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THE INFLUENCE OF CORPORATE BRAND ON CUSTOMER LOYALTY
IN CASE OF ZEMEN BANK

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**THE INFLUENCE OF CORPORATE BRAND ON CUSTOMER LOYALTY
IN CASE OF ZEMEN BANK**

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**A Research Thesis Submitted to Addis Ababa University College of
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DECLARATION

I Yadelew Asnakew, hereby declare that this master thesis titled “The role of corporate brand on customer loyalty: The case of Zemen Bank” is my novel work and the study has been submitted for the award of any program or any other institution. I have carried out this study solely with the guidance of the research Advisor Belaynesh Tefera (Phd). Any other research or academic sources used in this study have been duly acknowledged.

Declared by: Yadelew Asnakew

Signature: _____

Date: _____

STATEMENT OF CERTIFICATION

This is to certify that *Yadelew Asnakew Muche* has carried out this thesis work on the topic entitled with "*The Influence of Corporate Brand on Customer Loyalty*" under my supervision. This work is enough for submission for the partial fulfillment for the award of masters of Art Degree in Marketing Management.

Advisor: Belaynesh Tefera (Phd): Signature _____ Date _____

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ABSTRACT

The aim of this study was to determine the influence of corporate brand on customer loyalty of Zemen bank in Addis Ababa. Corporate brand dimensions including corporate brand image, corporate brand reputation, corporate brand communication and corporate brand familiarity has been used as a factor in influencing customer loyalty. A self-administered questionnaire was used to conduct a survey among customers of two purposively selected departments of Zemen bank and 3 banking centers of Zemen bank. The study included a methodical review of papers and records. The researcher proportionally distributed 384 questionnaires to customers of the two selected departments and three selected branches of which 345 of the questionnaires were returned and properly filled. The data was analyzed using regression and descriptive analysis with diagnostic tests in SPSS version 27.0 for Windows. Poor corporate image analysis correlates with poor customer Loyalty. Poor corporate reputation has a direct impact on the prevalence of poor customer loyalty in Zemen bank in Addis Ababa. Corporate communication did not play a role. According to the study, corporate reputation, corporate image and corporate familiarity have positive and significant effect on customer loyalty of Zemen bank. So that, the bank should conduct an intensive and adequate ways and procedures in order to build a good customer loyalty since customer reputation has a greater influence.

Key words: *Customer loyalty, corporate image, corporate communication and corporate familiarity*

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
<i>ABSTRACT</i>	ii
LIST OF TABLES	vi
LIST OF FIGURES	vi
LIST OF ACRONYMS	vii
CHAPTER ONE.....	1
INTRODUCTION	1
1.1 Introduction	1
1.2 Background of the Study.....	1
1.3 Statement of the Problem	4
1.4 Research Question.....	6
1.5 Objective of the Study.....	7
1.5.1 General Objective	7
1.5.2 Specific Objective.....	7
1.6 Significance of the Study	7
1.7 Scope of the Study.....	7
1.8 Limitation of the Study	8
1.9 Organization of the Study	8
CHAPTER TWO	9
LITERATURE REVIEW	9
2.1 Review of Related Literature	9
2.2.1 The Concept of Corporate Brand.....	9
2.1.2 The Concept of Corporate Reputation.....	10
2.1.3 The Concept of Corporate Brand Familiarity.....	10
2.1.4 The Concept of Corporate Communication.....	11
2.1.5 The Concept of Corporate Image	11

2.1.6 The Concept of Customer Loyalty	12
2.2 Empirical Literature Review	13
2.3 Hypothesis Development	16
2.3.1 Corporate Image and Customer Loyalty	16
2.3.2 Corporate Reputation and Customer Loyalty.....	16
2.3.3 Corporate Familiarity and Customer Loyalty.....	17
2.3.4 Corporate Communication on Customer Loyalty	17
2.4 Conceptual Framework	18
CHAPTER THREE	19
RESEARCH METHODOLOGY	19
3. Research Methodology	19
3.1 Research Design.....	19
3.2 Research Approach	20
3.3 Data Type and Source	20
3.4 Population of the Study.....	20
3.5 Sample and Sampling Techniques	20
3.5.1 Sample Size	21
3.6 Data Gathering Instrument.....	22
3.7. Data Collection Procedures.....	22
3.8 Research Instrument.....	22
3.9 Method of Data Analysis	23
3.9.1 Model Specification.....	24
3.10 Reliability	24
3.10.1 Validity.....	25
3.11 Ethical Consideration	25

CHAPTER FOUR.....	27
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	27
4.1 Introduction	27
4.2. Response Rate	27
4.3 Analysis of Questionnaire Data.....	28
4.3.1 Demographic Characteristics of the Respondent.....	28
4.4. Descriptive Statistics	30
4.5. Test for the Classical Linear Regression Model (CLRM) Assumptions	31
4.5.1 Normality Statistics	32
4.5.2. Multi-collinearity Tests	32
4.5.3 Heteroscedasticity Test.....	33
4.5.4. Reliability Analysis	34
4.5.5 Correlation Analysis	35
4.5.6 Regression Analysis between Dependent and Independent Variables	36
4.6 Result Discussion and Interpretation.....	40
CHAPTER FIVE	44
SUMMARY OF FINDINGS, CONCLUSIONS & RECOMMENDATIONS	44
5.1. Introduction	44
5.2. Summary of the Major Findings	44
5.3. Conclusion.....	45
5.4 Recommendations	46
5.5. Limitations and Directions for Further Studies.....	47
REFERENCES	48
ANNEXES	50

LIST OF TABLES

Table 4.1: Survey Response Rate	27
Table 4.2: Frequency Distribution- Gender of Respondents	28
Table 4.3: Frequency Distribution- Educational Level Respondents	29
Table 4.4: Frequency Distribution-Age group of respondents	29
Table 4.5: Results of Descriptive Statistics	30
Table 4.6: Results of Multi-Collinearity Tests	33
Table 4.7: Results of Heteroscedasticity Test.....	34
Table 4.8: Reliability Coefficients of Research Measures.....	35
Table 4.9: Correlation Analysis	36
Table 4.10: Model Summary	37
Table 4.11: ANOVA.....	37
Table 4. 12: Coefficients of regression: Total effect between independent and dependent variables Estimated Unstandardized and Standardized Regression Coefficient.....	38
Table 4.13: Summary of overall outcome of the research hypothesis	39

LIST OF FIGURES

Figure 2.1: Conceptual framework	18
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LIST OF ACRONYMS

ANOVA -	Analysis of Variance
CC -	Corporate communication
CF -	Corporate Familiarity
CI -	Corporate Image
CR -	Customer Reputation
SPSS -	Statistical Package for Social Science
ZB -	Zemen Bank

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter comprises of background of the study, statement of the problem, research question, and objective of the study, limitation of the study, significance of the study and organization of the paper. The background provides the context of the study, which gives insight about the broader research area, what the current literature says about the research area, what are some of the gaps in existing studies, and how this led to the gap or need of the researcher should intend to examine in the study. Statement of the problem explains the research that describes the issue that is in need of study. The research question outlines the task that needs to be completed and states the specific issues or area of focus. Limitation of the study presents the foundation of the study since it delimits the practical or theoretical shortcomings of a study which are often beyond the researchers control. The significance of the study explains about the relevance of the research question, statement of the problem and objective that the study aims to address and the researches contribution for bankers and business community. Organization of the paper outlines the contents of every chapter in the study.

1.2 Background of the Study

Due to the intense competition, companies are in a challenge to survive and the challenge goes not only to potential customers but also for existing clients. This triggers companies to think about latest marketing concepts, which affects the loyalty of customers. As a result, corporate branding which is an emerging branding concept becomes an essential and effective factor that helps to achieve a sustainable competitive advantage to the companies.

A brand is a set of tangible and intangible features designed to create awareness and identity to build the reputation of a product, service, person, place, or organization. The general perspective of branding as a long-term strategy encompasses a wide set of activities ranging from product innovation to marketing communications (Tanya Sammut-Bonnici, 2015).

Branding has been described as ‘the cornerstone of services marketing for the twenty first century’ (Berry, 2000). Due to the intrinsic service characteristics, i.e., tangibility, inseparability, heterogeneity & perishability, it has been argued by many scholars that the notion of branding is more important to services than to physical goods as it entails double recognition (Kapferer, 2008).

Originally, a brand was simply a quality indicator on mass-produced goods all over the world. During the industrial revolution, when markets around the world swamped with dozens of identical products, branding grew in popularity. As a result, there was a need to distinguish these products from one another, as well as an alternative method of determining the quality of which product was of higher than the other (Bogart, L. and Lehman, C., 1973 cited from Mohamed Ahmed, 2021). It is difficult to maintain client loyalty with one company in today's fast-changing and complex marketplaces, given the huge growth in product and service innovation by many firms (Morsing, M. and Schultz, M., 2006).

Corporate branding is a methodically planned and applied process of building and sustaining a positive image and consequently a good reputation of the brand (De Chernatony L. and Cottam, S., 2006). This should be accomplished by conveying a message to all stakeholders via the company's communication and behavior management. (Kay and Petter, 2006) also agreed that it is the method by which a company expresses its brand position and/or identity. Moreover, senior management is in charge of corporate brands, which are central and strategic (Hatch, M.J. and Schultz, M., 2003).

From an organizational view the corporate brand can be seen as a contract between an organization and its key stakeholder which can be compared to what is promised and expected to deliver. A corporate brand involves the conscious decision by senior management to make a clearly defined branding proposition through communicating, differentiating and improving the brand (Badr Elgasim Balla, Dr. Siddig Balal Ibrahim, 2014).

Customer loyalty has been considered as a critical factor, which leads to give a firm a competitive advantage over other firms under extremely competitive and energetic environments. Oliver (1999) defined customer loyalty as an assurance of customers to buy specific products, services and brands of an organization over a reliable period of time, independent of

competitor's modern product and innovations and these clients are not compelled to switch. Loyal customers positively perceive the organization, should support the organization to others, and would engage in repurchase (Dimitriadis, 2006). Similarly, Lam et al. (2004) defined customer loyalty as an evidence of the repeated support of a service provider and the suggestions of a service provider to other clients.

In Ethiopian banking industry there is rapid technological advancement, improved communication systems, growing in size, resources and capabilities and each bank is trying to improve its competitive position by offering a variety of services to meet customer needs and expectations. In an intense competitive environment where complex and dynamic changes are occurring, a small difference existing in financial services and products together with an enhancingly demanding client, brands became a core differentiator to enable the bank to gain an area of fierce competition in the industry. Therefore, it has become increasingly important for banks to identify the factors that keep their customers loyal to them. In this regard, Zemen's brand appears to be a strong intangible asset that can advance its performance. The bank is being considered as a pioneer innovative bank with innovative technologies and high standards of customer service.

There has been a good record in the production of marketing materials and logos. Strong attention to quality assurance has helped maintain standards in various facilities and in different aspects of the bank's operations. However, it is still unclear if the bank is truly aware of the fact that choosing the brand it is currently using is influencing the market well, it is competitive and attractive enough for the customers to be loyal. This study aims to investigate the relationship between corporate brand and customer loyalty in the case of Zemen Bank by considering Corporate brand image, corporate brand reputation, Corporate brand familiarity, corporate brand communications, as independent variable and customer loyalty as a dependent variable.

Although there are many studies on the role of brand for customer loyalty, there are limited works on the role of corporate brand for customer loyalty. In addition, this study incorporated additional variables specifically corporate communication as the dimension of corporate brand and determinant of customer loyalty. For Balmer, (2006) corporate communication is taken as an integral element of corporate marketing tool helping to address customers of an organization in many ways Zemen bank is the ninth private Bank to join the Ethiopian Banking Industry. Zemen

Bank S.C established in 2008. The Bank has founded by 2,800 shareholders to fill a gap in the market and addresses the needs of corporate, institutional and high net worth individuals.

As a business concept, the bank attempted to provide banking services through a single branch. The bank employed a single branch approach as its pillar strategy for a few years before switching to a limited branch model in Addis Ababa and major regional cities in 2012(G.C). Apart from banking centers network, multi-channel banking technology, such as ATMs and Online banking, mobile banking as well as doorstep banking systems were introduced to serve its client needs.

Zemen Bank has a unique business style that allows it to respond to individual client demands. The Bank's service has distinguished by its use of innovative technology, operational efficiency, and exceptional customer service. Zemen bank was the first Ethiopian bank to consider a market segmentation strategy in order to better serve the target market. The bank is a forerunner in terms of establishing its brand in the business.

1.3 Statement of the Problem

Because of the existing fierce completion among banks, Millions of dollars are budgeted for a communication effort, and to put their brands positively in the minds of customers became a major promotional technique. In doing so, only few businesses are successful in establishing a unique corporate image (Gounaris, et al., 2005).

A well-thought-out corporate branding strategy will assist businesses in a variety of ways. It offers management with a holistic framework for conceptualizing and aligning diverse activities through which firms express who they are, what they stand for, and what sets them apart. Thus, corporate brand lays the groundwork for creating a consistent and compelling promise to all stakeholders. It also serves as a tool for aligning organizational subculture across functional units, allowing businesses to better balance recognition challenges. It also serves as a foundation for businesses to create and express their uniqueness through consistent relationships with all stakeholders (Balmer, et al., 2001).

The corporate brand concept which was emerged in 1970, and one of the first academic studies related to corporate branding concept was happened in 1980s which was investigated in the

effect of corporate advertising on corporate image (Winter, 1989, as cited in (Badr Elgasim Balla1, Dr. Siddig Balal Ibrahim, 2014).

It has suggested that various constructs are likely to influence the development of a loyal customer base (Veloutsou et al. 2004). According to Chen & Myagmarsuren (2011), corporate brand leads to customer loyalty, which develops long-term and profitable relationship.

The emergence of new banks in the banking industry makes competition intense. However, it is believed that in the Ethiopian banking industry, there appears to be limited effort to engage in brand-building activities as a tool for securing long-term growth and profitability. People highlighted that the overall ambiance and atmosphere of physical branches is often not attractive; service quality is weak; advertising and promotional budgets are very minimum and banks do not seem to make efforts to distinguish their service quality from that of their competitors. One hypothesis for why this is the case is that Ethiopian banks are not aware or are not convinced that building a high level of brand i.e. corporate brand can really pay off in terms of customer loyalty. Accordingly, this study seeks to examine the effect of corporate brand on customer loyalty in the case of Zemen bank. The role of corporate brand for customer loyalty has understudied in Ethiopia. By addressing the question of whether there is a link between corporate brand and higher customer loyalty, this study has expected to provide a valuable information tool and knowledge base for banks.

Many researches used the four determinants of corporate brand i.e. brand familiarity, brand image, reputation and corporate loyalty/commitment. This research includes corporate communication as dimension of corporate brand. Corporate communication has been considered as a vital element of the corporate marketing strategy. Therefore, including companies' corporate communication instead of corporate loyalty or/commitment might yield a better result for the research (Balmer, et al., 2006).

After reviewing of earlier researches, this study investigates that there is a lack of research on the influence of corporate brands on customer loyalty. Even though, a number of researches were conducted in brand and its benefit; there is no much of research done on those brands that has been assumed to have a strong corporate brand in the minds of customers thereby on customer loyalty i.e. Zemen bank.

The Role of corporate brand for customer loyalty has understudied in Ethiopia both in financial and non-financial sectors as there is little empirical evidence supporting the role or influence of corporate brand for customer loyalty in Ethiopia. In addition, as a researcher, I am attracted with idea that whether Ethiopian bank customers are by one or the other give attention to what is called “the end justifies the means” or do they really care about the holistic brand a bank has.

Practically, the findings of this research help the management of the bank in understanding, considering, and taking proper measures in regards to its customer perception towards their use of modern technology, the effect of the advertisement investments of the bank towards customer’s attitude and loyalty scheme. Understanding of the bank’s image has articulated in the customer’s mind, effectiveness of bank’s effort toward creating brand awareness, the place of the bank’s logo, image and colors in its customer mind, understanding their employee’s willingness to help others, and the likelihood of their brand endorsement has envisaged.

This study contributes a foundation that the theoretical relationship previously studied by many researches through the impact of brand on customer loyalty. Since the purpose of this study is to know the role of corporate brand on customer loyalty, it adds an essential element of corporate as an addition to brand’s role to customer loyalty. Furthermore, the study evaluates the magnitude of influence each corporate brand dimensions have on customer loyalty. This helps banker, financial decision makers and people in the area to have a clear idea of the role corporate brand plays for customer loyalty in Ethiopia. Finally, yet importantly, the finding gives a theoretical contribution for academicians in the area.

1.4 Research Question

The researcher attempts to review previous related articles in the area of the research topic and will try to respond to the following main research questions.

1. Does corporate brand image influence customer loyalty?
2. What is the influence of corporate reputation on customer loyalty?
3. Does corporate familiarities influence customer loyalty
4. Does corporate communication play a major role on building favorable customer loyalty

1.5 Objective of the Study

1.5.1 General Objective

This study will investigate the influence of corporate brand on customer loyalty of Zemen bank and its service offerings.

1.5.2 Specific Objective

- To study the role of corporates brand image on customer loyalty on Zemen bank.
- To evaluate the role of corporate reputation on customer loyalty on the bank's service.
- To assess the role of corporate familiarities with the service of the bank on loyalty of the bank.
- To analyze the influence of corporate communication on building strong corporate brand.

1.6 Significance of the Study

The study is expected to identify the role of corporate brand on customer loyalty of banks in Ethiopia. Although the study focuses on Zemen bank, the study has expected to shed light on many banks and Micro-finance institutions in Ethiopia. Furthermore, the research will fill the understudied area of corporate brand on customer loyalty in Ethiopia.

1.7 Scope of the Study

For the purpose of this research, corporate brand image, corporate reputation, corporate familiarity and corporate communication are employed as determinants of customer loyalty.

The study covers some selected banking departments in Zemen bank (Corporate and investment banking (CIB), Business and Small and medium enterprise (B&SME) and the customers of Addis Ababa branches are selected by using stratified sampling method that the researcher believes the sample is representative of the population.

1.8 Limitation of the Study

The research is limited to some selected banking centers of the bank found in Addis Ababa and two departments lead by directors i.e. CIB A and B&SME. The new banking centers opened in this year and their customers as well as banking centers found outside of Addis Ababa is not included in the research as the research focus at corporate level. Due to budget and time constraints, other commercial banks are not included.

1.9 Organization of the Study

This study consist five chapters organized as follow:

Chapter 1: Introduction, it is the first chapter which will illustrate the background to the research, statement of the problem, general and specific objectives of the study, research questions, significances of the study finally scope of the study and limitation.

Chapter 2: Literature Review, which provide information on the literatures which are related to the research title.

Chapter 3: Research Methodology, which will provide the details of research methodology design, and clear idea about data collection of the study and sampling process.

Chapter 4: Data analysis, Result and Discussion, which is expected to show the result of the analysis of the data collected through the surveys, and it includes the analysis of the data and interpretation of the findings to test the hypotheses.

Chapter 5: Finding, Conclusion and Recommendation will be entertained. The conclusion for the findings of this research has made based on the research questions and hypotheses.

The Last but not the least is the recommendations provided for the further research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Review of Related Literature

This chapter presents the rationale for conducting research on the role of corporate brand on customer loyalty. My study sought to build upon this body of research through the lenses of corporate brand in Zemen bank. The following review of the literature represents the literature pertinent to my research study of corporate brand and customer loyalty.

2.2.1 The Concept of Corporate Brand

Corporate branding, according to the American Marketing Association, is names, phrases, signs, symbols, or designs, or a mix of all of these that are designed to identify a company, goods, or services from a seller or group of sellers in order to differentiate them from competitors. Furthermore, studies discovered that brands have an essential strategic function as a distinction between the items offered by the company and its competitors. It reflects the organization's ability to meet the needs of its customers, such as trust in the company to provide a consistent level of item or service, quality of the product/service at an affordable cost, and a minimization of the risk of making an inaccurate purchasing decision (M Fahlevi, 2021).

The concept of "corporate brand" refers to the ways a corporation conveys its identity. According to marketing experts, a company's reputation and brand are critical components in developing belief in an organization. Badr Elgasim Balla and Dr. Siddig Balal Ibrahim (2012) define corporate brand as the organization that will deliver and stand behind the product or service that the client will purchase and utilize.

For corporate brand, the meaning attached to the brand is applied to the whole corporation i.e. the interactions between customers and the entire organization comprise the corporate brand, which goes beyond the distinctive characteristics of a product or the offering of a service. The concept of a corporate brand is significantly distinct from that of a product or service brand, and the meaning connected with a corporate level brand can reflect considerably more to the market than goods and services branding. (Mohammed Ahmed, 2021).

Corporate branding is a comprehensive approach to brand management in which all members of an organization behave in conformity with the desired brand identity. Corporate branding has been defined as the sum of values that constitute the organization. The basic goal of corporate branding is to distinguish organizations in the minds of stakeholders. Corporate branding is a manifestation of the characteristics that set an organization apart from its competitors. It reflects the organization's capacity to meet the needs of its customers, namely: trust in the company to deliver a consistent level of product service, quality of the product or service at an affordable cost, and a lowering of the risk of making an imprudent purchasing decision Bick et al. (2003) cited from Anandan Pillai (2012).

2.1.2 The Concept of Corporate Reputation

In most marketing literature, a firm's reputation has been defined as the sum of all image and value components about a company, or the net perception of a company's capacity to meet the standards set by all its stakeholders. It is considered as a combination of all prior transactions throughout an actor's life, and it requires consistency in an actor's activity throughout time (Mohammed Ahmed, 2021). According to these definitions, the economic, social, and marketing-oriented viewpoint highlights the complete character of reputation as an asset shared by people, which is built and destroyed by the organization itself.

Corporate branding, which is a systematically planned and executed process of establishing and maintaining a positive reputation for the organization and its constituent aspects, sends signals to stakeholders. Because of this communal or collective feature, reputations have the potential to reduce uncertainty and build trust. Knowing a trustee's strong reputation reduces the trustor's concern and increases his or her favorable expectations of the organization. Consumers with a positive brand reputation believe the company and are willing to buy its products or services (Fombrun & Van Riel, 2017).

2.1.3 The Concept of Corporate Brand Familiarity

Brand familiarity is another technique for customers to acquire deeper knowledge of the brand. When customers seek for products or services, they are exposed to a variety of brand-specific stimuli, including brand-identifying colors, shapes, or physical facilities, backdrop design elements, slogans, symbols, and brand characters (Mandel, N. and Johnson, E.J., 2002). These

brand-related stimuli can be found in a brand's design and identity (e.g., name, logo, signage), packaging, and marketing communications (e.g., advertisements, brochures, websites), as well as the environments in which the brand is marketed or sold. These brand-related stimuli are the primary source of subjective, internal customer responses, sometimes referred to as "brand experience." Or brand familiarity (Mandel, N. & Johnson, E. J., 2002).

Customers may improve a tendency to trust products or services with which they are more familiar. Later on, the desire to trust will evolve into confidence in the product or service to be selected or purchased. This belief in the product or service stems from a positive mindset (Duncan, T. and Moriarty, S.E. 2018).

2.1.4 The Concept of Corporate Communication

Communication is essential for running a successful business, especially when it comes to establishing client loyalty. Communication promotes consumer trust, which leads to long-term loyalty and corporate growth. Any firm looking to increase customer loyalty should explore how their communication strategies and plans can contribute towards increasing customer affinity and loyalty.

Comprehensive corporate communications consider the impact of management communication, employee and product behavior, word-of-mouth, and media/competitor opinion. corporate communication is supported by appropriate theoretical viewpoints on the formation processes of business image and loyalty (Adelina Lubis et al., 2021).

2.1.5 The Concept of Corporate Image

Corporate image refers to the associations that customers form as a result of business activity in public affairs, literature and the arts, social welfare, and other areas. In this context, corporate image refers to the overall perception of the organization by consumers. Corporate image is one of the strategic assets that contribute to a competitive advantage while also creating conditions for long-term survival and organizational development. The set of meanings associated with an object that people use to describe, remember, and relate to it. That is, it is the cumulative effect of a person's views, thoughts, sentiments, and experiences regarding organizations at a certain period (Elif Karaosmanoglu, 2006).

Corporate image has also been described as the overall impression made on the minds of the public about a firm. Corporate image is the perception of an organization that customers hold in their memories, because it serves as a filter through which a company's entire operation is perceived, and it reflects a company's overall reputation and prestige. They concluded that business image had the greatest impact on consumer loyalty.

Previous research identified three principles that describe the impact of relationships between all entities associated with a brand in general. These three crucial components contribute to the establishment of a brand image. The first is corporate images, which are a collection of associations that customers have with organizations that offer products or services. The second category is user images, which are a collection of consumer associations observed by product consumers. The third category is product images, which relate to the product's qualities, benefits, and promises.

2.1.6 The Concept of Customer Loyalty

The concept of customer loyalty stems from consumer behavior theory and is something that consumers may display towards companies, services, or activities. According to Lovelock and Wirtz (2007), loyalty is an archaic term that has long been used to indicate fidelity and impassioned dedication to a country, a cause, or an individual. More recently, it has been used in a corporate context to characterize a customer's inclination to continue patronizing a company over time, preferably on an exclusive basis, or to suggest the company's products to friends and colleagues. Customer loyalty goes beyond behavior to include preferences, likings, and future intentions (Anandan Pillai, 2012).

Customer loyalty is an attitudinal and behavioral propensity to choose one brand over another, which may be due to happiness with the product or service, convenience or performance, or just familiarity and comfort with the brand (Roundhill, 2012, quoted in Samuel, 2017). Ranade (2012) also defined customer loyalty as customers continuing to think that the organization's product/service offer is their best option and meets their value proposition, whatever that may be. Customer loyalty is the extent to which customers have favorable feelings for and engage in positive behaviors towards a company/brand. These foundations may prompt us to ask, "What types of company activities make a customer loyal?" Haves (2013) quoted Samuel (2017).

Oliver (1999) postulated four escalating brand loyalty stages based on the cognitive affect conation pattern. The first level involves cognitive loyalty. Customers' loyalty to a brand is determined by the information they have about it. The next stage is emotional loyalty, which relates to a customer's like or positive feelings towards a brand. The third phase is conative loyalty, or behavioral intention. This is a firmly held commitment to believing in a "good intention" that leads to unrealized action. The final level is action loyalty, in which clients turn intentions into acts. Customers at this stage suffer action inertia, which is combined with a desire to overcome hurdles in order to make a purchase. Although action loyalty is desirable, it is difficult to see and frequently difficult to quantify. and marketing initiatives that have the potential to influence switching behavior. When the customer reaches the action phase, he or she is deeply committed to repurchasing while also actively blocking the impact of alternative companies. Consumers will develop action level loyalty when they voluntarily immerse themselves in a social environment that promotes brand patronage.

For Mensah Agyei and Kilika, J. M. (2013) Customer loyalty is a combination of several attributes. While it is motivated by customer satisfaction, it also requires the customer to make a consistent investment in an ongoing connection with a brand or firm. Furthermore, customer loyalty is reflected by a combination of attitudes (intention to buy again and/or purchase additional products or services from the same company, willingness to recommend the company to others, commitment to the company demonstrated by a refusal to switch to a competitor) and behaviors (repeat purchasing, purchasing more and different products or services from the same company, recommending the company to others). Customer loyalty is currently recognized as a strategic marketing asset, with several marketing studies revealing that it costs three times more to acquire a customer than it does to maintain an existing one.

2.2 Empirical Literature Review

Sofia Björk (2015) delved into corporate client loyalty within the banking sector, highlighting three key strategies for banks to differentiate themselves from competitors. Firstly, she underscored the importance of providing high-quality service, emphasizing simplicity, credibility, and security to retain existing clients and attract new ones. Secondly, she emphasized the significance of bridging the gap between client expectations and actual service quality to enhance customer loyalty and the bank's profitability. Lastly, she noted the transformative

impact of digitalization on the banking landscape, where future customers may consider themselves loyal while simultaneously engaging with multiple actors, given the ease of switching banks online.

James E. Richard (2012) explored the dynamics of customer loyalty in the travel sector, focusing on the interplay between company image, satisfaction, and commitment. His model underscored the significance of corporate image, dedication, and loyalty, particularly in a price-sensitive and competitive industry with traditionally low levels of client loyalty. Richard highlighted the value of understanding the factors influencing customer loyalty for travel companies aiming to maintain a robust customer base. Notably, his research in New Zealand revealed a positive correlation between business image, customer commitment, and satisfaction, with affective commitment playing a pivotal role.

Eman Mohamed Abd-El-Salam, Ayman Yehia Shawky, and Tawfik El-Nahas investigated the impact of business image and reputation on service quality, customer satisfaction, and loyalty. They found a positive association between corporate image, reputation, service quality, customer satisfaction, and loyalty, suggesting that building a strong image and reputation can enhance overall service quality and foster customer loyalty.

Upamannyu and Sankpal (2014) examined the influence of brand image on customer satisfaction and loyalty intention in India. Their research revealed a strong positive relationship between brand image and loyalty intention, with customer satisfaction serving as a mediator. They concluded that customer satisfaction plays a vital role in mediating the relationship between brand image and loyalty intention.

Wu, Chao, and Yen (2015) assessed the impact of service quality and brand image on customer loyalty in private Karaoke Rooms in Taiwan, finding a positive effect of brand image on customer loyalty.

Ari Dwi Astono (2021) investigated the effect of reputation and competence on customer loyalty through customer trust. His findings emphasized the significant impact of reputation and competence on customer trust, which in turn influenced customer loyalty. He highlighted the mediating role of customer trust in the relationship between reputation, competence, and customer loyalty.

Tatiana Anisimova explored the effects of corporate brand symbolism on consumer satisfaction and loyalty. She advocated for a comprehensive approach to measuring brand loyalty and highlighted the importance of behavioral loyalty indicators over mere intent.

Badr Elgasim Balla and Dr. Siddig Balal Ibrahim studied the impact of corporate brand dimensions on repurchase intention using the theory of planned behavior. Their research emphasized the significant relationship between corporate brand and repurchase intention, underlining the importance of focusing on mechanisms to enhance brand effectiveness and customer loyalty.

A study in Kenya's mobile telecommunications service market revealed a positive relationship between brand image and customer loyalty, emphasizing the importance of corporate image activities in influencing customer loyalty.

John M.T. Balmer (2006) explored the integration of corporate marketing elements such as identity, branding, image, reputation, and communication. He advocated for an integrated marketing strategy at the institutional level to enhance organizational effectiveness.

Adelina Lubis, Ritha Dalimunthe, Yeni Absah, and Beby Karina Fawzee investigated the impact of corporate communication and service quality on customer loyalty and satisfaction in Sharia banking. They found that effective corporate communication and service quality significantly influence customer satisfaction and loyalty, underscoring the importance of managing service quality to enhance customer loyalty in the banking industry.

M Fahlevi (2021) studied Corporate branding in banking environment: Evidence from acquisition process which he took corporate brand image as the main indicator of corporate brand and he further took dimension of corporate brand images as dynamic, cooperative, business, character, successful and withdrawal which he explained each in detail. He finally concluded that the withdrawn dimension is the dimension that has the most influence because as the acquisition process is sometimes negative for the public, which the bank will try to resolve the problem internally.

In Ethiopia Mohammed Ahmed (2021) studied the influence of corporate brand on customer attitude in Zemen bank. He analyzed corporate image, corporate reputation, corporate familiarity

and market communication as a dimension of corporate brand and independent variable in determining customer attitude. In the study, the correlation between all independent variables and the dependent variable has been found to be positive and substantial, whereas corporate familiarity and marketing communication were found to be statistically significant in predicting customer attitude.

2.3 Hypothesis Development

2.3.1 Corporate Image and Customer Loyalty

Corporate image can be conceptualized as the immediate mental perception of the organization held by an individual, group or network (Karaosmanog lu et al, (2011). They further proposed that corporate image and intentions are intertwined and that when consumers hold favorable attitudes towards a company, their behavioral intentions tend to be favorable which will lead to Customer loyalty.

Corporate image is an ideal tool for a successful company for its market share among the competitors and to get high level of customer loyalty and profits through retained customers. Since customers are directed to buy goods and services from a company with good corporate image to reduce the decision making consequence risky (Badr Elgasim Balla, Dr. Siddig Balal Ibrahim, 2014). This is a good implication that, having a corporate company image will create customer loyalty. Customers who perceive service quality over repeated service encounters have an overall favorable image of the firm, and this image helps to form an emotional attachment (Aaker, 2004 cited from James E. Richard, 2012).

H1: Corporate brand image is expected to have a positive and significant effect on customer loyalty.

2.3.2 Corporate Reputation and Customer Loyalty

Corporate reputation is described as a stakeholder's total evaluation of an organization through time, from both internal and external perspectives (Abimbola et al., 2012.). It is also defined as a perceptual representation of a company's past acts and future prospects that describes the firm's total appeal to all of its major constituents when contrasted to other prominent competitors

(Roberts, P.W. and Dowling, G.R., 2002 cited from Mohammed, 2021). A good corporate reputation comes up with distinct merits for businesses and companies, including recruiting investment, booming customer loyalty, and providing a competitive advantage. It has also been suggested that organizations with a good corporate reputation have a better probability of achieving success and long-term superior performance (Mohammed, 2021).

H2: Corporate reputation is expected to have a positive and significant effect on customer loyalty

2.3.3 Corporate Familiarity and Customer Loyalty

The familiar corporate for customers is representing the solid rock they stand on to feel trust and to avoid the risk of decision-making ((Badr Elgasim Balla, Dr. Siddig Balal Ibrahim, 2014) which clarifies how corporate familiarity is well acquainted with customer loyalty. Familiar brand names are expected to have a competitive advantage over less familiar brands because of superior recall of information about familiar brands.

H3: Corporate familiarity is expected to have a positive and significant effect on customer loyalty

2.3.4 Corporate Communication on Customer Loyalty

Corporate communication is related to the several outbound communications ways deployed by organizations to communicate with customers and other constituencies. Comprehensive corporate communications take into account the effects of the communication of management, employee and product behavior, and word-of-mouth and media/competitor commentary (Adelina Lubis, Ritha Dalimunthe, Yeni Absah and Beby Karina Fawzee, 2021). Since corporate communication have also effects on the formation processes of corporate image and loyalty, it reflects the mental picture customers have of a bank and the effective communication between a bank and its customers.

H4: Corporate communication is expected to have a positive and significant effect on customer loyalty

2.4 Conceptual Framework

The study will investigate the influence of corporate brand on customer loyalty. It also employs a model that was developed by researchers Balla, B.E. and Ibrahim, S.B., 2014. The model includes the most relevant corporate brand factors such as Corporate Image, Corporate Reputation and Corporate Familiarity. Moreover, the study adopted corporate brand communication as additional element in this model.

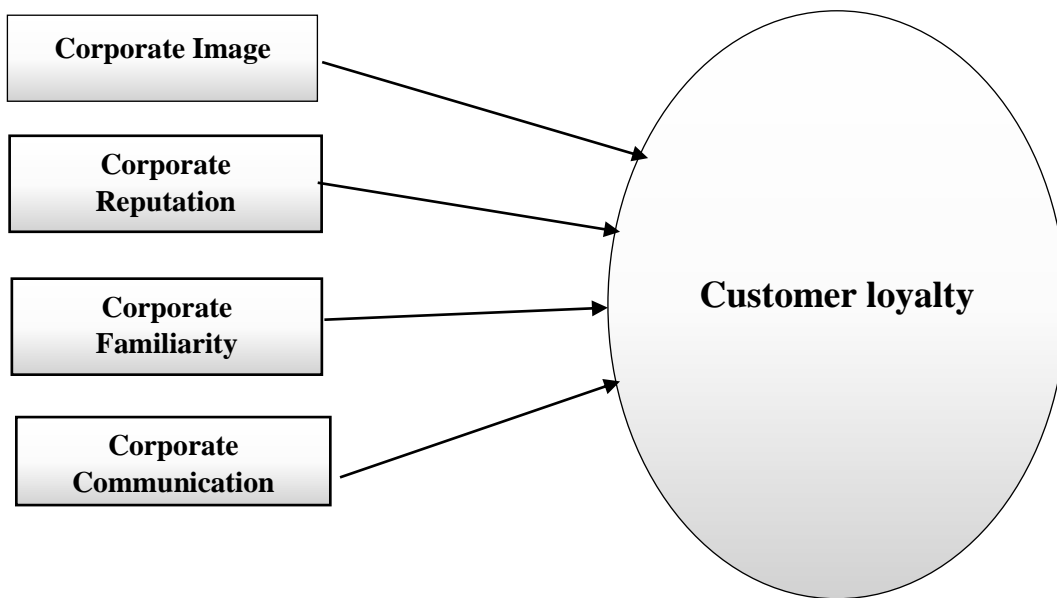


Figure 2.1: Conceptual framework

CHAPTER THREE

RESEARCH METHODOLOGY

3. Research Methodology

This chapter served as a road map for the data collection, measurement and analysis in order to make this research highly relevant to its objective. It has navigated the technique and procedures that was employed to execute the study. The main objective of this research was to examine the role of corporate branding in influencing customer loyalty in the case of Zemen Bank.

The study focused on customers of Zemen Bank in the corporate investment banking (CIB), Business and small and medium enterprise (B&SME) clients, as well as selected branches where corporate branding and service strategies are implemented. The significance of this study lies in understanding how corporate branding efforts impact customer loyalty, which is critical for Zemen Bank's success in a competitive banking industry.

To address this research question, a mixed methods approach has been adopted. This involves collective quantitative data through surveys from a sample of Zemen Bank customers and conducting qualitative interviews with selected customers. The combination of this method has provided a comprehensive understanding of customer perceptions and behaviors when it comes to Zemen Bank's corporate brand.

3.1 Research Design

A research design refers to a complete plan for a data collection in an empirical research. It is a "blueprint" for empirical research intended to answer specific research questions or testing proposed hypothesis (Bhattacharjee, 2012). This study has followed a mixed-methods research design, which involves collecting and analyzing both quantitative and qualitative data.

After conducting a thorough literature review, a conceptual framework has been proposed and used as the foundation for this study. The conceptual model in Figure 1, presents the set of dependent and independent variables that has been operationalized in both quantitative survey questions and qualitative interview questions to allow comprehensive empirical testing. The data collected through these methods will be used to investigate the presence of causal relationship

between corporate brand dimensions (corporate communication, corporate reputation, corporate image and corporate familiarity) with customer loyalty.

3.2 Research Approach

To address this research and answer the research question, a mixed approach has been adopted. This involves collective quantitative data through surveys from a sample of Zemen Bank customers and conducting qualitative interviews with selected customers.

3.3 Data Type and Source

To conduct this research, primary data has been collected from corporate investment banking (CIB), and small and medium enterprise (B&SME) clients and three branches of Zemen bank clients through a survey method utilizing a questionnaire. This approach was chosen to ensure a comprehensive understanding and increase the reliability of the findings.

3.4 Population of the Study

The target population for this study consisted of customers of Zemen Bank located in Addis Ababa. The selected banking centers meet specific criteria, including being operational above ten, having corporate customer base, and customers who have been using the branch for at least one year. The two departments lead by the director level due to their corporate nature included in the target population are corporate investment banking (CIB), Business and small and medium enterprise (B&SME). In addition, three banking centers selected were Kazanchis banking center, Bole banking center and CMC banking center.

By focusing on customers from these specific branches in Addis Ababa, the researcher gathered insights directly from the target population to gain a deeper understanding of their perceptions and behaviors regarding Zemen Bank's corporate brand dimensions and customer loyalty.

3.5 Sample and Sampling Techniques

The most crucial part of sampling is ensuring that the sample chosen is representative of the entire population. The term "representative" refers to how closely the sample's features replicate those of the population (Mooi, E.A. and Sarstedt, M., 2011).

For this specific thesis, the probability sampling method has been used; as it provides the most accurate picture of the whole population (Walliman, N., 2006). The selection of the sample from the bank's customers has been carried out using stratified sampling techniques from all departments and banking centers.

3.5.1 Sample Size

After chosen a good sampling method, the next step has been to figure out how big a sample should be. The desire for a high sample size has been weighed against the realities of research resources, such as money, time, and effort.

For this research case the population is very larger and the sampling frame is unknown. To calculate a sample size of a large population whose degree of variability is not known, the sampling size estimation was done according to (Krejcie, R.V. and Morgan, D.W., 1970).

$$n = \frac{Z^2 (Pq)}{e^2}$$

Where,

n; sample size

Z; is the value from z tables (1.96) at 95% confidence level

P; the population proportion (assumed to be 0.5) since this would provide the maximum sample size);

q; 1 – p (0.5)

e; the desired level of precision (0.05)

Therefore,

$$n = \frac{1.962 (0.5 \times 0.5)}{(0.05)^2} = 384$$

Accordingly, a total customer of 384 respondents from the selected ten banking centers was chosen for data collection.

3.6 Data Gathering Instrument

Questioning individuals was an apparent way to acquire both quantitative and qualitative data from respondents (Walliman, N., 2006). Questionnaires are particularly well suited to quantitative data and are also convenient; they eliminate the researcher's personal influence, and respondents had more time to double-check the truth and consider their responses, resulting in more accurate data; they are also inexpensive and quick to administer (Walliman, N., 2006). Researchers can use a questionnaire to organize questions and obtain responses without having to speak with every responder (Walliman, N., 2006).

The variables that used in this research was measured by twenty-five factors and questions for the survey was created accordingly. Firstly, corporate image was measured with factors like tangibility, reliability and use of technology. Second, Corporate reputation was measured by customer satisfaction level, service recovery, responsiveness, knowledge, trust, and service quality. Third, in measuring corporate familiarity customer service, customer experience, and customer reference were used. Fourthly, corporate communication efforts were envisaged by brand position, corporate vision, promotion brand awareness, and brand knowledge.

3.7. Data Collection Procedures

The research questionnaire consisted two sections. The first section gathers information about respondents' profile like age, gender, experience, education etc. and the other section collected data about the research variables. The data has been collected via self-administered questionnaire and the average time taken to complete the survey has been nearly 10 minutes. After completing the survey questionnaires, respondents returned it directly to the researcher.

The developed questionnaire pilot tested to comment on the questions and mention any vague point in the questions so that I identified and eliminated potential problem. Based on feedback the questionnaire has been refined for clarity.

3.8 Research Instrument

Asking questions is an obvious method of collecting both quantitative and qualitative information from people (Williman 2006). The four types of data collection forms in survey

design are: self-administered questionnaires; interviews; structured record reviews and structured observations Creswell (cited from Tsigemariam, 2016). To test the research hypotheses of this study, the research instrument that the researcher used was structured questionnaire which allows for the measurement of corporate brand dimensions' effects on customer loyalty.

Questionnaires are particularly suitable for quantitative data and also they are convenient, the personal judgement of the researcher is also eliminated and respondents have had time to check and think about their responses, which tends to lead to more viable responses and also it is cheap and quick to administer (Williman 2006). Using a questionnaire enables the researcher to consolidate the questions and receive responses without actually having to talk to every respondent (Williman 2006).

3.9 Method of Data Analysis

Quantitative data was collected and processed using the Statistical Packages for Social Science (SPSS) software version 27, and the data was analyzed using descriptive and regression analytic procedures.

The data has been analyzed using a descriptive analysis table and a regression. Furthermore, descriptive statistics such as mean, standard deviation, minimum, and maximum values have been reported in order to describe the features of the variables under consideration.

Diagnostic tests like normality, heteroscedasticity, and multi-collinearity were used to assess the model's suitability for the study, while variance inflation factors and correlation matrixes were employed to investigate multi-collinearity. The study conducted a regression analysis to establish the correlation between the independent and dependent variables.

This study used multiple linear regression analysis; it helps to simultaneous analysis of more than two variables) is very important in operations management. Multiple regression analysis was used to predict the changes in the dependent variable in response to changes in several independent variables. The multiple regression analysis was used to test the relationships between the constructs based on the hypothesized model indicated above.

3.9.1 Model Specification

Multiple regression is a flexible method of data analysis which is suitable whenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independent or predictor variables). Relationships may be nonlinear, independent variables which may also may be quantitative or qualitative, and as a researcher the effects of a single variable or multiple variables with or without the effects of other variables taken into account can be evaluated (Laxmi,et al, 2018). Therefore, the model of the regression analysis was specified as follows:

$$Y=a+b_1CI+b_2CR+b_3CF+b_4CC+e$$

In the above equation, a= coefficient

b₁, b₂, b₃, b₄, coefficients of explanatory variables

Y = corporate loyalty

CI = Corporate image

CRC = Corporate reputation

CF= Corporate familiarity

CC =corporate communication

e: the error term, it can consider all other factors which are not incorporated in the model

3.10 Reliability

Reliability is the degree to which what researchers measure is free from random error (Mooi and Sarstedt 2011) and it is concerned with the uniformity or constancy of the score gained from a measure or assessment over time and from different situations or circumstances. If the measurement is reliable, then there is less chance that the obtained score is due to random factors and measurement error (Marczyk et al. 2005). In this study, Cronbach's alpha (α) was used to test the reliability of the measure.

3.10.1 Validity

Validity refers to measuring what is supposed to be measured (Mooi and Sarstedt 2011). Validity is related to research methodology since its major objective is to upsurge the correctness and helpfulness of findings by eliminating or controlling as many cofounding variables as possible, which helps to have valid finding of any given study (Marczyk et al. 2005). To ensure the validity of the study, the researcher used expert opinion from highly experienced bankers and academicians. Also, validity of measure has been cross-checked with previous similar findings and adequate literature review. Finally, pilot test has been conducted to ensure the clarity of the question items. Based on the feedback from the pilot study, the questionnaire has been revised.

3.11 Ethical Consideration

Ethics refers to the pertinence of behavior in relation to the rights of those who become the subject of some body of work, or are affected by it. Therefore, it relates to questions about how a researcher formulates and clarifies the research topic, design of research and gain access, collect data, process and store the collected data, analyze data and write up the research findings in a moral and responsible way (Mark Saundes, 2007)

The researchers consider the objectivity, honesty integrity, carefulness, openness in respect to intellectual property, confidentiality, and respect for colleagues, social responsibility and legality of the research paper.

Voluntary participation and harmlessness: Subjects in a research project must be aware that their participation in the study is voluntary, that they have the freedom to withdraw from the study at any time without any unfavorable consequences, and they are not harmed as a result of their participation or non-participation in the thesis. To this effect, the researcher gave freedom to the respondents and they exercised freely on the given questionnaire.

Anonymity and confidentiality: to protect subjects' interests and future well-being, their identity must be protected in a scientific study. This is done using the dual principles of anonymity and confidentiality. Anonymity implies that the researcher or reader of the final research report or paper cannot identify a given response with a specific respondent. Confidentiality means the researcher can identify a person's responses, but promises not to

divulge (reveal) that person's identify in any report, paper, or public forum. In both cases, this has been confirmed by the researcher in such a way that there was no need to fill their name on the questionnaire.

Disclosure: usually, the researcher has an obligation to provide some information about his/her study to potential subjects before data collection to help him/her decide whether or not they wish to participate in the study. Guided by this ethical principle, the researcher has disclosed about the content and purpose of the study. Moreover, the benefit of the research after finalization has been well-disclosed to the respondents.

Analysis and reporting: it has been evident that the researcher has ethical obligations to the scientific community on how data is analyzed and reported in the study. Accordingly, more clear and candid information has been forwarded not to mislead the scientific community

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter contains findings on the role of corporate Brand on the customer loyalty in Zemen bank, including descriptive statistics, diagnostic tests, and correlation and regression analysis, in addition to an examination of the research methodology.

4.2. Response Rate

The questionnaire was issued to the customers of Zemen bank located in Addis Ababa. The two banking departments included in the target population are corporate investment banking (CIB), Business and small and medium enterprise (B&SME) and three banking centers Kazanchis banking center, Bole banking center, CMC center. The rationale for selecting two departments lead by directors and those of three branches is because they consist many of corporate clients.

The questionnaire was issued to 384 customers. Out of the 384 questionnaires, 345 were completed and returned correctly while 39 questionnaires were incomplete and were not used for further analysis. According to (Saunders, M., Lewis, P. and Thornhill, A., 2012), a questionnaire survey response rate of 70% or higher is required to conduct the analysis. So, the overall response rate was approximately 90%, which is outstanding given the circumstances of the research. (See Table 4.1, below). As a result, the analysis has been conducted based on the valid number of replies.

Table 4.1: Survey Response Rate

Sample Size	384
Completed and returned questionnaires	345
Response rate	89.85

4.3 Analysis of Questionnaire Data

4.3.1 Demographic Characteristics of the Respondent

In this part of the paper, the respondent's demographic characteristics analyzed and also interpreted to show their impact on the relationships between Corporate brand (corporate brand image, corporate brand reputation, corporate familiarity and corporate communication) and customer's loyalty. When investigating the impact of social aspects, demographical questions are included in the surveys about such matters as gender, age, level of education and the like (Choudrie & Dwivedi, 2006). Therefore, the demographic variables of this thesis for discussion were gender, age and academic qualification.

The demographics of the respondents' characteristics has described in the following parts to provide readers with insight into their profiles.

Table 4.2: Frequency Distribution- Gender of Respondents

		gender of respondents			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	261	75.7	75.7	75.7
	female	84	24.3	24.3	100.0
	Total	345	100.0	100.0	

Source: Computed from own data survey, 2024

According to Table 4.2, 261 (75.7%) of the 345 respondents are men, while 84 (24.3%) are woman. This demonstrates that majority of customers are male. As a result, it is possible to conclude that male customers have dominated the selected branches. This may be due to the male domination of business activity from customers of Zemen bank in particular and in Ethiopia in general.

Table 4.3: Frequency Distribution- Educational Level Respondents

EDUCATION	Freq.	Percent	Cum.
below high school	20	5.80	5.80
high school complete	94	27.25	33.04
college diploma	112	32.46	65.51
1st degree	61	17.68	83.19
2nd degree and abve	42	12.17	95.36
others	16	4.64	100.00
Total	345	100.00	

Source: Computed from own data survey, 2024

Table 4.3 shows the respondents' educational level. Among 345 respondents, the majority of respondents had college diploma (32.4%) and the least (4.6%) had other educational background which is not specified in the questionnaire. 27.25% high school complete and 17.68% first degree holders. The rest educational level corresponds to the remaining percent other than that of accompanied by college diploma holders and others.

Table 4.4: Frequency Distribution-Age group of respondents

age of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 25	60	17.3	17.4	17.4
	25-35	93	26.9	27.0	44.3
	36-45	98	28.3	28.4	72.8
	46-55	60	17.3	17.4	90.1
	above 56	34	9.8	9.9	100.0
	Total	345	99.7	100.0	
Missing	System	1	.3		
Total		346	100.0		

Source: Computed from own data survey, 2024

Table 4.3 shows the age of respondents. Out of 345 respondents the majority of respondents found in the age group of 36-45 (28.3). In addition, the least percentage is coincided with the age group of above 56 years which accounts 9.8%. The remaining age group accounts the remaining percent from the 100%. From the above data one can infer that majority of the clients under corporate cycle are from the adult age of 36-45.

4.4. Descriptive Statistics

One statistical approach for determining equivalence between groups is to use simple analysis of mean and standard deviations for the variables of interest for each group in the study (Marczyk et al. 2005). The descriptive statistics (mean and standard deviation) in respect of each variable is shown in the following table.

In this section, the characteristics of the key factors investigated in the study are discussed and summarized briefly. CL (Customer loyalty) is the main outcome we are interested in, while CI (corporate Image), CR (Corporate reputation), CF (Corporate Familiarity), and CC (Corporate Communication) are the elements believed to influence it.

Table 4.5: Results of Descriptive Statistics

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
CL	345	3.13	1.00	4.13	1.8250	.59822	.358
CI	345	3.75	1.00	4.75	1.8457	.65140	.424
CF	345	4.00	1.00	5.00	3.6126	.70868	.502
CC	345	2.80	1.20	4.00	2.3977	.51058	.261
CR	345	3.80	1.00	4.80	1.7623	.68648	.471
Valid N (listwise)	345						

Computed from data survey, 2024

According to Poolnar Btawee, 1987 cited from Mohamed, 2021 the following measurement scale intervals or ranges were used to make the interpretation. Mean scores 4.51-5.00 excellent or very good, 3.51- 4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor

The above table 4.5 shows that the mean value of CL which is 1.825 ranging from 1.00 to 4.13 and the average value of corporate image (CI) is 1.84, ranging from 1.00 to 4.75, which deviates 0.65% from the mean. Among the independent variables, corporate familiarity and corporate reputation had the highest mean (3.61%) and lowest mean (1.76%), respectively. It means that as the mean score increases, the response of respondents show highest outlier which again implies the response of respondents diverges from one scale to another. Whereas, a small mean implies the response of respondents lies converges relatively along the same scale. In this study the mean is between 1.76 and 3.6 which suggests that the variable under examination got favorable response from the respondents.

Standard deviation measures how distributed the data is in reference to the mean. The standard deviation (SD) of all variables is less than one, indicating modest variances in respondents' opinions on determining customer loyalty (CL). From this one can understand that the low standard deviation shows a limited spread of data, indicating that customers had similar opinions on each variable.

4.5. Test for the Classical Linear Regression Model (CLRM) Assumptions

To ensure the regression model's validity and robustness, the study analyzed the data against the basic assumption CLRM (Brooks, 2008). Once the assumptions are met, all relevant information is considered and employed in the model. However, violation of these assumptions indicates that some data needs to be excluded from the model. Diagnostic checks and tests used to ensure the correctness of statistical results. In this thesis, the researcher checked multi-collinearity, normality, Validity and heteroscedasticity to ensure the quality of the Econometric model.

4.5.1 Normality Statistics

Variable	N	Mean	Std. deviation	Skewness		Kurtosis	
				statistic	Std.error	statistic	Std.error
CI	345	4.0648	.67448	-.959	.135	1.206	.269
CR	345	4.0564	.65906	-1.095	.135	2.124	.269
CC	345	3.7687	.75508	-.699	.135	.327	.269
CF	345	3.5630	.66347	-.304	.135	.998	.269
CI	345	3.9293	.6170	-.788	.135	.243	.269
Valid N	345						

According to Kim (2013), for sample sizes greater than 300, the absolute values of skewness and kurtosis is used for interpretations of normality. And either an absolute skew value larger than 2 or an absolute kurtosis larger than 7 used as reference values for determining substantial non-normality. Thus, based on the above normality table, the distribution confirmed to be normal and the data were qualified for the regression analysis.

4.5.2. Multi-collinearity Tests

Multi-collinearity refers to the exact linear connection between some or all-explanatory variables in a regression model. When independent variables are multi-collinear, their predictive power overlaps or is shared. Thus, if multi-collinearity is perfect, the regression coefficients of the independent variables are indeterminate, with immeasurable standard errors (Gujarati, 2004). When the VIF exceeds ten, it is a symptom of multi-collinearity, which can lead to misleading and/or erroneous conclusions. But in this regression model the VIF of each variable is less than 10. As a result, from the finding we can conclude that there is no multi-collinearity problem between variables. This shows that each independent variable (corporate Image, corporate reputation, corporate familiarity and corporate communication) have no significant association between themselves in explaining customer loyalty.

Table 4.6: Results of Multi-Collinearity Tests

Coefficients^a

Model	Collinearity Statistics		
	Tolerance	VIF	
1	CI	.263	3.808
	CR	.285	3.513
	CC	.987	1.013
	CF	.822	1.217

a. Dependent Variable: CL

Source: Computed from own data survey, 2024

Based on the results of the multi-collinearity test, as shown in Table 4.6, it could be inferred that there is no correlation between independent variables in the regression model, indicating that a multi-collinearity problem does not exist. This conclusion was reached because the tolerance values for the models for all independent variables, CI, CR, CF, and CC, were larger than 0.1 or closer to 1. Since the VIF values for all independent variables were less than 10, implying that there is no multi-collinearity in the model.

4.5.3 Heteroscedasticity Test

One of the fundamental assumptions of the conventional linear regression model is the assumption of homoscedasticity, which asserts that the probability distribution of the disturbance term (error term) remains constant across all observations. That is, the variance of each chi-square remains constant across all explanatory variable values. For this study, the Breusch-Pagan test p-value is 0.148, which is larger than 0.05 but not significant. The null hypothesis of heteroscedasticity was rejected, leading to the conclusion that there is no concern with heteroscedasticity. Heteroscedasticity occurs when the variances of disturbance terms do not match (Bedru and Seid, 2005). Thus, heteroscedasticity causes the residuals to scatter unequally.

In order to discover heteroscedasticity issues, the Breusch-Pagan or Cook Weisberg test was used in this study. According to this test, if the p-value is significant at the 95% confidence interval, the data has a heteroscedasticity problem; if the value is insignificant, the data does not have a heteroscedasticity problem or the variance of each error term is homoscedastic. If the test

statistic has a p-value below a suitable threshold ($p < 0.05$), the null hypothesis of homoscedasticity is rejected and heteroscedasticity is assumed, or vice versa.

Table 4.7: Results of Heteroscedasticity Test

Modified Breusch-Pagan Test for Heteroskedasticity^{a,b,c}

Chi-Square	df	Sig.
2.097	1	.148

a. Dependent variable: CL

b. Tests the null hypothesis that the variance of the errors does not depend on the values of the independent variables.

c. Predicted values from design: Intercept + CI + CR + CC + CF

Source: Computed from own data survey, 2024

For this study, the Breusch-Pagan test p-value is 0.148, which is larger than 0.05 and is not significant. The null hypothesis of heteroskedasticity was rejected, leading to the conclusion that there is no problem of heteroscedasticity in the regression model. In other words, the error term's variance is homoscedastic.

4.5.4. Reliability Analysis

Cronbach's alpha was used to examine the internal consistency of the measurement items, and a reliability test was utilized to examine consistency in measurement items. Scale dependability is indicated by greater alpha coefficients. To operationalize the variables, a thorough literature review was conducted. (Nunnally, J.C., 1978) recommended for basic research, the Cronbach's alpha value should be 0.70. In this study, the coronbach's Alpha for this study was 0.871. As a result, the study instrument looks to be trustworthy and valid.

Table 4.8: Reliability Coefficients of Research Measures

Reliability Statistics	
Cronbach's Alpha	N of Items
.871	25

Source: Computed from own data survey, 2024

4.5.5 Correlation Analysis

Pearson's correlation coefficient (r) was used to assess the relationship between the explanatory variable and the dependent variable. This coefficient measures the strength and direction of a linear relationship between two variables. Pearson's correlation coefficient constantly ranges between -1 and +1. A correlation coefficient of +1 indicates that two variables are perfectly related in a positive sense; a correlation coefficient of -1 indicates that two variables are perfectly related in a negative sense; and a correlation coefficient of 0 indicates that the two variables do not have any linear relationship. A low correlation coefficient (0.1–0.29) indicates that the association between two items is weak or non-existent. If r falls between 0.3 and 0.49, the association is moderate.

The coefficient's sign determines the direction of change in the dependent variable. If the coefficient is positive, the dependent variable is in the same direction as the independent variable, but if the coefficient is negative, the dependent variable moves in the opposite direction. In this study, Pearson's correlation coefficient is used to determine the direction and level of association between the explanatory variable and customer loyalty. Generally, a positive and significant relationship between dependent and independent variables means that increasing any or all of the independent factors enhances customer loyalty and vice versa. The following table shows the results of a bivariate correlation analysis for this study.

Table 4.9: Correlation Analysis

		Correlations				
		CF	CL	CI	CR	CC
CF	Pearson Correlation	1	.478**	.417**	.317**	.034
	Sig. (2-tailed)		<.001	<.001	<.001	.535
	N	345	345	345	345	345
CL	Pearson Correlation	.478**	1	.825**	.854**	.088
	Sig. (2-tailed)	<.001		<.001	<.001	.103
	N	345	345	345	345	345
CI	Pearson Correlation	.417**	.825**	1	.844**	.094
	Sig. (2-tailed)	<.001	<.001		<.001	.082
	N	345	345	345	345	345
CR	Pearson Correlation	.317**	.854**	.844**	1	.115*
	Sig. (2-tailed)	<.001	<.001	<.001		.032
	N	345	345	345	345	345
CC	Pearson Correlation	.034	.088	.094	.115*	1
	Sig. (2-tailed)	.535	.103	.082	.032	
	N	345	345	345	345	345

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Computed from own data survey, 2024

The study found that explanatory variables such as corporate image, corporate reputation and corporate familiarity had a positive relationship with customer loyalty. Each explanatory variable is positively connected to customer loyalty.

4.5.6 Regression Analysis between Dependent and Independent Variables

The coefficient of determination was used to explain the regression analysis of dependent and independent variables. The coefficient of determination (R^2) measures how well the model explains the variation in the dependent variable. The coefficient of determination is 0–1. A low adjusted R^2 value indicates that the independent factors' capacity to explain the variation of the dependent variables is severely constrained (Gujarati, 2004). To analyze the regression model, the SPSS output of the data has been summarized as follows:

Table 4.10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.892 ^a	.796	.793	.32659	.796	331.168	4	340	<.001	2.231

a. Predictors: (Constant), CF, CC, CR, CI

b. Dependent Variable: CL

Source: Computed from own data survey, 2024

The result demonstrates that R-square plays a crucial role in the model summary. The term R here refers to the strength of the association between the forecast and the outcome of this research investigation. The preceding data shows that the R square is 80 percent. The independent variables (corporate image, corporate reputation, and corporate familiarity) account for 80% of the variation in customer loyalty. The remaining 20% is unaccounted for, may be due to other variables, which are not considered in this study.

Table 4.11: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.289	4	35.322	331.168	<.001 ^b
	Residual	36.264	340	.107		
	Total	177.554	344			

a. Dependent Variable: CL

b. Predictors: (Constant), CF, CC, CR, CI

Source: SPSS ANOVA result output, 2024

Furthermore, the analysis of variance (ANOVA) results in Table 4.11 shows the overall significance/acceptability of the model from a statistical perspective which revealed the model's statistical significance. As the significance value of F statistics shows a value of 331.168 and p-value (<001), which is less than $p < 0.05$, the model is significant. This indicates the variation explained by the model is not due to chance.

Table 4. 12: Coefficients of regression: Total effect between independent and dependent variables Estimated Unstandardized and Standardized Regression Coefficient

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.047	.100		.465	.642	-.151	.244		
	CI	.255	.046	.264	5.511	<.001	.164	.346	.263	3.808
	CR	.541	.043	.574	12.491	<.001	.455	.626	.285	3.513
	CC	-.009	.025	-.009	-.365	.715	-.058	.040	.987	1.013
	CF	.185	.027	.186	6.885	<.001	.132	.238	.822	1.217

a. Dependent Variable: CL

Source: Computed from own data survey, 2024

The result reveals a significant value ($p\text{-value} < 0.05$), indicating that the model has satisfactory goodness-of-fit. This implies that the independent variables (CI, CR and CF) have a significant impact on the dependent variable (CL). The coefficient table details the significant levels of each variable.

As it has been previously discussed in methodology section the model of the regression analysis was presented as $Y = A + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e_i$, Where Y is CL (Customer Loyalty), b_1 - b_4 coefficient of independent variables and X_1, X_2, X_3, X_4 , CI (Corporate image)), CR (corporate reputation), CF (corporate familiarity), and CC (Corporate communication), respectively and e denotes error term.

Since CC (corporate communication) has no significant effect on CL (Corporate loyalty) the model has re-written as follows

$$CL = 0.047 + 0.26CI + 0.54CR + 0.186CF + e_i$$

From the regression results the interpretation of independent variables and statistical results is highlighted as follow: -

The "sig" column indicates the significance level of variables and whether they are relevant or not. Gujarati (2004) defines statistical significance as the rejection of the null hypothesis. On the other hand, we do not reject the null hypothesis; rather, we conclude that our discovery is not statistically significant. The significance value should be less than 0.05, whereas the insignificant value should be more than 0.05.

The accompanying result from SPSS suggests that CL (Customer loyalty) is favorable and substantial at the 5% level. As a result, the null hypothesis is rejected. Furthermore, compared to the other independent variables, corporate reputation has the biggest coefficient (0.54). It also indicates that corporate reputation has a greater and more beneficial influence on CL (customer loyalty) than other independent variables. Corporate image (CI) has a coefficient of 0.26 which the second most beneficial in influencing and boosts customer loyalty of the bank by 0.26 Cetrui Paribus. The other variable, CF (corporate familiarity), is positive and significant at the 1% with a coefficient value of approximately 0.19. Generally, the finding suggests that poor corporate loyalty is linked to poor corporate image, poor corporate reputation and familiarity indicating that these are the causes of poor customer loyalty.

CC (corporate communication) is negative and insignificant because the p-values for CC were 0.75, which is more than 0.05. As a result, we can conclude that corporate communication has negative association with Customer loyalty, but the null hypothesis fails to reject it. Thus, the analysis determined that CC has less important or did not provide adequate evidence to indicate that it had an effect on CL (customer loyalty). This can be paraphrased that the effect of corporate communication on customer loyalty of Zemen bank is insignificant which may be due to Zemen banks less appetite to advertising and promotion.

Table 4.13: Summary of overall outcome of the research hypothesis

This sub-topic summarizes the hypotheses presented in Chapter 2. The findings are presented in the table below. According to the research method, the Pearson Correlation Coefficient is used to test the hypotheses. Hypothesis test is a process in which we assume an initial claim to be true and then test this claim using sample data. There are four scopes of corporate brand (Corporate

reputation, Corporate Brand Familiarity, Corporate Communication and Corporate Image) which aims to see if there is a relationship between the four factors of Corporate Brand and Customer Loyalty. Accordingly, the following hypotheses were tested:

<i>Hypotheses</i>	<i>Statement</i>	<i>Coefficient</i>	<i>T –Statics</i>	<i>P values</i>	<i>Hypotheses Result</i>
<i>H1</i>	<i>Corporate image has a significant positive effect on customer loyalty (CL)</i>	<i>.255</i>	<i>5.511</i>	<i>.001</i>	<i>Reject the null hypothesis</i>
<i>H2</i>	<i>Corporate reputation has significant positive effect on customer loyalty (CL)</i>	<i>.541</i>	<i>12.491</i>	<i>.001</i>	<i>Reject the null hypothesis</i>
<i>H3</i>	<i>Corporate familiarity has a significant positive effect on customer loyalty (CL)</i>	<i>.185</i>	<i>6.885</i>	<i>.001</i>	<i>Reject the null hypothesis</i>
<i>H4</i>	<i>Corporate communication has insignificant and negative effect on customer loyalty</i>	<i>-.099</i>	<i>-3.65</i>	<i>.0715</i>	<i>Fail to reject the null hypothesis</i>

Source: Computed from own data survey, 2024

4.6 Result Discussion and Interpretation

The objective of the study is to examine the effects or role of corporate brand on customer loyalty in Zemen bank by analyzing the relationship of every construct in the theoretical framework. This result and discussion of the study is using 345 respondents' questionnaire and shows general characteristics of the respondents, Pearson correlation analysis of the variables and regression analysis of the variables.

General characteristics of the respondents such as gender, age and academic qualification have been considered. The research took 75.7% male and 24.3% of female respondents. This

distribution suggests a notable prevalence of male respondents within the surveyed population. Consequently, one could infer that male customers are more prominently represented within the selected branches under investigation.

It is important to acknowledge that the observed gender distribution among respondents may reflect broader demographic trends within the customer base of the surveyed branches. However, drawing definitive conclusions about the dominance of male customers requires careful consideration of various factors, including but not limited to socio-cultural dynamics, marketing strategies, and branch locations.

Additionally, while the data indicates a higher proportion of male respondents, it is essential to approach this observation objectively without making assumptions about the preferences or behaviors of male versus female customers. Each customer's banking habits and preferences are influenced by a multitude of factors beyond gender, such as individual financial needs, geographic location, and personal preferences.

Therefore, while the data suggests a predominance of male respondents within the surveyed population, it is crucial to interpret this observation within the broader context of customer demographics and avoid making sweeping generalizations about the dominance of male customers in the selected branches. Further analysis and exploration of customer demographics and preferences would provide a more comprehensive understanding of the customer base and inform targeted strategies for serving diverse clientele effectively.

In terms of age, the majority (28.3%) of the respondents are found to be between 36 – 45 years of age. The second largest (27%) respondents' age categorized a range of 25 to 30. These findings offer insights into the age demographics of the surveyed population; however, it is essential to approach the interpretation of these results objectively. While the data highlights the distribution of respondents across different age groups, drawing definitive conclusions about the significance of age requires careful consideration of various factors. Age demographics may influence banking behaviors and preferences; however, it is crucial to avoid making sweeping generalizations about the banking habits of specific age groups based solely on their representation within the surveyed population. Further analysis beyond the presented data, such as examining trends in banking preferences across different age demographics or exploring the

impact of generational factors on financial decision-making, would provide a more comprehensive understanding of the relationship between age and banking behavior among the surveyed population.

With regard to educational level of the respondents, majorities (32.4%) of the respondents are college diploma completes while 27.25% of the respondents are high school completes followed by 17.7% first degree holders. In Table 4.3, the educational levels of the 345 respondents are presented, revealing that the highest proportion, accounting for 32.4% of the total respondents, hold a college diploma. Conversely, the lowest proportion, constituting 4.6% of the respondents, possess an educational background categorized as "other," which was not specified in the questionnaire. The remaining educational levels represent the percentage of respondents not included in the categories of college diploma holders and those with unspecified educational backgrounds. It is important to note that while the data highlights the prevalence of college diploma holders among the respondents, and a minority with unspecified educational backgrounds, the interpretation of these findings should be approached objectively. The distribution of educational levels within the surveyed population offers insights into the demographics of the respondents; however, drawing broader conclusions about the significance of educational backgrounds requires careful consideration of various factors, such as the potential impact of education on banking behavior or the influence of other socio-economic variables. Further analysis beyond the presented data may provide a more nuanced understanding of the relationship between educational attainment and banking preferences among the surveyed population.

Table 4.5 presents the descriptive statistics of the variables under study, indicating that the mean value of customer loyalty (CL) is 1.825, ranging from 1.00 to 4.13, while the mean value of corporate image (CI) is 1.84, ranging from 1.00 to 4.75, representing a deviation of 0.65% from the mean. Among the independent variables, corporate familiarity and corporate reputation exhibit the highest and lowest mean values, at 3.61% and 1.76%, respectively. These statistics provide insights into the central tendencies of the variables; however, it is important to interpret these findings objectively without making assumptions about their significance.

Standard deviation measures the dispersion of data around the mean, and in this study, the standard deviation (SD) of all variables is less than one, indicating modest variances in

respondents' opinions on determining customer loyalty (CL). This suggests that the responses regarding customer loyalty and corporate image are relatively consistent among the surveyed population. While these descriptive statistics offer valuable insights into the distribution of responses, further analysis is necessary to explore the relationships between variables and draw meaningful conclusions about their impact on customer loyalty.

According to the results from the study, all dimensions of corporate brand are strongly correlated with customer loyalty except for corporate communication. The findings of the study have shown 72.6% of customer loyalty is explained by the predictors of corporate brand components. Moreover, it indicates that all the variables have significant impact on customer loyalty.

The positive and significant effect of corporate image with customer loyalty in Zemen bank corresponds to the finding of James E. Richard (2006). He found out that a positive and significant effect of corporate image on customer loyalty in travel industry. It is also similar to the finding of Eman Mohamed et al which they also came up with a significant and positive relationship between corporate image and corporate reputation with customer loyalty in service quality. Paul Mensah Agyei, 2014 finding reveals that corporate image has a positive and significant effect on customer loyalty in telecommunication of Kenya. This is similar to the finding of this research in Zemen bank.

Tatiano Anisimova concluded in his study that corporate brand dimensions' matters more in explaining customer loyalty. This study is similar to the positive and significant effect of corporate brand dimensions (corporate image, corporate reputation and corporate familiarity) on customer loyalty of this study.

Adelina Lubis et al, 2021 finding reveals the positive and significant effect of corporate communication on customer loyalty which they recommend proper company communication creating loyal customers. Zemen bank's corporate communication result shows insignificant relationship on customer loyalty which may be due to lack of proper corporate communication.

In Ethiopia Mohamed Ahmed, 2021 came up with the positive influence of corporate brand dimensions on customer attitude. Although different in terms of dependent variable (customer attitude for his case), the corporate brand dimensions' effect is similar.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS & RECOMMENDATIONS

5.1. Introduction

The objective of the research was to elaborate how corporate brand influenced customer loyalty at Zemen Bank. This chapter contains a summary of the findings, a conclusion, and the study's recommendations. At the end of this chapter, there are some limitations and a study of agenda for future studies.

5.2. Summary of the Major Findings

Male responses outnumbered female respondents in terms of gender (male 75.7 percent and female 24.3 percent). This shows us that many of Zemen bank's customers are male dominated compared to female customers.

When it came to the respondents' educational backgrounds, the sample group was overwhelmingly dominated by those with college diploma holders. This study reveals that many of Zemen bank corporate customers have the basic educational background dominated by college diploma holders. This is also an indicator of many of Ethiopia's affluent people academic background.

According to the Pearson correlation matrix, there is a strong positive relationship between corporate familiarity and reputation ($r=0.317$), corporate Reputation and Corporate communication have a moderately beneficial association; between corporate communication and corporate familiarity; between corporate communication and Image; Between corporate reputation and corporate image and between customer loyalty and corporate familiarity with a value of $r=0.034$, $r=0.417$, $r=0.844$, $r=0.478$ respectively.

The multiple regression result, estimate of regression weight demonstrated that the two independent variables corporate familiarity ($\beta=.186$), corporate image ($\beta=.0.264$) and corporate reputation (0.574) significantly determine and explain customer loyalty, supporting H1, H2 and H3. Whereas the remaining one independent variables corporate communication ($\beta=-0.009$) had insignificant effect on customer loyalty, which means H4 was not supported. Corporate

familiarity, corporate reputation and corporate image were statistically noteworthy corporate brand variable influencing customer loyalty in the selected Addis Ababa banking centers of Zemen Bank.

5.3. Conclusion

In this study, the influence of corporate brand on customer loyalty within Zemen Bank was thoroughly investigated. Corporate image, reputation, familiarity, and communication were scrutinized for their impact on customer loyalty. The findings indicate that corporate reputation is highly associated with customer loyalty, aligning with previous research. However, customers in the banking industry demonstrate a heightened awareness of brand recognition, recall, knowledge, supremacy, and opinion, shaping their attitudes and preferences. As customers interact with the company, utilize its services, and receive positive recommendations, their familiarity and affinity with the brand increase, fostering loyalty.

Corporate image emerges as the second most influential factor in determining customer loyalty, exhibiting a positive correlation. Marketing messages received through various channels significantly shape customers' attitudes toward the company, underscoring the importance of effective communication strategies thereby customer loyalty.

The study employed statistical analyses to validate its findings. Multicollinearity tests revealed no significant correlation between independent variables, ensuring the model's robustness. Additionally, the Breusch-Pagan test indicated no heteroscedasticity issues, further strengthening the reliability of the regression model.

Reliability analysis demonstrated that the study instrument was dependable, with Cronbach's alpha (0.87) coefficient indicating internal consistency among measurement items. Pearson's correlation coefficient confirmed the positive relationship between corporate image, reputation, familiarity, and customer loyalty.

Regression analysis elucidated the relationship between dependent and independent variables, with the coefficient of determination (R^2) indicating that corporate image, reputation, and familiarity account for 80% of the variation in customer loyalty. The model's significance ($p <$

0.05) underscores its goodness-of-fit, with corporate reputation exhibiting the most substantial coefficient among independent variables.

The regression model was refined to exclude corporate communication due to its lack of significance, resulting in a revised equation for customer loyalty prediction. The analysis revealed that poor corporate loyalty is associated with inferior corporate image, reputation, and familiarity, highlighting these as key drivers of customer loyalty and vice versa.

In conclusion, the study emphasizes the critical role of corporate brand in shaping customer loyalty within the banking sector. It underscores the importance of nurturing a positive corporate image, fostering a strong reputation, and enhancing customer familiarity to bolster loyalty. While corporate communication was found to have limited impact, it remains an area for potential improvement. Overall, the findings provide valuable insights for Zemen Bank and similar institutions seeking to enhance customer loyalty through strategic brand management.

5.4 Recommendations

1. **Corporate Reputation:** Zemen Bank should prioritize initiatives aimed at enhancing its corporate reputation. This can be achieved through consistent delivery of high-quality services, transparent communication, and ethical business practices. The bank should actively manage its reputation by monitoring online reviews, addressing customer feedback promptly, and proactively addressing any negative perceptions in the market. Investing in reputation management strategies will help build trust and credibility among customers, ultimately fostering loyalty.
2. **Customer Familiarity:** Increasing customer familiarity with the bank's brand is crucial for fostering loyalty. Zemen Bank should invest in initiatives aimed at enhancing the customer experience and building strong relationships with customers. This can include personalized interactions, tailored product offerings, and educational resources to help customers better understand and engage with the bank's services. Creating opportunities for customers to interact with the bank's staff and offerings will deepen their familiarity and affinity with the brand, ultimately leading to increased loyalty.

3. **Corporate Image:** Corporate image emerges as a significant factor in determining customer loyalty. Zemen Bank should focus on cultivating a positive corporate image through effective communication strategies and consistent brand messaging. This includes leveraging marketing messages across various channels to shape customers' attitudes toward the bank. Investing in branding efforts that highlight the bank's strengths, values, and commitment to customer satisfaction will help enhance its image and attract and retain loyal customers.

Overall, by prioritizing initiatives to strengthen corporate reputation, enhance customer familiarity, and cultivate a positive corporate image, Zemen Bank can effectively bolster customer loyalty and position itself for long-term success in the competitive banking sector.

5.5. Limitations and Directions for Further Studies

Because every study has limitations, it's important to identify them before moving on to generalizing conclusions.

□ There are limitations with regard to scope of the study; the place in which this research was conducted was in Addis Ababa specifically in two departments governed by director level and three banking centers. Future researches should attempt to include customers located at other branches in Addis Ababa and outside Addis Ababa to have a complete picture of the corporate brand influence on Zemen bank customers. Furthermore, the employee's perception of the corporate brand was not taken into account in this study. Employees' attitudes about Zemen bank branding should be investigated in the future as internal customers.

□ This study focused on a few aspects of corporate brand that were thought to have an impact on customer loyalty; however, more research into other aspects is needed to further understand what drives customer loyalty. This research is tip of the iceberg. More resources, both in terms of time and money, are needed to conduct a complete and extensive inquiry in this area. The study convinced that there is still opportunity for development. More research should be done in a different industry and in a different geographical location so that the results match the actual customer loyalty and provide greater confidence level outcome.

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ANNEXES

Annex-1 Dear Respondents,

The aim of this survey is to look into the influence of corporate brand on customer loyalty in case of Zemen Bank S.C. Therefore, in consideration of the questionnaire's educational intent, you are kindly requested to complete it critically.

I assume that the success of this research will be heavily reliant on your cooperation. Hence, please answer all of the questions and contact me at the address below if you need any assistance.

It is completely voluntary to participate, and you are not required to write your name.

Yadelew Asnakew

Tel- +251944077055

Email- yadelewasnake@gmail.com

Thank you for your kind cooperation. There is no need to write your name Please, put any convenient mark in the box

Direction: There is no need to write your name Please, put a mark (☐) in the boxes of your option.

Part - I: Profile of Respondents

Gender Male Female

Age Below 25 25-35 year 36-45 years 46-55years

Above 56 years

Educational level

Below high school High school complete College Diploma

First Degree Second Degree & above other (specify)_____

Part – II: Explanation of the acronyms used: SD- Strongly Disagree, D- Disagree, N-neutral, A- Agree, SA-strongly agree

	Questions related to Corporate Image	SA	A	N	D	SD
1	Compared with other Banks that I have worked with, Zemen bank has an attractive appearance of physical facilities, equipment, personnel and clear communication, which I feel very comfortable to bank with.					
2	Compared with other Banks that I have worked with,Zemen bank has good name on performing the promised service dependably and accurately					
3	When I heard about Zemen bank, best use of modern technology thoughts came into my mind					
4	How likely do you agree that Zemen bank is receptive to technological development?					
	Questions related to Corporate Reputation					
5	When I encountered service failure, Zemen bank personnel’s take a prompt action for service recovery					
6	How likely do you feel that Zemen bank employees are willing to help others?					
7	How likely do you feel that Zemen bank employees are equipped with the required expertise?					
8	Trust is one of the criteria that I use to select banks					
9	How do you rate Zemen banks Service to your expectation?					
	Questions related to Corporate Familiarity					
10	The strong relationship I have with the Employees and management of the bank, always influenced me to choose Zemen					
11	The business interaction I have with various departments					

	of the bank enables me to better explore the bank service and trust the Bank					
12	I will recommend Zemen bank to my friends or relatives when they need banking related information					
	Questions related to Corporate Communication					
13	Zemen Bank is serving me with the image I have articulated					
14	Zemen bank always communicate its vision to its customer					
15	Zemen's Advertisement helped me to acquire more information about the bank					
16	On the rate of 1 up to 5 how do you rate Zemen bank's effort toward creating brand awareness?					
17	I can recognize Zemen bank's Logo, Image and Colors among other competing Brands in the market					
	Questions related to Customer Loyalty					
18	I am satisfied with this Bank's complete ranges of services					
19	I usually use this Bank as my first choice					
20	I do not consider other banks for my financial needs					
21	I would recommend this Bank to others					
22	I am not that much immersed by the message of competing banks.					
23	I most often provide feedback for improvement.					
24	I most often visit the bank for advice when I faced a problem.					
25	I don't feel worried if the bank's service delay for reasonable time.					

Annex-2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.892 ^a	.796	.793	.32659	2.231

a. Predictors: (Constant), CF, CC, CR, CI

b. Dependent Variable: CL

Annex-3

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.289	4	35.322	331.168	<.001 ^b
	Residual	36.264	340	.107		
	Total	177.554	344			

a. Dependent Variable: CL

b. Predictors: (Constant), CF, CC, CR, CI

Annex-4

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.047	.100		.465	.642	-.151	.244		
	CI	.255	.046	.264	5.511	<.001	.164	.346	.263	3.808
	CR	.541	.043	.574	12.491	<.001	.455	.626	.285	3.513
	CC	-.009	.025	-.009	-.365	.715	-.058	.040	.987	1.013
	CF	.185	.027	.186	6.885	<.001	.132	.238	.822	1.217

a. Dependent Variable: CL