong & Hawley, 2009). Both monetary and non-monetary promotions may have different effects on the creation of consumer-based brand equity (Srinivasan & Anderson, 1998). Chandon, Wansink, & Laurent, (2000) found that consumers derived utilitarian and hedonic benefits from sales promotion, hence, “monetary promotions are primarily related to utilitarian benefits whereas non-monetary promotions are more related to hedonic benefits” (Chandon, Wansink, & Laurent, 2000). Studies also pinpointed that promotional offers (both monetary and non-monetary sales promotion) are well received by consumers due to the additional pleasure they feel (Yeung & Yee, 2010). Accordingly, the current study focused on examining the effects of both monetary and non-monetary sales promotion on brand equity dimensions, and subsequently on the creation of consumer-based brand equity.

The relation between price promotion and brand equity have been studied by different researchers (Ackura, Gonul, & Petrova, 2004; Villarejo-Ramos & Sanchez-Franco, 2005; Yoo, Donthu, & Lee, 2000; Buil, de Chernatony, & Leslie, 2010, 2013). Price-oriented promotions are very effective to bring short-term benefits such as increasing market share, encouraging brand switches, and inducing product trial usage (Bawa, Bawa, & Shoemaker, 1989; Blattberg & Neslin, 1990; Leone & Srinivasan, 1996) and companies are frequently using price discounts for generating sales traffic (Grewal, Krishnan, Baker, & Borin, 1998). In addition, price promotion can gain attention and obtain short-term financial profit (Yoo, Donthu, & Lee, 2000); indicated the effect on consumers brand preference. However, monetary sales promotions like “short-term price reductions such as special sales, media-distributed coupons, package coupons, cents-off deals, rebates, and refunds are believed to erode brand equity” over time despite the immediate short-term financial gain (Yoo, Donthu, & Lee, 2000).

Studies also claimed providing frequent price promotion may create price sensitive customers and consumers may infer “low product quality because they lead consumers to think primarily about price deals” instead of the utility provided by the brand (Yoo, Donthu, & Lee, 2000). Some consumers might make quality-price inferences and try to attribute or find “causes that may explain the surrounding events” (Mizerski, Golden, & Kernan, 1979; Zeithaml, 1988) and when the only information about the brand is the price, they are likely to associate the promoted brand with low quality (Hunt & Keaveney, 1994). Still, monetary promotion may lead to unfavorable brand quality evaluation as scholars indicated the “influence of price discounting on consumers reference price can lead to unfavorable quality evaluations” (Mela, Gupta, & Jedidi, 1998; Raghurir & Corfman K, 1999; Jørgensen, Taboubi, & Zaccour, 2003; DelVecchio, Henard, & Freling, 2006).

Consumers use different cues to infer the quality of the brand, and that cues affecting brand preference and choice. One of the cues is price, and consumers use price as an extrinsic cue to infer brand quality (Milgrom & Roberts, 1986; Rao & Monroe, 1989; Dodds, Monroe, & Grewal, 1991; Agarwal & Teas, 2002). Accordingly, they infer the quality of a brand by using price as one of the most important cues (Milgrom & Roberts, 1986; Rao & Monroe, 1989; Dodds, Monroe, & Grewal, 1991; Agarwal & Teas, 2002). Moreover, even if monetary promotion allows the consumer to purchase a product at a lower price than usual, studies have indicated the long-term risks and negative effects of monetary promotion on brand equity (Diamond & Campbell, 1989; Gedenk & Neslin, 1999) because, the lower reference price resulting from price promotion will reduce the perceived brand price, resulting in lower brand equity (Diamond & Campbell, 1989).

With regarding the effect of non-monetary sales promotion on the creation of consumer-based brand equity by influencing brand equity dimensions, marketing literature indicated that non-monetary promotions like free gifts, sweepstakes and contests are becoming increasingly important in promotional strategies (Palazón-Vidal & Delgado-Ballester, 2005). Scholars argued non-monetary promotions are adapted to achieve companies' long-term objectives and non-monetary sales promotions add value and excitements to the brands (Conlon, 1980; Aaker, 1991); accordingly, non-monetary promotion can reinforce brand equity (Palazón-Vidal & Delgado-Ballester, 2005; Montaner & Pina, 2008). In addition, unlike monetary promotion, the non-monetary promotion may not negatively affect brand equity creation because the incentives are "not directly seen in a lower purchase and it is more difficult to influence the internal reference price" (Campbell & Diamond, 1990).

Non-monetary promotion helps to communicate unique brand attributes and helping to differentiate competing brands, this contributes to the improvement of brand equity (Papatla & Krishnamurthi, 1996; Mela, Gupta, & Jedidi, 1998; Chu & Keh, 2006). Studies also argued non-monetary promotion can support to strengthen brand equity (Palazón-Vidal & Delgado-Ballester, 2005; Montaner & Pina, 2008) by adding value to the brands and encouraging brand loyalty (Conlon, 1980; Jagoda, 1984; Aaker, 1991). Thus, companies around the world are using non-monetary promotion to achieve their long-term marketing objectives by enhancing brand image and strengthening brand-customer relationships (Tong & Hawley, 2009). Furthermore, non-monetary promotion likewise adds excitement and immeasurable value to brands in addition to helping economic savings to consumers (Jagoda, 1984; Aaker, 1991). Commonly used non-price promotions are sweepstakes, contests, free samples or gifts, premiums, and frequent user programs. Similarly, Tong and Hawley (2009) argued non-price promotion can "bring some computable economic saving" and add a value of "excitement and immeasurable" to a promoted brand.

Although non-monetary promotions are widely used in marketing, they have been insufficiently investigated. Recent studies have shown that non-monetary promotions may help to reinforce brand equity (Palazón and Delgado, 2005; Martínez et al., 2007; Montaner and Pina, 2008). In

the case of non-monetary promotions the incentive is not directly seen in a lower purchase price. Therefore it is more difficult for this type of promotion to influence the internal reference price (Campbell and Diamond, 1990). Consequently, when consumers are exposed to non-monetary promotions, it is less likely that such promotions positive influence perceived quality and brand associations.

2.1.5. Event Sponsorship

Event sponsorship is part of event marketing. Event marketing has been defined as “the practice of promoting the interests of an organization and its brands by associating the organization with a specific activity” (Shimp, 1993). This definition showed companies can sponsor a certain event to achieve its marketing objective through creating unique, favorable and differentiable brand associations, and subsequently to create consumer-based brand equity.

Event marketing is one alternative communication platform that attracted increasing attention from brand researchers (Schmitt, Rogers, & Vrotsos, 2003) because “events allow for direct, highly interactive, and local consumer-brand encounters” where customers can experience the brand in an immediate way, and due to its result in memorable event experiences, scholars refer event marketing as “experiential marketing” (Zarantonello & Schmitt, 2013). In addition, one of the reasons for the rapid growth of event sponsorship, part of event marketing is that events require lower investments, but aim to reach large audience due to word-of-mouth and media coverage advantages. Furthermore, to be effective, the event should be creative and original because the more creative and original events are, the more likely they are shared by a large audience (Brioschi & Uslenghi, 2009; Rinallo, 2011).

The event marketing activities can be either “owned by the company, or owned by a third party” and endorsed by the company through sponsorship program (Kotler & Armstrong, 2010). When the activity is owned by the company, it is the company that stages the event; on the other hand, when it is owned by the third party, the company provides a financial or in-kind assistance to a third party in exchange of visibility throughout an event (Zarantonello & Schmitt, 2013) because sponsoring a certain activity is an investment like other marketing communication activities and the company can leverage media by capitalizes on the broad media coverage of sponsored events (Pickton & Broderick, 2005). But to make it an investment, companies should take into consideration different factors. Furthermore, companies can also create their own events to initiate consumer and media interest and involvement (Kotler & Keller, 2012).

There are various forms of event available for marketing managers to choose, including “incentives/reward programs, product launches, open days, conferences, product sampling, publicity events, so-called created events, road shows, press conference, competitions/contests, exhibitions, corporate entertainment, charity fundraisers, trade shows, and product visitor attractions” (Wood, 2009). There are also “additional forms of events such as street events and

pop-up shops have been developed recently under the umbrella of unconventional communication” (Brioschi & Uslenghi, 2009).

2.2 Empirical Literature Review

Promotional tools contribute in building and supporting brands by informing, updating, convincing, and reminding customers about products of that particular brand (Buil et al., 2013). According to Swamy and Chaipooirutana (2014), marketing strategies like sales force, advertising expenditures, public relations, jingles or slogans, symbols, packages and event marketing have been proposed as factors contributing to dimensions of brand equity like brand loyalty, perceived quality, brand awareness, brand associations. Though there are number of studies in this area, the research will only see the empirical relationship between selected promotional elements (advertising, sales promotion and sponsorship) and brand perceived quality.

2.2.1 Effects of Advertising on Brand perceived quality

CBE offer products that are served to the broad mass of the public and consequently the challenges will be mainly on to know how to advertise and for whom to advertise in advertising services. Unlike institutional advertising, where the target audience is the whole population, service advertising of particular products is much more selective to demonstrate what the customer will get out of the service being advertised. According to Keller (2007), it is important to align such service advertising efforts with the general institutional advertising and the effect it created on the image of the organization. Banks in Ethiopia mostly practice advertizing through television, radio, print media and outdoor (Wolde and Soudikar, 2015). Sadek et al. (2015) mentioned TV, radio, print media and outdoor advertisement as indirect contact that gives first impression to target audiences and affects the perceived quality of a bank in a positive way.

In investigating the Egyptian banking sector, Sadek, Redding and Tantawi (2015) identified advertising as one of communication tools that influences brand awareness, brand perceived quality, brand associations and brand trust. They also found that advertising is a proficient tool in introducing customers to banking services and in providing detailed information. Advertising highly influences perceived quality, brand Loyalty, brand awareness and brand associations in the Indian banking sector (Selvakumar and Vikkraman, 2011).

Advertising activities can be undertaken in order to achieve various targets and both short term and long term corporate objectives can be backed by advertising Meidan (2006). For instance a company attempting to establish a long term build-up of its name can use institutional advertising while brand advertising policies can be utilized in promoting an organization’s brand name and its different services. According to the author institutional advertising incorporates advertisements towards firm’s image, promotion of products and services offered as well as establishing the firm’s name for the target audience. Through its marketing communications,

organizations aim to build awareness and impress customers looking for the best range of products and services. This is particularly true for unsought goods such as insurance where awareness creation and impressing customers is critical for initiating purchase. It is also important to understand that institutional advertising has increased and its importance is more evident as firms such as insurance companies provide identical products with standardized policy format and understanding the institution and its distinct competencies is of great importance for consumer decision making. Brand advertising follows closely in the footsteps of institutional advertising. Its purpose is to create awareness of the companies name and to advertise the different services it is offering. For insurance institution, they need to make it known to the public product offered, as well as influence their decision making as to why they should choose one institution over the other. Aaker and Jacobson (1994) identified a positive relationship between advertising and perceived quality. Thus, we could say that advertising positively affects on perceived quality and subsequently brand equity. Advertising play an important role in increasing brand awareness.

Again, according to Sandra et al (2008) everyone should realize the role that advertising is playing in modern life. Psychologically it shapes the attitudes of the society and the individual influencing their behaviour. It also provides huge amount of information to consumer to make a choice and draw a conclusion. Hyun et al (2011) also stated that advertising-induced emotional responses positively influence patrons' perceived value. He indicates four dimensions of advertising (relevant news, stimulation, empathy, and familiarity) that have a significant impact on inducing patron's emotional responses. Beside of these positive effects, the marketers also have to be careful about their efficient uses. Moreover Dens (2010)

The success of the advertising depends on the amount of money invested in the advertisement (as perceived by customers), the frequency with which a customer sees the advertisement and the customers' attitudes towards the advertisement, which is determined by the communicated messages (Yoo et al., 2000; Buil et al., 2013). Banks in Ethiopia mostly practice advertizing through television and radio (Wolde and Soudikar, 2015). Sadek et al. (2015) mentioned TV and radio advertisement as indirect contact that gives first impression to target audiences and affects the perceived quality of a bank in a positive way.

In terms of perceived advertising spending, Buil et al. (2013) found that the higher the advertising spend, the higher the awareness levels are likely to be. However, advertising spend has insignificant influence on perceived quality.

2.2.2 Effects of Sales Promotion on band perceived quality

Brassington and Pettitt (2000) cited in Chaharsoughi and Yasory (2012) revised the definition of sales promotions it as a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the "normal" offering in order to achieve specific sales and marketing objectives. This extra value may be of a short term

tactical nature or it may be part of a longer-term franchise-building strategy. Having evaluated the effect of sales promotion on customer attention to purchase, the authors reported that sales promotion content brings about customers' attention and promotion of selling and at the same time creates awareness to enhance more patronage. From the authors discussion so far, one can deduce that when sales promotion is well planed and structured, it will not only result to short-term purchase but equally enhance long-term patronage (Lindholm, 2008); Chaharsoughi et al., (2012).

By contrast, non-monetary sales promotions particularly, gifts have a positive and significant influence on perceived quality. Similarly, non-monetary promotions positively relate to brand associations Buil et al. (2013).

However, Ekankumo, et al.,(2011) opined that the development of sales promotion strategies requires that a firm must determine what its best potential markets are i.e (the targeted group). In the same vein, Mitta and Pachauri (2013) reveal that in the current competitive and volatile environment, all marketers including banks communicate with their target markets. From the authors' studies, it is obvious that the design of sales promotional tools by the banks must be from customers' point of view and its to the banks' competitive advantage if sales promotional tools are designed based on customers' needs. Target market, according to Kotler and Armstrong (2004), was described as a set of buyers who share common needs or characteristics that the

company decides to serve. Generally, target market can be refer to customers with similar needs that can be met by a particular product. According to Kotler and Keller (2009) in Marketing management, the process of identifying target audience commences with a clear audience in mind: such as potential buyers, current users, deciders or influencers; individuals, groups, particular public or general public. Their emphasis was that target audience has a crucial influence on design sales promotion tools. Here, it can be deduced that one easy way of identifying a target market is by dividing the market into segments based on the target market profile. This actually facilitates the firm's ability to design appropriate products and tools that satisfy the targeted customers thereby encouraging them to stimulate customers' patronage. From the researcher's experience while working with one of the commercial banks as a marketer, designing of sales promotion tools during promotional activity is best carried out were from targeted market's perspective. These strategies have been assisted the bank to increase its sales volume during and after the promotion. Some of the tools include financial incentives, gifts, raffle draw and at times engaging the service of a professional promoter to train and retrain staff on how to effectively relate with customers.

Some researchers indicated that consumers are influenced by the price reduction in the given coupons, so coupons used to be as a smart sales tool (Peter and Olson, 1996; Gardener and Trivedi, 1998; Dark, 2000). According to Nudubisi and Tung (2005) coupons have many benefits and trends towards the marketers in a way that they can boom the sales in a short period of time and they can stimulate customers to switch to other brands or products.

2.2.3 Effects of Event Sponsorship on brand perceived quality

Event sponsorship may include sports, music, and cultural events, and become an effective communication tool for creating/building and enhancing brand awareness, brand associations/brand image, brand preference, can inspire consumer's loyalty, building corporate image in addition to boosting sales(Javalgi, Traylor, Gross, & Lampman, 1994;Quester, 1997; Tong & Hawley, 2009; Henseler, Wilson, & Westberg, 2011).Among the different types of event sponsorship, sports sponsorship is the most popular device for the creation of brand equity dimensions and for the management of brand image and brand personality (Henseler, Wilson, & Westberg, 2011). Events that are initiated by clients, other institutions where potential and existing clients are participatory, causes that one's clients stand for or other forms of events can be possible options for firms to sponsor. The companies sponsor events in various ways in return getting the opportunity of being a visible element in the due course of the event. Such sponsorships are important to create awareness both about the brand and its attributes as well as to maintain customer loyalty. Particularly events that are organized for community welfare have a long run benefit of creating long term goodwill for the sponsoring organization (Aldred, 2005).

Scholars pinpointed the effect of event sponsorship on brand performance(Cornwell & Maignan, 1998; Walliser, 2003).Keller, Parameswaran, & Jacob (2011) has specified "sponsored events can contribute to brand equity by becoming associated with the brand and improving brand awareness, adding new associations, or improving the strength, favorability, and uniqueness of existing associations". Cliffe (2004) indicated that sponsoring the event is far more than a device for creating brand awareness and goodwill; it can also inspire customer brand loyalty. One of the main reason for the popularity of event sponsorship is it may help the brand name to draw media attention and will be mentioned many times on air via different types of media (Keller, 2008).

In investigating the Ethiopian brewery industry, Salelaw and Singh (2015) stated that the perception of customers towards event sponsorship is positively related to brand awareness and brand association. The most successful sponsorship displayed marked contributions to building brand associations, perceived quality and brand loyalty (Donlan, 2014).

Sayed Ameri et al. (2010) in his research "analysis of the sponsorship element from among sport marketing mix" analyzed the investment on sponsorship element as one of the mix marketing elements in sport. They studied the purposes of sponsor companies in sport and comparison of the managers insights with sport managers. Usable results of this research show that manager of both groups believe that sponsorship is one of the most important communicative tools through which visual strengthening of company's product and people's awareness of company's brand increases and finally leads to sales' promotion and finally consumers' loyalty increases.

Several studies also claimed the potential influence of sponsorship on brands(Javalgi, Traylor, Gross, & Lampman, 1994; Gwinner & Eaton, 1999; Speed & Thompson, 2000).Cornwell (1995)and Bennett (1999) have indicated a significant effect of sponsorship on brand recall;

Pham and Johar (2001) has indicated the significant effect of sponsorship on brand recognition, and Gwinner and Eaton (1999) have indicated the significant effect of sponsorship on brand image. Crimmins and Horn (1996) also argued event sponsorship may increase perceived brand superiority, indicating by affecting perceived brand superiority, event sponsorship might influence brand perceived quality, and subsequently on the creation of consumer-based brand equity. Furthermore, promotional events like event sponsorship with “long-term goals could build brand equity through offering actual product experience that helps to create strong, favorable, and unique associations” (Keller, 2008).

Accordingly, the study proposed the following relationship in the following hypothesis.

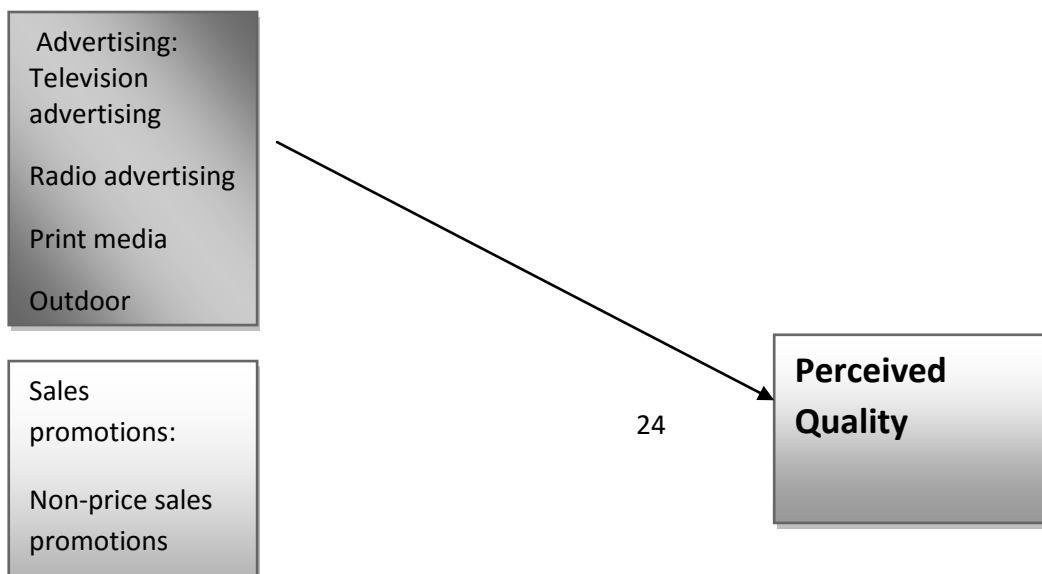
H3d: Event Sponsorship programs significantly and positively affect brand perceived quality.

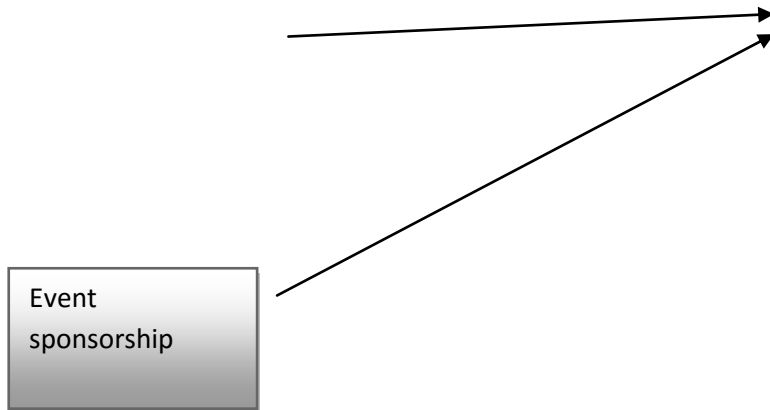
2.3. Conceptual Framework

The conceptual framework of this study is developed from the literatures review that was presented earlier in this chapter. Conceptual Framework of Dependent and Independent Variables

Independent Variables

Dependent Variables





Adapted from Aaker (1991), Yoo, Donthu and Lee (2000)

CHAPTER THREE

3. METHODOLOGY OF THE STUDY

This chapter deals about the methodology of the study where the research approach, the research type, sample and sampling techniques, source of data collection, data collection instruments, reliability and validity of the study and the method of data analysis discussed.

The research is aimed in understanding the effect advertizing and sales promotion on the brand perceived quality of Commercial Bank of Ethiopia a case study on the Addis Ababa south Addis district.

3.1 Research Approach and Design

A descriptive research design is defined as the arrangement of conditions for collection and analysis of data in a way that aims to combine relevance to the research purpose with economy in the procedure (Babbie, 2002). In addition Kothari (2004) illustrate research design as a blue print which facilitates the smooth sailing of the various research operations, thereby making

research as efficient as possible hence yielding maximum information with minimal expenditure of effort, time and money. Descriptive research paints a picture of the specific details of a situation, social setting, or relationship. By giving answers to who, what, when, where, and how questions. For Kohtari (2004), descriptive research aims at describing a situation in terms of its characteristics. This research will also try to give details on selected promotional elements used in CBE and its effect in brand perceived quality of the bank. Application of the scientific method advances knowledge through observing phenomena, identifying questions, generating hypotheses, testing hypotheses, and then producing new observations, questions, and hypotheses. Descriptive analysis is a fundamental component of this process because of the role it plays in helping us to observe the world or a phenomenon and, subsequently, in identifying research questions and generating hypotheses based on what has been observed

Descriptive analysis such as frequencies (using tables, percentages, and graphs), Percentages, means and standard deviation were used to summarize and present the results. In addition, Pearson correlation Coefficients were used to show the interdependence and the significance of the relationship between the dependent and independent variables. According to (Brooks., 2008), the relationship is expressed by value within the range -1.00 to + 1.00 as Pearson product-moment indicates. Pearson correlation is +1 in the case of a perfect positive linear relationship (correlation) and -1 indicating the existence of Perfect negative linear relationship (correlation).

Explanatory research sometimes referred to as analytical study seeks to identify any causal links between the factors or variables that pertain to the research problem (Saunders et al., 2007). Such research is also very structured in nature. On the other hand, Causal Design is important in establishing cause-and-effect relationships between variables. It is concerned with the study of how one or more variables affect changes in another variable (Kothari, 2004). The author further illustrates that it is a study of functional relationships existing between two or more variables. As a result it is used in this research as it helps to demonstrate the relationship between the selected promotional elements and brand perceived quality of the bank, i.e. the independent and dependent variables respectively.

Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena. It usually starts with a theory or a general statement proposing a general relationship between variables. Quantitative researchers favor methods such as surveys and experiments, and attempt to test hypotheses or statements with a view to infer from the particular to the general.

The study used quantitative research approach since it involves quantitative method of analysis using different statistical techniques. Quantitative methods emphasize objective measurements

and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires and surveys using computational techniques (Muijs, 2010).

3.3 Population sampling technique and Sample size

3.3.1 Target population

The target population of study comprises of all customers of Commercial Bank of Ethiopia operating in Addis Ababa south Addis district. Commercial Bank of Ethiopia classifies its branches based on their capacity form grad IV (i.e. most profitable and have much customers) to grade I and sub branches (i.e. less profitable and new branches). The researcher believes that grad IV branches can represent the rest branches due to their large number of customers and their years of existence. The study take place in south Addis district for the reason that has high coverage area, high customer base and its number of branches is high compeers to other district. Commercial Bank of Ethiopia have 10 grade IV branches in the south Addis district this are Gofa Sefer , Finfine,Sengatera,Temenja Yaj, Mexico, Africa Union, Yoseph, Kirkos Kebele, Lideta and Salogoa. So, the researcher is work on branches which are located in Addis Ababa city south district. Hence, as the study wants to investigate the population in Addis Ababa the sample is intended to be taken from branches under these south Addis Districts grade IV branches found in the city. There are 10 Grade IV branches in south Addis district and these were targeted to take samples in order to manage time and associated costs of the study. In each branch 38 questionnaires were distributed to get the intended sample size. Therefore, these branches served as a sampling frame from which samples were drawn.

3.3.2 Sampling method

The selection of the sample has through non-probabilistic sampling technique of convenience sampling because all the population of the bank cannot be available at the same time. Questionnaires distributed to customers of the bank. The research used different types of non-probability sampling techniques to select samples. Generally, the population is defined as CBE's customers in Addis Ababa and samples were taken from branches located in the city that are believed to represent the population under study. For this reason, the research used purposive sampling method by selecting Grade III and IV to distribute questionnaires. The main objective to use purposive sampling is to produce a sample that can be considered representative of the population (Battaglia, 2008). After selecting these branches equal number of questionnaires (13) were distributed to customers in each branch using convenience sampling technique.

The primary selection criterion for convenience sampling relates to the ease of obtaining a sample. Ease of obtaining the sample relates to the cost of locating elements of the population, the geographic distribution of the sample, and obtaining the data from the selected elements (Battaglia, 2008). In applying convenience sampling, customers were intercepted in branches at pick hours until the required sample size is reached.

The sample size for this study determined by using the formula developed by Cochran's formula used for calculating sample size when the population is infinite:

Cochran (1977) developed a formula to calculate a representative sample for proportions as

$$n_0 = \frac{z^2 pq}{e^2}$$

Where: n_0 = the sample size

Z_2 = the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level, i.e. 95%)

e = the desired level of precision

p = the estimated proportion (standard deviation) of an attribute that is present in the population, and q is $1-p$.

$p = 0.5$ and hence $q = 1 - 0.5 = 0.5$; $e = 0.05$; $z = 1.96$

$$\frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 384.16 = 384$$

The above sample size is the representative sample proportion at 95% confidence level and $\pm 5\%$ precision when the population is large and unknown.

3.4 Source of data

There are two types of sources when collecting data; primary and secondary data sources. The study used data from both primary and secondary sources. Questionnaires were the sole source of primary data collection. These questionnaires were distributed to sample CBE customers in south Addis Ababa district in which their responses were collected for further statistical analysis.

Secondary data were collected from various sources such as previous research like journal articles, internal publications, in-house company survey and others.

3.5 Data collection Instrument

The questionnaire contains statements that are specifically designed to measure advertizing, sales promotion and event sponsorship of bank in relation on brand perceived quality of customer. The questionnaires were prepared in line with the objective of the study mentioned in the first chapter and it is organized in two sections.

The questionnaires compose of two sections. The first on five point Likert scale to generally, Likert scale is the most suitable method of survey collection and is simple for the researcher to collect data and to code responses and the second section contains questionnaire items used to collect demographic data of respondents.

The responses on Likert scale are easily quantifiable and simple to apply statistical analysis (Kumar, 2011). Five Point Likert scale questionnaire that ranges from ('Strongly Agree' to 'Strongly Disagree') is proposed to measure questions with 59 item scales under a total of four variables. Most studies in similar subject matter also applied the Five Point Likert Scale in constructing their questionnaires (Yoo et al., 2000; Buil et al., 2013).its focused on the selected promotional elements and brand perceived quality of CBE. As a secondary sources of data published journal articles, publications, books, websites and others used as an appropriate to solidify the premises of the study.

The Structured questionnaires used to collect primary data from customers of the bank. The questionnaire handed to customer translates in to Amharic for those who may not understand the English version.

3.6 Scale development

The items in the questionnaire are adopted from popular journal studies like (Yoo et al., 2000; Buil et al., 2013; Salelaw and Singh, 2015.) The Role of Selected Promotional Elements in Building Brand Equity: The Case of Commercial Bank of Ethiopia (Tsegaye Alemu May, 2017) with some modification by the researcher. After originally developing the questionnaires in English it was translated in to Amharic version for easily comprehension by respondents.

3.7 Validity of the study

Validity, which refers to the study's conceptual and scientific soundness, is an important element and the primary aim of a scientific research is to generate a valid conclusion (Marczyk & et.al, 2005). A scientific research will ensure validity of from start to end so as to increase the accuracy and usefulness of findings by controlling for or eliminating as many confounding variables as possible. The instrument designed for collection of data is questionnaire which is common modalities to undertake researches of such nature. As the questions are designed using a standardized format and have been used to asses such phenomenon in an empirical studies. Furthermore one of the forms in which validity is assured is by ensuring content validity. Content validity, according to Kohtari (2004), is a measure of the extent to which a measuring instrument/s provides adequate coverage of the topic under investigation and how well it provides adequate coverage of the topic under study. Hence a research is having a good content validity a representative sample is incorporated in the instrument. promotion elements is a wide concepts its extensive review of academic, expert and practitioner`s literatures, it is assumed that the construct validity hold.

3.8 Data analysis

The study is designed to examine the extent of the application of advertizing and sales promotion in commercial bank of Ethiopia and its effect on brand perceived quality. The data analyzed using the Statistical Package for Social Science (SPSS) version 20.0 software using descriptive statistics (Mean, standard deviation). Then correlation and regression analysis performed to determine the relationship and effect of the independent variables (advertizing, sales promotion and event sponsorship) and dependent variable (brand perceived quality).

The data which obtained from sample respondents was analyzed according to the objective of the study. Both descriptive and explanatory analysis were employed to analyze the data in the survey in relation to their attitudes, knowledge, and opinions toward different selected promotional elements implemented by CBE and the influence of it on their brand perceived quality .

The quantitative data in this research was analyzed by descriptive statistics using statistical package for social sciences (SPSS). Descriptive statistics includes mean, frequency, standard deviation and percentages to profile sample characteristics and major patterns emerging from the data. Completeness of qualitative data collected was checked for and cleaned ready for data analysis. Content analysis was used in processing of this data and results presented in prose form.

The other inferential statistics that was used is regression analysis so that to show interdependence of independent variables and dependent variable. Thus, both the strength of the relationship between variables and the influence of independent on dependent variable and statistical significance were assessed. Regression analysis involves identifying the relationship between a dependent variable and one more independent variable and correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two numerically measured continuous variables.

Multiple Regressions is a statistical technique that allows us to predict someone's score on one variable on the basis of their scores on several other variables. In this study standard multiple regression analysis was employed. In standard multiple regression all the independent (promotion mix elements) variables are entered into the equation simultaneously. Each independent variable was evaluated in terms of its predictive power, over and above that offered by all the other independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike correlations, however, the primary purpose of regression is prediction (Geoffrey, 2005).

3.9 Ethical Considerations

Ethics is one of the basic foundation for which society is built up on. It is defined by Webster's dictionary as conformance to the standards of conducts of a given profession or group. In research where the researchers is looking for data that is reliable and indicate the fact on the

ground, it is important to insure that ethical considerations are kept intact. With regard to the research participants a research must be respect persons, be kind to participants, have an informed consent of the participants as well as have a fair selection of participants (Marczyk & et.al, 2005).

This study conduct for only the purpose of academic use only and the study protect the privacy of the respondents. There are two standards that applied in this study in order to help protect the privacy of research participants. Almost all research guarantees the participants

Confidentiality: - they are assured that identifying information not be made available to anyone who is not directly involved in the study.

The strict standard is the principle of anonymity which essentially means that the participant remain anonymous throughout the study -- even to the researchers themselves. Clearly, the anonymity standard is a stronger guarantee of privacy, but it is sometimes difficult to accomplish, especially in situations where participants have to be measure at multiple time points (e.g., a pre-post study). Increasingly, researchers has to deal with the ethical issue of a person's right to service

3.10 Model specification

Multiple regressions is a flexible method of data analysis that may be appropriate whenever quantitative variables (the dependent) is to be examined in relationship to any other factors (expressed as independent or predictor variable). Relationships may be non-linear, independent variables may be quantitative or qualitative and one can examine the effects of a single variable or multiple variables with or without the effects of other variables taken into account, (Cohen, West & Aiken, 2003).

The regression model was as follows was adopted from Kihanya (2013):

$$BRQ = \beta_0 + \beta_1ADV1 + \beta_2SP+ \beta_3ES + \varepsilon$$

Where, BRQ = brand perceived quality

β_0 = Constant Term

β_1 , β_2 and β_3 , = Beta coefficients ADV= advertising SP= sales promotion ES= event sponsorship

ε = Error term

Assumption to new regression analysis

Normality: - normality is rarely used expression which indicates the concentration of a solution.

Multicollinearity: - is the tastes of very high inter correlations or inter-association among the independent variables.

Regression Analysis: - is also used to understand which among the independent variable are related to the dependent variable and to explore the form of these relationships.

CHAPTER FOUR

IV. DATA PRESENTATION AND ANALYSIS

4.1. Introduction

This chapter incorporates the analysis of data and findings of study. The main objective of the study was to understand the effect of selected promotional elements on the brand perceived quality of commercial bank of Ethiopia. First the demographic characteristics of the respondents that shape their response to the questions raised will be presented in brief. Then reliability test conducted by sample questioner in order to evaluate the internal reliability of the instrument as a whole as well as in each variable is presented. The response given to the effect of each independent variable on the perceived quality of the bank will be presented in both general terms and also on each attribute of the variable. Finally a comprehensive analysis of correlation, multiple regressions and one way ANOVA is conducted to evaluate response of the customers.

4.2. Respondents Profile

To find out general background of respondents who were asked about to assess the Effect of selected promotion elements on bank perceived quality of Commercial Bank of Ethiopia, the respondents were asked their Gender, Age, year of be alive in the bank, educational level, and monthly income. The results obtained from the structured questionnaires are represented on the table below. Some demographic elements of respondents that affect the level of response given to the questions have been under consideration. These elements affect both the understanding of questions as well as the current level of the effect of the variables identified on the bank perceived quality of CBE. As a result a brief presentation of the demographic statistics has been presented as follows.

4.2.1. Gender of the Respondents

Table 4.2.1 provides a summary of the gender of the respondents as a result of the responses given by the respondents.

Table 4.2.1: Depicts the gender distribution of the respondents accordingly about 51.6% of the respondents are females and the rest are 48.4% males. This shows that majority of the respondents who use the bank service are female. This demonstrates that there is a fair gender distribution of the respondents. Thus, reducing gender bias can help close the gender gap in customer. It is crucial to understand which gender diversity-enhancing programs and initiatives are effective in promoting the bank and financial inclusion for women. The males and female customers' have different attitudes towards of commercial banks of Ethiopia. This may be dependent upon the brand image of the bank where the customers' feel that these banks are more reliable and efficient in service delivery.

What is your gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	186	48.4	48.4	48.4
female	198	51.6	51.6	100.0
Total	384	100.0	100.0	

Source; SPSS Survey Output (2017)

4.2.2. Age of the Respondents

In terms of age, as shown 4.2.2 table 7.6 % or 29 of the respondents are between 18 and 25 years of age, 35.4% or 136 of them are between 26-35 years of age, 29.9% or 115 of them are between 36-45 years of age and the remaining 27.1% or 104 of them are above 45 years of age. The ages 26-35 respectively were often the customer of the bank. The reason for this may be indicate that they fall within the parental age group and at the same time may engage in one business or the other hence opening the bank account and collecting the incentive may go a long way to add value to the bottom line of their lives and businesses.

The results suggest that there is a difference in the attitude of young and old customers' regarding assessment and perception of promotion offered by commercial banks of Ethiopia. The results suggest that 26-35 years of age customers are open to the commercial banks of Ethiopia promotion and may prefer their attractive and convenient advertizing. The lowest percent indicate between in 18-25 age this groups are productive group the banks paying attention on the wide-ranging services with latest promotion may appear to be convenient and reliable to the younger generation. That young customer groups are less aware about the promotion of the banks and their brand quality. Banking institutions need to further clarify the role of communication for building a long-lasting and valuable relationship with their clients.

What is your age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25 years old year	29	7.6	7.6	7.6
26-35 years old	136	35.4	35.4	43.0
36-45 years old	115	29.9	29.9	72.9
Above 45 years old	104	27.1	27.1	100.0
Total	384	100.0	100.0	

Source; SPSS Survey Output (2019)

4.2.3. Education level Respondents

As shown below in table 4.2.3, the respondents have an educational background range from didn't attend the school to masters and above. Out of which 8.3% or 32 of them have didn't attend the school the participate in the study in interview form, 6.8% or 26 of them have in Primary level, 22.4% or 86 of them have Secondary level, 25.3 % or 97 of them have certificate and diploma holders, 30.2% or 116 of them have First degree holders and the rest 7% or 27 of them have masters and above. This is important as the respondents are expected to have the basic understanding of illustrating the relationship between the independent variables and brand perceived quality of the bank. In order to attract young customers, banks should clearly identify the parameters of customer choice and understand what they perceive as most important. Developing a strategy around the most prominent dimensions can help banks to dedicate investments in areas, such as communication, particularly meaningful to customers. Results in table 4.3 describe information about the participants' education which might be reflected on their profession and consequently towards income.

View customer on the basis of education is valuable for CBE interims of product development, promotion and evaluation of delivery system. Education-based promotion is the direct opposite of traditional promotion, which is done through selling based message ,use education based promotion, stay relevant and top of mind with the bank target audience, add value for all of the bank prospects and continue to find ways to help the ideal client solve their problems or achieve their goals.

Which category best describes your education level?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Didn't attend the school	32	8.3	8.3	8.3
Primary level	26	6.8	6.8	15.1
Secondary level	86	22.4	22.4	37.5
Certificate & Diploma	97	25.3	25.3	62.8
First Degree	116	30.2	30.2	93.0

Masters and above	27	7.0	7.0	100.0
Total	384	100.0	100.0	

Source; SPSS Survey Output (2019)

4.2.4. Personal income Respondents

In table 4.2.4 illustrate that monthly income of respondents, the study identifies the student that they have not generate their own income are 6% or 23, It is go after by those who get monthly income less than 500 that represent 6.3% or 24, the respondent that earn 500 -2,000 birr that constitutes 21.1% or 81, the other 16.4 % or 63 have earns 2001-3000 birr per month. Those respondents within the income range of 3,001 and 4,000 birr makes up 21.1% or 81 and the rest who have large proportion gets above 4,000 birr comprises 29.2% or 112.

Respondents had higher income that have positive attitude toward the banking communication. Personal income represents customers' financial solvency which may reflect their savings capability related to deal with the bank those are in engage in one business or the other hence opening the bank account and collecting the incentives may go a long way to add value to the bottom line of their lives and businesses. The Bank provides customized services and products to its key customers based on their income level. In order to attract new customers, banks should clearly identify the income of customer to understand what they perceive as most important. Developing a strategy around the most prominent dimensions can help banks to dedicate investments in areas, such as communication, particularly meaningful to customers.

What is your monthly personal income level? Please circle the appropriate answer.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid student	23	6.0	6.0	6.0
Less than 500	24	6.3	6.3	12.2
500-2000	81	21.1	21.1	33.3
2001-3000	63	16.4	16.4	49.7
3001-4000	81	21.1	21.1	70.8
More than 4000	112	29.2	29.2	100.0
Total	384	100.0	100.0	

Source; SPSS Survey Output (2019)

4.2.5. Numbers of Years Stayed in bank

In table 4.2.5 indicate that Out of the total number of respondents, 12.5% or 48 have been customers of CBE for less than one year. The second majority of respondents who have stayed from one to five years as customers of CBE make up 24% or 92. A customer from five to ten years takes a share of 16.7% or 64. Those respondents who have stayed as customer from ten to twenty years constitute 22.7% or 87 and the rest the majority of respondents who have responded as more than twenty years makes up 24.2 or 93%. Customers with high level of confidence in the brand quality and trustworthiness of banking services are more likely to stay longer, use more products and recommend the bank to others. A customer stayed for a relatively longer period of time which is expected to enable them be aware of the bank promote\on practice in the market at a higher level. The need to establish a successful communication strategy is essential for every bank in order to compete with success in today’s competitive market and to enhance the customer experience.

How long have you been a customer of CBE?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than one year	48	12.5	12.5	12.5
From one to five years	92	24.0	24.0	36.5
From five to ten years	64	16.7	16.7	53.1
From ten to twenty years	87	22.7	22.7	75.8
More than twenty years	93	24.2	24.2	100.0
Total	384	100.0	100.0	

Source; SPSS Survey Output (2019)

4.3. Reliability and Validity test

As stated by “(Hair et al..., 2014) reliability indicates the extent to which some variables or set of variables is consistent in what it is intended to measure”. Reliability analysis is used to measure the consistency of a questionnaire. There are different methods of reliability test, for this study, Cronbach’s alpha is considered to be suitable. For this study the Alpha coefficients for the effect of selected promotion elements on brand perceived quality. Reliability indicator is presented in the following table. As described by (Hair et al..., 2014) the values of Cronbach’s alpha more than 0.7 is good.

The alpha values in this study were greater than 0.7 and therefore the reliability of the questionnaires is very good. In this study, all the independent variables and dependent variable, met the above requirement. The alpha value is identified and summarized in the below table.

Table 4.3.1 Reliability Statistics each variable

Dimensions	Number of attributes	Cronbach’s alpha
Advertizing	26	0.878
Sales promotion	15	0.765
Event sponsorship	5	0.733
Brand perceived quality	8	0.874

Source; SPSS Survey Output (2019)

Therefore, the reliability of the below 54 items that are critical to determine the influence of selected promotional element on brand perceived quality has been tested using Cronbach’s alpha. According to Hair et al. (2014) the reliability coefficient which is more than or equal to 70 % ($A > 0.7$) is acceptable. So, reliability of the question was evaluated and the result (Cronbach’s Alpha) was used to test the reliability of the material used in this research.

Validity and reliability are the two important characteristics of every measure of materials such as questionnaire. Reliability is fundamentally concerned with issues of consistency of measures whereas validity is the degree to which an instrument measures what it is supposed to measure. (Bryman and Bell, 2003). So before analyzing the collected data the reliability of the main items

of the questionnaire was tested using Cronbach's alpha and validity of the instrument for the present study was ensured as the independent variables and items are identified from the literature and were reviewed by other academicians and by my advisor. Pilot tests were then conducted with fifty consumers who were like to the population for the study.

4.4 Normality

The normality of the population distribution forms the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Most studies which involve statistical procedure work under an assumption that observations have normal distribution. Any violation of the normality rule may lead to over estimation or underestimation of the inference statistics (Leech et al., 2005).

In order to examine normality one has to measure each variable's skewness, which looks at lack of symmetry of distribution and kurtosis which looks at whether data collected are peak or flat with relation to normal distribution (Marczyk, Dematteo, and Festinger, 2005). However, kurtosis does not seem to affect the results of most statistical analyses very much and can be skipped (Leech et al., 2005).

Normality test is used to determine whether sample data has been drawn from a normally distributed population or the population from which the data came is normally distributed. Normality was checked by two terms i.e. kurtosis and skewness using SPSS. For kurtosis, the normal value is less than 3 whereas for skewness the normal value is supposed to be less than 6 (Asghar and Saleh 2012).

Therefore, in this research, the data has been drawn from a normally distributed population or the population from which the data come is normally distributed because the value for both kurtosis and skewness is found to be normal.

Table 4.4 Descriptive Statistics Normality test

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising	384	3.9918	-.732	.125	.423	.248
Sales Promotion	384	4.0644	-1.588	.125	.4220	.248

Event sponsorship	384	3.6047	-.615	.125	-.403	.248
Perceived Quality	384	3.9292	-.767	.125	.392	.248
Valid N (listwise)	384					

Source; SPSS Survey Output (2019)

4.5 Descriptive Statistics Results of variables

As indicated below in Table 8, consumers mean values show that the consumers' chose more agree among the alternatives of the Likert scale for all dimensions which are the brand image dimensions i.e. independent variables (Advertising mean=3.636, Std. deviation=0.464),(sales promotion mean=3.091,std.deviation=0.5153), and (event sponsorship mean=3.349 ,Std deviation =0.4109) as well as the dependent variable which is (brand preference mean =3.4026,Std deviation =.5123).from all selected promotional elements advertising have the highest mean value and sales promotion holds the lowest mean value.

Most of the respondents on average agree about the Bank's Advertisements that are communicated repeatedly influence brand perceived quality

Table 4.5 Descriptive Statistics

	N	Mean	Std. Deviation
Advertising	384	3.9918	.42915
Sales promotion	384	4.0644	.38192
Event sponsorship	384	3.6047	.66189
Perceived Quality	384	3.9292	.52388
Valid N (listwise)	384		

Source; SPSS Survey Output (2019)

4.5.1. Advertising

Advertising is any paid form of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, service or idea. The key difference between advertising and the other promotional tools is that it is impersonal and communicates with large numbers of people through paid media channels the study sought to find out the extent that advertising of institutions services/products influenced the company performance.

Table 4.5.1 Descriptive Statistics of advertizing

	N	Mean	Std. Deviation
TV	384	4.2025	.62079
Radio	384	3.9852	.50718
Print	384	3.8337	.57428
outdoor	384	3.9764	.39988
Valid N (listwise)	384		

Source; SPSS Survey Output (2019)

From Table 4.5.1 .Most of the respondents on average agree about the Bank's Advertisements that are communicated repeatedly influence brand perceived quality (Mean = 3.9118, S.D. = 0.42915). Most of the respondents also agreed that the Television Advertisements are more appealing (Mean = 4.2025, S.D. = 0.6207). In addition to television advertisement most of the respondents agree about the Messages conveyed through Television Advertisement are very exciting and attractive. it have an effect on brand perceived quality (Mean = 4.2025, S.D. = 0.62). Regarding Radio advertizing or broadcasting a lot of the respondents agree that having an impact on brand perceived quality (Mean = 3.9852, S.D. = 0.507).Most of the respondents agreed about the Advertisements transmitted through radio are good enough to influence brand perceived quality Majority of the respondents agreed about that the outdoor advertises of the bank very well (Mean = 3.976, S.D. =0.3998). Regarding the distribution of print the respondents agree that having an impact on brand perceived quality (Mean = 3.833, S.D. = 0.574) Most of

respondent's response about the advertisements of the bank are comparable and invite for further discussion among friends.

Finally yet importantly most of the respondents in this group on average agreed that the Advertisement of CBE is memorable and influences customers to react (Mean = 3.9118, S.D. = 0.42915)

4.5.2 Sales promotion

4.5.2 Descriptive Statistics Sales promotion

	N	Mean	Std. Deviation
PSP	384	4.1295	.44791
NPSP	384	3.9928	.47589
Valid N (listwise)	384		

Source; SPSS Survey Output (2019)

From Table 4.5.2 Most of the respondents agreed about the Price deals like coupon that the bank implements motivate customers to build a sustainable brand perceived quality (Mean =4.1295, S.D. = 0.4479). Coupons considered as one of the most used tools by the bank to stimulate consumers by giving them a lotto number or print out that save some money when they want to win the prize any type of products later on or in the future. Most respondents agreed on the non Price sales promotion in that the bank distributes promotional gifts to customers Mean = 3.992, S.D. = 0.47589). Gifts: Sales promotion acts as a direct inducement that offers an extra value or incentive for the product to customers with the primary objective of creating immediate sales (Prendergast and Cheung 2010). Again, gift according to Kendrick (1998) can be described as a tool to increase sales volume. Besides, Increasing Sales, Gifts As A Tool, Have Been Used To Achieve Several Other Objectives Like: Enhancing The Brand By Using Attractive Branded Gifts, Providing A Reminder Of The Brand's Existence For The Customer And Promoting Loyalty And Commitment From Customers. This Affirmation Indicates That Using Appropriate And Valuable Incentives Like; Cars, House And Other Items By Banks During Sales Promotional Activities Are Capable Of Enhancing Customers' Patronage And Capable Of Adding Value To The Firm's Performance. The Live Broadcast Event Of Wining The Items Is Another Means Through Which The Banks Induce Their Customers To Patronize Them.

4.6 Pearson correlation Analysis

Pearson correlation coefficient (r) is a measure of the strength of the association between the variables. Theoretically, there could be a perfect positive correlation between variables which is represented by 1.0 (plus 1), or a perfect negative correlation which would be -1.0 (minus 1) while correlation range between -1.0 and +1.0

As per Marczyk, et al., (2005) general guidelines of correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

As can be seen from the below Table 10 there was a significant positive correlation between the three independent variables (Advertisement, sales promotion and event sponsorship) and dependent variable (brand perceived quality), and there is also a significant relation between the independent variables mentioned earlier (selected promotional elements). And the result was found to be statistically significant at ($P < 0.05$) for each variable. This shows that the factors have moderate correlation and have an impact on brand perceived quality.

Correlation, Pearson correlation in this case, is important to understand the strength of the linear relationship between two variables. The correlation coefficient (r), ranging from -1.0 to +1.0, shows the level of strength of the relationship. Accordingly, if the coefficient is close to +1.0 or -1.0, the relationship is said to be strong while a result close to 0 is an indication of weak relationship between the variables. According to Cronk, (2008) a correlation coefficient above 0.7 on both sides is considered to be strong, 0.3-0.7 as moderate and below 0.3 and closing to 0 on both sides as weak relationship.

Table 4.6 Pearson correlation Analysis

		Advertisin g	Sales Promotion	Event sponsorship	Perceived Quality
Advertising	Pearson Correlation	1	.710**	.578**	.633**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384

Sales Promotion	Pearson Correlation	.710**	1	.606**	.649**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
Event sponsorship	Pearson Correlation	.578**	.606**	1	.965**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
Perceived Quality	Pearson Correlation	.633**	.649**	.965**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

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

Source; SPSS Survey Output (2019)

According to the Table 4.10, there were significant positive relationship between brand perceived quality and factors selected promotion elements / (advertising, sales promotion, and event sponsorship). The strongest correlation resulted was between brand perceived quality and event sponsorship ($r=0.965$), in between sales promotion and brand perceived quality ($r = 0.649$), and in between brand perceived quality and advertising and ($r = 0.633$). The correlation that resulted as being moderate was in between advertising and sales Promotion with brand perceived quality. In general, and factors brand perceived quality towards Promotion Mix (advertising, sales Promotion, and event sponsorship) has significant positive correlation. This indicates that as advertising, sales promotion and event sponsorship have effects on brand perceived quality. With regard to the correlation coefficient and significance level obtained, advertisement, sales promotion and sponsorship variables are directly related to brand perceived quality and the hypothesis "advertisement, sales promotion and sponsorship directly affect brand perceived quality" is confirmed.

The results obtained from the research is an emphasis on the results of the studies by Yoo et al. (2000), Villarj (2005), Gill et al. (2007), and Ha et al. (2011) and Boill et al (2011) that all show there is a relationship between brand perceived quality and selected promotional elements

4.7 Multiple Regression Analysis

Multiple regression analysis was employed to examine the influence of all integrated marketing communication elements on brand preference. The following subsections present the results of

multiple regressions analysis. Multiple regressions are the most common and widely used models to analyze the relationship between a single continuous dependent variable and multiple continuous on categorical independent variables(Brooks., 2008). In this study multiple regression analysis was employed to examine the effectiveness of selected promotion elements (advertising, sales promotion and event sponsorship) on brand perceived quality . Multiple regressions is a statistical model through which researchers analyze the relationship between the dependent variable and a set of independent or predictor variables. Ho (2006), it is a frequently used a statistical technique to achieve three main objectives.

4.7.1 Model Summary

Multiple linear regressions assume that all variables are interval or ratio scaled. In addition, the dependent variable should be normally distributed around the prediction line. This, of course, assumes that the variables are related to each other linearly. All variables should be normally distributed (Pallet, 2005). One of the SPSS outputs of the regression analysis is the model summary that includes the R square and the standard of the error term for the model. R Square (called the coefficient of determination) tells one the proportion of the variance in the dependent variable (brand perceived quality in this particular case) that can be explained by variation in the independent variables (selected promotional elements). The Standard Error of the Estimate gives a margin of error for the prediction equation. The second part of the output that is area of interested is the ANOVA summary table. For now, the important number is the significance in the rightmost column. If that value is less than .05, it is said to have a significant linear regression. If it is larger than 0.05, it is not. The final section of output and the most important one is the table of coefficients and is where the actual prediction equation is illustrated.

The following table presents the results of multiple regressions analysis. Here the squared multiple correlation coefficients (r^2) which tells the level of variance in the dependent variable (brand perceived quality) that is explained by the model.

Table 4.7.1 Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.970 ^a	.941	.940		.12826

a. Predictors: (Constant), event sponsorship, Advertising, Sales Promotion

Source: SPSS Regression results output, 2019

The results of multiple regressions, as presented in table .14., above, revealed that the effect of selected promotion elements (advertising, sales promotion and event sponsorship) on brand

perceived quality . The adjusted R2 of 0.941 indicates 94.10 % of the variance in brand perceived quality can be predicted by the effect of promotion elements (advertising, sales promotion and event sponsorship). The remaining 5.9% of the variation in brand perceived quality that could be explained by other variables.

4.7.2 Multicollinearity

Multicollinearity Test: in multiple regression analysis, multicollinearity refers to the correlation among the independent variables (Kline,1998). According to (Kline, 1998) multicollinearity is not a threat if a correlation value is less than 80%. Before conducting the multiple regression analysis, the researcher examined the result of multiple correlations among the independent variables and found out that, the pair wise correlation between the independent variables is less than 80%, as shown in table 4.8. VIF (Variance Inflation Factor) is another factor for diagnosis of collinearity so it is supposed to be less than five which indicates no multicollinearity problem exists among the independent variables. This is shown below in table 11.

Table 4.7.2 multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	Advertising	.461	2.168
	Sales Promotion	.439	2.280
	Event sponsorship	.589	1.699

a. Dependent Variable: Perceived Quality

Source: SPSS Regression results output, 2019

4.7.3. ANOVA – Results of Multiple Regression Analysis

The ANOVA Table 4.7.3 shows that accepting at least one of the elements of promotion mix elements (advertising, sales promotion, and event sponsorship) has significant effect on brand perceived quality , since the p-value for F-Statistics (0.000) less than the significance level 0.05. Statistically significant effect between independent variable selected promotional elements and dependent variable (brand perceived quality) where, (F) value was (2003.185) at 0.000 which states that there is significant effect of promotional elements on brand perceived quality.

Table 4.7.3 ANOVA^a Results of Multiple Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.862	3	32.954	2003.185	.000 ^b
	Residual	6.251	380	.016		
	Total	105.113	383			

a. Dependent Variable: Perceived Quality

b. Predictors: (Constant), event sponsorship, Advertising, Sales Promotion

Source: SPSS Regression results output, 2019

4.7.4 Coefficients

Based on the table 4.7.4., the unstandardized beta coefficient, which tell us the unique contribution of each factor to the model. A high beta value and a small p value (<0.05) indicate the predictor variable has made a significance statistical contribution to the model. On the other hand, a small beta value and a high p value ($p >0.05$) indicate the predictor variable has little or no significant contribution to the model (Brooks., 2008).

Table 4.7.4, also indicates that advertising, sales promotion and event sponsorship have significant effect on brand perceived quality at 95% confidence level, since their p-values (0.000 for advertising, 0.004 for sales promotion and event sponsorship 0.000) less than the significance level 0.05. The significant coefficients of promotion elements (advertising, sales promotion and event sponsorship) were included for the establishment of the function.

Table4.7.4 Coefficients^a of variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.699	.073		9.568	.000
	Advertising	.101	.022	.083	4.507	.000
	Sales promotion	.075	.026	.055	2.888	.004

event sponsorship	.699	.013	.884	54.198	.000
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a. Dependent Variable: Perceived Quality

The linear regression equation

$$BPQ = a + (B1) AD + (B2) SP + (B3) EV$$

Where BP=Brand perceived quality

- AD=Advertising
- SP=Sales promotion
- EV=event sponsorship
- B1, B2, & B3 are = beta coefficients.

Therefore, from table below we can say that

$$BP = 0.699 + 0.101AD + 0.75SP$$

4.8 Hypothesis Testing Results

Hypothesis testing is based on unstandardized coefficients beta and P-value to test whether the Hypotheses are rejected or not.

Hypothesis 1: Advertising has significant and positive effect on brand perceived quality.

The results of multiple regressions, as presented in table .16 above, revealed that Advertising has a positive and significant effect on brand perceived quality in commercial bank of Ethiopia with a beta value (Beta = 0.101), at 95% confidence level (p <0.00). The beta value (0.101) shows as one unit increase in effects of advertising there will be 10.1% increase on brand perceived quality of commercial bank of Ethiopia. Therefore, the researcher may accept the hypothesis; this indicates that effective advertising has a positive and significant effect on brand perceived quality.

Advertising is likewise vital to get consumers' attention because consumers' attention can lead to higher brand awareness, higher perceived quality and contribute to forming strong, favorable and unique associations (Aaker, 1991). Studies likewise revealed when consumers are exposed more frequently to a certain brand advertising, they develop not only higher brand awareness and stronger brand associations but also develop a more positive perception of the brand's quality (Cobb-Walgren, Ruble, & Donthu, 1995; Yoo, Donthu, & Lee, 2000) Studies likewise revealed when consumers are exposed more frequently to a certain brand advertising, they develop not

only higher brand awareness and stronger brand associations but also develop a more positive perception of the brand's perceived quality (Cobb-Walgren, Ruble, & Donthu, 1995; Yoo, Donthu, & Lee, 2000) Studies also indicated that advertising can shape consumers' perceptions of brand quality and other brand associations (Moorthy & Hawkins, 2005).

Hypothesis 2: sales promotion has a significant and positive effect on brand perceived quality.

The results of multiple regressions, as presented in table 4.16 above, revealed that Sales Promotion has a positive and significant effect on deposit mobilization in commercial bank of Ethiopia with a beta value (Beta = 0.075), at 95% confidence level ($p < 0.04$). The beta value (0.075) shows as one unit increase in effect of Sales Promotion there will be 7.5% increase on brand perceived quality of commercial bank of Ethiopia. Therefore, the researcher may accept the hypothesis; this indicates that effective Sales Promotion has a positive and significant effect on brand perceived quality. sales promotion is the most commonly used brand communication strategy used to build brand perceived quality . Providing temporary incentives (sales promotion) to encourage customers to try and use a Non-monetary sales promotions particularly, gifts have a positive and significant influence on perceived quality. Similarly, non-monetary promotions positively relate to brand associations Buil et al. (2013). Frequent use of sales promotion especially price oriented are very effective to bring short-term benefits such as increasing market share, encouraging brand switches, generating sales traffic, and inducing product trial usage (Bawa, Bawa, & Shoemaker, 1989; Blattberg & Neslin, 1990; Leone & Srinivasan, 1996; Grewal, Krishnan, Baker, & Borin, 1998) and obtain short-term financial profit (Yoo, Donthu, & Lee, 2000)one method of monetary sales promotion featuring a certificate that entitles the bearer to stated savings off a product's regular price is called in promotional mix as "couponing". It is argued that, this may be utilized to motivate customers to try new product, to attract customers away from competitors, or to induce current customers to buy more of a product (Ricky et al., 2005). Positive associations and high levels of perceived quality can enhance brand loyalty (Keller, 1993; Chaudhuri, 2000; Pappu, Quester, & Cooksey, 2005).

Hypothesis 3: event sponsorship has significant and positive effect on brand perceived quality.

The results of multiple regressions, as presented in table .16 above, revealed that event sponsorship has a positive and significant effect on brand perceived quality in commercial bank of Ethiopia with a beta value (Beta = 0.699), at 95% confidence level ($p < 0.00$). The beta value (0.699) shows as one unit increase in effect of event sponsorship there will be 69.9% increase on brand perceived quality of commercial bank of Ethiopia. Therefore, the researcher may accept the hypothesis; this indicates that effective event sponsorship has a positive and significant effect on brand perceived quality.

Crimmins and Horn(1996)also argued event sponsorship may increase perceived brand superiority, indicating by affecting perceived brand superiority, event sponsorship might influence brand perceived quality. Pham and Johar (2001) has indicated the significant effect of sponsorship on brand recognition, and Gwinner and Eaton (1999) have indicated the significant effect of sponsorship on brand image.

The effects of selected promotional elements on brand perceived quality were investigated by Yoo, Donthu and Lee (2000), and their findings indicated that marketing activities have a significant impact on the creation of brand perceived quality. several studies justified the positive relationship between “perceived quality and spending on marketing communications” like advertising, sales promotion, celebrity endorsement and event sponsorship (Archibald, Haulman, & Moody, 1983; Milgrom & Roberts, 1986; Kirmani & Wright, 1989; Aaker & Jacobson, 1994); and influencing consumers buying decision by increasing the brand value (Archibald, Haulman, & Moody, 1983).

CHAPTER FIVE

V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary of Results

The main objective of the study was to identify the effect of selected promotion elements of CBE on brand perceived quality. The study was conducted by distributing a total of 384 questionnaires; i.e. 384 questionnaires were distributed to the bank customers. All the 384 questionnaires were returned back.

In order to know the internal consistency and validity of questions in the questionnaire Cronbachalpha coefficients was computed. The overall scale reliability of Advertising, Sales Promotion and event sponsorship scale was found to be 0.88, as described by (Hair et al..., 2014) the values of Cronbach's alpha more than 0.7 is good. Therefore, since alpha values of this study were greater than 0.7so have a very good reliability. The specific objectives that were set at the beginning of this study were to explore and examine selected promotion elements of CBE, to investigate CBE's target markets that are supposed to be reached with the selected promotion elements, to determine the contribution of selected promotion elements to brand perceived quality in CBE, to assess the level of appropriateness of the selected promotion elements of CBE and finally to identify which selected promotion elements is more effective strategy in influencing the target audiences' attitude towards brand perceived quality and needs to be considered while formulating marketing strategies and promotion mix.

Based on the descriptive statistic results of the survey the following were observed about the three elements of the promotional mix:

- Advertising having twenty six attributes, respondents have agreed on average. Advertisement transmitted through radio being good enough to influence brand perceived quality and about the bank's advertisement being exciting and good well. Television advertising provides the audience first impression and can enhance awareness and perceived quality if it is well executed (Sadek et al., 2015). According to Mutsikiwa et al. (2013), advertising through television has the ability to combine the video and audio which result in more permanent message in the mind of the customer.
- Sales promotions having fifteen attributes, the mean value obtained from the five responses was above average on the 5-point scale.
- Event sponsorship having six attribute, the effect of event sponsorship on brand perceived quality is positive and significant. Therefore, hypothesis is supported. The result of the study is similar with the findings of (Donlan, 2014; Cornwell et al., 2001; Chattopadhyay et al., 2010; Crimmins and Horn, 1996; Azadi et al., 2016). The most successful sponsorship displayed marked contributions to building perceived quality (Donlan, 2014). Chattopadhyay et al. (2010) also stated that, event sponsorship is positively related to perceived quality and brand awareness.

According to Pearson Correlation Analysis, there were significant positive relationships between brand perceived quality and selected Promotion elements (advertising, sales promotion and event sponsorship). The highest correlation was between brand perceived quality and event sponsorship ($r=0.965$), in between advertizing and brand perceived quality ($r= 0.633$), and in between brand perceived quality and sales promotion ($r = 0.649$). In general, brand perceived quality and Promotion Mix elements (advertising, sales promotion and event sponsorship) have a

significant positive correlation. VIF (Variance Inflation Factor) is another factor for diagnosis of collinearity so it is supposed to be less than five which indicates no multicollinearity problem.

The results of multiple regressions, as presented in the preceding chapter, has revealed that effect of selected promotion elements (advertising, sales promotion and event sponsorship) on brand perceived quality . The adjusted R2 of 0.941 indicates 94.10% of the variance in brand perceived quality can be predicted by the effects of selected promotion elements (advertising, sales promotion and event sponsorship) the remaining 5.9% of the variation in brand perceived quality could be explained by other variables.

$$BP=0.699+0.101AD+0.75SP$$

Hypothesis Testing Result

Hypothesis1: Advertising has significant and positive effect on brand perceived quality.

Accepted

Hypothesis 2: Sales Promotion has significant and positive effect on brand perceived quality.

Accepted

Hypothesis 3: event sponsorship has a significant and positive effect on brand perceived quality.

Accepted

5.2. Conclusions

This study provides empirical evidence of how a bank can benefit from following a communication-oriented strategy to improve the satisfaction of the customer base and uphold its competitive advantage in the modern banking system.

An organization's strategic goals are based on both internal and external knowledge, insight, and in-depth analysis. Without a strategic plan, resources are spent on events, activities, and functions that may not generate the desired outcome. To make the most of each cent spent by an organization, all functions must work together to create a well-blended system. The marketing plan, which is based on a full understanding of the market, the organization, and the customer needs, merges directly with the strategic plan to provide a road map for the organization. This road map is the ultimate tool for guiding leaders towards making decisions that will provide sustainable return on investment to the company.

Advertising is considered to be the most important paid form of promotional tool designed to influence buyer's behavior that is done in a non-personal manner through intermediary or media.

Having the stated good quality, the advertisement of CBE communicated through TV was not good enough to influence brand perceived quality and as per the outcome of the analysis; CBE's advertisement was that intensively. Sales promotion shall be used to motivate or stimulate existing and potential customers to use the banks products and services. Sales promotion includes prize giving gifts and coupon as incentive programs that shall be conducted within a specific period of time. Sales promotion shall be carefully designed to build long term customer relationship even after the sales promotion program is over. Advertising is likewise vital to get consumers' attention because consumers' attention can lead to higher perceived quality and contribute to forming strong, favorable and unique associations. The level of advertising spending frequency has been found to have a positive relationship with advertising recall, which is one part of brand awareness.

Event Sponsorship is an effective promotional tool that can be used to supplement the advertisement and public education efforts of the bank. sponsorship is promote the bank product and service of the bank reinforces and enhance CBE's brand perceived quality and corporate image get publicity by associating the banks name with a specific events or programs participate in image building and development activities of the county as a whole though funding activities, cause or programs.

As suggested in the literature, the effect of sales promotions on brand perceived quality differs according to the type of promotional tool used. Monetary promotions were found to positive influence perceived quality and also non-monetary promotions had a positive effect on brand perceived quality. Despite the fact that monetary promotions and non-monetary promotions had a significant impact on brand perceived quality.

Promotion has always been important in financial services, and if any its importance is increasing. The market for financial services is going through a period of rapid change, and levels of competition are increasing. Promotion magnetizing for the incurring of substantial amount of marketing cost, it is important that promotional activities are carefully planned and implemented and its consistency should tally with the corporate strategy of the organization. CBE tools of sales promo should be designed from the view point of target market. This is imperative because of its long term positive effect on customers' patronage. Financial incentives remain the most effective tool which the firm must always make use of during sales promotion because of its immediate and long term impact on customers' life and business. CBE should endeavor to carryout survey research on customers to discover more varieties of gifts that will enable them to accomplish their objectives at targeted specific sales promotion period.

This study has explored the effect of selected promotional elements on brand perceived quality in the banks institutions, focusing CBE. The overall effect of selected promotional elements can therefore not be ignored at any cost. There is therefore need to put in place the selected

promotional elements. This study has recommended adoption of various reforms in the bank institution and other organizations to ensure maximum brand perceived quality. The study further recommends that another study needs to be done with an aim of investigating the effectiveness of all promotional elements in relative to brand equity of such activities and also the brand perceived quality considering the as well. It found that CBE is doing aggressive advertisement and investing aggressively on advertisement enable the brand to be well known among consumers. regarding the other intervening variable, attitude towards brand, CBE has strong positive perception among the respondents, this is supported by their response that everyone is agree that CBE selected promotion elements attractive, exciting and good well to them Finally, by using regression analysis the researcher found out that selected promotional elements have a positive impact on brand perceived quality of CBE and out of all selected promotional elements advertising have the highest positive impact on brand perceived quality . Based on feedback and analysis this study it can be concludes that CBE selected promotional elements implementation strategy meets its target in creating brand perceived quality.

5.3 Recommendations

From the above drawn conclusions that have been made based on the research findings, the following recommendations are given:

This study has explored the effect of selected promotional elements on brand perceived quality in the CBE, focusing CBE. The overall effect of selected promotional elements can therefore not be ignored at any cost. There is therefore need to put in place the selected promotional elements. This study has recommended adoption of various reforms in the bank and other organizations to ensure maximum brand perceived quality. The study further recommends that another study needs to be done with an aim of investigating the effectiveness of selected promotional elements in relative to brand perceived quality of such activities and also the bank considering the private banks as well.

Advertising is a 'Paid form' of communication. It is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market, Armstrong and (Kotler P. , 2003). Therefore, the advertisements that are transmitted through TV need to be strong enough to influence Brand perceived quality of the public at large and the frequency of the air time has to revisited. Since the society end-to-end has developed the culture of using cell phones to listen to radio while walking, working and being in transportation, exploiting this communication media will be wise. Moreover, the wording, the dramatization, and presenters have to be customized in order to seize the attention of audiences and remain in the minds.]With respect to the effect of advertising on brand perceived quality , interestingly, results showed that the aspect of this marketing communication tool is important when creating brand perceived quality . Findings showed that by using an exciting, creative and different advertising strategy, commercial bank of Ethiopia can develop higher brand perceived quality and positive perceptions of their brands. This research also revealed that perceived advertising spend has a

positive effect on brand perceived quality. The content of advertising plays a key role influencing perceived quality, brand awareness and brand associations.

Sales promotions consist of a huge variety of temporary planned promotion tools which plan is generating a preferred response from the consumer. One of sales promotion tools benefit is that it can encourage the consumers to think and evaluate brand perceived quality and purchase opportunities. Hence, different types of promotion tools and promotion strategies are utilized by the bank so that they can know consumer first choice and boost their brand. This reality indicates that many consumers are easily tempted when they recognize the term Sale Promotion. Different kinds of promotion tactics are used by the sellers to attract the customers and increase their brand quality.

Based on the study results, there are several managerial implications. First, advertising is an important marketing mix tool for companies influencing brand perceived quality. However, due to the growing number of brands competing in the markets with the same elements, advertising spend perceived by consumers improves brand perceived quality but it is not enough to positively influence the associations related to the brand perceived quality. In this context, companies should pay special attention to those aspects related to the design of their advertising campaigns in the media, trying to develop original and creative strategies. Second, marketing managers should be aware of the effects that promotional actions have on consumers' perceptions.

5.4 Limitations and Indicators for Future Studies

The researcher believes, taken into serious considerations, the findings from this research could contribute to the benefit of the banking industry. Based on the major findings of the study and conclusion drawn above, the following recommendations are made, Based on feedback and analysis of this study CBE Should keep practicing all perspectives of promotional elements. This study emphasized that selected promotional elements by CBE should be research based with Ethiopian context and consumers' perspectives Advertisement has great impact on consumers' brand perceived quality of CBE.

This paper opens up several avenues of potential future research. In fact, there is the opportunity to seek out new data which permit to extend the validity of our results and evaluate whether the findings hold in different banking clusters and also in different countries. This could lead to a more comprehensive understanding and knowledge of the specific role that communication could play in achieving a shared value creation between banking firms and their customer base.

The limitation regarding this study is that it is difficult to investigate a broad topic that requires deep investigation, associated with large number of factors within the budgeted time across the whole country in Ethiopia. As a result the opinions and perceptions of various customers outside of the target population are not considered. So the effect of other variables both on brand

perceived quality and effectiveness of the promotion elements cannot be captured by this study. Methodologically, the research is limited to the fact that the target population is limited in the one district.

It would be of great interest to investigate how the customers that are found in the regions and or rural areas would respond to the banks promotional elements and it could also be of interest to investigate how the internet could be used as a marketing tool in more efficient and practical way. It is concerned in areas of promotion and its effect on brand perceived quality but does not include other areas of marketing mix, even though they have power in influencing promotional activities. Like all researches, some limitations of this study must be recognized. The present study suffered from a small sample size and a selection process that cannot be representative of the larger population of banking customers, hence, the results from the current study cannot be generalized to this wider community.

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APPENDIX – ONE

St. Mary University

Postgraduate Studies in Marketing Management

Questionnaire to Customers & Bank Employees

Dear Respondent,

I am Helen Mengistu, a Postgraduate student at St. Mary University. Currently, I am undertaking a research on the topic the effects of selected promotional elements on the brand perceived quality: A case Study on Commercial Bank of Ethiopia. The research paper is intended for the partial fulfillment of Master’s Degree in Marketing Management at St. Mary University. Your participation in this survey is voluntary. The information you provide will be used only for the purpose of the study and will be kept strictly confidential. Please do not write your name or contact details on the questionnaire.

Since none of your response is forwarded to any other third party and is kept confidential, please answer each questionnaire with no fear of repercussion. Moreover, the success or failure of this case study entirely depends on your responses; hence please respond each question as appropriately as possible.

Thank you in advance for your kind cooperation.

Part I. Underlying factors towards customers’ saving behavior /Promotion Mix/

Please circle the number of your choice that best suits your opinion from the listed statements that are associated with the factors that influence your saving behavior; 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree

Perceived Advertising					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.TV advertising of commercial bank of Ethiopia are interesting and exciting	1	2	3	4	5
2. generally, I like the TV advertising campaigns for “commercial bank of Ethiopia ”	1	2	3	4	5
3.TV advertising of“ commercial bank of Ethiopia” are very good	1	2	3	4	5
4.Easy to remember the TV advertising campaigns of “commercial bank of Ethiopia”	1	2	3	4	5
5.“commercial bank of Ethiopia” is intensively advertised on TV.	1	2	3	4	5
6. The TV advertisement for “commercial bank of Ethiopia” seems very expensive, compared to	1	2	3	4	5

competing brands.					
7. Radio advertising of commercial bank of Ethiopia are interesting and exciting	1	2	3	4	5
8. generally, I like the Radio advertising campaigns for “commercial bank of Ethiopia”	1	2	3	4	5
9. radio advertising of “commercial bank of Ethiopia” are very good	1	2	3	4	5
10. Easy to remember the Radio advertising campaigns for “commercial bank of Ethiopia”	1	2	3	4	5
11. “commercial bank of Ethiopia” is intensively advertised on radio.	1	2	3	4	5
12. The radio advertisements for “commercial bank of Ethiopia” seem very expensive, compared to competing brands.	1	2	3	4	5
13. The radio advertisement for “commercial bank of Ethiopia” is broadcasting frequently.	1	2	3	4	5
14. Print advertising of commercial bank of Ethiopia are interesting and exciting	1	2	3	4	5
15. generally, I like the Print advertising campaigns for “commercial bank of Ethiopia”	1	2	3	4	5
16. Print advertising of “commercial bank of Ethiopia” are very good	1	2	3	4	5
17. Easy to remember the Print advertising campaigns for “commercial bank of Ethiopia”	1	2	3	4	5
18. “commercial bank of Ethiopia” is intensively advertised in print publication.	1	2	3	4	5
19. The print advertisement for “commercial bank of Ethiopia” seem very expensive, compared to competing brands.	1	2	3	4	5
20. The print advertisement for “commercial bank of Ethiopia” are seen frequently.	1	2	3	4	5
21. outdoor advertising of commercial bank of Ethiopia are interesting and exciting	1	2	3	4	5

22.generally, I like the outdoor advertising campaigns for “commercial bank of Ethiopia”	1	2	3	4	5
23. outdoor advertising of“ commercial bank of Ethiopia” are very good	1	2	3	4	5
24.“commercial bank of Ethiopia” is intensively advertised in outdoor	1	2	3	4	5
25.The outdoor advertisement for “commercial bank of Ethiopia” seem very expensive, compared to competing brands.	1	2	3	4	5
26.The outdoor advertisements for “commercial bank of Ethiopia” are seen frequently.	1	2	3	4	5
Sales promotion					
27. price deals like coupon promotions of commercial bank of Ethiopia are interesting and exciting	1	2	3	4	5
28.generally, I like the price deals like coupon for “commercial bank of Ethiopia”	1	2	3	4	5
29. price deals like coupon of“ commercial bank of Ethiopia” are very good	1	2	3	4	5
30. Easy to remember the price deals for “commercial bank of Ethiopia”	1	2	3	4	5
31. Price deals like coupon for “commercial bank of Ethiopia” are frequently offered.	1	2	3	4	5
32.I think price deals like coupon for “commercial bank of Ethiopia” are more frequent than for competing brands	1	2	3	4	5
33.Price Deals like coupon for “commercial bank of Ethiopia” are presented too many times.	1	2	3	4	5
34.I think non-price deals like prize draw and gifts commercial bank of Ethiopia are interesting and exciting	1	2	3	4	5
35.generally, I like the non- price deals like gifts for “commercial bank of Ethiopia”	1	2	3	4	5

36.non price deals of“ commercial bank of Ethiopia” like gifts is very good	1	2	3	4	5
37.The non-price deals for “commercial bank of Ethiopia” gifts are memorable	1	2	3	4	5
38.Non-price deals like gifts for “commercial bank of Ethiopia” are frequently offered.	1	2	3	4	5
39.Non-price deals like gifts for “commercial bank of Ethiopia” are emphasized more than seems reasonable	1	2	3	4	5
40.I think non-price deals like gifts for “commercial bank of Ethiopia” are more frequent than for competing brands	1	2	3	4	5
41.Non-price deals like gifts for “commercial bank of Ethiopia” are presented too many times	1	2	3	4	5
Event sponsorship					
42.“commercial bank of Ethiopia” sponsor many different events	1	2	3	4	5
43.The event sponsorship for “commercial bank of Ethiopia” is seen frequently in sports, music, public holiday and other events	1	2	3	4	5
44.“commercial bank of Ethiopia” to sponsor major events national and regional level	1	2	3	4	5
45. “commercial bank of Ethiopian” sponsor memorable events	1	2	3	4	5
46.The event sponsorship for “commercial bank of Ethiopia” seems more frequent, compared to competing brands.	1	2	3	4	5
Perceived Quality					
47.“ commercial bank of Ethiopia” is of high quality.	1	2	3	4	5
48.The likely quality of “commercial bank of Ethiopia” is extremely high.	1	2	3	4	5
49.The likelihood that “commercial bank of Ethiopia” service	1	2	3	4	5

functional is very high.					
50.The likelihood that “commercial bank of Ethiopia” is reliable is very high.	1	2	3	4	5
51.“ commercial bank of Ethiopia” is a quality leader within its category	1	2	3	4	5
52.The likelihood that “commercial bank of Ethiopia” service satisfactory is very high	1	2	3	4	5
53.Compared to its competitors, I appreciate “commercial bank of Ethiopia”	1	2	3	4	5
54.Compared to its competitors, I prefer “commercial bank of Ethiopia”	1	2	3	4	5

General Questions

Part II: General Profile (please circle the appropriate answer describes you)

1. What is your gender? A) Male B) Female
2. What is your age?
 - A) 18-25 years old year C) 36-45 years old
 - B) 26-35 years old D) Above 45 years old
3. Which category best describes your education level?
 - A) Didn't attend the school D) Certificate & Diploma
 - B) Primary level E) First Degree
 - C) Secondary level G) Masters and above
4. What is your monthly personal income level? Please circle the appropriate answer.
 - A) student D) 2001-3000
 - B) Less than 500 E) 3001-4000
 - C) 500-2000 F) More than 4000
5. How long have you been a customer of CBE?
 - A) Less than one year
 - B) From one to five years
 - C) from five to ten years
 - D) from ten to twenty years

E) more than twenty years

Appendix II (Amharic Questionnaire)

በኢትዮጵያ ንግድ ባንክ የሚቀርቡ የተለያዩ የፕሮፎሽን አይነቶች የብራንድ ጥራት ላይ ያላቸውን ሚና ለመዳሰስ የተዘጋጀ መጠይቅ

ውድ ምላሽ ሰጪዎ

ይህ መጠይቅ በገበያ አስተዳደር ትምህርት ዘርፍ የሁለተኛ ደግሪዬን ለማግኘት የሚጠበቅብኝን የመመረቂያ ጥናት ፅሁፍ ለማሟላት እንደግብዓት የሚያገለግለኝን መረጃ ለመሰብሰብ የተዘጋጀ መጠይቅ ነው። የጥናቱ ዓላማ የኢትዮጵያ ንግድ ባንክ የሚጠቀማቸውን የፕሮፎሽን አንቅስቃሴዎች የብራንድ ጥራት ላይ ያላቸው

ሚና ምን ይመስላል የሚለውን ለመመልከት ሲሆን በመጠይቁ ውስጥ የተካተቱት አጠቃላይ መረጃዎች እና ሀሳቦች የባንኩ ደንብኞችን እይታ ለመመዘን የታለሙ ናቸው።

መጠይቁ የሚሞላው በእርሶ ሙሉ ፍቃድኝነት ነው። በዚህ መጠይቅ የሚሰበሰብ ማንኛውም መረጃ ለትምህርት አላማ ብቻ የሚውልና በሚስጥር የሚጠበቅ መሆኑን ላረጋግጥልዎ እውዳለሁ። የእርሶ ትክክለኛ ምላሽ ለጥናቱ መሳካት እጅግ አስፈላጊ ስለሆነ በመጠይቁ የተካተቱትን ጥያቄዎችን እውነተኛ ስሜትዎን በሚገልፅ ሁኔታ በመሙላት እንዲተባበሩኝ በትህትና እጠይቃለሁ።

በመጨረሻም ካሎት የተጣበበ ሰዓት ላይ ወስደው መጠይቁን ለመሙላት ፍቃደኛ ስለሆኑ ከፍተኛ ምስጋናዬን አቀርባለሁ። ማንኛውም ግልፅ ያልሆነ ነገር ካጋጠመዎት ከዚህ በታች በተገለፀው የስልክ ወይም የኢሜይል አድራሻ ሊያገኙኝ ይችላሉ።

ሔለን መንግስቱ

ኢሜይል:- helenmengistu18@gmail.com

ክፍል አንድ:-1

እባክዎ ከዚህ በታች በተጠቀሱት ሀሳቦች ላይ ምን ያህል እንደሚስማሙ ወይም እንደማይስማሙ ለመግለጽ ከተሰጡት ምርጫዎች ውስጥ የእርስዎን አቋም የሚገልጸው ቁጥር ላይ የ(ክብ) ምልክት ያድርጉ።

	አጥብቁ አልስማማ ም	አልስማማ ም	ገለልተኛ	እስማማለ ሁ	አጥብቁ እስማማለ ሁ
ማስታወቂያዎች					
1. የኢትዮጵያ ንግድ ባንክ የቲቪ ማስታወቂያዎች በጣም ሳቢ እና አዝናኝ ናቸው	1	2	3	4	5
2. በአጠቃላይ የኢትዮጵያ ንግድ ባንክ የቲቪ ማስታወቂያዎች ደስ ይሉኛል	1	2	3	4	5
3. የኢትዮጵያ ንግድ ባንክ ቲቪ ማስታወቂያ በጣም ጥሩ ነው	1	2	3	4	5
4. የኢትዮጵያ ንግድ ባንክ የቲቪ ማስታወቂያዎች ለማስታወስ ቀላል ናቸው	1	2	3	4	5
5. የኢትዮጵያ ንግድ ባንክ ቲቪ ማስታወቂያ አበረታች ነው	1	2	3	4	5

6. የኢትዮጵያ ንግድ ባንክ የቲቪ ማስታወቂያ ከተወዳዳሪዎቹ ጋር ስናነፃፅረው ውድ ይመስላል	1	2	3	4	5
7. የኢትዮጵያ ንግድ ባንክ የሬድዮ ማስታወቂያዎች በጣም ሳቢ እና አዝናኝ ናቸው	1	2	3	4	5
8. በአጠቃላይ የኢትዮጵያ ንግድ ባንክ የሬድዮ ማስታወቂያዎች ደስ ይሉኛል	1	2	3	4	5
9. የኢትዮጵያ ንግድ ባንክ የሬድዮ ማስታወቂያ በጣም ጥሩ ነው	1	2	3	4	5
10. የኢትዮጵያ ንግድ ባንክ የሬድዮ ማስታወቂያዎች ለማስታወስ ቀላል ናቸው	1	2	3	4	5
11. የኢትዮጵያ ንግድ ባንክ ሬዲዮ ማስታወቂያ አበረታች ነው	1	2	3	4	5
12. የኢትዮጵያ ንግድ ባንክ የሬዲዮ ማስታወቂያ ከተወዳዳሪዎቹ ጋር ስናነፃፅረው ውድ ይመስላል	1	2	3	4	5
13. የኢትዮጵያ ንግድ ባንክ በየጊዜው የሬዲዮ ማስታወቂያዎችን ያስተላልፋል	1	2	3	4	5
14. የኢትዮጵያ ንግድ ባንክ እትሙቶች በጣም ሳቢ እና አዝናኝ ናቸው	1	2	3	4	5
15. በአጠቃላይ የኢትዮጵያ ንግድ ባንክ እትሙት ማስታወቂያዎችን እውዳቸዋለሁ	1	2		4	5
16. የኢትዮጵያ ንግድ ባንክ እትሙቶች በጣም ጥሩ ነው	1	2	3	4	5
17. የኢትዮጵያ ንግድ ባንክ እትሙቶች ማስታወቂያዎች ለማስታወስ ቀላል ናቸው	1	2	3	4	5
18. የኢትዮጵያ ንግድ ባንክ እትሙቶች አበረታች ናቸው	1	2	3	4	5

19. የኢትዮጵያ ንግድ ባንክ የ እትሙት ማስታወቂያዎች ከተወዳዳሪዎቹ ጋር ስናነፃፅረው ውድ ይመስላል	1	2	3	4	5
20. ኢትዮጵያ ንግድ ባንክ እትሙቶች ማስታወቂያዎችን በተደጋጋሚ ያቀርባል	1	2	3	4	5
21. የኢትዮጵያ ንግድ ባንክ ቤት ለቤት ማስታወቂያዎች በጣም ሳቢ እና አዝናኝ ናቸው	1	2	3	4	5
22. በአጠቃላይ የኢትዮጵያ ንግድ ባንክ ቤት ለቤት ማስታወቂያዎች ደስ ይሉኛል	1	2	3	4	5
23. የኢትዮጵያ ንግድ ባንክ ቤት ለቤት ማስታወቂያ በጣም ጥሩ ነው	1	2	3	4	5
24. ኢትዮጵያ ንግድ ባንክ የቤት ለቤት ማስታወቂያዎች በጣም አበረታች ናቸው	1	2	3	4	5
25. የኢትዮጵያ ንግድ ባንክ ቤት ለቤት ማስታወቂያ ከተወዳዳሪዎቹ ጋር ስናነፃፅረው ውድ ይመስላል	1	2	3	4	5
26. የኢትዮጵያ ንግድ ባንክ በየጊዜው ቤት ለቤት ማስታወቂያዎችን ያስተላልፋል	1	2	3	4	5
የማስታወቂያ ሽያጭ					
27. የኢትዮጵያ ንግድ ባንክ ኩታን ማስታወቂያዎች በጣም ሳቢ እና አዝናኝ ናቸው	1	2		4	5
28. በአጠቃላይ የኢትዮጵያ ንግድ ባንክ የኩታን ማስታወቂያዎች ደስ ይሉኛል	1	2	3	4	5
29. የኢትዮጵያ ንግድ ባንክ ኩታን ማስታወቂያ በጣም ጥሩ ነው	1	2	3	4	5
30. የኢትዮጵያ ንግድ ባንክ አገልግሎቱን እንዲጠቀሙ ለማበረታታት የሚያቀርባቸው ኩታን በአይምሮ ውስጥ የሚታወሱ ናቸው	1	2	3	4	5
31. የኢትዮጵያ ንግድ ባንክ በየጊዜው ኩታን ማስታወቂያዎችን	1	2	3	4	5

ያስተላልፋል					
32..የኢትዮጵያ ንግድ ባንክ ከተወዳደሪዎች ጋር ስናነፃፅረው በየጊዜው ኩፓን ማስታወቂያዎችን ያስተላልፋል	1	2	3	4	5
33. የኢትዮጵያ ንግድ ባንክ ኩፓን ማስታወቂያዎችን ብዙ ጊዜ ያቀርባል	1	2	3	4	5
34. የኢትዮጵያ ንግድ ባንክ የስጦታ ማስታወቂያዎች በጣም ሳቢ እና አዝናኝ ናቸው	1	2	3	4	5
35. በአጠቃላይ የኢትዮጵያ ንግድ ባንክ ባንክ አበረታች ስጦታዎችን እውዳቸዋልሁ	1	2	3	4	5
36. የኢትዮጵያ ንግድ ባንክ ባንክ አበረታች ስጦታዎችን በጣም ጥሩ ናቸው	1	2	3	4	5
37.የኢትዮጵያ ንግድ ባንክ አገልግሎት እንዲጠቀሙ ለማበረታታት የሚያቀርባቸዉ ስጦታዎች በአእምሮ ውስጥ የሚታወሱ ናቸው	1	2	3	4	5
38. የኢትዮጵያ ንግድ ባንክ በተደጋጋሚ የአበረታች የስጦታ ማስታወቂያዎችን ያቀርባል	1	2	3	4	5
39. የኢትዮጵያ ንግድ ባንክ የአበረታች የስጦታዎች ተገቢ ናቸው	1	2	3	4	5
40. የአበረታች የስጦታዎች ከተወዳዳሪ ስናነፃፅረው የኢትዮጵያ ንግድ ባንክ ቶሎ ቶሎ ያቀርባል	1	2	3	4	5
41. የኢትዮጵያ ንግድ ባንክ የአበረታች የስጦታዎች ብዙ ጊዜ ይቀርባል	1	2	3	4	5
የሁኔታዎችን ወጭ መሸፈን (ስፓንሰር ማድረግ)					
42. የኢትዮጵያ ንግድ ባንክ የተለያዩ ዝግጅቶችን ድጋፍ በማድረግ ያቀርባል	1	2	3	4	5
43.የኢትዮጵያ ንግድ ባንክ በተደጋጋሚ የስፖርት ፣ የሙዚቃና የተለያዩ የበግል ዝግጅቶችን ወጭ ይሸፍናል (ስፓንሰር ያደርጋል)	1	2	3	4	5
44. የኢትዮጵያ ንግድ ባንክ አለማቀፋዊ እና ክልላዊ ዝግጅቶችን	1	2	3	4	5

ድጋፍ ይሰጣል (ስፖንሰር ያደርጋል)					
45. የኢትዮጵያ ንግድ ባንክ ወጪ የሚሸፍንላቸው (ስፖንሰር የሚያደርጋቸው) ሁነቶች የሚታወሱ ናቸው	1	2	3	4	5
46. የኢትዮጵያ ንግድ ባንክ በተደጋጋሚ ከሌሎች ጋር ሲወዳደር በተደጋጋሚ የሆኑ ሁነቶችን ወጪ ይሸፍናል (ስፖንሰር ያደርጋል)	1	2	3	4	5
የብራንድ ጥራት					
47. የኢትዮጵያ ንግድ ባንክ አገልግሎት ከፍተኛ ጥራት አለው	1	2	3	4	5
48. የኢትዮጵያ ንግድ ባንክ አገልግሎት ጥራት እጅግ ከፍተኛ ይመስላል	1	2	3	4	5
49. የኢትዮጵያ ንግድ ባንክ አገልግሎት መዋቅር በጣም ከፍተኛ ነው	1	2	3	4	5
50. የኢትዮጵያ ንግድ ባንክ አስተማማኝ የመሆኑ ነገር በጣም ከፍተኛ ነው	1	2	3	4	5
51. የኢትዮጵያ ንግድ ባንክ ከዘርፉ ጥራት ቀዳሚ ነው	1	2	3	4	5
52. የኢትዮጵያ ንግድ ባንክ አገልግሎት አርኪነት በጣም ከፍተኛ ነው	1	2	3	4	5
53. ከሌሎች ተወዳዳሪ ባንኮች ጋር ሲወዳደር የኢትዮጵያ ንግድ ባንክን አገልግሎት አደንቃለሁ	1	2	3	4	5
54. ከሌሎች ተወዳዳሪ ባንኮች ጋር ሲወዳደር የኢትዮጵያ ንግድ ባንክን አገልግሎት ምርጫዬ ነው	1	2	3	4	5

ክፍል ሁለት፡- ግላዊ አጠቃላይ መረጃዎች

ለሚከተሉት ጥያቄዎች የእርስዎን ወቅታዊ ሁኔታ የሚገልፀው እማራጭ ላይ የ(✓)ምልክት በማድረግ ምላሽዎን ይስጡ።

1. የታ?

1. ወንድ

2. ሴት

2. ዕድሜ ?

1. ከ 18-25 ዓመት

3. ከ 36-45 ዓመት

2. ከ 26-35 ዓመት

5. ከ 45 ዓመት በላይ

3. የትምህርት ደረጃ?

1. ያልተማረ

2. የመጀመሪያ ደረጃ ያጠናቀቀ

3. ሁለተኛ ደረጃ ያጠናቀቀ

4. ሰርተፍኬት

5. ዲፕሎማ

6. የመጀመሪያ ድግሪ

7. ማስተርስ እና ከዛ በላይ

4. የእርስዎ ወርሃዊ ገቢ ምን ያህል ነው ?

1. ተማሪ

2. ከ 500 ብር በታች

3. ከ 501-2,000 ብር

4. ከ 2001-3000 ብር

5. ከ 3001-4000 ብር

6. ከ 4,000 ብር በላይ

5. የኢትዮጵያ ንግድ ባንክ ደንበኛ ከሆኑ ምን ያህል ዓመት ይሆናል?

1. ከ አንድ ዓመት በታች

3. ከ አምስት-አስር ዓመት

5. ከ ህያ ዓመት

በላይ

2. ከ አንድ-አምስት ዓመት

4. ከ አስር-ህያ ዓመት