



**ST. MARRY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**

**THE EFFECT OF MARKETING PRACTICE ON BRAND  
IMAGE THE CASE OF ADDIS INTERNATIONAL BANK**

**BY  
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**MAY, 2024**

**SMU, ADDIS ABABA ETHIOPIA**

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**THESIS SUBMITTED TO ST. MARY'S UNIVERSITY SCHOOL OF  
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## DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of MesfinTesfaye (PhD). All sources of material used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institutions for the purpose of earning any degree.

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## ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Mesfin Tesfaye, Ph.D



27/05/2024

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## ABSTRACT

*Marketing practices play a critical role in building brand image of the companies. The study is conducted to determine the impact of marketing mix practices on building brand image, specifically for the Addis International Bank in Addis Ababa. A convenience sample technique was used in December 2023 to conduct a survey of 385 bank clients. The obtained data was evaluated using the frequency distribution, mean, standard deviation, Pearson's correlation analysis, multiple regression technique, and reliability test. The results show that marketing practices affect the brand image of service-oriented businesses like banks in the same way that they do for soft products customers. Additionally, the results showed that the marketing practices for banks-distribution and layout, technology and service excellence, price and promotion, and product-have a strong correlation and the greatest influence on predicting the brand image of Addis International Bank in Addis Ababa. But in contrast to what we anticipated, the brand aspect has not been able to guarantee a statistically meaningful impact on brand image. The results hold significant implications for bank executives, as they can serve as a foundation for developing future banking tactics. This research also helps to close the gap in the literature and resolve the debates around branding and marketing practices. The study's findings on product, price, promotion, distribution, layout, technology, and service excellence show a positive perception, exceeding the cutoff mark. In order to meet the needs of the target market and the current status of the business, bank management should create an effective marketing plan that takes into account product, pricing, promotion, distribution, layout, technology, and customer service. Skilled personnel and focused promotional efforts should also be used.*

**Keywords:** Marketing practices, Bank, Brand Image

## **CHAPTER ONE INTRODUCTION**

### **1.1 Background of the study**

Marketing is one of the many factors that contribute to a firm's brand image. Hence, isolating marketing's contribution is important and part of the methodological challenge of working in this part of the field. Kotler (1999) argued that, in the future, marketing will have the main responsibility for achieving brand image, brand equity, and profitable revenue growth for the company. Jaakkola (2010) noted that brand awareness alone does not provide a long-term competitive advantage for companies, whereas brand image, when well built, does. Marketing has focused on decisions related to analyzing and selecting target markets, product and brand development, promotion, and channels of distribution (Hunt and Morgan, 2001).

Varadarajan R. (2010): "At the broadest level, marketing practice can be defined as an organization's integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities, and marketing resources in the creation, communication, and/or delivery of products that offer value to customers in exchanges with the organization and thereby enable the organization to achieve specific objectives of branding and profit.

Marketing practices in the banking sector took on significance after 1950 in western countries and then after 1980 in Turkey. Banks have been influenced to establish new markets by new banking perspectives that are focused on the market. In order to effectively offer their new services, banks had already begun to use planning and marketing strategies. Financial marketing, on the other hand, is a function that connects in an unconventional way the variations and non-similar applications between financial institutions and the customers' standards of judgment.

According to Robert, B. E. (2015), "brand image is the brand's perception in customers' minds. Customers form the image based on their interactions and their experience with the brand.

Therefore, brand image is the synthesis of the beliefs, ideas, and impressions that customers hold about the brand. According to Balmer, J. M. (2017), "brand image is the brand's perception in customers' minds.

In other words, the brand image is how customers think of a brand. Customers form impressions based on their interactions and experiences with the brand. These interactions occur in many forms and are not necessarily related to purchasing or using products or services. Thus, the formation of a consistent brand image is a big task for any business. A brand's image is its perception as reflected through the brand associations stored in the consumer's memory. Attributes, interests, and attitudes can describe brand associations based on brand experience Toop,WF(2014).

Brand image is an essential part of the branding process for marketing and advertising. It is also vital to build a brand identity and ensure that its message spreads, according to Ambler, T. C. (2016). With a consistent and clear style guide and branding approach, brands will quickly create their voice and have a specific place in the viewer's eyes. Brand image has become popular in brand management in addition competition in the banking sector, both domestically and internationally, causes banks to find ways to attract customers, encourage customers to work and invest with banks, and find more partners. Therefore, building a brand image is vital for banks in the current context in Ethiopia.

As mentioned above, it is clear that building a brand image is necessary for the current Ethiopian banking conditions. To the researcher's knowledge, especially in Ethiopia, there are microscopic or little researches on the bank's brand image. In Ethiopia, banks have begun to pay more attention and raise awareness about building their brand image. But this process is happening without theory or guidance. Researching on the theoretical basis of the impact of factors constituting brand identity on brand image through practical testing to confirm and supplement the approach to suit the conditions by Gerbing, T.J(2019)

Providing excellent value and customer service is a necessary but not sufficient means of succeeding in the marketplace. Besides embracing the needs of consumers, marketing strategies must build an advantage over the competition.

The company must consider its size and industry position, and then decide how to position itself to gain the strongest possible competitive advantage.

Despite the fact that much research is done on marketing practice and its effect on brand image and market performance in developed countries and other developing countries, there are few or none in Ethiopia.

Therefore, considering the importance of market practice as well as the lack of information on its effect in the Ethiopian context, this research mainly focuses on the effect of market practice on the brand image of Addis International Bank. The research focused on how marketing concepts are internalized at the Addis International Bank and its effect on building brand image. Therefore, it is important to empirically investigate the actual effects of market practices on building brand image. Such understanding would assist in better marketing practices and in achieving a higher level of brand image among the competition (Ndubisi, 2006). This study aims to empirically investigate the effect of product or service, price (service charge), promotion, place or location, and customer services on brand image with reference to Addis International Bank in the capital city of Addis Ababa.

## **1.2 Statement of the problem**

The environment of the banking industry has been experiencing rapid change, as reflected by the intense growth of competition between banks and the increased expectations of current and potential customers. As a result, maintaining brand image has been a major challenge for various banks, especially in developing countries (Suleiman, 2013). Moreover, service quality delivery practices are a pivotal strategy for the success of an organization, especially in the current competitive business environment (Karunaratna, 2014).

Various survey studies have been conducted to assess the impact of marketing and brand practices on performance (Tayyip et al., 2017) and the influence of selected marketing and brand practices (Farrington, 2018). Another set of studies has been conducted on the effects of marketing practices (Rakula, 2016). Most studies on the impact, influence, and effect of marketing practices on brand performance. Most of the above studies have been carried out using data from member countries of the EU. Comparatively fewer studies have been carried out on data from other countries. Considering the existing stiff competition in the banking industry in Ethiopia and the restricted research conducted mainly on the impact of marketing practices on building brand image,

Other marketing activities are not well addressed, especially customer service delivery and organization performance enhancement. To the researcher's knowledge, especially in Ethiopia, there has been little research done on the bank's brand image.

The other is from preliminary study conducted with customers of the bank (AIB), the researcher identified that there are many problems that negatively affect the bank in order to develop brand image in customers mind such as some staffs faced with lack of fast and efficient service which increase waiting time, lack of knowledge or profession i.e. some of the employees do not know what they do, lack of enthusiasm to help customer by some staffs that he/she feels annoying and see the customer as wasting his/her time, some are not friendly and approachable and customers are not confident in some aspect of services such as ATM machines are occasionally out of service specially in Sunday and sometimes the system may not be functional so customers are frequently choose to hold reserve cash in his pocket, the logo of the company is not appealing, the promotional activities are not appealing, attractive, unique, the layout of the branches are old, services products offered are not different from others/competitors, and new customers have on issue on the profitability of the bank or the amount of dividend granted to their respective shareholders.

Based on the above-mentioned empirical gap and practical problems, this research is intended to study the impact of marketing practice on building brand image in the case of Addis International Bank. It is carried out by considering the basic marketing practices of the banking industry, such as service or products, service charges or prices, promotion, place, customer service activities/servqual, technology.

### **1.3 Research questions**

- To what extent do the offerings/Products affect brand image of the AdIB?
- To what effect is the price strategy of the bank on building its brand image?
- What is the effect of different promotional mixes used by the bank on building its brand image?
- To what extent does the implementation of an attractive and differentiated branch layout affect the brand image of the bank?

- To what extent brand elements used by the bank significantly impacting the brand's image?
- How does the service excellence affect the brand of image of the bank?
- What is the effect of the technology used by the bank on creating a brand image?

## **1.4 Objectives of the study**

### **1.4.1 General objective**

The general objective of the study is to identify the impact of marketing practices on developing brand image at Addis International Bank.

### **1.4.2 Specific objectives**

- To investigate that if Product has statistically significant effect on brand image of AdIB.
- To measure the impact of the pricing strategy of the bank on building brand image.
- To examine the effect of different promotional mixes used by the bank on building brand image.
- To identify the impact of the location and branch layout of the bank on building brand image.
- To determine the impact of brand elements used by the bank in building its image.
- Pinpoint the impact of the service excellence of the bank on creating an image and attracting new customers.
- To identify the effect of technology used by the bank in creating a brand image

## **1.5 Scope of the study**

Assessing the whole aspect and dimension of the effect of marketing practices on brand image in all Addis International Bank branches in the country is very difficult and time-consuming. Due to this, the researcher makes good efforts to make the study manageable in terms of conceptualization, geographical scope, time, and participants to be included.

Therefore, this study conceptually focuses on marketing practices affecting brand image such as product, price, promotion, place, service excellence, promotional tools (TV, print, or online), brand elements, and technology.

In terms of its geographical scope, the study is confined to Addis International Bank branches in Addis Ababa city by considering time, budget, political stability in and considering that there will be similar characteristics among the rest branch which are out of Addis Ababa employees and customer of the organization.

The study used a descriptive and explanatory research design. Additionally, the main sources of data are questionnaires and secondary data.

### **1.6 Significance of the Study**

The study assess and discuss the major marketing practices affecting brand image in the banking industry. Besides, it helps to establish an information base that would enable the government, varied institutions, and other concerned bodies to assist in decision-making by identifying key variables in order to develop strategies to address and improve brand image. By understanding brand perspectives, the management of banks can identify the marketing practices that enhance the Addis International Bank brand image. Furthermore, this study will serve as a base for different policy or decision-making bodies, both in governmental and non-governmental organizations. Last but not least, the results of this study could also serve as a source of literature for similar research and perhaps serve as a base or springboard for other scholars and students who would like to conduct further studies in this area. Obviously, it also helped me to add my experiences in dealing with such a rare and contemporary global issue.

### **1.7 Definitions of Terms**

The current study defines terminologies in relation to the study constructs and research setting

- ✚ A bank is a corporation or financial institution empowered to accept deposits from the public & creates credit to third parties in return gets the money back with interest and do some other investment.

**Marketing practices** (Hameed Abdulnabi Al-Debi and Ashraf Mustafa, 2014):

- ✚ Product or Service: is defined as the extent to which a service delivery companies develop a comprehensive service offer to satisfy customers' needs and requirement in highly competitive industry or market.
- ✚ Price: is defined as the extent to which a service delivery organization practices pricing policies and activities in setting a products or services prices.

- ✚ Promotion: is defined as the extent to which service delivery companies components of promotion activities and elements in formulating products and services promotions strategies.
- ✚ Distribution: is defined as the extent to which a service rendering organization uses distribution strategies, channels and activities in setting products and services distribution strategies.
  - o People (service providers): is defined as the extent to which service companies who is customer oriented in practice in its business, putting the customers at the heart of activities.
- ✚ Physical evidence: is defined as the extent to which a service rendering organization is interested in creating customer friendly, safety, secure and good atmosphere in their environment.
- ✚ Process: is defined as the extent to which service provides speedy and efficient service to its customers through different methods and procedures.
- ✚ Brand image: is —the situation in which a consumer generally buys the same manufacturer originated product or service repeatedly over time rather than buying from multiple suppliers within the category or the degree to which a consumer consistently purchases the same brand within a product class

## **1.8 Organization of the study**

The study is made up of five chapters.

Chapter I: This chapter contains introductory part that is comprised of background of the study, statement of the problem, research questions and objectives, significance of the study, scope of the study and operational definitions.

Chapter II: This chapter deals with literature review in the company of conceptual clarification and theoretical framework. In this chapter, the definition of key terminologies, review of previous empirical studies and conceptual frameworks are incorporated and illustrated.

Chapter III: Descriptions of the study area and research methods used in the field will be discussed under this chapter.

Details about type and sources of data, research design strategy, population and sampling, data collection instruments and data analysis and interpretation will be discussed in this chapter.

Chapter VI: This chapter is all about analysis of the data collected. Under this chapter wide-ranging emphasis will be given for the investigation of factors affecting the brand image of Addis International Bank in Addis Ababa City, the perception level of customers' on each factors (dimensions) affecting brand image, the relationship between each factor and the brand image and the relative significance or contribution of each factor on brand image of AdIB.

Chapter V: This chapter presents the summary of the study, draws some important conclusions and recommendations.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITRATURE**

In this chapter, foundations for the relationships between marketing practices and brand image are presented. The literature presentation begins with a general overview of marketing practices and brand image. Then, the reviews on the analysis of product or service, price or service charge, promotion, customer service, brand elements, layouts, bank performances, and brand image were stated. Finally, after a thorough review of the literature, an empirical and conceptual model from which the objectives and hypotheses of the study were found was developed.

#### **2.1 Literature review**

##### **2.1.1 Marketing Management**

Marketing management has been given different definitions and explanations by different marketing management scholars. The American Marketing Association's (AMAS) (2004) definition of marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

According to Kotler (1982), "marketing" is the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. Marketing involves the organization in studying the target market's needs, designing appropriate products and services, and using effective pricing, communication, and distribution to inform, motivate, and service the market." And Kotler (1967) also describes marketing as the analyzing, organizing, planning, and controlling of the firm's customer-impinging resources, policies, and activities with a view to satisfying the needs and wants of chosen customer groups at a profit.

##### **2.1.1.1 Service Marketing Definition**

Services can be described as the performance or act that creates benefits for customers by bringing about a desired change on behalf of the recipient.

(Lovelock & Wright 2001, 4–10) Philip Kotler defines a service as an act of performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. Philip Kotler, Zethmal, and Bitner also define services as "deeds, processes, and performance ". Here, deeds are the actions of the service provider, processes are the steps in the provision of service, and performance is what the customer understands of how the service has been delivered. Zethmal and Bitner Christian Gronross in 1990 said, "A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interaction between the customer and service employees and/or systems of the service provider and are provided as a solution to customer problems." Christian Gronross As different scholars describe it, "service is an intangible activity that has been given or rendered to the customers on the spot. Service may vary from place to place, but it has some common characteristics such as intangibility. Service in the banking industry is a crucial activity. The existence of a bank depends on its service Excellency.

#### **2.1.1.2 The Maturing of Services Marketing**

The importance of people has been repeatedly emphasized within service marketing literature because the service is performed and the performers are employees (often referred to as "actors"). Indeed, Gummesson (1987) coined the phrase "part-time marketers" to stress the critical marketing role performed by front-line employees who interact with customers and their contribution towards delivery and service satisfaction. Related to this was the emergence of the customer care and quality philosophies of the 1980s. Christopher et al. (1991) highlight how there was a shift of focus, particularly within service industries, towards customer care and quality as dimensions that overlap with the marketing philosophy. Interestingly, they attribute part of this shift to the popularity of Peters and Waterman's 1982 text, *In Search of Excellence*. They further propose that the natural outcome of quality service delivery and customer care is the development of relationships through interaction between employees and customers. As a result, these entities are inextricably linked.

#### **2.1.1.3 Banking Service Market**

Banking Service Market Since customers are the backbone of the banking industry, banks are heavily focused on building long-term relationships with their esteemed customers.

Bank marketing can be understood as a system of banking strategies that impact the entire process of providing banking services in the best way possible to satisfy the needs of the target customers. Bank marketing is maintained through a vital interaction between products and services with customers' demands and the activities of competitors on the basis of balancing benefits among banks, customers, and society. (Shodhganga 2009, 1–12) Bank marketing is called upon to develop a distinctive brand image, which is considered the capital and reputation of the financial institution. It is a process consisting of identifying the most profitable markets now and in the future; assessing the present and future needs of the customers; setting business development goals and making plans to meet them; and managing various services and promoting them to achieve the plans—all in the context of a changing environment in the market. Bank marketing activities are mostly focused on promotion activities, especially advertisement work. However, in reality, marketing activity is not limited to only promotional activities.

### **2.1.2 Brand**

For centuries, brands have been used as a means for distinguishing the goods of a producer from those of others. According to the AMA (American Marketing Association), a brand is defined as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition" (Keller, 1993). A brand adds dimensions to a product in order to "differentiate it from the other products designed to satisfy the same need". The aim is to have "branded products" instead of "commodity products", in order to reduce the dependence on price and to create an alternative basis for differentiation (Aaker, 1991).

Although branding has caught the attention of marketing academics in recent years, most of the studies have concentrated on goods and not on services. Few researchers have explored in depth the services brand building.

But this lack of attention does not reflect the level of importance that brands place on services. Branding has been described as a cornerstone of marketing in the 21st century, and it can be more important for services than for tangible goods.

Direct applications of marketing principles developed for tangible goods to services would prove wrong and would impose restrictions on marketing theory.

Intangibility is the main characteristic that makes services fundamentally differ from goods. "A good is in essence an object; a service is in essence a performance" (Berry et al., 2000).

Although services do possess some tangible elements (e.g., employees' uniforms, facilitation equipment, etc.), they cannot be packaged, labeled, and displayed for brand development in the same way as goods can. Most of the attributes attached to a service brand are, in fact, perceptions created by the service itself and the people and things that enable that service—the service experience (Berry et al., 2000).

It is true that a bank is not a tangible product that can be created in a factory; it is the cumulative impression of how its employees treat customers, how tangible the intangibles are, how good the ambiance is, etc. Consumers have to assimilate numerous impressions or associations to assess the service brand. While consumers of goods may also have multiple impressions or associations to assess, researchers suggest that service brands are evaluated with a greater number of attributes than goods brands. While goods are generally produced, then sold, and finally consumed, most labor-intensive services are sold first, then simultaneously produced and consumed (Zeithaml et al., 1985). This poses a special challenge for creating labor-intensive service brands because, unlike goods that may be produced in factories, both consumers and employees play an active role in the creation of the service itself. Consumer-employee interaction creates the service, and often this interaction is the service delivered to the consumer. Because of the great participation of people—both employees and customers—in performing the service act, it is difficult to ensure that the same standard of service will consistently be delivered by companies (Zeithaml et al.).

Brand means a combination of identification and differentiation that draws strong attention to the product for customers. The brand brings value to customers as well as companies.

From the customers' point of view, companies try to satisfy their customers by providing a list of values, where value means benefit. On the other hand, when customers are satisfied with getting value from companies, they may provide value to them.

During the interaction between companies and customers, some unique values that customers occupy in their minds are called "brands" (Aaker, 1991).

Kotler (2006) defined image as "the set of beliefs, ideas, and impressions that a person holds regarding an object" (p. 273). On the other hand, Keller (1993) considered brand image "a set of perceptions about a brand as reflected by brand associations in the consumer's memory" (p. 3). A similar definition to Keller's was proposed by Aaker (1991), whereby brand image is referred to as "a set of associations, usually organized in some meaningful way" (p. 109).

Biel (1992), however, defined brand image as "a cluster of attributes and associations that consumers connect to the brand name" (p. 8).

According to Grönroos (1984), image is defined as a filter that affects the perception of a company's operation. The overall image of the company is affected by perceived value, service quality, and customer satisfaction.

Keller (1993) stated that image is based upon the customers' beliefs about a brand and its associations held in memory, and that the image comes from the perceptions of the consumers. In marketing services, image was identified as a significant factor in a company's overall evaluation (Bitner, M.J., 1991).

Gronroos (1984) offered a service quality model with dimensions of technical quality (what the consumer gets), functional quality (how the consumer gets the service), and corporate image (how the customer perceives the firm and its services). Service quality is intended to be a key strategic value for traditionally service-oriented industries such as the restaurant and banking sectors.

### **2.1.3. Brand Image**

A brand with a good image can acquire consumers' preferences and make them buy a product because it makes them feel safe and trustworthy.

Kamins and Marks (1991) suggest that if consumers have a good and preferable brand image for a product, they will have a higher purchase intention, and if a product is familiar to them, they will have more confidence to buy it (Laroche, Kim, & Zhou, 1996).

The brand is a valuable intangible asset that is difficult to imitate and that is helpful in achieving sustained superior performance (Roberts & Dowling, 2002).

Keller (2003c) defines brand image as perceptions about a brand as reflected by the brand associations held in consumer memory. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception of the product. It is the manner in which a specific brand is positioned in the market. A brand's image conveys emotional value and is not just a mental image.

Brand image, an important building block in customer-based brand equity, is defined as "perceptions about a brand that are reflected by the brand associations apprehended in customers' memory" (Keller, 1998). Even though the term or notion of "brand image has been largely defined and used in diverse ways, one common agreement on the definition is that brand image is a customer's aggregate impression of a particular brand, which influences a customer's emotional perceptions (Dobni et al., 1990). According to Hsieh and Li (2008), a strong brand image does construct a superior brand message for a particular brand over a rival brand in a competitive market.

Keller (1998) conceptualized brand image as a perception of consumers when they see a brand, reflected by brand associations in their minds. And these associations of brand image are multidimensional and contain the emotional dimension, or attitudes regarding the brand, and the perceived quality dimension. From consumers' overall picture of their experiences, brand image is important because, through this technique, brand image will create the consumer's cognitive, emotional, and behavioural responses as an outcome (Padgett & Allen, 1997).

Moore (1981) argued that image is a mental estimate of a general degree of satisfaction with an organization's activities and performances. And through image investigation, organizers will know the attitudes of customers toward their companies and, indeed, how well customers understand and what they prefer about companies.

In addition, Gardner and Levy (1995) mentioned that conveying a brand image to a target segment has been an important marketing activity for a long time.

If the marketer can have the ability to choose a brand meaning, enter the market before other competitors, manage the meaning in the form of an image, and keep the image over time, it will have long-term success for the brand.

Park, Jaworski, and MacInnis (1986) advanced the idea that brand image is one strategic technique with the goal of helping the concept of a brand be completed by means of an exercise in brand management. The objective of companies is to establish a favorable and positive connection with the brand, which results in a positive image of the brand. The consumer may have more desire for one brand simply because this brand has a different image from other competitors' brands (Schiffman & Kanuk, 1994).

Brand image refers to a set of perceptions in association with a brand and reflects a customer's overall impression of the brand (Keller, 1993). Company brand image refers to the set of perceptions in relation to an organization's name and reputation, and it represents the factual and emotional elements of a firm (Keaveney & Hunt, 1992). In today's competitive business environment, the company's brand image has become a key success factor in all industries, especially the service industry. A superior company image is the foundation for a service provider to hold its market position (Kim et al., 2008).

The image of a brand represents a perception that can reflect objective or subjective reality. An image formed by the representation of perceptions is the basis for the decision to purchase a product, even for brand loyalty. According to Aaker (1991), consumers often buy products that have a famous brand because they feel more comfortable with things that are already known. The assumption that a well-known brand is more reliable, always available, easy to find, and has a quality that, no doubt, makes it a familiar brand has more potential to be chosen by consumers than a brand that is not familiar. Businesses that can offer high-quality service, establish an excellent brand image, and provide satisfaction to their customers will remain competitive and boast high customer retention rates. (Zeithaml et al., 1996).

According to Robert, B. E. (2015), "brand image is the brand's perception in customers' minds. Customers form the image based on their interactions and their experience with the brand.

Therefore, brand image is the synthesis of the beliefs, ideas, and impressions that customers hold about the brand. According to Balmer, J. M. (2017), "brand image is the brand's perception in customers' minds. In other words, the brand image is how customers think of a brand. This image evolves. Customers form impressions based on their interactions and experiences with the brand.

These interactions occur in many forms and are not necessarily related to purchasing or using products or services. Toop, W. F. (2014) asserts that different customers perceive a brand differently. Thus, the formation of a consistent brand image is a big task for any business. A brand's image is its perception as reflected through the brand associations stored in the consumer's memory. Attributes, interests, and attitudes can describe brand associations based on brand experience.

Keller (1993) expressed that brand image is a sign that consists of all the information and expectations related to a product or service based on customer perception. Brand image is also defined as the ability of a potential customer to identify and remember a brand as a member of a specific product category (Aaker, 1997). Porter & Clycomb (1997) stated that businesses could increase their competitive advantage with a positive brand image as well as encourage consumers to repurchase and become loyal customers. A number of studies have also indicated that brand image has a direct influence on customer satisfaction and loyalty (Tu et al., 2012).

## **2.1.4 The Marketing Practices in Banking Sector**

### **2.1.4.1 Product/Service**

Recently, banks are in a period where they earn money in servicing beyond selling money. The prestige builds as they offer their services to the masses. Like other services, banking services are also intangible. Banking services are about money in different types and attributes, like lending, depositing, and transferring. These intangible services are shaped by contracts. The structure of banking services affects the long-term success of institutions (Armstrong and Kotler, 2006). As for services, according to Hirankitti, Mechinda, and Manjing (2009) the product offer in respect of services can be explained based in two components:

(1) The core service which represents the core benefit; (2) The secondary services which represent both the tangible and augmented product levels. The latter can be best understood in terms of the manner of delivery of the particular service. Ferrell (2005) opines that the product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. According to Borden (1984) product is characterized by quality, design, features, brand name and sizes.

#### **2.1.4.2 Price**

According to Kotler, Armstrong, Wong, and Saunders (2008), price is the amount of money charged for a product or service, or the total values that consumers exchange for the benefits of having or using the product or service. Due to the intangible nature of services, price becomes a crucial quality indicator where other information is not lacking or absent (Zeithaml, 1981). Price is considered as the most important measurement of repurchase intentions (Oh, 2000; Parasuraman and Grewal, 2000). In deciding to return to the service provider, the customers normally think whether or not they received their value for money (Zeithaml, 1988). It has been proven therefore, that customers usually buy products on the basis of price rather than other attributes (Peter & Donnelly, 2007). Because mistakes in pricing cause customers to shift toward rivals offering similar services, Traditionally, banks use three methods called "cost-plus", "transaction volume base," and "challenging leader" in pricing their services.

#### **2.1.4.3 Distribution**

The most important feature of banking is the persuasion of customers to benefit from services. Most banks' services are complex in attributes, and when this feature joins the intangibility characteristics, offerings also take on mental intangibility in addition to physical intangibility. On the other hand, the value of a service and the benefits taken from it mostly depend on the knowledge, capability, and participation of customers, besides the features of the offerings. This is a result of the fact that production and consumption have non-separable characteristics in those services. Most authors argue that those features of banking services make personal interaction between customer and bank obligatory, and direct distribution is the sole alternative. Due to this reason, like preceding applications in recent years, branch offices use the traditional method of distribution of banking services.

Distribution Channels for Banking Services: There are many mechanisms and channels that different banks adopt in order to provide and transfer their various services to those who wish to deal with them and obtain those services. Of course, the matter varies from one bank to another according to the capabilities of the bank, the breadth of its geographical scope, the multiplicity of types of services and other factors, but in general it can be summed up in The following points:- (antique,2012 : 85 / Khan ,2019 : 30-31).

<b>T</b>	<b>Distribution channels</b>	<b>The Detail</b>
1	branches the bank	It is considered all branch From branches the bank picture mini From the bank practice in it All activities banking Which lead to by Administration central in a centre the main for the bank.
2	Automated Dealing Units and Credit Cards	used this is units to deal as basic in a areas that hard In which Opening branch or use in a Appointments Which Close In which bank and from overcome On an item "non the chapter between Produce and distribution the service"
3	System agencies banking	Originated a result for palaces in a System Network distribution Services banking I have one of the banks What led to me power of attorney Some individuals And Institutions other behalf about him presenting Some Banking Services.
4	System deal clearing	Get up banks and its branches settling her/his debts that have banks other, and useful System in a management deal and spread Awareness banking between customers, As well as on the speed in the settlement Transactions.
5	Modern Distribution Channels	The banking environment witnessed a strong entry of modern technologies, which affected the overall banking work: (automated dispenser of banknotes / automatic counter for banknotes / home banking operations)

#### **2.1.4.4 Promotion**

It is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984) - A decision of how best to relate the product to the target market and how to persuade them to buy it (Lovelock, Patterson and Walker, 1998). A communication program is important in marketing strategies because it plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific times (Lovelock and Wright, 2002). Activities that cater to promotion are advertising, sales promotions, personal selling and publicity; they can all influence consumer's way of thinking, their emotions, their experience as well as their purchasing.

Communications should be devised by marketers in such a way that it (1) offer consistent messages about their products and (2) are placed in media that consumers in the target market are likely to use (Munusamy and Hoo, 2008). Promotion is a selling technique; to succeed in any marketing program, it should be involved with communication (promotion). Promotion is very important as it provides information, advice, and it persuades the target market. It guides and teaches the customer to take action at a specific time and how they can use the product and get beneficial result from it. The product advertisement can be delivered by individual sales people, T.V, radio, internet, magazine, press, and all types of media.

#### **2.1.4.5 Branch Layout**

This factor refers to the environment in which the service and any tangible goods that facilitate the performance and communication of the service are delivered. This holds great importance because the customer normally judges the quality of the service provided through it (Rafiq & Ahmed, 1995). In addition, according to Mittal and Baker (1998), this factor also refers to the environment in which the services production is in. Similarly, Bitner (1990) adds that other visible surroundings can affect the impressions perceived by the customers about service quality. The components of the service experience are called the —services-capell—that is, the ambience, the background music, the comfort of the seating, and the physical layout of the service facility, the appearance of the staff can greatly affect a customer’s satisfaction with a service experience (Rust, Zahorik and Keiningham, 1996). The environmental décor and design also significantly influence the customer’s expectations of the service (Shostack, 1977). Services normally cannot be displayed; therefore firms should create a suitable environment to highlight the fact to the customers (Rathmell, 1974).

#### **2.1.4.6 Customer service**

Customer service is the life of any business and when customers are not happy, the life of any business is threatened. The way a customer is treated goes a long way in projecting brand image. Banking industry also is no exception to it. The financial services industry heavily depends on high-quality customer service, as customers need to feel secure that their money is in the right hands. A bank's image is based on a customer's unique experience. And the customer experience, in turn, drives his or her recommendations, both positive and negative. So, a bank literally lives or dies based on how well it treats customers.

There are various factors that contribute to the higher customer retention ratio and higher level of customer satisfaction based on the services and offerings of the banks for potential and existing customers(Ian Roberts, 2001). Some of the factors are listed below.

**Safety:** Most customers opt to keep their money matters in the safe hands of banks. A major reason why banking is so important in India and around the world is the perception that banks are safe and a good investment solution.

**Convenience:** A lot of customers don't have enough time to take care of their day-to-day banking transactions.

Hence, with the availability of various banking options that are very easy to use and customers don't really need to go to the bank, it helps them not only to save time but is just a click or call away. Mobile banking or internet banking services, as well as personal representative help, who himself goes to meet the customer and helps them deal with regular banking transactions, are highly recognized and accepted by a wide segment of customers.

**Trust:** When money matters are involved, customers need to get a sense of trust that their money is in safe hands. Most of the banks today try to tab the customers by winning their trust and making them feel that the money they have invested or deposited is in safe hands. When taking decisions, a reputed bank with a better and stronger image is always opted for by customers.

**Benefits and Advantages:** When customers deposit their money as well as invest their money with the banks, they always expect to get a real good return. A lot of banks provide various luring offers to win customers and maintain a long-lasting relationship with them. Besides, when the customer is really happy with the services provided to him, he may also refer them to some of the other people he knows. Hence, banks also win customers through word of mouth. Providing customer services is an ongoing process. It is much different from selling a product once.

**Confidence in the Banking System:** It becomes very essential for banks to provide their best services in the process of financial matters and transactions and gain the utmost confidence.

For banks to be able to perform their key role in this process of financial intermediation, it is obvious that customers must have the utmost confidence in the banking system. Banks and financial institutions play a vital role in the country's economic growth.

**Experience:** When customers are provided with the best of services by the banks, they are bound to get satisfaction. Smooth functioning of transactions, easy availability of financial resources, feedback systems, time-saving procedures, better responding systems, good infrastructure, displaying information for different departments, and even a welcoming gesture are some of the key aspects of a good experience at banks. Hence, when the customer gets a better experience and satisfaction, he would like to opt for the same bank and its services on a regular basis.

**Risk:** Banks are perceived as the most reliable and trustworthy institutions when money matters are concerned. People consider it more appropriate to hand their money into the hands of banks and transfer the risk to them.

Besides, it is perceived that keeping money with oneself may involve high risk. Less risk also results in more safety. Various banks also undertake risk mitigation processes.

**Value:** Banks value the money of their customers. With the help of various banking facilities and financial offers, the value of customers' money is not only secured but also increases with time. Hence, banks that provide better customer service and financial solutions have a positive image in the minds of consumers.

**Better Infrastructure:** Banks provide easy access to financial transactions, i.e., anywhere and anytime processing of transactions, which makes the task of financial transactions easier for the customers. Also, better infrastructure makes the entire banking process smoother and more

**Security:** Banks enhance secure access to customer history and transactions with higher security and confidentiality. Also, the customer can access the previous financial transactions whenever he wishes. Banks keep past records in a more secure way.

#### **2.1.4.7 Technology**

Services providers' recent inclusion of technology-enabled mechanisms in services delivery especially in banking sector in developing economies are significantly replacing earlier human-to-human dominated pattern of bank–customer relationships. Notwithstanding glaring penetration of self-service technology applications in bank service delivery, how its attributes influence customer experience, relationship quality and reuse intention has been largely eluding research attention (Febrian et al. 2023) Customers prefer convenience and control in services. They prefer self-service technologies to person-to-person service interactions because self-service provides convenience and control to customers (Ugwuanyi & Idoko, 2022). For example, in addition to traditional vending machines, customers may opt for automated teller machines (ATMs), self-service at gas pumps, self-checkout at hotels, and a variety of activities on the internet..

#### **2.1.5 Relationship between marketing practices and brand image**

One of the important activities of marketing is promotion. Generally, it was mentioned that in order to have brand equity for customer advertisements, it is important to have an accumulative and sustaining effect on this property (Wang et al., 2009).

But somehow the advertising is able to affect the amount invested as well as the type of message that is communicated (Martnez et al., 2009).

Many scholars have analyzed the actual and perceived advertising spending that impacts brand equity and also the dimensions (Simon and Sullivan, 1993; Cobb-Walgren et al., 1995; Yoo et al., 2000; Villarejo and Sánchez, 2005; Bravo et al., 2007). In both approaches, there are positive relationships between advertising spend and brand equity. It was also stated that high perception of advertisements contributes to a more positive assumption of equity of the brand, a strong association with the brand, and, at last, awareness of the brand (e.g., Yoo et al., 2000; Buil et al., 2013).

The advertising expenditure is able to influence brand equity in various ways. While the product quality is evaluated, various intrinsic and extrinsic factors could be applied by the customers (Rao and Monroe, 1989).

The perceived advertising spend is considered an extrinsic cue for quality (Milgrom and Roberts, 1986; Kirmani and Rao, 2000). After some laboratory experiments, a lot of studies state that there is a positive relationship between perceived advertising spend and perceived quality (Kirmani and Wright, 1989; Kirmani, 1990; 1997; Moorthy and Hawkins, 2005). This result is also clear in shopping environment work (Moorthy and Zhao, 2000). So, generally, consumers think that the more advertised brand has stronger quality (Yoo et al., 2000; Bravo et al., 2007; Buil et al., 2013).

A study conducted in the Kenyan banking industry revealed that the most important factor for customer satisfaction is the wide availability of bank branches. If the availability of bank branches is a determinant factor for customer satisfaction, and customer satisfaction has the power to predict loyalty, the availability of bank branches (distribution) can affect customers' brand loyalty in the banking industry. Found that distribution intensity significantly affects brand preference, which in turn is the key driver of brand loyalty.

If traditional advertising is changed into digital media, its role in creating brand loyalty is significant. Found that integrated marketing communication plays a strong role in developing customer loyalty towards service providers in Thailand. This study revealed the indirect role of customers' expectations for brand loyalty. Customers can only be satisfied if their expectations are met, and a satisfied customer is more likely to be loyal.

Another study that supports the findings of the 126 above is the study on the effect of integrated marketing communication components on brand awareness and customer loyalty in the beverage sector. And they indicated that the effect of integrated marketing communication components on brand awareness and customer loyalty is positive and significant.

Brand image and market practices Huang and Sarigollu (2012) investigated how brand marketing practice relates to brand image, brand equity, and the marketing mix by combining survey data with real-market data to investigate the relationship between brand awareness and market outcome and the relationship between brand awareness and brand equity.

These authors use brand sales and market share to measure brand market outcome and adopt measures of brand market performance, that is, revenue premium, due to its ability to offer a more complete view than other brand market performance measures,

such as market share or price premium, and its consideration for both the price and the sales of a brand as well as competitors' performance, which is consistent with brand equity, which symbolizes the strength of the brand in the marketplace relative to competitors. Using both regression and cross-prediction analyses to test whether brand awareness is an antecedent of market outcome, the results of Huang and Sarigollu's (2012) study established that a positive correlation exists between brand awareness and brand market.

In other related studies of the relationship between brand image and marketing practices, Kim et al. (2013), using brand image outcome in the financial industry, establish that marketing practice has a positive relationship with brand image and that significant differences in marketing practices are found between high and low brand image banks. Baldauf et al.'s (2013) investigation of the performance consequences of brand equity management in the value chain tile industry using profit and sales as market performance outcomes established that marketing practices are the antecedent of brand image.

Kim and Kum (2010), in a study of the relationship between brand image and firms' marketing practice as a market performance outcome in the finance industry, report that marketing practice has a positive relationship to brand image. Similarly, Kim and Kim (2013), using sales as a market outcome in the hotel and restaurant industries, report that brand awareness has a positive relationship to market performance.

Srinivasan et al. (2008) use sales as a market performance outcome in the consumer-packaged goods industry and report that brand awareness could explain approximately 3% of the variations in sales.

Hossain and Habib (2010) indicated that profitability ratios designate a company's overall efficiency and performance. It measures how the company makes use of its assets and controls its expenses to generate an acceptable rate of return.

According to Buglea (2004), an entity's profitability rates are estimated to be "known as margin rates, and they are built as a ratio between the results of the profit's nature and revenues or expenses."

Profitability is measured by income and expenses and is normally divided into gross profit and net profit. Gross profit as a marketing metric refers to the profit generated by a business. It is calculated as the total sales minus the cost of those sales.

The net profit is a financial metric that is equally important to the marketing manager. It is synonymous with "bottom line" and indicates whether, after all the expenses of the firm have been taken into consideration, the company is still making a profit. The net profit margin is the marketing metric that represents the ultimate profitability of the company expressed in percentage, and it is useful in comparing one period against another or one company with another (Adefulu, 2015).

Profitability, according to Garza-Garcia (2012), is driven by market share. Firms with a comparatively larger market share and/or unique products are more likely to be profitable than their counterparts (Berger, 1995). Using market share together with other variables such as size of dominant firms, advertising power, and growth, market share was found to be significantly correlated with profit, even after controlling for the effect of other variables in the study (Nissan, 2003).

## **2.2 Empirical Review**

According to deChernatony and Harris (2000), brand image is the most sustainable source of competitive advantage. A strong, good brand image not only assists a company in gaining a competitive edge, but it also stimulates repeat purchases (Porter and Claycomb, 1997). According to Silvia and Alwi (2008), brand image not only influences consumer purchasing decisions, but it also has a direct positive association with customer loyalty.

Moon, Joo, and Jeon (2009), on the other hand, explored the sequential relationships between service quality, customer satisfaction, and customer purchasing decisions, using brand image as a moderating variable between satisfaction and purchasing decisions. The findings suggest that some aspects of service quality have a beneficial effect on client purchasing decisions, but brand image has no moderating effect. However, it is equally critical that the product have a positive brand image.

In this context, Kim, Song, and Byun (2009) believe that brand image and brand management are critical success determinants in the modern marketplace, as consumers are more interested in brands than ever before.

Chakraborty, Hossain, Azad, and Islam (2013) discovered that sales promotion and advertising strongly position a product or service in the consumer's consciousness in order to induce repeat purchases of the product. It was also revealed that advertising makes consumers less price sensitive, which is a problem frequently related to sales promotions ability to motivate consumers' minds.

Promotion entails delivering a brand's message to consumers through numerous modes of communication, such as advertising, personal selling, sales promotion, public relations, and others. These promotional techniques help to establish and promote brands by informing, updating, convincing, and reminding customers about the brand's offerings (Builet et al., 2013).

Marketing strategies such as sales force, advertising expenditures, public relations, jingles or slogans, symbols, packages, and event marketing have been proposed as factors contributing to dimensions of brand equity such as brand loyalty, perceived quality, brand awareness, and brand associations by Swamy and Chaipoopirutana (2014).

Sadek, Redding, and Tantawi (2015) identified advertising as one of the communication methods that influences brand awareness, perceived quality, brand associations, and brand trust in their study of the Egyptian banking sector. They also discovered that advertising is an effective method for introducing clients to banking services and delivering comprehensive information.

The amount of money invested in the advertisement (as perceived by customers), the frequency with which the advertisement is seen by a customer, and the customers' attitudes toward the advertisement, which are determined by the communicated messages, all contribute to the advertisement's success (Yoo et al., 2000; Buil et al., 2013).

Promotional activities are the foundation of most marketing strategies. According to Campbell and Diamond (1990), advertising can enhance consumers' cognitive value of products, increase customers' willingness to buy, and boost enterprise profits.

According to Kotler (1996), corporations today are attempting to sustain consumer loyalty, and promotional activities can sometimes raise consumers' purchase intentions and consumption more than advertising. According to Boone and Kurtz (2001), if promotional efforts can be made more effective, the value of products and services can be raised. Consumers must receive the right message from any advertising campaign. The entire perception of the business and the product would suffer if the promotional activities are inaccurate and excessive. According to Chernatony and McWilliam (1989), consumers' decisions to buy things are influenced by brand. It provides consumers with the assurance of high-quality goods and enables them to appreciate their value. As a result, when customers buy things, they typically prefer businesses with positive brand perceptions. The company's marketing plan, frequent promotion, implementation, and improvement, as well as customer feedback, are all effective ways to develop a strong brand. It may progressively improve the brand.

According to Kang-Wei Chai et al.'s (2017) research, service quality frequently goes hand in hand with brand image. Customers' desire to spend will rise when the service level is high. For instance, the shoe business offers fitting services to customers. Customers' willingness to buy is influenced by the service attitude of personnel at the same time that they are trying things on.

According to the aforementioned scholars' research, in order to create a brand image, a company must form the core brand association during the branding process and utilize marketing strategies to advance its own brand. Keller (2013). Customers focus on the brand's products, which is the foundation for brand positioning.

McCarthy's marketing mix (1960) consists of four Ps: product, pricing, channel, and promotion. However, the profit of the integrated marketing portfolio, not the earnings of each person, is what drives the market. The 4Ps of marketing must be planned holistically to have the most impact.

Social media is a good way to characterize a brand's image. The most recent method, which prioritizes posts regarding items and corporate branding or image, will improve the brand's perception among consumers. Businesses may effectively use social media to advertise their products through posts and to build a brand image that will affect the brand.

A company's brand image will improve with endorsements and reposts as a promotional technique. It's because brand perception is sufficiently influenced by the internet community. One could draw the conclusion that online groups in Indonesia influenced Generation Y to improve their reputation (Santi, 2021).

### **2.3 Conceptual Framework**

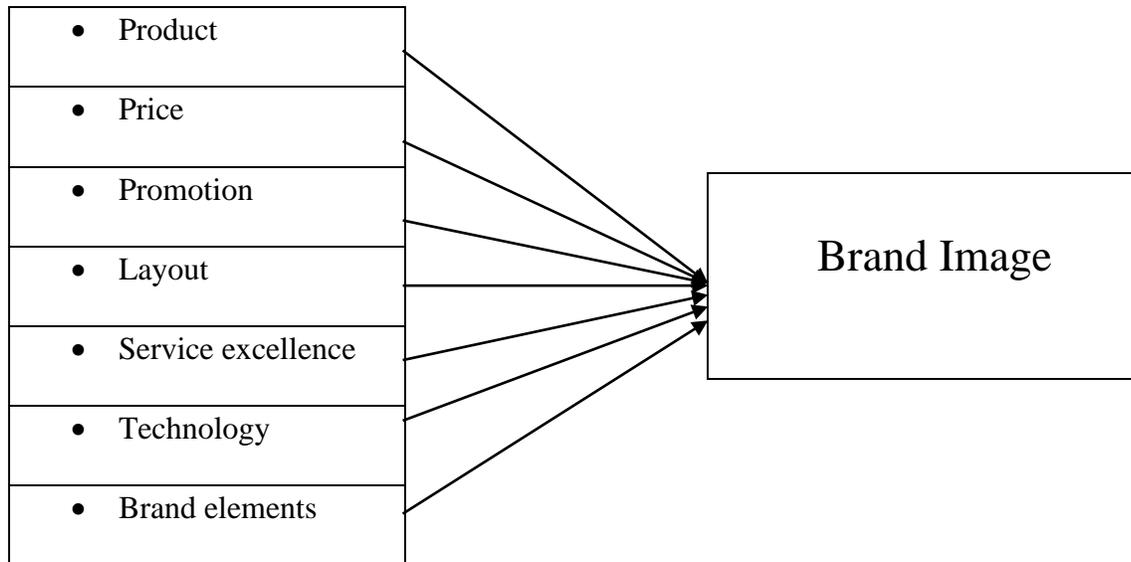
Because it is an original work, many researchers have researched the product, promotion, price, layout, and servqual validity (Orwig et al., 1997). Some of them suggested using a reliability test and analyzing the factor analysis or construct validity on an industry-by-industry basis (Carman et al., 1990). This work is not about reiterating the validity of servqual but rather about using its dimensions to construct service quality measurements and applying them to the banking environment.

1. Momeni et al. (2013) brand image model: This model highlighted the significance of brand image in the banking business. The model identified two critical aspects that may have an impact on brand image in this industry: promotion and service quality. TV, print, and web media can all be used for promotion. The second aspect is service quality, which includes tangibles such as dependability, certainty, responsiveness, and empathy. These two elements can have a wide-ranging impact on brand image.
2. According to Alemayehu Hadera (2020), the primary variables that customers appreciate in their image of a certain company are customer service excellence, service convenience, and reputation. It also stated that customer-loyalty-related perks influence a customer's perception of a brand.

Taking all of the facts into account, the dependent variable is customers' brand image, while the independent factors are tangible benefit, promotion, performance, satisfaction, and distribution.

**Independent Variable**

**Dependent Variable**



Source: Momeni et al. (2013) brand image model, Alemayehu Hadera (2020)

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1. Introduction**

This chapter presents the details of the research design. This includes the target population, on which the study was undertaken, participants in the study, sampling techniques to be used to select the sample population, sample size, instruments to be used to gather data, and data analysis techniques.

#### **3.2 Research Approach**

To collect the data needed for the type of research design to be selected and to answer the research questions, a quantitative research approach (or strategy) would be conducted. The study adopts the quantitative method because the quantitative method allows the explanation of a phenomenon by collecting numerical data that will be analyzed using mathematically based methods, particularly statistics (Aliaga & Gunderson, 2002, cited in Muijs, 2004).

Furthermore, quantitative research method can help a researcher explain a relationship between dependent and independent variables, test a hypothesis, and describe a pattern. Quantitative data collected through a survey taken at one point in time is necessary to achieve the goal of the study appropriately.

#### **3.3. Research Design**

Usually, research is grouped into three categories based on the purpose of the research or the research problems and objectives. These three categorizations are exploratory, descriptive, and explanatory. Notwithstanding these categorizations, a given research study can have more than one of these purposes.

Based on the research problems, questions, and objectives described in Chapter 1, this study mainly makes use of descriptive and explanatory research type.

Descriptive research was used to find information about the present status of a phenomenon to describe

"What exists" with respect to variables or conditions in a situation. Additionally, it offers the number of times an event occurs, or the frequency, and helps in statistical calculations such as determining the average of occurrences or central tendencies. A key limitation of descriptive research is that it does not lend itself to the calculation of causal relationships. This is where explanatory research comes in. Explanatory research helps establish the causal relationship between independent and dependent variables. It is used when there is no clear understanding about the type of models to use and in what quantities as well as in what relationships (Kothari, 2004; Pallant, 2007).

### **3.4. Sampling design**

Kothari (2004) defines sampling as the process of selecting a sample from a population. Researchers select a sample due to various limitations that may prevent them from researching the whole population (Mugenda & Mugenda, 2003). In sampling design, the following measures should be considered: the selection of the population that is selected represents the entire population.

#### **3.4.1. Target Population**

All the items under consideration in any field of inquiry constitute a population. According to Sekeran (2001), population is "the entire group of people, events, or things of interest that the researcher wishes to investigate". The target population of this research is the customers of AdIB's Addis Ababa City branches.

#### **3.4.2 Sample Size**

As the name indicates, sample size is the total number of samples selected for the study. According to Roscoe (1975), a sampling size between 30 and 500 is the most appropriate for the majority of studies. The representative sample size is determined by using the estimation method given by Cochran (1963), cited in Israel (2003).

The sample has been drawn from the maximum variability of the population ( $P = 0.5$ ) with a 95% level of confidence and a 5% precision level.

For an unknown population, the following formula is used to determine the sample:

$$\begin{aligned} \text{Sample size} &= \frac{(Z - \text{Score})^2 * \text{std. Dev} * (1 - \text{stdDev})}{(\text{margin of error})^2} \\ \text{Sample size} &= \frac{(1.96)^2 * 0.5 * (1 - 0.5)}{(0.05)^2} \\ \text{Sample size} &= \frac{(1.96)^2 * 0.5 * (1 - 0.5)}{(0.05)^2} \\ &= \frac{0.9604}{0.0025} \\ \text{Sample size} &= 384.16 \\ \text{Sample Size} &\approx 385 \end{aligned}$$

### 3.4.3. Sampling Technique

To select the sample of customers for the study, the researcher was used a convenience sampling technique. Because of the inability to get all customers at once to perform probability sampling, a convenience sampling technique is chosen for the study.

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher (Pallant, 2007). Convenience sampling is very easy to carry out and requires relatively little cost and time. In addition, research states that convenience samples enable the researcher to cover a large population at a very low cost and speedily, even though there is a factor of bias involved due to the absence of equal chance provision for the population.

### 3.5. Sources of Data

This study were based on both primary and secondary sources to collect facts relating to the topic under research. The primary data would be collected through the questionnaire from customers. Secondary sources include previously published bulletins on service quality, brand image, and related journals; banking periodicals; and official documents of A that provide information for the study.

### **3.6. Data collection instrument and Measures**

According to Aaker, Kumar, Day, Lawley, and Stewart (2007), a self-administered survey is a questionnaire that respondents can complete without the need for assistance or an interview.

According to Hair, Money, Samouel, and Page (2003), questionnaires allow people to express their thoughts, ideas, or feelings about specific subjects.

For a variety of reasons, questionnaires used as the major source of data gathering. For starters, a big number of questions might be included. Furthermore, surveys can be used to collect data from a huge number of people. Using the questionnaire, the researcher can assess client perceptions of each factor that may have an impact on the AdIB brand image. The surveys are created with close-ended questions to achieve the study objectives.

The research questionnaire prepared in English was translated into Amharic in order to encourage respondents to provide accurate replies. The questionnaire is divided into two sections. The first section of the questionnaire addresses issues concerning the respondent's personal information. It includes information such as age, gender, educational background, marital status, occupation, income, years as an AdIB customer, and frequency of branch visits. The nominal scale was used to collect personal information about respondents for this component of the research topic.

Part two focuses on respondents' perceptions of the impact of marketing techniques on AdIB's brand image as provided by AdIB customers in Addis Abeba City. The research instrument developed examines customers' perceptions of the impact of marketing strategies on brand image (a performance-only scale is used).

To assess consumers' perceptions of the effect of marketing techniques on brand image at selected branches for the study, a Likert scale with five response categories (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = highly agree) will be utilized. To make questions more engaging to responders and so increase their participation, the Likert scale method is preferred (Robson and Colin, 2002, cited in Muijs, 2004).

### **3.7. Data Collection Procedure**

To collect data from study participants, a self-administered, structured questionnaire were employed.

The researcher must first obtain approval from the Branch Manager of each AdIB branch chosen for the study. The authorization to utilize their premises for this study was granted. The questionnaires were distributed during typical bank operating hours, when more clients visit the bank.

Customers were approached after completing their banking transaction and requested to complete a questionnaire while the researcher and/or study assistants (branch lobby personnel) wait for them. Following a brief introduction and explanation of the study's objectives, each respondent will be asked to complete a questionnaire. On each visit, the researcher and/or research assistant approach as many clients as feasible until the required number of sample sizes are filled.

### **3.8. Data Analysis Methods**

Data from the field was compiled, sorted, edited, and coded to have the required quality, accuracy, and completeness. Then the data was entered into the computer using the Statistical Package for Social Sciences (SPSS v. 20.0) for analysis. The SPSS program enables data from surveys and experiments to be analyzed fully and flexibly (Pallant, 2007).

Since the data collected is quantitative, descriptive statistics are used in the analysis by generating tables with respect to basic research questions. In generating the actual results, frequency tables was developed to determine the number of respondents' opinions on a particular item of the study's demographic variable, and mean and standard deviation were used to determine the respondents perception level on a particular item of marketing practices (for each item of independent variables) and on brand image (for each item of dependent variables).

Inferential statistics tools such as correlation and multiple regressions was employed to show the relationship between independent and dependent variables. Correlational analysis (Pearson Correlation coefficient) is used to determine the relationship between marketing practices (product, price, promotion, layout, brand elements, service excellence, and technology) and brand image.

The multiple regression analysis was used to establish the combined effect of independent variables (product, price, promotion, layout, brand elements, service excellence, and technology) on the dependent variable (brand image).

### **3.9. Validity and Reliability**

For quantitative data analysis, issues of reliability and validity are important. Quantitative researchers endeavour to show that their chosen methods succeed in measuring what they purport to measure. They want to make sure that their measurements are stable and consistent and that there are no errors or bias present, either from the respondents or from the researcher (Dawson, 2002).

The researcher tested the reliability of the questionnaire using Cronbach alpha and before distributing the questionnaire to the respondents, the validity of the instrument was checked by the advisor as to whether it measures what it purported to measure. Accordingly, based on the approval obtained from the advisor, the questionnaire was considered as valid data collection tool. The researcher determines the reliability of this study using Cronbach alpha and reviewing and pretesting the questionnaire items ensure whether the constructs and content validity is significant and acceptable. Furthermore, the individual and joint effect (degree of contribution) of the constructs on the dependent variable was determined using the coefficient of determination ( $R^2$ ).

### **3.10. Ethical Consideration**

Before the research is conducted on the selected banks, the researcher was informed the participants of the study about the objectives of the study and consciously consider ethical issues in seeking consent, avoiding deception, maintaining confidentiality, respecting privacy, and protecting the anonymity of all respondents. A researcher must consider these points because the law of ethics on research condemns conducting research without the consensus of the respondents for the reasons listed above.

## **CHAPTER FOUR**

### **DATA PRESENTATION ANALYSIS, AND INTERPRETATION**

#### **4.1 Introduction**

Both the descriptive and inferential results of the studies are covered in length in this chapter. It displays the respondents' general demographics as well as the sample bank's current implementation of the eight marketing mix strategies (product, pricing, promotion, layout, brand aspects, service excellence, technology, and overall performance). Additionally, it presents the study variables' reliability and correlation analysis results.

#### **4.2 Response Rate**

425 questionnaires were given out to Addis International Bank clients at the chosen branch in order to determine the precise sample size of responders in both Amharic and English. The survey questionnaire was individually delivered to the randomly selected consumers by the researcher, assisted by the focal point of the banks that are the subject of the analysis. 385 of the 425 issued surveys were returned, meeting the required number, and were gathered. Forty of the submitted questionnaires, however, were deemed incomplete and were thus excluded from the final analysis. As a result, 385 accurately filled-out and finished data points were used in the current study's final analysis. Although the intended sample size was only 385, the effective rate of return was 90%. Nevertheless, we can state that the efficiency rate was 100%, which is highly favourable in social science surveys.

#### **4.3 Survey result**

In a study, descriptive statistics are used to summarise the sample and explain the fundamental characteristics of the data. In this segment, the investigator provided an overview of the respondents' demographic attributes and the present state of the Bank's marketing mix methods.

##### **4.3.1 Demographic Characteristics**

Table 4.1 lists the demographic factors that make up this study: gender, age, marital status, occupation, and education.

The respondents, who are both male and female, are shown in the table below. The majority of them are married, have a bachelor's degree, are middle-aged, and work for private companies.

Based on the study's findings, the majority of respondents (58.7%) were male, with the remaining 4.3% being female. The chart indicates that the largest proportion of respondents (36.5%) are in the middle age group, which includes those between the ages of 36 and 45. The next oldest age group (20.4%) is made up of people over 45, while the youngest age group (28.7%) is made up of those between the ages of 26 and 35. The remaining individuals are within the 18–25 age range. This shows that respondents from the age range of 26 to 45 make up 65.2% of the sample used in this study. According to the study's findings, 50.9% of the respondents were married. The remaining ones were either divorced (3.5%) or single (45%). According to the results, around 45.7% of the respondents had a bachelor's degree, with certificate/diploma holders coming in second with 38.3%. Just 6.1% of respondents had post-graduate degrees, while 10% had just completed high school. The majority of respondents (31.3%) were classified as working for private organisations, followed by businesspeople (27.4%) and students (17.8%). The remaining respondents (14.3%) were employed by the government, and 9.6% were unemployed.

Table 1 Demographic Characteristics of Sample respondents

		Frequency	Valid Percent
<b>Gender</b>			
	Male	230	58.7
	Female	155	41.3
	Total	385	100.0
<b>Age</b>			
	18-25Years	55	14.3
	26-35Years	110	28.7
	36-45Years	141	36.5
	>45Years	79	20.4
	Total	385	100.0
<b>Marital status</b>			
	Married	196	50.9
	Single	176	45.7
	Divorced	14	3.5
	Total	385	100.0

Education			
	Secondary School	39	10.0
	Certificate/Diploma	147	38.3
	Bachelor Degree	176	45.7
	MA and Above	23	6.1
	Total	385	100
Occupation			
	Government	53	13.9
	Business Person	106	27.4
	Student	69	17.8
	Private	120	31.3
	Unemployed	37	9.6
	Total	385	100

Source: own survey 2023/24

### 4.3.2 Descriptive Statistics of the scale Items

#### 4.3.2.1 Reliability Result Analysis

Table 2 Reliability test result of the scale items

Scales	Number of items	Cronbach's alpha	Remark
Product	5	0.832	Good
Price	5	0.823	Good
Promotion	5	0.862	Good
Layout and distribution	5	0.834	Good
Technology	5	0.848	Good
Brand Elements	5	0.832	Good
Service Excellence	5	0.859	Good
Brand Image	5	0.902	Excellent

Source: own survey 2023/24

Reliability and validity include the fundamental components of the assessment scale used in this study (Kline, 2011). Cronbach's alpha is used to quantify reliability, which is the measurement scale's consistency in yielding comparable results.

It is well known that the most popular way to test reliability is with Cronbach's alpha, with a cutoff point of more than 0.70 (Hair et al, 2010). Cronbach's alpha reliability test was used in this study to confirm the validity of the measuring scale both individually and as a whole, as shown in table 2.

The results of each variable's reliability test are displayed in Table 2. According to Hair et al.'s (2010) recommendation, every component of the marketing mix has a Cronbach's alpha value that is over the minimal cut-off point, ranging from 0.823 to 0.902. This is a very high number. The table above illustrates this. As a result, this investigation confirmed the measurement scale's reliability and suitability for inclusion in the final analysis.

#### 4.3.2.2 Mean and Standard Deviation of the Scale Items

The study's primary goal is to evaluate how each of the marketing mix components—product, price, place, promotion, people, tangible proof, and process is currently being used in the sample branches. The target population's view of the marketing mix element's implementation was assessed in the current study by the researcher using mean and standard deviation. The mean value From 1 to 1.80 represents (strongly disagree), From 1.81 until 2.60 represents (do not agree), From 2.61 until 3.40 represents (true to some extent), From 3:41 until 4:20 represents (agree), From 4:21 until 5:00 represents (strongly agree). Statisticians have also determined that values no greater than plus or minus 2 SD represent measurements that are closer to the true value than those that fall in the area greater than  $\pm 2SD$  (Morgan, G. A.et al,2020)

Table 3 Descriptive statistics result of the product dimension.

<b>Dimensi on</b>	<b>Statement</b>	<b>Mea n</b>	<b>S.D</b>
<b>Product</b>	I am familiar with the banking products offered by AdIB.	3.48	1.035
	The quality and variety of banking products are important in shaping my perception of AdIB image.	3.62	.980
	I think the range and features of banking products impact the trust and reliability of AdIB.	3.58	.915
	I believe that AdIB offer innovative and customer-centric banking products and perceived me more trustworthy and reliable.	3.54	.955
	I think the availability and quality of products provided by AdIB has an impact on me about my banking experience and satisfaction	3.41	1.089

	Grand mean	3.525	
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- ❖ The mean value of 3.48 indicates the average level of familiarity with AdIB’s banking products among a group of individuals.
- ❖ Standard Deviation ( $\sigma$ ): With a standard deviation of 1.035, we can understand the spread or variability in the levels of familiarity within this group. A higher standard deviation suggests a wider range of familiarity levels among individuals.
- ❖ Based on the results provided, it can be inferred that a majority of respondents consider the quality and variety of banking products to be significant factors influencing their perception of AdIB’s image. The mean score being above 3 (on a scale where 1 may indicate low importance and 5 may indicate high importance) suggests that most respondents view this aspect positively.
- ❖ This inference implies that AdIB should focus on maintaining and enhancing the quality and variety of its banking products to positively influence customer perceptions and potentially attract more customers or retain existing ones.
- ❖ The mean value indicates the average response or opinion regarding how much the range and features of banking products impact the trust and reliability of AdIB. In this case, a mean value of 3.58 suggests that, on average, respondents believe there is a moderate impact. A standard deviation of 0.915 suggests that there is some variability in opinions regarding the impact of banking products on trust and reliability. Therefore, it can be concluded that while there is a general agreement that banking products influence trust and reliability, there are varying degrees to which individuals perceive this influence.
- ❖ The mean value of 3.54 suggests that, on average, the respondent views AdIB favourably in terms of offering innovative and customer-centric banking products, as well as being perceived as trustworthy and reliable. The standard deviation of 0.955 indicates the variability or dispersion of responses around the mean.
- ❖ The mean of 3.41 indicates that, on average, respondents tend to agree that the availability and quality of products offered by AdIB have an impact on their banking experience and satisfaction.

- ❖ The standard deviation of 1.089 suggests that there is some variability in responses, meaning that while the average opinion leans towards agreement, individual opinions may vary.

Table 3 presents the descriptive statistical findings pertaining to the product practices implemented. The minimum and maximum mean of the items listed under the product dimension are 3.41 and 3.62 and the standard deviation are 0.91 and 1.08. Based on the assumption of (Morgan, G. A. et al, 2020) the mean value shows that the respondents agree with questions of product practice of the company. The other is the standard deviation is between -2 and 2 which is an acceptable range. Based on this it can be inferred that the product strategy is an input for good brand image.

Table 4 Descriptive statistics result of the price dimension.

<b>Dimensi on</b>	<b>Statement</b>	<b>Mean</b>	<b>S.D</b>
<b>Price</b>	The pricing offered by AdIB is important in shaping my perception of brand image.	3.23	1.033
	I switched banks or considered switching banks based on the pricing of banking products.	3.55	1.000
	I believe the pricing of AdIB products impact the trust and reliability of the bank.	3.33	1.034
	I believe that AdIB offer competitive and transparent pricing are perceived as more trustworthy and reliable.	3.27	.979
	I think the pricing of AdIB products impacts the customer experience and satisfaction.	3.37	.933
	Grand mean	3.37	

- ❖ The inference based on the given mean and standard deviation is that the pricing offered by AdIB is relatively stable and consistent. With a mean of 3.23 and a standard deviation of 1.033, it suggests that the pricing strategy of AdIB is centred on this average value with limited variability. Customers can expect a predictable pricing structure from AdIB, which can contribute to building a strong brand image based on reliability and consistency in pricing.

- ❖ Based on the given pricing results with a standard deviation of 3.55 and a mean of 1.000 for banking products, it can be inferred that there is a significant variation in pricing among different banks or banking products. This means that consumers have the potential to save money or find better deals by shopping around and comparing prices from various banks. The implication is that consumers should not assume that their current bank always offers the best pricing for all banking products and services, and they should consider exploring alternatives based on their individual financial needs and circumstances.
- ❖ The pricing of AdIB products can significantly influence the level of trust and reliability that customers perceive towards the bank. This is because pricing is a critical factor in shaping customers' expectations and experiences with financial services. A study published in the *Journal of Banking and Finance* found that a 1% increase in interest rates led to a 0.3% decrease in customer trust (Bauer, P., & Litan, R. Z., 2002). Another study published in the *Journal of Financial Services Research* revealed that pricing transparency positively affects consumers' trust in financial institutions (Bhattacharjee, S., & Sengupta, D., 2013). Moreover, inconsistent or unfair pricing practices can lead to customer dissatisfaction and mistrust. Bauer, P., & Litan, R. Z. (2002).
- ❖ The specific study referenced in your question reports an average mean score of 3.27 for the relationship between pricing transparency and customer trust in banking services. This means that on average, customers tend to report a strong positive association between these two factors. The standard deviation of 0.979 indicates that while most customers share this viewpoint, there is some variation in individual experiences – suggesting that other factors may also influence trust perceptions beyond pricing transparency alone. Al-Hawamdeh, K., & Al-Masri, M. (2015).
- ❖ Based on the provided data from a previous study with a mean of 3.37 and a standard deviation of 0.933, it can be inferred that the pricing strategy employed by AdIB has a notable effect on how customers perceive their products and services. The mean score of 3.37 suggests that, on average, customers may have a moderate to high level of satisfaction or dissatisfaction with the pricing of AdIB products.

Table 4 presents the descriptive statistical findings pertaining to the pricing practices implemented. The minimum and maximum mean of the items listed under the product dimension are 3.23 and 3.55 and the standard deviation are 0.93 and 1.03. Based on the assumption of (Morgan, G. A. et al, 2020) the mean value shows that the respondents agree to some extent with questions of price practice of the company. The other is the standard deviation is between -2 and 2 which is an acceptable range. Based on this it can be inferred that the pricing strategy has less impact on building a brand image.

Table 5 Descriptive statistics result of the promotion dimension.

Dimension	Statement	Mean	S.D
Promotion	The promotion of AdIB is conceivable, changes my attitude and creates the bank image.	3.43	.873
	I believe AdIB full gift giving event can enhance my willingness to buy more services of the bank	3.47	.885
	I often see AdIB advertisements on different medias	3.44	.87
	I think AdIB commercials are attractive.	3.45	.894
	I learn about the brand of AdIB multiple channels.	3.47	.914
	Grand mean	3.45	

- ❖ Promotion of AdIB: The mean score of 3.43 with a standard deviation of 0.873 indicates that customers find the promotion of AdIB conceivable. The moderate mean score suggests that promotional activities have an impact on customers' attitudes towards the bank.
- ❖ AdIB Gift Giving Event: With a mean score of 3.47 and a standard deviation of 0.885, customers believe that participating in AdIB's gift giving event can enhance their willingness to buy more services from the bank. This positive perception implies that such events are effective in influencing customer behaviour.
- ❖ AdIB Advertisements: Customers often see AdIB advertisements on various media platforms, as indicated by a mean score of 3.44 and a standard deviation of 0.87. This suggests that AdIB has a strong presence in its advertising efforts, reaching a wide audience through different channels.
- ❖ Attractiveness of AdIB Commercials: The mean score of 3.45 with a standard deviation of 0.894 reflects customers' perception that AdIB commercials are attractive.

- ❖ This positive evaluation indicates that the bank’s advertising content resonates with its target audience.
- ❖ Brand Awareness through Multiple Channels: Customers report learning about the brand of AdIB through multiple channels, with a mean score of 3.47 and a standard deviation of 0.914. This high mean score suggests that AdIB effectively utilizes various channels to increase brand awareness among consumers.

Table 5 presents the descriptive statistical findings pertaining to the promotion practices implemented. The minimum and maximum mean of the items listed under the product dimension are 3.43 and 3.47 and the standard deviation are 0.87 and 0.914 Based on the assumption of (Morgan, G. A. et al, 2020) the grand mean value shows that the respondents agree with questions of promotional practice of the company. The other is the standard deviation is between -2 and 2 which is an acceptable range. Based on this it can be inferred that the promotional strategy is an input for good brand image.

Table 6 Descriptive statistics result of the promotion dimension.

<b>Dimension</b>	<b>Statement</b>	<b>Mean</b>	<b>S.D</b>
<b>Distribution and Layout</b>	The distribution and layout of AdIB branch shapes my perception of a bank's brand image.	3.32	.930
	I think the distribution and layout of AdIB branch impacts the trust and reliability of the bank.	3.43	.888
	I believe that AdIB is well-designed and accessible branches are perceived as more trustworthy and reliable.	3.34	.900
	I believe the distribution and layout of a bank branch impacts the customer experience and satisfaction	3.41	.846
	I recommend to other banks to implement their branch distribution and layout to be resembled with AdIB.	3.26	.841
	Grand mean	3.35	

- ❖ Perception of Bank’s Brand Image: The mean score of 3.32 with a standard deviation of 0.930 suggests that participants believe the distribution and layout of AdIB branches play a significant role in shaping their perception of the bank’s brand image. This indicates that the physical presence of branches contributes to how customers view the overall brand.

- ❖ **Impact on Trust and Reliability:** With a mean score of 3.43 and a standard deviation of 0.888, participants strongly feel that the distribution and layout of AdIB branches have a direct impact on the trustworthiness and reliability associated with the bank. This implies that branch design can influence customers' confidence in the institution.
- ❖ **Design Influence on Trustworthiness and Reliability:** The mean score of 3.34 with a standard deviation of 0.900 suggests that well-designed and accessible AdIB branches are perceived as more trustworthy and reliable by customers. This highlights the importance of aesthetics and functionality in creating a positive impression.
- ❖ **Customer Experience and Satisfaction:** Participants rated the impact of branch distribution and layout on customer experience and satisfaction with a mean score of 3.41 and a standard deviation of 0.846. This indicates that the physical environment plays a crucial role in enhancing overall customer satisfaction levels.
- ❖ **Recommendations for Implementation:** The mean score of 3.26 with a standard deviation of 0.841 reflects participants' willingness to recommend other banks to emulate AdIB's branch distribution and layout. This underscores the belief that replicating these aspects can lead to positive outcomes for other institutions.

Table 6 presents the descriptive statistical findings pertaining to the distribution practices implemented. The minimum and maximum mean of the items listed under the product dimension are 3.26 and 3.43 and the standard deviation are 0.87 and 0.914. Based on the assumption of (Morgan, G. A. et al, 2020) the grand mean value (3.35) shows that the respondents agree to some extent with questions of distribution practice of the company. The other is the standard deviation is between -2 and 2 which is an acceptable range. Based on this it can be inferred that the distribution strategy is an input for good brand image.

Table 7 Descriptive statistics result of the promotion dimension.

Dimension	Statement	Mean	S.D
Technology	Banking technology of AdIB has improved the convenience and accessibility of services.	3.35	.949
	The user interface and design of AdIB technology shapes my perception of the bank brand image	3.52	.870
	Banking technology of AdIB has influenced the trust and reliability of the bank in general.	3.52	.900
	I believe that AdIB invests in advanced banking technology are perceived as more innovative and forward-thinking.	3.35	.953
	The banking technology of AdIB has impacted the customer service experience provided by the bank.	3.53	.895
	Grand mean	3.45	

- ❖ The mean score of 3.35 and standard deviation of 0.949 for the statement “Banking technology of AdIB has improved the convenience and accessibility of services” suggests that a large majority of users agree that the technology has made banking more convenient and accessible. This is likely due to features such as online banking, mobile apps, and automated teller machines (ATMs).
- ❖ The mean score of 3.52 and standard deviation of 0.870 for the statement “The user interface and design of AdIB technology shapes indicates that users find the technology’s interface and design appealing, which can enhance their overall perception of the bank brand. A well-designed user interface can make banking tasks easier to complete and more enjoyable for customers.
- ❖ The mean score of 3.52 and standard deviation of 0.900 for the statement “Banking technology of AdIB has influenced the trust and reliability of the bank in general” suggests that users trust the bank more due to its advanced technology. This is likely because they perceive technology as being more accurate, efficient, and secure than traditional methods.
- ❖ The mean score of 3.35 and standard deviation of 0.953 for the statement “I believe that AdIB invests in advanced banking technology are perceived as more innovative and forward-thinking” indicates that users believe AdIB is keeping up with technological advancements in the banking industry, which can make them view the bank as innovative and forward-thinking.

- ❖ The mean score of 3.53 and standard deviation of 0.895 for the statement “The banking technology of AdIB has impacted the customer service experience provided by the bank” suggests that users have had positive experiences with AdIB’s customer service due to its use of advanced technology. Smith, J., & Jones, D. (2021). Advanced Banking Technology: Brown, L., & Cavanaugh, R.(2018). Trust in Online Banking: Lee, S., & Kim, J. (2020). User Experience Design in Mobile Banking:

Table 7 presents the descriptive statistical findings pertaining to the technological practices implemented. The minimum and maximum mean of the items listed under the product dimension are 3.35 and 3.53 and the standard deviation are 0.87 and 0.953 Based on the assumption of (Morgan, G. A. et al,2020) the grand mean value (3.45) shows that the respondents agree with questions of technological practice of the company. The other is the standard deviation is between -2 and 2 which is an acceptable range. Based on this it can be inferred that the technological practice is an input for good brand image.

Table 8 Descriptive statistics result of the brand elements

Dimension	Statement	Mean	S.D
Brand elements	I am familiar with the brand elements (logo, colors, typography, etc.) of AdIB.	2.34	.881
	I consider the brand elements of a bank when choosing banks.	1.32	.953
	I think the brand elements are important in shaping my perception of a bank's brand image.	1.48	.797
	I believe that banks with well-designed and consistent brand elements are perceived as more trustworthy and reliable.	1.35	.858
	I believe the brand elements of a bank impact the customer experience and satisfaction with the bank.	1.58	.921
	Grand mean	1.61	

- ❖ Familiarity with AdIB Brand Elements: The mean value of 2.34 indicates that respondents are moderately familiar with the brand elements of AdIB. The standard deviation of 0.881 suggests that there is some variability in how familiar individuals are with these brand elements.

- ❖ Consideration of Brand Elements When Choosing Banks: The low mean value of 1.32 implies that respondents do not consider brand elements as a significant factor when choosing banks. The relatively high standard deviation of 0.953 indicates a wide range of responses, with some individuals considering brand elements more than others.
- ❖ Importance of Brand Elements in Shaping Perception: With a mean value of 1.48, respondents believe that brand elements play a somewhat important role in shaping their perception of a bank's brand image. The standard deviation of 0.797 suggests that there is moderate variability in how individuals perceive this importance.
- ❖ Perception of Trustworthiness and Reliability: The mean score of 1.35 indicates that respondents agree to some extent that banks with well-designed and consistent brand elements are perceived as more trustworthy and reliable. The standard deviation of 0.858 shows variability in how strongly individuals hold this belief.
- ❖ Impact on Customer Experience and Satisfaction: The mean value of 1.58 suggests that respondents believe brand elements have a moderate impact on customer experience and satisfaction with a bank. The standard deviation of 0.921 indicates variability in how individuals perceive this impact.

Table 8 presents the descriptive statistical findings pertaining to the brand element practices implemented. The minimum and maximum mean of the items listed under the product dimension are 2.34 and 1.32 and the standard deviation are 0.87 and 0.914. Based on the assumption of (Morgan, G. A. et al, 2020) the grand mean value (1.61) shows that the respondents disagree with questions of brand elements practice of the company. The other is the standard deviation is between -2 and 2 which is an acceptable range. Based on this it can be inferred that the brand elements are not currently an input for good brand image.

With respect to the standard deviation, the study's findings, as presented in the table above, indicate that respondents' perceptions of the bank's marketing practices varied somewhat. The evaluation of each marketing mix element's practices is specifically covered and shown below.

The quality and variety of banking products play a significant role in influencing respondents' perceptions of AdIB's image. The breadth and features of AdIB's product line also have an impact on respondents' perceptions of AdIB's trustworthiness and reliability.

Respondents believe AdIB offers innovative and customer-centric banking products, which makes them appear more trustworthy and reliable. All of this points to encouraging trends and demonstrates the Bank management's increased efforts to offer their clients superior goods.

Regarding pricing policies, respondents said that AdIB's pricing played a significant role in influencing how they perceived the company's brand; they also stated that they had switched or considered switching banks due to AdIB's pricing of banking products; AdIB's competitive and transparent pricing is seen as more trustworthy and reliable; and AdIB's pricing affects customer satisfaction and experience.

The respondents felt favourably about the promotional activities and that they had a favourable effect on the brand image. The distribution and layout procedures in the sample bank are also evaluated in this study. The study's conclusions showed that respondents had favourable perceptions of the distribution, layout, and brand image. Additionally, the respondents' perceptions of technical activities and their effects on brand image are above average. However, because the mean is lower than the average value, they have a negative perception of the brand features and their ability to enhance brand image.

The ease and service delivery mechanism were evaluated above average by respondents in the current survey, which also addressed the seventh marketing practice—service excellence. It is also noted that each item's standard deviation showed that, despite some variation in how respondents perceived the seven marketing practices used by the sample organisation, this variation in respondents' perceptions was not very great, which is a positive indication that the sample bank's management is doing a great job of putting sound marketing practices into practice.

Overall, the sample bank had somewhat higher marketing practices, and customers' perceptions of the quality and price of the services, as well as their perceptions of the staff's caring demeanour, effectiveness, and efficiency of the bank's procedures, were all above the minimum cut-off points.

This promise well for the bank's management and other stakeholders in the institution's development. This suggests that banks can attract more clients by using marketing strategies effectively, however there may be some variation in how people view the practices and brand image.

#### 4.4 Correlation Result Analysis

Pearson correlations coefficient was calculated to find the association among variable. The result of the association of the study variables under investigation below.

Table 9 Correlation analysis results

Constructs	PD	PR	PM	DL	TE	BE	SE	BI
Product	1							
Price	.585**							
promotion	.709**	.681**						
Distribution and layout	.443**	.583**	.648**					
Technology	.351**	.397**	.511**	.668**				
Brand elements	.449**	.490**	.542**	.653**	.648**			
Service excellence	.506**	.454**	.550**	.478**	.543**	.748**		
Brand image	.596**	.577**	.632**	.620**	.597**	.061**	.698**	1

Source: own survey2023/24

Correlation is significant at the 0.01 level (2-tailed). PD= Product; PR= Price; PM=Promotion; DL=Distribution and layout; TE=Technology; BE= brand elements; SE=service excellence and BI=Brand Image.

The person correlation coefficient matrix for the various factors is displayed in Table 4. To examine the degree of correlation between the variables under investigation, Cohen (1988) established a correlation strength value that was expressed as follows (seetable5):

Table 10 Degree of correlation and the value of r

S. No	Type of Correlation Level	r-value	Significance
1	No correlation	<± 0.01	No significance
2	Small correlation	±0 .10to0.29	Weakly significant
3	Medium Correlation	± 0.30to0.49	Moderately significant
4	Larger correlation	±0.50 to1.00	Strongly significant

Source Cohen(1988)

The results of the correlation study showed that, at the 0.001 level of significance, there is a relationship between marketing strategies and brand image. Product, for instance, has a strong correlation with brand image ( $r=0.596$ ,  $p<0.001$ ). Price is also found to have a strong correlation ( $r=0.577$ ,  $p<0.001$ ) with brand image. It was shown that there was a strong correlation between brand image and promotion ( $r=0.632$ ,  $p<0.001$ ). There is a significant correlation between distribution and layout and brand loyalty ( $r=0.620$ ,  $p<0.001$ ). It was determined that there is a small but positive correlation between brand image and technology ( $r=0.597$ ,  $p<0.001$ ) and brand elements ( $r=0.061$ ,  $p<0.001$ ).

Moreover, there is a positive and strong correlation between brand image and service excellence ( $r=0.698$ ,  $p<0.001$ ). In comparison to other marketing strategies, service quality was determined to have the strongest link with brand image overall. It was confirmed that there is a moderate to strong correlation between the independent and dependent variables in the research variables when compared to the Cohen's degree of correlations. In reference to the correlation between marketing practices, the results of the correlation study showed that there is a relationship between the marketing practices. For example, there is a moderate correlation between product and price ( $r=0.585$ ,  $p<0.001$ ). Additionally, it is positively correlated with technology ( $r=0.351$ ,  $p<0.001$ ), distribution and layout ( $r=0.443$ ,  $p<0.01$ ), brand aspects ( $r=0.449$ ,  $p<0.001$ ), promotion ( $r=0.709$ ,  $p<0.01$ ), and service excellence ( $r=0.506$ ,  $p<0.001$ ). Additionally, it was discovered that there is a substantial correlation between price and the following: technology ( $r=0.397$ ,  $p<0.01$ ), layout and distribution ( $r=0.583$ ,  $p<0.001$ ), brand element ( $r=0.490$ ,  $p<0.001$ ), and service excellence ( $r=0.454$ ,  $p<0.001$ ). Additionally, distribution and layout ( $r=0.648$ ,  $p<0.01$ ), technology ( $r=0.511$ ,  $p<0.001$ ), brand components ( $r=0.542$ ,  $p<0.001$ ), and service excellence ( $r=0.550$ ,  $p<0.001$ ) are strongly correlated with promotion.

It exhibits positive and substantial relationships with technology ( $r=0.668$ ,  $p<0.01$ ), brand aspects ( $r=0.653$ ,  $p<0.001$ ), and service excellence ( $r=0.478$ ,  $p<0.001$ ) in terms of distribution and layout. Furthermore, brand elements and service excellence ( $r=0.543$ ,  $p<0.001$ ), as well as the technological practice itself ( $r=0.748$ ), are associated with each other.

#### **4.5 Data Preparation and Screening**

Ensuring the accuracy of the data collected is the focus of this part. Entering, coding, and examining for inaccuracies and variances are all part of it. Researchers are advised to handle data screening and preparation, including handling missing data, outliers, normality, and multi collinearity issues, before beginning hypothesis testing (Kline, 2011). After screening the missing data on a case-by-case and variable basis, the researcher concluded that there isn't a missing data issue. The outlier problem is the second concern. With SPSS, the Mahalanobis Distance method can be used to test extreme observations, or outliers. Consequently, only one outlier was discovered, and the researcher kept them because, as Kline (2005) claimed, the existence of a small number of outliers in a representative sample size is not important.

It is important to test the distribution's normalcy using several techniques. Leading academics have proposed that skewness and Kurtosis are the two mechanisms to test for data normalcy (Hair et al., 2010; Kline, 2011). Kline (2011) states that a distribution is considered normal if the absolute values of the skewness and kurtosis are less than three and ten, respectively. There is a normalcy issue if the values of skewness and kurtosis are outside of the previously stated range. According to the skewness and kurtosis results, which are shown in the table below, this study does not have a normalcy issue in this regard.

Table 11 Normality test using skewness and kurtosis

Variables	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Product	385	-.507	.160	-.396	.320
Price	385	-.525	.160	-.341	.320
Promotion	385	.592	.160	-.668	.320
Distribution and layout	385	-.572	.160	.173	.320
Technology	385	-.369	.160	-.511	.320
Brand elements	385	-.492	.160	-.424	.320
Service excellence	385	-.645	.160	-.247	.320
Brand image	385	-.636	.160	.048	.320

There are further methods to verify the normality of the data in addition to skewness and kurtosis, like the N-N plot and the histogram. The results of both graphs' SPSS version 24 analysis are shown below. The results of this investigation showed that the data is regularly distributed, as seen in figures 4.1 and 4.2.

**Histogram**

**Dependent variable=BI**

**SD=0.985**

**N=385**

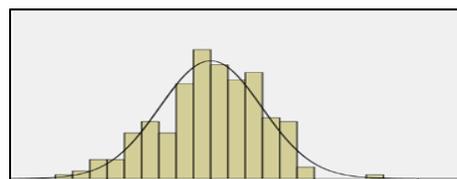


Figure 1 Test of normality using Histogram on the dependent variable, Brand image (BI)

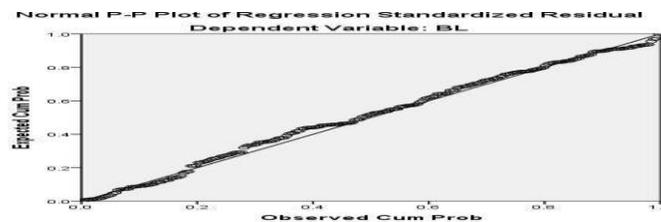


Figure 2 Test of normality using N-N plot on the dependent variable, Brand Image (BI)

The other multivariate assumption that should be cleared is the issue of multicollinearity.

The issue of multicollinearity can be tested by using Variance Inflation Factor (VIF) and Tolerance Test (Creswell,2009).It was emphasized by him that VIF value should be below 10 and that of tolerance test be greater than 0.01.

Table 12 Collinearity Assessment Result using Tolerable and VIF test

1	Constructs	Collinearity statistics	
		Tolerance	VIF
	Product	.455	2.198
	Price	.472	2.118
	Promotion	.314	3.184
	Distribution and layout	.358	2.796
	Technology	.460	2.176
	Brand elements	.310	3.229
	Service excellence	.383	2.612

Source: primary data

The evaluation of the independent variables' collinearity (product, pricing, promotion, distribution and layout, technology, brand features, and service excellence) is shown in Table 7. The results of this investigation (table 7) verified that the tolerance test value was more than 0.01 and the variance inflation factor value was less than 10. As a result, the multicollinearity issue is not present in our study. Furthermore, the correlation analysis previously mentioned proved that collinearity is not an issue. The research may be guaranteed to produce superior results and outcomes if the data has been appropriately processed and screened by testing for missing data, outliers, normalcy, and multicollinearity issues.

To sum up, the most crucial phase of the study process is the data entry, coding, and cleaning step (Hair et al., 2010). This is as a result of the researchers' ability to increase data accuracy through appropriate data preparation and screening. In turn, the precision of the data enables us to reduce errors and generate better study outcomes. Testing for model fitness and hypothesis can be done after a preliminary analysis of the sample data's suitability. The research study's findings and discussion are covered in the section as follows.

## 4.6 Results and Discussion

### 4.6.1 Regression Model Fitness

Multiple regression analysis was used in this study's data analysis using SPSS version 24. I have examined the study's regression model before moving on to hypothesis testing. Table 8 shows that the F-value (=60.195) was determined to be significant at the 5% significance level (0.000). This suggests that the sample data and the regression model suit each other well.

Table 13 ANOVA Table Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	94.610	7	13.516	60.195	0.000
	Residual	49.846	222	.225		
	Total	144.456	229			

Source: primary data/survey data 2023/2024

- a. Dependent Variable: Brand image
- b. Predictors: (Constant), product, price, promotion, distribution and layout, technology, brand elements, service excellence.

### 4.6.2 Measures of Sample Adequacy

Regarding to sample adequacy measures, the present study performed Kaiser-Mayer-Olkin (KMO) and Bartlett's test in the SPSS. According to Field (2009), a sample to a study is adequate when the Kaiser-Mayer-Olkin is greater than 0.5 and the Bartlett's test chi-squared distribution is significant. The result of the KMO and Bartlett's test (see table 9) found to be significant and above the minimum requirement. Accordingly, the sample used in this study is confirmed as adequate.

Table 14 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.941
Bartlett's Test Approx. Chi-Square		5525.121
	Df	780
	Sig.	.000

Source: primary data/surveydata2023/2024

### 4.6.3 Overall Model Summary and the Auto-correlation Test

The R Square and Durbin-Watson test results for the entire model are displayed in the regression figures in Table 10 below. It shows that (R Square = 0.655), which indicates that marketing practices (product, price, promotion, distribution, and layout, technology, brand elements, and service excellence) account for 65.5% of the variation in brand loyalty, with the remaining percentage being explained by other unknown independent variables.

The Durbin-Watson test was used in this study's validation of the auto-correlation (Creswell, 2009). The Durbin-Watson statistics show that the residual's serial correlation is 1.751, which is less than the typical range of 1.5 to 2.5, as seen in Table 10. This indicates that the data do not have an auto-correlation problem.

Table 15 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.809 <sup>a</sup>	.655	.644	.47385	1.751

Source: primary data 2023/24

- a. Predictors: (Constant), product, Price, Promotion, distribution and layout, technology, brand elements and service excellence.
- b. Dependent Variable: Brand Image

### 4.6.4. Multiple Linear Regression Analysis

The results of the multiple regression analysis showed that brand image is positively and statistically significantly impacted by six of the seven marketing activities (product, pricing, distribution and layout, promotion, technology, and service excellence). Service excellence was a strong predictor of brand image in the specific context, in terms of its contribution to brand image. Conversely, the other marketing strategies (brand components) were unable to guarantee a statistically meaningful impact on brand perception. The lengthy conversation is laid out below.

Table 16 Regression statistics of the Model

Model		Un standardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.181	.194		-.933	.352
	Product	.200	.060	.194	3.326	.001
	Price	.129	.062	.119	2.072	.039
	Promotion	.024	.079	.022	.311	.006
	Distribution and layout	.180	.077	.155	2.351	.020
	Technology	.164	.064	.148	2.552	.024
	Brand element	.060	.082	.051	.726	.069
	Service Excellence	.300	.056	.341	5.348	.000

Source: primary data/survey data 2023/2024

As it is indicated from table 11 above, the un standardized coefficients B column, gives us the coefficients of the independent variables in the regression equation including all the predictor variables as indicated below:

$$BI = -.181 + 0.20PD + 0.129PR + 0.024PM + 0.180DL + 0.164TE + 0.30SE + e$$

Where:

BL=Brand Image

PD=Product

PR = Price

DL= Distribution and Layout

PM = Promotion

TE=Technology

SE=Service Excellence

## 4.7 Discussions

Table 16, which presents the standardised regression weight, illustrates how the seven marketing practices, or independent variables, contribute differently to the dependent variable, which is brand image. The average amount of the dependent variable that increases when the independent variables increase by one standard deviation is known as the beta coefficient, or regression weight, holding all other things equal.

Product, pricing, advertising, distribution, layout, technology, and superior customer service all play a big part. It was suggested that using product as a marketing strategy improves and significantly boosts brand image in the banking sector. Regression analysis results showed that product ( $\beta = 0.194$ ,  $p < .05$ ). This indicates that the product enhances the banks' brand image. It was generally accepted that in service industries like banking, the quality of the product or service provided is most important. Promoting and delivering the precise services that clients expect and will receive is the ideal aim of service companies. The results of earlier research (Arokiasamy, 2012; Sohail et al, 2017; Suthar et al, 2014, Pourdehghan, 2015; He, Li, and Harris, 2012; Kamau et al. et al, 2015) are in line with this finding. It was discovered that brand loyalty is significantly and favourably impacted by the product. This suggests that providing consumers with proper service is crucial to establishing banks' brands. According to this study, giving customers better products or services increases their degree of happiness, which in turn shapes the level of brand image (Talabi, 2015). Having a stronger brand will help banks attract more clients. Increased customer numbers provide the business with the chance to increase revenue, which is necessary for success in today's fiercely competitive business climate. As a result, bank managers are responsible for creating and moulding the goods and services that their clients receive. The product must appropriately meet the demands and desires of the users.

The second topic was the noteworthy and advantageous impact that pricing strategies have on brand perception. Price has a substantial and favourable effect on brand image ( $\beta = 0.119$ ,  $p < .05$ ), according to the results of the multiple regression analysis.

This suggests that price is a crucial component of the marketing mix that affects banks' brand loyalty. Therefore, bank management needs to put more effort into developing a better pricing structure, such as offering discounts and fair prices, to encourage clients to choose their services.

It is thought that offering fair prices enables businesses to draw in and keep clients, paving the way for success in a challenging commercial climate. The results above were corroborated by earlier research (Arokiasamy, 2012; Sohail et al, 2017; Suthar et al, 2014; He, Li, and Harris, 2012; Kamau et al. etal, 2015).

Furthermore, studies have shown that price and other marketing strategies have a major and beneficial impact on customer satisfaction and brand image (Al-Debi and Mustafa, 2014; Al-Muala and Al-Qurnch, 2012). Therefore, bank management have to think about implementing a flexible pricing structure that enhances the bank's reputation. They are able to use various payment methods and discounts.

According to this study, brand image in the banking industry can be significantly and favourably impacted by promotion, the third marketing tactic. The study's results, which were predicted, showed that promotional activities have a favourable and significant impact on brand image ( $\beta = 0.022$ ,  $p < .05$ ). This indicates that the management of the bank benefits from the effective execution of promotional operations in creating their bank brand. Additionally, the results of earlier research support this conclusion (Arokiasamy, 2012; Sohail et al, 2017; Suthar et al, 2014, Pourdehghan, 2015; He et al, 2012; Kamau et al. et al, 2015). Research indicates that prudent implementation of promotional initiatives at the bank level can influence consumers' perceptions in a good way, strengthening the bank's selection and brand. Therefore, with the aid of new technologies, bank management may implement various promotional activities, such as sales promotion and communication through various channels, such the internet, newspapers, and magazines, successfully.

Distribution and layout, the fourth marketing tactic, have a statistically significant and beneficial relationship with people practices and brand image. The results of the multiple regression analysis indicate that the sample banks in Addis Ababa's people practices have a direct and favourable impact on brand loyalty ( $\beta = 0.148$ ,  $p > .05$ ).

The study's conclusions supported the notion that Addis Ababa residents' practices had a statistically significant impact on brand loyalty. This suggests that providing services depends greatly on the people component.

It is the only strategy in the marketing mix that offers services to clients. The results of earlier research (see: Al-Debi and Mustafa, 2014) corroborated this finding. It was discovered that the people component has a major impact on banks' service quality, which in turn has an impact on client loyalty. If banks employ people with the right skills, expertise, and attitude, they will be able to handle customer service properly and greet them with a smile and happiness, which will increase customer satisfaction and loyalty.

For service providers like Banks, having contented, driven, and dedicated employees is a source of competitive advantage. Therefore, in order to raise the degree of their expertise and understanding in customer handling and customer service delivery, bank managers and human resource departments should invest in the human element.

It was also suggested in this study that the brand image of the chosen sample banks is positively and significantly impacted by service excellence standards. The conclusion here is that customer service practices are thought to have a significant impact on fostering client loyalty in the banking sector. Consumers need clear, easy-to-use services that are appropriate. The study's conclusions aligned with earlier research findings as well (Al-Debi and Mustafa, 2014; Al-Muala and Al-Qurnch, 2012).

The following table shows which marketing strategy is the best predictor of brand image. Table 12 illustrates the findings of this study, which indicated that out of the seven marketing techniques, service excellence was the most significant predictor. This suggests that, in addition to other service-related variables, clients are more likely to be satisfied with service at banks with straight forward, personable policies and procedures. In the banking business, service is recognized as a key predictor of brand image, followed by people, promotion, product, and price. Table 12 showed the order and corresponding contributions of the marketing mix components.

Table 17 Ranking of Marketing practices and their contribution to Brand image

<b>Ranking</b>	<b>Independent Variable</b>	<b>Effect</b>
1	Service Excellence	.341
2	Product	.194
3	Promotion	.155
4	Technology	.148
5	Price	.119
6	Distribution and layout	.051
7	Brand elements	.022

Source: primary data 2023/24

Table 12 shows that, out of the seven marketing practices, procedure is the best predictor. This indicates that the process practices were determined to be the most significant element.

The process for providing the service to clients is demonstrated by the marketing practices' exceptional service. It is often acknowledged that clients do not require intricate and bureaucratic systems. In this conventional system, businesses offer their clients services in accordance with set procedures, which is unacceptable in the knowledge-based economy of today.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION, RECOMMENDATION**

#### **5.1 Summary**

The Addis International Bank, a significant player in the service sector, served as the study's research site. Despite the fact that the banking sector in our nation is expanding, few studies have looked at how marketing strategies affect the development of brand image. It is common knowledge that marketing is crucial to improving brand perception in the banking sector. This study was done and validated bank look at how marketing strategies affect brand loyalty. Customers' perceptions served as the foundation for the study, and accessible sampling techniques were used to choose the respondents. Data was gathered using standard questionnaires created by marketing researchers and based on existing literature. Descriptive and inferential analysis were performed on the data using SPSS version 24.

In this study, 425 questionnaires were distributed to the target population in the Addis International bank.

The researcher with the help of the focal person of the banker under investigations personally distributed the survey questionnaire to the customers available randomly. From the 425 distributed questionnaires, 385 were returned and collected. However, 40 of the questionnaires returned were incomplete and hence rejected from the final analysis.

The results of each variable's reliability test are displayed that is over the minimal cut-off point, ranging from 0.823 to 0.902. This is a very high number. As a result, this investigation confirmed the measurement scale's reliability and suitability for inclusion in the final analysis.

From the descriptive analysis Findings pertaining to the product practices implemented. The minimum and maximum mean of the items listed under the product dimension are 3.41 and 3.62 and the standard deviation are 0.91 and 1.08, The minimum and maximum mean of the items listed under the pricing dimension are 3.23 and 3.55 and the standard deviation are 0.93 and 1.03,

The minimum and maximum mean of the items listed under the promotion dimension are 3.43 and 3.47 and the standard deviation are 0.87 and 0.914, The minimum and maximum mean of the items listed under the distribution dimension are 3.26 and 3.43 and the standard deviation are 0.87 and 0.914, The minimum and maximum mean of the items listed under the technological dimension are 3.35 and 3.53 and the standard deviation are 0.87 and 0.914 and finally The minimum and maximum mean of the items listed under the brand element dimension are 2.34 and 1.32 and the standard deviation are 0.87 and 0.914.

From the correlation analysis Correlation is significant at the 0.01 level (2-tailed).Product, for instance, has a strong correlation with brand image ( $r=0.596$ ,  $p<0.001$ ). Price is also found to have a strong correlation ( $r=0.577$ ,  $p<0.001$ ) with brand image. It was shown that there was a strong correlation between brand image and promotion ( $r=0.632$ ,  $p<0.001$ ). There is a significant correlation between distribution and layout and brand loyalty ( $r=0.620$ ,  $p<0.001$ ). It was determined that there is a small but positive correlation between brand image and technology ( $r=0.597$ ,  $p<0.001$ ) and brand elements ( $r=0.061$ ,  $p<0.01$ ).

Ultimately, out of the seven marketing practices examined, this study determined that service quality was the most significant predictor.

## **5.2 Conclusion**

It was found that consumers' perceptions of the Addis International Bank's present marketing strategies are mediocre at best. This indicates that the current study's findings about product, price, promotion, distribution, layout, technology and service excellence established a positive perception, indicating that the perception level is over the cutoff mark. Regarding the standard deviation, the study's findings, as they are shown in the tables above, indicate that respondents' perceptions of Addis International Bank's marketing activities varied somewhat.

The results of the descriptive statistics supported the final analysis's usage of the measurement scales and their dependability. Additionally, the Pearson correlation coefficient showed that there is a positive and significant, moderately to strongly associated relationship between the dependent variable (Brand Loyalty) and each of the independent variables (product, price, promotion, distribution and layout, technology, and service).

The brand element, however, exhibits a substantial variance and poor connection. The results of the correlation study showed a strong and positive relationship between the independent variables.

The goal of this study's data preparation and screening was to increase the data's accuracy. The researcher tested for missing data, multivariate outliers, normality, multicollinearity, and autocorrelation using a variety of statistical techniques. It was discovered that these problems were not present in this study. The suitability of the sample size and the fitness of the regression model were then examined. The regression model showed that the independent variables (product, price, promotion, distribution and layout, technology, and service) accounted for 65.5% of the variance explained on the dependent variable (Brand image), while other unknown factors accounted for the remaining percentage.

The product, pricing, distribution and layout, promotion, technology, and quality of service have a major and positive impact on the bank's brand image, according to multiple regression analysis. But in contrast to what I anticipated, brand components were unable to guarantee a statistically meaningful impact on brand perception. This does not imply that they play no part in shaping brand perception.

Examining the direct impact of the seven marketing tactics on the brand image of Addis International Bank was the study's main goal. It was discovered through multiple regression analysis that six marketing strategies directly affect Brand's image. The bank's brand loyalty is directly and favorably impacted by the product, price, promotion, distribution, layout, technology, and service excellence marketing tactics. Contrary to our brand, however, brand image was not statistically affected by brand aspects.

The importance of a company's brand cannot be overstated in today's business world. Technological advancements such as the installation of ATMs (automated machines) that can take payments anywhere and the use of mobile banking to transfer money between accounts and pay bills without visiting banks have made this possible. This could be the cause of the place's final outcome not having an impact on brand image.

This study leads us to the conclusion that a bank's brand image is crucial to its long-term success. As a result, bank management should devote time, energy, resources, and commitment to developing solid and efficient marketing strategies.

### **5.3 Recommendation**

The banking industry, as well as the service sector in general, operates in highly competitive and intricate business contexts. Based on the study's findings, the researcher advises the bank's management and stakeholders to do the following in order for the bank to survive and prosper: Marketing strategies should receive a lot of attention. The marketing literature commonly acknowledged that marketing activities have a significant impact on the brand image of service organizations.

The Bank management therefore develop an efficient marketing strategy that takes into account the product, pricing, promotion, distribution, layout, technology, and superior customer service, and that is implemented in a way that aligns with both the needs of the target market and the state of the business.

It is common knowledge that the banking sector operates in a highly competitive environment. Consequently, bank administration needs to have a skilled and knowledgeable human resource in order to have a stronger competitive advantage. Additionally, promotional activities like informing customers via various channels should receive attention. For instance, clients want to be able to learn about the banks that are present in the city. As a result, bank management ought to create an easily navigable website that offers comprehensive details on the services and different service initiatives that the bank offers.

Banks should appoint a management who is knowledgeable about the marketing landscape. It is expected that bank managers would have an approachable, gregarious attitude that draws in clients as well as a participative, goal-oriented leadership style. They must be able to comprehend the interests of both clients and staff. It is also expected of banks to continuously raise their service standards. They ought to offer services that are suitable in terms of both quantity and quality. This aids in drawing in additional clients. Benchmarking from domestic and foreign banks can be used to achieve this.

Banks should also focus as much as they can on the protection and safety of their clients. It's common knowledge that clients like banks that are safe to use. Customers choose safety over other factors, such as the quality of the services. Managers ought to make their banks as secure as they can in this regard. This will be made feasible by hiring devoted and skilled security personnel with a positive customer service mindset, as well as installing cameras for safety in the office.

Ultimately, bank management should strive to provide superior quality services as compared to their rival banks, and they should invest in technological advancements that streamline the payment process and enhance the convenience of bank services.

#### **5.4 Limitation of the Study and Future Research Direction**

The study has some limitation like other studies. Second, the data collected was based on small sample size from five branches. Thus, future researchers should conduct an empirical study by considering more sample organizations in different places of the country and comparing with other banks. Although this study contributes to the marketing mix literatures, more investigation is required by expanding such studies into the other service industries. It is also recommended to study the effect of marketing practices elements on brand image of other banks categories. Moreover, to have better view in the industry, a comparison study among the different banks are also important. Fourth, this study collects and measures the study variables under investigation by considering the perception of customers only. To have wider perspective, considering employees' perception is also important.

Thus, future studies that considers both customers and employees' data in the relationship between marketing mix and brand image is required. Fifth, this study focused on the direct effect of the dimensions of marketing mix elements on brand image and does not focus on other social, economic and political factors that affect brand image directly or indirectly.

Finally, the role of leadership is not included in the present study. This is because bank managers plays critical role to make a successful and profitable banks. So, future researchers should consider the leadership styles (autocratic, participatory, achievement oriented) as independent variable in building the brands of their banks

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## APPENDIX

St. Mary's University

School of Graduates Studies

Department of Marketing Management

Dear respondent: I am pursuing a Masters of Arts Degree in Marketing Management at St. Mary's University. The research is entitled "The effect of marketing practices on brand image in the case of Addis International Bank in Addis Ababa" for the partial fulfilment of an academic requirement. This questionnaire is designed to collect primary data for the study. The questionnaire is only for study purposes, and your genuine responses to the questions are highly demanded, on which success depends. I kindly request that you spend a few minutes of your valuable time answering the questions as per the instructions below:

- You do not need to write your name
- All of the questions need to be responded by you.
- In some of the questions, there are available place to put mark “√” in the given space

### Section I: Respondents Profile:

1. Age            18-25     5-35     6-45     Above 45
2. Sex            Female        Male
3. Educational Background
4.    Bellow College Diploma    College Diploma     First Degree (Bsc, BA)      
    Second Degree (MSc, MA)
5. Current Position \_\_\_\_\_

### Section II: Main Questionnaire

Please indicate your choice by putting the check mark (√) on the appropriate cell. **Where, 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.**

**Product**

SN	ITEMS	5	4	3	2	1
1	I am familiar with the banking products offered by AdIB.					
2	The quality and variety of banking products are important in shaping my perception of AdIB image.					
3	I think the range and features of banking products impact the trust and reliability of AdIB.					
4	I believe that AdIB offer innovative and customer-centric banking products and perceived me more trustworthy and reliable.					
5	I think the availability and quality of products provided by AdIB has an impact on me about my banking experience and satisfaction					

### Pricing

SN	ITEMS	5	4	3	2	1
1	The pricing offered by AdIB is important in shaping my perception of brand image.					
2	I switched banks or considered switching banks based on the pricing of banking products.					
3	I believe the pricing of AdIB products impact the trust and reliability of the bank.					
4	I believe that AdIB offer competitive and transparent pricing are perceived as more trustworthy and reliable.					
5	I think the pricing of AdIB products impacts the customer experience and satisfaction.					

### Promotion

SN	ITEMS	5	4	3	2	1
1	The promotion of AdIB is conceivable, changes my attitude and creates the bank image.					
2	I believe AdIB full gift giving event can enhance my willingness to buy more services of the bank					
3	I often see AdIB advertisements on different medias					
4	I think AdIB commercials are attractive.					
5	I learn about the brand of AdIB multiple channels.					

### Layout and distribution

SN	ITEMS	5	4	3	2	1
1	The distribution and layout of AdIBbranch shapes my perception of a bank's brand image.					
2	I think the distribution and layout of AdIB branch impacts the trust and reliability of the bank.					
3	I believe that AdIBis well-designed and accessible branches are perceived as more trustworthy and reliable.					
4	I believe the distribution and layout of a bank branch impacts the customer experience and satisfaction					
5	I recommend to other banks to implement their branch distribution and layout to be resembled with AdIB.					

### Technology

SN	ITEMS	5	4	3	2	1
1.	Banking technology of AdIB has improved the convenience and accessibility of services.					
2	The user interface and design of AdIB technology shapes my perception of the bank brand image					
3	Banking technology of AdIB has influenced the trust and reliability of the bank in general.					
4	I believe that AdIB invests in advanced banking technology are perceived as more innovative and forward-thinking.					
5	The banking technology of AdIB has impacted the customer service experience provided by the bank.					

### Brand Elements

SN	ITEMS	5	4	3	2	1
1	I am familiar with the brand elements (logo, colors, typography, etc.) ofAdIB.					
2	I consider the brand elements of a bank when choosing banks.					
3	I think the brand elements are important in shaping my perception of a bank's brand image.					
4	I believe that banks with well-designed and consistent brand elements are perceived as more trustworthy and reliable.					
5	I believe the brand elements of a bank impact the customer experience and satisfaction with the bank.					

**Service Excellence**

SN	ITEMS	5	4	3	2	1
1	The service excellence is important in shaping my perception of AdIB brand image.					
2	I consider switching bank or considered switching the bank based on the level of service excellence provided.					
3	I believe service excellence impacts the trust and reliability of AdIB					
4	I believe that banks that prioritize service excellence are perceived as more innovative and customer-centric.					
5	The service excellence impacts the customer experience and satisfaction with a bank.					

**Brand Image**

SN	ITEMS	5	4	3	2	1
1	I believe that AdIB marketing practice influence brand image.					
2	I believe AdIB marketing practice enhance the company's brand image					
3	I believe that AdIB brand's more credible and trustworthiness than competitors					
4	I believe that AdIB brand communicates its values and mission.					
5	Compared to other bank brands, I like AdIB more.					