



ST. MARY'S UNIVERSITY

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**THE EFFECT OF DIVERSITY MARKETING ON CONSUMER
ATTITUDES IN BANKING INDUSTRIES**

**A RESEARCH SUBMITTED IN PARTIAL FULFILMENT OF
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ADDIS ABABAB, ETHIOPIA

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Abstract

This study investigates the impact of diversity marketing on consumer attitude within the banking industry, focusing on branches in Addis Ababa. Utilizing a mixed-methods approach, both primary and secondary data sources were employed. A comprehensive survey was conducted, involving 210 respondents across six randomly selected branches, employing a structured questionnaire comprising 23 items. Proportional sampling technique was applied to ensure representative sampling. Statistical Package for Social Sciences (SPSS) version 25 was utilized for data analysis, employing descriptive and inferential statistical tools including frequency, mean, standard deviation, Pearson correlation, coefficient, linear regression, diagnostic tests, linearity test, normality test, and homoscedasticity. These analyses aimed to elucidate the relationship between diversity marketing dimensions (culture, inclusiveness, gender, and religion) and consumer attitude. The research findings reveal a positive and significant correlation between ethnic diversity marketing dimensions and consumer attitude. Particularly, respondents expressed stronger agreement with the religious dimension, suggesting that religious beliefs influence banking preferences, particularly in favour of financial products compliant with religious principles such as profit-and-loss sharing and asset-backed financing. Conversely, respondents exhibited lower satisfaction with the language dimension of ethnic diversity marketing. Based on these findings, the study recommends that banks enhance their ethnic diversity marketing strategies across all dimensions to align with consumer expectations, thereby enhancing competitiveness within the banking industry and maximizing profitability.

Key words; Diversity, consumer attitude, religious banking preferences

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

According to (Cui, 2001) Ethnic diversity marketing campaigns started as far back as the early 1900s in the United States, however, it wasn't until the beginning of the civil rights movement in the 1960s that the economic concerns of minority consumers became particularly influential. The dedication to ethnic diversity marketing has grown over the years in parallel with the ethnic population growth and influence. As a result of globalisation and increasing migration, ethnic minority marketing efforts have now spread to every industry in every market around the world.

Specially, the increasing efforts toward ethnic diversity marketing have led researchers and authors to investigate the topic more thoroughly, which means that a large number of researchers have addressed the effect and consumer interest, dating as far back as the early 70s. However, despite the fact that consumers have shown an increasing interest in ethnic diversity marketing, very little research explains the causal relationship between the use of ethnic diversity marketing and consumer attitudes. Moreover, the majority of research is based on American or British consumers and markets, which makes it hard to translate the data and findings into Danish companies and industry efforts (Cui, 2001).

Also, Solomon 2013:510 explains Globalisation and changes in consumers' lifestyle have influenced the growth in culturally diverse behaviour in many developed countries and a developing country such as South Africa. Due regard should be accorded to ethnic consumers as they share the same identity, activities and tend to exhibit a common buying behaviour in the market.

on is research Financial inclusion has been a significant policy goal for many developing and growing nations, and it holds enormous promise for bringing the excluded population into the formal financial sector, allowing them access to formal financial goods and services. Many countries are working hard to attain high levels of financial inclusion for their citizens' benefit.

Kim et al.,2020 explain

In different literature analyze bank choice criteria related to demographic factors and analyze differences in the choice criteria across groups. In the first major study of note, Laroche et al. (1986) found that there are some significant differences in choice criteria for retail banks in Canada with respect to gender, language, age, income and educational level groups.

This study aims to explore the effect of ethnic diversity marketing on consumer attitudes in the banking industry, examining the following key aspects:

Specifically, how ethnic diversity marketing variables culture, language, inclusiveness, gender, and religion, can have a positive effect on consumer attitudes.

By addressing these questions, this study seeks to provide valuable insights into the role of ethnic diversity marketing in shaping consumer attitudes and behaviours within the banking industry. Through a comprehensive analysis of existing literature, empirical research, and case studies, this study aims to contribute to a deeper understanding of the importance of cultural diversity in banking marketing strategies and its impact on customer relationships and business performance

1.2. Background of the organization

Ethiopia, which is one of the least developing countries located on the African continent, shares the foregoing. In Ethiopia, the banking sector is the pillar of the financial sector and a critical member of the country's economy. It constitutes approximately 93 percent of the financial sector's total capital and contributes 4.2 percent to the national economy in 2022 (NBE, 2022; MoF, 2022). According to Proclamation 592 of 2008, banks in Ethiopia play a crucial role in the country's economic development by mobilizing funds within and outside the country and channeling such funds to various sectors of the economy. Nevertheless, the way how a banking sector is structured and how it functions are fundamental to the financial stability and economic growth of any country (Bhole, 1999). As such, having a financially sound and healthy banking sector has become a policy imperative and among the top priorities of the policymakers and finance regulators in Ethiopia. This paper explicates the main aspects of the origin and development of modern banking sector in Ethiopia, as well as its structure, regulatory framework, and current state.

1.3. Statement of the Problem

Ethiopia, like many other countries, is experiencing rapid demographic changes, with increasing ethnic diversity among its population. The banking industry plays a crucial role in supporting economic growth and development in Ethiopia, but little is known about the impact of ethnic diversity marketing on consumer attitudes within this context. Therefore, the problem statement for this study is as follows:

Despite the growing ethnic diversity in Ethiopia's population, there is limited research on how ethnic diversity marketing initiatives implemented by banks influence consumer attitudes towards banking services. Understanding the effectiveness of ethnic diversity marketing strategies in the Ethiopian banking industry is essential for banks to better serve diverse customer segments, build trust, and enhance customer satisfaction and loyalty. Without this understanding, banks may fail to effectively engage with and meet the needs of Ethiopia's diverse population, thereby missing out on opportunities for growth and inclusivity.

Several studies have examined the impact of ethnic diversity marketing on consumer attitudes in banking industries across different countries, providing valuable insights into the significance of cultural relevance, trust, and inclusivity in shaping consumer behavior. For example, Smith and Johnson (2019) conducted a study in the United States, highlighting the positive effects of ethnic diversity marketing on consumer perceptions of bank credibility and trustworthiness among minority groups.

Similarly, research by Li and Chan (2020) in Malaysia found that banks that effectively implemented ethnic diversity marketing initiatives experienced higher levels of customer satisfaction and loyalty among ethnic minority customers. These findings suggest that ethnic diversity marketing plays a crucial role in fostering positive consumer attitudes and enhancing customer relationships in the banking sector.

However, the applicability of these findings to the Ethiopian context remains unclear due to differences in cultural norms, consumer preferences, and market dynamics. Furthermore, there is a lack of empirical research specifically focusing on ethnic diversity marketing in the Ethiopian banking industry.

Therefore, this study seeks to address this gap in the literature by examining the impact of ethnic diversity marketing on consumer attitudes in the Ethiopian banking industry. By conducting a comprehensive analysis of existing literature and gathering empirical data through surveys or interviews with bank customers, this study aims to provide insights into the effectiveness of ethnic diversity marketing strategies and their implications for consumer attitudes and behaviours in Ethiopia.

1.4 Objective of the study

1.4.1 General Objective:

To investigate the Effect of ethnic diversity marketing on consumer attitudes in the banking industries.

1.4.2 Specific Objectives:

To examine the extent to which ethnic diversity marketing initiatives are implemented by banks in their marketing strategies.

- To assess the Effect of cultural relevance on consumer attitudes.
- To analyse the Effect of language values on consumer attitude.
- To investigate the inclusiveness values on consumer attitude.
- To explore what are the effect of gender values on consumer attitude.
- To identify a positive effect of religions values on consumer attitude.

By addressing these specific objectives, the study aims to provide a comprehensive understanding of how ethnic diversity marketing initiatives impact consumer attitudes in the banking industry. This research will contribute to the body of knowledge on cultural diversity in marketing and provide practical insights for banks to better serve diverse customer segments and strengthen their competitive position in the market.

1.5 Hypotheses of the Study

These hypotheses will guide the investigation into the impact of ethnic diversity marketing on consumer attitudes in the banking industry, helping to test the positive impact or effects between independent and dependent variables marketing efforts and various dimensions of consumer perceptions and behaviours.

- **Hypothesis 1 (H1):** The Positive effects of Culture relevance values in the Banking service consumer attitude
- **Hypothesis 2 (H2):** The Positive effects of value Language values in the Banking service consumer attitude
- **Hypothesis 3 (H3):** The positive effect of Inclusiveness values in the Banking service consumer attitude
- **Hypothesis 4 (H4):** The positive effects of gender values in the Banking service consumer attitude

- **Hypothesis 5 (H5):** The positive effects of religion values in the Banking service consumer attitude

1.6 Significance of the Study

Policy Implications: The findings of this study may have implications for policymakers and regulatory bodies tasked with promoting fair and ethical practices in the banking sector. Insights into the impact of ethnic diversity marketing on consumer attitudes can inform policy decisions aimed at fostering a more inclusive and consumer-friendly banking industry.

Academic Contribution: The study will contribute to the academic literature by advancing our understanding of the role of ethnic diversity marketing in shaping consumer attitudes in the banking industry. It may serve as a foundation for further research and scholarly inquiry into this important area of study.

Overall, the significance of this study lies in its potential to inform banking practices, promote diversity and inclusivity, and improve the overall customer experience in the banking industry.

1.7 Scope of the Study

By defining the scope of the study, researchers can focus their efforts on specific aspects of the impact of ethnic diversity marketing on consumer attitudes in the banking industry, ensuring clarity and relevance in their investigation.

Geographical Scope: This study will focus on the impact of ethnic diversity marketing on consumer attitudes in the banking industry within a specific geographical region or country. It may consider multiple regions for comparative analysis if feasible.

Banking Industry Focus: The study will concentrate on retail banking services offered by commercial banks, including deposit accounts, loans, credit cards, and other financial products and services targeted at individual consumers.

Research Methods: The study may utilize a combination of qualitative and quantitative research methods, including surveys, interviews, focus groups, content analysis of marketing materials, and case studies to gather data and insights. Based on the findings, the study may provide recommendations for banks to enhance the effectiveness of their ethnic diversity marketing strategies and improve consumer attitudes and perceptions of inclusivity and satisfaction.

Timeframe: The research will focus on contemporary data and trends relevant to the impact of ethnic diversity marketing on consumer attitudes in the banking industry, with consideration for recent developments and changes in consumer behaviour and marketing practices.

1.8 Limitations of the Study:

Sample Size and Representativeness: The study's findings may be limited by the size and representativeness of the sample population. Depending on the research methods employed, the sample may not fully represent the diverse range of ethnic groups and banking consumers, leading to potential biases and generalizability issues.

Causal Inference: While the study aims to explore the impact of ethnic diversity marketing on consumer attitudes, establishing causal relationships between marketing initiatives and consumer perceptions may be challenging. Other factors, such as personal experiences, socioeconomic status, and cultural background, could also influence consumer attitudes independently of marketing efforts.

Industry-Specific Context: The findings of the study may be limited in their applicability to the broader banking industry context. Differences in regulatory environments, market competition, and consumer preferences across regions or countries could impact the generalizability of the study's conclusions beyond its specific focus.

Measurement and Analysis Limitations: The study's reliance on self-reported data, subjective measures of consumer attitudes, and qualitative analysis techniques may introduce measurement errors and subjectivity into the analysis. Additionally, the complexity of analyzing qualitative data and interpreting findings may present challenges in drawing definitive conclusions.

External Factors: External factors such as economic conditions, political events, and technological advancements may influence consumer attitudes and behaviors independently of ethnic diversity marketing initiatives. Controlling for these external factors and isolating the impact of marketing efforts could be difficult.

CHAPTER TWO: LITERATURE REVIEW

2.1. Theoretical Literature Review

This chapter provides an overview of previous research on various Impact of Ethnic Diversity marketing on Consumer Attitudes in banking industries it introduces the framework for the case study that comprises the main focus of the research described in this thesis.

2.1.1 Concept of Ethnicity and Identity

An ethnicity is a collective that has a shared common name, a shared myth of common descent, shared historical memories, one or more differentiating elements of common culture, an association with a specific “homeland,” and a sense of solidarity for significant sectors of the population. A subjective sense of being a group—that is, subjective identification with the group by its members—is essential. These necessary and sufficient markers of ethnicity might be developed to varying degrees of strength for different groups, but they will all be present to some degree. Ethnicity is a construct rather than a primordial phenomenon. Nonetheless, ethnicity is *subjectively experienced* as an objective reality by those who subscribe to an ethnic category. Akerlof and Kranton (2000) define identity as a person’s sense of self or self image, and his or her identity is bound to social categories; individuals identify with people in some categories and differentiate themselves from those in others. Ethnic identity is a measurement of the feeling of belonging to a particular ethnic group. Ethnic identity can be measured in different ways. One method of measurement is simply asking a respondent about his or her identity with the majority group and the respondent’s ethnic group. Epstein and Heizler (Cohen) *IZA Journal of Migration* (2015) 4:9 DOI 10.1186/s40176-015-0033-z Casey and Dustmann (2010) also used this method in order to examine intergenerational transmission of identity. A different method to measure the intensity of the individual's ethnic identity called ethnosizer was developed by Constant et al. (2009a). This measurement uses information on language, culture, social interactions, history of migration, and ethnic self-identification and can range from zero (full commitment to the host country) to one (full commitment to the country of origin).²

Kennedy and Hall (2006) stipulated that ethnicity is closely related to culture but also included a genetic aspect that allowed for it to be better defined and examined. To put it simply, ethnicity can be viewed as a characteristic of racial group membership on the basis of some commonly shared features. Kennedy and Hall (2006) subsequently identified several major domains used by many scholars to categorize ethnic identity: Language use and

proficiency in the culture concerned, Affiliation with others of the same cultural/ethnic group, Participation in cultural related activities that represent the cultural group, Pride in being a member of the cultural group, Preference for the food of the particular cultural group, Spouse ethnic identity, Mass media usage in the language of the culture Physical representations of the culture (objects, artifacts), and Level of emotional attachment to icons representing the culture.

Simon and Rowland (2011) posited that most literature did not provide a clear definition of diversity that immediately categorized and separated one form of diversity as positive and another form as negative. The authors found that most research did not provide a clear understanding of the types of diversity being examined. However, according to their study, Simon and Rowland (2011) found that most diversity being researched focused on demographic attributes, including “age, gender, race-ethnicity, and background. Ethnic diversity, which can also be termed race and ethnicity, was one of the more comprehensive definitions of diversity found in their research and provided both the clearest and most useful means of studying culture and diversity in many of studies examined.

2.1.2 Diversity

Diversity is a term used by scholars to refer to the composition of social units and is a concept used by both employers and researchers to describe a wide range of physical, cultural, psychological, and behavioral differences in organizations (Jackson and Joshi, 2011). In Williams and O’Reilly’s (1998) seminal review on diversity in organizations, diversity is defined as anything that can be used to differentiate another person by. In the following sections, we introduce diversity by reviewing different types of diversity and different ways of measuring diversity, and we present how diversity can be managed within organizations at organizational, individual level, and managerial levels. Finally, we present future trends and applications of diversity management from a global perspective

2.1.3 Types of diversity

Age diversity.

As traditional age norms in organizations (e.g., younger at the bottom and older at the top) decline, age diversity is on the rise (Shore et al., 2009). Organizations increasingly hire younger employees to fill middle and top management positions, and with research showing that age discrimination is more likely to occur for older workers (Shore et al., 2009),

Disability diversity.

In a 2003 study of diversity policies of Fortune 500 companies, 42% of companies listed people with disability in their definition of a diverse workforce (Ball et al., 2005). In research, diversity climate has been shown to be a predictor of workplace disability discrimination (Nelson and Probst, 2004). According to Schur, Kruse, and Blanck (2005) and Spataro (2005), an organization's corporate culture can have an important influence on people's attitudes and practices in incorporating people with disabilities into the workplace.

Gender diversity.

Although the majority of the global workforce continues to be dominated by men, organizations need to be aware of the changing workforce demographics and adapt their organizations to these changes. For example, many US organizations have Equal Employment Opportunity statements designed to attract, retain, and promote high-performing women. While research on gender diversity has shown mixed results on the effects of gender on group performance and processes, most research agree that the potential benefits for gender diversity are high and organizations should continue to address gender gap issues (Shore et al., 2011).

National origin and cultural diversity.

The past several years have also seen an increase in international mergers and acquisitions, and many companies have operations in foreign countries (Cartwright and Schoenberg, 2006). Global and multinational organizations need to understand national origin and cultural diversity owing to employees from diverse backgrounds who often need to work together to manage international operations. While some research shows that national origin and cultural differences can have potential benefits on performance, national origin and cultural differences can also be more challenging than race and ethnic diversity because cultural value differences are often deeper and larger (Snow et al., 1996).

2.1.4 Ethnic diversity

With the rise of globalization, communication networks have become better or worse in certain areas. Intercultural relationships have increased in the past decades through language and cultural diversity. Culture is an important role in today's business world as it involves multiple activities including, safeguarding the heritage of different ethnicities, the promotion of creativity and enabling intercultural communication (UNESCO, 2009). Ethnic Diversity

has shown to bring multiple benefits to a company including access to new consumer markers, progress corporate image, superior creativity, new problemsolving skills, overall employee performance and increased market share (McKay, Avery, & Morris, 2008). Ethnic diversity is related to increase competitiveness and enhances creativity. Smallbone et al., (2010) mention ethnic diversity as an important source and need in the global world which increases the chances of a company to succeed in different markets which have ethnically different requirements. People with different backgrounds can be an asset for the company as they can contribute pertaining to their experience and skills which the organization can take advantage and compete with innovative ideas. Furthermore, ethnically diversified team is more sustainable in different markets as it is easier for the company to understand culturally differentiated markets and their potential (Smallbone et al., 2010).

2.1.5 Ethnic Diversity and Marketing

Ethnic diversity marketing campaigns started as far back as the early 1900s in the United States, however, it wasn't until the beginning of the civil rights movement in the 1960s that the economic concerns of minority consumers became particularly influential (Cui, 2001). The dedication to ethnic diversity marketing has grown over the years in parallel with the ethnic population growth and influence (Cui, 2001). As a result of globalisation and increasing migration, ethnic minority marketing efforts have now spread to every industry in every market around the world.

“When a team needs to be innovative in its output, then it tends to benefit from diversity,” said Edward Smith, associate professor of management and organizations at Northwestern University's Kellogg School of Management. Numerous studies have established that traditionally recognized forms of diversity (gender and ethnicity) at the company management levels are linked to improved financial results. Particularly, Ethnic-targeted marketing campaigns can have a significant impact on consumer attitudes. When companies tailor their marketing messages and imagery to appeal to specific ethnic groups, it can help to create a sense of relevance and connection among consumers. This can lead to increased trust, loyalty, and positive brand associations also, Ethnic diversity: Ethnic diversity in advertising and marketing campaigns can have a positive impact on consumer attitudes. When companies actively promote ethnic diversity and inclusivity, it can help to challenge traditional ethnic stereotypes and create a more inclusive and diverse representation of consumers. This can lead to increased trust, loyalty, and positive brand associations among consumers from diverse ethnic backgrounds (Kotler & Armstrong, 2018). In other hand

Ethnic can be considered as symbolism and imagery can influence consumer attitudes towards products and brands. For example, certain products or services may be perceived as more appealing or relevant to individuals based on their association with ethnic symbols or imagery. These factors can shape consumers' attitudes towards these products, with some consumers being more likely to adopt positive attitudes towards products that align with their ethnic background (Kotler & Armstrong, 2018). Diversity of marketing practice self-evident, yet exploration of its nature and archetypal order is muted within the marketing academy. A fundamental concept in marketing theory, the product life cycle, highlights diversity. Yet research tends to focus on singular rather than diverse response. It is mainly marketing strategy theories who address the issue of variety and its underlying order. Ansoff and Stewart (1967) using the timing of market entry to outline four different generic marketing strategies. Doyle and Hooley (1992) examine firms' short-term profit versus long-term market share to distinguish among strategic orientations and marketing activity.

2.1.6 Consumer Attitude

Nature of Attitude According to Schiffman, L.G. and Kanuk, L.L. (2010) Consumer attitude can be better explained by defining the nature and features of attitude. Attitudes consist of three components, namely, a knowledge or cognitive component, a feeling and affect component, and a behavioral and conative component. In relation to consumer learning, the attitude would express the consumer's feeling of liking or dislike of a product or service offering and the marketing mix. Knowledge is learned that a consumer obtains from his/her interaction with others as well as his/her own trials. Feeling is reflected in his/her evaluation, and the resultant feeling of favorableness and unfavorableness. Behavior is decided to purchase or to use based on the evaluation. On the basis of this explanation, the nature of attitudes can be worked out as follows:

A study by Kotler & Armstrong G. (2018). Consumer research is a crucial tool for understanding consumer attitudes and preferences. By conducting surveys, focus groups, and other forms of qualitative and quantitative research, marketers can gather valuable insights into consumer opinions, perceptions, and behaviors. This information can be used to develop effective marketing strategies, improve product development, and enhance customer satisfaction and loyalty. In other words, Consumer attitudes towards a brand or product are heavily influenced by the brand's image and reputation. Positive brand associations, such as a strong brand image, high-quality products, and excellent customer service, can shape consumers' attitudes towards a brand in a positive manner. Conversely, negative brand

associations, such as poor product quality or poor customer service, can shape consumers' attitudes towards a brand in a negative manner (Advertising and marketing campaigns can have a significant impact on consumer attitudes towards a brand or product. Effective marketing campaigns that align with consumer values, interests, and preferences can help to create positive brand associations and shape consumers' attitudes in a positive manner. Conversely, ineffective or irrelevant marketing campaigns can shape consumers' attitudes

Consumer attitudes towards a brand or product can influence consumers' purchasing decisions and overall satisfaction with a product or service. Positive consumer attitudes can lead to increased sales, customer loyalty, and positive word-of-mouth recommendations, while negative consumer attitudes can result in decreased sales, customer dissatisfaction, and negative word-of-mouth recommendations (Kotler & Armstrong G. 2018).

While attitudes can be interpreted from our behavior, it is not the same as behavior. It consists of two other components, and reflects a learned predisposition to act favorable or unfavorably towards an item (product, advertisement, brand and service).

Attitudes are depending on situation; they occur within a situation. Sometimes depending upon the situation, a consumer may change his or her behavior that may be inconsistent with his/her attitude. According to Do Linh (2017), in addition to factors (location, accessibility, personal, global impression

2.2. Review of Empirical Study

There are extensive empirical studies in relation between ethnic diversity marketing and consumer attitude. Therefore, in this section hypothesis will show the most selected and related empirical findings of related literatures are presented about the two research variables.

Hypotheses 1 (H 1) Positive effects of cultural relevance on consumer attitudes

According to a study conducted by (Kotler & Armstrong, 2018) Culture plays a significant role in shaping attitudes towards power, distance, uncertainty, and individualism. Cultural values and norms, such as the importance of hierarchy, the degree of personal space and social distance, the level of tolerance for ambiguity and uncertainty, and the emphasis on individualism or collectivism, can influence how individuals perceive and respond to these factors,

Muhammad Turki Alshurideh, Alaeddin Mohammad Khalaf Ahmad and Ra'EdMasa'deh (April 2021) Study show that the perspective from the results is that consumers in a society

with power distance, individualism and collectivism, uncertainty, and masculinity were found to form positive attitudes toward cultural products. The results of the study revealed that differences in each dimension have varied impacts on consumers' attitudes. From the perspective of individualism, it appears that individualistic customers tend to make their own decisions and are less susceptible to influence from others. Also, uncertainty avoidance can negatively impact attitudes toward Facebook advertising due to a lack of trust. In addition, this study investigates differences in attitudes toward Facebook advertising based on gender.

(Kotler & Armstrong, 2018) discovered that Cultural values and norms can influence consumer attitudes towards products and brands. For example, certain products or services may be perceived as more appealing or relevant to individuals based on their alignment with cultural values and norms. These factors can shape consumers' attitudes towards these products, with some consumers being more likely to adopt positive attitudes towards products that align with their cultural background

Research by Sara Davies, Elaine Kempson and Kate Wood (2016) describe a core value of banking culture from customer's perspectives. a positive bank culture means: Being accessible, Treating customers as individuals, having systems that are flexible, being sensitive to difficult situations, Putting customers' needs before profits, Doing what you say you'll do and Being open and transparent in all dealings

Cultural values and beliefs influence what consumers consider important and desirable in banking services. For example, a study by Schwartz (1992) found that individualism and collectivism are two fundamental values that shape consumer behavior and attitudes towards banking

Hypotheses 2 (H.2) Positive Effects of inclusiveness on consumer attitude

(Kotler & Armstrong, 2018) has studied Inclusive marketing and advertising campaigns can have a positive impact on consumer attitudes. When companies actively promote diversity and inclusion, it can help to create a sense of belonging and relevance among consumers from diverse backgrounds. This can lead to increased trust, loyalty, and positive brand associations.

The research conducted in by (Morgan & Pritchard, 2000) Inclusive marketing can help companies appear more authentic and genuine in their approach to consumers. When companies actively engage with and represent diverse consumer groups, it can help to build

trust and credibility among consumers, which can positively influence their attitudes towards the brand

Additional study by (Kotler & Armstrong, 2018) Inclusive marketing can help companies demonstrate empathy and understanding towards consumers from diverse backgrounds. By actively listening to and addressing the needs and concerns of different consumer groups, companies can create a sense of connection and rapport, which can positively influence consumer attitudes Also, Inclusive marketing can help companies foster brand loyalty among consumers from diverse backgrounds. By actively engaging with and representing different consumer groups, companies can create a sense of belonging and connection, which can help to build long-term relationships with consumers and positively influence their attitudes towards the brand.

M.MostakAhamed University of Sussex &Sushanta Kumar Queen Mary, University of London (January 2021) Researches showed that there is a significant positive association between financial inclusion and bank efficiency. Greater financial inclusion helps banks in reducing the volatility of their deposit-funding share as it provides more stable long-term funds for banks, The results are robust to instrumental variable analysis, multiple dimensions of financial inclusion (supply, demand, and pro-access policy), and a difference-in-differences estimator that exploits cross-country and temporal variations in actively promoting an inclusive agenda, further confirming that inclusive financial development can be beneficial for banks.

As per, Menaye Adela (December 2022) findings, it is recommended that banks should create service packages for persons with disabilities. Infrastructures facilities should meet all utility aspects for persons with special needs. There is a need for reconfiguration of banking services with special segmentation for addressing the special needs of persons with disabilities through putting target market niche with inclusion of Physical Recommendation, Service Provision process and Technological Special Needs.

Hypotheses 3(H.3) Effect of language value on consumer attitude

Research by Cagan and Cohan (2001) discovered that diverse teams are more likely to generate creative and innovative ideas, which can lead to more unique and compelling marketing campaigns that appeal to consumers on an emotional level. Emotional appeals can

help create a strong connection between consumers and the brand, fostering loyalty and positive attitudes.

Lichtenstein, Netemeyer, and Bearden (2004) found that advertising that uses persuasive language can increase consumer interest and engagement, leading to higher levels of brand loyalty and positive word-of-mouth. Persuasive language can help convince consumers that a product or service is worth considering and can help build a positive association with the brand.

A Study by Harrison and Thomas (2005) found that diverse advertising can increase the perceived relevance of products or services, leading to higher consumer satisfaction and loyalty. When consumers a brand understands and resonates with their cultural background, they are more likely to develop a positive attitude towards the brand.

Hanzah Fatafth (2016) summarize on his research result of cognitive response analyse provide insights in to the effects on consumer attitudes an intention to purchase when changing the language an advertisement from Arabic to English text. The result of this study showed significant support to positive effects on consumer attitude.

Hypotheses 4(H.4) Positive effect of gender on customer attitudes

Research by (Boush, 1994) studied Gender stereotypes: Gender stereotypes can influence consumer attitudes towards products and brands. For example, certain products or services may be perceived as more masculine or feminine based on societal norms and expectations. These gender stereotypes can shape consumers' attitudes towards these products, with some consumers being more likely to adopt positive attitudes towards products that align with their gender identity.

According to (Kotler & Armstrong, 2018) Gender-targeted marketing: Gender-targeted marketing campaigns can have a significant impact on consumer attitudes. When companies tailor their marketing messages and imagery to appeal to specific gender groups, it can help to create a sense of relevance and connection among consumers. This can lead to increased trust, loyalty, and positive brand associations

(Boush, 1994) shoed in the research Gender roles and expectations can influence consumer attitudes towards products and brands. For example, certain products or services may be perceived as more suitable for individuals based on their gender roles and expectations. These gender roles and expectations can shape consumers' attitudes towards these products, with

some consumers being more likely to adopt positive attitudes towards products that align with their gender roles and expectations. (Kotler & Armstrong, 2018) conducted a research on Gender diversity in advertising and marketing campaigns can have a positive impact on consumer attitudes. When companies actively promote gender diversity and inclusivity, it can help to challenge traditional gender stereotypes and create a more inclusive and diverse representation of consumers. This can lead to increased trust, loyalty, and positive brand associations among consumers from diverse gender backgrounds

2.3. Conceptual Framework

The conceptual framework for the study is depicted in Figure 1 below. The research will try to explain the relationship between various variables that potentially influence consumer attitudes use of ethnic diversity marketing strategy

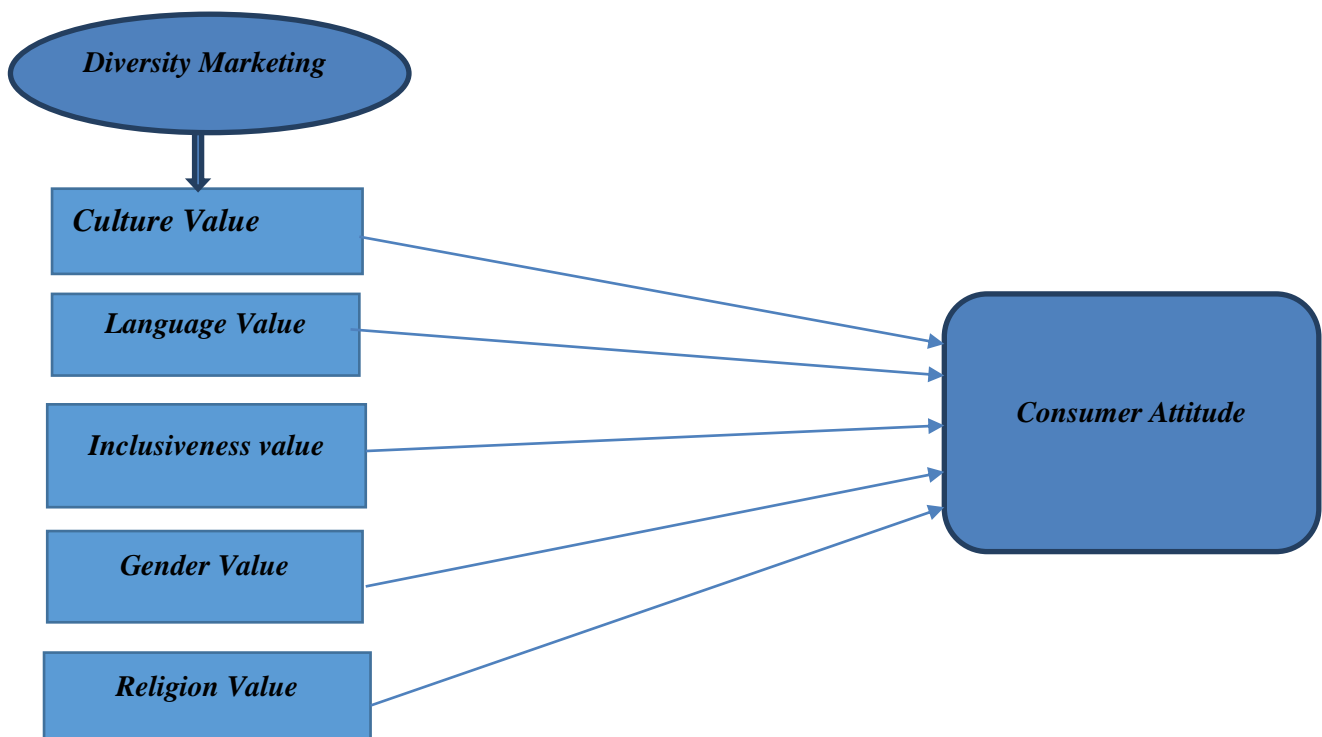


Figure 1. Conceptual frame work designed by Researcher 2024

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

Under this chapter, the description of the methodology of the study consisted of research design, data type, and source, sampling method and size, method of data collection, reliability test, and method of data analysis.

3.2 Research design

The goal of this study is to determine how ethnic diversity marketing the independent variables (culture, language, inclusiveness, gender and religions) and the dependent variable (consumer attitude) relates one another. The study employed an explanatory research design to investigate the coloration between the variables. The goal of the study is to evaluate several hypotheses about the link between the proposed independent variables and dependent variable. Studies that test hypotheses typically clarify the nature of specific interaction, highlight group discussions, or demonstrate the independent variables in scenario (Sekaran 20003).

This research is correlational in nature. In order to investigate the link between two or more ideas, correlational research is utilized (walliman,2011). through correlational study, the researcher can understand the connection between dependent and independent variables. To determine the nature of magnitude of the link between these variables, correlation analysis is utilized.

Additionally, regression analysis is used to examine how well the independent variables predict consumer attitude. Since data were gathered from the customers, managers and employee of the bank the study was cross-sectional in time and used individuals as unit of analysis.

3.3 Research approach

The researcher used mixed methods research. Mixed methods may be defined as ‘research in which the investigator collects and analyses data, integrates the findings, and draws inferences using both qualitative and quantitative approaches and methods in a single study (Tashakkori and Creswell, 2007). Research is not restricted by the use of traditional approaches to data collection but is guided by a foundation of inquiry that underlies the

research activity (Creswell, 1994). A mixed methods study is one that includes a qualitative and quantitative dimension. Mixed methods research is directed by philosophical assumptions that enable the mixing of qualitative and quantitative approaches throughout the research process (Hanson, et al., 2005).

3.4 Source of Data

The sources of data for this research were primary sources and secondary sources. The sources of primary data were obtained from questionnaires and interviews. The questionnaires were distributed to customers of selected branches of Oromia Bank, Amahar Bank, Birehan Bank, corporate bank of Oromia, Enat Bank, and Hijera Bank. in Addis Ababa. The secondary sources were collected from different records, reports, National Bank, books, journals, websites, and documents related to Ethnic Diversity Marketing and Consumer Attitude. The instruments utilized for the primary data collection were close-ended questionnaires and open-ended interview questions and a checklist. The mixed data obtained was very relevant to make the research findings more valuable and complete.

3.5 Population, Sampling Techniques and Sample Size

The target population for this study is the customers of Oromia Bank, Amahar Bank, Birehan Bank, corporate bank of Oromia, Enat Bank, and Hijera Bank in selected Branches of Addis Ababa. Thus, the researcher used multistage sampling techniques to select representative branches. The branches were selected based on head office recommendation and connection. From selected The Bank branches an equal number of respondents were selected that believed to get proper information and further in case to check if there is variation of service among branches. Therefore, from each selected branch 30 customers were selected randomly, and 5 managers and employees a total of 210 respondents were selected.

Table 1: Selected Banks list

<i>No</i>	<i>Bank Name</i>	<i>Number respondent. By customers</i>	<i>Number respondent. By Managements</i>	<i>Total respondent. Selected</i>
1	Oromia Bank,	30	5	35
2	Amahar Bank,	30	5	35
3	Birehan Bank,	30	5	35
4	CCOP	30	5	35
5	Enat Bank	30	5	35
6	Hijera Bank	30	5	35
Total				<u>210</u>

3.6 Method and Instrument of Data Collection

The collection data system was designed as a self-administered questionnaire that was filled out by the selected customers. The questionnaire is again arranged in a Five-Likert scale measurement. A 23 items measure was used to indicate the customers feeling either agree or disagree on the quality of service provided measurements variables of the 23 performance indicators statements.

The variables were used to assess the effects of ethnic diversity marketing and consumer attitude on the selected 6 (six) banks. by using five major attributes of ethnic diversity Marketing (Independent variables (Culture, language, Inclusiveness Gender and religion) and dependent variables (consumer attitude).

The variables measured by using a Likert scale with five response categories.

- Score 5 represents Strongly Agree (SA)
- Score 4 represents Agree (A)
- Score 3 represents Neutral (N)
- Score 2 represents Disagree (D)
- Score 1 represents Strongly Disagree (SD)

The Likert scale method is referred to make the questions interesting to the respondents and to ensure a maximum response rate. Lovelock and Wright (1999) explained that customer satisfaction can be measured with one scale response ranging from ‘Strongly Agree’ to ‘Strongly Disagree’

3.7 Methods of Data Analysis

The collected data were organized for statistical computation to explore the inherent relationships among the different variables. The collected data from respondents through questionnaires and from secondary sources were analyzed by using SPSS Version 24. The Demographic variables of the respondents and mean scores of the service quality dimensions are interpreted using descriptive statistics whereas Correlation and regression were used to find out the relationship between Ethnic Diversity Marketing and Consumer attitude. Finally, the results were summarized into simple tabulations, graphs, and figures with a meaningful interpretation of results that lead to drawing out its implication and conclusion.

CHAPTER FOUR: RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the findings and results based on the data collected from respondents. It intends to address the research questions using the data collected from the sample source. The chapter is organized into four sections. The first part presents the reliability test; in the second part, the response rate and characteristics of the respondents are presented. In the third part, the results of descriptive statistics on ethnic diversity marketing on consumer attitude. Then, it summarizes the results of data analysis using inferential statistics (multiple linear regressions). Finally, the results are discussed in the last section of this chapter.

A questionnaire with four (4) demographical and nineteen (19) main questions was developed to answer the research questions. The first four demographic questions focus on Gender, age, educational level, length of the relationship with the banks.

4.2 Respondents' Response Rate

Table 2 Response Rate

Questionnaires distributed	Questionnaires Returned	Percentage
210	180	86%

Source: Own survey, 2024

As stated in Chapter 3, the number of samples for whom a questionnaire was issued was 210, and the total number of questionnaires gathered was 185, resulting in a response rate of 87%. All 210 replies from the 180 returned surveys were deemed to be valid and were used in the data analysis. According to (Mugenda and Mugenda, 2003), a response rate of 60% is considered fine, and a response rate of 70% or higher is considered outstanding. This response rate was deemed adequate for concluding the report. According to the assertion, the response rate was deemed fine.

4.3 Demographic Information

The study aimed to gather demographic knowledge about the respondents. Respondents were Asked to show their gender, age group, level of education, and the length of a relationship With the bank.

Table 3 Respondents' Demographic Profile

No	Item	Variable	Respondent	
			Frequency	Percentage
1	Gender	Male	78	43.3
		Female	102	56.7
2	Age	below 25	30	16.7
		26-35	89	49.4
		36-40	55	30.6
		41- 50	6	3.3
3	Level Of education	Secondary school completed	24	13.3
		Diploma	114	63.3
		B.A/B.Sc.	35	19.4
		M.A/M.Sc.	7	3.9
4	Relation with the bank	1-3	50	27.8
		4-8	94	52.2
		9 & above	36	20.0

Source: Own survey,2024

The analysis of respondent demographics within the senior essay presents a multifaceted view of the characteristics of those surveyed. In terms of gender representation, the data indicates a slightly higher participation of females, comprising 56.7% of the respondents, compared to males at 43.3%. This gender distribution could be indicative of either a genuine demographic trend within the surveyed population or potentially a higher propensity for females to engage in such surveys.

Examining the age demographics, a clear trend emerges with the majority of respondents falling within the 26-35 age bracket, representing nearly half (49.4%) of the sample. This age group's dominance suggests a focus on young to mid-career adults, possibly reflecting the

target demographic for the essay's subject matter or the accessibility of the survey to this age group. Interestingly, there's a noticeable drop in participation among older age groups, with only a small fraction (3.3%) belonging to the 41-50 age range. This could hint at either a lack of interest or accessibility among older individuals or a deliberate sampling bias towards younger demographics.

Moving on to educational backgrounds, the data reveals a diverse range of qualifications among respondents. The majority, comprising 63.3% of the sample, have completed a diploma, indicating a significant representation from individuals with vocational or technical education. Meanwhile, 19.4% hold a B.A/B.Sc. degree, and 13.3% have completed secondary school. Interestingly, only a small percentage (3.9%) possess an advanced degree such as an M.A/M.Sc., suggesting that while respondents generally have education beyond the secondary level, the majority do not hold postgraduate qualifications. This educational profile offers insights into the academic diversity of the surveyed population and may influence their perspectives and interactions with the subject matter of the essay.

Finally, the analysis of respondents' relationship with the bank provides valuable insights into customer loyalty and engagement. The data indicates a fairly even spread across different durations of association with the bank. The largest segment (52.2%) has been associated for 4-8 years, followed by 27.8% with a tenure of 1-3 years, and 20.0% maintaining a relationship of 9 years or more. This distribution suggests a healthy mix of both new and long-standing customers, which could potentially impact their perceptions and behaviors towards the bank's services. Understanding the duration and nature of this relationship can provide valuable context for interpreting the essay's findings and conclusions regarding customer satisfaction, loyalty, and banking preferences.

In conclusion, the comprehensive analysis of respondent demographics in the thesis lays the groundwork for a nuanced exploration of various factors influencing attitudes and behaviours towards the bank. By understanding the gender, age, educational background, and relationship duration of respondents, researchers can better contextualize their findings and draw more informed conclusions regarding the essay's subject matter.

4.4 Reliability

The degree to which data-collecting techniques or analysis procedures produce consistent results is referred to as reliability (Saunders, Lewis & Thornhill, 2008). Reliable

observations produce the same results on different occasions and by different observers. The Reliability test is a tool to measure a questionnaire’s internal consistency. One researcher to be sure about the correctness of his questionnaire consistency, the reliability test is very crucial. Questioners are said to be reliable if the answers of a person to questions are consistent or stabilized over time. It can be conducted by using SPSS V24 software. Many scholars agreed that a construct or variable is said to be reliable if it is providing value Cronbach Alpha value is greater than 0.70. The Cronbach alpha coefficient is an indicator of the internal consistency of the scale.

Table 4: Reliability Test

Dimension	No of items	Cronbach’s Alpha	Remark
Culture	3	0.765	Reliable
Language	3	0.765	Reliable
Inclusiveness	4	0.765	Reliable
Gender	3	0.765	Reliable
Religion	3	0.765	Reliable
Consumer attitude	3	0.765	Reliable
Total	19		

Source: Own survey,2024

Therefore, according to table 4. 23 item questionnaires were distributed to gather reliable response of the study. From the response of respondents’, the reliability of Cronbach’s Alpha value 0.765. of with. This Cronbach alpha coefficient indicator indicates the internal consistency of the scale.

4.5 Descriptive Statistics of Service Quality Dimensions

Descriptive statistical analysis provided the mean and standard deviation for each variable in order to depict the level of agreement on Ethnic diversity marketing and consumer attitude dimensions. The mean and standard deviation were calculated for the interval scale of independent variables (Culture, Language, Inclusiveness, Gender and religion) and dependent variables (Consumer Attitude). The mean indicates to what extent the sample group

averagely agrees or does not agree with the different statements whereas standard deviation shows the variability of an observed response from a single sample. The following tables present the mean scores and standard deviation of individual characteristics of Ethnic diversity marketing dimensions namely: Culture, Language, Inclusiveness, Gender and Religion.

4.5.1 Culture

Culture is a particular value of in a society. Culture plays a significant role by shaping attitudes in the dimension power distance, uncertainty avoidance and individualism towards consumer attitude

Table 5: Culture Descriptive Statistics

Item	No	Mean statics	Standard dilation Statistic	Grand Mean
Cultural power of distance will help in the decision-making on the consumer.	180	3.98	.794	4.07
Uncertainty Avoidance will deal with Doubt and Concerns of the Consumer in the Banking business.	180	3.99	.937	
Individualism can be considered as consumer characteristics on certain service	180	4.24	.801	
		12.22		

Source: Own survey,2024

The table 5 provided statistics offer insights into respondents' perceptions regarding key factors influencing consumer behavior within the banking sector. Firstly, concerning the "Cultural Power of Distance in Decision-Making," respondents rated this aspect with a mean score of 3.98. This suggests a moderate to high agreement among respondents regarding the significance of cultural distance in influencing consumer decision-making processes. However, without the standard deviation, it's challenging to gauge the variability in responses, which could provide further context regarding the consensus or divergence of opinions among respondents.

Secondly, the item related to "Uncertainty Avoidance and Consumer Doubt/Concerns" received a mean score of 3.99, indicating a similar level of agreement among respondents. This suggests that respondents perceive uncertainty avoidance as an important factor in

addressing consumer doubts and concerns within the banking business. The provided standard deviation of 2.113 offers some insight into the variability of responses, indicating a relatively moderate level of dispersion around the mean.

Thirdly, respondents rated "Individualism as Consumer Characteristics" with a relatively higher mean score of 4.24. This suggests a stronger consensus among respondents regarding the influence of individualism on consumer behavior in the context of banking services. However, the standard deviation of 2.290 implies a considerable variability in responses, indicating that while there's a general agreement on the importance of individualism, there's also significant divergence in opinions among respondents.

Overall, these statistics highlight the perceived importance of cultural distance, uncertainty avoidance, and individualism in shaping consumer behavior within the banking sector. However, the variability in responses underscores the complexity of these factors and suggests the need for further investigation to understand the nuances of consumer attitudes and preferences in banking services

4.5.2 Language

Language can increase consumer interest and engagement, leading to higher level of brand loyalty and positive word of mouth towards banking service consumer attitude. Language has a title role positively dimension of affecting attitudes, Positive cognitive attitude and creating perceived brand in the banking service.

Table 6: Language Descriptive Statistics

Item	No	Mean statics	Standard dilation Statistic	Grand Mean
Language can affect Attitude in the Banking Industry.	180	4.26	.853	3.9
Language can create positive cognitive attitudes in the banking service.	180	3.67	.945	
Language can have a role to create perceived brand trust in banking service.	180	3.79	1.082	
		11.72		

Source: Own survey,2024

Table 6 thesis under analysis explores the impact of language on attitudes within the banking industry, focusing on its potential to influence cognitive attitudes and perceived brand trust. The provided statistics shed light on respondents' perceptions regarding these assertions. Firstly, the item stating that "Language can affect Attitude in the Banking Industry" received a notably high mean score of 4.25. This suggests a strong consensus among respondents regarding the significant role language plays in shaping attitudes within the banking sector. However, the absence of the standard deviation statistic makes it difficult to assess the variability of responses, leaving room for uncertainty regarding the degree of agreement among respondents.

Moving on to the second item, which posits that "Language can create positive cognitive attitudes in the banking service," received a mean score of 3.67. This score, although slightly lower than the previous item, still indicates a considerable level of agreement among respondents regarding the influence of language on shaping positive cognitive attitudes towards banking services. The provided standard deviation of 0.945 suggests a moderate level of variability in responses, indicating some divergence in opinions among respondents.

Similarly, the third item, stating that "Language can have a role to create perceived brand trust in banking service," received a mean score of 3.79. While slightly lower than the first item, it still signifies a significant level of agreement among respondents regarding the impact of language on perceived brand trust in banking services. The standard deviation of 1.078 indicates a moderate level of variability in responses, suggesting differing perspectives among respondents regarding the role of language in building brand trust.

In conclusion, the analysis of these statistics underscores the perceived importance of language in shaping attitudes and perceptions within the banking industry. The high mean scores across all items suggest a general consensus among respondents regarding the influential role of language in banking services. However, the variability in responses, as indicated by the standard deviation statistics, highlights the complexity and diversity of opinions among respondents, underscoring the need for further investigation to fully understand the nuances of language's impact on attitudes and perceptions within the banking sector.

4.5.3 Inclusiveness

Inclusiveness in consumer attitudes refers to the practice of promoting and valuing the participation and contribution of consumers from diverse ethnic backgrounds in the development, marketing, and consumption of products and services. consists of gender stereotypes, racial diversity marketing segment, Age segmentation and disability special need in the baking service.

Table 7: Inclusiveness Descriptive Statistics

Item	No	Mean statics	Standard dilation Statistic	Grand Mean
Gender stereotypes are beliefs that certain characteristics of consumer to the bank service	180	3.39	.994	2.77
Racial Diversity Marketing- Strategies can have impact on the Bank-Service Consumer-Attitude.	180	3.87	.942	
Age can be the best marketing segment in the banking service.	180	1.96	.727	
Banking service Inclusiveness Should be accessibly for disability and Technology and special	180	1.89	.751	
		11.12		

Source: Own survey,2024

Analysis by table 7. Inclusiveness is one of the characteristics of ethnic diversity marketing variables, accordingly respondent's response of the Bank's Racial Diversity marketing strategy impact in the banking service high mean value 3.86 means, by Implementing a social diversity marketing strategy, Banks can tap into the unique strengths and perspectives of diverse consumer groups. Gender stereotype beliefs in the banking service indicates with

mean value of 3.38 implies, banking institutions can create more inclusive and equitable banking services that meet the diverse needs and preferences of all consumers, regardless of their gender identity or expression, Age segmented banking strategy in the banks service showed mean value 1.96, refer , banks, can have a better connect with consumers of all ages, build stronger relationships with them, and ultimately drive greater customer satisfaction, loyalty, and long-term success in the competitive banking market. Lastly, respondent's response on accessibility for disability and Technology and special of banking service mean value 1.89, implies, banks should create more inclusive and accessible banking services for individuals with disabilities and special needs, helping them manage their finances effectively and achieve greater financial independence.

4.5.4 Gender

Gender plays a significant role in shaping of services and experiences for both men and women. by strive to provide fair, unbiased, and accessible services that cater to the unique needs and preferences of individuals regardless of their gender intended to service difference b/n men and women, Banking service brand choice and service quality choice

Table 8 Gender Descriptive Statistics

Item	No	Mean statics	Standard dilation Statistic	Grand Mean
Banking Product be different between men and women.	180	2.02	.933	3.01
Banking-Service-Brand-Feature can have impact on gender to choose memories, Reliability and Personality	180	3.11	.855	
Service quality is essential for both men and women in the banking business.	180	3.91	.837	
		9.03		

Source: Own survey, 2024

The thesis table 6. examines various factors influencing consumer attitudes towards banking services, with a focus on gender stereotypes, racial diversity marketing strategies, age demographics, and inclusiveness for individuals with disabilities and technology needs. The provided statistics offer insights into respondents' perceptions regarding these aspects. Firstly, the item addressing "Gender stereotypes as beliefs that certain characteristics of consumers apply to the bank service" received a mean score of 3.38. This suggests a moderate level of agreement among respondents regarding the presence of gender stereotypes in banking services. The standard deviation statistic of 0.999 indicates a moderate level of variability in responses, suggesting differing perspectives among respondents regarding the prevalence and impact of gender stereotypes.

Moving on to the second item, which examines the impact of "Racial Diversity Marketing Strategies" on consumer attitudes towards banking services, received a mean score of 3.86. This indicates a relatively high level of agreement among respondents regarding the influence of racial diversity marketing on consumer attitudes. The standard deviation of 0.938 suggests a moderate level of variability in responses, indicating some diversity in opinions among respondents regarding the effectiveness of such strategies.

Conversely, the third item, addressing "Age as the best marketing segment in the banking service," received a notably lower mean score of 1.96. This suggests a lower level of agreement among respondents regarding the significance of age demographics in banking marketing strategies. The provided standard deviation of 0.731 indicates a moderate level of variability in responses, reflecting differing opinions among respondents regarding the relevance of age segmentation in banking marketing.

Similarly, the fourth item, focusing on "Banking Service Inclusiveness for individuals with disabilities and technology needs," received a mean score of 1.89. This suggests a relatively low level of agreement among respondents regarding the importance of inclusiveness in banking services. The standard deviation of 0.754 indicates a moderate level of variability in responses, highlighting differing perspectives among respondents regarding the accessibility of banking services for individuals with disabilities and technology requirements.

In conclusion, the analysis of these statistics highlights the diverse range of factors influencing consumer attitudes towards banking services. While respondents generally agree on the presence of gender stereotypes and the impact of racial diversity marketing strategies,

there's less consensus regarding the significance of age demographics and inclusiveness for individuals with disabilities and technology needs. The variability in responses underscores the complexity of these issues and suggests the need for further research to better understand and address consumer attitudes in the banking sector.

4.5.5 Religion

religion can significantly influence attitudes and values by providing moral guidance, shaping stances on social issues, and fostering a sense of community and belonging in the dimension of beliefs, spiritual privacy and

Table 9: Religion Descriptive Statistics

Item	No	Mean statics	Standard dilation Statistic	Grand Mean
Religious Beliefs can affect economic decision-making by establishing social standards of the consumer.	180	4.03	.948	3.8
Religious practice can be considered a spiritual privacy of consumers in the banking business.	180	3.73	1.118	
Religious Knowledge and practice by the banks can be can be a good selling point of the service.	180	3.67	1.040	
		11.43		

Source: Own survey,2024

The thesis in table 9. investigates the influence of religious beliefs and practices on economic decision-making within the banking sector, examining their role in establishing social standards, spiritual privacy, and as potential selling points for banking services. The provided statistics offer valuable insights into respondents' perceptions regarding these aspects. Firstly, the item addressing "Religious Beliefs affecting economic decision-making by establishing

social standards of the consumer" received a mean score of 4.02. This suggests a strong consensus among respondents regarding the significant impact of religious beliefs on economic decision-making and the establishment of social norms within the banking context. The standard deviation statistic of 0.951 indicates a moderate level of variability in responses, suggesting some diversity in perspectives among respondents regarding the extent of this influence.

Moving on to the second item, which explores "Religious Practice as a spiritual privacy of consumers in the banking business," received a mean score of 3.73. This indicates a moderate level of agreement among respondents regarding the importance of religious practice as a form of spiritual privacy for consumers in banking transactions. The standard deviation of 1.118 suggests a moderate level of variability in responses, indicating differing opinions among respondents regarding the significance of this aspect in banking services.

Similarly, the third item, addressing "Religious Knowledge and practice by the banks as a potential selling point of the service," received a mean score of 3.67. This suggests a relatively high level of agreement among respondents regarding the potential value of religious knowledge and practices by banks as selling points for their services. The standard deviation of 1.040 indicates a moderate level of variability in responses, reflecting differing perspectives among respondents regarding the effectiveness of this strategy.

In conclusion, the analysis of these statistics underscores the perceived importance of religious beliefs and practices in shaping consumer attitudes and behaviors within the banking sector. While respondents generally agree on the influence of religious beliefs on economic decision-making and the potential value of religious knowledge and practices as selling points for banking services, there's less consensus regarding the role of religious practice as a form of spiritual privacy for consumers. The variability in responses highlights the complexity of these issues and suggests the need for further research to fully understand the nuances of religion's impact on consumer behavior in the banking industry.

4.5.6 Attitude

Consumer attitudes is important for businesses, as it can help them develop effective marketing strategies, improve product development, and enhance customer satisfaction. In

the special way to influence consumer’s attitude, service design aimed to consumer life style and through influential factors of attitude in the banking service.

Table 10 Attitude Descriptive Statistics

Item	No	Mean statics	Standard dilation Statistic	Grand Mean
Quality of banking service can influence consumer attitude.	180	3.96	.905	3.7
Banking-Service-Design should consider the Consumer lifestyle	180	4.19	.853	
Customer experience is one of the most influential factors in attitude formation in the banking service.	180	3.14	1.099	
		11.30		

Source: Own survey,2024

Table 10. examines the impact of various aspects of banking services on consumer attitudes, focusing on the quality of service, service design, and customer experience. The provided statistics offer valuable insights into respondents' perceptions regarding these factors. Firstly, the item addressing the "Quality of banking service influencing consumer attitude" received a mean score of 3.96. This suggests a strong consensus among respondents regarding the significant influence of service quality on consumer attitudes towards banking services. The standard deviation statistic of 0.905 indicates a moderate level of variability in responses, suggesting some diversity in opinions among respondents regarding the extent of this influence.

Moving on to the second item, which explores how "Banking Service Design should consider Consumer lifestyle," received a mean score of 4.20. This indicates a relatively high level of agreement among respondents regarding the importance of designing banking services to align with consumer lifestyles. The standard deviation of 0.848 suggests a moderate level of

variability in responses, indicating differing perspectives among respondents regarding the effectiveness of this approach.

Conversely, the third item, addressing "Customer experience as one of the most influential factors in attitude formation in the banking service," received a mean score of 3.13. This suggests a moderate level of agreement among respondents regarding the significance of customer experience in shaping attitudes towards banking services. The standard deviation of 1.090 indicates a moderate level of variability in responses, reflecting differing opinions among respondents regarding the relative importance of customer experience compared to other factors.

In conclusion, the analysis of these statistics highlights the perceived importance of service quality, service design, and customer experience in shaping consumer attitudes towards banking services. While respondents generally agree on the influence of service quality and the alignment of service design with consumer lifestyles, there's less consensus regarding the relative importance of customer experience compared to other factors. The variability in responses underscores the complexity of these issues and suggests the need for further research to fully understand the nuances of consumer attitudes in the banking industry.

4.6 Correlation Analysis

Correlation analysis is useful to determine the relationship between different variables. It explains how significant or how strong the association between variables. The correlation coefficient (r) shows both magnitude and direction of either positive or negative from -1 to +1. A correlation coefficient of zero indicates that no association exists between measured variables. The closer the r coefficient approaches to one the stronger the existing association and the positive correlation r indicates a direct relationship between variables and the negative correlation r implies the inverse relationship (Taylor, 1990).

The Pearson product-moment correlation coefficient (PPMCC), Pearson correlation coefficient (PCC), or bivariate correlation is a measure of a linear relationship between two sets of variables represented by the letter r . The Pearson correlation coefficient's result, r , is always between +1 and -1. A value of 0 indicates that the two variables have no relationship. A positive relationship is defined as one in which the value of one variable grows as the value of the other variable increases. A number less than 0 indicates a negative relationship, meaning that when one variable's value rises, the value of the other falls. Pearson's coefficient was used to determine whether or not there was a linear relationship between two sets of

variables. The following are the findings shows of the study's correlation analysis between dependent and independent variables.

Table 11: Colorations independent and dependent variable

Correlations between independent and dependent variables							
		Culture	Language	Inclusiveness	Gender	Religion	Attitude
Culture	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	180					
Language	Pearson Correlation	.720**	1				
	Sig. (2-tailed)	.000					
	N	180	180				
Inclusiveness	Pearson Correlation	.391**	.458**	1			
	Sig. (2-tailed)	.000	.000				
	N	180	180	180			
Gender	Pearson Correlation	.116	.161*	.302**	1		
	Sig. (2-tailed)	.121	.031	.000			
	N	180	180	180	180		
Religion	Pearson Correlation	.447**	.539**	.502**	.301**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	180	180	180	180	180	
Attitude	Pearson Correlation	.390**	.358**	.530**	.363**	.647**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	180	180	180	180	180	180
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Source: Own survey, 2024

Table shows the relationship between the ethnic diversity marketing and Consumer attitude. The result shows that religion and attitude have highest coloration (r=.647), followed by inclusiveness (r=.530) culture (r=.390), Gender (r=.363) and minimal coloration of language with (r=.358) respectively. Indicating that ethnic diversity marketing independent variables (culture, language,

inclusiveness, Gender and religion) coloration is significant. This independent and dependent variables coloration implies that the bank should pay special attention to the ethnic diversity marketing on its marketing strategy to affect consumer attitude

4.7 Regression Analysis

The multiple regression analysis enables you to assess the strength of the relationship between a numerical dependent variable and two or more numerical independent variables. Calculating a multiple regression coefficient and regression equation using two or more independent variables is termed multiple regression analysis. The coefficient of determination (represented by R²) can take on any value between 0 and +1. It measures the proportion of the variation in a dependent variable that can be explained statistically by the independent variables (Saunders et al., 2009).

The Multiple regression analysis can also be used to predict the values of a dependent variable given the values of one or more independent variables by calculating a regression equation. Before executing multiple regression analysis, the multiple regression assumptions should be considered.

4.8 Diagnosis Test

Before applying regression analysis, some tests were conducted in order to ensure the appropriateness of data to assumptions regression analysis as follows:

Table 12: Collinearity Diagnostic

Collinearity Diagnostics ^a									
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	C	L	I	G	R
1	1	5.900	1.000	.00	.00	.00	.00	.00	.00
	2	.033	13.341	.04	.02	.05	.00	.47	.12
	3	.027	14.850	.06	.10	.06	.18	.02	.37
	4	.022	16.560	.00	.00	.00	.81	.05	.41
	5	.011	22.655	.73	.00	.25	.00	.43	.09
	6	.007	28.344	.17	.87	.64	.00	.03	.01

a. Dependent Variable: At

Source: Own survey, 2024

4.9 Linearity Test

Linearity refers to the degree to which the change in the dependent variable (is related to the change in the independent variables). To determine whether the relationship between the dependent variable and the independent variables (Culture, Language, Inclusions, Gender and Religion), and performance is linear; plots of the regression residuals through SPSS software had been used.

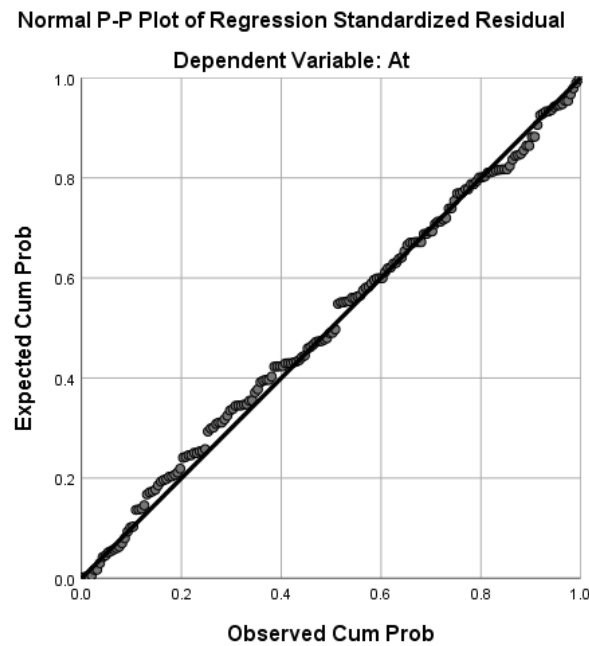


Figure 2. Linearity test

4.10 Normality Test

To check whether the residuals have a normal distribution, the normal probability plot or normal P-P of regression standard residual and histogram should be used. Scores on each variable should be normally distributed. This could be checked by inspecting the histograms of scores on each variable. Therefore, the scattered plots of residuals against each Ethnic diversity marketing dimension and consumer attitude dimension were analysed and the test results of this study as illustrated in Figure 4.2 below show that the study's residuals were normally distributed

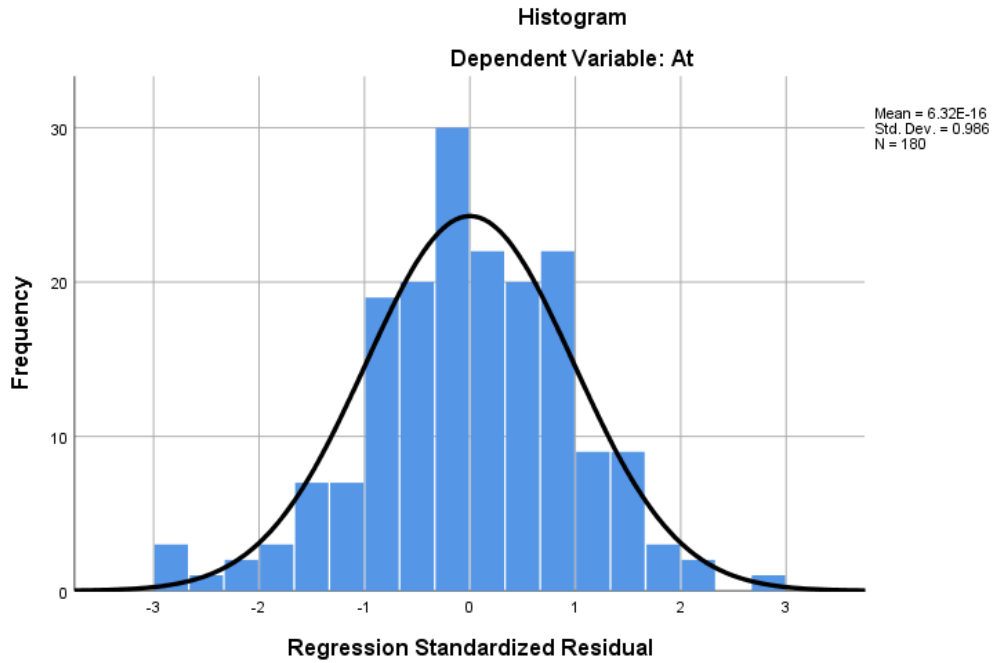


Figure 3. Normality test

4.11 Homoscedasticity

Test Homoscedasticity means the variance of the residuals is constant. Homoscedasticity is the assumption that the variation in the residuals (or amount of error in the model) is similar at each point across the model. In other words, the spread of residuals should be fairly constant at each point of predictor variables. Therefore, the scatterplots of the residuals against the predicted look similar at each point.

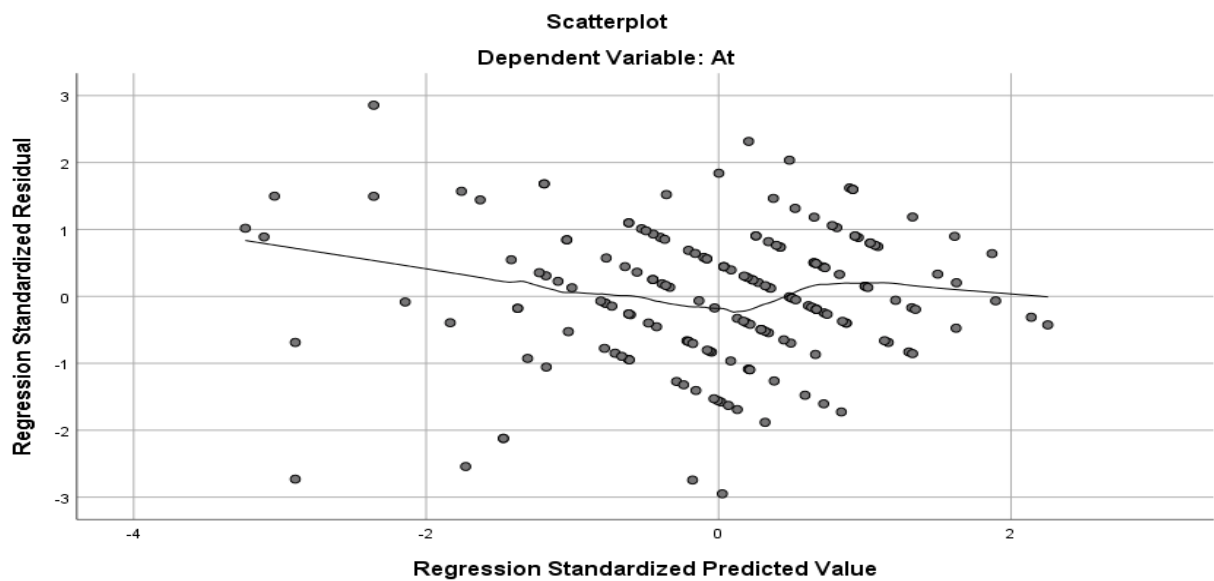


Figure 4. Homoscedasticity test

4.12 Multiple Regression

Results The multiple regression analysis was used in order to examine the correlation more closely and to examine the effects of the independent variables on the dependent variable due to the existence of significant correlations between ethnic diversity marketing and Consumer attitude. The below result was shown in the below tables.

Table 13 Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.511	.497	1.469
a. Predictors: (Constant), R, G, C, I, L				
b. Dependent Variable: At				

The model summary table shows the correlation coefficient (R) of the regression is .715 (71%) which indicates a very strong positive relationship between the dependent variable consumer attitude in the baking industry and independent variable ethnic diversity marketing variables (Culture, language, inclusiveness, Gender, and religion). The coefficient of determination (R²) is 51 % (0.511) showing that 51% of the variation in the dependent variable consumer attitude has been explained by the independent variable's ethnic diversity marketing (Culture, language, inclusiveness, Gender, and religion), while the 49 % remain unexplained in the model. An R² value of 51% showed that the strong positive relationship is further confirmed. The adjusted R² measures the goodness or fit of the model.

Table 14 Model Summary

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	391.871	5	78.374	36.315	.000 ^b
	Residual	375.524	174	2.158		
	Total	767.394	179			
a. Dependent Variable: At significant						
b. Predictors: (Constant), R, G, C, I, L						

Source: Own survey,2024

Lastly, the ANOVA table shows the overall significance of the model, which has F (36.315) with a p-value estimated at 0.000. This indicates that all the independent variables ethnic diversity marketing (Culture, language, Inclusiveness, Gender and religion) jointly effect the dependent variable (Consumer attitude) as studied, showing that it is a sound model.

4.13 Coefficient analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.185	.895		2.442	.016
	Culture	.193	.081	.183	2.391	.018
	Language	-.171	.081	-.174	-2.119	.035
	Inclusiveness	.227	.058	.251	3.890	.000
	Gender	.189	.073	.147	2.608	.010
	Religion	.397	.055	.490	7.157	.000

a. Dependent Variable: At

Source: Own survey,2024

Coefficient analysis shows the relationships between dependent variables and independent variables. Accordingly, Culture, language, inclusiveness, Gender and religion. were statistically significant at a 1% level in agreement with the hypothesis. This means they have a great contribution to improving consumer attitude the standardized showed in the table beta coefficients. In order to make a comparison between different variables, it is important to use standardized coefficients. “Standardized” means that these values for each of the different variables have been converted to the same scale so that you can compare them. Thus, a one-standard-deviation Decrease in standardized Responsiveness is predicted to result in a -.174 standard deviation increase in standardized customer satisfaction holding constant the remaining variables, and also it works for the remains variables to predict the same way. Moreover, the result of Table indicates that the ethnic diversity marketing namely, Culture, language, inclusiveness, Gender and religion. have affect a positive and significant on consumer attitude on consumer attitude at $P < 0.01$ levels. The degree of significance varies from variable to variable. based on consumer point of view high to low, Religion value ($\beta = .490$, $p < 0.01$,) Inclusiveness value ($\beta = .251$, $p < 0.01$,) culture value ($\beta = .183$, $p < 0.01$,) Gender value ($\beta = .147$, $p < 0.01$,).

4.14 Summary of Hypotheses

Testing The conceptual framework developed under the literature review of this paper is tested by using tools in both descriptive and inferential analysis like mean, standard deviation, Pearson correlation, and multiple regressions. The test result is summarized below

Table 15 Summary of Hypotheses test

Hypothesis	Statement	Finding		Result
H1	Culture has a positive significant effect on Consumer attitude	β=	.183	Supported
		P	.018	
H2	Language has a positive significant effect on Consumer attitude	β=	-.174	Rejected
		P	.035	
H3	Inclusiveness has a positive significant effect on Consumer attitude	β=	.251	supported
		P	.000	
H4	gender has a positive significant effect on Consumer attitude	β=	.147	Supported
		P	.010	
H5	Religion has a positive significant effect on Consumer attitude	β=	.490	Supported
		P	.000	

Source: Own survey,2024.

4.15 Discussion and Recommendation

According, to (Kotler & Armstrong, 2018) studies Ethnic-targeted marketing: Ethnic-targeted marketing campaigns can have a significant impact on consumer attitudes. When companies tailor their marketing messages and imagery to appeal to specific ethnic groups, it can help to create a sense of relevance and connection among consumers. This can lead to increased trust, loyalty, and positive brand associations (Kotler & Armstrong, 2018).

Research by Lee and Beatty (2020) found significant correlations between cultural dimensions (such as individualism-collectivism, uncertainty avoidance, and power distance) and consumer attitudes towards various products and marketing messages.

Research by Cagan and Cohan (2001) discovered that diverse teams are more likely to generate creative and innovative ideas, which can lead to more unique and compelling marketing campaigns that appeal to consumers on an emotional level. Emotional appeals can

help create a strong connection between consumers and the brand, fostering loyalty and positive attitudes.

Research by (Boush, 1994) studied Gender stereotypes: Gender stereotypes can influence consumer attitudes towards products and brands. For example, certain products or services may be perceived as more masculine or feminine based on societal norms and expectations. These gender stereotypes can shape consumers' attitudes towards these products, with some consumers being more likely to adopt positive attitudes towards products that align with their gender identity

Roof, W. C. (1993). framework posits that individuals' religious upbringing and socialization experiences influence their consumer attitudes and behaviors. Religious teachings, rituals, and community norms may instill specific values and preferences related to consumption.

In this study clarifies that proximity of an ethnic diversity marketing factors; Culture, Inclusiveness, Gender and religion has a positive and significantly affects consumer attitude in the banking industries. Based on the finding of study, the researcher pointed out the following recommendations:

Factors like Culture, Inclusiveness, Gender and religion play a vital role in consumer attitude to use a given bank. So, banks need to consider these factors in their strategy development so that it would contribute to increased number of customers.

- Banks should also consider gender-based product or service, knowledge and practice of religion-based banking service, language consideration to support consumer attitude and brand trust.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter covered the most important data results, as well as the conclusions drawn from them and applicable recommendations. The study's results and suggestions were centred on the study's objectives, which were to investigate the effects of ethnic diversity marketing on consumer attitude in the banking industries.

5.2 Summary of Findings and Interpretation

The main objective of the study was to examine the effect of ethnic diversity marketing on consumer attitude in the banking industries in 6 selected branches of the banks found in Addis Ababa. In order to undertake the study, 210 questionnaires were distributed and 180 have been duly filled and returned.

Out of the total population of respondents, 43.3% are male and 56.7 % are female. Hence the majority of the respondents are male. Hence the majority of the respondents are male. This shows that there is a fair representation of respondents by sex.

The evidence from the table (Table 2) shows the respondents' age proportion in five age categories. The majority of customers are between the ages of 26-35 which consists about 49.4 % of the population of the Study and following this the second prominent age group is between 31- 40, which is 30.6% of the population. and the third-largest group is made up of ages of below 25 which is 16.7 % of the population. The remaining population is age between 41-50, which is 3.3 %. The fourth targeted population ages between 41-50, which is 3.3. The remaining population is below the age of 25, which is 16.7 %. The table (Table 2) tells us that most of the participants in this study are 26-35 by 49.4 % labelled as highest number participants of the study.

Concerning level respondents' education levels in four categories. When the education level of the respondents was analysed, the majority had a Diploma, which is 63.3 % of the population; the second-highest group was those who had a B.A degree, which is 19.4 0% of the population. The third group was those that had a secondary school completed, which is 13.3% of the population, and the last group are respondents that have M.A, which is 13.3 %

of the population. The analysis show that most of the participants in the study level of education considered highest number of the study.

Concerning the respondent's relation, the respondents have had with the bank, the majority of respondents 94 respondents (52.2 %) with relation with the bank 4-8 years the bank service usage, while 50 respondents (27.8%) in relation of 1-3 years of service usage and 36 of respondents were (20.0%) of years' service user.

According to descriptive statistics analysis, the mean score values for service quality categories ranged from 4.2 to 1.7. This indicates that respondents thought ethnic diversity marketing practice was High to medium. It was discovered that religions have a higher average value than. In comparison to other aspects, respondents believe that language low value from other variables. Mostly, the findings in the descriptive statistics show that The banks consumers were satisfied with ethnic diversity marketing dimensions. The coloration findings suggested the five Ethnic Diversity Marketing factors (Culture, Inclusiveness, Gender and religion) have positive and substantial association with consumer attitude. The study goes on to say that the strongest link is between Religion and Consumer attitude. Multiple regression analysis was used to investigate the effect of service quality factors on customer satisfaction. Multiple regression studies revealed that culture, Language, Inclusiveness, Gender and religion, Ethnic Diversity Marketing aspects have a positive and significant impact on consumer attitude. Furthermore, the R square .511 value suggested that the five independent variable parameters explained 51.1 percent of overall consumer attitude.

5.3 Conclusion

In today's competitive market, evidence suggests Ethnic Diversity Marketing to influence towards consumer attitude. Using on the researcher model, this study investigated the perception of Ethnic Diversity Marketing practice of banking industries associated with the various variables of ethnic diversity marketing. The findings of the study show that customers the banks with Ethnic Diversity Marketing dimension (culture, language, inclusiveness, Gender and Religion) the majority of respondents agreed the value of ethnic diversity marketing. And agreed with their banks practice to satisfy their need. In Banks, the religion value of Ethnic Diversity Marketing dimension religion was determined to be higher than the other dimensions.

Customers felt that Religious beliefs practice will influence the banking products and services that are offered. For example, Islamic banks offer financial products that are compliant with Islamic principles (profit-and-loss sharing (partnership) and asset-backed financing made the feel comfortable from the banks.

The study also found that most categories of ethnic diversity marketing (Culture, Inclusiveness, Gender and religion) have a positive and substantial association with consumer attitude using correlation and regression analysis.

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Appendix

Consent

Set. Mary University

School of Graduate Studies

Researcher- Rodas Romcho Deresa

Dear Respondents:

The purpose of this questionnaire is to assess the Impact of Ethnic Diversity Marketing on Consumer Attitude in Banking Industry” banking in Ethiopia Moreover, the research will contribute towards the partial fulfilment of the researcher’s Master Degree in Business Administration (MBA). Your respected support in responding to the questions raised is of paramount importance to the successfulness of this study. Hence, I kindly ask you in all regard to fill the questionnaire carefully at your best knowledge. The accuracy of information you provide determines the ultimate reliability of the study.

Directions for filling out the questionnaire.

- a. Please read all instruction on the questioner. In part where written responses are required, please
- b. **provides your written response briefly** in the blank space provided.
- c. To help the researcher treat your responses confidentially and objectively, please **do not write your name on the questionnaire.**

Note: Your answers will be strictly confidential and will only be used for academic purposes.

Contact Address:

If you have any query, please don’t hesitate to contact me. I am available as per your convenience at - Tele - +251-913-10-89-28

E-mail – rodasrocmho@gmail.com

Thank you in advance for your indispensable cooperation

Stay blessed!

Section I Biographical information

1. Gender

Male

Female

2. Age

Below 25

25-35

36-40

3. Level of education

Diploma

B.A/B.Sc.

M.A/M.Sc.

4. How long have you been work with the bank as a customer?

1-3

4-8

9-and above

This questionnaire is aimed at assessing “The effect of Ethnic Diversity Marketing on Consumer Attitude in the Banks”

Considering each factor please indicate your rating to the extent that the given factor has affected your attitude towards banking services selection by putting tickmark “-” within the corresponding column. The rating is as follows: SD= Strongly, D= Disagree, N =Neutral, Disagree SA= Strongly Agree, A = Agree.

<i>Independent Variable</i>		<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
<i>Specific Objective 1</i>						
1	Cultural power of distance will help in the decision-making on the consumer.					
2	Uncertainty Avoidance will deal with Doubt and Concerns of the Consumer in the Banking business.					
3	Individualism can be considered as consumer characteristics on certain service					
<i>Specific Objective Objective 2</i>						
1	Language can affect Attitude in the Banking Industry.					
2	Language can create positive cognitive attitudes in the banking service.					
3	Language can have a role to create perceived brand trust in banking service.					
<i>Specific Objective 3</i>						
1	Gender stereotypes are beliefs that certain characteristics of consumer to the bank service					
2	Racial Diversity Marketing-Strategies can have impact on the Bank-Service Consumer-Attitude.					
3	Age can be the best marketing segment in the banking service.					

4	Banking service Inclusiveness Should be accessibly for disability and Technology and special					
<i>Specific Objective 4</i>						
1	Banking Product be different between men and women.					
2	Banking-Service-Brand-Feature can have impact on gender to choose memories, Reliability and Personality					
3	Service quality is essential for both men and women in the banking business.					
<i>Specific Objective 5</i>						
1	Religious Beliefs can affect economic decision-making by establishing social standards of the consumer.					
2	Religious practice can be considered a spiritual privacy of consumers in the banking business.					
3	Religious Knowledge and practice by the banks can be can be a good selling point of the service.					
<i>Dependent Variable</i>						
1	Quality of banking service can influence consumer attitude.	1				
2	Banking-Service-Design should consider the Consumer lifestyle	1				
3	Customer experience is one of the most influential factors in attitude formation in the banking service.	1				

Thank you for taking the time to complete this survey!

Section III interviews

Purpose: This interview is prepared for the Management and employee of the Banks in Head office Addis Ababa; this data will have used to complement gathered through the questionnaire survey.

1. What does bank culture value mean to you?
2. How does the bank work on inclusion and diversity for its service?
3. What practice have you made using different languages to address your target banking customers?
4. How would you explain the positive impact of gender on your banking service?
5. How do you feel about religion practice in your banking service?