ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGMENT

Factors Affecting Customers Brand Loyalty: An Empirical Study in Ethiopian Private Banking Industry

By: Nebyou Moges

Advisor: Dr. Matiwos Ensermu

June, 2014

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Thesis Submitted to Addis Ababa University School of Commerce in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Marketing Management

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ID: GSE/0815/04

Approved by Board of Examiners

Advisor	signature
Examiner	Signature
Examiner	Signature

DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Candidate's Name	Signature	Date

Advisor's Approval

This Thesis has been submitted for examination with my approval as a University advisor.

Advisor's Name	Signature	Date

STATEMENT OF CERTIFICATION

This is to certify that the thesis entitled "Factors Affecting Brand loyalty: An Empirical study in Ethiopian Private Bank industry" submitted by Ato Nebyou Moges to Addis Ababa University, School of Commerce towards partial fulfillment of the requirements for the award of the degree of Master of Arts in Marketing Management is a genuine record of the work carried out by him under my supervision and guidance.

Dr. Matiwos Ensermu

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Signature Date

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Nebyou Moges

June, 2014

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LIST OF ABBREVIATIONS

AMA - American Marketing Association

KMO - Kaiser-Meyer-Olkin Measure of Sampling Adequacy

SPSS - Statistical Package for the Social Sciences

ABSTRACT

Customer loyalty is one of the most important issues organizations face today. Considering highly competitive, complex and dynamic environment of the banking industry together with slight differences which exist in financial products and services, brands become a key differentiator to enable the bank to gain a competitive advantage in the industry. Accordingly, it has become increasingly important for the banks to identify the factors that keep their customers brand loyal to them. Therefore, the present study focuses to comprehensively identify and measure the most important determinants of the brand loyalty in Ethiopian private banking industry. To meet the purpose of the study, Explanatory, cross sectional, quantitative survey method is used. The population in this research consist only individuals who have experience using banking services in any one of the private banks.. Considering the large population of bank service users, a stratified random sampling method is used to collect data in view of time and cost constraints and a sample size of 384 is selected from the defined target population accordingly. The data collection process is done using self-administered questionnaire filled by customers and it has taken place in different branch premises of the selected banks. A five -page standardized survey questionnaire was employed. Descriptive analysis, factor analysis, reliability analysis and correlation analysis are used for purpose of analyzing the data. Finding of factor analysis revealed that all the identified influences as true influences of brand loyalty and most of the statements selected for each influence were indeed valid. The correlation study showed that there is a positive relationship between all of the variables considered under the study. The percentages of responses for each question along with their respective mean value confirm that influences culture, switching cost and relationship Propones are less important factors and they have week influence on Brand loyalty of banking customers whereas Perceived Value, Customer Satisfaction, Brand Trust, Repeat Purchase and Involvement are the most important factors and has a strong influence on Brand loyalty of banking customers. Given the findings, it is recommended that management should focus their managerial actions on the more important brand loyalty influences first, once these render the best results, managerial input can focus on those influences of lower importance.

Key Words: Brand Loyalty**,** Loyalty Influences, Conceptual Framework, Banking Industry, Factor Analysis

CHAPRTE ONE
1. INTRODUCTION

1.1 Background of the Study

The success of a firm depends largely on its capability to attract consumers' towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyal to the brand. Brand loyalty has been a one of the biggest issues in the world of marketing over the last years (Kotler, 1994). Added focus was put on the topic once marketers realized that brand loyalty has a strong connection to higher sales volumes, gives companies the option of premium pricing, and encourages the customers to search for their preferred brand (Giddens & Hoffman, 2002). Another factor contributing to stronger focus on brand loyalty is the fact that it can cost up to six times as much to win over a new customer as it costs to retain an already existing one (Kapferer, 1992). Loyal brand users do not only spread positive word of mouth about their preferred brand as well as defending the brand in arguments and discussions, but also often talk competitive brands down. This suggests that brand loyalty to one brand not only influence the brand positively, but also possibly have negative effects on the competitive brands (Raju, 2009). According to Aaker (1991), brand loyalty is one of the factors that create brand equity. When it comes to brand loyalty, Aaker also states that just by having an intensely loyal customer base, even though it is relatively small, can create significant brand equity for a firm. Kandampully (2000) argued that the ability of a company to create, maintain and expand a large and loyal customer base over a longer time period is crucial to attain and sustain a premium position on the market.

The economic liberalization of the financial sector started in 1991 in Ethiopia laid a foundation for the formation and expansion of private banks. This coupled with rapid technological advancement and improved communication systems, have contributed for the private banking industry to growing in size, resources and capabilities and each bank is trying to improve its competitive position by offering a variety of services to meet customer needs and expectations. The Ethiopian private banking industry is flourishing and this can be evidenced by the financial results of the industry for the fiscal year 2012- 2013.

The industry has enjoyed high growth, high profits, and high dividends. Even in the middle of various challenging situations, all key areas of the banking operations; collecting deposits, providing loans and foreign exchange dealings have showed growth. Currently, there are nineteen banks in Ethiopia of which sixteen are privately owned banks. In the highly competitive, complex and dynamic environment of the banking industry, the very slight differences which exist in financial services and products together with an increasingly demanding customer, brands become a key differentiator to enable the bank to gain a competitive advantage in the industry (Silver & Berggren, 2009).Therefore, it has become increasingly important for the banks to identify the factors that keep their customers brand loyal to them.

In this regard, the basic aim of this study is to identify and measure the most important factors which influence customers brand loyalty in the private banking industry of Ethiopia. . In order to do this, previous studies and models were reviewed to identify more factors that can be considered in banking industry. Finally the researcher learnt that the model which was designed by Ahammed Molla (Moolla, 2010) is comprehensive, complete and latest. Therefore the study will focus to identify and measure the determinant factors of brand loyalty through the use of a measuring instrument designed by Moolla (Moolla, 2010).

1.2 Statement of the Problem

Customer loyalty is one of the most important issues organizations face today. Creating loyal customers has become more important due to significant increase in competition and concentrated markets. Businesses are trying to attract and satisfy customers and to build long-term relationship through building loyalty among customers (Gremler, 1996). Developing a network of loyal and satisfied customers is critical for the survival of many corporations (Kotler, 2004). In this regard, branding is used to establish a competitive position by addressing one of the purposes of branding i.e repeat sales or loyalty(Lamb, 2008). Managers have recognized the importance of brand loyalty and have discovered the benefits of retaining customers rather than seeking new ones.

Firms including commercial banks have recognized the importance of brand loyalty as strategic competitive tool (Kotler and Keller 2006).

The Ethiopian private banking industry has become more competitive and challenging from time to time. This is due to the result of factors such as; government imposition of obligatory regulations on private banks, government sponsored rivalry action of governmental banks mainly through Commercial Bank of Ethiopia and the increase in number of private banks. The competition becomes stiff especially in the area of local deposit and foreign exchange mobilization. Due to the intensive marketing efforts made by competing private banks, the tendency of consumers to switch banks increased and customers are becoming less loyal than before. Hence, private banks are now began to comprehend creating of loyal customers becomes vital to the long-run profitability and ultimate survival. In the interest of building healthy, long-term, mutually profitable and satisfying relationships, bankers need to understand the factors which contribute for the creation of loyal customers and the degrees of loyalty that exist among customers in order to design marketing activities that can address the loyalty gaps.

To the best knowledge of the researcher, there exists no previous research work on the subject area of factors that influence brand loyalty in Ethiopian private banking business context. Therefore, the present study focused to comprehensively identify and measure the most important determinants of the brand loyalty in Ethiopian private banking industry.

1.3 Research Questions

The study aims to find answers for the following research questions;

- What are the key influential elements of brand loyalty in Ethiopian private banking industry?
- What is the measure of influence of the factors that can affect brand loyalty of consumers towards bank brands
- Is there any relationship exist between the factors that influence brand loyalty of bank service users?

1.4 Objectives of the Study

The overall objective of the study is to identify and investigate the main factors that affect brand loyalty of bank customers in Ethiopian private banking industry by applying the model of brand loyalty developed by Moolla (Moolla, 2010).

1.4.1 Specific Objectives:

- To identify the key influential elements of brand loyalty in Ethiopian private banking industry;
- To measure the factors which affect brand loyalty of consumers towards bank brands
- To identify the relationships that exist between the factors that influence brand loyalty of bank service users.

1.5 Significance of the Study

The research has examined the factors which influence customers' brand loyalty towards private banks as well as it evaluate and measure the level of their influence. In this regard, the importance of this study can be viewed from two dimensions: Theoretical contributions and Practical implications.

Theoretically, the study can fill an important gap in the literature regarding the brand loyalty in Ethiopian banking services context. Therefore, the findings of this study can add to the existing body of the literature and can serve as a starting point on which future studies can be built. On the practical side, the study can help decision makers to identify the major factors that may determine the brand loyalty of customers. Such information should help the management of the banks in formulating appropriate marketing strategies in order to make their customer loyal towards their brand.

1.6 Scope and Limitations of the Study

This research is based on the responses obtained from private bank customers who were contacted from few specific areas in Addis Ababa. Thus the results may vary if the research is conducted in other parts of Ethiopia.

1.7 Organization of the Paper

The study is structured in five chapters as follows; following introduction in the first chapter, chapter 2 contains a review of the literature including the different elements of brand loyalty and its importance and relevance. An in-depth literature study on brand loyalty is done and a conceptual framework is presented with the twelve elements that are tested. The research design and methodology is presented in chapter 3. Specifically, this chapter shows the research sampling method followed by methods used in collecting data are all outlined. Furthermore, statistical methods used to analyze the data are also explained. In chapter four, the results and findings of the study are discussed. Finally, the last chapter enclosed summary of major findings, conclusion drawn, recommendations and areas where further research may be productive.

CHAPTER TWO
2. LITERATURE REVIEW

2.1 Chapter Overview

Brand loyalty is affected by several factors. This literature review tries to determine and elaborate factors which influence brand loyalty in the banking environment.

2.2 What is Brand?

A brand can be defined as a distinguishing name and/or symbol, intended to identify a product or producer (Aaker, 1991). The American Marketing Association define the term a little deeper and state that a brand is "… a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary. A brand often includes an explicit logo, fonts, color schemes, symbols, sound which may be developed to represent implicit values, ideas, and even personality" (AMA's homepage,2013).

Brand is the image of a product in a market. Two different aspects of a brand can be distinguished; the experiential aspect and the psychological aspect. The experiential aspect touches on all previous experiences that an individual has had with the brand before. The psychological aspect refers to the perceived image of a brand, something subjective and symbolic (Broyles & Schumann, 2004).A company's brand and the image surrounding it can be the main source of its competitive advantage. Therefore it is a valuable strategic asset. It is important to create not only a brand identity, but a brand personality. Otherwise a brand can easily be passed over, especially in these days where information is overflowing all around us. This brand personality should portray something greater than just a set of different product or service attributes that can easily be imitated. A brand needs to be easily identifiable in order to penetrate the minds of consumers and to be re-recognized. To sum it up, a brand is not just a representation of a product or a service; it is a symbol of the company itself, and that is where the core of brand loyalty lies (Kotler, 1994).

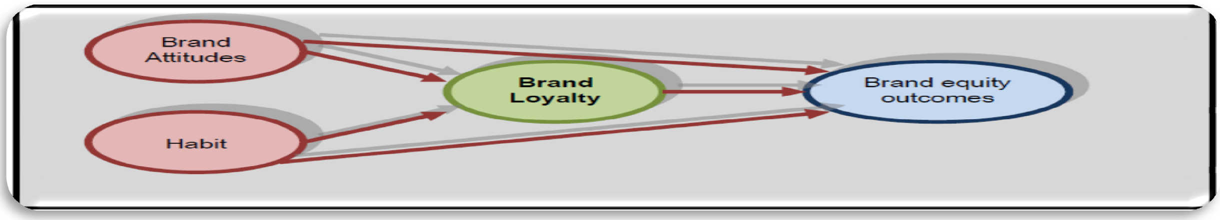
2.3 Brand Loyalty

Customer loyalty to specific brands has been a big focal point of strategic marketing planning over the last years (Kotler, 1994). Strong brand can only exist given that it has a strong supply of brand loyal customers. Today this is considered to be an obvious fact, but this only first surfaced in the early 1980's. Before that time, companies mainly focused on trying to steal customers from their competitors and constantly get more customers. After this fact got the attention that it deserved, the focus shifted towards keeping already existing customers. This has become more and more important strategy since now in the times of countless offers, buyers tend to jump from one brand to the next (Kapferer, 1992). It can cost up to six times as much to gain a new customer compared to what it costs to retain an existing customer. On top of that, various studies indicates that depending on the industry, there is a possibility to increase profits up to 60% after reducing customer migration by a mere 5%. Therefore, one of the main focuses of marketers in companies should be to create loyalty in order to create customer retention. (Kapferer,1992)

2.3.1 Brand Loyalty Definitions

Brand loyalty refers to the extent of faithfulness of consumers to a particular brand. Brand loyalty is most commonly expressed through repeat purchases, irrespective of marketing pressure generated by competing brands (Jacoby &Chestnut, 1978).Oliver (1999) also defines loyalty as a deeply held commitment to repurchase or repertories a preferred product/service consistently over time, despite situational influences and marketing efforts that might have the potential to cause switching behavior. Brand loyalty has been described as a behavioral response and as a function of psychological processes (Jacoby &Chestnut, 1978).Brand loyalty can thus be described as a function of both attitudes and behavior (habit) as shown in Figure 2.1.

Figure 2.1: Attitudes, Habit, Loyalty and Brand Equity



Source: Jensen and Hansen (2006)

Brand loyalty is closely connected to brand equity because the more loyal the consumers are to the brand, the higher the value of the brand can be estimated (Aaker, 1991). Brand loyalty can qualitatively be distinguished from the other dimensions of brand equity because it is attached closer to the experience factor. Although purchase and use experience are basic factors in brand loyalty, the loyalty of a customer is also influenced by other dimensions of brand equity (Aaker, 1991). Aaker continues and categorizes the loyalty of the consumer in five different levels as depicted in Figure 2.2.

Figure 2.2: Levels of Consumer Loyalty

Source: Aaker (1991)

Aaker (1991) pointed out that brand loyalty is a variable having different level of strengths depending on a particular customer. Switchers are the customers, who keep on changing brands due to low switching costs. Habitual buyers are the people who have a habit to buy the same brand repeatedly, but do not have an emotional attachment with the product. Satisfied customers are the people who are loyal to a brand because it continuously satisfies their needs and wants (Aaker, 1991). Likes have an emotional attachment with the product and committed customers are at the top of the pyramid. These people share strong commitment and trust with the brand and value this attachment.

According to Oliver (1999) there is a social connection between the customer and brand. This social connection helps in development of the loyalty and satisfaction of the customer towards the brand. Oliver (1999) carried out a research indicating that satisfaction plays an important role in brand loyalty; however other factors like quality, customer’s interest in the brand and social connection between customer and brand also important factor for brand loyalty development.

Dick and Basu (1994) suggest that brand loyalty favors positive word of mouth and greater resistance among loyal customers to competitive strategies. Obviously such findings encourage marketers to build and maintain brand loyalty among customers. When striving for such goals, information on factors determining the creation of brand loyalty among customers becomes an important matter. Maintaining brand loyalty remains the ultimate goal of a marketer. Brand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Consumer behavior is habitual because habits are safe and familiar. In order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits, and reinforce those habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in the future.

2.3.2 Brand Loyalty Concepts

Kumar and Datta (2006) stipulates that brand loyalty is indicated when the consumer deliberately chooses a brand from a set of alternative brands. The consumer does not go through a decision process to select a brand when he/she is brand loyal. Though there is a great deal of similarity/overlap between habit and loyalty, the repeat purchase made out of convenience can be classified under habit whereas a purchase made out of commitment is loyalty.

2.3.2.1 Brand loyalty as a biased response

Brand loyalty is a biased response. This implies that there has to be a systematic tendency to buy a certain brand or group of brands A process is zero-order when each brand is chosen by the consumer with a certain probability which is independent of the consumer's past purchase decisions. Nothing that the consumer does or is exposed to alters the probability to purchase a specific brand(Kumar and Datta, 2006).

2.3.2.2 Brand loyalty as a behavioral response

Brand loyalty is also influenced by actual consumer behavior expressed over time. The measure of behavioral loyalty is operationalised on the basis of attitudinal loyalty statement, but modified to describe actual repurchase and recommend behavior rather than intention (Musa, 2005). According to Nath (2005), customers behave loyally when they:

- buy again;
- buy more;
- buy more often; and
- buy not other company products.

Nath (2005) adds that loyal behavior creates a continuing loop of action and reward in terms of satisfaction; leading to an attitude that propels positive behavior again. This behavioral response is also referred to as the process of brand learning.

2.3.2.3 Brand loyalty expressed over time

An incidental bias towards a brand does not guarantee brand loyalty (Kumar and Datta, 2006). As the process is dynamic, some consistency is needed during a certain time span. This suggests that one should not only consider the number of times a specific brand is purchased during that period, but also the purchase pattern over successive purchase occasions. As such, one can distinguish partially loyal behavior from completely (non) loyal behavior. Anderson and Srinivasan (2003) distinguish consistent loyalty by studying the purchase sequence towards a brand. They classify loyalty into three categories using brands A and B. The example is illustrated in Table 2.1

Table 2.1: Purchase Sequence and Classification

PURCHASE SEQUENCE	CLASSIFICATION
AAAAAA	**Consistent Loyalty**
ABABAB	**Divided Loyalty**
AAABBB	**Unstable Loyalty**

Source: Anderson and Srinivasen (2003)

2.3.2.4 Brand loyalty as a decision-making unit

Brand loyalty is defined by the purchase pattern of a decision-making unit which may be an individual, a household or a firm. Important to note is that the decision unit does not have to be the actual purchaser. For example, the purchases of household goods are often made by one of the parents, but other members of the household may also be involved in the decision process. This issue becomes important when the members of a household have different product needs and use goods for different purposes. This usually results in switching behavior on the household level which represents different needs or usage purposes by different family members rather than an absence of brand loyalty (Anderson and Srinivasen, 2003)

2.3.2.5 Selection of brands

The fifth condition is that one or more brands are selected out of a set of brands. This condition implies that consumers may actually be loyal to more than one brand (Rungie & Lockshin, 2007). Especially for low involvement goods, the consumer often does not evaluate brands on a continuous scale, but classifies them discretely as acceptable or unacceptable. However, evaluation is done on a continual basis because of the high involvement. If more than one brand is acceptable, an individual might be indifferent between them and exhibit loyalty to a group of brands rather than to a single brand. A problem with multi-brand loyalty is that it is hard to distinguish this kind of behavior from brand switching, especially if there are only a few brands available. This suggests that an individual who buys brand A and B with the purchase sequence ABBABAAB may be defined as a multi-brand loyal consumer if more than two brands are available. But if only brands A and B can be selected, the behavior can be interpreted as brand switching, since every brand available is used regularly. In selection of brands, in order to have brand loyalty, there must be an opportunity to choose among alternatives. Before one could speak of brand loyal, one must have the opportunity of being disloyal. As such, brand loyalty cannot exist when a brand has a monopoly position. The determination of the product category therefore becomes of major importance (Rungie & Lockshin, 2007).

2.3.2.6 Function of a psychological process

Brand loyalty is a function of psychological (decision-making, evaluative) processes. Brands are chosen according to internal criteria resulting in a commitment towards the brand, which, according to Jacoby and Chestnut (1978),is an essential element of brand loyalty. Although consumers do not always seek information actively, they do receive some information, for instance, due to advertising campaigns, which may be used to form certain beliefs about brands. Based on these prior beliefs, brands are evaluated and some are preferred over others. In time, the consumer may develop a commitment towards a brand and become brand loyal. Hence, brand loyalty implies consistent repurchase of a brand, resulting from a positive affection of the consumer towards that brand (Motisescu & Bertonceij, 2010).

2.4 Dimensions of Brand Loyalty

Together with the importance of defining Brand loyalty, the marketing literature is concerned as well with identifying its dimensions. Understanding Brand loyalty dimensions is a critical tool for marketers to develop their marketing strategies. A review of the marketing literature suggests that consumer loyalty has a few dimensions. Since its very first definitions there is a debate about identifying whether loyalty is based on behavioural or attitudinal approach depending on the relative emphasis on respectively, the purchasing or the cognitive component. Loyalty by strong preference can be comparable to attitudinal loyalty and loyalty by high repeat patronage can be comparable to behavioural loyalty (Dick & Basu, 1994).

Some authors claimed that customer loyalty is based solely on behavioural concepts (Mellens and Dekimpe, 1996). By its nature behavioural loyalty can be considered as the actual purchases over a certain period of time or as the amount of purchases for a particular brand (Mellens and Dekimpe, 1996).Bowen and Chen (2001) consider this construct as a consistent, repetitious purchase behaviour which is an indicator of loyalty. According to Mellens and Dekimpe (1996), the advantages of behavioural loyalty are that it is based on actual purchases; it is not likely to be accidental as it is usually based on behaviour over a period of time and it is relatively easier to collect than attitudinal data. However, behavioural loyalty has also disadvantages and one of them is unfortunately that it cannot predict consumer behaviour, as it can be a result of situational factors such as high switching costs or available alternatives (Dick & Basu, 1994). Furthermore, according to Mellens and Dekimpe (1996), the bigger disadvantage of behavioural loyalty is that it does not make difference between brand loyalty and repeat buying.

As a result researchers have proposed the attitudinal dimension in order to measure loyalty. Attitudinal loyalty in contrast, compared to behavioural one, can make a separation between the brand loyalty and the repeat buying (Mellens and Dekimpe, 1996), In general the attitudinal measurements are concerned with the sense of loyalty, engagement and allegiance (Bowen & Chen, 2001). Therefore it can be stated that the emotional attachment toward a product, service or organization is the root of attitudinal loyalty. The degree of this attachment defines the purely cognitive degree of consumer’s loyalty, which in turn is based on stated preferences, commitment or purchase intentions of the individual (Mellens and Dekimpe, 1996).

Furthermore, the attitudinal measures of loyalty include trust, emotional attachment or commitment, and switching cost (Baloglu, 2002). Attitudinal loyalty can be divided into three stages which are cognitive, affective and conative. According to Dick and Basu (1994) the cognitive component is associated with the informational determinants (e.g. brand beliefs that one brand is preferable than another); affective loyalty is related with feelings and reflects a favourable attitude toward a brand and finally, conative loyalty is related to the behavioural intentions towards the brand, containing commitment to repurchase. A weak point of attitudinal loyalty is that it cannot accurately reflect the reality, as it is not based on actual purchases and it is harder to collect attitudinal data (Mellens and Dekimpe, 1996).

In addition to the understanding that loyalty can be based only on behavioural or attitudinal approach, various studies suggested that loyalty should be seen as a construct which entails both behavioural and altitudinal dimensions. According to Jacoby and Chestnut (1978) defined this bi-dimensional concept as composite loyalty, which should always represent favourable attitudes, intentions and repeat-purchase. Pritchard and Howard (1997) proposed that the new concept should measure loyalty much better using product preferences of the consumer, tendency of brand-switching, frequency, recency and total amount of purchase. The combination of behavioural and attitudinal loyalty results in four categories, where both relative attitude and repeated patronage can be either 'high' or 'low'. The four types can be seen in the table below.

Table 2.2: Relationship between behavioural and attitudinal loyalty Behavior Intention

		High	**Low**
Attitudinal Loyalty	**High**	**True Loyalty**	**Latent**
	Low	**Spurious**	**No Loyalty**

Source: Dick & Basu (1994)

- ***True loyalty*** is characterized by a strong attitudinal attachment and high repeat patronage; it exists when buyers make high percentages of purchases from the preferred brand, while being least vulnerable to competitive offerings (Baloglu, 2002);

- ***No loyalty*** occurs when a consumer has no preferences and there is little or no purchasing from a brand (Baloglu, 2002); when there is no loyalty, customers would visit another vendor due to cost or price promotion;

- ***Spurious loyalty*** emerges when the customers perceive little difference between alternatives, i.e. there is no emotional attachment, but purchase one brand more consistently than others. It could occur if there were no alternatives in a category. The high patronage levels of spuriously loyal customers can be explained by factors such as habitual buying, financial incentives, convenience, and lack of alternatives, as well as factors relating to the individual customer's situation (Baloglu, 2002);

- Customers with ***latent loyalty*** exhibit low patronage levels, although they hold a strong attitudinal commitment to the company. Latent loyalty is evident when a buyer has a favorite brand, but does not purchase it very often. This might be due to not sufficient resources to increase the patronage or because the company's price, accessibility, or distribution strategy may not encourage the customers to repeat the purchase (Baloglu, 2002).

TABLE 2.3: Advantages and Disadvantages of Behavioral and Attitudinal Measures

	Advantages	Disadvantages
Behavioral Measure	1. Based on actual behavior 2. Non - Incidental 3. Easy to Collect	1.Reapeat buying not distinguished from brand loyalty 2.More sensitive to short-run fluctuations 3. Difficult to pick right decision unit
Attitudinal Measure	1.Reapet buying separated from brand loyalty 2.Less sensitive to short run fluctuations 3.Easy to pick right decision unit	1.Valid representation of reality not guaranteed 2.incidental 3. Harder to collect

Source: Bennett and Rundle-Thiele (2002)

2.5 Benefits of Brand Loyalty

Firms selling brands with a high rate of loyal consumers reduce the marketing costs of the firm (Levins, 2009). Brand loyal consumers reduce the marketing cost of the firm as the cost of attracting a new customer. Levins, claim that the cost of seeking new customers is about six times higher than the cost of retaining an old one. Similarly, Holt (2008) confirms that as costs escalate, credit access shrinks and competition increases, a strong and resilient brand is the solution for obvious competitive advantage (Holt, 2008).

Holt (2009) state that loyal customers translate into lower marketing costs and increasing revenue over a customer's lifetime relationship with a company. Patterson(2007) asserts that many firms are beginning to shift their marketing focus from new customers to existing customers in an attempt to secure a cohort of brand loyal customers to first ensure sustainability.

Brand loyal consumers are willing to pay higher prices and are less price sensitive Brand loyalty also provides the firm with trade leverage and valuable time to respond to competitive moves (Aaker, 1991). In sum, loyalty to the firm's brands represents a strategic asset which has been identified as a major source of the brands' equity.

The following have been identified as the most common benefits from brand loyalty:

2.5.1 Higher sales volume

The average company loses half of its customers every five years, equating to a 13% annual loss of customers. This statistic illustrates the challenges companies face when trying to grow in competitive environments. Achieving even 1% annual growth requires increasing sales to customers, both existing and new, by 14%. Reducing customer loss can dramatically improve business growth and brand loyalty which leads to consistent and even greater sales since the same brand is purchased repeatedly (Giddens, 2010).

2.5.2 Premium pricing ability

Studies show that as brand loyalty increases, consumers are less sensitive to price changes. Generally, they are willing to pay more for their preferred brand because they perceive some unique value in the brand that other alternatives do not provide. Additionally, brand loyalists buy less frequently on cents-off deals – these promotions only subsidies planned purchases (Aaker, 1996).

2.5.3 Retain rather than seek

Brand loyalists are willing to search for their favorite brand and are less sensitive to competitive promotions. This inelasticity results is lower costs for advertising, marketing and distribution. It is easier to reinforce behaviors than to change them and the sale is just the beginning of an opportunity to turn the purchaser into a loyalist. It costs four to six times as much to attract a new customer as it does to retain an old one. (Giddens, 2010).

2.5.4 Creating perceptions

Price premium creates the perception of quality. It follows the age-old axiom of “you get what you pay for". Price and quality of a product are two of the most important strategic variables within the marketing mix. A thorough knowledge of their interdependence is not only valuable for the product manager who sets prices and determines product design. In some instances, it can also help those consumers who might take price as an exclusive or additional cue for evaluating the quality of a product. There is a tendency among consumers to associate higher prices with higher quality. This notion that consumers use price as an exclusive or additional variable to predict product quality could be empirically confirmed in many experimental studies.

It should be noted, however, that the importance of price in the consumer's decision-making process does also to a large extent depend on situation (that is search time) and consumer-related (that is familiarity with products or brands) factors. (Gregg and Walczak, 2010)

2.5.5 Increased usage and spending

Perceived quality has been shown to positively affect customer usage. Consumers tend to select brands they perceive to be quality brands. This also connects to repeat buying or brand loyalty. Consumers tend to continue buying brands that reward them with a good experience versus repeating the evaluation process time after time (Aaker, 1996). For example, a customer who repeatedly stays at the same hotel becomes more familiar with the hotel's full product line, such as gift shops and banquet rooms. And that customer will be likely to sample other product lines of the company, thus helping the company achieve a larger share of customers

2.5.6 Financial benefits

The advantages of customer loyalty are long-term and cumulative. The longer a customer remains loyal, the more profit a business can get from that single customer. The results of research conducted by Giddens reveal that positive financial benefits can be attained through customer loyalty (Giddens, 2010).

2.5.7 Customer acquisition

Brand building plays a central role in customer acquisition in that high equity brands attract and retain customers much more easily than new or low equity brands. This fact alone explains the high speed at which high equity brands captures market share (Giddens, 2010).

2.5.8 Enhanced return

Loyal customers are inclined to buy more types and more volume of products and services from their preferred brand, thereby generating an enhanced return over the life of the relationship. Financial benefits are actually experienced through customer spend over their lifetime.(Aaker, 1996).

2.5.9 Strategy for reducing ongoing expense

Loyalty can be a strategy for reducing ongoing expense. A company that is retaining customers is one that can, in theory, reduce its investment in customer replacement. By closing the proverbial hole in the bottom of the bucket through which customers leak out, the company can improve profitability substantially. There is an increase in the number of companies concentrating their efforts on customer retention. Attributes to the increase in retention strategies are to the following reasons: there is increasing intensity in competition; Customers are becoming more promiscuous; the cost of customer acquisition is higher than customer retention; and it makes business sense to focus on existing customers. (Giddens, 2010).

2.5.10 Lower price elasticity

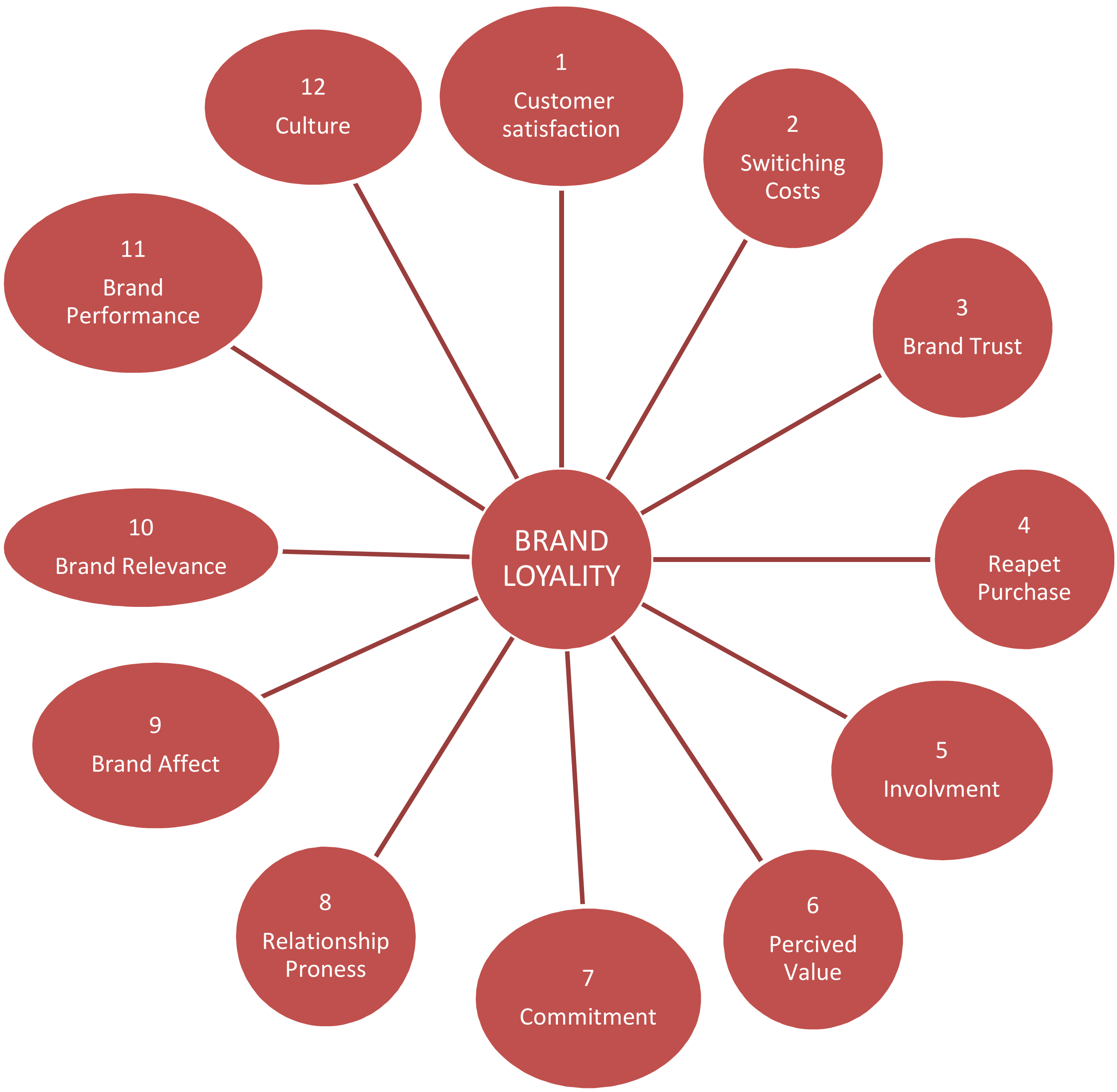
Customer loyalty can be associated with lower price elasticity and willingness on behalf of the customer to pay more for the privilege of doing business. Higher margins, almost always drop to the bottom line. Brands with a high level of brand loyal customers experience lower price elasticity as customers accept the price they pay for the brand name and brand association. Some studies indicate that price reductions have actually had a negative result in sales due to the disapproval of brand loyalists (Aaker, 1996).

2.5.11 Referrals

Loyalty can be equated with the mother of all profitability engines. If loyal customers are happy customers, then it is likely they are unpaid ambassadors for a company, spreading the word on how wonderful it is to do business with the company. That saves the company real money in reduced customer acquisition costs. Customers also value their relationships with their branded possessions and with marketing agents and institutions that own and manage the brand and as such announce the value of the brand to family, friends, social groups and work colleagues (Aaker, 1996).

2.6 Conceptual Framework of Brand Loyalty

Figure 2.3: Conceptual Framework of Brand loyalty



Source - Moolla (2010)

The study by Moolla (Ahmed Ismail Moolla, 2010) identified twelve major influences that are important influences of brand loyalty. A measurement questionnaire for brand loyalty has been developed. The twelve influences identified are:

- Customer satisfaction;
- Switching costs;
- Brand trust;
- Repeat purchase;
- Brand Affect
- Commitment
- Culture
- Perceived Value
- Brand Performance
- Relationship Proneness
- Brand Relevance
- Involvement

These influences and their effect on brand loyalty are discussed below.

2.6.1 Customer satisfaction

Customer satisfaction is the result of purchase expectation and post purchase experience comparison with incurred cost (Serkan & Gökhan, 2005). The customer might have high, low and no expectation. It is also depends on the importance of brand as well as the cost. If the expectation for brand/product performance is high, post purchase experience will determines customer satisfaction even if the customers are low cost conscious. Customer satisfaction can be overall satisfaction (Serkan &Gökhan, 2005). Overall satisfaction is the result of accumulative experience and encounter rather than specific satisfaction or dissatisfaction, which has longitudinal by nature (Serkan &Gökhan, 2005). Overall customer satisfaction is longitudinal, so a customer's response is cognitive. Serkan &Gökhan (2005) states that customer satisfaction is “customer’s psychological response to his/her or her positive evaluation of the consumption outcome in relation to his/her expectation". Satisfaction is a subjective evaluation of the consumption experience. The argument is based on disconfirmation satisfaction theory. The theory state that customer evaluation of product/brand is based on comparison between expected performances with actual performance. Disconfirmation theory of satisfaction has conceptualized as expectation, performance, disconfirmation and satisfaction (Jensen & Hansen 2006).

Expectation indicates the customers anticipated performance. There are various expectation indicators that customers might expect from brand performance. Customers might expect brand provide functional or other expectation, but that depends on customer's interest. Although all customers might not be able to list out the entire possible brand benefits due to the fact that customers might have little awareness or motivation to do so (Jensen & Hansen 2006).

Their brand performance rating is based on the attributes' that they are familiar with or the attributes that customers want to have from the brand. Performance is how the product or brand carries out the intended purpose or operating character .It is highly influenced by customer expectation (Jensen & Hansen, 2006).

Brand performance is a baseline for comparison with the customer expectation. Brand performance might exceed, meet or below expectation. The performance criteria are highly based on tangible and intangible's brand attributes. Brand specific performance attributes include hardware, software, stylishness or other attributes. Hardware refers physical components of the technology. That can be anything physically handled i.e. Keyboard, camera, screen etc. Software refers operating systems that run on the system, i.e iTune, GPS etc. Stylishness refers the outlook of the object. i.e weight, size, shape, design, color etc., Encyclopedia Britannica Online. Disconfirmation is the variance between prior expectation and actual performance (Jensen & Hansen 2006). Customers might have positive or negative disconfirmation of their experience. Positive disconfirmation indicate performance exceed expectation, while negative disconfirmation indicate performance less than anticipated expectation. If the consumers have no previous experience with alternative brands, they might be less motivated to compare the difference between expectation and performance; it is hard for them making any meaningful comparison (Jensen & Hansen, 2006). However, individual consumption experiences determine the outcome of satisfaction or dissatisfaction (Rodoula Tsiotsou, 2005). Customer consumption experience rated based on individual attitude on continuum range, very dissatisfied to very satisfied. Why is important to study customer satisfaction? Satisfied customer will be more inclined to stay with service provider or using the same brand in the future, however, dissatisfied customers are willing to search alternative brand information. Rodoula Tsiotsou (2005). stated that ‘‘a dissatisfied customer is more probable to search for information on alternatives and more likely to yield to competitor overtures than is a satisfied customer. According to Hill & Alexander (2006) “It is far less costly to keep the existing customers than it is to win new ones up”. In supporting previous argument Hill & Alexander (2006) state that customer satisfaction one way of measuring organization and product performance in a competitive marketplace “customer satisfaction is a measure of how your organization totals product performance in relation as a set of customer requirements." Satisfied customers have high probability remain to use the existing company product or brand as compare to dissatisfied customers, who are willing to search information about alternative product or brand. Numerous empirical studies on goods and service markets support customer satisfaction influence loyalty positively (Youl &Joby, 2010). However, satisfaction is a necessary condition to customer loyalty, but not it is sufficient condition. Even if customers are satisfied with the brand, sometime they switch to other brands. Brand loyalty is a deeply held positive attitude combine with repeat purchasing behavior (Youl & Joby, 2010). Only those satisfied customers will have a positive attitude and repeat purchasing behavior. It is hard to conceptualize dissatisfied customers might have a high positive attitude, and even if they show repeats purchasing behavior in situations where there is no alternative brand to substitute or high switching cost (Youl &Joby, 2010).

Brand satisfaction is one factor that influences brand loyalty (Youl &Joby 2010). The more the customer satisfied with the brand the more they are willing to use the same brand in the future. (Feick and Lee, J, 2001). stated that high level satisfaction strongly correlated with increase brand loyalty.

2.6.2 Switching Costs/Risk Aversion

Switching cost is cost incur by a customer when they decide to switch to another brand. The cost might be one time, which includes financial and non financial (Burnham & Mahajan, 2003). According to them, the cost includes" searching cost, transaction cost, learning cost, customer habit, emotional cost, cognitive effort, coupled with financial, social and physiological risk of part of the buyer." Searching cost might include time and an effort made in searching information and comparing alternative brand quality, price, serviceability, product warranty and other brand offering from competitive brand (Burnham &Mahajan, 2003).

The economic cost is sunk cost and progressive cost. Sunk cost is the one-time purchase cost incurred by customers, which is paid at the beginning of brand purchase and one time sum payment. Progressive cost is an additional cost incurred by customers when they update functional system and repair. The sunk costs and progressive costs increase switching costs because it increases customers' investment on a brand (Burnham & Mahajan, 2003).

Learning cost usually stated as the effort and energy put by customers to learn new setting and feature. Learning progress depends on customer skill and the complexity of brand. The more complex to learn a brand is the more time-consuming to get used to a new setting and procedure. Long procedural learning might frustrate customers and they hesitate to change brands.

Social and physiological risk also factor to switching cost. Customers' perception about brand switching might affect social status (Burnham & Mahajan, 2003). If a brand glorify/undermine social states, the high / low probability the customer will show switching tendency. Customers might fear they might not end up using the new brand which is considered as less worthy among friends and family members (Burnham & Mahajan, 2003). Physiological risk is uncertainty associated brand when customers were not sure about brand quality and performance in advance (Burnham & Mahajan, 2003). Switching cost has some advantage to a firm, because it has a direct effect on brand loyalty, they stated that higher the switching cost reduces customer sensitivity to price and satisfaction level. Switching cost makes customers less likely to switch to another brand (Feick and Lee, J, 2001). They state that even if the customers are dissatisfied, they will keep using the brand due to high switching cost. The higher switching cost reduces information searching for alternative brands.

2.6.3 Brand Trust

Trust has been defined as the willingness to rely on an exchange partner in whom one has confidence or confidence in an exchange partner's reliability and integrity (Morgan & Hunt, 2004).Chaudhuri & Holbrook, (2002) define brand trust as the customer's willingness to rely on the ability of the brand to perform its stated function. Trust causes dedication because it reduces the costs of negotiating agreements and lessens customers' fear of opportunistic behavior by the service provider. In social psychology trust is considered to consist of two elements: trust in the partner's honesty, and trust in the partner's benevolence. Honesty is the belief that a partner stands by his word, while benevolence is the belief that the partner is interested in the customer's welfare, and will not take actions with negative impact on the customer**.** In the marketing literature, Morgan & Hunt (1994) also suggest that brand trust leads to brand loyalty and commitment because trust creates exchange relationships that are highly valued. Research by Garbarino and Jobyson (1999) found a strong relationship between loyalty and brand trust. Their research suggested that there is a distinct need for trust in developing positive attitudes towards brands. According to them, brand trust is the central construct for any long-term relationship and is an important contributor in attaching an emotional commitment which leads to long-term loyalty.

2.6.4 Repeat Purchase

A customer experience different phases in purchasing products and can be influenced by the previous phase. Businesses spend a lot of money on marketing campaigns to convince potential customers to buy their products or make use of their banking services for the first time. Yet the ultimate goal is to drive a relationship to the point that the experience of the customer leads to repurchase and ultimately brand loyalty. Riley (2009) defines repeat business as encouraging customers who buy for the first time to buy again and again. The purchasing decision is affected by customer satisfaction of the service delivery of the bank or service provided and is the result of the customers like or dislike of the service after experiencing it. Liu (2005) summarize the phases of affects as shown in figure 2.4.

Figure 2.4: Repeat Purchase Influences

Source: Liu (2005)

Marketers therefore develop alternatives to ensure that they make use of as much mediums as possible to ensure that the repeat purchases/transactional repeats stay with the firm. Many marketers are really only interested in repeat purchase. For them, ‘customer loyalty’ means customers coming back for more, and they are not too fussy about the reasons why. A program that does it successfully is often called a loyalty program, with little real examination of whether people are being loyal or simply exhibiting short term self-interest.

According to Riley (2009) it will cost firms 5 to 8 times more to recruit new customers as to maintain a positive and loyal relationship with current customers. It is also important to note that as much as 68% of customers may stop using your services as soon as your service delivery is not up to the brand promise and will therefore result in the loss of repetitive purchases/transactions (Riley, 2009).

2.6.5 Involvement

Customer product involvement is conceptualized as individual customer's connection with the brand. Customers might think a specific product or brand is personally important and necessary. The customer perceptions determine a product involvement level rather than a product (Pascale & AI Lin Lim, 2003). The brand might have different importance in different situations and it influences customers' product involvement. For example, a person who is going to prepare a dinner for the guest who has diabetes/allergic problem might highly involve in the selection of grocers than other time. Customers are highly involved in product selection when product is considered very important, essential and give meaningful pleasure & desire. The essence of a brand for a customer's might influence information searching, processing and decision making. According to Pascale & AI Lin Lim (2003)a consumer's level of involvement with an object, situation, or action is determined by the degree to which she/he perceives that concept to be personally relevant. Personal relevance of brand emerged usually from individual self-concept, self-esteem and public self-consciousness according to them. Customers' involvement with a brand has different reasons. Miital & Lee (1989) state that the followings are the reasons that drive customer involvement " (a) utilitarian, i.e., economic, rational, functional goals - these concerns the physical performance of a product (b) sign-value, i.e., A social, self-concept related, or impression management goals and (c) hedonic, i.e., Sensory pleasure or experiential goals." From the statement utilitarian, sign value and hedonic are the antecedent factor for customer involvement. Mittal& Lee (1989) stated brand risk is another valuable source to customer product involvement. According to them, the brand risk is the probability that customers happen to buy inferior products. Customers' consumption of brand is not based on only satisfying a basic need; it is also used as a way of expressing self as an individual and social status. They argue that "It is a way of self expression, individual identity formation, creativity, or even art." Brand loyalty interacts with customer product involvement (Pascale & Ai Lin Lim, 2003). They stated that the repetitive purchase of the high involvement product indicates brand loyalty. Park (1996) stated that product involvement and attitudinal loyalty are highly correlated. He stated product involvement is a strong indication of brand loyalty "brand loyalty has typically explained the origins of brand commitment as attitudinal loyalty or as an outcome of product involvement, and suggested a positive relationship between product involvement and brand loyalty".

2.6.6 Perceived value

Punniyamoorthy and Raj (2007) describe perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Perceived value is made up of several of the following components:

- ***Functional Value:*** The functional value of a brand along with the emotional value and Social value is collectively referred by many authors as customer value or perceived value (Punniyamoorthy and Raj 2007).
- ***Emotional Value:*** According to Diep and Sweeny (2008), emotional value is the utility derived from the feelings or affective states that a product generates. Emotions play a part in every purchase decision.
- ***Price-worthiness Factor:*** This factor denotes the utility derived from the product due to the reduction of its perceived costs (Diep and Sweeny, 2008). Higher levels of price worthiness lead to higher levels of brand loyalty (Punniyamoorthy and Raj 2007).
- ***Social Value:*** The utility derived from the product's ability to enhance social self-concept. A higher level of social value will lead to a higher level of brand loyalty (Punniyamoorthy and Raj 2007).

2.6.7 Commitment

According to Kim (2008), brand commitment occurs when consumers pledge or bind themselves to purchase the brand. Customer commitment is a central construct in the development and maintenance of marketing relationships because it is a key psychological force that links the consumer to the selling organization (Kim, 2008). There is overwhelming evidence to suggest that the higher the level of commitment, the higher the level of brand loyalty (Fullerton, 2005).

2.6.8 Relationship Proneness

Consumer relationship proneness refers to the idea that some customers are intrinsically inclined to engage in relationships and it has been shown that consumer relationship proneness has a positive impact on commitment and loyalty. Bloemer (2002) states that consumer relationship proneness is a strong determinant of commitment and it may have a direct impact on behavioral intentions of customers. It is clear that customers, who are prepared to have a relationship with a particular brand, will be impacted by relationship proneness to have the willingness to trust the service provider and to commit to the brand. According to Matthing (2006), it has also been found that different customers will act differently to proneness. This correlates with arguments of Bloemer, (2002) that some customers may not desire a personal relationship, but rather prefer a transaction orientated relationship. They classify customers as relationship-seekers and relationship-switchers. Seekers that will engage in long term relationships with a willingness to share information and improve the processes, while switchers focus on the outcome of the service and hey focus on short-term benefits of the relationship through the services offered.

2.6.9 Brand Affect

Chaudhuri and Holbrook (2001) define brand affect as "a brand's potential to provoke a positive emotional response in the average consumer as a result of its use." Matzler, (2006) states that brand affect refers to the emotional aspects of customer behavior and that it can be expected that the higher the pleasure potential of a product the greater its potential to elicit positive emotional response in a consumer. In the context of building and maintaining brand relationships, brand affect has to be considered as an important antecedent of brand loyalty (Matzler, *2006).* Marketers should strive to create enjoyable experiences that create a fulfilled state for a consumer who will exploit the advantages of utilizing brand affect as a brand loyalty influence (Chaudhuri & Holbrook, 2001).

2.6.10 Brand relevance

Owolabi (2011) defines brand relevance as the ability of brand to be pertinent and applicable to the needs of society, environment, culture and values of consumers in order for it to be sustainable. The concept of brand relevance encompasses ability of product or service to appeal to target market, starting from problem recognition to the consumption phase. According to Aaker (2011) brand relevance of a brand only occurs when the following three conditions are met:

- A product or service or subcategory exists or emerges.
- There is a perceived need or desire from a specific customer segment for a new product category or subcategory.
- The brand is in the set that segments consider to be material to the product or subcategory.

The brand's relevance will only take place when a customer's need is satisfied with the differentiation of the product to compete with competitors' similar product offerings, but with different attributes that is relevant to the need of the customer. Simister (2011) states that companies can create brand relevance by forming a new category to create a tighter focused strategy towards a narrower group of customers. The creation of a strategy that is focused on a narrow set of customers will be much more appealing and therefore will be enhancing the preference of the brand to the targeted customers.

2.6.11 Brand Performance

Evaluation of product or service performance following the consumption experience. Brand performance as stated by Musa (2005) is the subjective evaluation of the core product (that is, attributes of the focal product), comprising both intrinsic (effectiveness) and extrinsic (packaging) characteristics. Brand performance, as indicated by various studies, is a major loyalty factor that must be considered when measuring brand loyalty (Dick and Basu 1994; Chaudhuri and Holbrook 2002; Musa 2005).

2.6.12 Culture

Kotler and Keller (2006) regard reference groups as the most important consumer buying organization in society. Sahay and Sharma (2010) confirm that young individuals remain loyal to family brands until other factors take over. Lamb (2008) maintains that family and culture play an integral role in purchasing behavior and brand loyalty. Bravo and Martínez (2007) adds that the family introduces a psychological dimension to brand loyalty in that it indirectly promises security and trust through generations of use. Bravo and Martínez (2007) also affirms that nostalgia is a related factor that keeps individuals loyal to classical brands.

CHAPTER THREE
3. RESEARCH METHODOLOGY

3.1 Chapter Overview

The purpose of this chapter is to describe the research methodology followed during the empirical phases of the study. Therefore, design of the research, population and sampling frame, sampling design, data collection procedure and method of data analysis is given.

3.2 Research Design

Explanatory, cross sectional, quantitative survey method is used to meet the purpose of this study. Brand loyalty is a variable which is influenced by the various factors which are; customer satisfaction, switching costs, brand trust, repeat purchase, brand affect, commitment, Culture, perceived value, brand performance, relationship proneness, brand relevance and involvement as depicted on the conceptual framework of chapter two. Therefore, the aim of the study is to identify and measure the biggest influences on brand loyalty through the use of a measuring instrument designed by Moolla (Moolla, 2010).The questionnaire appears in Appendix A and B.

3.3 Population and Sampling Frame

A population consists all elements (individuals, items or objects) whose characteristics are being studied (Mann, 1995). Since this research is confined to the private banking industry; the population consist only individuals who have experience of using banking services in any one of the private banks. The sampling frame for this study incorporates a complete list of all customers of private banks in any of branches located in Addis Ababa.

3.4 Sampling Design

Determining sample size is very important issue because samples that are too large may waste time, resource and money. While samples that are too small may lead to inaccurate results. According to Saunders (2007) researchers normally work to a 95% level of certainty. According to G.Cochran(1977), for the population that are large to yield a representative sample for proportions which is valid ; where N is a sample size, Z is the Abscissa of the normal curve that cuts off an area "α" at the tails, the tails are (1- α)equals the desired confidence level i.e. 95%."E" denotes the desired level of precision, "p" is the estimated probability of attribute that is present in the population. "q" is 1-p. The value for Z is found in the statistical tables which contain the area under the normal curve. The resulting sample in this study will be determined as follows:

$$N = Z^2 pq/E^2$$

$$= \underline{1.96^2 * 0.5*0.50}$$

$$0.05^2$$

$$=\underline{384.16}$$

According to the above calculation, a sample size of 384 is selected from the defined target population. Considering the large population of bank service users, a stratified random sampling method is used to collect data in view of time and cost constraints. It also enables the distribution and handling of the survey questionnaires effective and convenient. In order to meet the stratified sampling method the following sampling procedure has designed by the researcher.

Table 3.1: Classification of banks based on their year of service in to three Groups or Strata

	Greater than Ten Yrs (Group A)	B/n Five and Ten yrs (Group B)	Less than Five yrs (Group C)	
	Awash Bank (1994)	Cooperative Bank of Oromia (2004)	Abay Bank (2010)	
	Dashen Bank (1995)	Lion International Bank (2006)	Addis International Bank (2011)	
	Bank of Abyssinia (1996)	Zemen Bank (2008)	Debub Global Bank (2012)	
	Wegagen Bank (1997)	Oromia International Bank (2008)	Enat Bank (2012)	
	United bank (1998)	Bunna International Bank(2009)		
	NIB International Bank (1999)	Berhan International Bank (2009)	-	
Total No of Banks	6	6	4	16
Percentage of representation	6/16=0.375	6/16=0.375	4/16=0.25	1
Sample size to be taken from each group	384* 0.375=144	384* 0.375=144	384* 0.375=96	384

For the convenience purposes, only 50% of banks from each group selected randomly and list of banks shown on Table 3.2 chosen accordingly. Therefore, a random sample of 48 (384/8) from each selected banks were considered in the study.

Table 3.2: List of Banks Selected Randomly from each group/strata

Group A	Group B	Group C
Bank of Abyssinia (1996)	Cooperative Bank of Oromia (2004)	Enat Bank (2012)
United bank (1998)	Berhan International Bank (2009)	Abay Bank (2010)
Wegagen Bank (1997)	Bunna International Bank (2009)	

3.5 Data Collection Procedure

The data collection process was done using self-administered questionnaire filled by customers and it taken place in different branch premises of the selected banks. A five -page survey questionnaire designed by Moolla was taken (Moolla, 2010).The questionnaire is adapted to the Ethiopian banking system and translated to Amharic in order to make it suitable for the respondents.

In total, 384 fully completed questionnaires were coded into SPSS for data analysis. Out of the 410 hard copies self-administered questionnaire distributed, 400 copies were returned equivalent to a 97% response rate. A cross validation on the questionnaire was checked to avoid any missing values. A data screening process consists of checking, finding and correcting the error was conducted to ensure that all data entered fall within the range of possible values for a variable. The questionnaire contained questions pertaining to different parts of the study. It was divided into two sections which were presented in the following order:

1) Section A: Demographic and general information of the respondents;

2) Section B: The respondent was asked to rate the level of agreement towards each statement on the various factors influencing brand loyalty. The items were measured based on a seven-point Likert scale ranging from ‘Strongly Agree’ to ‘Strongly Disagree’.

Section A of the questionnaire was designed to explore the demographic profile or characteristics of respondents and other bank related information. The demographic data was collected using a closed ended multiple choice format; questions included were gender, age, income, type of bank service, type of account and a bank where the respondents are a customer.

Section B, is regarded as the most important part of the study or the main content of the questionnaire as it provided the basic information required by the research objectives. In Section B of the questionnaire, brand loyalty behavior and attitude were covered.

The questionnaire consisted 50 questions rated on a 7-point Likert scale where (1)indicates 'Strongly disagree'; (2) 'Disagree'; (3) 'Somewhat Disagree'; (4) 'Undecided'; (5) 'Somewhat Agree',(6) 'Agree' and (7) 'Strongly Agree'

The questions focused on the twelve factors or variables that influence brand loyalty. In this section, the respondents were asked to evaluate the importance of the factors that influence bank brand loyalty. These included Customer satisfaction, Switching Costs, Brand Trust, Repeat Purchase, Involvement, Perceived Value, Commitment, Relationship Proneness, Brand Affect, Brand Relevance, Brand Performance and culture. The measurement scale items for each factor or variable were as follows: customer satisfaction (5 items), Switching Cost (5 items), Brand Trust (4 items), Repeat Purchase (4 items), Involvement (4 items), Perceived Value (4 items), Commitment (4 items), Relationship Proneness (5 items), Brand Affect (3 items), Brand Relevance (4 items), Brand Performance (4 items), and culture (4 items),

The factors or variables which had higher mean value greater than four would be considered to have more influence on brand loyalty. If the mean value was between 1 and 3, they were considered to have weak influence on brand loyalty. The factors or variables were considered to exert an average influence if the mean was 4.

3.6 Method of Data Analysis

The data collected is analyzed through Statistical Package for Social Sciences (SPSS) Version 20. The data were first coded in alphabetical and numerical order and then keyed in into the statistical program. Then, the data were screened and treated for errors and missing values. The selection of techniques to analyze the results of this study is done based on the research objectives. Descriptive analysis, factor analysis, reliability analysis, correlation analysis were used for the study. The rationale for the selection of these techniques is as follows:

- *Descriptive statistics*: to describe the characteristics of the respondents and demographic comparison and to illustrate the means of each research variable.

- *Reliability /Internal Consistency / Analysis*: reliability of data tested using the cronbach's alpha. *C*oefficient alpha (α) is the measurement of squared correlation between observed scores and true scores. In other words, reliability is measured in terms of the ratio of true score variance to observed score variance. It can test the internal consistency of each factor. The reliability and internal consistency of the data are measured by the Cronbach Alpha coefficient. George and Mallery (2003) provide the following rules of thumb: $\alpha > 0.9$ Excellent, $\alpha > 0.8$ Good, $\alpha > 0.7$ Acceptable, and $\alpha > 0.6$ Questionable $\alpha > 0.5$ Poor and $\alpha < 0.5$ Unacceptable. According to Field (2007) the reliability is regarded to be satisfactory when the Alpha coefficient is equal to or exceeds 0.70). However, a lower Cronbach alpha coefficient was set at 0.58 when interval scales are used (such as the Likert scale in this model) to measure human behavior.

- *The Kaiser-Meyer-Olkin (KMO)* measure of sampling adequacy was utilized to ensure that the samples used are adequate. The KMO provides an index (between 0 and 1) of the proportion of variance among the variables that might be common variance (Darlington, 2005). A value close to 1 indicates that patterns of correlations are relatively compact and so factor analysis should yield distinct and reliable factors. Values between 0.5 and 0.7 are mediocre and values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb (Field, 2007)

- *Bartlett's test of sphericity* was used to examine the hypothesis that the variables are uncorrelated in the population. In other words, the population correlation matrix is an identity matrix; each variable correlates perfectly with itself ($r = 1$) but has no correlation with the other variables ($r = 0$). A value below 0.005 signifies that the data are suitable for factor analysis (Field ,2007)

- *Factor analysis:* it was done to perform the reduction of a large set of variable items into a smaller number of factors. Only factor loadings of 0.4 and higher (Field 2007) are considered to validate the items that measure each of the brand loyalty influences

The variance explained by the factor analysis serves as indicator to determine the relative importance of each of the brand loyalty influences.

- *Correlation analysis:* it was conducted to analyze the strength and direction of the linear relationship between the variables. Pearson correlation coefficients were calculated to determine the relationships between the brand loyalty influences. Correlations of 0.30 are regarded to mention worthy (Cohen, 1988). High correlation coefficients illustrate higher level of association between the influences. According to Cohen (1988), the value of Pearson's correlation is divided into three areas. A correlation coefficient between 0.10 and 0.29 will indicate a small correlation, a correlation coefficient between 0.30 and 0.49 will indicate a medium correlation, and a correlation coefficient between 0.50 and 1.0 will indicate a large correlation

3.7 Ethics in Research

The researcher observed strict ethical responsibilities in conducting this research. Research ethics relating to rights of human subjects in field work, notably the right to informed consent; right to privacy and confidentiality; and right not to be deceived or harmed as a result of participation in the research should be emphasized (Bryman, 2007).

The prospective participants were fully informed about the procedures and risks involved in the research and must give their consent to participate in the survey. They were informed that their participation was voluntary and they may readily withdraw at any time. The prospective participants were also assured that their participation will not result in any adverse consequences, and all information provided will be treated with the strictest confidentiality**.** Finally, this research practiced the principle of anonymity i.e. the participants will remain anonymous throughout the study - even to the researcher.

CHAPTER FOUR
4. DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Chapter Overview

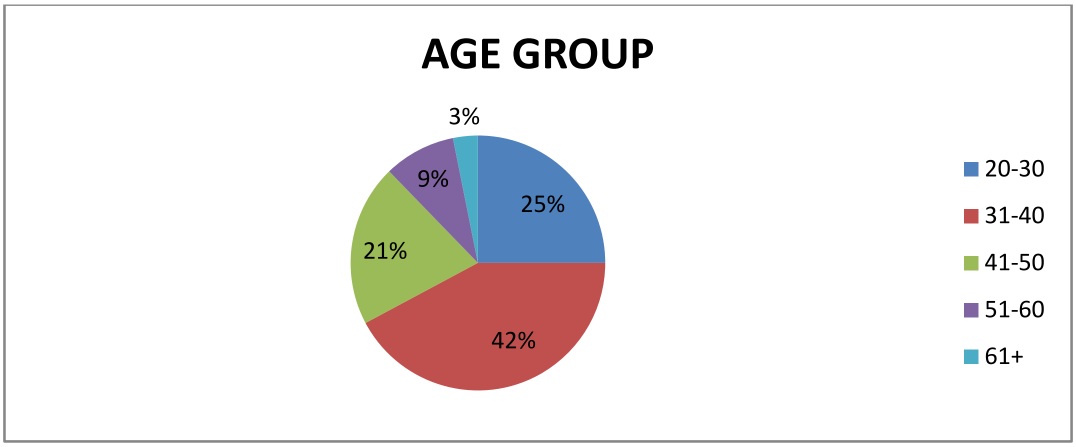
This chapter presented the findings of the research in accordance to the research objectives. The analyses and interpretation of the data collected from the respondents is presented. It began with a description of the demographic and general characteristics of the participating respondents. The results of Cronbach's coefficient alpha for reliability were examined. Then, the results of factor analysis and correlation analysis for the research variables were discussed. Finally analysis based on mean value of the brand loyalty influences Customer Satisfaction, Switching Costs, Brand Trust, Repeat Purchase, Involvement, Perceived Value, Commitment, Relationship Proneness, Brand Affect, Brand Relevance, Brand Performance and Culture presented.

4.2 Characteristics of Demographic and Banking Profile

The demographic profile of the respondents is shown in Figures 4.1 to 4.5. The respondents were classified according to their age group, gender and income levels. Table 4.1 also summarizes the demographic and banking profile of the respondents.

4.2.1 Demographic Profile

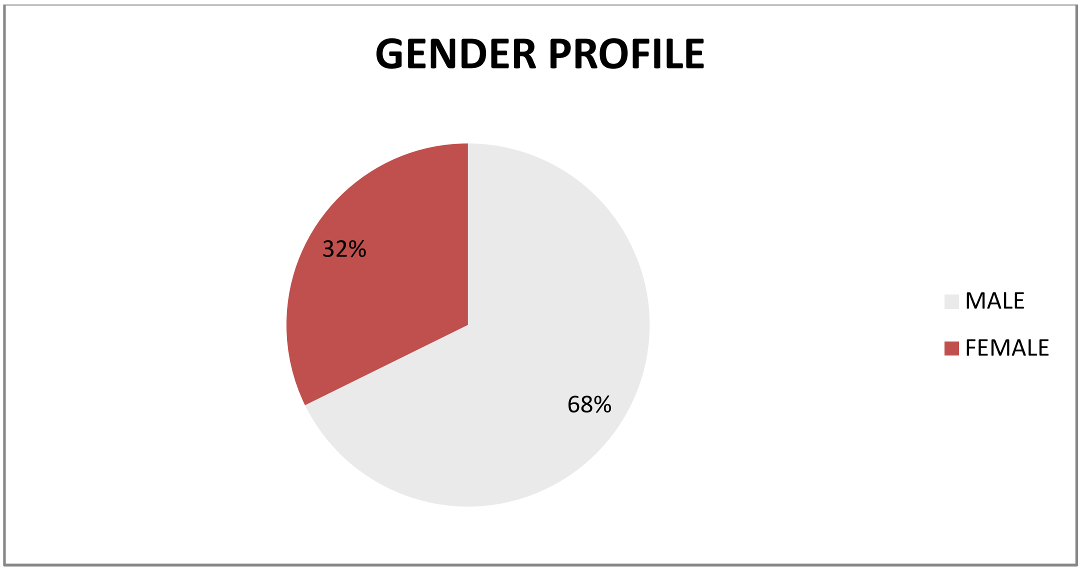
Figure 4.1 Age Group



Source: Own data survey, 2014

The majority (67%) of the respondents are between the age of 20 and 40 years. Figure 4.1 may shows that the relatively young populations of the society are major users of banking services than the aged ones. Another significant percentage which is 21% of the respondents are found in the age group of 41 and 50 years.

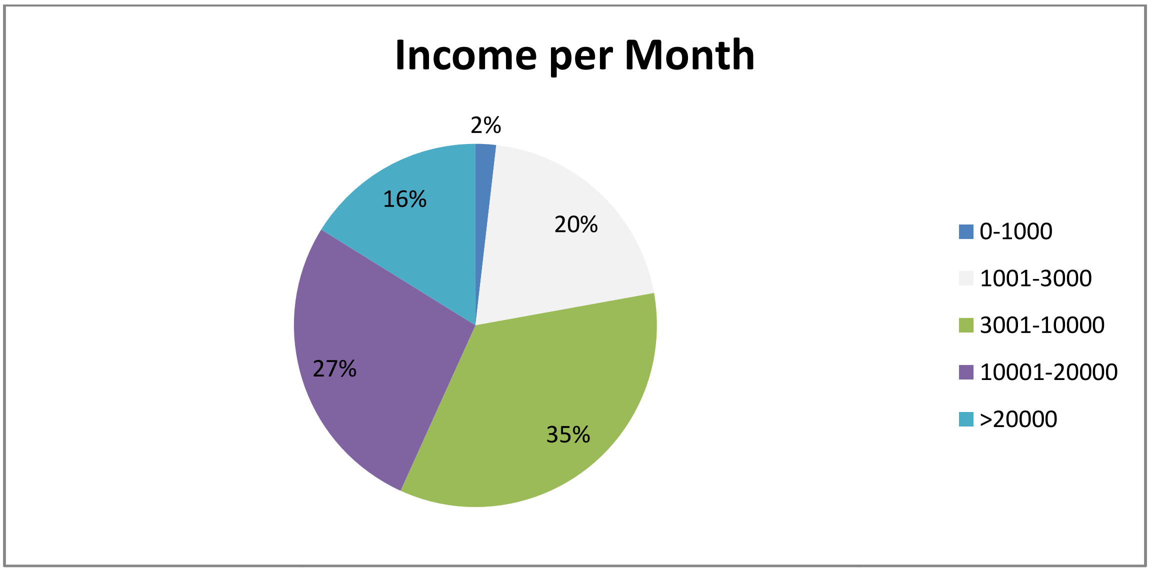
Figure 4.2 Gender Profile



Source: Own data survey, 2014

Figure 4.2 simply depicts a split of 32: 68 between female and male respondents. This figure may somewhat reveal the fact that in Ethiopia similar to most of developing courtiers, Male are the major income earners of the society and most of the financial decisions are made by them.

Figure 4.3 Income per Month

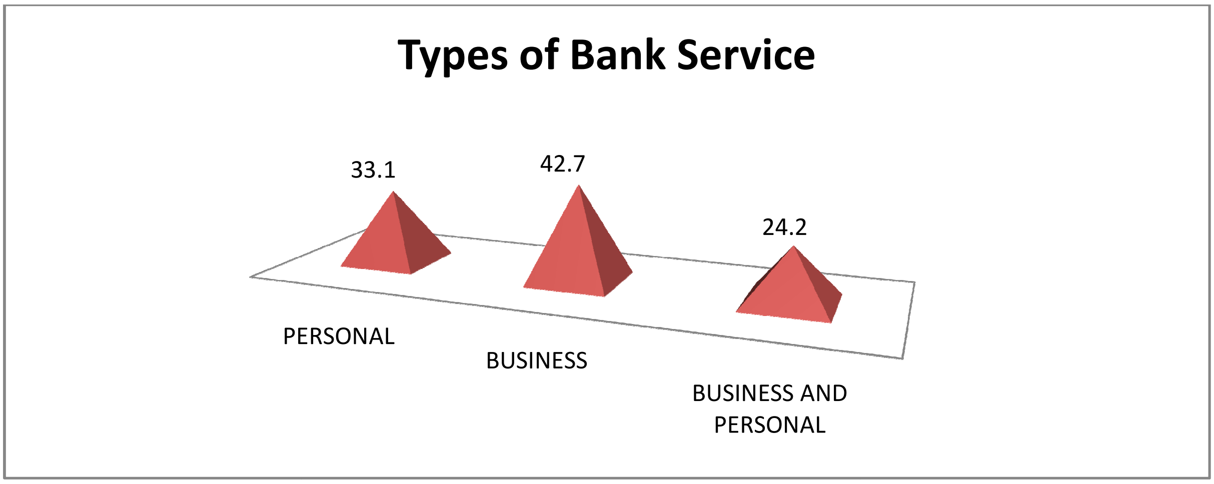


Source: Own data survey, 2014

Figure 4.3 shows that only 2% of the respondents earned less or equal to 1000 birr per month and 20% of the respondents earn between 1000 and 3000 per month .Majority of the respondents (62%) fall in the income group of birr 3,000 to 20,000 per month and 16% of the respondents earned more than birr 20,000 per month.

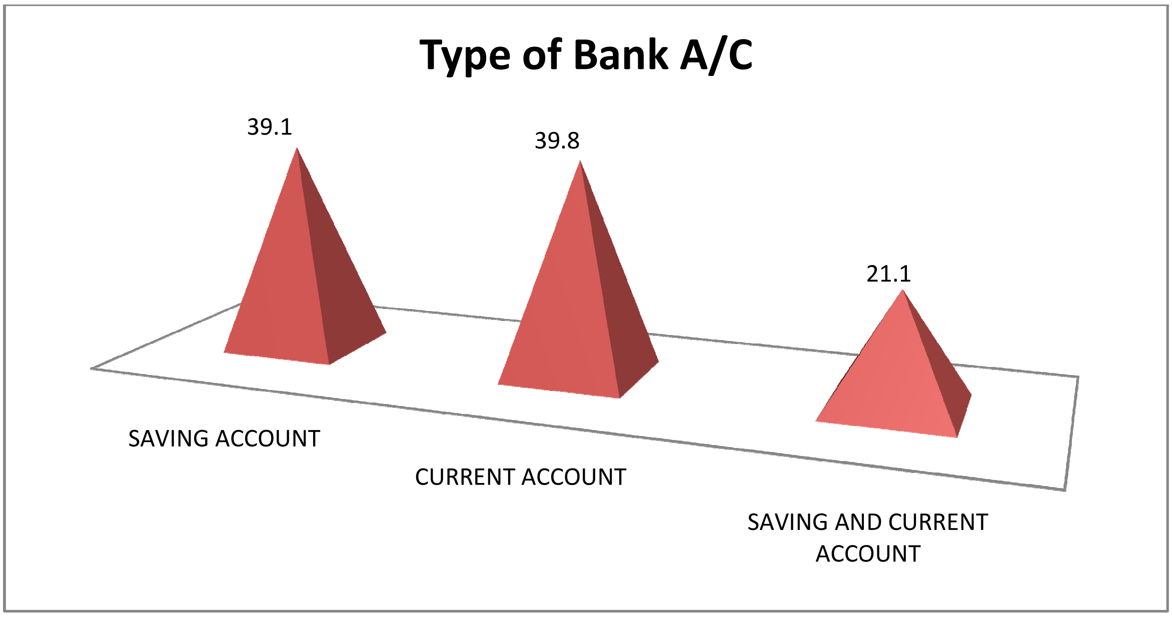
4.2.2 Banking Profile

Figure 4.4Types of Bank Service



Source: Own data survey, 2014

Figure 4.5Type of Bank Account



Source: Own data survey, 2014

Figures 4.4 and 4.5 above depict that the type of bank services the respondents are engaged in and type of accounts they maintained respectively. About 43% of the respondents employ banking services for business and 33% for personal purposes. 24% of the respondents go to commercial banks for both their business and personal matters. In relation with the type of accounts the respondents maintain; almost similar percentages of the respondents (39%) are using either saving or current accounts. However 21 % of the respondents maintained both saving and current accounts.

4.3 Internal Consistency Reliability Assessments

Table 4.1 presented the coefficient alpha scores for the entire variables to ensure that the scales developed were reliable. As indicated in section 3.6 The Cronbach's Alpha Coefficient was employed to test their reliability. The table shows the code of the influence, description, Cronbach Alpha coefficients, and the number of items.

Table 4.1 Reliability of the influences and their factors

CODE	DESCRIPTION	Questions	Cronbach's Alpha	No of Items
CUS	Customer Satisfaction	All	0.824	5
SCR	Switching Costs	All	0.925	5
BTS	Brand Trust	ALL	0.405	4
RPR	Repeat Purchase	All	0.844	4
INV	Involvement	All	0.888	4
PVL	Perceived Value	All	0.891	4
COM	Commitment	All	0.808	5
RPS	Relationship Proneness	All	0.844	5
BAF	Brand Affect	All	0.900	3
BRV	Brand Relevance	All	0.921	4
BPF	Brand Performance	All	0.845	3
CUL	Culture	All	0.917	4

As shown in table 4.2 it is clear that most of the influences return satisfactory reliability coefficients (alpha coefficients exceed 0.7) except brand trust which showed a very low Coefficient which indicates that the factor should be regarded as lower order reliable factors (Field, 2007).A low Alpha coefficient simply indicates that the factor is less likely to present itself if the study is to be repeated when subjected in a different application setting. Therefore, questions 11 up to 14 of brand trust should be interpreted bearing in mind this limitation.

4.4 Factor Analysis of Brand Loyalty Statements

Factor analysis is an interdependence technique in that an entire set of interdependent relationships are examined without making the distinction between dependent and independent variables. The suitability of using factor analysis as a validation tool was checked by applying the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and the Barlett's Test of Sphericity. The measurements are strived to measure the KMO at >=0.70 and the Barlett's significance at< 0.005. The KMO assesses the assumptions whether there appears to be some underlying (latent) structure in the data. The Kaiser-Meyer-Olkin (KMO) measure is utilized to examine the appropriateness of factor analysis in this study. The Bartlett test of sphericity is used to determine if each set correlates perfectly with itself (r = 1) or has no correlation with the other variables (r = 0). For Statements meet the KMO and the Barlett's Test of Sphericity requirements, factor analysis is done. Factor loadings of 0.4 and higher (Field, 2007) are considered to validate the items that measure each of the brand loyalty influences. The variance explained by the factor analysis serves as indicator to determine the relative importance of each of the brand loyalty influences. Then each table provides a component matrix representing values of factor loadings for each question and explains the percentage variance for each category of influences.

4.4.1 Customer satisfaction (CUS)

Table 4.3: KMO and Bartlett Test – Customer Satisfaction

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.838
Bartlett's Test of Sphericity	Approx. Chi-Square	1244.706
	df	10
	Sig.	.000

The KMO score is greater than the 0.700 requirement with 0.838 and the Bartlett's score equally satisfactory at 0.000. This means that the data is suitable for factor analysis.

Table 4.4: Factor analysis of Customer Satisfaction

Code	Questions	Component
		1
CUS03	My loyalty towards a particular Bank brand increases when I am satisfied about that brand	.931
CUS05	I attain pleasure from the Bank brands I am loyal towards	.922
CUS02	Distinctive product attributes in my Bank keep me brand loyal	.863
CUS04	I do not repeat a purchase if I am dissatisfied about a particular Bank brand	.863
CUS01	I am very satisfied with the listed Bank brands I purchase / Use	.369
Variance Explained		66.87%

The factor analysis of the customer satisfaction influence indicates that all the questions loaded onto one factor. All the questions have favorable factor loadings (exceeding 0.40) except one (CUS01). This means that this question (CUS01) needs to be deleted from the analysis because of its low factor loading (lower than the required minimum of 0.40). The total variance explained is 81.09% after CUS01 has been omitted from the analysis. This indicates that Customer satisfaction is adequately measured by questions CUS02, CUS03, CUS04, & CUS05. The result also confirms that customer satisfaction is indeed a construct of brand loyalty.

4.4.2 Switching costs (SCR)

The switching cost questions are summarized in table 4.5. The KMO score is higher than the 0.700 requirement with 0.835 and the Bartlett's score equally satisfactory at 0.000.Therfore the data is good for factor analysis.

Table 4.5: KMO and Bartlett Test – Switching Costs

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.835
Bartlett's Test of Sphericity	Approx. Chi-Square	1592.123
	df	10
	Sig.	0.000

Table 4.6: Factor analysis of Switching cost

Code	Questions	Component
		1
SCR02	I avoid switching Bank brands due to the risks involved	.917
SCR04	I prefer not to switch Bank brands as I stand to lose out on the benefits from loyalty programmes	.908
SCR05	I switch Bank brands according to the prevailing economic conditions	.901
SCR03	I do not switch Bank brands because of the high cost implications	.892
SCR01	I do not switch Bank brands because of the effort required to reach a level of comfort	.762
Variance Explained		77.06%

AllThe five statements load onto one factor All the questions have favorable factor loadings (exceeding 0.40).The factor explains a variance of 77.06%.The result confirms that involvement is indeed a construct of brand loyalty.

4.4.3 Brand Trust (BTS)

The Brand Trust KMO and Bartlett scores are summarized in table 4.7 below

Table 4.7: KMO and Bartlett Test – Brand Trust

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.555
Bartlett's Test of Sphericity	Approx. Chi-Square	145.782
	df	6
	Sig.	.000

The KMO score is less than the 0.700 requirement but still it is b/n the range of 0.500 and 0.700which is considered as medium value and the Bartlett's score equally satisfactory at 0.000. This means that the data can be used to perform a factor analysis.

Table 4.8: Factor analysis of Brand Trust

Component Matrix		
Code	**Questions**	Component
		1
BTS04	The reputation of a Bank brand is a key factor in me maintaining brand loyalty	.833
BTS01	I trust the Bank brands I am loyal towards	.827
BTS02	I have confidence in the Bank that I am loyal to	.392
BTS03	The Bank brands I purchase/use has consistently high quality	.351
Variance Explained		41.36%

The factor analysis of the brand trust influence indicates that all the questions loaded onto one factor. The two questions (BTS01 &BTS04) have favorable factor loadings (exceeding 0.40) but the two questions (BTS02 and BTS03) scored below 0.4. This shows that this questions need to be deleted from the analysis because of the low factor loading (lower than the required minimum of 0.40). The total variance explained is 76.53% after BTS02 and BTS03 has been omitted from the analysis. This indicates that Brand trust can be measured only by questions BTS01 &BTS04.

4.4.4 Repeat purchase (RPR)

Table 4.9: KMO and Bartlett Test – Repeat Purchase

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.609
Bartlett's Test of Sphericity	Approx. Chi-Square	852.929
	df	6
	Sig.	.000

As clearly depicted in the in table 4.9, The KMO score for Repeat Purchase is slightly lower than the 0.700 requirement but it is within the rage 0.500 and 0.700of medium value. The Bartlett's score equally satisfactory at 0.000. This indicates that the data is suitable for factor analysis.

Table 4.10: Factor analysis of Repeat purchase

Component Matrix		
Code	Questions	Component
		1
RPR04	I have a passionate and emotional relationship with the Bank brands I am loyal to	.893
RPR02	I maintain a relationship with a Bank brand in keeping with my personality	.837
RPR03	I maintain a relationship with a Bank brand that focuses and communicates with me	.830
RPR01	I prefer to maintain a long term relationship with a Bank brand	.766
Variance Explained		69.38%

The factor analysis of the repeat purchase influence indicates that the entire set of questions has factor loadings that exceed the required 0.4 and therefore no questions should be excluded. In addition, all these questions loaded onto one factor which mean- that the influence is pure and it confirms that commitment is indeed a construct of brand loyalty. The total variance explained is 69.38%

4.4.5 Involvement (INV)

The involvement KMO and Bartlett scores are summarized in table 4.11 below.

Table 4.11: KMO and Bartlett Test – Involvement

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.776
Bartlett's Test of Sphericity	Approx. Chi-Square	1286.916
	df	6
	Sig.	.000

The KMO score is higher than the 0.700 requirement which with 0.776 and the Bartlett's score equally sufficient at 0.000. The data is, therefore, satisfactory to use in factor analysis.

Table 4.12: Factor analysis of Involvement

Component Matrix		
Code	Question	Component
		1
INV02	Involvement with a Bank brand intensifies my arousal and interest towards that brand	.960
INV01	Loyalty towards a Bank brand increases the more I am involved with it	.922
INV03	I consider other Bank brands when my involvement with my Bank brand diminishes	.904
INV04	My choice of a Bank brand is influenced by the involvement others have with their Bank brand	.775
Variance Explained		79.70%

The entire four influences load onto one factor and their factor loadings are higher than the minimum 0.4. This confirms that brand affect is indeed a construct of brand loyalty. The factor explains a variance of 79.70%.

4.4.6 Perceived Value (PVL)

KMO and Bartlett scores for Perceived Value are summarized in table 4.13.

Table 4.13: KMO and Bartlett Test – Perceived Value

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.712
Bartlett's Test of Sphericity	Approx. Chi-Square	1334.337
	df	6
	Sig.	.000

The KMO score is higher than the 0.700 requirement with 0.712 and the Bartlett’s score equally sufficient at 0.000. This shows that the data is suitable for factor analysis.

Table 4.14: Factor analysis of Perceived Value

Component Matrix		
Code	Questions	Component
		1
PVL04	The Bank brands that I am loyal to enhances my social self-concept	.918
PVL02	I have an emotional attachment with the Bank brands I am loyal towards	.888
PVL01	My Bank brand loyalty is based on product quality and expected performance	.881
PVL03	Price worthiness is a key influence in my loyalty towards Bank brands	.783
Variance Explained		75.48%

The factor analysis of the perceived value influence indicates that the entire set of questions has a factor loading exceeding 0.4 and can be used and therefore none of the questions should be excluded. All these questions loaded onto one factor, thus representing a pure influence. The factor explains a variance of 75.48%.

4.4.7 Commitment (COM)

KMO and Bartlett scores for Commitment are summarized in table 4.15.

Table 4.15: KMO and Bartlett Test – Commitment

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.739
Bartlett's Test of Sphericity	Approx. Chi-Square	892.029
	df	10
	Sig.	.000

The KMO score is higher than the 0.700 requirement with 0.739 and the Bartlett's score equally sufficient at 0.000. This means that the data is suitable for factor analysis.

Table 4.16: Factor analysis of Commitment

Component Matrix		
Code	Questions	Component
		1
COM04	The more I become committed to a Bank brand, the more loyal I become	.875
COM01	I have pledged my loyalty to particular Bank brands	.825
COM03	I identify with the Bank brands that I use and feel as part of the brand-community	.772
COM05	I remain committed to a Bank brand even through price increases and declining popularity	.767
COM02	I do not purchase/sample other Bank brands if my Bank brand is unavailable	.579
Variance Explained		61.62%

All the questions loaded onto one factor. All the questions have favorable factor Loadings which exceeds 0.4. The total variance explained is at 61.62%. Therefore we can say that the result confirms commitment is indeed an influence of brand loyalty.

4.4.8 Relationship Proneness (RPS)

The relationship proneness KMO and Bartlett scores are summarized in table 4.17

Table 4.17: KMO and Bartlett Test – Relationship proneness

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.703
Bartlett's Test of Sphericity	Approx. Chi-Square	1412.767
	df	10
	Sig.	.000

The KMO score meets the 0.700 requirement with 0.703 and the Bartlett's score equally sufficient at 0.000. This shows that the data is suitable for factor analysis.

Table 4.18: Factor analysis of Relationship proneness

Component Matrix		
Code	**Questions**	Component
		1
RPS04	I establish a Bank brand purchasing pattern and seldom deviate from it	.902
RPS05	Loyalty programmes are reason I repeat Bank brand purchases	.896
RPS02	I do not necessarily purchase the same Bank brands all the time	.826
RPS03	I always sample new Bank brands as soon as they are available	.784
RPS01	My loyalty towards Bank brands are purely habitual	.742
Variance Explained		69.29%

The factor analysis of the relationship propones influence identifies one factor. All the questions have factor loadings that exceed much higher than 0.4; therefore, none of the questions should be excluded. The total variance explained is 69.29%.

4.4.9 Brand Affect (BAF)

The Brand Affect KMO and Bartlett scores are summarized in table 4.19 below.

Table 4.19: KMO and Bartlett Test – Brand Affect

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	844.001
	df	3
	Sig.	.000

The KMO score meets the 0.700 requirement with 0.713 and the Bartlett's score equally satisfactory at 0.000. Therefore the data is suitable for factor analysis.

Table 4.20: Factor analysis of Brand affects

Component Matrix		
Codes	Questions	Component
		1
BAF01	I attain a positive emotional response through the usageof my Bank brand	.950
BAF02	The Bank brands that I am loyal towards makes a difference in my life	.942
BAF03	I am distressed when I am unable to use/purchase a particular Bank brand	.873
Variance Explained		85.09%

The factor analysis of the brand affect influence indicates that the entire set of questions has favorable factor loadings that exceed the required 0.4 and therefore no questions should be excluded. In addition, all these questions loaded onto one factor which means that the influence is pure. The total variance explained is 85.09%.

4.4.10 Brand relevance (BRV)

KMO and Bartlett scores for Brand relevance are summarized in table 4.21

Table 4.21: KMO and Bartlett Test – Brand Relevance

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	1369.876
	df	6
	Sig.	.000

The KMO score meets the 0.700 requirement with 0.779 and the Bartlett's score equally sufficient at 0.000. This shows that the data is suitable for factor analysis.

Table 4.22: Factor analysis of Brand relevance

Component Matrix		
Codes	**Questions**	Component
		1
BRV02	The Bank brands that I am loyal towards have freshness about them and portray positive significance	.967
BRV01	The Bank brands that I am loyal towards stand for issues that actually matters	.914
BRV04	The Bank brands that I am loyal towards are constantly updating and improving so as to stay relevant	.910
BRV03	I know that a Bank brand is relevant through the brand messages communicated.	.815
Variance Explained		81.54%

The factor analysis of the Brand Relevance influence indicates that the entire set of questions has factor loadings that exceed the required 0.4 and therefore no questions should be excluded. In addition, all these questions loaded onto one factor which mean- that the influence is pure and it confirms that Brand Relevance is indeed a construct of brand loyalty. The total variance explained is 81.54%

4.4.11 Brand performance (BPF)

The Brand Performance KMO and Bartlett scores are summarized in table 4.23.

Table 4.23: KMO and Bartlett Test – Brand performance

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.653
Bartlett's Test of Sphericity	Approx. Chi-Square	595.602
	df	3
	Sig.	.000

The KMO score is slightly lower than the 0.700 requirement with 0.653 and the Bartlett's score equally sufficient at 0.000. Although below the desired0.700 value, a KMO value of 0.653 does not disqualify the data from being used in factor analysis.

Table 4.24: Factor analysis of Brand Performance

Component Matrix		
Codes	**Questions**	Component
		1
BPF02	I will switch Bank brand loyalty should a better performing Bank brand be available	.938
BPF01	I evaluate a Bank brand based on perceived performance	.876
BPF03	I am loyal only towards the top performing Bank brand	.829
Variance Explained		77.81%

The factor analysis of the Brand Performance influence identifies one factor. All the questions have factor loadings that exceed much higher than 0.4; therefore, none of the questions should be excluded. The total variance explained is 77.81%.

4.4.12 Culture (CUL)

KMO and Bartlett scores for Culture are summarized in table 4.25

Table 4.25: Table 3.23: KMO and Bartlett Test –Culture

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.840
Bartlett's Test of Sphericity	Approx. Chi-Square	1240.093
	df	6
	Sig.	.000

The KMO score is higher than the 0.700 requirement with 0.840 and the Bartlett's score equally sufficient at 0.000. This shows that the data is suitable for factor analysis.

Table 4.26: Factor analysis of Culture

Component Matrix		
Code	Questions	Component
		1
CUL02	My loyalty towards a Bank brand is based on the choice of Bank brand used by my family	.948
CUL01	My choice of Bank brands are in keeping with the choice made by other members in my race group	.917
CUL03	Religion plays a role in my choice and loyalty of Bank brands	.883
CUL04	Family used Bank brands indirectly assure brand security and trust	.862
Variance Explained		81.55%

The factor analysis of the Culture influence indicates that the entire set of questions has factor loadings that exceed the required 0.4 and therefore no questions should be excluded. In addition, all these questions loaded onto one factor which mean- that the influence is pure and it confirms that Brand Relevance is indeed a construct of brand loyalty. The total variance explained is 81.55%.

4.4.13 Summary of Findings in Factor Analysis

Factor analysis was conducted to test how well the measured variables represent the number of influences. While the factor analysis explored the 12 brand loyalty influences all are loaded into one factor and the following were the outcomes:

1. The KMO score for Brand Trust (BTS) 0.555, Repeat Purchase (RPR) 0.609 and Brand performance (BPR) 0.653 is slightly lower than 0.700 requirement. However the results are in the rage 0.500 and 0.700of medium value with the Bartlett's score equally satisfactory at 0.000. Therefore, the data is considered in the factor analysis.

2. In Customer Satisfaction influence, question CUS01, returned a low factor loading of 0.369. As compared to the other factors. CUS01 was removed resulting in an improvement in variance without affecting reliability. Customer Satisfaction was thus re confirmed without question CUS01. This ensured that Customer Satisfaction is reliable enough to be considered as an influence of brand loyalty.

3. In Brand Trust influence, question BTS02 and BTS03, both returned a low factor loading of 0.392 and 0.351 respectively. As compared to the other factors, BTS02 and BTS03 were removed resulting in an improvement in variance without affecting reliability. Brand Trust was thus reconfirmed without question BTS02 and BTS03. This ensured that Brand Trust is reliable enough to be considered as an influence of brand loyalty.

4. The remainders of the influences score higher factor loadings more than 0.7000 requirements with acceptable variance. The results reveal that the measured variables do represent the number of influences tested. The factor analysis conducted thus did confirm all the 12 identified influences as true influences of brand loyalty. It also confirmed the statements selected for each influence were indeed valid. Bartlett's test of sphericity also confirmed the suitability of the data in each influence while KMO validated the appropriateness of factor analysis in this study.

4.5 Correlation between Factors

The twelve factors that influence brand loyalty are not isolated from one another however they have intercorrelations with one another. Table 4.27 below displayed a correlation matrix using the Pearson Product-Moment correlation coefficient for all variables. As explained in section 3.6According to Cohen (1988), the value of Pearson's correlation is divided into three areas. A correlation coefficient between 0.10 and 0.29 will indicate a small correlation, a correlation coefficient between 0.30 and 0.49 will indicate a medium correlation, and a correlation coefficient between 0.50 and 1.0 will indicate a large correlation

Table 4.27: Intercorrelations between Influences

INFULENCES			CORRELATIONS
CUSTOMER SATISFACTION	<…..>	SWITCHING COST	0.698
CUSTOMER SATISFACTION	<…..>	BRAND TRUST	0.305
CUSTOMER SATISFACTION	<…..>	RELATHIONSHIP PROPNESS	0.411
CUSTOMER SATISFACTION	<…..>	INVOLVEMENT	0.509
CUSTOMER SATISFACTION	<…..>	PERCIVED VALUE	0.501
CUSTOMER SATISFACTION	<…..>	COMMITMENT	0.466
CUSTOMER SATISFACTION	<…..>	REPEAT PURCHASE	0.492
CUSTOMER SATISFACTION	<…..>	BRAND AFFECT	0.464
CUSTOMER SATISFACTION	<…..>	BRAND RELEVANCE	0.489
CUSTOMER SATISFACTION	<…..>	BRAND PERFORMANCE	0.475
CUSTOMER SATISFACTION	<…..>	CULTURE	0.346
SWITCHING COST	<…..>	BRAND TRUST	0.299
SWITCHING COST	<…..>	RELATHIONSHIP PROPNESS	0.449
SWITCHING COST	<…..>	INVOLVEMENT	0.458
SWITCHING COST	<…..>	PERCIVED VALUE	0.493
SWITCHING COST	<…..>	COMMITMENT	0.475
SWITCHING COST	<…..>	REPEAT PURCHASE	0.609
SWITCHING COST	<…..>	BRAND AFFECT	0.531
SWITCHING COST	<…..>	BRAND RELEVANCE	0.532
SWITCHING COST	<…..>	BRAND PERFORMANCE	0.582
SWITCHING COST	<…..>	CULTURE	0.623
BRAND TRUST	<…..>	RELATHIONSHIP PROPNESS	0.406
BRAND TRUST	<…..>	INVOLVEMENT	0.387
BRAND TRUST	<…..>	PERCIVED VALUE	0.413
BRAND TRUST	<…..>	COMMITMENT	0.389
BRAND TRUST	<…..>	REPEAT PURCHASE	0.360

BRAND TRUST	<…..>	BRAND AFFECT	0.401
BRAND TRUST	<…..>	BRAND RELEVANCE	0.395
BRAND TRUST	<…..>	BRAND PERFORMANCE	0.378
BRAND TRUST	<…..>	CULTURE	0.287
RELATHIONSHIP PROPNESS	<…..>	INVOLVEMENT	0.656
RELATHIONSHIP PROPNESS	<…..>	PERCIVED VALUE	0.738
RELATHIONSHIP PROPNESS	<…..>	COMMITMENT	0.686
RELATHIONSHIP PROPNESS	<…..>	REPEAT PURCHASE	0.698
RELATHIONSHIP PROPNESS	<…..>	BRAND AFFECT	0.734
RELATHIONSHIP PROPNESS	<…..>	BRAND RELEVANCE	0.774
RELATHIONSHIP PROPNESS	<…..>	BRAND PERFORMANCE	0.754
RELATHIONSHIP PROPNESS	<…..>	CULTURE	0.676
INVOLVEMENT	<…..>	PERCIVED VALUE	0.866
INVOLVEMENT	<…..>	COMMITMENT	0.839
INVOLVEMENT	<…..>	REPEAT PURCHASE	0.743
INVOLVEMENT	<…..>	BRAND AFFECT	0.738
INVOLVEMENT	<…..>	BRAND RELEVANCE	0.780
INVOLVEMENT	<…..>	BRAND PERFORMANCE	0.694
INVOLVEMENT	<…..>	CULTURE	0.559
PERCIVED VALUE	<…..>	COMMITMENT	0.891
PERCIVED VALUE	<…..>	REPEAT PURCHASE	0.847
PERCIVED VALUE	<…..>	BRAND AFFECT	0.839
PERCIVED VALUE	<…..>	BRAND RELEVANCE	0.871
PERCIVED VALUE	<…..>	BRAND PERFORMANCE	0.770
PERCIVED VALUE	<…..>	CULTURE	0.62
COMMITMENT	<…..>	REPEAT PURCHASE	0.783
COMMITMENT	<…..>	BRAND AFFECT	0.771
COMMITMENT	<…..>	BRAND RELEVANCE	0.785
COMMITMENT	<…..>	BRAND PERFORMANCE	0.785
COMMITMENT	<…..>	CULTURE	0.634
REPEAT PURCHASE	<…..>	BRAND AFFECT	0.76
REPEAT PURCHASE	<…..>	BRAND RELEVANCE	0.835
REPEAT PURCHASE	<…..>	BRAND PERFORMANCE	0.752
REPEAT PURCHASE	<…..>	CULTURE	0.696
BRAND AFFECT	<…..>	BRAND RELEVANCE	0.830
BRAND AFFECT	<…..>	BRAND PERFORMANCE	0.714
BRAND AFFECT	<…..>	CULTURE	0.653
BRAND RELEVANCE	<…..>	BRAND PERFORMANCE	0.794
BRAND RELEVANCE	<…..>	CULTURE	0.741
BRAND PERFORMANCE	<…..>	CULTURE	0.786

Based on the results reported on Table 4.27 above, the correlation study revealed that there is a positive relationship between all of the variables considered under the study. Except the correlation between brand thrust and culture (0.287) and brand trust and switching cost (0.299), all of the correlation between each of the variables scores more than 0.3. Out of the 66 interrelationships for the 12 of the influences considered, the correlation coefficient for 20 of the interrelationships score medium correlation (between 0.3 and 0.5) and 44 of the interrelationships correlation results shows large correlation (above 0.5). The highest correlation score recorded is between perceived value and commitment (0.891).

4.6 Analysis of Influences of Brand Loyalty

4.6.1 Customer satisfaction (CUS)

The percentages of responses for the questions under the factor Customer satisfaction are summarized below in table 4.28 along with their respective mean values.

Table 4.28: Mean scores of Customer satisfaction

Code	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
CUS02	11.20%	27.90%	39.30%	6%	7.60%	8.10%	-	5.05
CUS03	11.50%	52.30%	18.20%	11.70%	-	-	6.30%	5.39
CUS04	10.40%	9.10%	47.70%	20.60%	12.20%	-	-	4.85
CUS05	11.20%	24.20%	35.90%	18.20%	-	10.40%	-	5.08

The responses obtained from the majority of respondents fall under the range of ‘Somewhat Agree’ to ‘Strongly Agree’ as the mean value also implies. The total percentage of responses fall under the range “Somewhat agree” to “Strongly agree” is 67.2 % (CUS04), 71.30 % (CUS05), 78.4 % (CUS02) and 82% for (CUS03). 20.60% and 18.20% of respondents for CUS04 and CUS05 respectively answered “undecided” which is a considerable amount. It is noted that questions CUS01 is removed from the analysis due to its very low factor loadings during factor analysis

4.6.2 Switching costs (SCR)

The percentages of responses for the questions under the factor Switching Cost are summarized below in table 4.29 along with their respective mean values.

Table 4.29: Mean scores of switching costs

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
SCR01	-	12.20 %	6.00%	17%	37.20%	16%	11.20%	3.29
SCR02	8.30%	6.50%	4%	12.50%	38.00%	18%	12.80%	3.30
SCR03	8.10%	5.20%	-	12.50%	42.40%	17.4%	14.3%	3.14
SCR04	7.29%	4.17%	5.21%	11.20%	32.81%	22.40%	16.93%	3.07
SCR05	7.00%	7.00%	3.40%	31.00%	21%	16.70%	13.80%	3.43

The total percentage of responses that fall under the range “Somewhat Disagree” to “Strongly Disagree” is 64%(SCR01) ,68.8%(SCR02),74.10%(SCR03) , 72.14% (SCR04) and 52%(SCR05). 31% of the respondents replied “undecided” regarding question SCR05. The mean value also justifies the same fact.

4.6.3 Brand Trust (BTS)

The percentages of responses for the questions under the factor Brand Trust are summarized below in table 4.30 along with their respective mean values.

Table 4.30: Mean scores of Brand Trust

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
BTS01	9.60%	21.40 %	45.80%	8%	5.20%	10.40%	-	4.91
BTS04	26.60%	45.10 %	9.90%	12.00%	5.70%	-	0.80%	5.72

The total percentage of responses fall under the range of “Somewhat Agree “to “Strongly Agree’ is 76.8 %(BTS01) and 81.60 %(BTS04). It is noted that questions BTS01 and BTS02 are removed from the analysis as they score very low factor loadings during factor analysis. The mean value also implies the same fact.

4.6.4 Repeat Purchase (RPR)

The percentages of responses for the questions under the factor Repeat Purchase are summarized below in table 4.31 along with their respective mean values.

Table 4.31: Mean Scores of Repeat Purchase

CODE	Strongly Agree	Agree	somewha t Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
RPR01	21.61%	62.50%	14.85%		0.30%		0.80%	6.02
RPR02	10.90%	21.90%	39.10%	19.30%	8.90%	-	-	5.07
RPR03	22.10%	48.20%	13%	16.40%	0.30%	-	-	5.76
RPR04	9%	22.90%	41.10%	10.40%	15.60%	-	1%	4.95

As clearly stipulated on the above table, concerning question RPR01, almost all (98.96%) of the respondents replied positively (values fall between the range “somewhat agree” and “strongly agree”). The total percentage of results of other questions that replied positively are 71.90(RPR02), 83.30(RPR03), 73 %(RPR03). The mean result also justify the result. None of the respondents answered “Disagree” and very small response recorded for “Strongly Disagree”

4.6.5 Involvement (INV)

The percentages of responses for the questions under the factor Involvement are summarized below in table 4.32along with their respective mean values.

Table 4.32: Mean scores of Involvement

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
INV01	18.50%	59.40%	13.30%	6%	0.30%		2.30%	5.8
INV02	19.80%	54.70%	14.10%	3.40%	6.00%	0.30%	1.80%	5.71
INV03	16.90%	34.40%	29%	9.40%	1.00%	6.50%	2.60%	5.27
INV04	7%	18.80%	48.70%	9.40%	6.50%	9.60%	0.3%	4.8

As shown in the above table, for the questions related with involvement, most of the respondents replied positively INV01 (91.20%), INV 02(88.60%), INV03 (80.50%) and INV 04 (74%). The mean values for each statement also agree with the percentage result.

4.6.6 Perceived Value (PVL*)*

The percentages of responses for the questions under the factor Perceived Value are summarized below in table 4.33 along with their respective mean values.

Table 4.33: Mean scores of Perceived Value

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
PVL01	33.60%	32.00%	10.20%	7%	3.10%	6.80%	7.00%	5.37
PVL02	7.30%	21.40%	45.30%	9.60%	3.10%	4.40%	8.90%	4.71
PVL03	11.50%	15.90%	47%	13.00%	6.50%	5.50%	0.30%	4.95
PVL04	6.5%	13.50%	45.80%	21.90%	0.30%	3.10%	8.9%	4.59

Based on the responses displayed above, a total percentage of positive responses (from somewhat Agree up to Strongly Agree) is 75.8(PVL01), 74 %(PVL02), 74.80 %(PVL03) and 65.8 %(PVL04).In relation to PVL04, 22% of the respondents replied undecided which seems significant. The respective mean value of the questions also confirms the positive response.

4.6.7 Commitment (COM)

The percentages of responses for the questions under the factor Commitment are summarized below in table 4.34 along with their respective mean values.

Table 4.34: Mean scores of Commitment

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
COM01	6.80%	34.60%	36.70%	3%	11.50%	7.00%	0.30%	5.00
COM02	0.50%	1.00%	5.50%	7.80%	22.10%	47.40%	15.60%	2.45
COM03	24.50%	45.30%	16%	7.00%	6.80%	-	-	5.47
COM04	20.8%	56.30%	15.40%	7.00%	0.30%	0.30%	-	5.90
COM05	6.5%	12.80%	5.70%	31.30%	28.40%	15.40%	-	3.92

As clearly depicted on table 4.34, In connection with questions COM01**,** COM03 and COM04 majority of the responses (78.10%,86.20% and 92.5% respectively) fall under the range between “somewhat agree” and “Strongly agree”. However the responses for questionCOM02 and COM05 showed quite different result. The total percentage of results for question COM02 indicates that 85.10% of the respondents response fall in the range of “somewhat disagree” to “Strongly disagree”. Concerning Question COM05; 43.8% of the respondents answered negatively (“somewhat disagree” and “disagree”), 25% answered positively and a significant amount of (31.3%) answered “Undecided”. The respective mean value of each question confirmed the result.

4.6.8 Relationship proneness (RPS)

The percentages of responses for the questions under the factor Relationship pronenessare summarized below in table 4.35 along with their respective mean values.

Table 4.35: Mean scores of Relationship propones

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
RPS01	7.00%	14.30%	9.60%	37%	20.60%	11.20%	0.30%	4.16
RPS02		11.70%	12.80%	41.90%	9.40%	18.80%	5.50%	3.73
RPS03		6.80%	6%	16.40%	37.20%	27.30%	6.00%	3.10
RPS04		14.60%	12.20%	49.00%	12.20%	11.20%	0.8%	4.04
RPS05	0.30%	11.50%	15.10%	43.80%	7.60%	14.6%	7.30%	3.80

Based on the responses displayed on table 4.35, considerable number of respondents answered “undecided”. I.e. 37% (RPS01), 41.9% (RPS02), 49% (RPS04) and 43.8% (RPS05). Besides, almost similar numbers of respondents respond both positively and negatively. Concerning RPS03, Total percentage of negative responses (from somewhat Disagree up to Strongly Disagree) is 70.5%. The respective mean value of the questions also confirms the result.

4.6.9 Brand Affects (BAF)

The percentages of responses for the questions under the factor Brand affects are summarized below in table 4.36 along with their respective mean values.

Table 4.36: Mean scores of Brand Affects

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
BAF01	9.90%	27.6%	38.80%	12%	2.90%	8.90%	0.30%	5.02
BAF02	9.40%	18.0%	11.70%	33.60%	4.40%	7.30%	15.60%	4.1
BAF03	0.30%	6.80%	16%	39.30%	22.70%	15.10%	-	3.77

The total percentage of responses that fall under the range "Somewhat Agree" to "Strongly Agree" is 76.3 % for question BAF01. Regarding question BAF02 and BAF03, a considerable number of respondents replied "undecided" i.e. 33.6 %(BAF02) and 39.3% (BAF03). Besides, almost similar numbers of respondents respond both positively and negatively. The respective mean value of the questions also confirms the result.

4.6.10 Brand relevance (BRV)

The percentages of responses for the questions under the factor Brand Relevance are summarized below in table 4.37 along with their respective mean values.

Table 4.37: Mean scores of Brand Relevance

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
BRV01	7.80%	11.70%	34.60%	20.10%	14.10%	9.40%	2.30%	4.42
BRV02	7.60%	18.80%	46.10%	7.00%	9.90%	9.10%	1.60%	4.73
BRV03	18.80%	33.90%	28.40%	5.20%	13.80%	-	-	5.39
BRV04	11.50%	12.50%	46.40%	20.10%	9.60%	-	-	4.96

As shown on table 4.37, regarding with questions BRV02**,** BRV03 and BRV04majority of the respondents (72.50%, 81.10% and 70.40% respectively) responded positively (between “somewhat agree” and “Strongly agree”.) However the responses for question indicates that only 54.10% of the respondents responded positively (between “somewhat agree” and “Strongly agree”.)A considerable number of respondents answer 20.10% for “undecided” and 25.5 % for “Disagree”. The respective mean value of each question agrees with the result.

4.6.11 Brand Performance (BPF)

The percentages of responses for the questions under the factor Brand performance are summarized below in table 4.38along with their respective mean values.

Table 4.38: Mean scores of Brand Performance

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
BPF01	17.20%	58.60%	10.70%	13.30%	-	0.30%	-	5.79
BPF02	4.70%	19.50%	39.80%	23.20%	5.20%	7.00%	0.50%	4.72
BPF03	7.00%	5.70%	13.50%	46.60%	16.90%	9.90%	0.30%	4.09

The total percentage of responses that fall under the positive range “Somewhat Agree” to “Strongly Agree” is 86.5 % for question BPF01and64% for question BPF02. Regarding BPF03, a considerable number of respondents replied “undecided” I.e. 46.6 % and almost similar numbers of respondents respond both positively and negatively. The respective mean value of the questions also confirms the result.

4.6.12 Culture (CUL)

The percentages of responses for the questions under the factor culture are summarized below in table 4.37 along with their respective mean values.

Table 4.39: Mean scores of Culture

CODE	Strongly Agree	Agree	somewhat Agree	undecided	Somewhat Disagree	Disagree	Strongly Disagree	Mean
CUL01	0.30%	7.00%	11.20%	25.30%	19.50%	31.00%	5.70%	3.27
CUL02	6.50%	7.00%	3.40%	8.60%	27.90%	38.30%	8.30%	3.08
CUL03	0.30%	-	9.10%	3.60%	9.90%	57.80%	19.30%	2.27
CUL04	6.50%	5.50%	8.60%	17.70%	18.00%	35.90%	7.80%	3.26

The total percentage of responses that fall under the range “Somewhat Disagree” to “Strongly Disagree” is 56.2%(CUL01) ,74.50%(CUL02),87.00%(CUL03) and 61.70% (CUL04). Considerable number of respondents (31%) replied “undecided” regarding question CUL01.

4.6.13 Summary of Mean Values and Ranking of Factors

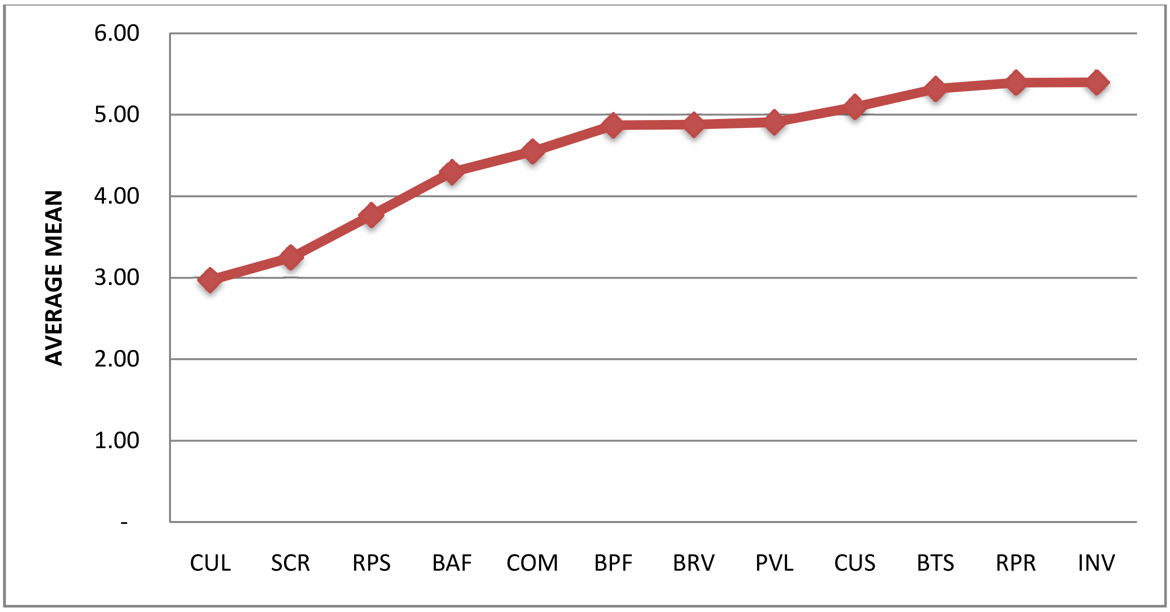
In order to analyze differences in the importance of factors affecting customers brand loyalty, a ranking table was produced showing the mean score of each factor. Table 4.40 presents findings with respect to relative importance of factors under study.

Table 4.40: Ranking Table with Mean Scores of Brand Loyalty Influences

RANK	INFULUENCES	AVERAGE MEAN
1	Involvement	5.40
2	Repeat Purchase	5.39
3	Brand Trust	5.32
4	Customer Satisfaction	5.09
5	Perceived Value	4.91
6	Brand Relevance	4.88
7	Brand Performance	4.87
8	Commitment	4.55
9	Brand Affect	4.30
10	Relationship Proneness	3.77
11	Switching Costs	3.25
12	Culture	2.97

All the determinants of brand loyalty are summarized according to their rank order based on their average mean value .The mean value for Questions related to culture, switching cost and relationship Propones are less than 4. Therefore they are seen as less important factors and they have week influence on Brand loyalty of banking customers. Influences like Brand Affect, Commitment, Brand Performance and Brand Relevance showed somehow average mean value. A positive response (greater than 4) obtained for questions related to Perceived Value, Customer Satisfaction, Brand Trust, Repeat Purchase and Involvement. Hence, those variables can be considered as the most important factors and has a strong influence on Brand loyalty of banking customers. The graph below also portrays this fact.

Figure 4.6 Mean Scores of the Brand Loyalty Influences



Source: Own Data survey, 2014

CHAPTER FIVE

5. SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Chapter Overview

This chapter provides summary of major findings, conclusions and recommendations based on the result of the study. The chapter concludes the study by presenting possible avenues for future research.

5.2 Summary of Major Findings

- Descriptive analysis revealed that most respondents fall in the age group of 20 to 40 years. Concerning their gender mix 68% of the respondents are male. The results showed that about 62% percent of the respondents received a monthly income of ETB 3,000 to ETB 20,000. Regarding their banking profile, the result indicated that 43 % of the respondents use banking services for business and 33% for personal purposes. In relation with the type of accounts the respondents maintain similar percentages of the respondents (39%) are using either saving or current accounts.

- The data for this study were proven to be reliable using the Cronbach alpha coefficient technique. Except some statements under brand Trust (BTS2 and BTS3) which are regarded as low order reliable factors, Cronbach alpha confirmed that the questionnaire was indeed reflective of the construct it was measuring and it also confirmed internal consistency.

- The Bartlett‘s test of sphericity used to measure sampling adequacy confirmed that the variables in this study correlated perfectly with itself ($r = 1$) and had no correlation with other variables ($r = 0$). In addition, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy yielded values greater than 0.7 requirements except influences Brand Trust, Repeat Purchase and Brand performance. Their KMO measure is slightly lower than 0.7 requirements. However the results are in the rage 0.500 and 0.700 of medium value with the Bartlett’s score equally satisfactory at 0.000.

Therefore, the data is considered in the factor analysis. The degree of common variance among the twelve influences was "good". This signified that factor analysis was appropriate for this study as factors to be extracted would account for a good amount of variance.

- The findings of Factor analysis revealed that all the influences identified one factor and it is confirmed that each statements can be grouped into a smaller set of underlying factors. Under Customer Satisfaction influence, question CUS01 and under Brand Trust influences BTS02 and BTS03 returned low factor loadings. Accordingly the questions were deleted from further analysis because of their low factor loadings (lower than the required minimum of 0.40). After those factors are removed resulting in an improvement in variance without affecting reliability. Thus Influences Customer Satisfaction and Brand Trust re confirmed without question CUS01, BTS02. BTS03. This ensured that influences Customer Satisfaction and Brand Trust are reliable enough to be considered as an influence of brand loyalty.

- The Pearson correlation coefficient showed that there is a positive relationship between all of the variables considered under the study. Out of the 66 interrelationships 44 of the interrelationships scores the highest correlation and 20 of the interrelationships score medium.

- Percentage of responses based on the respondent’s level of agreement towards each statement along with respective mean value is discovered. Measuring the strength of each influence is revealed and ranking table is provided. According to that the mean value for culture, switching cost and relationship Propones are less than 4. Therefore they are seen as less important factors and they have week influence on Brand loyalty of banking customers. Influences like Brand Affect, Commitment, Brand Performance and Brand Relevance showed somehow average mean value. A positive response (greater than 4) obtained for questions related to Perceived Value, Customer Satisfaction, Brand Trust, Repeat Purchase and Involvement. Hence, those variables can be considered as the most important factors and has a strong influence on Brand loyalty of banking customers.

5.3 Conclusion

Despite the fact that the banking industry is getting highly competitive and dynamic from time to time, it is characterized by limited and very similar offering of products and services to the market which are not enough of a differential element anymore, therefore brands become a key differentiator to enable the bank to gain a competitive advantage in the industry. Accordingly the aim of this research is to investigate the major factors that determine brand loyalty among customers of private banks in Ethiopia. Based on the conceptual framework and the measuring instrument employed there are twelve factors which are identified and measured. Among the factors, the findings provide evidence that brand loyalty is significantly influenced by factors; Involvement, Repeat Purchase, Brand Trust, Customer satisfaction and Perceived Value. Factors like Brand Performance, Brand Relevance, Brand Affect and Commitment have also a moderated level of influence where as Relationship Propones, Switching Cost and Culture are found to be insignificant factors in influencing brand loyalty.

According to the result of the study involvement is found as top influence of brand loyalty. Involvement reflects the perceived relevance of a brand to the individual on an ongoing basis which builds up commitment and loyalty. If consumers use the same brand again and again they will establish a usage pattern and they seldom deviate from it. This reality revealed on the study as the results indicated repeat purchase as a strong determinant of brand loyalty. Based on the findings, it is indicated that feeling of security held by the consumer in his/her interaction with the bank brand is very important. It is based on the customer perception that the brand is reliable and responsible for the interests of the consumer. Therefore, brand trust showed up as a significant determinant of brand loyalty. If customer expectations of a brand are met or exceeded his/her expectation customer satisfaction will occur. Happy and satisfied customers are more likely to be repeat customers .This enhances the customer-brand relationship and results in formation of brand loyalty. The result of the study confirmed that Ethiopian private bank customers are less affected by religion, ethnicity and other culture related factors in relation with their loyalty to specific bank brand.

In Ethiopian banking industry consumers face almost negligible costs of switching between different brands of private banks. Therefore, as the finding indicates, the factor switching cost is found insignificant over brand loyalty.

5.4 Recommendations

Based on the findings of the study and the conclusion drawn the following recommendations are given.

- As it is revealed on the study, Involvement is the strongest influence among the 12 influences of Brand loyalty. Therefore, marketers and brand managers of the banks should bestow emphasis during designing and implementation of marketing strategy by understanding the fact that Involvement is the most important factor that leads to long-term loyalty.
- According to the result of the study repeat purchase behavior has a significant influence on brand loyalty. Marketers and brand managers may strive in setting a strategy to promote repeat purchase behavior. Once perfected, it could be a highly effective strategy of retaining consumers.
- It is found that Brand Trust is one of the major influences of brand loyalty. The result is in line with the nature of the banking industry that reliability, integrity and having of confidence in an exchange partner is very important. Hence, marketing managers should consider Brand Trust as the central construct during designing and implementation of their marketing strategy.
- The findings of the study indicate that customer satisfaction is one of the dominant influences of brand loyalty. The result is in agreement with the knowledge of marketers that they consider customer satisfaction as the ultimate marketing instrument. Therefore, it is recommended marketers and managers of the banks may work towards providing of high level customer satisfaction in order to create and maintain customers' loyalty.

- Based on the rating, ranking and graphically representing of brand loyalty influences, it is recommended that management should focus their managerial actions on the more important brand loyalty influences first, once these render the best results, managerial input can focus on those influences of lower importance.

5.5 Suggestions for Future Research

Although this study did have a favorable response of 384 respondents, it is still not representative with regard to the whole Ethiopian banking sector. The study is just the first step and it is hoped that the findings could stimulate further research. A few suggestions are proposed here for the benefits of future research.

- Since the present study is limited to privates bank customers who resides in Addis Ababa, continued research in the banking industry on a larger scale is recommended which includes both private and government bank customers in geographical areas throughout Ethiopia either to confirm or refine the findings of this study. This will increase the quality of the research and the generalizability of results.

- Similar research can be done into other industries by using the brand loyalty model and questioner used in this study.

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APPENDICES

Appendix A: Survey Questionnaire (English Version)

Dear Respondents,

This questionnaire is prepared to gather information about the major factors that affect customers Brand loyalty in Ethiopian private banking sector. All responses will be used to conduct a study for the partial fulfillment of Masters Degree in Marketing Management in Addis Ababa University - School of Commerce. As your name is not asked here, your anonymity/ secrecy will be strictly maintained and the information obtained will not be used for any other purposes. Besides, this survey should only take 10-15 minutes of your time. I am grateful and would like to give thanks for your cooperation in advance!

N.B Please put a „√"mark to all your responses in the space provided beside to each question (if necessary).

Age Group	A
1. 20-30	
2. 31-40	
3. 41-50	
4. 51-60	
5. 61+	

Sex	B
1. Male	
2. Female	

Bank in Which you are a customer	C
1. Bank of Abyssinia	
2. United bank	
3. Wegagen Bank	
4. Cooperative Bank of Oromia	
5. Berhan International Bank	
6. Bunna International Bank	
7. Enat Bank	
8. Abay Bank	

Type of banking service you do use	D
1. Personal	
2. Business	
3. Business & Personal	

Your account type maintained in the bank	E
1. Savings Account	
2. Current Account	
3. Both	

Monthly Income	F
1. 0-1000	
2. 1001-3000	
3. 3001-10,000	
4. 10,001-20,000	
5. >20,000	

No	Code	Questions	Strongly Agree	Agree	Agree Some-What	Undecided	Disagree Some-what	Disagree	trongly isagree
1	CUS01	I am very satisfied with the listed Bank brands I Use							
2	CUS02	Distinctive product attributes in my Bank keep me brand loyal							
3	CUS03	My loyalty towards a particular Bank brand increases when I am satisfied about that brand							
4	CUS04	I do not repeat a usage if I am dissatisfied about a particular Bank brand							
5	CUS05	I attain pleasure from the Bank brands I am loyal towards							
6	SCR01	I do not switch Bank brands because of the high cost implications							
7	SCR02	I do not switch Bank brands because of the effort required to reach a level of comfort							
8	SCR03	I avoid switching Bank brands due to the risks involved							
9	SCR04	I switch Bank brands according to the prevailing economic conditions							
10	SCR05	I prefer not to switch Bank brands as I stand to lose out on the benefits from loyalty programmes							
11	BTS01	I trust the Bank brands I am loyal to							
12	BTS02	I have confidence in the Bank that I am loyal to							
13	BTS03	The Bank brands I use has consistently high quality							
14	BTS04	The reputation of a Bank brand is a key factor in me maintaining brand loyalty							
15	RPR01	I prefer to maintain a long term relationship with a Bank brand							

16	**RPR02**	I maintain a relationship with a Bank brand in keeping with my personality							
17	**RPR03**	I maintain a relationship with a Bank brand that focuses and communicates with me							
18	**RPR04**	I have a passionate and emotional relationship with the Bank brands I am loyal to							
19	**INV01**	Loyalty towards a Bank brand increases the more I am involved with it							
20	**INV02**	Involvement with a Bank brand intensifies my arousal and interest towards							
21	**INV03**	I consider other Bank brands when my involvement with my Bank brand							
22	**INV04**	My choice of a Bank brand is influenced by the involvement others have with							
23	**PVL01**	My Bank brand loyalty is based on product quality and expected performance							
24	**PVL02**	I have an emotional attachment with the Bank brands I am loyal to							
25	**PVL03**	Price worthiness is a key influence in my loyalty towards Bank brands							
26	**PVL04**	The Bank brands that I am loyal to enhances my social self-concept							
27	**COM01**	I have pledged my loyalty to particular Bank brands							
28	**COM02**	I do not consider other Bank brands if my Bank brand is unavailable							
29	**COM03**	I identify with the Bank brands that I use and feel as part of the brand community							
30	**COM04**	The more I become committed to a Bank brand, the more loyal I become							

31	COM05	I remain committed to a Bank brand even through price increases and declining popularity							
32	RPS01	My loyalty towards Bank brands is purely habitual							
33	RPS02	I do not necessarily use the same Bank brands all the time							
34	RPS03	I always sample new Bank brands as soon as they are available							
35	RPS04	I establish a Bank brand usage pattern and seldom deviate from it							
36	RPS05	Loyalty programmes are the reason that I repeat Bank brand purchases							
37	BAF01	I attain a positive emotional response through the usage of my Bank brand							
38	BAF02	The Bank brands that I am loyal to makes a difference in my life							
39	BAF03	I am distressed when I am unable to use a particular Bank brand							
40	BRV01	The Bank brands that I am loyal to stands for issues that actually matters							
41	BRV02	The Bank brands that I am loyal to have freshness about them and portray positive significance messages communicated.							
42	BRV03	I know that a Bank brand is relevant through the brand messages							
43	BRV04	The Bank brands that I am loyal to are constantly updating and improving so as to stay relevant							
44	BPF01	I evaluate a Bank brand based on perceived performance							
45	BPF02	I will switch Bank brand loyalty should a better performing Bank brand be available							

46	**BPF03**	I am loyal only to the top performing Bank brand							
47	**CUL01**	My choice of Bank brands is in keeping with the choice made by other members in my race group							
48	**CUL02**	My loyalty towards a Bank brand is based on the choice of Bank brand used by my family							
49	**CUL03**	Religion plays a role in my choice and loyalty of Bank brands							
50	**CUL04**	Family used Bank brands indirectly assure brand security and trust							

Appendix B: Survey Questionnaire (Amharic Version)

የጥናት መጠይቅ

የተከበራችሁ የጥናቱ ተሳታፊዎች;

ይህ መጠይቅ የተዘጋጀው 'የደንበኞች የብራንድ ታማኝነት ላይ ተጽእኖ የሚያሳድሩ ምክንያቶች ፣ በኢትዮጲያ የግል ባንኩች' በሚል ርእስ ለሚደረግ ጥናት መረጃ ለመሰበሰብ ነው፡፡በዚህ መጠይቅ የሚሰበሰብ ማንኛውም መረጃ በአዲስ አባባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት ቤት በገበያ አስተዳደር የማስተርስ ዲግሪ መመረቅያ ፅሁፍ ለማዘጋጀት የሚጠቅም ነው:: የሚሰጡትን ሐሳብ ከዚህ ለዘለለ ዓላማ ጥቅም ላይእንደማይውል እና ሚስጥሩም የተጠበቀ መሆኑን እየገለጽኩ ጥያቄዎቹን ለመመለስከ 10 እስከ 15 ደቂቃ ብቻ አንደሚወስድቦት ላሳውቆት እወዳለሁ:: ለሚያደርጉልኝ ትብብር ሁሉ በቅድሚያ አመሰግናለሁ::

ማስታወሻ: እባክዎን ጥያቄውን በተሰጠዉ ክፍት ቦታ ላይ የ '√' ምልክት በማስቀመጥ ይመልሱ::

ዕድሜ	**ሀ**
1. **20-30**	
2. **31-40**	
3. 41-50	
4. 51-60	
5. 61+	

ፆታ	**ለ**
3. Male	
4. Female	

የሚጠቀሙት ባንክ አገልገሎት አይነት	**መ**
1. የግል	
2. የንግድ/የስራ	
3. ሁለቱንም	

የወር ገቢ (ብር)	**ረ**
1. **0-1000**	
2. **1001-3000**	
3. 3001-10,000	
4. 10,001-20,000	
5. >20,000	

በየትኛዉ ባንክ ይገለገላሉ	**ሐ**
1. አቢሲኒያ ባንክ	
2. ህብረት ባንክ	
3. ወጋገን ባንክ	
4. የኦሮሚያ ሕብረት ስራ ባንክ	
5. ብርሀን አለም አቀፍ ባንክ	
6. ቡና አለም አቀፍ ባንክ	
7. እናት ባንክ	
8. አባይ ባንክ	

በባንኩ የከፈቱት የሂሳብ አይነት	**ሠ**
1. የቁጠባ ሂሳብ	
2. የተንቀሳቃሽ ሂሳብ	
3. ሁለቱንም	

ተራ ቁጥር	ኮድ	ጥያቄዎች	እጅግ በጣም እስማማለሁ	እስማማለሁ	የተወሰነ ያህል እስማማለሁ	አልወሰንኩም	የተወሰነ ያህል አልስማማም	አልስማማም	እጅግ በጣም አልስማማም
1	CUS01	ከላየ በጠቀስኩት ባንክ/ የባንክ ብራንድ/ እርካታ ይሰማኛል፡፡							
2	CUS02	ባንኩ የሚሰጠው የተለየና በሌሎች ባንኮች የማይገኝ አገልግሎት ለባንኩ ብራንድ ታማኝ ሆኜ እንድቀጥል ያደርገኛል፡፡							
3	CUS03	በባንኩ/ በባንኩ ብራንድ/ እርካታ የሚሰማኝ ከሆነ ለዚያ ባንክ ብራንድ ያለኝ ታማኝነት ይጨምራል፡							
4	CUS04	በባንኩ/ በባንኩ ብራንድ/ እርካታ የማይሰማኝ ከሆነ በዚያ ባንክ በድጋሚ አገልግሎት ማግኘት አልፈልግም፡፡							
5	CUS05	በታማኝነት ከምጠቀመው ባንክ / የባንክ ብራንድ/ በማገኘው አገለገሎት ደስታን አገኛለሁ፡፡							
6	SCR01	ከሚያስከትለው ተጨማሪ ወጪ የተነሳ ሌላ ባንክ (የባንክ ብራንድ) መቀየር አልፈልግም፡፡							
7	SCR02	የትኛውንም ምቾት ያለው የባንክ አገልግሎት ለማግኘት ጥረት ስለሚያስፈልግ ሌላ ባንክ (የባንክ ብራንድ) መቀየር አልፈልግም፡፡							
8	SCR03	ያልታሰ አሉታዊ ሁኔታ /ሪስክ/ ሊያጋጥመኝ ስለሚችል ሌላ ባንክ(የባንክ ብራንድ) መቀየር አልፈልግም፡፡							
9	SCR04	እንደየወቅቱ ኢኮኖሚያዊ ሁኔታ ባንክ(የባንክ ብራንድ) እቀያየራለሁ፡፡							
10	SCR05	ባንኮች ደንበኞቻቸው ታማኝ እንዲሆኑ ለማበረታታት የሚዘጋጁትን							

		የተለያዩ ጥቅማጥቅምሞች እንዳያመልጠኝ ስል ባንክ (የባንክብራንድ) መቀያየር አልፈልግም፡፡							
11	BTS01	በታማኝነት በምጠቀመው ባንክ /የባንክ ብራንድ/ እምነት አለኝ፡፡							
12	BTS02	በታማኝነት በምጠቀመው ባንክ /የባንክ ብራንድ/ ልበ ሙሉነት ይሰማኛል፡፡							
13	BTS03	በታማኝነት የምጠቀመው /ባንክ/ የባንክ ብራንድ ቀጥይ የሆነ ጥራት ያለው ነው፡፡							
14	BTS04	ባንኩ /የባንክ ብራንዱ/ በህብረተሰቡ ዘንድ ያለው ተቀባይነት /መልካም ስም/ በዚያ ባንክ ታማኝ ሆኜ እንድቀጥል ዋናው ምክንያት ነው፡፡							
15	RPR01	ከአንድ ባንክ /የባንክ ብራንድ/ ጋር የረጅም ጊዜ ግንኙነት ይዞ መቆየትን እመርጣለሁ፡፡							
16	RPR02	ከኔ ባህሪ እና ማንነት ጋር ከሚስማማውንና አብሮ ከሚሄደው ባንክ /የባንክ ብራንድ/ ጋር የረጅም ጊዜ ግንኙነት ይገኘ እቆያለሁ፡፡							
17	RPR03	በሙሉ ትኩረት አገልግሎት ከሚሰጥና ጥሩ የመረጃ ልውውጥ ከሚያካሂድ ባንክ /የባንክ ብራንድ/ ጋር የረጅም ጊዜ ግንኙነት ይገኘ እቆያለሁ፡፡							
18	RPR04	በታማኝነት ከምጠቀመው ባንክ /የባንክ ብራንድ/ ጋር ከልብ የመነጨ እና ስሜታዊ የሆነ ግንኙነት አለኝ ፡፡							
19	INV01	አንድን ባንክ /የባንክ ብራንድ/ በትኩረትና በጥንቃቄ ከመረጠኩ ለዚያ ባንክ ታማኝ የመሆኔ እድል ይጨምራል፡፡							
20	INV02	አንድን ባንክ /የባንክ ብራንድ/							

		በትኩረትና በጥንቃቄ ከመረጥኩ በኋላ በዚያ ባንክ /የባንክ ብራንድ/ ለመጠቀም ያለኝ ፍላጎትና ጉጉት ይጨምራል፡፡							
21	**INV03**	ደንበኛ የሆንኩበት ባንከ/የባንክ ብራንድ/ላይ ያለኝ ትኩረት ሲቀንስ ሌሎች ባንኮችን አማራጭ አድርጌ ማየት እጀምራለሁ፡፡							
22	**INV04**	የባንክ /የባንክ ብራንድ/ ምርጫዬ ሌሎች ሰዎች ሰለባንኩ ያላቸውን ትኩረት ግምት ውስጥ ያስገባል፡፡							
23	**PVL01**	በአንድ ባንክ /የባንክ ብራንድ/ ታማኝ ደንበኛ ሆኜ ለመቀጠል ያለኝ ፍላጎት ባንኩ በሚሰጠው የአገልገሎት ጥራት እና የአፈጻጸም ብቃት ላየ የተመሰረተ ነው፡፡							
24	**PVL02**	በታማኝነት ደንበኛ ከሆንኩት ባንከ/የባንክ ብራንድ/ጋር ስሜታዊ ግንኙነት አለኝ፡፡							
25	**PVL03**	ባንኩ የሚያስከፍለው የአገልግሎት ዋጋ ተገቢነት በዚያ ባንከ ታማኝ ሆኜ እንድቀጥልም ሆነ እንዳልቀጥል ሊያደረጉኝ ከሚችሉ ምክንያቶች አንዱ ነው፡፡							
26	**PVL04**	በታማኝነት ደንበኛ ለመሆን በመረጥኩት ባንከ/የባንክ ብራንድ/ ምክንያት እራሴን በህብረተሰቡ ዘንድ የተሻልኩ አድርጌ እንዳይ ያደርገኛል፡፡							
27	**COM01**	ከአንድ ባንክ /የባንክ ብራንድ/ ጋር ታማኝ ደንበኛ ነኝ ፡፡							
28	**COM02**	በታማኝነት ደንበኛ ለመሆን በመረጥኩት ባንከ/የባንክ ብራንድ/ ለጊዜው አገለግሎት ማግኘት							

		ካልቻልኩ በሌላ ባንክ /የባንክ ብራንድ/ አገልግሎት ለማግኘት አልሞከርም፡፡							
29	COM03	የዚያ ባንክ//የባንክ ብራንድ/ ተጠቃሚ በመሆኔ እራሴን ከዚያ ባንክ//የባንክ ብራንድ/ ተጠቃሚዎች ማህበረሰብ እንደ አንዱ አድርጌ እቆጥራለሁ፡፡							
30	COM04	አንድ ባንክን /የባንክ ብራንድን/ ሁል ጊዜ የምጠቀም ከሆነ ለዚያ ባንክ//የባንክ ብራንድ/ ታማኝ የመሆኔ ሁኔታ ይጨምራል፡፡							
31	COM05	ባንኩ /የባንኩ ብራንድ/ የአገልግሎት ዋጋ ጭማሪ ቢያደርግ እና በህብረተሰቡ ዘንድ ያለው ታዋቂነት ቢቀንስም በዚያ ባንክ ሁል ጊዜ መጠቀሜን አልተውም፡፡							
32	RPS01	በ አንድ ባንክ /የባንክ ብራንድ/ ታማኝ ደንበኛ የሆንኩበት ብቸኛው ምክንያት በዚያ ባንክ//የባንክ ብራንድ/ መጠቀምን ልማድ ስላደበርኩ ነው፡፡							
33	RPS02	ዘወትር አንድ አይነት ባንክ /የባንክ ብራንድ/ የግድ መጠቀም የለብኝም፡፡							
34	RPS03	አዲስ ባንክ /የባንክ ብራንድ/ ሲመጣ ወዲያውኑ ልጠቀመው አስባለሁ፡፡							
35	RPS04	የራሴ የሆነ የባንክ/ የባንክ ብራንድ/ አጠቃቀም ባህል ወይም ልማድ አለኝ ከዚም ፈቀቅ ማለት አልፈልግም ፡፡							
36	RPS05	በአንድ ባንክ ደጋግሜ የምጠቀምበት ምክንያት ባንኮች ደንበኞቻቸው ታማኝ እንዲሆኑ ለማበረታታት ሲሉ የሚያዘጋጁት የተለያዩ ጥቅማጥቅምሞች ለማግኘት ስል ነው ፡፡							
37	BAF01	ታማኝ ደንበኛ በሆንኩበት ባንክ							

		/የባንክ ብራንድ/ አገልግሎት ሳገኝ አዎንታዊ /ደስ ሚል / ስሜት ይሰማኛል፡፡							
38	BAF02	ታማኝ ደንበኛ የሆንኩበት ባንክ /የባንክ ብራንድ/ በሂወቴ ላይ ለውጥ አምጠቶአል፡፡							
39	BAF03	ልጠቀመው የፈለኩትን ባንክ /የባንክ ብራንድ/ ልጠቀመው የማልችልበት ሁኔታ ከተፈጠረ እበሳጫለሁ፡፡							
40	BRV01	ታማኝ ደንበኛ የሆንኩበት ባንክ /የባንክ ብራንድ/ ወሳኝና አስፈላጊ ለሆኑ ጉዳዮች የቆመ ነው፡፡							
41	BRV02	በታማኝነት ደንበኛ የሆንኩበት ባንክ /የባንክ ብራንድ/ አዲስና አዎንታዊ ይዘት ያላቸውን መረጃዎችን ያስተላልፋል፡፡							
42	BRV03	የአንድ ባንክ ብራንድ ብራንዱ በሚስተላልፈው መልእክት የሚገለጽና የሚወሰን መሆኑን አውቃለሁ ፡፡							
43	BRV04	በታማኝነት ደንበኛ የሆንኩበት ባንክ /የባንክ ብራንድ/ በገበያው ላይ ተፈላጊ ሆኖ ለመቆየት በቀጣይነት እራሱን የሚያሻሽልና ከዘመኑ ጋር የሚሄድ ነው፡፡							
44	BPF01	አንድን ባንክ/የባንክ ብራንድ/ የምለካው እኔ በምገነዘበው የባንኩ አፈጻጸም ብቃት መሰረት ነው፡፡							
45	BPF02	የተሻለ የአፈጻጸም ብቃት ያለው ባንክ ከተገኘ በታማኝነት ደንበኛ ሆኘ እገለገልበት የነበረውን ባንክ /የባንክ ብራንድ/ ለመቀየር አላቅማማም ፡፡							

46	BPF03	ታማኝ ደንበኛ የምሆነው በአፈጻጸም ብቃቱ ከፍተኛ ቦታ ላየ ለደረሰ ባንክ /የባንክ ብራንድ/ ብቻ ነው::							
47	CUL01	አንድን ባንክ/የባንክ ብራንድ/ ለአገልግሎት ስመርጥ ከልሎች የብሄረሰቦቼ አባሎች የባንክ ምርጫ ጋር የተስማማ ነው::							
48	CUL02	በአንድ ባንክ/የባንክ ብራንድ/ ታማኝ ደንበኛ ለመሆን ያለኝ ፍላጎት ቤተሰቤ ሲጠቀም በኖረው ባንክ /የባንክ ብራንድ/ ምርጫ ላይ የተመሰረተ ይሆናል ::							
49	CUL03	የምከተለው ሃይማኖት በማደርገው የባንክ ምርጫና ለዚያ ባንክ ሚኖረኝ ታማኝ ደንበኝነት ጉዳይ ላይ የራሱን ሚና ይጫወታል::							
50	CUL04	አንድን ባንክ /የባንክ ብራንድ/ ቤተሰቤ ሲጠቀም የነበረው ከሆነ በዚያ ባንክ /የባንክ ብራንድ/ እምነት እና እርግጠኝነት እንዲሰማኝ ያደርገኛል::							