



ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE DEPARTMENT OF MARKETING MANAGEMENT

ASSESSING THE PROMOTIONAL PRACTICES OF WEGAGEN BANK

**A THESIS PRESENTED TO THE DEPARTMENT OF MARKETING MANAGEMENT AT
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OF ARTS IN MARKETING MANAGEMENT**

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ADDISABABA, ETHIOPIA

**ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS SCHOOL
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Declaration

I, Sentayehu Abera hereby declare that the thesis entitled “Assessing the promotional practice of wegagen bank” The work that I have submitted for the Master's degree in Marketing Management at Addis Ababa is original to me and hasn't been submitted for consideration for any other degree, diploma, fellowship, or title that is comparable from any other university or institution.

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DATE; JUNE 2024

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CERTEFICATION

This attests to the title of the thesis. “Assessing the promotional practice of wegagen bank” in partial fulfillment of the requirements for the award of master degree in Marketing Management to the School of commerce, Addis Ababa University, through the department of Marketing management, done by Sentayehu Abera Id. No. GSE/7845/13 is an authentic work carried out by her under our guidance. The matter embodied in this project work has not been submitted earlier awards of any degree or diploma to the best of our knowledge and belief.

The Principal Adviser: Dr. Andinet Worku

Signature _____

Date: J u n e , 2 0 2 4

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TABLE OF CONTENTS

Declaration.....	ii
CERTEFICATION	iii
ACNOWLEGMENT	iv
List of Tables	viii
A List of the Figures	viii
Abstract	ix
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Background of the Organization.....	1
1.3 Statement of the problem.....	2
1.4 Research questions.....	3
1.5 Objective of the study	3
1.5.1 General objective	3
1.5.2 Specific objective.....	3
1.6 Significance of the study.....	3
1.7 Scope of the study.....	4
1.8 Limitation of the study.....	4
1.9 Definition of terms.....	4
1.10 Organization of the study.....	5
Chapter Two.....	6
1. Literature Review.....	6
2.1 Introduction.....	6
2.2 Theoretical Literature.....	7
2.2.1 Elements of marketing mix.....	7
Product	7
Price	7
Place (distribution).....	8

Promotion	8
2.2.2 Types of promotion in the promotional mix	9
1. Personal selling	10
2. Advertising:	10
3. Direct marketing:	10
4. Sales promotion	10
5. Public relation (PR):-	10
2.3 Behavioral Intention or Attitude of Customers towards Promotion Tools	11
2.4 The concept of promotion mix.....	12
2.4.1 The push- pull concept.....	12
1. Push policy	12
2. Pull policy.....	13
2.5 The conceptual framework	13
Tools of promotion mix.....	13
2.6 Empirical literature	13
CHAPTER THREE	16
3. Research Methodology	16
3.1 INTRODUCTION	16
3.2 RESEARCH APPROACH	16
3.3 RESEARCH TYPE.....	16
3.4 DATA SOURCE AND COLLECTION	17
3.5 TARGET POPULATION	17
3.6 Sampling size and techniques	17
3.7 ETHICAL CONSIDERATION	18
3.8 VALIDITY AND RELIABILITY	18
3.8.1 Validity	18
3.8.2 Reliability.....	18
Chapter four	19
4. Results and Discussion	19
4.1 Introduction	19
4.2 Demographic Information of the Respondents.....	19

4.3	The Promotion Tool Used by Wegagen Bank	20
4.4	Effective Promotion Tool According To the Perspective of Customers	21
4.5	Effectiveness of the Current Promotional Practice of Wegagen bank	24
4.6	Related interview question and answers	28
Chapter five.....		29
5.	Summary, conclusion and recommendations	29
5.1	Summary	29
5.2	Conclusion	30
5.2.1	Promotional Tools Used by Wegagen Bank:.....	30
5.2.2	Effectiveness of Wegagen Bank's Promotional Tools from the Customer Perspective ...	30
5.2.3	Strengths and Weaknesses of Wegagen Bank's Promotional Practices	30
5.3	Recommendations.....	31
BIBLOGRAPHY		32
Appendix.....		34
Questionnaire		34

List of Tables

Table 1: Demographic Information of the Respondents.....	20
Table 2: Promotion Tools Used by the Bank	21
Table 3: Customers' perception about the Effective Promotion tool	23
Table 4: Effectiveness of Current Promotional Practices of the Bank.....	25

A List of the Figures

Figure 1: The Marketing Mix Elements	7
Figure 2: The promotional mix element.....	9
Figure 3: Conceptual framework of the study	13
Figure 4: Overall Impression of the Promotional Practices of the Wegagen Bank.....	28

Abstract

This study aimed to investigate the promotional practices of Wegagen Bank. The research employed a mixed-method approach, utilizing both qualitative and quantitative techniques to gather and analyze data. The methodology involved a descriptive research design, drawing upon primary and secondary data sources. Primary data were collected through interviews with bank employees and structured questionnaires distributed to a sample of 170 bank customers. Secondary data were obtained from the bank's official website, annual reports, and relevant literature. The results revealed that Wegagen Bank utilizes a diverse range of promotional tools, with advertising (35.9%), sales promotions (23.6%), and personal selling (21.7%) being the most widely used. The respondents indicated that advertising is the most informative promotional tool, while personal selling is the most influential factor in their banking decisions. The bank's digital advertising and public relations efforts were perceived positively, with the majority of respondents agreeing that the bank's mobile banking and internet banking platforms are effective advertising channels. However, the traditional advertising, personal selling, sales promotions, and direct marketing practices received more negative feedback, with a significant proportion of respondents disagreeing with their effectiveness. The majority of respondents (61.8%) indicated that they liked the bank's promotional efforts. The bank should continue to monitor customer feedback, identify opportunities for optimization, and make data-driven refinements to its promotional mix to maintain and enhance the positive customer perception over time.

Keywords: Promotional Practices, Promotional Tools, Advertising, Sales Promotions, Personal Selling, Direct Marketing, Public Relations, Customer Perception, Effectiveness, Wegagen Bank

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Promotion is communicating information between seller and potential buyer or others in the channel to influence attitudes and behavior. The marketing manager main promotional job is to tell target customers that the right product is available at the right place at the right price. What the marketing manager communicate is determined by target customers need and attitude. How the message is delivered depends on what blend of the various promotion methods the marketing manager chooses (Ejerome Mccarthy1993).

As always direct and indirect competitions are intensified specially on the service sector like bank or financial service providers and customers are more logical while making purchases, making promotion an essential managerial concern for all businesses across all global industries. To this purpose, managers—especially marketing managers—are extremely busy organizing promotional campaigns. This includes researching consumer perception, creating promotional goals and tactics, scheduling media appearances, selecting the appropriate spokesperson, allocating funds for the campaign's execution, and more. Therefore, they spend thousands of Birr on marketing communication in the hopes that it would improve the performance of the company by boosting sales, guaranteeing brand awareness, assessing market share, and boosting profit.

1.2 Background of the Organization

Wegagen Bank SC was established on the 11th of June 1997 It came to life as a result of the entrepreneurial wit of sixteen 16 founding members who recognized the critical role that financial institutions would play towards creating a sustained economic development and were able to put in an initial paid-in capital of Birr thirty million (Birr 30 Million).Established under the banking proclamation of Licensing and Supervision, Proclamation No. 84/1994, the Bank was registered with the National Bank of Ethiopia on April 30, 1997. The Memorandum and Articles of Association of the Bank were signed on April 15th, 1997 and registered with the Addis Ababa Bureau of Trade, Industry and Tourism on April 15, 1997, Registration Number 1/34/4/89.

The Bank, as it started back then, operated through its Head Office located in Gofa Sefer, Addis Ababa. In October 2017, Wegagen moved to its 23 floor Headquarters Building in front of Addis Ababa Stadium, Ras Mekonnen Street. Wegagen Bank work with a network of 397 branches of which 144 are in Addis Ababa and the remaining 253 are located in other cities towns of the country. To expand its service coverage, the bank keeps on opening additional branches both in Addis Ababa and regional towns.

1.3 Statement of the problem

We are experiencing perhaps the most dynamic and revolutionary changes of any era in the history of marketing as well as advertising and promotion these changes are being driven by advances in technology and developments that have led to the rapid growth of communications through interactive media particularly the internet, social media and mobile device.

Marketers are looking beyond traditional mass media promotional practice to find new and more effective way to communicate with their target audience ,companies are using exclusive entertainments as a way of reaching consumers by creating short films that can be viewed on their websites, arranging placement and integrating their brands into promote their products and services.

Promotion is one of the most often criticized areas of marketing and many of them focus on whether communications are honest and fair. Critics raise similar concern about the use of celebrities in advertisement. A person who plays the role of an honest and trustworthy person on a popular TV series may be a credible message source in advertising, but it is misleading to consumers. Some critics believe it is. Others argue that consumers recognize advertising which they see it and know celebrities are paid for their endorsement. It becomes familiar to see celebrities to see more than one promoted good or service this leads to customers to misbelieve promotional tools used by celebrities one has to become an icon for one brand in order to be trust worse. Beside this it becomes boring to see personal selling individual bankers on a street and door to door in order to sell the brand they represent this also decrease their service quality and touch individual's privacy. This implies the short comes of their marketing promotion strategy.

Promotion has the role of informing, persuading, inducing action, reaching and affecting a diversity of publics.it is not doubtful undertaking effective promotional activities by banks are

important because surviving in the bank industry become challenging through old promotional strategy or practice, the technology is changing rapidly like blink of an eye.

Therefore, this study will try to assess the promotional practice of Wegagen bank. This issue is important because there is few or no research which has examined whether customers view of the effectiveness of a promotional tool is different to the organizations view of the effectiveness of a promotional tool. Considering this issue will help organizations use a promotional tool that is likely to be effective.

1.4 Research questions

1. What tools of promotion does wegagen bank use?
2. What tools of promotion do customers consider as effective?
3. Is the banks current promotion practice effective?

1.5 Objective of the study

1.5.1 General objective

The general objective of this study is to assess the promotional practice of wegagen bank.

1.5.2 Specific objective

1. To assess the promotion tool used by wegagen bank.
2. To identify an effective promotion tool according to the perspective of customers.
3. To examine the effectiveness of the current promotional practice of wegagen bank.

1.6 Significance of the study

Wegagen banks will find value in the findings and conclusions of this study. The study assists banks in understanding how promotional services affect their performance and utilizing the services in a way that enhances performance. Enabling them to effectively formulate and target their promotion mix elements.

The study can be used as reference material by future researchers interested in further research on promotional service and its effect on performance of wegagen bank by providing useful information. The study added to the existing literature, and can be an important tool for students,

academicians, institutions, corporate managers and individuals who want to learn more about promotion

1.7 Scope of the study

Geography, the study focus on Wegagen bank south Addis Ababa selective branches that is licensed by the National Bank of Ethiopia and operational in the country. Conceptually, the study will assess the effectiveness of Wegagen banks marketing promotion tool element practice and concern areas of promotion strategy and applicability of promotional mix.

1.8 Limitation of the study

The study is focused on wegagen bank southern Addis Ababa district branches. Lack of published materials and locally conducted studies in the area are among the major limitations.

1.9 Definition of terms

Bank:-an institution that deals in money and its substitutes, and it provides other money-related services.

Promotion:-entire set of activities which communicate the product, brand or service to the user

Promotion mix:-used to describe the set which are (advertising, personal selling, sales promotion, publicity, public relation and direct marketing).

Advertising:-key in the promotion mix, contribute to brand building and also how the market perceives the company.

Personal selling:-one to one communication between buyers and sellers.

Direct marketing:-social media marketing, email marketing, internet marketing, which targets only prospects and customers for one way communication with customers about product announcement, special promotion and order confirmation.

Sales promotion:-coupons, product sample and the like are the way how it works in order to inform and increase sales also to re capture old or lost customers.

Public relation:-creating a favorable and positive image for the company by sharing information.

1.10 Organization of the study

The study organized in to five chapters. The first chapter gives an introduction to the study, statement of the problem, basic research questions, objectives of the study, significance of the study, scope of the study, limitation of the study. Chapter two consist review of literature in the basis of theoretical, empirical and conceptual framework. Chapter three had research methodology that will briefly state sample size and sampling technique, source of data and method of data collection. The fourth chapter interpret the data collected by different channel in chapter three. In the last chapter the main findings of the study, conclusion and recommendation are presented.

Chapter Two

1. Literature Review

2.1 Introduction

Modern marketing is aimed at creating long term relationship with consumers. The premise is that to satisfied customers will keep returning to use the organization's offering and will provide positive feedback to other people.it should be focused on managing customer relations in ways that will be beneficial to the organization and to its stakeholders(employees, distribution channel members, customers, the media, government and several special-interest group.)(clow & baack,2010) According to Drucker (2012) adopting a good and effective promotional strategy is very important for any business without a best promotional strategy; a business will not be able to get the ideal customers for its services and goods. Promotional elements usually are used by various organizations. Marketers use numerous tools to elicit responses from target markets. These tools are known as the marketing mix, which is defined as the set of tools that a firm uses to pursue its marketing objectives in the target market (Kotler, 2017). Every business uses a combination of one or more promotional mix elements to achieve high performance. These promotional mix elements are advertising, sales promotion, personal selling, public relation and direct marketing (Belch & Belch, 2018).

2.2 Theoretical Literature

2.2.1 Elements of marketing mix

The four PS are the major elements of the marketing mix of the organization and form the basis of any marketing strategy.

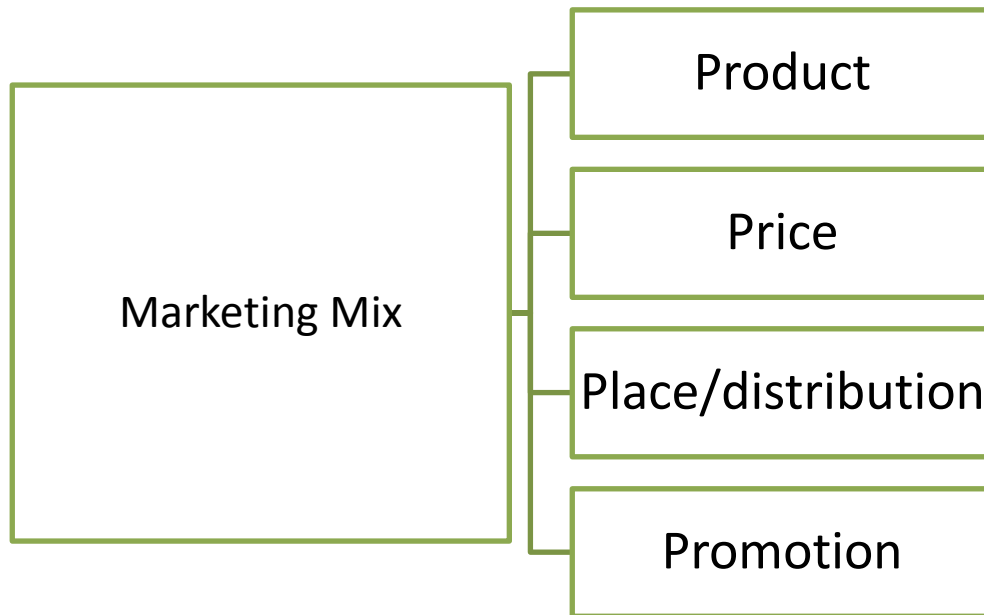


Figure 1: The Marketing Mix Elements

Product

Products or market offerings are the basis of any business, which is why the product can be regarded as the reason for marketing. If there were no product (or service), there would be nothing to sell. A company aims to make the product different and better in a way that will cause the target market to favor it and even pay a premium price for it (Kotler, 2012)

Price

The price of the product offering comprises the selling value of the product and the profitability level of the price. Advertising is the main vehicle used to inform the target consumer about the price (wells et al., 2006)

Place (distribution)

The distribution of the product includes all the channels followed in transferring the product to the final consumer. The process ensures that the product will reach the target market in the appropriate place, at the right time and at the right cost (Connett,2004)

Promotion

The promotion element of the marketing mix of the organization includes all the relevant “activities, materials, and media used by a marketer to inform and remind prospective customers about a particular product offering” (Connett, 2004)

We are all consumers, and we have all been the target of promotional campaigns. To connect with consumers of a target market, companies conduct extensive market research so that they may better understand the consumer. When companies understand the consumer, they can better structure a message to appeal to the consumer and also find the best channels for reaching the customer. The created messages aim to get consumers’ attention. Sometimes they create awareness of a new event, a new product, a new idea, or a place to visit. Sometimes they are asking consumers to make a purchase. Marketing promotion is all around us.

Several strategies, same goals the promotional activities chosen to promote a particular product are known as its promotional mix. Promotion is communicating information between seller and potential buyer or others in the channel to influence attitudes and behaviors. The marketing manager main promotion job is to tell target customers that the right product is available at the right place at the right price. what the marketing manager communicate is determined by target customer’s needs and attitudes. how the messages are delivered depends on what blend of the various promotion methods the marketing manager choose from several promotion method.

The goals of promotional activities are summarized by the phrase AIDA first attract Attention, then build Interest and Desire and finally ask for Action. Business uses product promotion to convince prospects to select its products or services instead of a competitor’s brands. Promotional activities’ explain the major features and benefits of the product or service identity where it is sold, advertise sales, answer customer’s questions and introduce new offerings. Product promotion also helps companies’ foster good relations with existing customers, thereby enhancing their loyalty. Institutional promotion is used to create a favorable image for a business, help it advocate for change, or take a stand on trade or community issues.as part of its institutional promotional efforts,

for example businesses maintain websites to provide news, product and general information and to answer questions. Although institutional promotions do not directly sell a product or service these activities do foster favorable image for the company which in turn may help sales efforts. Promotion activities are meant to communicate and persuade the target market to buy the company's products (Singh, 2012).

2.2.2 Types of promotion in the promotional mix

The combination of advertising, selling, sales promotion, direct marketing and public relations make up the promotional mix. There are five basic categories in the promotion mix and each plays a vital role in promoting businesses and their product or service.



Figure 2: The promotional mix element

1. Personal selling
2. Advertising
3. Direct marketing
4. Sales promotion
5. Public relation

Through advertising, direct marketing, public relation and sales promotion companies communicate with customers in ways other than direct contact. Personal selling on the other hand requires direct contact with the customer.

1. **Personal selling**:-require that accompany employ sales representatives who generate and maintain direct contact with prospect and customers.it is one of the costliest form of promotion. Direct contact can take form of personal meeting, telemarketing, email contact and correspondence. Typically personal selling takes place after or as a result of other promotion activities.
2. **Advertising**: - is a form of non-personal promotion. Companies pay to promote ideas, goods or services in a variety of media outlets. Advertising can be found everywhere from magazines, newspapers, television and websites.
3. **Direct marketing**: - is a type of advertising directed to a target group of prospects and customers rather than to amass audience. The two form of direct marketing are printed direct mail which is information sent via regular mail to a home or business and electronic direct mail. The goals of direct marketing are to generate sales or leads for sales representative to pursue. Generally direct marketing generate a response from the target customer by making a special offer, such as a coupon, discount, or special merchandise and delivery terms. Direct marketing gives recipients an incentive to respond by visiting a store or website calling a toll free number, returning a form or sending an email. Both print and electronic direct marketing allows a business to engage in one way communication with its customers about product announcement, special promotions, bulletins, customer inquiries and order confirmations.
4. **Sales promotion**: - according to the American marketing association (AMA) sales promotion represents all marketing activities other than personal selling, advertising and public relations that are used to stimulate purchasing and sales. The objective of sales promotions are to increase sales, inform potential customers about new products and create a positive business or corporate image.
5. **Public relation (PR)**:-activities enable an organization to influence a target audience. Often public relations campaigns try to create a favorable image for a company, its product or its policies. However companies can rely up on public relations strategies and techniques for many reasons. One of the goals of a public relation program is to cultivate media relations with reporters who cover a specific industry. Publicity is one tactic that

public relation professionals use. Publicity involves bringing news or newsworthy information about an organization to the public's attention or what is called placement. Publicity campaign can be launched to achieve various goals mainly to develop a positive perception or awareness of the organization in the market place. (Farese,lois Schneider 2010)

The right kind of publicity can create and maintain a company's positive image, negative publicity can devastate it. People like to do business with respectable companies, so companies engage in such image building activities as sponsoring cultural events, awarding scholarships and donating land or equipment for public use. The disadvantage of publicity is that its content, unlike paid advertising is not easily controlled by the business that issues it. The media select the context and story angle and decide when and how to present the content.

2.3 Behavioral Intention or Attitude of Customers towards Promotion Tools

Overall objective of promotion is to affect behavior. the different promotion methods can all be viewed as different form of communication .but good marketers are not interest in just communicating they want to communicate information that will encourage customers to choose their product or service. They know that if they have a better offering, informed customers are more likely to buy, so they are interested in reinforcing present attitudes that might lead to favorable behavior or actually changing the attitudes and behavior of the firms target market. Promotion seeks to shift the demand curve, it may help the firm make its present demand curve more inelastic or shift the right or both. (mccarty, e.j2021)

"The field of consumer behavior is the study of individuals, groups, or organizations and the Processes they use to select, use, and dispose of products, services, experiences, or ideas to Satisfy needs and the impacts that these processes have on consumer and society" (Delbert Hawkins, 2010).

Affecting buyers' behavior is a tough job but that is exactly the objective of promotion. it's helpful to think of three basic promotion objectives: -informing, persuading and reminding target customers about the company and its marketing mix. Consumer purchasing behavior refers to the buying behavior of the ultimate consumer.

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or

service" (Rani, 2014).

Numerous factors influence consumer behavior. Marketers must possess a thorough understanding of the variables influencing consumer behavior. Various factors influence consumer behavior, including elements of the marketing mix. The four Ps make up the marketing mix: pricing, product, promotion, and place (Shahram Gilaninia, 2013).

Attitudes are learned predisposition to respond to an object and are some of the most heavily studied concepts in consumer behavior. more recent perspectives view an attitude as a summary construct that represents an individuals over all feelings toward or evaluation of an objects. Consumer attitude toward a range of products are significant to marketers.

2.4 The concept of promotion mix

To reach its promotional goal an organization develops an effective promotional mix a combination of strategies and a cost effective allocation of resources. How do companies decide which mix will be most effective? A business establishes a promotional mix by following a series of steps that range from identifying the target market to measuring the result's.

The strategies in the mix are designed to complement one another, advertising and direct marketing create awareness of a business's product or service, while public relation help cultivate a favorable image and brand recognition. Sales promotional activities stimulate sales, reinforce advertising, and support selling efforts. Finally personal selling builds on all of these previous efforts by completing the sale.

In large companies the marketing department has many roles, it determines the promotional mix, establishes the budget, allocates resources, coordinates the campaign, supervises any outside resources and measures the results.

2.4.1 The push- pull concept

1. **Push policy**:-used only the next partner in the distribution channel to convince retailer to stock the products being promoted. Push strategy relies heavily on personal selling and sales promotion. (Farese, lois scheider 2010)

Push strategy "forward trust" of efforts a manufacturer directs personal selling, advertising and trade-oriented promotions to whole sellers, distributers and retailers.

2. **Pull policy**:-Direct promotion towards consumers. This pull policy of promotion is designed to create consumer interest and demand. Consumer demand can pull or encourage retailers to carry a product. This strategy relies heavily on advertising that is generated to consumers, premiums, samples and demonstrations. (Farese, lois scheider 2010)

Pull strategy backward from consumers to retailers result from manufacturer advertising and consumer promotion that encourage consumers to prefer a manufacturers brand.

2.5 The conceptual framework

Tools of promotion mix

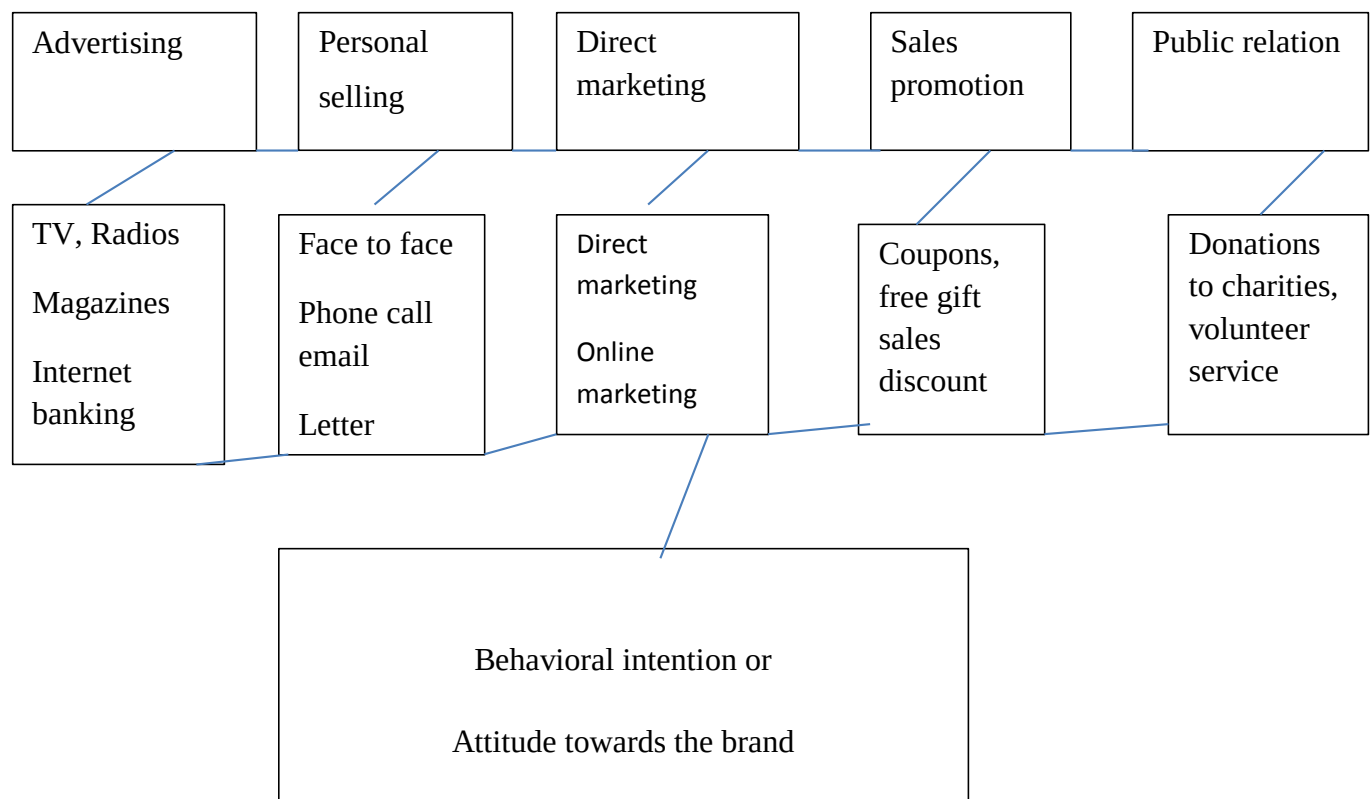


Figure 3: Conceptual framework of the study

Source: - Researcher own compilation (2024)

2.6 Empirical literature

In this section, a review of previous studies conducted on promotion mix element and related issues will be presented.

Fitalew bahiru (2020) conducted a study on the impact of the promotion mix strategy on market growth in the context of Berhan Bank and recommended that selecting the appropriate element of the promotion mix is essential and requires a high level of experience in the field. This particular study looks at how Berhan Bank's market growth is impacted by the elements of the promotional mix, such as advertising, personal selling, and sale promotion. The results imply that the components of the promotion mix have a favorable impact on market growth. further stated that spending on the three components of the promotion mix can result in a healthy yield on market expansion. Significant investment in advertising (using its various forms), personal selling (training skills in this sector), focus on educating salespeople in various areas, such as social communications, and technical know-how in selling and advertising, for example, can make the banks market growth very fast in a competitive way.

Michael seleshi (2015) conduct a study on the impact of promotion on brand image in the case of Diago Meta plc. The researcher has found out that promotion as one of an essential Marketing Program to build up positive brand image needs Communicating customers by using attractive brand elements, suitable promotional mix elements and persuasive promotional tools are important.

Maiden Worku (2020)conduct a study on the effect of promotion mix element on consumer purchase decision the case of some selected real state in Addis Ababa Based on the study promotion mix(sales promotion, public relation, advertising and personal selling) where significantly related with purchase decisions.

According to three sea economic journal vol.4 No2, 2023 promotional marketing as a method of increasing sales, the importance of promotional marketing in business lies in attracting customers in order to increase sales and profits, customer retention, increase brand awareness, increase in competitiveness, consequently the importance of promotional marketing in business lies in its ability to help businesses achieve their goals of attracting and retaining customers, increasing sales and profit and enhancing competitiveness and brand awareness in the market.

International Journal of Business, Humanities and Technology Vol. 2 No. 5; August 2012/169/ Influence of Promotional Strategies on Banks Performance Came up with that increasing the amounts spent on different promotional strategies individually had little effect on the improvement of performance of banks. This is because the different promotional strategies and performance was weak however when the amount spent on the promotional strategies was done simultaneously for banks increase significantly.

The current study's findings regarding the importance of personal selling align with the research by Arvinlucy(2012)which emphasized that personal selling is a more efficient and effective promotional tool in shaping buying behavior. The respondents on this study also perceived personal selling as the most influential factor in their banking decisions, underscoring the critical role of wegagen bank's sales force in driving customer perceptions and decision-making.

In contrast to the findings of Mohammed (2016)study on the impact of promotional tools on consumer behavior, where sales promotion like coupons, free gifts, and discounts where found to highly influence consumer behavior, the current study's results indicate that respondents found personal selling to be more important than sales promotions in influencing their banking behavior. This dissimilarity may be attributed to the socioeconomic variations between the two study contexts.

Additionally, the current study's finding that direct marketing was a less important promotional tool for wegagen bank is in contract with the previous research by iqbal(2014), which highlighted the positive contribution of direct marketing approach in creating a wetness, increasing sales, and acquiring loyal customers. This suggests that wegagen bank may be missing out on the potential benefits of direct marketing as part of its promotional mix.

The findings of the current study also differ from the conclusions drawn by victor et al.(2012) in their research on the influence of promotional strategies on the performance of the national bank of Kenya(NBK). While their study found that increasing the amount spent individual promotional strategies had little effect, but when done simultaneously, the promotional strategies significantly improved nbk's performance, the current study focused on the individual effectiveness of wegagen banks promotional tools as perceived by its consumers.

However, few or no research has examined whether customers view of the effectiveness of a promotional tool is different to the organizations view of the effectiveness of a promotional tool. In addition, what is important is not what the organization thinks is effective but what the customers think is effective. Thus, this study will examine which promotional tools are effective and as a result be used by organizations.

CHAPTER THREE

3. Research Methodology

3.1 INTRODUCTION

This chapter will outline the methodology for the research, the type, data source and collection, target population, sample size and collection, data analysis and ethical consideration.

3.2 RESEARCH APPROACH

According to Yin (1994), a study's purpose and related research questions—which are primarily qualitative, quantitative, or both—determine the most appropriate research method to employ. The terms quantitative and qualitative describe the methods used to examine and evaluate the chosen data. Through statistical summary or analysis, the study attempts to quantify the results and to convey the outcomes that cannot be described in numerical form. As a result, both qualitative and quantitative research methodologies will be used.

For this study, a descriptive research strategy was selected. The researcher attempted to characterize and analyze the elements of the promotional mix that Wegagen Bank was using, as well as the appropriateness and consistency of the promotional message.

3.3 RESEARCH TYPE

Depending on the particular goal that the research attempts to answer, it might be categorized as descriptive, explanatory, or exploratory. Therefore, the recommended research design for this study is descriptive research.

. In addition, based on the input from the exploratory study the research will use an explanatory study to examine whether a specific tool of promotion (as used by the bank or as suggested by the customers) is effective in terms of its impact on behavioral intention and attitude towards the brand.

3.4 DATA SOURCE AND COLLECTION

In order to improve the organization and content of the research, this study will make use of both primary and secondary sources of data. Original study on a subject is included in primary data (Cooper &Schindler, 1998).

When information required for a particular purpose is unavailable or has not yet been released, these data are gathered. Using primary data guarantees that the information is objective, pertinent, understandable, and correct. In order to accomplish the goals of the study, various literature reviews will serve as the basis for the preparation of questionnaires and interviews. Four sections make up the structured questionnaires. There are questions about the respondents' demographic profile in the first and second sections. The success of promotional strategies and tolls was the subject of questions in the third and fourth sections, which respondents were asked to assess based on their selection.

Secondary data refer to historical information that has been previously gathered and compiled for a different research topic or opportunity than the one that is being studied at the moment (Cooper & Schindler, 1998). The secondary data was gathered from yearly reports, the bank websites, periodicals, manuals, and a variety of research.

3.5 TARGET POPULATION

According to Saunders et al. (2000), a population is the total number of individuals or items that are measured as the study's sample. The population under investigation is also referred to as the target population. Target population of this study would be the customer of wegagen bank South Addis Ababa district branch customers and marketing department employees. Furthermore, the sample for the descriptive study where customers of the bank.

3.6 Sampling size and techniques

For each respondent, a simple random sampling approach or a probability convenience sampling was employed.. The research is restricted to the south Addis Ababa district of Wegagen Bank branches and the main marketing department office in order to distribute questionnaire and make an interview.

There was an interview with two employees of the bank to identify the tools of promotion currently being used. In addition, sample of 20 customers are used as a pilot test in order to identify the tools of promotion that the customers consider as effective. The descriptive study was based on a sample size of 170 customers of the bank Data analysis.

In order to address the research objectives, the following approaches to data analysis are taken: The interview data used to analyze using qualitative analysis method. Then the quantitative research will use SPSS to analyze the quantitative research.

3.7 ETHICAL CONSIDERATION

According to Cooper and Schneider (1998), ethics are norms or standards of behavior that direct moral decisions regarding behavior and interpersonal interactions. Ensuring that no one is hurt or has unfavorable effects from research operations is the main objective of research ethics. Instead of addressing ethical issues after the fact, responsible research foresees them and makes an effort to modify the design and processes at the planning stage. The respondents were granted the option to exclude their names and companies, and no one was coerced into filling out the surveys against their will or without being informed of the true goal of the study.

3.8 VALIDITY AND RELIABILITY

3.8.1 Validity

The primary data were gathered by interviews and questionnaires, as specified in the methodology. Afterwards, a pilot test was carried out to ensure the instrument's validity before it was distributed on a large scale. The questionnaire was then distributed after the adviser confirmed its validity.

3.8.2 Reliability

A crucial assessment of accurate measurement in any advanced research is the reliability test. Before the questionnaires were finalized and disseminated, I the researcher was given some to test in order to demonstrate the instrument's reliability. The investigation was then continued when it had been proven to be valid.

Chapter four

4. Results and Discussion

4.1 Introduction

This chapter presents a comprehensive examination of the promotional practices of Wegagen Bank. It begins by introducing the demographic profile of the survey respondents, setting the stage for the subsequent analysis. The chapter then delves into the specific promotional tools utilized by the bank, exploring the relative frequency and prevalence of different approaches, such as advertising, sales promotions, personal selling, direct marketing, and public relations. It then evaluates the effectiveness of these promotional tools from the customers' perspective, assessing their informative value, influential power, and overall ratings. Building on this, the chapter provides a detailed analysis of the current promotional strategies employed by Wegagen Bank, highlighting both the strengths and areas for improvement across its advertising, personal selling, digital marketing, and other promotional efforts.

4.2 Demographic Information of the Respondents

The survey respondents exhibited a diverse demographic profile. As for the respondents' ages, most of them fell between 25-34 years age group (48.8%), followed by the 18-24 years age group (40.6%). The remaining respondents were in the 35-44 years (7.6%) and 45-54 years (2.9%) age groups. The gender distribution was skewed, with 75.3% of the respondents being male, while females accounted for 24.7% of the sample. Regarding the occupation of the respondents, the largest group was employed individuals, comprising 37.6% of the sample. This was followed by students (27.6%), self-employed individuals (24.1%), unemployed (8.8%), and retired respondents (1.8%). The educational background of the respondents varied, with the highest proportion holding a diploma (34.1%), followed by those with a bachelor's degree (29.4%), high school education (24.1%), uneducated (10.6%), and those with a master's degree or above (1.8%). In terms of customer experience with the bank, 45.3% of the respondents had been customers for more than 5 years, 24.1% for 3-5 years, 20.6% for 1-3 years, and 10% for less than 1 year.

These findings indicate that the sample represents a diverse group of individuals with varying ages, genders, occupations, educational backgrounds, and levels of customer experience with the bank.

Table 1: Demographic Information of the Respondents

Variable	Response	Frequency	Percent
Age of the respondent	18-24 years	69	40.6
	25-34 years	83	48.8
	35-44 years	13	7.6
	45-54 years	5	2.9
Gender of the respondent	Male	128	75.3
	Female	42	24.7
Occupation of the respondent	Student	47	27.6
	Employed	64	37.6
	Self-employed	41	24.1
	Unemployed	15	8.8
	Retired	3	1.8
Educational status	Uneducated	18	10.6
	High school	41	24.1
	Diploma	58	34.1
	Bachelor's degree	50	29.4
	Master degree and above	3	1.8
Customer experience in the bank	Less than 1 year	17	10
	1-3 years	35	20.6
	3-5 years	41	24.1
	More than 5 years	77	45.3
	Total	170	100

4.3 The Promotion Tool Used by Wegagen Bank

The survey respondents indicated that Wegagen Bank utilizes a variety of promotional tools to reach and engage with customers. The most widely used promotional tool is Advertising, with 132 responses or 35.9% of the total responses, and 82.0% of the cases. The second most frequently used promotional tool is Sales Promotions, accounting for 87 responses or 23.6% of the total, and utilized in 54.0% of the cases. Personal Selling is the third most common promotional tool, with 80 responses or 21.7% of the total, and used in 49.7% of the cases. Direct Marketing is the fourth most frequently used promotional tool, with 49 responses or 13.3% of the total, and employed in

30.4% of the cases. Public Relations is the least utilized promotional tool, with 20 responses or 5.4% of the total, and employed in 12.4% of the cases. The total number of responses across all promotional tools is 368, which is 228.6% of the total number of cases. This indicates that the respondents identified multiple promotional tools being used by Wegagen Bank, suggesting a diverse and multi-faceted approach to their promotional practices.

The results highlight the emphasis placed by Wegagen Bank on traditional promotional tools such as Advertising, Sales Promotions, and Personal Selling to reach their customer base.

Table 2: Promotion Tools Used by the Bank

\$Tools Frequencies

		Responses		Percent of
		N	Percent	Cases
Promotional tools	Advertising	132	35.9%	82.0%
	Personal Selling	80	21.7%	49.7%
	Direct Marketing	49	13.3%	30.4%
	Sales Promotions	87	23.6%	54.0%
	Public Relations	20	5.4%	12.4%
Total		368	100.0%	228.6%

a. Dichotomy group tabulated at value 1.

4.4 Effective Promotion Tool According To the Perspective of Customers

The majority of respondents (41.8%) encounter Wegagen Bank's promotions on a monthly basis, followed by weekly (36.5%), daily (18.2%), and rarely (3.5%). This suggests that the bank's promotional activities are fairly consistent and frequent, reaching a significant portion of the customer base. The most informative promotional tool, as perceived by the respondents, is Advertising, with 34.7% of the responses. This is followed by Sales Promotions (24.1%), Personal Selling (23.5%), and Direct Marketing (17.6%). The results indicate that Wegagen Bank's advertising campaigns are considered the most informative and effective in providing information to customers.

The data shows that personal selling is the most influential promotional tool, with 51.8% of respondents indicating it as the primary factor affecting their banking decisions. This underscores the importance of Wegagen Bank's salespeople and their interactions with customers in driving

perceptions and decision-making. Advertising is the second most influential factor, cited by 25.9% of respondents. This suggests that the bank's advertising efforts play a significant, though less dominant, role in attracting and retaining customers. In contrast, other promotional tools like direct marketing, sales promotions, and public relations appear to have much less influence on respondents' banking choices, with each cited by less than 10% of respondents. These findings highlight the need for Wegagen Bank to prioritize strengthening its personal selling capabilities through enhanced training and empowerment of its sales force. While advertising remains important, the bank should optimize its strategies to better complement the impact of personal selling.

The respondents' rating of the overall effectiveness of Wegagen Bank's promotional tools is largely positive. 31.2% of the respondents consider the promotional tools to be "Effective," and 28.8% consider them to be "Very effective." However, 12.4% find the promotional tools to be "Ineffective," and 4.1% consider them to be "Very ineffective." The results indicate that the majority of the respondents perceive Wegagen Bank's promotional practices as effective, but there is still room for improvement.

Table 3: Customers' perception about the Effective Promotion tool

Item	Response	Frequency	Percent
How frequently do you encounter Wegagen Bank's promotions?	Rarely	6	3.5
	Monthly	71	41.8
	Weekly	62	36.5
	Daily	31	18.2
Which promotional tool do you find most informative?	Advertising	59	34.7
	Personal Selling	40	23.5
	Direct Marketing	30	17.6
	Sales Promotions	41	24.1
Which promotional tool influences your banking decisions the most?	Advertising	44	25.9
	Personal Selling	88	51.8
	Direct Marketing	15	8.8
	Sales Promotions	9	5.3
	Public Relations	14	8.2
How would you rate the overall effectiveness of Wegagen Bank's promotional tools?	Very ineffective	7	4.1
	Ineffective	21	12.4
	Neutral	40	23.5
	Effective	53	31.2
	Very effective	49	28.8
	Total	170	100

4.5 Effectiveness of the Current Promotional Practice of Wegagen bank

The results indicate a mixed perception of Wegagen Bank's advertising effectiveness. While a majority of respondents (52.3%) agree that the bank's advertising creates great awareness among customers, significant proportions (28.2%) disagree. Similarly, 51.2% of respondents agree that Wegagen Bank's advertising is heard or seen through broadcast media, but 34.7% disagree. The use of celebrities in advertising is also viewed positively by 55.8% of respondents, but negatively by 32.9%. However, the bank's use of printed media, such as magazines, posters, and newspapers, for advertising is perceived more negatively, with 43.6% of respondents disagreeing with its effectiveness.

In contrast, Wegagen Bank's utilization of digital channels for advertising is viewed quite positively. The majority of respondents (72.9%) agree that the bank's mobile banking is the best source of advertising, and 50% agree that the bank's internet banking platforms, such as YouTube, Telegram, Instagram, and Facebook, are fast and updated for advertising purposes. The results regarding Wegagen Bank's personal selling practices present a more mixed picture. While the majority of respondents (64.7%) agree that the bank uses qualified salespeople who represent its goals, a significant proportion (46.5%) disagree that the personal selling individuals deliver or communicate the bank's products or services at the right place and time. Furthermore, 64.2% of respondents disagree that the bank has a great form of personal selling through phone calls, letters, and emails.

Wegagen Bank's sales promotion and direct marketing efforts also receive relatively negative feedback. A majority of respondents (61.2%) disagree that appropriate sales promotion strategies are in place at the bank, such as discounts, demonstrations, and incentives. Additionally, 72.4% of respondents disagree that the bank uses direct marketing tools effectively. On a more positive note, the respondents perceive Wegagen Bank's public relations activities in a relatively favorable light. Nearly half of the respondents (47%) agree that the bank has a great role in public relations, and 84.7% agree that the bank utilizes news releases through news conferences as a form of public relations.

These results suggest that Wegagen Bank's promotional strategy has both strengths and areas for improvement. The bank's digital advertising and public relations efforts are well-received, but its traditional advertising, personal selling, sales promotion, and direct marketing practices could benefit from further optimization to better meet customer expectations and preferences.

Table 4: Effectiveness of Current Promotional Practices of the Bank

SD- STRONGLY DISAGREE

A-AGREE

D- DISAGREE

SA-STRONGLY AGREE

N-NEUTRAL

		SD	D	N	A	SA	Mean	Std. Deviation
Advertising of Wegagen Bank creates a great awareness among customers.	N	14	34	33	65	24	3.3	1.181
	%	8.2	20	19.4	38.2	14.1		
Wegagen Bank advertising is heard or seen by many through broadcast media (radio or television).	N	31	28	24	60	27	3.14	1.369
	%	18.2	16.5	14.1	35.3	15.9		
Wegagen Bank uses celebrities to advertise its products and services.	N	30	26	19	65	30	3.23	1.38
	%	17.6	15.3	11.2	38.2	17.6		
Wegagen Bank uses the best printed media (magazines, posters, billboards, flyers, postcards, newspapers) for advertising.	N	21	53	37	47	12	2.86	1.163
	%	12.4	31.2	21.8	27.6	7.1		
Mobile banking of Wegagen Bank is the best source of advertising.	N	2	4	40	91	33	3.88	0.786
	%	1.2	2.4	23.5	53.5	19.4		
Internet banking of Wegagen Bank (YouTube, Telegram, Instagram, and Facebook) is fast and updated platforms for advertising.	N	4	37	44	66	19	3.35	1.016

	%	2.4	21.8	25.9	38.8	11.2		
The personal selling individuals of Wegagen Bank deliver or communicate its products or services at the right place and time properly.	N	50	29	56	21	14	2.53	1.26
	%	29.4	17.1	32.9	12.4	8.2		
Wegagen Bank uses qualified salespersons that represent its goals.	N	5	18	37	59	51	3.78	1.08
	%	2.9	10.6	21.8	34.7	30		
Wegagen Bank has a great form of personal selling through phone calls, letters, and emails.	N	12	97	18	43	0	2.54	0.949
	%	7.1	57.1	10.6	25.3	0		
Salespersons of Wegagen Bank have a great role in persuading customers.	N	40	0	0	114	16	3.62	0.948
	%	23.5	0	0	67.1	9.4		
Wegagen Bank has adequate sales promotion practices like sales discounts, demonstrations, coupons, free gifts, or push incentives.	N	24	80	25	33	8	2.54	1.099
	%	14.1	47.1	14.7	19.4	4.7		
Wegagen Bank utilizes sales promotion through sales discounts, demonstrations, coupons, free gifts, or push incentives.	N	6	0	41	123	0	3.65	0.664
	%	3.5	0	24.1	72.4	0		
Wegagen Bank uses direct marketing (printed direct mail and electronic direct mail) tools effectively and accordingly.	N	0	123	6	41	0	2.52	0.858

	%	0	72.4	3.5	24.1	0		
Wegagen Bank has a great role in public relations activities like donations for public or charity use, public endorsements or sponsorships, and attending volunteer activities.	N	25	37	28	40	40	3.19	1.399
	%	14.7	21.8	16.5	23.5	23.5		
Wegagen Bank utilizes news releases through news conferences as a form of public relations.	N	6	0	20	103	41	4.02	0.825

When asked to report their overall impression about the banks' promotional activities the majority of respondents (61.8%) indicate that they liked the bank's promotional activities, which is a significant and encouraging shift compared to the previous set of results. This suggests that the bank has been able to successfully engage and appeal to a large portion of its customer base through its promotional efforts. While a quarter of the respondents (24.7%) still expressed dislike for the bank's promotion, this negative sentiment is now outweighed by the high level of positive sentiment from the majority of customers. The proportion of undecided respondents (13.5%) remains relatively low, indicating that most customers have formed a clear opinion, and the majority of that opinion is favorable towards Wegagen Bank's promotional practices.

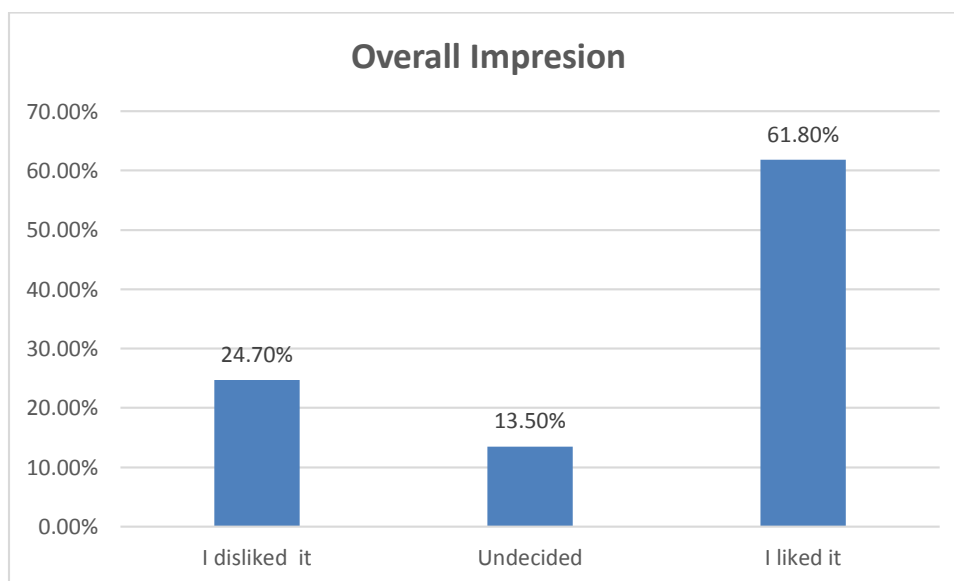


Figure 4: Overall Impression of the Promotional Practices of the Wegagen Bank

These findings are a positive sign for the bank, as they suggest that its promotional strategies and execution are resonating well with the majority of its customers. This could lead to stronger brand loyalty, increased customer engagement, and ultimately, better business performance. However, Wegagen Bank should continue to monitor customer feedback, identify areas for further improvement, and make data-driven refinements to its promotional mix to maintain and enhance this positive customer perception over time.

4.6 Related interview question and answers

From the interview done with the banks marketing department responsible body I have got the following responses;-

For the question I raised about “how many promotional tools did wegagen bank utilize and mention them?” since its start up wegagen bank uses a lot of promotional tools like personal selling with qualified and professional customer service employees, tv, radio, social media advertising, even though the bank is not utilized it now effectively it was also used sales promotion, and using influential individuals for promotion on and the like from this we can conclude that the bank is not actively working on sales promotion and direct marketing promotion tool elements.

The second question asked is “which promotional tool element is more effective on building attitude of customers towards its service and products?”

Personal selling is more effective because directly or indirectly our sales persons reach our customers and they have the capacity to do it. But we are working on tv and radio ,social media even on public relation we participate on volunteer activity like abay dam and donation for different drought phenomena. I the researcher can say that the bank need to still strongly on the other promotional tools.

The third question is that “how did you organize and utilize the promotional tools in order to know its effectiveness?” Wegagen have its own independent marketing department and responsive body for issues related to advertising and promotion they sincerely follow up each and every aspect of the promotion

Chapter five

5. Summary, conclusion and recommendations

5.1 Summary

The survey results indicate that Wegagen Bank utilizes a variety of promotional tools to reach and engage with customers. The most widely used promotional tool is Advertising, followed by Sales Promotions, Personal Selling, Direct Marketing, and Public Relations. The respondents identified multiple promotional tools being used by the bank, suggesting a diverse and multi-faceted approach to their promotional practices. The results highlight the emphasis placed by Wegagen Bank on traditional promotional tools such as Advertising, Sales Promotions, and Personal Selling to connect with their customer base.

Wegagen Bank's promotional activities are frequent, with the majority of respondents encountering them monthly or weekly. Advertising is perceived as the most informative promotional tool, followed by Sales Promotions, Personal Selling, and Direct Marketing. However, personal selling is the most influential factor in affecting banking decisions, with over 50% of respondents indicating it as the primary driver. Advertising is the second most influential factor, while other tools like direct marketing, sales promotions, and public relations have much less impact. The overall effectiveness of Wegagen Bank's promotional tools is largely positive, with the majority of respondents considering them effective or very effective, though a small proportion find them ineffective or very ineffective. These findings highlight the need for the bank to prioritize strengthening its personal selling capabilities while optimizing its advertising strategies to complement the impact of personal selling and address areas for improvement in its promotional practices.

The bank's promotional effectiveness shows a mixed picture, with strengths in digital advertising and public relations, but areas for improvement in traditional advertising, personal selling, sales promotions, and direct marketing. While a majority of respondents agree that the bank's advertising creates awareness and utilizes broadcast media, a significant proportion disagree. Customers view the bank's use of celebrities positively but its printed media advertising less so. On the other hand, Wegagen Bank's mobile banking and online platforms are seen as effective advertising channels. Perceptions of personal selling are also mixed, with most agreeing the bank uses qualified

salespeople but disagreeing on their ability to communicate products/services effectively. Similarly, the bank's sales promotion and direct marketing efforts are viewed negatively by a majority of respondents. However, Wegagen Bank's public relations activities, such as news releases, are well-received. These results suggest the bank should focus on optimizing its traditional promotional tools while leveraging its digital and public relations strengths to better meet customer expectations.

5.2 Conclusion

5.2.1 Promotional Tools Used by Wegagen Bank:

The survey results indicate that Wegagen Bank utilizes a diverse range of promotional tools, with Advertising, Sales Promotions, Personal Selling, Direct Marketing, and Public Relations being the most widely used. The respondents' identification of multiple promotional tools suggests a multi-faceted approach in the bank's promotional practices, with a focus on traditional tools.

5.2.2 Effectiveness of Wegagen Bank's Promotional Tools from the Customer Perspective

Wegagen Bank's promotional activities are frequent, reaching customers monthly or weekly. Advertising is perceived as the most informative tool, but personal selling is the most influential factor in banking decisions. While the overall effectiveness is positive, with the majority of respondents considering the tools effective or very effective, there is room for improvement, especially in strengthening personal selling capabilities and optimizing advertising strategies.

5.2.3 Strengths and Weaknesses of Wegagen Bank's Promotional Practices

The bank's digital advertising and public relations are well-received, but its traditional advertising, personal selling, sales promotions, and direct marketing practices could benefit from further optimization. Customers view the bank's use of celebrities positively but perceive its printed media advertising less favorably. These results suggest the need to focus on improving the bank's traditional promotional tools while leveraging its digital and public relations strengths to better meet customer expectations.

5.3 Recommendations

Based on the key findings from the survey results, the following recommendations are made for Wegagen Bank to improve the effectiveness of its promotional practices:

1. The Bank should strive to achieve a more balanced and integrated approach to its promotional mix, leveraging the strengths of each tool to complement and reinforce the others. While maintaining the emphasis on traditional tools like Advertising, Sales Promotions, and Personal Selling, the bank should also strategically enhance its utilization of Digital Advertising and Public Relations to create a more cohesive and impactful promotional strategy.
2. Given the high influence of Personal Selling on customers' banking decisions, Wegagen Bank should focus on enhancing its salespeople's skills, training, and empowerment to deliver more effective product/service communication and customer engagement. The bank should ensure its salespeople are equipped with the necessary knowledge, communication techniques, and customer-centric mindset to maximize the impact of personal interactions.
3. Wegagen Bank should review and refine its traditional Advertising strategies, particularly in the areas of printed media, to better align with customer preferences and perceptions of effectiveness.
4. Wegagen Bank should closely examine its Sales Promotion and Direct Marketing efforts, as these tools are currently perceived less favorably by customers. The bank should research and implement more effective sales promotion techniques, such as tailored discounts, demonstrations, and incentives, to better engage and influence customer decision-making.

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Appendix

Questionnaire

**ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS SCHOOL
OF COMMERCE**

DEPARTMENT OF MARKETING MANAGEMENT

A questionnaire to be filled by customers of Wegagen Bank

My Name is Sentayehu Abera I am a graduate student in the field of Marketing Management at Addis Ababa University School of Commerce. I would like to seek your assistance in completing the attached questioners which forms a basic part of my MA research. The purpose of this research is to study “**Assessment of Promotional Practices of Wegagen Bank**” in partial fulfillment of Master of Art in Marketing Management. I kindly request you to spend some minutes of your time in answering the questionnaire. Your responses will be used only for academic research and any information which you provide will be kept confidential. Your genuine response will have significant effect on the result of the study.

General Instruction:-

- There is no need of writing your name
- Please use tick (✓) mark on the space provided on the answer you agreed.

Thank You, for your kind cooperation in answering the questionnaire.

Name of the researcher: Sentayehu Abera

Email: sentayehu.abera1@gmail.com

Section A: Demographic Information

1. Age:

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55 and above

2. Gender:

1. Male
2. Female

3. Occupation:

1. Student
2. Employed
3. Self-employed
4. Unemployed
5. Retired

4. Educational Level:

1. Uneducated
2. High School
3. Diploma
4. Bachelor's Degree
5. Master's Degree

5. How long have you been a customer of Wegagen Bank?

1. Less than 1 year
2. 1-3 years
3. 3-5 years
4. More than 5 years

Section B: Promotion Tools Used by Wegagen Bank

6. which of the following promotional tools have you noticed Wegagen Bank using? (Check all that apply)

1. Advertising
2. Personal selling
3. Direct marketing
4. Sales Promotions
5. Public relations

7. How frequently do you encounter Wegagen Bank's promotions?

1. Daily
2. Weekly
3. Monthly
4. Rarely
5. Never

Section C: Effectiveness of Promotion Tools According to Customers

8. Which promotional tool do you find most informative?

1. Advertising
2. Personal selling
3. Direct marketing
4. Sales Promotions
5. Public relations

9. Which promotional tool influences your banking decisions the most?

1. Advertising
2. Personal selling
3. Direct marketing
4. Sales Promotions
5. Public relations

10. How would you rate the overall effectiveness of Wegagen Bank's promotional tools?

1. Very ineffective
2. Ineffective
3. Neutral
4. Effective
5. Very effective

Section D: Elements of Promotion Mix

Please indicate your level of agreement with the following statements (1 = strongly disagree, 5 = strongly agree):

Item	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Advertising of Wegagen Bank creates a great awareness among customers.					
2. Wegagen Bank advertising is heard or seen by many through broadcast media (radio or television).					
3. Wegagen Bank uses celebrities to advertise its products and services.					
4. Wegagen Bank uses the best printed media (magazines, posters, billboards, flyers,					

postcards, newspapers) for advertising.					
5. Mobile banking of Wegagen Bank is the best source of advertising.					
6. Internet banking of Wegagen Bank (YouTube, Telegram, Instagram, and Facebook) is fast and updated platforms for advertising.					
7. The personal selling individuals of Wegagen Bank deliver or communicate its products or services at the right place and time properly.					
8. Wegagen Bank uses qualified salespersons who represent its goals.					
9. Wegagen Bank has a great form of personal selling through phone calls, letters, and emails.					
10. Salespersons of Wegagen Bank have a great role in persuading customers.					
11. Wegagen Bank has adequate sales promotion practices like sales discounts, demonstrations, coupons, free gifts, or push incentives.					
12. Wegagen Bank utilizes sales promotion through sales discounts, demonstrations,					

coupons, free gifts, or push incentives.					
13. Wegagen Bank uses direct marketing (printed direct mail and electronic direct mail) tools effectively and accordingly.					
14. Wegagen Bank has a great role in public relations activities like donations for public or charity use, public endorsements or sponsorships, and attending volunteer activities.					
15. Wegagen Bank utilizes news releases through news conferences as a form of public relations.					

Section E: Overall Perception of Wegagen Bank's Promotions

Please indicate your level of agreement with the following statements:

1. Overall, what is your impression of the promotion of Wegagen Bank?

1. I disliked it
2. Undecided
3. I liked it
4. I liked it very much

2. To what degree do you feel positively toward the promotion of Wegagen Bank?

1. Not positive
2. Slightly not positive

3. Undecided
4. Slightly positive
5. Positive

Section F:- Interview questions

For marketing department

1. How many promotional tools did wegagen bank utilized? Mention them?
2. Which promotional tool element is more effective on building attitude of customers towards its service and products?
3. How did you organize and utilize the promotional tools in order to know its effectiveness?

አዲስ አበባ ዩኒቨርሲቲ የንግድና ኢኮኖሚክስ ትምህርት ቤት ኮሌጅ

ዲፓርትመንት የ ማርኬቲንግ አስተዳደር

ስሜ ስንታየሁ አበራ እባላለሁ በአዲስ አበባ ዩኒቨርሲቲ ንግድ ስራ ትምህርት ቤት በማርኬቲንግ ማኔጅመንት ዘርፍ የድህረ ምረቃ ተማሪ ነኝ። የዚህም መጠይቅ አላማ የ ድህረ ምረቃ ምርምር መሰረታዊ አካል የሆነውን ጥናት ግብዓት ለመሰብሰብ ሲሆን ከዚህ ጋር የተያያዙትን ጥያቄዎች በመመለስ እንድትረዳኝ/ጂኝ እፈልጋለሁ። ጥናቱ የሚያተኩረው እንዲሁም መሰረት ያደረገው “ የወጋገን ባንክ የማስተዋወቂያ ልምዶችን ግምገማ ” ማጥናት ላይ ነው ። መጠይቁን በመመለስ ጥቂት ደቂቃዎችዎን እንዲያሳልፉ በአክብሮት እጠይቃለሁ ። ምላሾችዎ ለአካዳሚክ ምርምር ብቻ ጥቅም ላይ ይውላሉ እና ማንኛውም የሚያቀርቡት መረጃ በሚስጥር ይጠበቃል። እውነተኛ ምላሽዎ በጥናቱ ውጤት ላይ ከፍተኛ ተጽእኖ ይኖረዋል።

አጠቃላይ መመሪያ:- -

የእርሶን ስም መጻፍ አያስፈልግም

የተስማሙበት ሀሳብ ሳጥን ላይ ይህንን ምልክት ያድርጉ (✓)

በድጋሚ መጠይቁን ለመሙላት ስለተባበሩኝ አመሰግናለሁ!

የ ተመራማሪ ስም : ስንታየሁ አበራ

ኢሜል : sentayehu.abera1@gmail.com

ክፍል አንድ፡ የምላሽ ሰጪዎች መረጃ

1. ጾታ ፡ ወንድ ☐ ሴት ☐
2. ዕድሜ ፡ 21-29 ☐ 30-39 ☐ 40-49 ☐ ከ50 በላይ ☐
3. የትምህርት ደረጃ ፡ ዲፕሎማ ☐ ዲፕሎማ ☐ ዲግሪ ☐ ማስተርስ ☐ ፒኤችዲ ☐

ክፍል ሁለት ፡ የማስተዋወቂያ ድብልቅ ነገሮች

ተ.ቁ	መግለጫዎች	ስኬል/ መለኪያ				
		1.በጣም አልስማማም	2.አልስማማም	3.እስማማለሁም አልስማማምም	4.እስማማለሁ	5.በጥብቅ እስማማለሁ
1	የወጋገን ባንክ ማስታወቂያ ለደንበኞች ትልቅ ግንዛቤ ይፈጥራል?					
2	የወጋገን ባንክ ማስታወቂያ በብዙ የብሮድካስት ሚዲያዎች (ሬዲዮ ወይም ቴሌቪዥን) ይሰማል ወይስ ይታያል ?					
3	ወጋገን ባንክ ምርቱን እና አገልግሎቱን ለማስተዋወቅ ታዋቂ ሰዎችን ይጠቀማል?					
4	ወጋገን ባንክ ምርቱን የህትመት ሚዲያ ለማስታወቂያ ይጠቀማል? (መጽሔት፣ፖስተርወይም ቢልቦርድ፣ በራሪ ወረቀቶች፣ ፖስታ ካርድ፣ጋዜጣ)					
5	የወጋገን ባንክ የሞባይል ባንኪንግ ምርጥ የማስታወቂያ ምንጭ ነው?					
6	የወጋገን ባንክ ኢንተርኔት ባንኪንግ(ዩቲዩብ፣ቴሌግራም፣ኢንስታግራም፣ፌስቡክ) ፈጣን እና የዘመነ የማስታወቂያ መድረክ ናቸው?					

7	የወጋገን ባንክ የሽያጭ ሰዎች ምርቱን ወይም አገልግሎቱን በትክክለኛው ቦታ፣በትክክለኛው ጊዜ ያቀርባሉ ወይም ያስተላልፋሉ?					
8	ወጋገን ባንክ ግቡን የሚወክሉ ብቁ የሽያጭ ሰዎችን ይጠቀማል?					
9	ወጋገን ባንክ በሰልክ ጥሪዎች፣ በደብዳቤ እና በኢሜል የሚደረጉ ጥሩ የሽያጭ ማስታወቂያዎች አለው?					
10	የወጋገን ባንክ የሽያጭ ሰዎች ደንበኞችን ለማሳመን ትልቅ ሚና አላቸው?					
11	ወጋገን ባንክ በቂ ሽያጮችን የማስተዋወቅ አነቃቂ ልምምድ እንደ (የሽያጭ ቅናሾች፣ ሠርቶ ማሳያ፣ ኩፖን፣ ነፃ ስጦታዎች ወይም የግፋ ማበረታቻዎች)አለው?					
12	የወጋገን ባንክ የሽያጭ ማስተዋወቂያ (የሽያጭ ቅናሾች፣ ሠርቶ ማሳያዎች፣ ኩፖን፣ ነፃ ስጦታዎች ወይም የግፋ ማበረታቻዎች እና በመሳሰሉት) ይጠቀማል?					
13	ወጋገን ባንክ ቀጥተኛ ግብይት (የታተመ ቀጥታ መልእክት እና የኤሌክትሮኒክስ ቀጥታ መልእክት) መሣሪያን ውጤታማ በሆነ መልኩ ይጠቀማል?					

14	ወጋገን ባንክ በሕዝብ ግንኙነት እንቅስቃሴ ውስጥ ትልቅ ሚና አለው (ለሕዝብ ጥቅም ወይም ለበጎ አድራጎት መዋጮ ፣ለሕዝብ ድጋፍ ወይም ስፖንሰርሺፕ እና በበጎ ፈቃደኝነት ተግባራት ላይ በመሳተፍ)?					
15	ወጋገን ባንክ በዜና ኮንፈረንስ በኩል የዜና መግለጫን እንደ የህዝብ ግንኙነት አይነት ይጠቀማል?					

ክፍል ሶስት፡ አሁን ደግሞ ስለ ወጋገን ባንክ የማስታወቂያዎች ምን እንደሚሰማዎት ይነገሩን።

ተ. ቁ	መግለጫዎች	ስኬል/ መለኪያ				
1	በአጠቃላይ ስለ ወጋገን ባንክ የማስታወቂያ ዘዴዎች ምን አስተያየት አልዎት?	1.በጣም አልወደድኩትም	2.አልወደድኩትም	3.ወድጄኛዋለሁም አልወደድኩትምም	4.ወድጄኛዋለሁ	5.በጣም ወድጄኛዋለሁ
2	ስለ ወጋገን ባንክ የማስታወቂያ ዘዴዎች ምን ያህል አዎንታዊ ስሜት ይሰማዎታል?	1. በፍጹም አዎንታዊ አይደለም	2.አዎንታዊ ዊ አይደለም	3.አዎንታዊ የሆነም ያልሆነም	4 አዎንታዊ	5.በጣም አዎንታዊ
3	በአጠቃላይ የወጋገን ባንክን የማስታወቂያ ዘዴዎች ምን ያህል ወደዷቸው?	1.በፍጹም አልወደድኩትም።	2.አልወደድኩትም	3.አልወደድኩትም አልጠላሁትም	4.ወድጄኛዋለሁ	5.በጣም ወድጄኛዋለሁ

ስለ መልካም ትብብርዎ በድጋሚ አመሰግናለሁ

የቃለ መጠይቅ ጥያቄዎች

ለገበያ ክፍል

1. ወጋገን ባንክ ስንት የማስተዋወቂያ ዘዴዎችን ተጠቅሟል? ዝርዝራቸውስ?
2. የወጋገን ባንክ የማስተዋወቂያ ዘዴዎች በደንበኞች አመለካከት ላይ ትልቅ ተፅእኖ አላቸው ብለው ያስባሉ?
3. የደንበኞችን አመለካከት ወደ ወጋገን ባንኮች አገልግሎቶች እና ምርቶች ግንባታ ላይ የበለጠ ውጤታማ የሆነው የትኛው የማስተዋወቂያ ዘዴ አካል ነው?