



ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

THE INFLUENCE OF CORPORATE BRAND ON CUSTOMER ATTITUDE:

THE CASE OF ZEMEN BANK

BY

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*A research thesis submitted to Addis Ababa university school of commerce in partial fulfillment
of the requirement for the degree of Master of Arts in Marketing Management*

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Declaration

I, the undersigned, thus certify that my thesis, titled "The Influence of Corporate Brand on Customer Attitude: The Case of Zemen Bank," is my original work, and this research has not been submitted for any program or other institution's award. With the advice and assistance of my research advisor, MesfinWorkineh(PhD), I conducted the study independently. Any additional research or academic sources that were utilized in this study were properly credited.

Declared by: Mohammed Ahmed

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List of Abbreviations

ANOVA -Analysis of Variance

SPSS - Statistical Package for Social Science

STATA -Statistical Data Analysis Software

VIF-Variance Inflation Factor

CD- Certificate of Deposit

TPB - Theory of planned Behavior

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Abstract

Branding is the process of enhancing a company's product or service image through marketing methods in order to gain a favorable position in the minds of customers; at the level of corporate brand, the meaning attached to the brand is applied to the whole corporation. The competitive nature of the banking industry necessitates the existence of a marketing department that is responsible for the formulation and implementation of marketing strategies. The goal of this study was to see how corporate brand influenced customer attitudes in the case of Zemen Bank. The study employed four corporate brand dimensions as determining variables i.e. brand image, reputation, corporate familiarity, and marketing communication. The relationship between both the independent and dependent variables was determined using correlation and multiple regression analysis. In the study the correlation between all independent variables and the dependent variable has been found to be positive and substantial, and corporate familiarity and marketing communication were found to be statistically significant in predicting customer attitude.

Keywords: *Customer Attitude, Brand image, Reputation, Corporate Familiarity, Marketing Communications, Corporate Brand.*

Chapter One

1. Introduction

1.1. Background of the study

Branding is the process of enhancing a company's product or service image through marketing methods in order to gain a favorable position in the minds of customers. As a result, branding aids the business in ensuring that the product or service has a distinct and beneficial influence on the target market (Fombrun, C. and Van Riel, C., 1997).

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 were 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 which product was of higher quality than the other (Bogart, L. and Lehman, C., 1973). 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).

In a competitive market, having a strong corporate brand allows businesses to be certain that their products will not be easily imitated. 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 is 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).

The connotations of any certain brand are crucial in making decisions (Abimbola, et al., 2012) as consumers utilize them to help them process, organize, and retrieve information in their minds, as well as to help them make purchasing decisions (Lambkin, M.C. and Muzellec, L., 2010).

In a services marketing context, every point of interaction with clients is an opportunity for successful service companies to communicate their values (Jevons, C., 2005). Therefore, in order to increase customer retention and loyalty, service companies should intentionally strive for originality in performing, communicating service, connecting emotionally with customers, and internalizing the brand. (Berry and Leonardo L., 2000).

In Ethiopia, modern banking began in 1905; Under Menelik II's regime, the Bank of Abyssinia was formed in Addis Ababa. This was the first time the banking industry was introduced in the country. The bank was owned by the government in the 1930s, and Ethiopia's state bank was founded by proclamation in August 1942. The bank was then split into two separate banks, the National Bank of Ethiopia and the Commercial Bank of Ethiopia.

After the country exited the socialist rule in 1991, the banking sector and the economy as a whole entered a new era, with private banks flourishing. Zemen bank is the ninth private Bank to join the Ethiopian Banking Industry. Zemen Bank S.C was established in 2008. The Bank was 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 their pillar strategy for a few years before switching to a limited branch model in Addis Ababa and major regional cities in 2012. 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 is distinguished by its use of innovative technology, operational efficiency, and exceptional customer service. Zemen 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.

1.2. Statement of the Problem

Nowadays, Because of the fierce competition among banks, bankers are increasingly focusing on marketing methods in order to promote their products. Millions of dollars were set aside for a communication effort, and putting their brands positively in the minds of customers became a major promotional undertaking. Despite their large costs, only a few businesses were successful in establishing a distinct corporate image. (Gounaris, et al., 2005)

A well-conceived corporate branding strategy will benefit companies in many ways. To mention some of the benefits 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).

A few years back the Ethiopian banking industry has shown progress in the way it markets its product and service, emphasizing more on their brand attributes. Zemen bank in this regards is one of the pioneers in giving value to marketing and branding in the Ethiopian financial sector. Zemen Bank has been in banking operation for over a decade. The bank has been known for pursuing marketing activities that enable it to build strong brand recognition in the market. Therefore, the above reason inspires me to assess empirically how Zemen bank's corporate brand influences customer's attitude to choose its products and services.

Theoretically, many researches used the four determinants of corporate brand i.e. brand familiarity, brand image, reputation and corporate loyalty/commitment. However, (Bhattacharya, C.B. and Sen, S., 2003) argue that corporate commitment is dependent on the corporate image and reputation and the consumers' perceptions and beliefs about relevant company characteristics. Therefore, the findings for using the last determinant i.e. corporate commitment/loyalty may distort the finding as it is mainly dependent on corporate reputation and image. Corporate communications are considered an essential element of the corporate marketing strategy (Balmer, Jet al., 2006). Individuals exposed to major information about a corporate brand name are more likely to have positive corporate associations and be willing to start commercial or labor relationships (Gatewood et al., 1993). Therefore, including companies marketing communication instead of corporate loyalty or/commitment might yield a better result for the research. Therefore, many researches fall short of including some significant variables. However, this study employed all significant determinants.

Practically, the findings of this research help the management of the bank in understanding, contemplating, and taking appropriate measures in regards to its customer perception towards their use of modern technology, the effect of the advertisement investments of the bank towards customers attitude, understanding of the bank's image articulated in the customers 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 employees willingness to help others, and the likelihood of their brand endorsement was be envisaged.

As per review of earlier researches, with sufficient determinants included, there is a lack of research on the influence of corporate brands on customer's attitude. Even though, a number of researches were conducted in corporate 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 i.e. Zemen bank.

Therefore, studying customer's attitude on strong corporate brands in the banking industry enable us to find out that if strong corporate brand does really shape customers attitude in Ethiopia in the banking industry specifically in Zemen bank; who is believed to have a strong corporate brand in the industry as many people associate the bank with a high saving capacity, technology oriented, and its uniqueness. The bank also perform different marketing activities to create brand awareness using public relations, fast service delivery using a standard delivery time for every service to exceed in achieving strong corporate brand, and spent a significant amount of money for advertisements.

Methodologically, many researches employed only probability sampling in similar studies in the banking industry. However, this study employed stratified sampling to get representative samples from each strata created based on saving capacity.

On top of this, Consumer attitudes regarding marketing strategies should be reviewed on a regular basis in order to connect the company's branding operations with what is happening on the consumer's end. (Keller, 2003). Measuring corporate brand from the perspective of the consumer would reveal the bank's position within the industry by identifying where the bank's brand appears in the consumer's perceptual map in relation to competing banks (Kotler and Keller 2012).

Therefore, because of the above chain of rationale, the gap was identified to conduct the study on the aforementioned topic.

1.3. Basic Research Questions

The research tried to answer the below basic research questions

- Does corporate brand image influence customer's attitude towards choosing a bank?
- What is the influence of corporate reputation on customer's attitude towards selecting their bank?
- Does corporate familiarities influence customer's attitude while choosing a bank?
- Does marketing communication play a major role on building favorable customer attitude?

1.4. Objectives of the Study

1.4.1. General objective of the study

This study aimed at investigating the influence of corporate brand on customer attitude in the bank and its service offerings.

1.4.2. Specific objective of the study

The specific objectives of the study were:

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

1.5. Significance of the Study

The study sheds light on the impact of corporate brand on customer attitudes toward comparing service providers. The study focuses on Zemen Bank, but the findings are expected to be useful to other financial service providers such as microfinance institutions, insurance, and other businesses with similar service delivery characteristics.

Furthermore, the research helps marketing professionals better comprehend the relationship between business branding and client attitude.

1.6. Scope of the Study

For this research purpose the study employed corporate brand image, corporate reputation, corporate familiarity and marketing communication as determinants of customer attitude.

The study also employed a descriptive and explanatory research design. The main reason for choosing the descriptive and explanatory research approach for this study, is because of the variables which are expected to have an influence on customer attitude, were already captured from the literature among other things.

The research was delimited to the bank's ten banking centers that are found in Addis Ababa. However, those who have a large customer base and being operational for more than three years, and with customers with at least one year relationship with the bank; was a criterion for choosing a branch and customer from the total banking centers of the bank in Addis Ababa.

1.7. Limitation of the Study

Despite the fact that there are a number of corporate brand study perspectives, the study employed four variables namely brand image, reputation, corporate familiarity and marketing communication. If others corporate brand variables were included, the result on attitude might have yielded better result.

As the study occupied a descriptive and explanatory research design the study have weaknesses. Descriptive research cannot verify the research problem statistically. Therefore, the study tried to counterbalance the above weakness through explanatory side of the design.

The research is limited to the ten banking centers of the bank found in Addis Ababa. The new banking centers opened in this year and their customers as well as banking centers found outside of Addis Ababa was not included in the research. Therefore, the ten branch customer's attitudes may not be an ideal representative of the whole customer's attitude of the bank.

1.8. Organization of the Study

In order to achieve the above mentioned objective, the research was organized into five chapters. The first chapter dealt with the introduction part of the research. The second chapter dealt the review of related literatures by reviewing many literatures on branding, specifically in the context of service firms. The third chapter articulated and justified methodological approach and measurement techniques. In the fourth chapter, the analysis, discussion and results were summarized. The last chapter is comprised of summary, conclusion and recommendations.

1.9. Definition of Terms

Brand is a name, term, sign, symbol, or design, or a mix of these, that identifies and differentiates the products or services of one seller or group of sellers from those of competitors (Kotler, P et al., 2012).

Branding is the marketing activity or process of developing a name, word, sign, symbol, or design that is easily identified as belonging to a company, or a mix of these.

Brand identity is a set of characteristics and dimensions that define a brand's personality, thinking, and behavior.

Brand meaning refers to the customer's main brand perceptions. It is the customer's impression of the brand and its associations in a single moment.

Presented brand refers to the communication that the company is in charge of and that is meant for the firm's customers to view. (Berry, L.L., 2000).

Corporate Brand refers to when the meaning attached to the brand is applied to the whole corporation (Christensen, L.T., 2002).

Corporate brand image(Fombrun, C. and Van Riel, C., 1997) described it as the image of an organization that an audience has of it as a result of the aggregation of all received communications.

Corporate reputation is Observers' collective evaluations of a company based on assessments of the company's financial, social, and environmental aspects over time.

Corporate brand familiarity can be defined as one-dimensional entity that is directly proportional to the amount of time spent analyzing brand information (Baker et al., 1986).

Marketing Communication is the use of various channels and instruments to transmit messages from the manufacturer to the customer about products, services, and ideas

Attitude is a psychological attribute characterized by a favorable or unfavorable assessment of a certain entity. (Eagly, A.H. and Chaiken, S., 1993).

Customer Attitude can be defined as the expression of an individual's feeling towards a product, service or organization". (Hughes, G. and Fill, C., 2007).

Chapter Two

2. Review of Related Literature

2.1. Theoretical Review of the Study

Branding the corporate image influences consumers' perceptions and attitudes about the worth of the products or services, increases the prestige and added value of brands, increases brand loyalty, and, in the end, creates a sustainable business (Fombrun, C. and Van Riel, C., 1997). The idea of corporate image refers to the image associated with an organization's name, which is based on the perceptions of its stakeholders. Corporate identity is an intangible asset that pertains to the organization's essence as well as its external communication channels (Leuthesser, L. and Kohli, C., 1997). Companies cannot directly manage their company brand image, but they can influence current perceptions by developing and expressing a compelling identity (Karaosmanoglu, E. and Melewar, T.C., 2006).

As a result, corporate brand can be defined as the means by which a company expresses its identity. As a result, corporate identity is beneficial in terms of positioning and building the company's image. According to marketing specialists, a company's reputation and brand are important aspects in establishing confidence in an organization.

In the marketing oriented literature the reputation of a firm has been considered to be the aggregated evaluation of all image aspects about a company or the net perception of a company's ability to meet the expectations of all its stakeholders. It is viewed as a composite of all prior transactions over the course of an actor's life, and it necessitates consistency in an actor's behavior through time (Herbig, P. and Milewicz, J., 1997). Looking at these definitions, we see that the economic, social, as well as the marketing oriented view emphasizes the collective nature of reputation as an asset that is shared among people, build-up among them and also destroyed by them.

It is because of this communal or collective aspect that reputations have the ability to minimize uncertainty and foster trust. Knowing a trustee's strong reputation lowers the trustor's anxiety and raises his or her positive expectation of the organization. Consumers that have a positive brand reputation trust the firm and are confident in purchasing its goods or services (Fombrun, C. and Van Riel, C., 1997).

Brand familiarity is another way for customers to gain a better grasp of the brand and establish a good attitude about it. When consumers search for or consume products or services, they also exposed to various specific brand-related stimuli such as brand-identifying colors , shapes or physical facility , background design elements , slogans, symbols, and brand characters (Mandel, N. and Johnson, E.J., 2002). These brand-related stimuli appear as part of a brand's

design and identity (e.g., name, logo, signage), packaging, and marketing communications (e.g., advertisements, brochures, Web sites) and environments in which the brand is marketed or sold (e.g., physical layout, events). These brand-related stimuli constitute the major source of subjective, internal consumer responses, which we refer to as “brand experience. “Or brand familiarity(Mandel, N. and Johnson, E.J., 2002).

Consumers may develop a tendency to trust products or services with which they are more familiar, according to a number of studies. Later on, the tendency to trust will develop into confidence in the product or service to choose or purchase. This belief in the product or service arises from a positive attitude(Duncan, T. and Moriarty, S.E., 1998).

The marketing communication has big impact on attitude formation. Marketing communications can be used to influence consumer behavior and affect customer opinions. Because clients have varied opinions, whether good or negative, marketing communications play an important role in shaping their perspectives. Attitudes are formed as a result of experiences with products, brands, and purchase decisions(Duncan, T. and Moriarty, S.E., 1998)..

There are a wide variety of different models that can be utilized to communicate with current and potential clients. The information processing model proposed by McGuire is an excellent example. Exposure to information, Selective attention, comprehension of attended information, agreement with understood information, retention in memory of accepted information, retrieval of information from memory, and final decision making are all included in the model(Duncan, T. and Moriarty, S.E., 1998).

Consumers should be conscious of the messages being communicated if information is made publicly available. “When clients see a magazine ad, hear a radio commercial, and so on, they are exposed to the marketer's message.” Selective attention is the next step.After getting the message, the consumer focuses on the content of the message that they believe is important(Duncan, T. and Moriarty, S.E., 1998). However, consumers' attention is incredibly selective since they will not pay attention to all of the messages that are being broadcast; they will only pay attention to the advertisements that are relevant to them.

As a result, marketing communicators must guarantee that customers understand their message and are encouraged to try their products/services.It is necessary to comprehend the message that has been received. This suggests that the message must be understood and comprehended clearly by the intended audience (Duncan, T. and Moriarty, S.E., 1998).After the client has grasped the communication's message, it will be stored in their long-term memory and used as a point of reference in their subsequent decision-making. Finally, marketing

communications play an important role in influencing customer behavior and changing their attitudes.

(Duncan, T. and Moriarty, S.E., 1998)acknowledged that attitude is extremely important in developing a brand that exists in the minds of customers. Then, in order to affect customers' product experiences, perceptions, and attitudes, businesses must grasp how to use the power of brands.

An effective corporate branding strategy allows for business growth and helps to create a distinct image in the minds of customers, allowing the company to stand out amid competitors' products and services(Fombrun, C. and Van Riel, C., 1997)..

As many scholars indicated that individual with a positive attitude towards a product/service offering is more likely to make a purchase; this makes the study of consumer attitudes highly important for a marketer. The more positive the attitude is regard to a behavior, the stronger is the individual's intention to perform the behavior under consideration (Arkiainen, A. and Sundqvist, S., 2005).

There are a number of researches regarding corporate brand and its dimensions. However, according to a study by (Balmer et al., 2006)set four determinants towards the corporate brand dimensions i.e. corporate name recognition/familiarity, corporate image, corporate reputation, and corporate loyalty/ commitment. On the other hand, (Bravo et al., 2012) mentioned marketing communications (firm communications and non-firm communications) as one of the determinants of corporate brand on their proposed model for the research; besides brand familiarity, brand image, and intention to use as the main determinants of corporate brand.

Also (Bhattacharya, C.B. and Sen, S., 2003)argue that corporate commitment is dependent on the corporate image and reputation and the consumers' perceptions and beliefs about relevant company characteristics (e.g. culture, skills, values, competitive position). Corporate communications are considered an essential element of the corporate marketing strategy (Balmer et al., 2006). They mainly relate to the communication effects of corporate advertising, word of mouth, publicity and any other firm or non-firm message source (Balmer et al., 2006).

2.1.1. The Corporate Brand Model

At the level of corporate brand, the meaning attached to the brand is applied to the whole corporation (Christensen, L.T., 2002). The interactions between customers, consumers, and the entire organization constitute the corporate brand, which goes beyond the differentiation of a product or the supply of a service.The scale of a corporate brand can be much larger than that of a product or service brand, and the meaning associated with a corporate level brand can reflect far more to the market than that of product and service branding.

(Ind, N., 1997) asserts that a corporate brand is an overall corporate identity that comprises the corporate mission, philosophy, values and culture.

The recognition of brand at the corporate level is an important concept for this study. Corporate level branding encompasses the entire corporation, its image, culture, the delivery of services and products, the interaction with customers and the marketplace and represents a summary of the value and meaning of the organization. It is a holistic concept that condenses the meaning attached to the corporation in the mind of the customer and consumer.

One of the better known models in the field of strategic corporate identity is that developed by (Shee, P.S.B. and Abratt, R., 1989) argued that there are three aspects to corporate image management; corporate personality, corporate identity and corporate image. Personality encompasses such areas as corporate philosophy, values and strategy; which influences the identity, which the authors sees as concerned with communication objectives and structures.

The model was further developed by an Australian academic, Helen Joyce. She found that the separation of corporate identity into its communication aspects and personality/cultural attributes was artificial. She also stated that whereas the author includes employees as one of the stakeholder groups that are influenced by corporate image, the study considered them to be a special group who are impacted upon by corporate identity, and with a successful marketing program are an effective means of communicating the corporate identity, in a cooperative manner with an effective marketing communications strategy (Ind, N., 1997). The interface is therefore described as the point at which the corporate identity is communicated, resulting in the creation of a corporate image, or possibly numerous corporate images.

Joyce's adaptations of the model are useful, however the model left out a major box, which is a crucial determinant of both identity and image the products and services supplied by an organization, maybe because of her concentration on corporate image and probably also because of her concentration on a service industry (Ind, N., 1997). In general, any company where products and the organization that generates them are clearly linked, those products will define and affect the image of all major audiences.

According to (Ind, N., 1997) the above model has the following advantages (1) it links together marketing communications, human resources and products (2) it stresses the importance of seeing things from the viewpoint of the organization's stakeholders (3) it recognizes the constraining and liberating effects of corporate culture (4) it relates the corporate brand's position to the corporate strategy. He also proposes that Not just as portions of the corporation or sections of the firm functioning in isolation from other parts of the firm, the corporate level brand encompasses the interconnectedness of the flow between the corporate identity and the

corporate image through marketing communications. He depicted the concept as the below diagram.

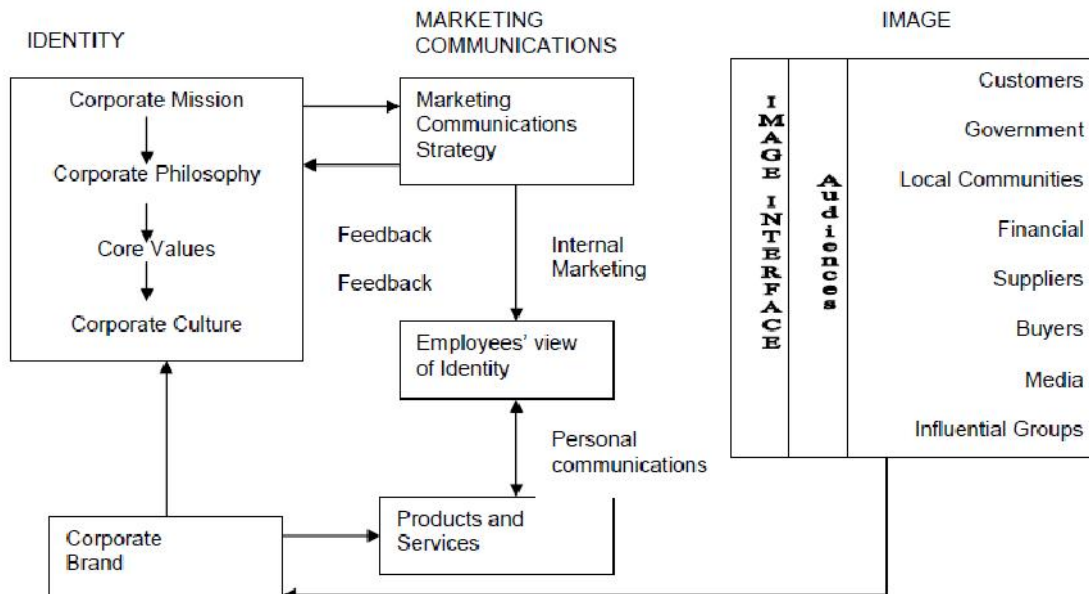


Figure 1: framework to analyze corporate brand

Source: Adopted from Shee, P.S.B. and Abratt, R., 1989

2.1.2. Model of Attitude

A. Hierarchy of effect

According to marketers, there are several stages between the point of being unaware of a product or brand and the final purchase/sale of that brand (Barry, B.W., 1987). The hierarchy of effect model describes these “stages that consumers go through while forming or changing brand attitudes and purchase intentions” (Baca-Motes et al., 2013). There are three levels in the hierarchy of effects:

- i. High involvement hierarchy (C-A-B): the consumer gathers the information, evaluates it and then behaves.
- ii. Low involvement hierarchy (C-B-A): the consumer evaluates after buying the product.

- iii. Experimental/ Hedonic hierarchy (A-B-C): the consumer will focus on what he/she wants, buy it and then thinks.” (Mishna et al., 2010).

B. Level of Involvement

Consumers vary in their commitment to an attitude and that the degree of commitment is related to their level of involvement with the attitude object (Mishna et al., 2010).

- i. Compliance: It is the lowest level of involvement; the attitude is formed because it helps avoiding punishment or gaining rewards.
- ii. Identification: the consumer forms Attitudes in order to be similar to another person/group.
- iii. Internalization: It is the highest level of involvement; the attitude is part of the consumer’s value system”.

C. The Influence of Attitude on Purchase Intention

Theory of Planned Behavior (TPB), which has been widely used to study the food choice behavior, indicates that behavioral intention refers to an individual’s subjective likelihood of performing some certain behavior (Ajzen, I. and Fishbein, M., 1975). (Ajzen, I., 1991) also claimed that the behavioral intention which is known as the purchase intention.

Based on the TPB theory, purchase intention is basically determined by three factors. One of the factors is the attitude that the person has toward involving in the behavior which perceived as purchasing attitude (Ajzen, I., 1991). (Ajzen, I. and Fishbein, M., 1975) also explain that an individual’s attitude towards the behavior and subjective norm concerning that behavior will determine his/her intention to perform a behavior. In another words, this intention believed as the direct determinants of the corresponding behavior.

2.2. Empirical Review of the Study

The banking business is recognized as one of the most crucial service businesses, requiring extensive client contact, individually designed service provisions, and ongoing efforts to meet customer needs. Several authors offer their unique perspectives on the factors that impact customer’ decisions on which bank to use.

Much has been written about retail bank marketing since the late 1960s, with the majority of the literature focusing on retail customer banking behavior. Market segmentation, bank loyalty, bank selection decisions, bank image, and bank service quality have all been the subjects of such research (Mokhlis, S., 2009).

Thus, survey of previous studies has selectively done to take account of several studies that have been conducted across countries and provide very rich setting for this study.

In Pakistan, (Rehman, H.U. and Ahmed, S., 2008) the primary variables of a customer's bank selection in Pakistan's banking market were investigated. They conducted a survey of clients of private and public banks in Lahore, Pakistan, and utilized a factor loading methodology to rank the most relevant decision variables. Customer service, convenience, internet banking capabilities, and the overall bank atmosphere were shown to be the four most critical factors affecting customers' decision to choose a bank.

In Bangladesh (Siddique, 2012); studied bank selection influencing factors. The study analyzed the factors considered important by customer in selection of a private commercial bank and nationalized commercial bank in Bangladesh. The study used 30 selection parameters to survey 600 clients of private commercial and nationalized banks in the Bangladeshi city of Rajshahi. The survey discovered that effective and efficient customer service, speed and quality services, the bank's image, online banking, and well management are the most critical elements affecting customers' decision to choose a private commercial bank. Minimal interest rates on loans, convenient branch locations, safe investment (government responsibility), diversity of services offered, and low eservice charges are the most significant things to consider when choosing a nationalized commercial bank.

In Iranian retail banking industry (Hedayatnia, A. and Eshghi, K., 2011) analyzed bank selection criteria. The study's goal was to look at the bank selection criteria used by Iranian bank clients. The study included a total of 798 clients (55.7 percent male and 44.3 percent female) as a sample, with 38 selection variables applied. Factors analysis is used to extract important selection criteria, while Friedman analysis is used to rank the factors by importance. Quality of services and innovative banking methods, innovation and responsiveness of the bank, friendliness of staff and faith in the manager, price and cost, staff attitudes, and convenience of bank location and services are all essential considerations in customers' decisions, according to the survey.

In various cities of Northern Cyprus (Safakli, O.V., 2007) examined bank selection criteria employed by customers. The data show that "Service Quality and Efficiency," "Bank Image," "Convenient Location," "Parking Facilities," and "Financial Criteria" are the most important factors in customers' bank choices. The findings also suggest that different demographic characteristics of respondents may need to be treated as discrete segments with varied priorities in their bank choosing process.

In Bahir Dar City of Ethiopia (Tehulu, T.A. and Wondmagegn, G.A., 2014) examined factors influencing customers' bank selection decision. The study used a survey questionnaire to gather

information from 204 clients of five commercial banks. The multinomial regression model revealed that friendly or pleasing manner of staff, ATM service, bank speed, service quality, external bank appearance and internal sitting arrangement, secured feeling, proximity to home or work, availability of several banking centers, and long operating hours were significant factors, while others, such as recommendations, number of counter windows, and safety measures, were not.

In Middle East, (Al Shaher et al., 2011) evaluated the major factors that affect the commercial banks performance. In order to identify the most important elements that impede customers' choice of banks and financial services, they used the factor analysis technique in their research. Their findings indicate that the most important criteria in bank selection are bank characteristics (such as bank size, lending facility, and service charges). On the contrary, the sixth element (together with other criteria such as religious beliefs and bank performance awareness) is regarded as the least important by customers in the Middle East region.

On a study conducted in Ghana by (Hinson et al., 2013) the importance of bank selection criteria. Data was gathered from 2000 consumers of 22 Ghanaian retail banks. Customers consider proximity to be the most significant factor, whereas recommendations from friends (word of mouth marketing) are the least important.

In Ethiopia (Goiteom, W.M., 2011) explained the relevance of bank selection criteria and how clients rate the aspects in terms of relevance when it comes to banking and banking services. The study also looks at gender disparities in the relative relevance of various selection criteria when it comes to choosing a bank. The study included both quantitative and qualitative methods, relying on replies from 201 clients in Addis Ababa from various occupations (students, employees and businessmen). He used non-probability convenience sampling and data was factor analyzed to reduce the number of total variables in to manageable way. The study found that the most two important bank selection criteria for customers are "convenience" and "service provision" for the entire customers while it is "bank's image" as the second most important factor for male customers. On the other hand, the least two important factors of bank selection for customers are "financial benefits/ technology", "reputation" and "promotion strategy" whereas "attractiveness" for female customers.

From Nigeria, (Aregbeyen, Omo.,2011)analyzed the determinants of bank selection choices by customers. The study polled 1750 people from six of the world's most populous cities across six geopolitical zones. We solicited and examined comments on the importance of 25 distinct parameters when choosing a deposit bank. Customers choose banks for a variety of reasons, according to the report, including the protection of their cash and the availability of technology-based services. Other criteria earned lower ratings, but the study determined that this does not

mean that they are unimportant in any manner. There were also significant gender and age disparities in factor selection/preferences.

Besides, in a study by; (Krisnanto, U., 2011) In Indonesia, the customers' decisive criteria for bank choosing were investigated. These criteria are determined by the bank's marketing intensity, reputation, credit availability, nice personnel, proper interest rates, and geographic position. Based on the findings, the study finds that secondary factors such as recommendations from friends and guidance from family members are important when choosing a bank.

2.2.1. Corporate Brand Image

Corporate brand image can be defined as the image of an organization that an audience has of it as a result of all received messages (Fombrun, C. and Van Riel, C., 1997). (Worcester, R.M., 1997) Also defines corporate image as a result of the interaction of all of a company's employees' experiences, impressions, beliefs, sentiments, and knowledge. (Dobni, D. and Zinkhan, G.M., 1990) also described a brand image as a collection of emotions, thoughts, and opinions regarding a brand. A brand image, in their viewpoint, is everything that people connect with the brand, including symbolism, meanings or messages, personification, and cognitive and psychological components.

These conceptualizations are also in line with other authors building a strong corporate image may lead to consumer preference and loyalty to the company, generating credibility and, eventually, enabling the firm to obtain a sustainable competitive advantage. A good corporate brand not only promotes positive customer attitudes, but it also encourages positive investor, current employee, and potential applicant attitudes (Fombrun, C. and Shanley, M., 1990).

Brand image is the most important driver of brand equity, which refers to a consumer's overall view and feelings about a brand and influences their behavior. Through brand image, customers relate attributes and benefits to the brand and position it against competitors (Webster, F.E. and Keller, K.L., 2004.). For marketers, the main purpose of their marketing activities, regardless of their companies' marketing strategies, is to influence consumers' perception and attitude toward a brand, position the brand image in consumers' minds, and stimulate consumers' actual purchasing behavior of the brand. As a result, a strong brand image would influence attitudes about the product and encourage for purchase.

H1: Corporate brand image has positive contribution for positive customer Attitude development.

2.2.2. Corporate Reputation

A good corporate reputation offers several advantages for businesses, including recruiting investment, increasing 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. As a result, corporate reputation is regarded as a valuable intangible corporate asset that has attracted unprecedented attention from academics and the business sector (Dowling, G.R., 1988). Despite of the importance of the corporate reputation there is no consensus about corporate reputation definition among the researchers due to the different researcher's views to corporate reputation.

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.) In addition, (Roberts, P.W. and Dowling, G.R., 2002) defined reputation 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."

(Barnett et al., 2000) defined corporate reputation as a group of people's aggregate evaluations of a company based on assessments of the company's financial, social, and environmental implications over time. As a result, having a good corporate reputation can help organizations stay competitive in the market and even achieve success.

Corporate reputation provides numerous advantages for businesses, including recruiting investment, increasing customer loyalty, and serving as a competitive edge. (Roberts, P.W. and Dowling, G.R., 2002) It was discovered that having a good corporate reputation helps organizations achieve success and sustained excellent performance. Companies with a solid corporate reputation have an easier time attracting customers to their product and service proposals and competing in the market.

H2: Corporate reputation has a positive contribution for positive customer Attitude development.

2.2.3. Corporate Familiarity

(Baker et al., 1986) Brand familiarity is described as a one-dimensional construct that is proportional to the amount of time spent digesting brand information. Other authors, on the other hand, defined brand familiarity as a multifaceted phenomenon.

According to (Alba, J.W. and Hutchinson, J.W., 1987) Customer experience with a product or service can be thought of as one dimension of brand familiarity, and these experiences will lead to the development of various expertise. (Krishnan, H.S., 1996) this experience can be classified as direct or indirect, depending on whether the customer is engaged in a trial or usage of the

product or service, or if the customer obtained information through word of mouth from other users and was made aware of the product or service through advertising.

Other experts believe that brand familiarity is a multifaceted entity. Advertising exposures (in general), information search, contact with salespeople, choice and decision-making, purchase, and product usage in diverse settings are among these dimensions. From a conceptual standpoint, decision-making and choosing should be more analogous to the concept of expertise than familiarity. In agreement with (Krishnan, H.S., 1996), this study argued that there are three dimensions of brand familiarity. These dimensions are familiarity with brand communication, interpersonal familiarity with the employees and familiarity with the products/service.

Customers who are familiar with the corporate brand have an edge when making a buying choice, when analyzing a product and making a decision, customers who are familiar with a category of product or service are more likely to trust the brand name (Aaker, D.A., 1996).

As a result, corporate familiarity assesses how customers' direct and indirect experiences with the corporate brand have shaped their perceptions of the business. The brand's position in the customer's consciousness has a good likelihood of being chosen from a list of available options.

According to (Aaker, D.A., 1996) there are levels of awareness, which include Recognition, Top-of-Mind recall, Brand Knowledge, Brand Dominance, and Brand Opinion, and can alter views, attitudes, and reflect the prominence of the brand in the customers mind. Because of superior recall of information about familiar brands, familiar brand names were believed to offer a competitive edge over less recognized brands.

Customers who are familiar with or have familiarity with the corporate brand have an advantage in making the best decision. Customers become aware of a brand's features and may be encouraged to feel it if they are repeatedly exposed to a marketing message. The sensation eventually develops into a favorable opinion toward the brand. (Solomon et al., 2010).

Customers who are familiar with a product or service category are more likely to place their trust in the brand name when evaluating the product or service. The customer must first gain trust and confidence in the product or service before making a purchasing decision. Positive attitude is the source of this trust and conviction (Aaker, D.A., 1996).

H3: Corporate familiarity has positive contribution for positive customer Attitude development.

2.2.4. Marketing Communication

Customers' perceptions can be influenced significantly by marketing messages. Attitudes are formed based on previous experiences, which may or may not be related to the product, brand, or purchasing decision.

According to (Hughes, G. and Fill, C., 2007) attitudes are defined as the expression of an individual's feeling towards a product, service or organization". Customers' sentiments cannot be directly observed, but they can be recognized through market research techniques. The three primary components of attitudes are cognitive (learn); what the target audience knows about the product or service, affective (feel); and conative (do); the action done based on their knowledge and feelings.

(Shimp, T.A., 1997) identify Exposure to information, Selective attention, comprehension of attended information, agreement with comprehended information, retention in memory of accepted information, retrieval of information from memory, and consumer decision making from alternatives are the stages of McGuire's information Processing model.

Exposure means customers come in contact with the marketer's message (they see a magazine ad, hear a radio commercial, and so on) (Shimp, T.A., 1997). Thus, this is an important stage since customers must be aware of the messages.

The next stage is selective attention. Consumers pay attention to and ponder on a message when they are aware of it. However, consumers' attention is incredibly selective since they will not pay attention to all of the messages being broadcast; they will only pay attention to the advertisements that are relevant to them(Shimp, T.A., 1997). As a result, marketing communicators must ensure that they understand client interpretations and that their messaging reflects those views. Consumers must, however, agree with what they have grasped in the message when they have received it. However, this does not imply that the message will change consumers' minds or impact their behavior.

Message retention, search, and retrieval are the next steps in the information processing process. This refers to a customer's ability to remember and recall a message, as well as how they can access and retrieve information/message when making a purchasing choice. However, marketing communicators must guarantee that communications are remembered in the long term by emphasizing benefits and indicating where communications can be retrieved to influence future decisions (Kitchen, P.J., 1999).

Customers must then choose amongst many options, i.e., which product or brand to purchase. However, it is not always easy for customers to determine which brand or product to buy at this stage because they may have stored different information about each product or brand in their long term memory in terms of facts, beliefs, and benefits, among other things. Furthermore, in

order to encourage customers to respond quickly, all marketing communication platforms must be coordinated and integrated.

The main goals of marketing communication are to inform, convince, and remind customers. Its goal is to pique the curiosity and awareness of the target customers, allowing them to learn more about the product/service and where they can purchase it. It also serves to persuade clients that an organization's product or service is the greatest in terms of value when compared to competitors (Hun, T. K. and Yazdanifard, R. ,2014).

Consumer behavior can be changed as a result of gaining new knowledge through reading, observation, discussion, or actual experience, whereas marketing communication has the advantage of delivering marketing-related information to the audience, allowing them to have a better understanding of the product and product knowledge. (Mihart and Camelia,2012).The primary purpose of marketing communication is to shape and change consumer attitudes through the influence of product, pricing, and distribution, but it also rely on consumer attitudes and direct or indirect experience with those products or services (Fazio et al., 1986)

H4- Marketing communication has positive influence on customer attitude.

2.3. Conceptual Framework of the Study

The study investigated the influence of corporate brand on customer attitude. The study employed a model that was developed by researchers called 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. The study adopted the model, which includes additional element i.e. marketing communication in this model. As Corporate communications are considered an essential element of the corporate marketing strategy (Balmer et al., 2006).

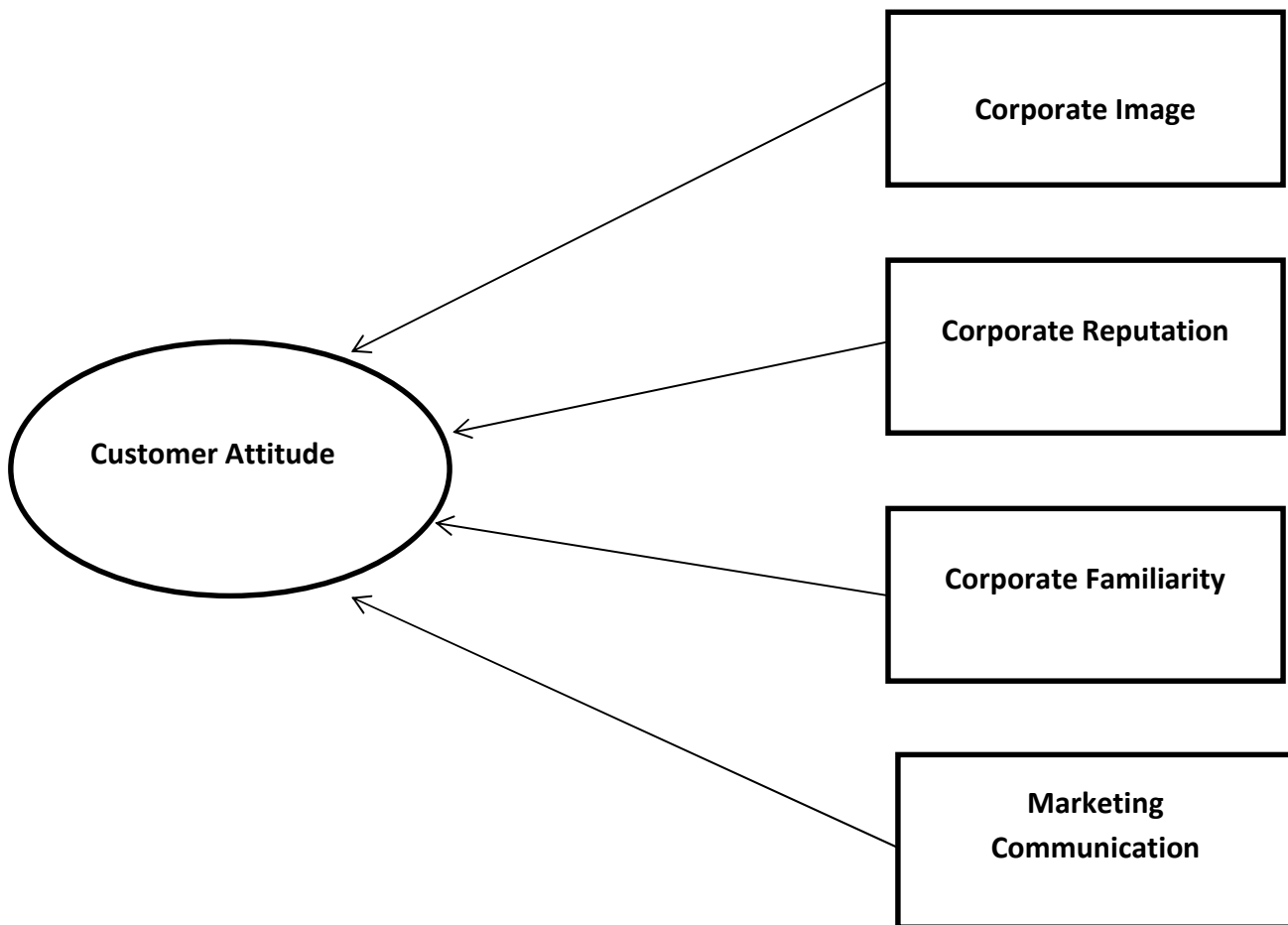


Figure2: Model of the research, adopted from (Balla, B.E. and Ibrahim, S.B., 2014)

Chapter Three

3. Research Methodology

This chapter is a road map displaying the setup of collection of data, measurement and analysis of data in a manner that aims to combine relevance to the research purpose. It includes all the methods, techniques and procedures that were used to execute the research project. The research problem or topic, as well as the current level of knowledge in the field being examined, must guide the selection of appropriate research design and methodology.

The study was conducted on the influence of corporate brand on customer's attitude in the case of Zemen bank. One research methodology requires decisions regarding who to include and where to perform the research (Maxwell, J.A., 2012). Therefore, the study only focuses on the customers of Zemen bank's at ten banking centers found in Addis Ababa.

Zemen Bank was chosen because it has pursued a distinctive business strategy that considers the value of customer service, marketing, innovative banking technologies, and branding. The study argued that Zemen Bank's strategy has aided in the development of a strong corporate brand image in the Ethiopian banking industry. As a result, it is deemed suitable to conduct research on the impact of business branding on customer attitudes.

3.1. Research Philosophy

The choice of research philosophy, according to pragmatist research philosophy, is largely decided by the study problem. In addition, according to (Alghamdi, A.H. and Li, L., 2013.), Pragmatism is not associated with any philosophical system or reality. Researchers have the ability to make their own decisions. They have complete freedom in selecting the methodologies, strategies, and procedures that best suit their demands and scientific research objectives. In this case, the research belongs to this scientific research philosophy.

Scientific research philosophy is defined by the scientific research paradigm. According to scientific research literature, a researcher must have a clear vision of paradigms or worldviews that give philosophical, theoretical, instrumental, and methodological grounds for their research (Žukauskas et al., 2018). In this case, ontology is this study's position of the world view by which general assumptions will be created to perceive the real nature of society in order to understand the real nature of society.

3.2. Research Design

Quantitative and qualitative scientific studies are both possible. Many researchers are concerned about whether to use a quantitative or qualitative methodology (Sobh, R. and Perry, C., 2006).

To develop theories, qualitative researchers employ smaller samples of words and meanings (Sobh, R. and Perry, C., 2006). Qualitative studies look for descriptive data from a holistic perspective and look at a variety of variables, but only in a limited sample size. Quantitative studies, on the other hand, deal with the amount of something, the frequency or regularity, and what questions they answer. This focuses on a few factors that are measured or translated into figures and it was statistically examined once the data has been collected.

Since the objective of the study as specified above was to test the relationships among different variables and due to its explanatory nature, quantitative approach was used for the study.

To identify the influence of corporate brand on customer attitude, investigating the bank's image, reputation, marketing communication, work culture and corporate vision was a good source for the desired research data. As the study objective was to describe the characteristics of the variables, discover the relation between variables and giving in-depth explanation and conclusion, both descriptive and explanatory design studies was employed. The most important goal of descriptive research is to describe the current state of circumstances (Kothari, C.R., 2004). On the other hand, explanatory research isto provide information about the relation between variables.

3.3. Data Types and Data Sources

To conduct this research, information was obtained from primary sources. To get a good understanding and to make the findings as reliable as possible, primary data was gathered from the ten banking centers through survey method, in particular; via questioner. The questionnaire was designed for the selected ten banking centers.

3.4. Population of the Study

A population is a collection of units from which a researcher wishes to draw conclusions. Individuals, consumers, corporations, or products can all be regarded these units (Mooi, E.A. and Sarstedt, M., 2011). For this research purpose and to bring a good result the target populations was designed to share the following characteristics their branch should be in Addis Ababa, the branch they use must be operational for at least three years, the branch of the target population must have large customer base, and the respondents must be using the branch for at least one year. Therefore, the target population of this research has comprised of the customers of Zemen bank found in Addis Ababa in ten banking centers. I.e. Kazanchis, Bole, CMC, Birsate Gabreal, Piassa, Gotera, Mesqel flower, Bole Medhaniealem, Jacross, and Hayahulet branches.

3.5. Sampling Procedure

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 characteristics reflect those of the population (Mooi, E.A. and Sarstedt, M., 2011).

For the purpose of this research, the probability sampling method was used; because it provides the most accurate picture of the entire population (Walliman, N., 2006). The selection of the sample from the bank's customers was carried out using stratified sampling techniques from the ten banking centers the bank by which strata made based on saving capacity as follows

- Personal account holders (can be opened a minimum of 25,000 Birr)
- Business account holders (can be opened with a minimum of 100,000 Birr)
- Payroll account holders (can be opened with zero balance/ no minimum requirements)
- CD account holders (can be opened with a minimum of 1,000,000 Birr)

Therefore, questioners were carefully distributed to get enough representatives from all strata.

3.6. Sample Size

After chosen a good sampling method, the next step was to figure out how big your sample should be. The desire for a high sample size must be 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 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,

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

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

3.7. Data Gathering Instrument

Questioning individuals is an apparent way to acquire both quantitative and qualitative data from them (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 were measured by twenty factors and questions for the survey were 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, marketing communication efforts was envisaged by brand position, corporate vision, promotion brand awareness, and brand knowledge. On the other hand the customer attitude was manipulated by motivation factor, social group influence factor, and status.

Furthermore, the prepared questionnaire of 50 was piloted according to the sampling procedure and evaluated in order to criticize the questions and find any vague points in the questions so that any problems might be identified and eliminated. As a result, the cronbach's alpha from the analysis of the reliability of the pilot test gave the study a green light with 70% as shown on annex-3.

3.8. Data Analysis Technique

Discovering relationships within a phenomenon in order to understand, predict, and potentially influence its occurrence is one of the major goals of scientific study. Statistical approaches are useful instruments in the finding and quantification of these correlations. Statistical methods allow researchers to display and describe data as well as find and quantify associations if necessary (Walliman, N., 2006).

SPSS and STATA are quantitative data analysis software packages that are commonly utilized by marketing analysts. They're capable of handling enormous datasets and are reasonably simple to use (Mooi, E.A. and Sarstedt, M., 2011). The main data acquired via questionnaire was sorted and error-checked before being processed using statistical tools i.e. SPSS version 25 and STATA 12.

First, as the study focuses on the relationships between different variables correlation analysis was used as the main data analysis technique and technique to determine the relationship

between the independent variables with customer attitude using SPSS. Second, the data that were collected through likert scales values was converted in to average so that the variables take a continuous value than a purely categorical value which leads OLS estimation become BLUE that if it was regressed using categorical values in the likert scale form. Thirdly, descriptive statistics was used to show the statistical summary of the data in mean, standard deviation, frequency and percentages. Finally, the multiple regression analysis was also used to discuss the significant effect of the independent on the dependent variables using the below regression model.

$$\text{Attitude Predicted} = _cons + \text{Coef.} * \text{Corporate Image} + \text{Coef.} * \text{Corporate Familiarity} + \text{Coef.} * \text{Corporate Reputation} + \text{Coef.} * \text{Marketing Communication}$$

Where,

$_cons$; is the predicted value of attitude when all other variables are 0.

Coef.; is the values for the regression equation for predicting the dependent variable from the independent variable.

These above estimates show how much of an increase in attitude scores a 1 unit rise in the predictor would imply, and the coefficients for the non-significant independent variables are not significantly different from 0.

3.9. Reliability and Validity

i. Reliability

The degree to which what researchers measure is free of random error is known as reliability (Mooi, E.A. and Sarstedt, M., 2011). It also considers the consistency or stability of a score acquired from a measure or evaluation over time and in different contexts or conditions. If the measurement is accurate, there is a lower likelihood that the result is due to chance or measurement mistake (Marczyk et al. 2005). In this study, Cronbach's alpha (α) was used to test the reliability of the measure. A pilot study with a sample size of 50 individuals was also conducted to check the reliability of the questions. Usually, the reliability coefficients should be at least 0.70, preferably higher.

ii. Validity

Validity refers to whether or not we're measuring what we're looking for (Mooi, E.A. and Sarstedt, M., 2011). It is related to research technique since its main goal is to improve the accuracy and usefulness of findings by removing or controlling as many confounding variables as possible, allowing for more confidence in any given study's conclusions (Marczyk, G., DeMatteo, D. and Festinger, D., 2005).

To ensure the validity of the study, the study highly considered expert opinion from highly experienced bankers and some academic professionals. Also, validity of measure was guaranteed using a thorough and sufficient study of the literature. A pilot test was also conducted to ensure the clarity of the question items.

3.10. Ethical Consideration

It is very critical that ethical issues are considered throughout the research period. To do so, The study ensured the voluntarily participation of respondents without any persuasion, the respondents answers was also confidential and limited to the researcher and privacy of the respondents was fully secured in the research, and the study only assessed relevant components in the research process that only pop up the research findings.

Chapter Four

4. Data Presentation, Analysis and Interpretation

4.1. Introduction

The study's orientation, literature evaluation, and research technique were all described in preceding chapters. In order to achieve the study's ultimate goal, this chapter offers the analysis, discussion, and interpretation of data gathered through the use of survey questionnaires.

Customers of Zemen Bank from 10 banking centers in Addis Ababa were the study's target audience. 350 replies were received out of 384 questionnaires distributed to customers of the ten banking centers chosen. Twenty-six of them were incomplete and were not used for further investigation. As a result, 324 questionnaires were employed in the study, with an 84 percent response rate. 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.

4.2. 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. As a result, the Cronbach's Alpha for this study was 71.9 percent. As a result, the study instrument looks to be trustworthy and valid.

Table 4.1: Reliability Coefficients of Research Measures

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.719	20

Source: Own survey (2021)

4.3. Descriptive Analysis

4.1.1. Respondents' Characteristic

Providing background information on the demographic data before beginning the data analysis is highly helpful in making the analysis more meaningful for the readers. In this study, questions about the respondent's gender, education, account type with Zemen Bank, length of time as a customer, and relationships with other banks were included.

Table 4.2: Summary of Respondents' Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	132	40.7	40.7	40.7
	Male	192	59.3	59.3	100.0
	Total	324	100.0	100.0	

Source: Own survey (2021)

In terms of gender, men respondents outnumbered female respondents (male 59.3 percent and female 40.7 percent). This suggests that the bank's male clients outnumber the female customers who took part in the study. This implies that there is no significant gap between respondents with respect to gender.

Table 4.3: Summary of Respondents' Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	4	1.2	1.2	1.2
	Diploma	27	8.3	8.3	9.6
	Degree	212	65.4	65.4	75.0
	Master and above	81	25.0	25.0	100.0
	Total	324	100.0	100.0	

Source: Own survey (2021)

Respondents with a bachelor's degree dominated the sample group (65.4%), followed by master's degree holders (25.2%), and those with a bachelor's degree or higher (25.2%). Diploma and Certificate holders accounted for 8.3 percent and 1.2 percent of the total respondents, respectively. This means that more than 90% of the respondents have a bachelor's degree or higher education. According to the data in table 4.4, education has a strong relationship with reputation, so the study assumed that the bank's highly educated customers were drawn to Zemen Bank because of the bank's good name or reputation. The cross tabulation result 0.002, which is significant at 1 percent, confirms this.

Table 4.4: Summary of Respondents' Account information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal	157	48.5	48.5	48.5
	Business	117	36.1	36.1	84.6
	CD	6	1.9	1.9	86.4
	Payroll	44	13.6	13.6	100.0
	Total	324	100.0	100.0	

Source: Own survey (2021)

In terms of the accounts that respondents had with Zemen Bank, 157 respondents (48.5%) had Personal Accounts. Business account holders were the second largest account holders, with 117 respondents (36.1%). Similarly, the payroll account holders numbered 44 and had a percentage of 13.6 percent, whilst the CD account holders numbered just 6 and had a percentage of 1.9 percent. According to the data, the percentage of bank deposits that come via certificates of deposit (CDs) is quite low. This means that the bank may not be willing to pay a higher interest rate on negotiated deposits, or that the bank may have enough deposits from personal and business account holders to run its business and to have good deposit amount for lending purpose and besides it also justifies the banks interest rate for CDs might be low. And also the bank is comfortable with the deposit it have; until deposits are deteriorated or borrowed to customers at that point the bank have appetite for deposits from CDs and sets higher interest for CDs to attract the same.

Table 4.5: Summary of respondents' Banking Relation History

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One year and Lower	53	16.4	16.4	16.4
	Above one Year but lower than three years	26	8.0	8.0	24.4
	Above Three Years but lower than five years	135	41.7	41.7	66.0
	Four years and Above	110	34.0	34.0	100.0
	Total	324	100.0	100.0	

Source: Own survey (2021)

In response to the question of how long they've worked at Zemen Bank, 135 people said they've worked in banking for more than three years but less than five. The second largest group of respondents, who had had a banking relationship for more than five years, was 110 people and made up 34% of the total. The third and fourth largest respondents, who had a banking relationship with Zemen bank for one year or less, numbered 53 and accounted for 16.4% of the total, while respondents who had a banking relationship with Zemen bank for more than one year but less than three years numbered 26 and accounted for 8% of the total. According to the data, more than 80% of the respondents had been in a relationship with the bank for more than a year. The figure implied that the bank's customer relationship management is sound, and that it assisted the bank in retaining existing customers. However, the lower percentage of new customer acquisition suggests a lower rate of converting prospective consumers into actual customers, which may have an impact on bank profitability in the future unless the bank pursues aggressive new customer acquisition.

Table 4.6: Respondent banking relationship with other Bank

Item		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have no Banking relation with other bank	8	2.5	2.5	2.5
	Have banking relation with other bank	316	97.5	97.5	100.0
	Total	324	100.0	100.0	

Source: Own survey (2021)

97.5 percent of respondents said they have other bank relationships in addition to Zemen Bank when asked about their banking relationships. According to the data, very few consumers exclusively work with the bank, which means that unless the bank provides excellent customer service and maintains strong relationships with its existing clients, the possibility of switching to a competitor bank or discontinuing banking operations exists.

4.1.2. Descriptive statistics of study variables

Simple assessments of averages and standard deviations for the variables of interest for each group in the study are one statistical strategy for determining equivalence between groups (Marczyk, G., DeMatteo, D. and Festinger, D., 2005). The descriptive statistics (mean and standard deviation) for each variable are presented in the table below. The mean displays how much the sample group agrees or disagrees with the different statement on average. The lower the mean, the greater number of people who disagree with the assertion. The greater the mean, the more agreeable the statement is to the respondents. It shows that the respondent's higher expectations were satisfied to the statements under each variable. A mean under the range as described below the table indicates that respondents had a positive or favorable response to the factors being studied. Low standard deviation shows a narrow range of data, implying that customers' opinions on each variable were comparable.

Table 4.7: Descriptive Statistics of variables

No.	Item	Mean	Std. Deviation	N
1	Attitude	2.22	0.71	324
2	marketing communication	2.36	0.75	324
3	Reputation	2.13	0.63	324
4	Image	2.19	0.75	324
5	Corporate familiarity	1.89	0.73	324

Source: Own survey (2021)

Marketing communication has the greatest mean score of 2.3642, followed by Attitude with a mean score of 2.2202, as seen in table 4.8. With a mean value of 2.1274, image was ranked third. Reputation came in second with a mean score of 2.1934, followed by corporate familiarity with a mean score of 1.8858.

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 (poonlar Btawee,1987) as cited by (SidieAssefa, 2015) . In this study, however, the study employed an inverted scale measurement in which scale 1= strongly agree, 2= Agree, 3= Neutral, 4= disagree and 5= strongly disagree. Accordingly, all the variables lie in the category between 1.00 -1.5 very good, 1.51-2.50 good, 2.51-3.50 moderate 3.51-4.50 poor and 4.51-500 very poor. This study's mean of 1.8-2.3 suggests that respondents have a good or favorable response to the variables under examination. On the other hand, each variable's standard deviation was relatively low. Low standard deviation indicates a limited spread of data, indicating that customers had similar opinions on each variable.

4.4. Correlation analysis

A correlation coefficient is a handy tool for summarizing the relationship between two variables with a single number that ranges from -1 to 1 (Field, A.P., 2005). To investigate the link between variables, a correlation analysis using Pearson's correlation coefficient was performed on all of the independent and dependent variables in this study. According to the suggested guidelines by (Field, A.P., 2005) to figure out how strong a relationship between variables is, the correlation coefficient(r) is as follows: if the correlation coefficient falls between 0.1 to 0.29, it is weak; 0.3 to 0.49 is moderate; and > 0.5 is strong relationship between variables.

A correlation between variables means that as one variable's value changes, the other usually changes in the same way. A weak positive correlation means that while both variables tend to rise in reaction to one another, the link isn't extremely strong. A strong negative correlation, on the other hand, indicates that there is a strong link between the two variables, but that one increases as the other decreases. Generally, a positive and significant relationship between dependent and independent variables means that enhancing any or all of the independent factors enhances customer perception and vice versa.

Table 4.8: Correlation between independent and dependent variables

		Attitude	marketing communication	Reputation	Image	Corporate familiarity
Attitude	Pearson Correlation	1	.296**	.247**	.217**	.336**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	Sum of Squares and Cross-products	162.295	51.021	35.434	37.314	56.479
	Covariance	0.502	0.158	0.110	0.116	0.175
	N	324	324	324	324	324
marketing communication	Pearson Correlation	.296**	1	.416**	.395**	.408**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	Sum of Squares and Cross-products	51.021	183.025	63.364	72.244	72.775
	Covariance	0.158	0.567	0.196	0.224	0.225
	N	324	324	324	324	324
Reputation	Pearson Correlation	.247**	.416**	1	.374**	.521**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	Sum of Squares and Cross-products	35.434	63.364	127.045	57.015	77.358

	Covariance	0.110	0.196	0.393	0.177	0.239
	N	324	324	324	324	324
Image	Pearson Correlation	.217**	.395**	.374**	1	.365**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	Sum of Squares and Cross-products	37.314	72.244	57.015	182.768	64.990
	Covariance	0.116	0.224	0.177	0.566	0.201
	N	324	324	324	324	324
Corporate familiarity	Pearson Correlation	.336**	.408**	.521**	.365**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	Sum of Squares and Cross-products	56.479	72.775	77.358	64.990	173.775
	Covariance	0.175	0.225	0.239	0.201	0.538
	N	324	324	324	324	324

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

Source: Own survey (2021)

According to the data in table 4.9, each variable was perfectly connected with itself, with coefficients of +1.00. With a value of $r=0.521$ at the 0.01 significant level, the correlation matrix reveals a strong, positive, and significant association between Reputation and corporate familiarity.

According to the Pearson correlation matrix, there is a somewhat favorable association between Reputation and marketing communication, Marketing communication and corporate familiarity, and Marketing communication and Image. Between Image and Reputation, and Attitude and Corporate Familiarity with a value of $r=0.416$, $r=0.408$, $r=0.395$, $r=0.374$, $r=0.336$ respectively. However, there is a considerable positive but weak association between attitude and marketing communication, as well as between attitude and reputation and attitude and image with a value of $r=0.296$, $r=0.247$, $r=0.217$ at significant level of $p=0.000$. The correlation between all independent variables and the dependent variable has been found to be positive

and substantial, implying that improving any or all of the independent variables improves customer attitude.

4.5. Multiple Regression Analysis

Multiple linear regression analysis was used to estimate the independent variables' explanatory power in explaining the variation of the dependent variable. In other words, regression was used to determine the contribution of factors that consumers believe are important in influencing their attitudes toward Zemen Bank. It is to be recalled that customer attitude was the dependent variable, while corporate image, reputation, corporate familiarity, and marketing communication were the independent variables.

The categorical variable was turned into a continuous variable before the regression analysis was run. The average of the variables was calculated by adding all variables that address the same concept and dividing by the number of variables (mean). Customer attitude was a categorical variable in this case, however due to the variable computation; it was turned into a continuous variable.

The assumptions also should be evaluated before doing the linear regression analysis to see if they hold. Otherwise, determining whether or not the result is reliable might be challenging. Therefore, the major assumptions of Heteroscedasticity, Normality, Multicollinearity and Omitted variable were tested.

Table 4.9: Heteroscedasticity statistics

```
. .  hettest

Breusch-Pagan / Cook-Weisberg test for heteroskedasticity
Ho: Constant variance
Variables: fitted values of Attitude

      chi2(1)      =      1.06
      Prob > chi2  =      0.3023
```

Source: Own survey (2021)

The error term's variance is considered to be Homoscedastic variance or constant variance. The significance tests, however, are unreliable if the variance is heteroscedastic, even if the parameter estimates are unbiased. As a result, the homoscedasticity test must be performed, with the result indicating that there is a constant variance. Because the P value is 30.2 percent, which is larger than the 5% significant value, the assumption of constant variance is used. Because the p value is greater than 5% significant level, the null hypothesis that there is no

heteroscedasticity problem is accepted. As a result, there is no concern with heteroscedasticity, or in other words, the error term's variance is homoscedastic.

Table 4.10: Multicollinearity statistics

Variable	VIF	1/VIF
Reputation	1.52	0.660005
Corporate_~y	1.50	0.667968
marketing_~n	1.37	0.730628
Image	1.30	0.771553
Mean VIF	1.42	

Source: Own survey (2021)

When there are substantial inter-correlations among a group of predictor variables, this is known as multicollinearity. When the VIF surpasses ten, it is a symptom of multicollinearity, which can lead to misleading and/or erroneous conclusions. As a result, the findings revealed that there is no significant multicollinearity between variables.

Table 4.11: Normality Statistics

Variable	Obs	Skewness/Kurtosis tests for Normality			
		Pr(Skewness)	Pr(Kurtosis)	adj chi2(2)	joint Prob>chi2
marketing_~n	324	0.4528	0.0065	7.56	0.0228
Reputation	324	0.0405	0.0808	6.97	0.0307
Image	324	0.0001	0.4151	14.68	0.0007
Corporate_~y	324	0.0000	0.0000	61.99	0.0000

Source: Own survey (2021)

According to (Kim, H.Y., 2013), the absolute values of skewness and kurtosis are used to interpret normality for sample sizes bigger than 300. For determining substantial non-normality, either an absolute skew value more than 2 or an absolute kurtosis more than 7 were employed as reference values. Thus, the distribution was found to be normal based on the aforementioned normality table and the picture below, and the data were qualified for regression analysis.

Table 4.12: Omitted Variable Test

```

. ovtest

Ramsey RESET test using powers of the fitted values of Attitude
Ho: model has no omitted variables
      F(3, 316) =      2.55
      Prob > F =      0.0559
    
```

Source: Own survey (2021)

When one or more relevant variables are left out of a statistical model, omitted variable bias occurs. As a result of the bias, the model attributes the missing variable's effect to the estimated effects of the included variable. When no omitted variables exist, OLS estimators are unbiased population parameter estimators. The Ovtest result revealed that the model had no missing variables. The null hypothesis, which states that the model has no missing variables, was not rejected. As a result, functional form is the appropriate type of functional form.

Table 4.13: Regression for Customer Attitude

```

. reg Attitude marketing_communication Reputation Image Corporate_familiarity
    
```

Source	SS	df	MS	Number of obs = 324			
Model	23.8812399	4	5.97030997	F(4, 319) = 13.76			
Residual	138.413685	319	.433898698	Prob > F = 0.0000			
Total	162.294925	323	.502461067	R-squared = 0.1471			
				Adj R-squared = 0.1365			
				Root MSE = .65871			

Attitude	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
marketing_communication	.1556934	.0569628	2.73	0.007	.0436232	.2677635
Reputation	.0438567	.0719352	0.61	0.543	-.0976706	.185384
Image	.0501663	.0554703	0.90	0.366	-.0589677	.1593002
Corporate_familiarity	.2215274	.0611397	3.62	0.000	.1012395	.3418153
_cons	1.230981	.1549392	7.94	0.000	.9261488	1.535812

Source: Own survey (2021)

R²= 0.1471, It means that the regression model can explain 15% of the variation in Attitude.

F-statistic test: The Null hypothesis, which states that the variables are not jointly significant, yielded a probability of 0.0000 or 1% significance. This figure is even lower than 5%. As a result, we can rule out the null hypothesis, which claims that all parameters are zero or negligible when considered together. The model is a good model based on this outcome.

The coefficients for the two independent variables, marketing communication and corporate familiarity, are 0.1557 and 0.2215, respectively, according to the regression result. They have significance values of 0.007 and 0.000, which are both less than 0.05. This means that when the intensity of marketing communication increased by one unit, the influence on customer satisfaction with bank services increased by 0.1157 units, all other factors being equal.

Similarly, increasing company familiarity by one unit boosts customer attitude toward the bank's service by 0.2215 units' citrus paribus. Because the predictor variables' coefficients are statistically significant at 1%, alternative hypotheses related to marketing communication and corporate familiarity are supported, while the remaining two hypotheses (related to brand image and reputation) are not supported because their p values are greater than 0.05. The findings also revealed that marketing communication and company familiarity are statistically significant factors in affecting consumer attitudes at Zemen Bank. The result of customer familiarity supported the findings of previous researchers (Balla, B.E. and Ibrahim, S.B., 2014).

Table 4.14: Summary of the hypotheses testing

Hypothesis	Relationship	Beta	Sig.	Result
H1: Corporate brand image has positive contribution for positive customer Attitude Development	Positive	.0501	.366	Not Supported
H2: Corporate reputation has a positive contribution for positive customer Attitude development	Positive	.0438	.543	Not Supported
H3: Corporate familiarity has positive contribution for positive customer Attitude development	Positive	0.155	.000	Supported

H4: Marketing communication has positive influence on customer attitude	Positive	.0221	.007	Supported
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Source: Own survey (2021)

The variables was supported in the study i.e. corporate communication and familiarity was assumed to having a positive impact on the development of positive customer attitude and from practical point of view customers of the banking sector tend to be more attentive for their consciousness of recognition, Top-of-Mind recall, brand knowledge, brand dominance, and brand opinion, as a result it alters views, attitudes, and reflect the prominence of the brand in their mind. Last but not least it shows that the customers were significantly influenced by marketing messages of the bank.

However, corporate brand image and reputation was assumed to have a positive contribution for positive customer attitude development which was not supported as per the results of the study. Which indicates costumer's assessment of the overall company does not affect their attitude or a customer does not take in to account collection of their emotions, thoughts, and opinions when forming attitude. But that doesn't mean this result is same for other service sectors and similar service providing companies as the customers view of their knowledge and source for their positive attitude differs.

This research finding matched earlier research findings of (Balla, B.E. and Ibrahim, S.B., 2014) and supported corporate familiarity and marketing communication as a main determinants. Also a research in Ethiopia by (Goiteom, W.M., 2011) explained the relevance of bank selection criteria and how clients rate the aspects in terms of relevance when it comes to banking and banking services. The study found that the most two important bank selection criteria for customers are convenience and service provision for the entire customers while it is bank's image as the second most important factor and reputation as the least factor which matched with the two insignificant determinants the study. In a study by; (Krisnanto, U., 2011) In Indonesia also states recommendations from friends and guidance from family members are important when choosing a bank; which indeed matched the findings of this study.

Chapter Five

5. Summary, Conclusion and Recommendations

5.1. Introduction

The goal of the study was to see how corporate brand influenced customer attitudes 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 agenda for future studies.

5.2. Summary of the major findings

Male responses outnumbered female respondents in terms of gender (male 59.3 percent and female 40.7 percent).

When it came to the respondents' educational backgrounds, the sample group was overwhelmingly dominated by those with a bachelor's degree or higher, accounting for more than 90% of the total respondents.

Personal account holders accounted for the most accounts at Zemen Bank, followed by business account holders. The third and fourth most significant responses, respectively, were payroll account holders and CD account holders.

The highest number of respondents had a banking relationship with Zemen Bank for more than three years but less than five years, followed by the second largest group for more than five years. The third and fourth most common respondents had financial relationships that lasted less than three years but more than one year, respectively.

The mean score values of the independent variables are shown in the descriptive statistics (i.e. brand image, Reputation, corporate familiarity, Marketing communications) ranges from 1.8858 to 2.3642. According to (poonlarBtawee, 1987) as cited (SidieAssefa) respondents thought that each of the variables under examination is good.

Because the study employed an inverted scale measurement in this study in which scale 1= strongly agree, 2= Agree, 3= Neutral, 4= disagree and 5= strongly disagree. As a result, all of the variables fall under this group between 1.00 -1.5 very good, 1.51-2.50 good, 2.51-3.50 moderate 3.51-4.50 poor and 4.51-500 very poor. This study's mean of 1.8-2.3 suggests that respondents have a good or favorable response to the variables under examination.

According to the Pearson correlation matrix, there is a strong positive relationship between corporate familiarity and reputation ($r=.521$), Reputation and marketing communication have a moderately beneficial association; between Marketing communication and corporate familiarity; between Marketing communication and Image; Between Reputation and Image and between Attitude and corporate familiarity with a value of $r=0.416$, $r=0.408$, $r=0.395$, $r=0.374$, $r=0.336$ respectively.

On the other hand, with $r=0.296$, $r=0.247$, and $r=0.217$ at a significant level of $p=0.000$, there is a substantial positive but weak association between Attitude and Marketing communication; between Attitude and Reputation; and between Attitude and Image.

The multiple regression result, estimate of regression weight demonstrated that the two independent variables corporate familiarity ($\beta=.155$) and marketing communication ($\beta=.221$) significantly determine and explain customer attitude, supporting H3 and H4 whereas the remaining two independent variables Brand image ($\beta=.501$) and Reputation ($\beta=.043$) had insignificant effect on customer attitude, which means H1 and H2 were not supported. Corporate familiarity and Marketing communication were statistically noteworthy corporate brand variable influencing customer attitude in the selected Addis Ababa banking centers of Zemen Bank.

5.3. Conclusion

The primary goal of this research was to look into the influence of corporate brand on customer attitude in case of Zemen Bank. Corporate brand aspects such as Corporate Image, Reputation, Corporate Familiarity, and Marketing Communication were evaluated for their impact on attitude.

Corporate familiarity was shown to be marginally connected with customer attitude according to the research. It is also the most important factor in determining customer attitude, and this outcome matched earlier research findings of Balla, B.E. and Ibrahim, S.B., 2014. Therefore practically customers in the banking industry, on the other hand, are more conscious of brand recognition, Base recall, brand knowledge, brand supremacy, and brand opinion, which change their perspectives, attitudes, and reflect the predominance of the brand in their minds. It's found in the study results, when analyzing a product or service; customers who are familiar with the category are more likely to put their trust in the brand name. Before making a purchase choice, the customer must develop trust and confidence in the product or service. This trust and conviction from a positive attitude towards a company corporate brand.

In addition, Customers' familiarity with the company and its brand grows as they interact with company workers, utilize the company's services, are exposed to the company's numerous marketing communications medium, and receive positive recommendations from third parties.

The more we learn about the organization and its complete operation, the more eager we become to establish a relationship. Many experts also agree that attitudes change through time as a result of a learning process influenced by the influence of reference groups, prior experience, and personality. The more positive a person's attitude about a product or service is, the more likely that person is to buy or utilize that product or service.

Marketing communication is the second most important element in determining customer attitude according to the study. Marketing communication has a positive link with attitude. According to the findings, marketing communications have a considerable and beneficial impact on customer attitudes. The expression of an individual's feelings about a product, service, or organization is characterized as an attitude. Marketing messages customers get from different channels were found to be significant in forming a positive attitude towards the company. The customer's journey through information exposure, consumer's decision from options, visual processing, understanding of attended information, agreement with comprehensible information, storage in memory of acknowledged information, and retrieval of information from memory are critical to the marketing message communicated through different channels.

It is possible that one can have negative attitudes towards a company brand or the product and service offerings however, marketing communications has the power to overturn the negative attitude to positive through integrated marketing communication by addressing the specific concern that shadows the good name of the company.

5.4. Recommendations

Traditional marketing mix elements are no longer the only considerations that customers consider when making purchasing decisions. Rather, other factors such as the company's image, reputation, and product and service quality would be considered before making a selection.

The following recommendations were made based on the study's results and conclusions in order to build good customer attitudes through boosting the Bank's brand value.

- According to the findings of the survey, corporate familiarity has a large and favorable impact on customer attitude. Corporate brand familiarity is a one-dimensional construct that is proportional to the amount of time spent processing brand information, independent of the nature or substance of the information. Many academics say that because of the brand's power, many customers are sometimes noticed when they choose the most known brand, even if they have little knowledge of the goods. Brand familiarity offers a number of benefits, including improving brand perception, increasing the likelihood of inclusion in the evoked set, generating favorable affect toward the brand, and motivating purchase action. As a result, Zemen Bank shall place a greater emphasis on

corporate familiarity by allowing customers to discover the bank's best goods and/or services. For example, leveraging cutting-edge banking technologies in its core banking to reduce customer service wait times and transaction times, provide excellent customer service, increase employee service delivery, and promote bank services that consistently and elegantly bring value to clients.

- Marketing communications have also been discovered to have a large and beneficial impact on customer attitudes. The bank must set aside sufficient funds to promote its products and services using a combination of print, electronic, and social media marketing. People increasingly spend their time on social media as a result of technological advancements. In order to take advantage of this chance, Zemen Bank should use different platforms to promote its services and establish a distinctive brand.
- Loyal consumers have a long-term value for any business since they provide a variety of benefits, such as paying a higher price with the bank incurring lower service costs to serve them, promoting the brand to others, and serving as a solid market base for future product development. As a result, the bank shall reward them, employ them as bank ambassadors, and provide them higher rates in order to encourage them to use additional services.

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 ten 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 attitude; however, more research into other aspects is needed to further understand what drives attitude.
- 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 customers' attitudes and provide greater confidence level outcome.

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Annex-1

Dear Respondents,

The aim of this survey is to look into **the influence of corporate brand on customer attitude** 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.

Mohammed Ahmed

Tel- +251-921-286-316

Email- mamebdu@gmail.com

Thank you for your kind cooperation.

- I. **The first section of the questionnaire concerns the respondent's personal data. Please tick on the choice which suits your case.**

1- Educational Background

Certificate

Diploma

Degree

Masters and above

2- Gender

Male

Female

3- Type of Bank Account you and your company have with Zemen Bank

Personal Account

Business Account

Certificate of Deposit (CD)

Payroll

4- - For how long have you been Zemen Bank's Customer?

0 ≤ 1

1 ≤ 3

3 ≤ 5

>5

5- Do you have account in other banks?

Yes

No

I. The second section of the questionnaire is concerned with brand image, brand reputation, corporate familiarity, and marketing communications of the bank.

Please tick on the choice which suits your case accordingly.

SA - Strongly agree

A - Agree

N - Neutral

D - Disagree

SD - Strongly Disagree

		SA	A	N	D	SD
Questions related to Corporate Image						
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 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 Marketing 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 Attitude					
18	I am very happy working with Zemen because it is one of the popular bank in town					
19	My decision for choosing banks to work with is influenced by the endorsement of family and friends					
20	I feel superior because I bank at Zemen					

Annex-2
Cronbach's Alpha result

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Tangible	43.17	75.599	0.281	0.421	0.708
Reliability	43.75	82.462	0.11	0.308	0.719
brand Positioning	43.07	76.131	0.317	0.328	0.704
Respondents Status	43.57	81.233	0.117	0.383	0.721
Corporate Vision	42.73	72.877	0.489	0.548	0.686
Promotion	43.12	78.884	0.221	0.468	0.712
Customer Satisfaction	43.78	80.24	0.196	0.301	0.714
Brand Awareness	43.77	81.029	0.144	0.218	0.718
Brand Knowledge	43.07	70.097	0.577	0.566	0.675
Customer Service	43.6	78.176	0.286	0.335	0.707
Service Recovery	43.67	81.446	0.16	0.367	0.716
Customer experience	43.7	78.044	0.334	0.424	0.703
Technology	43.27	72.741	0.517	0.573	0.684
Responsiveness	43.67	76.836	0.324	0.454	0.703
Employees Knowledge	43.48	77.101	0.275	0.392	0.708
Customer reference	43.62	73.223	0.492	0.537	0.687
Social group influence	43.25	87.004	-0.151	0.232	0.743
Trust	44.07	75.86	0.492	0.469	0.691
Customer Motivation	43.38	78.478	0.269	0.494	0.708
Service quality	43.53	80.931	0.192	0.401	0.714

Annex-3
Pilot test reliability result

Reliability Statistics

Cronbach's Alpha	N of Items
.700	20