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COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

**THE INFLUENCE OF PROMOTIONAL
ACTIVITIES ON CUSTOMER
ATTRACTION IN DEBUB GLOBAL BANKS.C.**

By: Seifu Girma

June 2023

Addis Ababa, Ethiopia

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BANKS.C.**

By: Seifu Girma

**RESEARCH SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF
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OF MASTERS OF ART IN MARKETING MANAGEMENT**

Advisor: Dr. Tewodros Mesfin

June 2023

Addis Ababa, Ethiopia

DECLARATION

I, SeifuGirmaYifru the under signed, declare that this thesis entitled “**THE INFLUENCE OF PROMOTIONAL ACTIVITIES ON CUSTOMER ATTRACTION IN DUBUB GLOBAL BANK S.C**” is my original work. I have undertaken the research work independently with the guidance and support of TewodrosMesfin (Ph.D.). This study has not been presented for master’s program in this or any other institutions and that all secondary sources of materials used for research has been duly acknowledged.

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STATEMENT OF CERTIFICATION

This is to certify that Seifu Girma Yifru has carried out this research work on the topic entitled "**THE INFLUENCE OF PROMOTIONAL ACTIVITIES ON CUSTOMER ATTRACTION IN DEBUB GLOBAL BANKS.C.**" which is his own work and appropriate for submission for the award of a Master's degree in Marketing Management.

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This is to endorse that Seifu Girma's research, THE INFLUENCE OF PROMOTIONAL ACTIVITIES ON CUSTOMER ATTRACTION IN DEBUB GLOBAL BANKS.C. submitted to the Master of Arts in Marketing Management, meets the required quality and originality standards.

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Abstract

In today's volatile and dynamic business world, where customers are very sensitive to changing their preferences with many service providers, Promotion plays a very important role in attracting customers. DGB must use promotional activities to attract customers in order to achieve long-term relationships in terms of productivity and ultimately survival. However, there are very few studies on the promotional activities and customer attraction in Ethiopian banking context. Therefore, this study investigated the influence of promotional activities on the customer attraction in the DGB. The study adopted a descriptive and explanatory research design. The target population was DGB customers of Addis Ababa city. 340 customers were sampled and structure questionnaire administered. In addition, proportionate stratified and convenience sampling was applied. Data analysis was performed using descriptive statistics: mean, standard deviation. Pearson correlations were performed to test the relationship between advertising elements and customer attraction. A multiple regression model was constructed for the dependent variable (customer attraction) and four independent variables (i.e., advertising, sales promotion, personal selling, and direct marketing). SPSS version 26 was used for data analysis. As a result, the regression test showed that at a significance level of five percent, advertising and sales promotion have the greatest positive and significant influences on customer attraction, followed by direct marketing and personal selling. In conclusion, the researcher recommends, among other things, that management must continuously conduct surveys to evaluate the effectiveness of advertising, improve sales promotion practices, work to empower and build the capacity of sales staff, leverage social media, and incorporate user-friendly financial technologies to customize the product and service to make it more accessible to customers.

Keywords: Advertising, Sales Promotion, Personal Selling, Direct Marketing, Customer Attraction

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ACRONYM

AA-AddisAbaba

ADS- Advertisement

ANOVA-AnalysisofVariance

CA - Customer Attraction

CBE-CommercialBankofEthiopia

DGB-DejubGlobalBankShareCompany

DM- Direct Marketing

NBE-NationalBankofEthiopia

PS-Personal Selling

SERVQUAL-ServiceQuality

SPRO- Sales Promotion

SPSS-StatisticalPackagefortheSocialSciences

VIF-VarianceInflationFactor

CHAPTER ONE

1.1 Introduction

the study background, problem statement, research questions, objective of the study, significance of the study, scope of the study, definition of terms, and organization of the thesis are discussed In this chapter,

1.2 Background of the study

Kotler and Keller (2018) described that marketing is the technique of attracting and retaining actual customers. Product, pricing, placement, and promotion are the 4Ps of a successful marketing plan. The set of resources that a company uses to achieve its marketing objectives in the projected market is called the marketing mix and includes these resources: advertising, sales promotion, personal selling, public relations, and direct marketing are effective tools for disseminating information about products and services. It's one of the tactics that can help customers learn more about a product or service so they can decide if it's something they'd like (Czinkota&Ronkainen, 2004).

As stated by Kotler, P. (2012)Promotion includes all of the activities a company does to communicate with and market to its target audience.Promotional activities must be explored by conveying appropriate communications, instilling belief, inciting instigation, influencing, and making clients consider offerings. These collaborations would have a significant and favorable impact on product sales and availability. As a result, practically all businesses today engage appealing advertising efforts. (David, N., 2011).

Promotional activities are a constant interchange of information that inform the organization about its immediate and wider surroundings as part of marketing communication operations. Advertising is the act of communicating with the general public (consumers) in order to generate a favorable view of the company's goods and services, resulting in a rise in market share. Depending on the advertising activity engaged in the process of communication with specific receivers, communication can be mass and individual, personal and impersonal. N. David (2011).

The difficulty, however, is finding the best combination of promotional components to use at the right time for the specific company to achieve the desired result. Therefore, promotional efforts for financial services are critical because their products are intangible and difficult to outshine considering that most of financial institutions offer similar products.

Hence, as a service provider, banks need to concentrate on selective promotional activities mentioned above as these are considered effective tools to help customers choose whether to acquire a product or service (Neha and Manoj, 2013).

Our country's banking sector is now seeing substantial expansion in terms of earnings, deposits, and revenues. This tendency has resulted in fierce rivalry in the financial sector as well as a high level of client attraction. As a result, there is a rising interest in the use of marketing tactics and technologies in the financial services industry. Despite significant market developments, there is evidence that banks have yet to properly adopt a marketing orientation or achieve a level commensurate with client attractiveness (Aliata, 2012).

In this regard, many banks in Ethiopia spend a large sum to outperform their competitors through various promotional activities to attract more customers, but previous studies have revealed a significant lack of empirical literature on the comparative influence of individual promotional elements or components on customer attraction in the financial sector. Numerous financial institutions have neglected to investigate the influence of their specific promotional activities and, as a result, have failed to alter their promotional plans depending on the outcomes of these activities.

Debu Global Bank has been engaged in promotional activities. The Marketing and Resource Mobilization Department performs all tasks related to promotional strategies. The bank's marketing and promotional activities include advertising, sponsorship, personal selling, personal selling and event coordination, sales promotion activities, etc. However, despite performing promotional activities, there is a lack of evaluating the influence of each promotional activity in alignment with the strategic plan of the case company to develop organizational objectives of the bank and incorporating them in its marketing and resource mobilization activities. From the literature, effective promotion increases customer attraction because successful promotion activities lead to lasting customer relationships. Therefore, in today's fast-paced and volatile market conditions, understanding customer attraction is more

important than ever for Debu Global Bank S.C. As a result, this study investigated the influence of promotional activities on customer attraction at Debu Global Bank Share Company Addis Ababa.

1.3. Background of the company

Debu Global Bank is a relatively new private bank established in 2012 with paid-in capital and subscribed capital of Birr 138.9 million and Birr 266.9 million, respectively. Pursuant to Proclamation No. 592/2000, the company is registered as a legal entity with the Licensing and Supervision Department of the NBE.

Thank you to the confidence of shareholders and the focus on capital expansion, the paid-up capital of the Bank has increased rapidly in recent years. The shares of the bank can still be purchased. In addition, the bank's paid-up capital increased to 1.5 billion birr, and its subscribed capital now stands at 1.8 billion birr.

The bank's vision is "To be the best rated bank through operational excellence." The bank's mission statement is: "Debu Global Bank S.C. (DGB) enhances the value of its stakeholders by providing world-class services to its customers through the use of current technologies, having professional leadership, and hiring capable, disciplined, and satisfied employees through effective recruitment, training, and development."

1.4 Statement of the Problem

Compared to previous decades, private banks are flourishing in Ethiopia. According to the NBE report (2021), 17 private banks were operational, and more new entrants are still joining the banking industry. For this reason, the establishment and expansion of all these private banks have led to strong competition. In addition, a larger number of competitors offer identical products that are easy to copy in terms of names, features, and other characteristics (Munyiri, 2014).

This fact exacerbates the current competitiveness of the Ethiopian banking sector. To win the competition, banks spend a large sum to beat their competitors through various promotional activities because they want to keep their product/service in the customers' black box (mind) (Saravanan, 2020). Promotional elements such as advertising, sales promotion, personal selling, and direct marketing are proven to be successful tools in attracting customers (Neha and Manoj, 2013). However, a preliminary empirical study conducted by the researcher

revealed that the relative influence of each element of the promotional mix on customer attraction by financial institutions was not well studied. Many financial institutions have neglected to thoroughly investigate the influence of each element of the promotional mix in more detail and adjust their promotional strategy based on their findings. (Saravanan,2020).

Various studies have been conducted on the influence of promotional elements on customer attraction in different organizations or context. For example, Hoseini and Habibi (2016) studied the influence of promotional mix elements on attracting tourists, and the finding showed that sales promotion had the greatest influence. Reza et al (2017) studied the influence of marketing communication on attracting hotel customers and the result showed that sales promotion and personal selling had significant influence on attracting customers. Haghstenet al. (2016) studied the influence of the promotional mix on attracting artists participating in theater festivals and the result concluded that publicity and sales promotion had a significant effect on attracting artists. However, public relations and personal selling did not have a significant effect on increasing artist attraction.

Numerous studies have been conducted on the topic of promotional mix elements using different methods and areas related to Ethiopian banks. Some of the areas are: "the effect of promotional mix on profit of commercial bank of Ethiopia", (Teklay, 2018) and his research shows that all promotional mix elements have significant and positive impact on CBE profitability. Another researcher from Addis Ababa University studied "the impact of sales promotion on brand image" (Gossaye, 2017), and the result showed that sales promotion had a positive correlation with brand image. Samuel, (2021) studied "the effects of advertising elements on brand image of Dashen Bank" and the results showed that all promotional elements had positive effects on brand image. Ababa, (2021) investigated "the impact of promotional mix strategies on deposit mobilization of Commercial Bank of Ethiopia" and the results showed that all promotional mix elements had significant and positive impact.

However, to the researcher's knowledge, the relationship between promotional activities and customer attraction in the context of private banks in Ethiopia has not yet been studied, nor has a study on the case of DGB in particular been found. Consequently, there is little empirical evidence on the relative influence of promotional activities on customer attraction of commercial banks in Ethiopia. As a result, this study investigated the influence of promotional activities on customer attraction in Debu Global Bank S.C. Addis Ababa. Moreover, the

researcher believes that this study adds value to further studies by narrowing the empirical gap in the topic under study.

1.5. Basic Research Questions:

1.5.1. Main Research Question

How does promotional activity influence customer attraction of Debub Global bank Addis Ababa?

1.5.2. Sub Research Questions:

- How does advertising influence customer attraction of Debub Global bank Addis Ababa Branches?
- How does sales promotion influence customer attraction of Debub Global bank Addis Ababa Branches?
- To what extent personal selling influence customer attraction of Debub Global bank Addis Ababa Branches?
- How does Direct Marketing influence customer attraction of Debub Global bank Addis Ababa Branches?

1.6. Objectives of the study

1.6.1. General objectives

The major objective of this research is to investigate the influence of Promotional activities on customer attraction of Debub Global Bank Addis Ababa.

1.6.2. Specific objectives:

- To determine the influence of advertising on customer attraction of Debub Global Bank Addis Ababa Branches.
- To evaluate the influence of Sales Promotion on customer attraction of Debub Global Bank Addis Ababa Branches.
- To investigate the influence of Personal selling on customer attraction of Debub Global Bank Addis Ababa Branches.
- To examine the influence of Personal selling on customer attraction of Debub Global Bank Addis Ababa Branches.

1.7. Significance of the study

The banking sector is spreading widely both in terms of technology and business expansion. All these banks invest a lot of money and energy to be successful in the market. Therefore, in order to achieve this goal, banks use various promotional strategies. The study's findings and recommendations provide bank management with important information about the extent to which promotional activities influence their attractiveness to customers, enabling them to develop and implement successful promotional strategies. As a result, they will continue to attract more customers. In addition, the findings of the study serve as a basis for other researchers interested in conducting further research on the influence of promotional activities on customer attraction in the Ethiopian banking sector.

1.8 Scope / delimitation of the research

This study focuses on the influence of promotional activities on customer attraction in Debu Global Bank Share Company. Belch and Belch (2012) outlined that the promotional mix includes a number of different elements, including advertising, direct marketing, internet/interactive marketing, sales promotion, public relations, and personal selling. This study examined four of the six components proposed by Belch and Belch, namely advertising, sales promotion, personal selling, and direct marketing, which are recognized as mass communication tools that marketers can use.

Methodologically, the study used a descriptive and explanatory design. Also, the study used a questionnaire to collect the necessary data from the respondents in the sample. Geographically, the study was conducted in 15 branches in Addis Ababa.

1.9. Definition of Terms

Advertising – is a promotional medium used by a business to persuade customers to purchase the product or service that the business offers. Advertising should appeal to all target groups. Advertising shows the attractiveness of the product or service offered (Yoan et al. 2017).

Sales Promotion- It is a promotional tool with various offers that aims to attract the attention so that they would swiftly decide to buy the goods or service. Customers can make a rapid choice since the deal is so appealing and is generally only valid for a limited time (Yoan et al.

2017).

Personal Selling- According to Kotler et al. (2018), personal selling is a form of customer interaction conducted by a company's sales personnel with the goal of engaging customers, generating revenue, and maintaining and improving customer relationships. It is a promotional tool in which sales personnel sell the product or service directly to attract the customer's attention (Yoan et al. 2017).

Direct Marketing- The concept of direct marketing involves directly targeting individual consumers and communities of customers with the intention of achieving an immediate response and building long-term customer relationships (Kotler et al., 2018).

Customer Attraction-is when customers perceived the offering attractive. The motive for a transaction and the attractiveness of the company's marketing messages are indicators(Yoan et al. 2017).

1.10. Limitationofthestudy

As with any research study, there are potential limitations that should be considered. The major limitation of the study was in the primary data collection because DGB is a young, emerging bank compared to other banks; the number of customers is small and they were not willing and easy to reach to fill out the questionnaire. The study only covered DGB in Addis Ababa, so the results may not be generalizable to other parts of the country and other banks.

1.11. OrganizationofthePaper

The research was organized into five chapters. The first chapter discusses the study's background, the problem statement, the research question, the study's purpose, the relevance or significance of the study, the scope/delimitation of the investigation, definitions of terms, and study limitations. The second chapter discusses the study's theoretical foundation and empirical data, followed by a synopsis of research gaps and the conceptual framework. The methodology utilized in the study is presented in Chapter three. The fourth chapter focuses on the analysis's findings and examines them. Finally, in Chapter 5, the results, conclusions, and suggestions are summarized.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2. INTRODUCTION

The major aim of this chapter is to grasp the theoretical and empirical foundation of the concept of promotion mix strategy and customer attraction. First, in the theoretical review section of the literature study, the promotion idea and definitions provided by many academics on the terms promotion, promotion mix, and consumer attraction were evaluated. Second, the literature review examined empirical studies on promotion towards customer attraction. Finally, the research conceptual framework model was established to provide a clear understanding of the study field.

2.1 THEORETICAL REVIEW OF THE STUDY

2.1.1 PROMOTION CONCEPT

In the marketing mix, promotion refers to developing relationships with consumers in order to tell people about products, persuade buyers in target markets to buy certain brands, attract attention, and occasionally inspire curiosity. Promotion has significant influence in stimulating customer and consumption towards a particular brand (Pourdehghan, 2015). The promotion strategy is fundamentally rooted in communication and encompasses various forms of communicative tools that aim to disseminate a specific message (Khazaei and Baloe, 2011). Promotion as a prominent dimension in the marketing mix elements plays an immense role for the success of market. It is utilized to make avail products and creates awareness for customers that the company is offering. It is the collection of different modalities through which promotional communications can be transmitted to consumers.(Ansari, 2011).

The promotion Mix refers to a collection of instruments available to business for efficiently conveying the advantage of their goods or service to their consumers (Mahsa et al., 2015). As articulated by Nor Amira and Mohd Ali (2013) the marketing communication or promotion mix is crucial component in effectively conveying the value proposition of an organization

Marketing communication plays an enormous role to transmit the value proposition being made by the firm. Through Integration the company can enable the whole communication tools to synergies as unified force so as to maximize cost effectiveness and promote its product or service effectively among end users.

2.1.2 The purpose of Promotional Mix

According to Abdullah, et al (2019) the objectives of Promotional Mix comprise of behavioral motives, communication, persuasion, informing and reminding customers. Behavioral motives in the Promotional activities indicated that always aimed at changing behavior and opinions and strengthening existing behavior. The communication aspect shows that this activity is conducted to inform the targeted market about the Company's product offerings. The persuasion depicted that if competitors offer the same products, convincing the target will be important. The information aspect depicted that the company should tell the customer about the product availability and has to persuade them to buy. And finally the reminding method must be used if and only if the customer has a positive attitude towards the company's product offerings. It can be vital, because though they are incited to buy the product offered, they are still the target of the competitors' promotion, so reminding them to return can keep them from switching to competitors.

2.1.3 Promotion in marketing communication objectives

Promotion is the art of developing a communication line to interact with the target market so as to increase market share. It is through promotion that the firm worked to attract the attention of customer by providing relevant and timely information about the product to boost adequate interest to encourage them to make purchase decision. Setting up the channel is the first step then blends information from other promotion elements to make ensure that the message sent in lined with product features, benefits, and user experience. None of single elements of the marketing mix works in isolation according to (Martin, 2015).

Different firms have their own unique experience so that they would have different expectations from their promotional activities. These expectations are crafted into a definite plan, and then form the implementation and execution of these activities. In setting effective promotional objectives, different authors proposed different steps. Lancaster and Massingham (2011) proposed audience response model such as AIDA and hierarchy of effects model,

innovation adoption model, and information processing model.

Response Hierarchy Models

The objectives of the communication strategy are emanated from the promotional strategy. It can further be divided on the bases of communication process model. Each of them has distinct stages; the cognitivestage proposed that customers become aware of the products, the affectivestage concerned with forming some opinions and attitudes about products, and the behaviorstage customers take action, such as making the purchase on the basis of their experience in the first two stages (Camilla and Johanna 2003).

The following figure shows four of the best known response hierarchy models.

Stages	AIDA Model	Hierarchy of effects model	Innovation adoption model	Information processing model
Cognitive stage	Attention ↓	Awareness ↓ Knowledge	Awareness ↓	Presentation ↓ Attention ↓ Comprehension
Affective stage	Interest ↓ Desire	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation	Yielding ↓ Retention
Conative/Behavioral stage	↓ Action	↓ Purchase	Trial ↓ Adoption	↓ Behaviour

Figure 2.1. Response hierarchy models (Larry,(2008) and Belech and Belech,(2003))

The AIDA Model

Established to identify the steps a sales executive's must take a potential client via the personal selling process. This conceptual framework portrays the consumer as traversing a sequence of stages, notably, attention, interest, desire, and action. Sales representative to initiate customer engagement, generate interest in the product, cultivate a desire for ownership or utilization and ultimately elicit a commitment towards purchasing, culminating in the finalization of the sale.

The Hierarchy of Effect model

The underlying assumption of this model is that a consumer traverses predetermined sequences of stages beginning with product awareness and culminating in acquisition of the product.

The fundamental assumption posits that the impact of advertising is observed over a protracted temporal course. The impact of advertising communication on consumer behavior and purchase decisions is not always immediate. Rather, a sequential progression of effects must transpire, necessitating fulfillment of each procedural step, prior to the consumer advancing to the subsequent layer in the hierarchical framework.

The innovation adoption model

Adoption involves initial awareness, subsequent interest, subsequent evaluation, and ultimately the engagement in preliminary trial. One effective approach to launching a novel product is to promote its trial through the implementation of demonstration or sampling initiatives, or by providing opportunities for potential buyers to utilize the product with minimal obligations.

The information processing model

The present model is distinguished from other models in that it incorporates a distinct stage of retention. Specifically, this phase pertains to the capacity of the receiver to store and maintain a subset of the comprehended information that is deemed to be both credible and pertinent. The significance of this phase lies in the fact that majority of promotional campaigns are formulated not with the primary objective of immediately inducing consumers to act, but rather to impart information that they may utilize for making purchase decisions in the future.

The four models represent the response processes which encompass the cognitive stage, the

affective stage, and the cognitive stage.

The stage of cognition signifies the extent of knowledge or perception that is possessed by the recipient with regards to a given product or brand. The preliminary stage comprises of realization of the presence of the brand, in addition to acquiring cognition, judiciousness, or understanding.

2.1.4 Promotional activities

Promotional initiatives are commonly utilized by diverse organizations. Marketers use a myriad of instruments to elicit reaction from their intended target markets. The aforementioned tools are known as 4P's that is illustrated as the set of instruments that a firm uses to achieve its marketing objectives. (Kotler, 2008). The decision regarding marketing mix must be made in aligned with the goal of influencing the concerned stakeholders as well as the targeted consumer and in turn the sales. It creates a dyadic relationship between an organization and its customers throughout the whole stages of communication process. Such promotional elements include: advertising, sales promotion personal selling and direct marketing. He further elaborated that exchange involves both parties with something of value, and a means of communicating one another. Advertising is the pivotal technique of developing novel products that foster exchange. Sales promotion is a widely-utilized advertising technique. It plays a pivotal role in making trade by imparting knowledge about the organization's product or service and persuading them of whether satisfy their needs or wants.

Advertising

George & Michael (2003) indicated that any financial form of excluding personal interaction about a portfolio by an identified organized entity. They further discussed that non personal aspect denoted that advertising concerned with mass media (e.g., TV, radio, magazines, newspapers) that can disseminate information to the population, often at a single time. This nature of advertising doesn't allow for prompt response from the receivers side except in the direct-response ads. Therefore, before encoding the message, the advertiser must know how the receiver will decode the message and respond to it.

Advertising is the most well-known and commonly utilized kind of marketing, owing to its pervasiveness. It is also a very important promotional approach, especially for organizations whose products and services are homogenous and aimed at consumer markets. (Dr. Saravanan,

2020). According to Kotler and Keller (2006), Advertising employed huge communication media such as television, newspapers, magazines, cinema, radio etc. This promotional activity can be measured through various methods.

According to Amin and Bashir (2014), advertising serves as a crucial tool for enhancing product awareness in the minds of prospective customers, thereby influencing their ultimate purchasing decisions. The optimal advertising mediums typically consists of various instruments, including but not limited to radio, television, magazines, newspapers, cinema, posters, and other similar outlets.

Sales promotion

According to Kotler (2006), sales promotion is a short-term incentive to encourage the purchase of a product. Its goal is different in that the seller may employ advertising to improve short-term sales. It increases sales during the marketing time. Media and other forms of marketing communication are used for a limited time to boost customer and market demand. Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade exhibits, trade-ins, and exhibitions are just a few examples.

The benefits associated with sales promotion comprise the capability to promptly solicit and receive feedback, instill enthusiasm amongst consumers regarding a good or service, provide supplementary channels for customer communication, and facilitate adaptable scheduling and resource optimization. The drawback of this method is reflected in its relatively expensive cost per contact, as well as its inefficiency in effectively reaching certain segments of consumers. It is considered to be a highly efficacious mechanism for satisfying customers' wants and needs through the provision of goods or services (Amin and Bashir, 2014). It is also an activity in which demanded a wholistic approaches used at a certain moment to determine the products or services availability (obydat, 2004).

According to Rahmani et al. (2012), It can also be assessed based on their utilization of consumers and aggregate selling, awards, free gifts and subscriptions, economic packages, free samples, rebates, a variety of services, sales events, offer duration, dissemination modes, and realized credibility.

Personal selling

Involves direct engagement with the marketing of goods and services and Face-to-face contact

occurs between the firm's sales workers and clients (Thujo, 2008). Personal selling has been a traditional and primary communication route in the banking business, despite the fact that the notion of selling financial services was still in its early stages. Nonetheless, the branch delivery system, and particularly the branch manager, was viewed as critical to client interface (Thujo, 2008).

Personal selling is defined as a mode of communication that involves direct, face-to-face interaction between one or more potential buyers and a salesperson with the aim of offering a Product or service, providing information, addressing queries, and fulfilling requests, among other objectives (McCarthy & Perreault, 2004). The measurement of personal selling can be based on various factors such as the proficiency level of the sales personnel with regard to their training and skills, their style and appearance, their ability to provide information, their aptitude in addressing problems, their competency in presenting displays, verbal persuasion, and style of presentation among other factors.

Sales personnel engaged a prospective consumer with the aim of inducing the latter to purchase products or services through face-to-face interactions (Hejazi, 2005). Furthermore, the practice of personal selling involves a bi-directional exchange of information between an individual seeking to make a purchase and a seller, typically in the format of a direct, in-person interaction. This form of communication is intentionally designed to influence the decision-making process of consumers with regards to their purchasing behaviors (Kotler and Armstrong, 2004). The crucial importance of personal selling is contingent up on certain constituent elements such as example, sales capabilities, skill level, personal appearance, and techniques of delivering information content, oral presentation, and persuasion.

According to Al-Bakri, (2006) personal selling has three major purposes such as identifying customers, convincing them to make purchase, and evaluate the customers post purchase behavior.

Direct marketing

Direct marketing encompasses all measures undertaken by a marketer to attract potential clients in order to increase the process of purchasing items from the organization or specific seller (Stone & Jacobs, 2007). It forms comprise using means such as electronic, digital and analogue mediums, and others to communicate directly with individual clients as well as potential clients

and elicit a direct reaction (Kotler, 2006).

Direct marketing practice can be traced back to earlier times, whereby businesses would sell their merchandise through the means of a catalogue and mail order (Saravanan, 2020). Direct marketing involves establishing targeted personal interactions with consumers, with the aim of eliciting immediate feedback and fostering enduring customer relationships. Kotler and Armstrong, (2005) further emphasize this approach as a means of forging long-term customer engagement.

The utilization of consumer-direct channels for the purpose of reaching and providing goods and services to customers without the involvement of intermediary marketing participants commonly referred to as “middlemen” is a prevailing phenomenon. The various channels that are available for marketing communication encompass direct mail, catalogs, telemarketing, interactive TV, kiosks, websites, and mobile devices.

Compensating individuals to endorse a company's merchandise through verbal communication, electronic communication such as emails and blogs, and mobile devices is known as incentivized word-of-mouth promotion.

Additionally, it entails the establishment of intricate network marketing systems, whereby individuals receive remuneration for referring acquaintances to particular commercial establishments, consumer goods, or online portals (Thu, 2008).

Table 2.1. Promotional Activities advantage and disadvantage

Promotional Mix elements	Advantage	Disadvantage
Advertising	<ul style="list-style-type: none"> - building awareness - reaching a wide range of consumers at once. 	<ul style="list-style-type: none"> - Impersonal in nature - It is not adequate by itself to make purchase decisions.
Sales Promotion	<ul style="list-style-type: none"> -Can stimulate quick boost in sales volume by availing incentives on specific offerings. -Attractive for customers. 	<ul style="list-style-type: none"> - Customers may get used to the effect If used frequently. -Too much sales promotion may damage the brand image.

	- Used for temporary tactic.	-not used for a long term strategy.
Personal Selling	<ul style="list-style-type: none"> - Highly interactive (two way communication between the buyer and seller.) - Excellent for communicating complex / detailed product information and features. 	<ul style="list-style-type: none"> - Costly to employ a sales force. -Not suitable if there are many loyal customers
Direct Marketing	<ul style="list-style-type: none"> -It is individualized. - It can be very persuasive: -It allows inter personal communication. - Its effectiveness can be easily measured, and has extreme degree of accountability. 	<ul style="list-style-type: none"> -The cost per prospect can be very high - It increasingly suffers from clutter. People are bombarded with direct mail, and when wrongly targeted these messages may easily be perceived as spam.

2.1.5 Promotion in the Banking Sector

According to Martin, (2015) the banking industry appears to have taken a conservative approach to promotional techniques. The current status of these techniques shows a clear insufficiency in cultivating a devoted approach to these critical business operations. Customers' understanding and use of deposit systems other than savings accounts remains restricted. A large number of services are unpopular due to a lack of knowledge and utilization. Meetings between bank personnel and consumers can be organized (at least twice a month) to assist customers become aware of and motivated to use various banking services. Bank employees can also detect issues that clients have while utilizing these services.

To get a better understanding of multinational banks' promotion tactics in the Baltic States, Anna et al (2004) undertook a case study of a Nordic retail bank's marketing approach in

Estonia. Personal selling and advertising are the most significant marketing strategies for financial services, according to their research, in order to raise brand recognition and generate personal relationships. Gupta and Mittal (2008) investigated promotional methods in India's public and private sector banks.

It was discovered that both sectors' banks are nearly identical in conventional promotional techniques. To recruit and retain clients, private sector banks are employing more push techniques. They discovered distinctions in the promotional methods used by public and private sector banks. 2009 (UshaLenka)

2.1.6. Promotional activities in the banking Sector

Financial services promotion is critical since services are intangible things that are difficult to differentiate given that many banks offer identical offerings. As a result, banks must focus on selective promotional activities so as to implement these techniques taking in to account their effectiveness in guiding customers to decide whether to purchase a product or not(Neha and Manoj, 2013).

Consequently it is through promotion that banks communicates with their potential customers on almost all the aspects of the marketing interaction such as benefits of various products, how they are delivered, the interest and commission paid and levied by the bank, and so on. At the same time, it persuades the prospective customers to use the bank's products. The following are four important components for promotion strategy in the financial sector;

- Advertising
- Sales Promotion
- Personal Selling and
- Direct marketing

While advertising and sales promotion are mass communication means; personal selling and direct marketing are personal communication methods. Although mass media play its role in addressing audiences in its platform, it must be used interactively with the personal media as the competition is stiff in this day of online and social media marketing. Optimal blending of all the four elements is necessary to succeed in informing, persuading, reminding and reinforcing customers.

- **Advertising**

According to Alexander (2005), advertising is the only direct means to contact a large number of potential consumers. These advertising have a significant part in shifting the established view or thinking in today's era of information explosion and media impact. In this case, the manufacturers', marketers', and advertisers' efficacy in churning out advertising that meet the expectations of the customers is tested, which may eventually bring about desired attitudinal changes in them is tested.

Manishankar C.(2008) underlined the importance of advertising and promotion in a company's marketing wheel. Competition, along with technology advancement, has opened up new opportunities for all marketing professionals. VikasShrotriya (2009) outlined certain elements that separated service advertising from product advertising. The article concentrated on the fact that as with increase in the intensity of competition, service providers are bound to resort to newer ways of attracting customers, advertising being one of these. Advertisements for services are based on advantages offered by services, exclusive technologies, unique specialization, past success stories, celebrity endorsement, some referrals, etc.

➤ **Sales Promotion**

Since one of the objectives of sales promotion is to attract new customers and snatch customers of competitive firms, the activities should create attention that will convince prospective customers. Several studies had argued that the effect of sales promotion on consumer behavior varies. Pauwels et al.(2002). Argued that Price promotion, according to the argument, causes transient changes in brand and product selections, as well as purchased quantity for established brands in mature markets. These changes are due to the fact that up-market brands are linked with prominent companies that have a high degree of reliability, a lower level of risk, higher care for the requirements of the client, and stronger hedonic advantages (Luk& Yip, 2008).

It is vital to do research in order to better understand the impact of consumers. Thus, as discussed in the literature, sales promotion techniques are widely used by organizations to fulfill their commercial objectives through maximizing profit and optimizing cost. Organizations continue to spend a significant portion of their budget on sales marketing. Sales promotion receives around three fourth of their marketing communication expenditure (Hellman, 2005).

➤ **Personal selling**

Personal selling creates a high level of engagement in the decision making process by the seller especially combined with specific messages in response to the response provided by the buyer (Fill,2009). Peoples' knowledge of the product is raised further, and the product awareness will increase sales.

People predict greater sales, according to their perceptions (Murianki, 2015). However, he contends that personal sales communications are unmanaged, resulting in variances that might cause client confusion. As a result, the messages delivered by salespeople should be managed, and the time salespeople spend with prospects should be limited so that the communication process is not jeopardised (Pierrcy, Low, & Cravens, 2004).

According to people's perceptions, they expect increased sales (Murianki, 2015). But he also argues that personal sales messages are uncontrolled, leading to discrepancies that can lead to customer confusion. Hence, the messages provided by salespeople should be regulated and the time salespeople spend with prospects should be limited so as not to jeopardize the communication process (Pierrcy, Low & Cravens, 2004).

Direct Marketing

After identifying possible client segments, organizations may devote effort and resources towards recruiting the desired consumer groups. Direct marketing is one dimension of consumer attraction, defined as the communication step that tells customers to inquire and order products through numerous channels (Thanuja et al, 2011).The banking industry has increased its face-to-face sales by leveraging direct marketing of products and services by phone, mail, or computer transactions.

Today's marketing trend is for companies to focus on a narrow segment of customers. Direct marketing is used to reach these customers personally. The main aim of direct marketing is to get an immediate response and build lasting customer relationships (Mallin and Finkle, 2007). They also say that direct marketing facilitates relationship building because it allows companies to "get a response" from their target audience and can provoke an exchange of opinions, if not a complete exchange of communication. It is often viewed as a method, added which enhances relationship building because it enables organizations to "get a response" from those targeted, thus establishing an exchange of views if not a full blown communication exchange.

2.1.7 Customer attraction

The multidimensional component is interpreted and understood differently by different writers. Furthermore, additional terminology, such as 'interesting consumers' by Christiansen & Maltz (2002), and ideas such as 'reverse marketing' and 'preferred customers' by Schiele (2011), have been used to describe the same phenomena. Despite this, few empirical research on beauty exist. Attractiveness in professional services was defined by Harris et al. (2003) as "the ability of a relationship partner to identify past, present, future, or potential partners in a professional service in terms of their ability to provide superior defined as the degree to which a person perceives a person as attractive compatibility."

2.1.7.1 Customer attraction concepts

Different authors have explained the notion of consumer attraction in various ways. Many of them feel that the goal of attraction is to develop the capacity to lead and optimize the production of value in a relationship. Attraction is not a new notion in marketing literature, but it is viewed and understood differently. The capacity to create attention and make oneself known to a firm, as well as the ability to stay appealing to other parties, is the core definition of attraction (Ellegaard et al., 2003). Attraction is an alternative approach to managing business relationships based on the creation of voluntary motivation and commitment between the relationship partners (Mortensen et al, 2008).

The question is whether attraction can be described theoretically or whether various stages of a relationship necessitate different explanations. Mads and colleagues (2016). Ellegaard and Ritter (2006) think that attraction is required for the development of trust and commitment in both initial and ongoing relationships, and the author outline how attraction originates and sustains social connections. According to the writers, beauty is "the quality of being intriguing." They sought to establish its importance by linking attraction with trust,

commitment, and worth, but attraction may occur between people as well as physical items, confounding the idea even further.

2.1.7.2 Theoretical foundation of customer attraction

1. Attraction in Social exchange theory

Interpersonal connections give birth to the concept of attraction. However, the key explanatory mechanism of social exchange theory centers on the development of relational dependency over time through the interaction of resource exchange partners. According to Schiele et al. (year 2012), the theory is particularly suited to inter-firm scenarios.

According to social exchange theory, attraction always comes before non-contractual, voluntary, reciprocal effort, and mutual attraction creates a condition in which both relationship partners make voluntary contributions to reciprocate and remain appealing in the eyes of each other. Mortensen et al. (2008) discovered that attraction has its roots in the social psychology/exchange literature, which deals with the interdependence of social agents and focuses on the benefits and costs that individuals gain from engaging with one another. The human dimension and interpersonal impact are frequently cited as essential factors in attraction.

The exchange might result in both social and economic effects. These results are compared to other exchange options. Positive results foster trust and commitment, and over time, rules that regulate the partnership emerge (Lambe and colleagues, 2001).

2. Attraction in Buyer-supplier relationships

Attractiveness is investigated from the standpoints of both purchasers and suppliers. According to Ellegaard and Ritter (2007), attraction comprises two distinct views. They are the perceived attractiveness of the buyer by the supplier (defined as buyer attractiveness) and the perceived attractiveness of the supplier by the buyer (defined as supplier attractiveness). And the buyer's perception of the provider's attractiveness (defined as supplier attractiveness). These two viewpoints are theoretically separate, although they may be highly connected (Ellegaard and

Ritter, 2007). Many prior researches have stated that the goal of being attractive is to improve the capacity to manage value creation in the relationship, as well as to ensure resource allocation and boost commitment (Mortensen, T. 2012).

Christiansen and Maltz (2002) show that satisfactory performance requires interesting customer s. If the business opportunities offered by a company are so limited that it is not possible to manage supplier relationships through business opportunities (such as relationships between small customers and large suppliers), then in order to influence suppliers, attractive Must be a customer. This attraction is described as a dynamic concept.

Elgard et al. (2003) argue that the attractiveness of buyers and sellers changes over time. Customer attraction is advanced and valuebased. La Rocca et al. (2012), Schiele et al. (2012). There have been previous attempts to define and conceptualize buyerprovider attractiveness, but there is no universally accepted definition, and the concept has been interpreted in many different ways. However, there is consensus that attraction is a matter of the economic and social reward costs of the expected relationship over time, La Rocca et al. (year 2012).

3. Attraction in Customer Relationship Management

Customer attraction is one of four elements that comprise customer relationship management (the others being client identification, customer retention, and customer development) (Thanuja et al., 2011). They have established a significant relationship. Customer Relationship Management and Customer Knowledge Management (Madhoushi et al., 2011) As acquisition is part of her CRM, we may deduce that there is a relationship between customer knowledge management and acquisition.

Figure 2.2. Customer Knowledge Attraction Model

Dimension	Sub Dimension		Description	sources
Customer Relationship Management	Customer Attraction Process	Acquiring customer knowledge	To acquire Knowledge and To demonstrate knowledge to customer.	(Madhoushi et al,2011) (Sofianti et al., 2010) (Xu and Walters, 2005
		Reserving customer knowledge	To preserve the knowledge that obtained about customer.	(Madhoushi et al,2011) (Sofianti et al., 2010)
		Disseminating customer	Distribute knowledge for	(Madhoushi et al, 2011).

		knowledge	customer.	
		Benefit from customer knowledge	The gain from implementing customer knowledge to attraction.	(Madhoushi et al, 2011).

Source; Hadeel,(2016) and (Madhoushi et al,2011)

A customer knowledge attraction model contains four stages. The first stage entails learning about the consumer. The goal of this phase is to gather information from the consumer. According to (Sofianti et al., 2010), in customer knowledge management, the seller's role has evolved dramatically, offering not just basic information about product location and availability, but also special attention to attempting to understand customer wants. The salesperson can also learn about the customer's preferences for the product or service, rival goods and, in particular, the features that make them desirable, and industry trends such as incoming products or services.

The second phase is the knowledge phase, which includes updating customer data, storing customer information in a database, storing transaction information per customer, easily accessing and retrieving customer knowledge, storing customer records, and recording and storing knowledge (Madhoushi et al., 2011).

During this stage, vendors begin to map consumers' wants in their thoughts while customers convey their expertise and preferences. The salesperson begins by defining units of knowledge that are relevant in the customer's individual circumstance based on the customer's demands (Sofianti et al., 2010). The seller's knowledge should be expressed and offered to the client, not as sales pressure, but as true help in decision-making. As a result, customers are more likely to return to stores for future needs and feel more comfortable selecting decisions that satisfy their needs (Sofianti et al., 2010).

2.2. Empirical Literature Review

Reza et al. (2016) studied the impact of marketing communication on attracting hotel customers, and the results showed that sales promotion and personal selling had a significant impact on attracting customers. Multiple regressions were employed to analyze the data, and based on the results of sales promotion, personal selling had a positive and significant impact

on attracting customers. Direct marketing had a positive impact but didn't have a significant impact on attracting customers. Public relations and advertising had a negative impact on attracting customers. Advertising and public relations didn't have any impact on attracting customers.

Haghsten et al. (2016) investigated the effect of promotional mix elements on attracting artists to participate in theatre festivals. Hypotheses were tested through the spearman test, and it was shown that advertisement and sales promotion had a significant effect on attracting artists to participate in theatre festivals in the country. But public relations and personal selling had no significant effect on increasing artists' attraction.

Hoseini and Habibi (2016) conducted a study on the impact of promotional mix elements on attracting tourists, and the results showed that sales promotion had the greatest impact.

Amiri and Taajzadeh (2014) examined the impact of the promotion mix on attracting customers to Sepah Bank branches in Ardebil, and the results indicated that sales promotion, public relations, personal selling, and advertising were the most effective elements of the promotional mix.

Various studies have been undertaken on the topic of promotional mix elements using different methods and areas in connection with Ethiopian banks. Some of the areas include; "the effect of promotional mix on profit of commercial bank of Ethiopia", (Teklay, 2018)

"the effect of sales promotion on brand image" (Gossaye, 2017). "The effect of promotional elements on brand image on Dashen Bank" (Samuel,2021). "the effect of promotion mix strategies on deposit mobilization of commercial bank of Ethiopia" (Abeba ,2021). All the above research findings from the study revealed that all promotion mix elements have significant and positive effects.

2.2.1 Research Gap

Debu Global Bank has been engaged in promotional activities. The Marketing and Resource Mobilization Department performs all tasks related to promotional strategies. The bank's marketing and promotional activities includes advertising, sponsorship, personal selling, personal selling and event coordination, sales promotion activities, etc. However, despite performing promotional activities, there is a lack of evaluating the influence of each

promotional activities in align with the strategic plan of the case company to develop organizational objectives and incorporating in its marketing and resource mobilization activities. From the literature, effective promotion increases customer attraction because successful promotion activities lead to lasting customer relationships. Therefore, in today’s fast-paced and volatile market conditions, understanding customer attraction is more important than ever for Debu Global Bank S.C.

However, to the researcher's knowledge, the relationship between promotional activities and customer attraction in the context of private banks in Ethiopia has not yet been studied, nor has a study on the case of DGB in particular been found. As a result, this study investigated the influence of promotional activities on customer attraction in Debu Global Bank S.C. Addis Ababa. Hence, this study adds to the existing literature by offering further empirical information on the influence of promotional activities on customer attraction.

Moreover, there are few researches available that have been conducted to identify what are the promotional activities affecting customer attraction in different industries in different countries around the world (Hagsten et al. (2016); Reza et al. 2016; Hoseini and Habibi 2016;; Amiri and Taajzadeh (2014));. Despite the availability of few studies across different parts of the world, the influence of promotional activities on banks customer attraction have been given little attention especially in Ethiopian banking context.

To sum up, in prior studies researchers uses the influence of promotional mix elements on customer attraction in different sectors perspectives. Therefore, Table 2 represents the author, the study, and the variable used in the study.

Author	The study about	Variables
Reza et al. (2017)	The impact of marketing communication in attracting hotel customers.	Advertising, sales promotion, personal selling, public relation and direct marketing.
Hagsten et al. (2016)	The effect of promotional mix elements on attracting artists participate in theatre festivals.	Advertising, sales promotion, personal selling, and direct marketing
Hoseini and	Impact of promotional mix	Advertising, sales promotion,

Habibi(2015)	elements on attracting tourists.	personal selling, public relation and direct marketing
Amiri and Taajzadeh (2013)	the impact of promotion mix on attracting customers of Sepah Bank	Advertising, sales promotion, personal selling, public relation

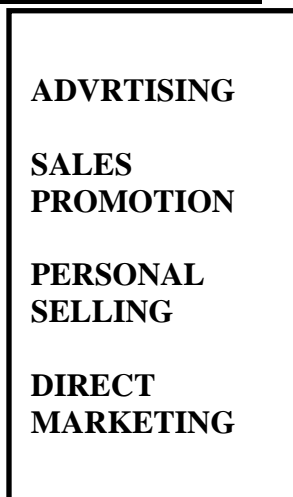
Table 2.2. Summary of literature review

2.3. Conceptual framework

According to Moskal and Leydens (2000), it explains either graphically or by narrativea written or visual presentation .Accordingly, in this study promotional activities are independent variables (advertising, sales promotion, personal selling, and direct marketing) and customer attraction is dependent variable.

Conceptual Framework of the study

Independent Variable



Dependent Variable



Figure 2.3. Conceptual frame work of the study

Source: Adapted from:HaghsetanL., MalkamiA., and Farjoo L.(2016)

(<https://doi.org/10.24200/jmas.vol4iss04pp39-47>) and Yuan Reza M. N., NursianaA., and Suryono C.(2017).DOI:[10.30647/trj.v1i1.8](https://doi.org/10.30647/trj.v1i1.8)

Hence, according to this frame work or model, this study was aimed to investigate the influence of Promotional activities (independent variables) on customer attraction (the dependent variable).

Based on this frame work the following hypotheses were developed.

2.4. Hypothesis of the study

H1. Advertising has significant and positive influence on customer attraction of Debub Global Bank Addis Ababa.

H2. Sales promotion has significant and positive influence on customer attraction of Debub Global Bank Addis Ababa.

H3. Personal selling has significant and positive influence on customer attraction of Debub Global Bank Addis Ababa.

H4. Direct marketing has significant and positive influence on customer attraction of Debub Global Bank Addis Ababa.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3. INTRODUCTION

This chapter deals with the methodology of the study, where the research paradigm, approach, method, research design, sample size, sampling techniques, source of data, data collection instruments, reliability and validity tests, and method of data analysis are discussed.

3.1 Research Paradigm, Approach, and Method

3.1.1 Research Paradigm

The Research paradigm followed in this study was positivism.

Other paradigms proponents explained as follow: post positivism (assumes that there is a reality independent of human thoughts and beliefs.), pragmatism (doesn't commit to a single philosophy rather concerned with the best practical way to answer a research question and often associated with mixed research methods), and interpretivism (associated with a qualitative research approach that requires the researcher to subjectively understand how people interpret/experience situations). (Saunders et al., 2009, O'Neil & Koekemoer, 2016, and Rehman & Alharthi, 2016.)

Positivism on the other hand proposed that it is an approach to research that employs empirical methods, relies heavily on quantitative analysis, and develops logical calculations to establish formal explanatory explanation. (Rehman & Alharthi, 2016). Therefore, in this study, the paradigm of positivism is applied to investigate the influence of promotional activities on customer attraction in Debu Global Bank S.C. because this paradigm uses empirical methods and makes extensive use of quantitative analysis, which is the positivists' preferred technique to test a hypothesis.

3.1.2 Research Approach

A research approach is a study's design and technique, from broad assumptions to specific methods of data collecting, analysis, and interpretation. Deductive approach (begins with a theory, then generates hypotheses based on that theory, and then gathers and analyses evidence to evaluate those assumptions) and Inductive approach (begins with a collection of actual

observations, searches for patterns in those findings, and then theorizes about those patterns) (Collis and Hussey, 2003).

In this study, a deductive approach was used to examine the influence of promotional activities on customer attraction in Debut Global Bank S.C., as it is the predominant research approach that allows us to anticipate phenomena, predict their occurrence, and thus control them (Collis and Hussey, 2003). To follow the principle of scientific rigor, deduction dictates that the researcher should be independent of what is being observed.

3.1.3 Research Methods

A quantitative technique was used or utilized to discover the promotional mix elements that have a substantial influence on customer attraction. Creswell (2005) confirmed that quantitative analysis is the best approach for developing cause-and-effect relationships between variables that provide statistical data by using statistical tools to verify whether the relationships assumed or hypothesized in the study between variables are true or not.

3.2 Research Design

Both descriptive and explanatory research approaches were employed in this study. Descriptive studies, according to Shit et al. (2009), are concerned with detailed predictions and descriptions of facts and features pertaining to people, groups, or circumstances within a designated target population. As a result, this study comprehensively described the extent to which Debut Global Bank S.C. promotional efforts influence customer attraction. This study also included a cross-sectional design in addition to the explanatory design. A cross-sectional analysis is a type of observational study in which data from variables gathered in a sample population at a certain point in time are analyzed. To that purpose, the research looked at the influence of promotional activities on customer attraction at Debut Global Bank S.C.

3.3 Population and Sampling Design

3.3.1 Target Population

The target population describes the set of individuals who share common characteristics related to a particular study noted by (Kothari, 2004). The data from the Planning and Research

Department showed that the number of customers residing in Addis Ababa on October 30, 2022 was 313,767, representing 51.63% of the total bank customers.

3.3.2 Sampling Frame

The sampling frame of this study was customers who are at majority or legal age use the banking services at Debu Global Bank in Addis Ababa branches.

3.3.3 Sampling Technique

To choose an adequate representative sample of the study's population, there are various types of sampling techniques depending on the study's objectives and population target. First, the researcher used stratified sampling techniques from one of the probability sampling techniques. In accordance with Kombo et al. (2006), stratified sampling entails creating homogeneous subgroups within the population before taking a simple random sample from each subgroup. In this instance, the bank organized Addis Ababa branch locations according to their respective grade level. Therefore, branches from each grade level were chosen using the stratified random sampling method.

Then, among non-probability sampling convenience sampling technique was applied to select sampled respondents from the sample frame because all the population of the bank cannot be available at the same time. Therefore, it is best to select customer considering time constraints.

3.3.4 Sample Size

The total number of sampling units required to accurately reflect the specified target population is determined by the sample size, according to Saunders et al. (2009). 313,767 people participated in the study as a whole, and the following sample size was determined using the following formula (Kothari, 2004:179).

$$n = \frac{Z^2 \cdot p \cdot q \cdot N}{e^2 (N-1) + Z^2 pq}$$

Where: n: sample size;

N = Total Population;

P = population reliability / frequency estimated for a sample size

q= p-1;

e= the desired level of margin or precision of error (5% error or 0.05); and

Z = the value corresponding to the level of 95% confidence level found in statistical table i.e.,
1.96

$$n = \frac{3.8416(0.25) 313,767}{0.0025(313,766) + 3.8416(0.25)}$$
$$n = 383.7 \approx 384$$

Consequently, based on the formula this study was required a sample of 384 customers of Dehub Global Bank S.C under Addis Ababa Branches.

3.3.5 Sampling Procedure

Two levels of sample were used in the research's sampling design. Initially, the bank branches were grouped using stratified sampling. The bank divided all of its branches into three branch grades I, II, III based on different parameters such as transaction volume, performance, number of employees, banking product and the like. In order to ensure homogenous primary data collection from sample, the bank's branch grade is employed as a stratum. 15 branches in Addis Ababa city were used to address all branch grades, which include all Grades I and II branches, and the remaining sample from Grade III by random selection.

To select the sampled respondents from the selected branches, convenience sampling technique was applied. Finally, the sample size was distributed for selected branches through Proportionate stratified sampling technique based on their number of customers.

Table 3.1 Proportionate stratified sampling

No.	Grade	Branch	Number of Customer	Percentage share	Sample to be distributed
-----	-------	--------	--------------------	------------------	--------------------------

1.	I	lideta	4,655	6.8%	26
2.	I	Teklehaymanot	4,376	6.4%	25
3.	I	Sengatera	2,246	3.3%	13
4.	I	Hayahulet	1,684	2.5%	9
5.	I	Autobus tera	6,355	9.3%	36
6.	I	Arat kilo	5,662	8.3%	32
7.	I	Megenagna	5,020	7.3%	28
8.	I	Kara	5,508	8%	31
9.	I	Saris	4,353	6.4%	24
10.	II	Atlas	6,116	8.9%	34
11.	II	Churchill	1,489	2.2%	8
12.	II	Bole Medhanialem	3,372	4.9%	19
13.	II	Bole	1,097	1.6%	7
14.	II	Stadium	10,045	14.7%	56
15.	III	Gotera	6,458	9.4%	36
Total			68,436	100%	384

3.4 Data source

Both primary and secondary sources of data were used in this investigation. To further develop the research findings, unpublished and published theses were employed as primary data obtained from clients via questionnaire.

3.4.1 Data collection Method and Instrument

Through a questionnaire, the researcher in this study solicited the necessary information from Debub Global Bank S.C. clients. Because questionnaires are the best instruments for gathering

primary data, they are used. Due to this, the questionnaire was divided into two portions in accordance with the objectives of the study.

The general demographic data of the sampled respondents were shown in the first section of the survey questionnaire. The important questions, which are directly related to the goals of the research, are found in the second and third parts. These questions are rated on a Likert scale from 1 to 5, where Strongly Agree (SA) is equal to 5, Agree (A) is equal to 4, Neutral (N) is equal to 3, Disagree (D) is equal to 2, and Strongly Disagree (SD) is equal to 1. Additionally, the questionnaire was created in both English and Amharic.

The goal of the pre-test activity, according to Sekaran and Bougie (2009), is to guarantee that the questionnaires are meaningful, understandable, and attain face validity. The authors also noted that 15–30 participants are the required minimum for a pilot study. A pilot survey with 20 participants was undertaken to assess the instrument's level of validity and reliability. As a result, the researcher had the chance to discover the questions' many flaws and fix them before they were distributed.

The statistical program for the social sciences (SPSS) version 26 was used for the study's data processing and analysis, as well as data coding, entry, editing, and cleaning tasks. Finally, a variety of empirical evidences were combined to support the primary data results.

3.5 Data Analysis Methods

To examine the proposed hypotheses in this study, two types of statistical analysis were performed. These are inferential and descriptive statistics. To understand the topics clearly, descriptive statistics like mean and standard deviation were used. The level of link was then assessed using correlation analysis between the dependent variable and each of the independent factors. Additionally, multiple regression analysis was used to look into how promotional activities in DGB affect customer attraction.

Zaidatol and Bagheri (2009) employed cut points to evaluate the mean's outcome. A mean score of 3.39 or less is regarded as low, 3.40 to 3.79 as moderate, and 3.80 or more as high.

More importantly, fundamental assumptions like homokedasticity, multicollinearity, and normality were tested before regression analysis and hypothesis testing to determine whether or not the assumptions of Classical Linear Regression Models (CLRM) were violated. As a result, the P-P plot and scatter plot were used in the study to check the assumptions of normality and

homoskedasticity, respectively. Additionally, to determine whether there is or is not a correlation between the independent variables, the study employs multicollinearity using the Variance Inflation Factor (VIF). The conclusions drawn from performing multiple regressions would be incorrect if the assumptions had been broken.

3.6 Model Specifications

From simple linear regression to multiple regressions, there is a continuum. This approach is used to forecast the value of a variable based on the values of two or more other variables. The goal of multiple regression analysis is to find an equation that can predict the dependent variable as a function of numerous independent variables (Cohelho-Barros et al., 2008).

In general, multiple regression equation model of this study; $Y = X_1, X_2 \dots X_k$ is given by:

$$CA = \alpha + \beta_1 (AD) + \beta_2 (SP) + \beta_3 (PS) + \beta_4 (DM) + \epsilon$$

Where: - CA= Customer Attraction; AD= Advertising; SP= Sales Promotion PS= Personal Selling DM= Direct Marketing

β_1, \dots, β_4 = Coefficients/Slops of independent variable.

α : Intercept, where the regression line crosses the y axis

ϵ_x : Error term

3.7 Validity and Reliability

3.7.1 Validity

Validity is defined as the precision and significance of conclusions made from research findings (Mugenda&Mugenda, 2003). In order to improve the tools, advisor and bank professionals consulted the researcher for content validity. Based on the findings of the pilot study and other factors, Ambiguous items were amended or eliminated.

3.7.2 Reliability

According to Mugenda&Mugenda (2003), reliability is a gauge of how consistently a research instrument produces outcomes or data after numerous trials. Cronbach's alpha was used to assess the internal consistency reliability for this investigation. Scales having a Cronbach's alpha coefficient greater than 0.7 according to Zikmund et al. (2010), are deemed reliable.

As a result, the overall reliability test result using 20 sample respondents was 0.918, which is

higher than the threshold. This indicates that the items have a high degree of internal consistency.

Table .2. Reliability Test Results

Measurement	Number of items	Cronbach's alpha
Advertising	8	.809
Sales Promotion	6	.800
Personal Selling	4	.886
Direct Marketing	5	.899
Customer Attraction	4	.843
	27	.918

Source: Own Survey, 2023

3.8 Research Ethics

The collected data was used only to understand the influence of promotion activities on customer attraction. In addition to this, the researcher is the only person who is entitled for conducting the whole research process and shall be accountable and governed by all the policies regarding the organization as well as the Addis Ababa University. The research was done accordingly to the guidelines, rules, and regulations of the university.

CHAPTER FOUR

4.1. Data Analysis and Discussion

This chapter discusses the research findings' data analysis and interpretation. It also included the questionnaire survey. Statistical Package for Social Science (SPSS v.26.0) was used to conduct the data analysis. Furthermore, the questionnaire employed a quantitative approach, with results given in terms of mean, correlation, and regression, followed by a discussion of the results' potential implications for the research area.

4.2. Response Rate

384 questionnaires were distributed across 15 branches for this investigation. Three hundred fifty six (356) questionnaires, or 92.7%, were successfully returned. The gathered surveys were then reviewed for missing data and other inconsistencies, and 340 (88.54%) valid questionnaires for statistical analysis were found. Hence, the analysis was based on 340 responses.

4.3. Demographic Characteristics of Respondents

To make the analysis more meaningful and clear for the readers, the demographic backgrounds of the sample respondents' should be characterized before analyzing the data. The samples in this study were categorized based on a variety of background data such as the number of respondents, the gender distribution in the sample, the age range, occupation status, and educational level, gathered via a questionnaire survey which is all detailed below.

Table4.3.1.RespondentsProfile

Respondents profile	Category	Frequency	Percentage
Gender	Male	208	61.2
	Female	132	38.8
	Total	340	100
AgeGroup	18-30	126	37.1
	31-45	166	48.8
	46-60	35	10.3
	>60	13	3.8
	Total	340	100
EducationLevel	PrimaryEducation	17	5.0
	SecondaryEducation	41	12.1
	TVET/Diploma	52	15.3
	FirstDegree	139	40.9
	Master's Degree and Above	91	26.8
	Total	340	100
OccupationStatus	Government	96	28.2
	Private	103	30.3
	Self-Employed	73	21.5
	Unemployed	25	7.4
	Student	43	12.6
	Total	340	100
Customers' engagement with the bank	<1Year	74	21.8
	1-3Years	124	36.5
	3-6Year	95	27.9
	>6Years	47	13.8
	Total	340	100

Source: Own Survey, 2023

Gender Distribution

The above table 4.3.1 shows the gender composition of respondents that from the total respondents', 208(61.2percent) were males and 132(38.8percent) were females. Therefore, the majority of the respondents were males. This implies that DGB should focus on attracting more female customers by providing different product packages that would benefit them,

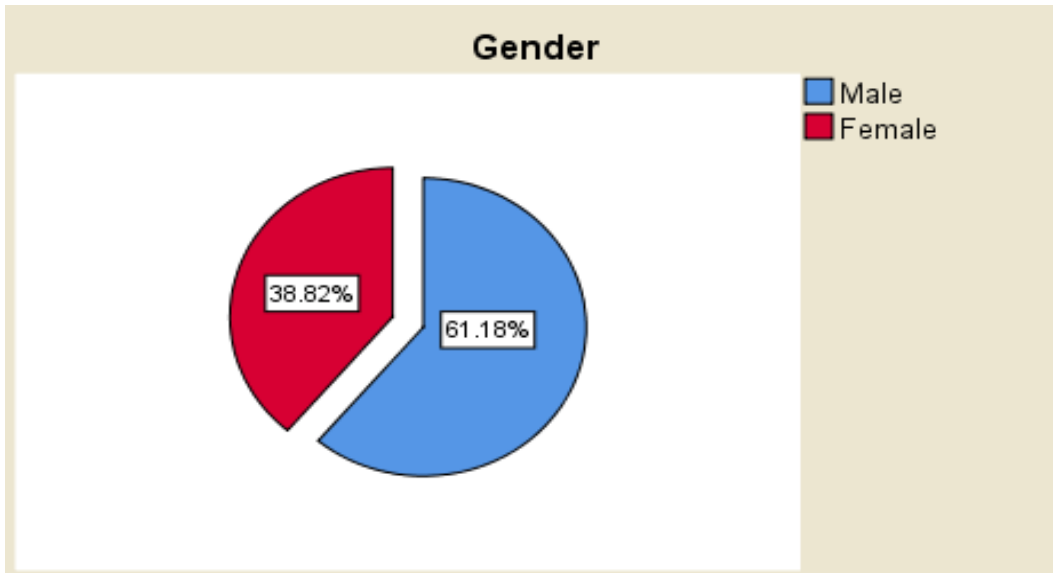


Figure 4.3.1 Gender Distribution

Age Distribution

The age category of Respondents shows that among the four age categories the age group of 31-45 years 166 (48.8 percent) had the highest proportion of responders, followed by 18-30 years 126 (37.1 percent), 46-60 years 35 (10.3 percent), and above 60 years old 13 (3.8 percent). This implies that the majority of respondents were between the ages of 31 and 45. This indicated that most of respondents are found in young and middle aged group which gives the bank an opportunity to attract many young and adults by injecting more finance for job creation that would in turn creates more savings, Furthermore, DGB should also look after an old veterans by providing different service scheme specifically designed to benefit them.

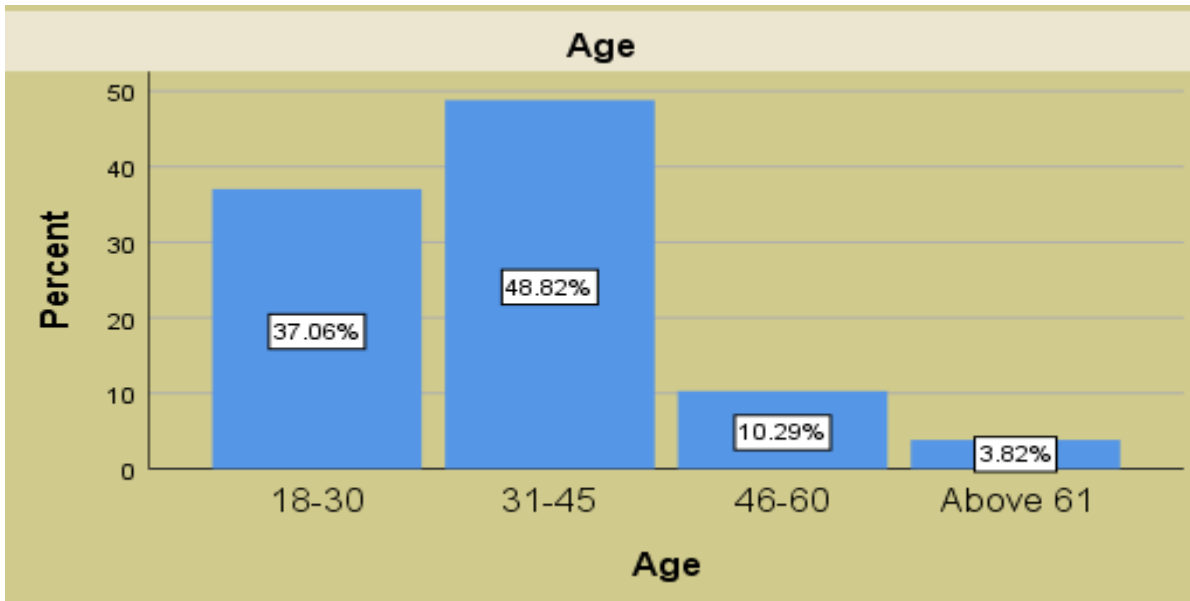


Figure 4.3.2 Age Distribution of respondents

Education Distribution

Regarding educational backgrounds, 17 (5 percent) of the respondents have primary education, 41 (12.1 percent) of the respondents have secondary education, 52 (15.3 percent) are TVET/Diploma holders, 139 (40.9 percent) have a First degree or higher, and the remaining 91 (26.8 percent) have a master's degree or higher. This indicates that the vast majority of respondents are literate and can easily comprehend and reply to the questions. In addition to this DGB should improve its promotional activities by incorporating user friendly technologies designed for both illiterates and educated segments to widen its customer base,

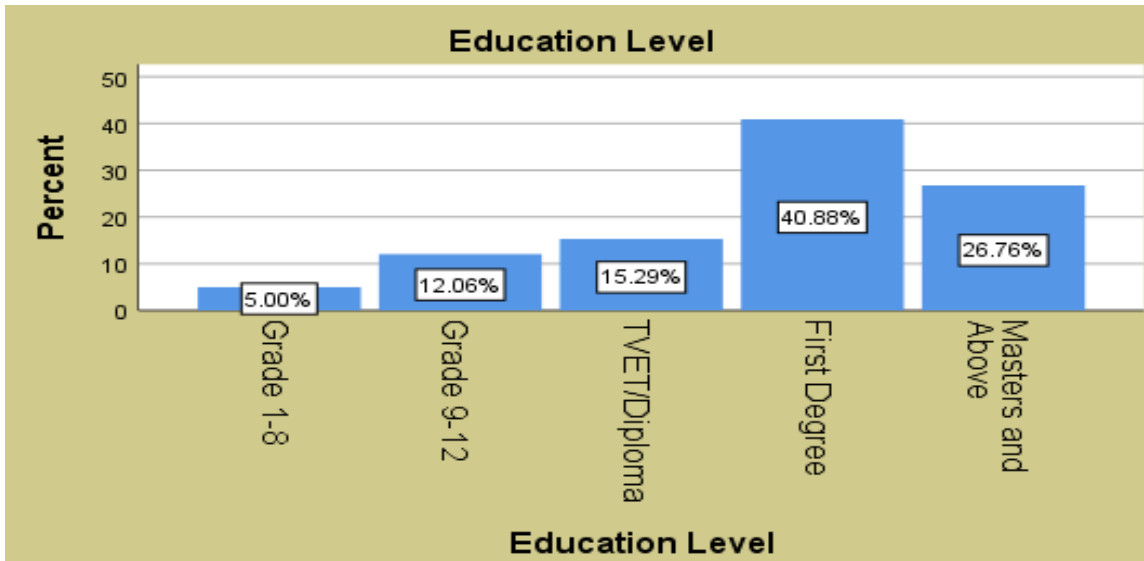


Figure 4.3.3 Educational Background distribution

Occupation Distribution

In terms of the respondents' occupation, the majority 103 (30.3 percent) worked in the private sector, the Government institutions accounted for 96 (28.2 percent), self-employed for 73 (21.5 percent), and students and unemployed for 43 (12.6 percent) and 25 (7.4 percent) of the total respondents respectively. This indicated that those who are working in private institutions are more attracted to work with DGB compared with those who are working in other institutions. Consequently, DGB should work hard to build trust among customers' who worked in other institutions by facilitating a more secured transaction.

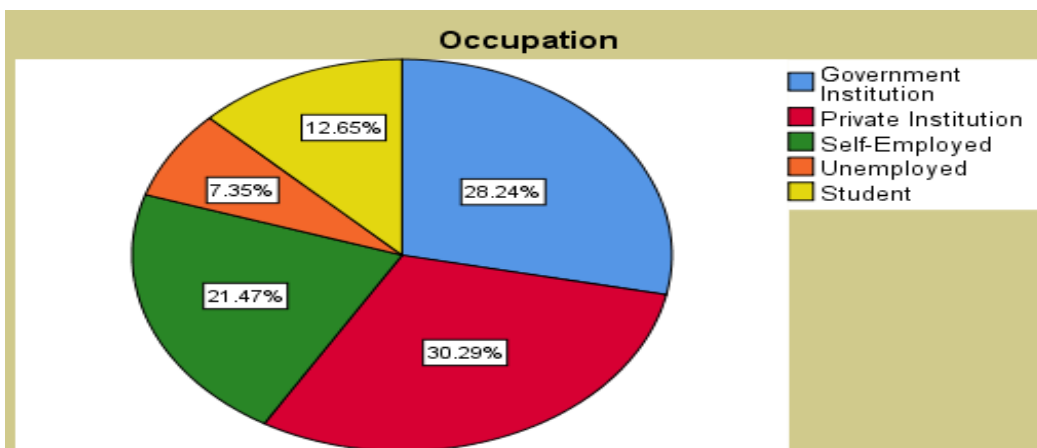


Figure 4.3.4 Occupational distribution of respondents

Customers' engagement Distribution

Regarding years of experience as a DGB customer, the majority of the respondents, 124 (36.5 percent) were served in DGB for 1-3 years, followed by 95 (27.9 percent) 3-6 years served. While 74 (21.8%) and 47 (13.8%) of respondents are served by the bank for less than a year and more than 6 years, respectively. This suggests that the majority of respondents were DGB customers for 1-3 years. This would give DGB an insight to strive more to attract new customers by designing effective promotional strategies and implement the strategy accordingly.

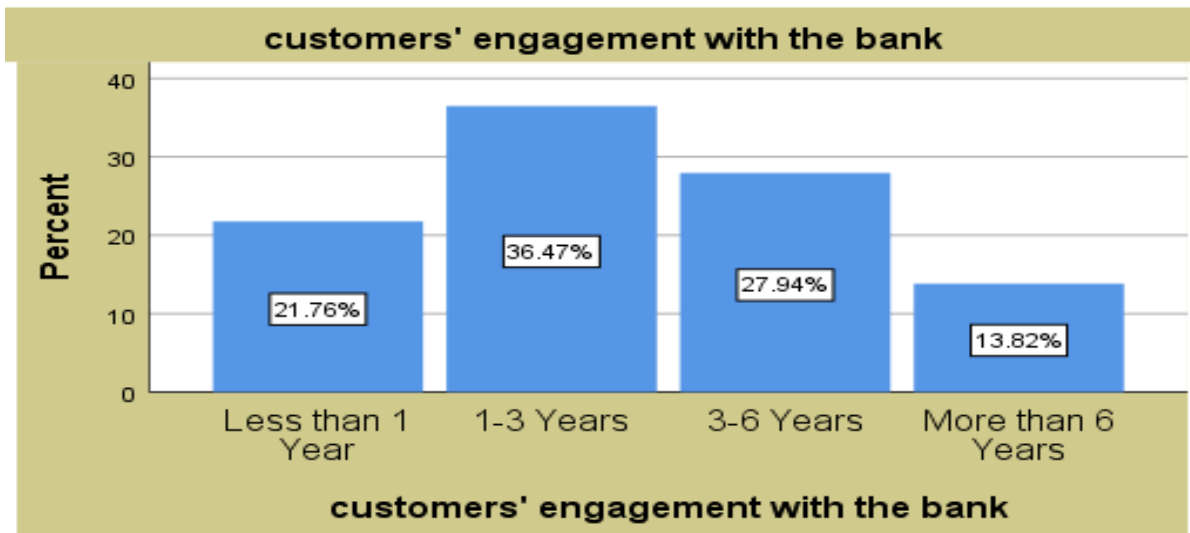


Figure 4.3.5 Customer experience distribution

Gender vs occupation cross tabulation

Table 4.3.2 Gender vs Occupation cross tabulation

Gender * Occupation Cross tabulation							
		Occupation					Total
		Government Institution	Private Institution	Self-Employed	Unemployed	Student	
Gender	Male	59 (61.46%)	63 (61.17%)	47 (64.38%)	13 (52%)	26 (60.47%)	208 (100)
	Female	37 (38.54%)	40 (38.83%)	26 (35.62%)	12 (48%)	17 (39.53%)	132 (100)
Total		96	103	73	25	43	340

Source: Own Survey, 2023

The above table 4.3.2 Shows both male and female customers worked in government institution were 59(61.46%) and 37(38.54%) respectively, out of the total 96(100%). Customers who are male and female who worked in private institution were 63(61.17%) and 40(38.83%) out of 103(100%). Those who engaged in their own business accounted for 73(100%) and out of which 47(64.38%) were males and 26(35.62%) were females respectively. Those who are unemployed and males were 13 (52 %) and females were 12 (48%) respectively out of 25(100%). Finally those who are students accounted for 43(100%) out of which males were 26 (60.47%) and females were 17 (39.53%) respectively. This indicated that compared to female customers in all of the occupational endeavors mentioned in the above table male customers were dominant. Hence, since females are accounted about 50 percent of the whole Ethiopian population, DGB should focus on attracting female customers through developing different product, services and promotional packages specifically tailored for this market segment.

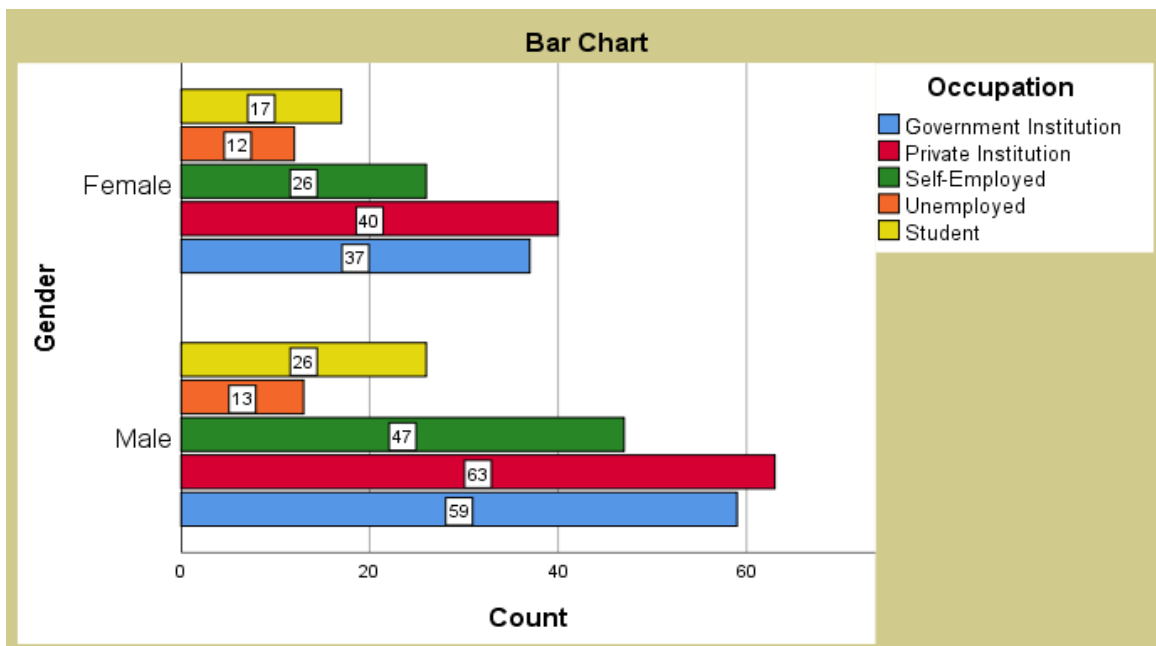


Figure 4.3.6 Gender occupation distribution

4.4. Descriptive statistics of the study

According to Marczyk et al (2005) a statistical strategy for determining equivalence across the groupist uses simple evaluations of mean and standard deviation for the variables of interest for each group in the research. The mean displays how much the sample group agreed or disagreed with the different statements on average. Lower mean suggested more people who disagree with the assertion. On the other hand, the higher the average the more people agree with the statement.

Zaidatol and Bagheri, (2009) developed interval classification for Likert Scale. This threshold is most widely used in many academic researches. According to this classification, for a five-point Likert Scale, a mean score of less than 3.39 is considered as low, 3.4 to 3.79 is considered as moderate, and a mean score of greater than 3.8 is considered as high,

4.4.1. Level of agreement on Advertising Dimensions

Table 4.4.1. Advertising Items

No	Items	Mean	Standard deviation
1	I think the advertising of Debub Global Bank is attractive.	3.89	.935
2	The advertising of Debub Global Bank is seen and heard frequently.	4.00	.892
3	Debub Global Bank advertisements have strong persuasion power.	4.00	.949
4	Debub Global Bank TV and Radio advertisements have the power to stay in mind for long times.	3.85	.988
5	Debub Global Bank uses newspapers and magazines to reach the customers.	4.00	.942
6	Debub Global Bank uses posters in reaching the customers.	3.84	.999
7	Debub Global Bank uses motion pictures for advertising.	3.79	.953
8	Debub Global Bank intensively uses social media advertising.	3.87	.698

	Grand Mean	3.90	.688
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Source: Own Survey, 2023

According to the above table-4.4.1, all respondents highly agreed with all assertions in the advertising items advertising attractiveness, advertising frequency, persuasion power, Tv and Radio advertising positioning, and social media accessibility with mean scores of 3.89, 4.00, 4.00, 3.85 and 4.00, 3.84, and 3.87 respectively except the seventh item that DGB uses motion pictures for advertising, respondents moderately agreed with the statement, with a mean value of 3.79. In general, the Advertising component has an overall mean value of 3.90, indicating that respondents highly agreed with the Advertising statements. Furthermore, the standard deviation of the Advertising dimension was 0.688, showing that the majority of the responses are concentrated around the mean.

4.4.2 Level of agreement on Sales Promotion Dimensions

Table 4.4.2. Sales Promotion Items

No	Items	Mean	Standard deviation
1	Sales promotion of Dehub Global Bank is strong enough to attract customers.	3.96	.873
2	Dehub Global Bank gives gifts for its customers	3.88	.982
3	Dehub Global Bank uses Lucky draw with prizes to attract customers.	3.85	1.017
4	Dehub Global Bank uses premium or bonus offer for some products.	4.01	.995
5	Dehub Global Bank uses coupons to reward loyal users of a product.	3.83	.974
6	Dehub Global Bank has adequate sales promotion	3.84	.984
	Grand Mean	3.89	.718

Source: Own Survey, 2023

Table-4.4.2 shows that, for all six items, respondents were highly agreed all the items with the bank's Sales Promotion practices such as giving gifts, lucky draw, bonus offers, giving coupons for rewarding loyal customers, with mean scores of 3.96, 3.88, 3.85, 4.01, 3.83, and 3.89, respectively. Overall, respondents highly agreed on Sales Promotion items by weighing a mean of 3.89 and a standard deviation of 0.718. This implies that DGB should further improve its sales promotion packages to attract more and more

customers.

4.4.3 Level of agreement on Personal Selling Dimensions

Table 4.4.3. Personal Selling Items

No	Items	Mean	Standard deviation
1	Professionalism is exercised throughout the Debu Global Bank by sales people	4.02	.845
2	Debu Global Bank employees have very good selling technique skills.	4.06	.845
3	The personal appearance of the Debu Global Bank employees is attractive	3.49	1.032
4	The employees of Debu Global Bank have full knowledge on all the bank's products	4.11	.796
	Grand Mean	3.92	.672

Source: Own Survey, 2023

As indicated in Table-4.4.3.,

respondents were asked about their degree of agreement toward the Personal Selling dimension. Accordingly, respondents highly agreed with the statement the sales personnel professionalism, selling technique, and knowledge about the product offered to them with a mean score of 4.02, 4.06, and 4.11 respectively. Regarding personal appearance of sales personnel, respondents moderately agreed with the mean score of 3.49. The overall mean value for the Personal Selling dimension is 3.92 and the standard deviation of 0.672, indicating a high level of agreement.

This implies that DGB should focus on the personal appearance or dressing code of sales personnel to attract customers.

4.4.4 Level of agreement on Direct Marketing Dimensions

Table 4.4.4. Direct Marketing Items

No	Items	Mean	Standard deviation
1	Debub Global Bank has social media platforms for direct	4.02	.800
2	Debub Global Bank uses SMS (mobile marketing) to contact customers directly.	4.11	.736
3	Debub Global Bank uses email to contact customers directly.	4.10	.764
4	Debub Global Bank uses call centre to contact customers directly.	3.93	.881
5	Debub Global Bank uses website to promote its services directly to customers.	4.02	.858
	GrandMean	4.04	.638

Source: Own Survey, 2023

As shown in table-4.4.3., all of the statements found in the direct marketing items indicate that the respondents were highly agreed regarding social media platform coverage, mobile banking, using email to contact customers, call center contact, and availability of website, with mean scores of 4.02, 4.11, 4.10, 3.93, and 4.02, respectively. In terms of direct marketing component, a high agreement with a mean score of 4.04 and a standard deviation accounted for 0.638. This indicates that most of the customers preferred to use direct marketing platform to get ease of access to receive different product and services.

4.4.5 Level of agreement on Customer Attraction Dimension

Table 4.4.5. Customer Attraction Items

No	Items	Mean	Standard deviation
1	I think Debub Global Bank Advertising creates awareness	3.67	.888
2	I think Debub Global Bank Sales promotion activities offer attractive benefits to customers	3.60	.868
3	I think Debub Global Bank personal selling activities are interesting to customers	3.81	.889
4	I think Debub Global Bank direct marketing activities are interactive.	3.80	.809
	GrandMean	3.71	.624

Source: Own Survey, 2023

Table-

4.4.5. shows the level of agreement toward the customer attraction dimensions. Accordingly, respondents show a moderate agreement toward the statement the bank advertising creates awareness and the sales promotion practice offer attractive benefits to customers with a mean score of 3.67 and 3.60 respectively, on top of that, the last two statements indicated the high level of agreement found on the statement like personal selling activities are interesting to customers and direct marketing activities are interactive accounted a mean value of 3.81 and 3.80 respectively. In general, the respondents moderately agreed on the customer attraction dimension items with a mean score of 3.71.

Table 4.4.6. Overall Descriptive Statistics

Descriptive Statistics			
Variable	N	Mean	Std. Deviation
Advertising	340	3.9062	.68876
Sales Promotion	340	3.8935	.71821
Personal Selling	340	3.9200	.67272
Direct Marketing	340	4.0400	.63806
Customer Attraction	340	3.7051	.62188
Overall mean	340	3.8929	0.6679

Source: Own Survey, 2023

In accordance with Zaidatol and Bagheri's (2009) mentioned above, the following descriptive statistics analysis is based on the threshold or cut-points that were used to analyze the mean result. Consequently, the above table-4.4.6 revealed that the dimensions advertising, sales promotion, personal selling, and direct marketing have a mean score of 3.90, 3.89, 3.92, 4.04 and 3.71 respectively. Based on the respondents' responses, it is possible to infer that the respondents highly agreed on advertising, sales promotion, personal selling, and direct marketing items. On the other hand, respondents moderately agreed on the customer attraction dimension with a mean score of

3.71. Moreover, the overall mean of the dimensions accounted for a mean value of 3.89, implying that most respondents highly agreed on the dimensions, while the standard deviation, 0.667, suggested low dispersion which indicated that most of the responses of respondents are clustered around the mean.

4.5. Correlation Analysis

This study used Pearson's correlation coefficient (r) analysis to identify the strength of the relationships between independent and dependent variables. It required a range of values from -1 to 0 to +1. A correlation coefficient of zero indicates the existence of no association between the measured variable. -1 is a perfect negative relationship and the correlation coefficient of +1 is a perfect positive strong relationship.

According to Tylor (1999), the correlation coefficient (r) classification is as follows 0.1–0.29 is weak; 0.3–0.49 is moderate; and > 0.5 is strong. Hence, to interpret the strengths of relationships between variables, the researcher used the guidelines suggested by Tylor.

Table 4.5.1. Pearson Correlation Analysis

		ADS	SPRO	PS	DM	CA
Advertising	Pearson Correlation	1				
	Sig. (2-tailed)					
Sales Promotion	Pearson Correlation	.108*	1			
	Sig. (2-tailed)	.048				
Personal Selling	Pearson Correlation	.559**	.028	1		
	Sig. (2-tailed)	.000	.607			
Direct Marketing	Pearson Correlation	.722**	.120*	.708**	1	
	Sig. (2-tailed)	.000	.026	.000		
Customer Attraction	Pearson Correlation	.702**	.458**	.610**	.725**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	340	340	340	340	340
*. Correlation is significant at the 0.05 level (2-tailed).						
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: SPSS Output, 2023

Table 4.5.1. revealed that the person correlation value of the variables are Advertising (0.702), Sales Promotion (0.458), Personal Selling (0.61), Direct Marketing (0.725) at a significant level. As a result, the three independent variables namely, Advertising, Personal Selling, and Direct Marketing have a high and strong positive correlation with the dependent variable customer attraction. Furthermore, Sales Promotion has a moderate correlation with the dependent variable customer attraction.

4.6. Model Assumption tests

Before applying the model, it should be evaluated to see if it can assess the link between multiple independent or predictor variables and a dependent or criterion variable. These assumptions are as follows:

4.6.1. Normality Assumption

The normality test is identified using graphical method histogram. If the residuals are regularly distributed, the histogram should be bell-shaped (Brooks, 2008). Figure 4.6.1 shows that the histogram is symmetrically bell-shaped. As a result, the outcomes show that there is no major breach of the assumption's normality.

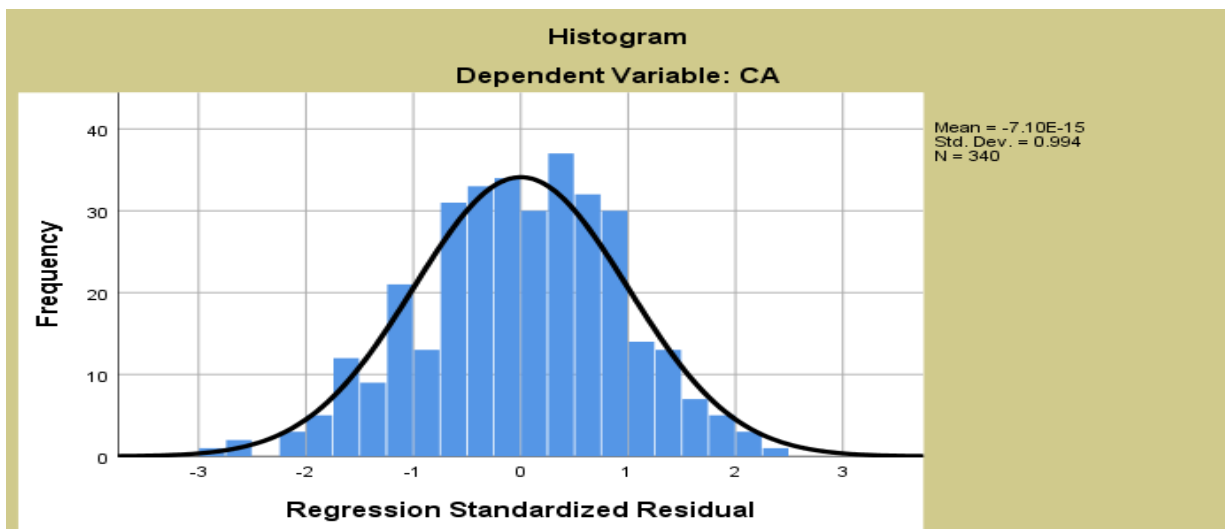


Figure 4.6.1. Normality-Histogram Graph

Source: SPSS Output, 202

In addition, according to George and Marllery (2010), running descriptive statistics to obtain kurtosis and skewness is a popular rule-of-thumb test for normality. When the data is properly distributed, both the Skewness and Kurtosis should be between +1.96 and -1.96.

Table 4.6.1 Normality Test

Normality Test							
Variables	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising	340	3.9062	.68876	-.810	.132	1.276	.264
Sales Promotion	340	3.8935	.71821	-.389	.132	.191	.264
Personal Selling	340	3.9200	.67272	-.400	.132	.217	.264
Direct Marketing	340	4.0400	.63806	-.668	.132	1.105	.264
Customer Attraction	340	3.7051	.62188	-.652	.132	1.929	.264

Source: SPSS Output, 2023

Normality analysis for four variables namely advertising, sales promotion, personal selling, and direct marketing was performed using SPSS 26.0, as shown in table 4.6.1. The results demonstrate that all four variables' skewness and kurtosis values in this research are within the range of +1.96 to -1.96.

4.6.2. Linearity

A

standard multiple regression can only predict the link between dependent and independent variables effectively if the associations are linear (Waters and Osborne, 2002). Figure 4.6.2, shows the P-P plot findings demonstrated that the study met the linearity assumptions.

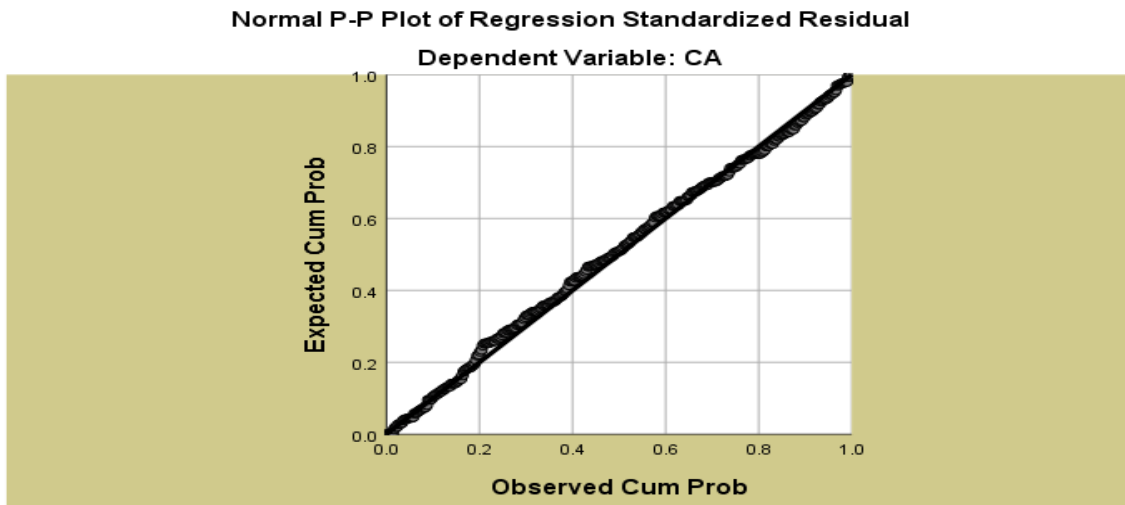


Figure 4.6.2. p-p plot

Source: SPSS Output, 2023

4.6.3. Homoscedasticity

Homoscedasticity is defined as variance homogeneity. Hairet et al. (1996) examined scatter plots of the residual dependent variable (ZRESID) and predicted or independent values (ZPRED). The scatter plot, as shown in Figure 4.6.3, has the approximate form of a rectangle pattern with no cluster. This demonstrated that the premise of homoscedasticity was not seriously violated.

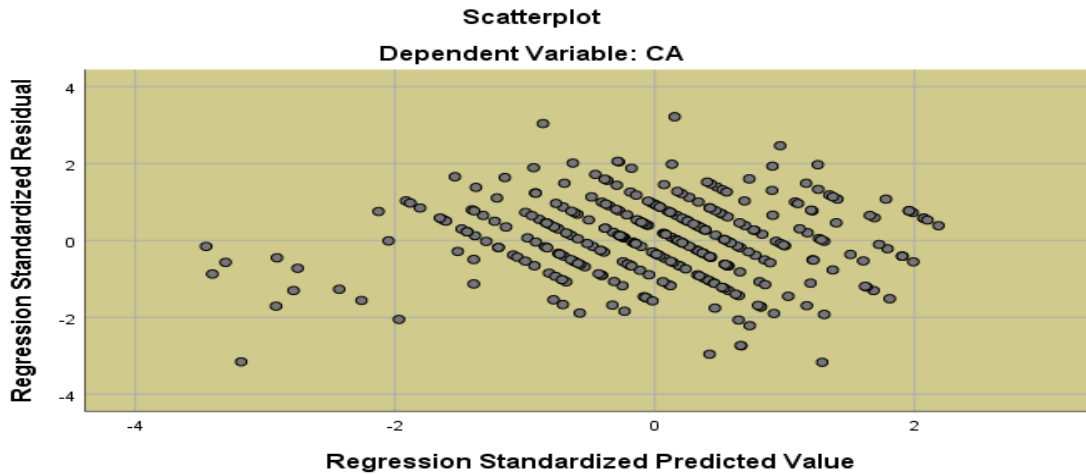


Figure 4.6.3. scatterplot

SPSS Output, 2023

4.6.4. Multicollinearity Test

The presence of multicollinearity in the model is detected by using the Variance Inflation Factor (VIF). If the VIF exactly or exceeds 10 then there is a problem of multicollinearity. (Hill, R. C. and Adkins, 2003), Low level of VIF are desirable while the tolerance should be more than 0.2 (Menard, 1995). Consequently, VIF with high level indicated there is an adverse effect in the regression.

Table 4.6.4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Advertising	.474	2.111
Sales Promotion	.977	1.023
Personal Selling	.490	2.040
Direct Marketing	.341	2.932

Source: Source: SPSS Output, 2023

As shown in the above tables since the variance inflation factor is below 10, and the tolerance value more than

2 implies there is no serious multicollinearity problem among the variables and hence all the independent

nt variables can be considered in the model estimation.

4.7. Multiple Regression Analysis

In this study, a multiple regression model is used to examine the influence of promotional activities on customer Attraction in DGB using independent variables (Advertising, Sales Promotion, Personal Selling, and Direct Marketing) and dependent variables (customer Attraction). Accordingly, a significance level of five percent was used.

Table 4.7.1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864^a	.747	.744	.31490
a. Predictors: (Constant), DM, SPRO, PS, ADS				
b. Dependent Variable: CA				

Source: SPSS Output, 2023

The R-squared informs us how much of the variance in the dependent variable is explained by the independent variables. According to model summary table 4.7.1, the co-efficient of determination (R²) is 0.747, which means that the four variables (advertising, sales promotion, personal selling, and direct marketing) explain 74.7 percent of the variance in customer attraction in DGB, while the remaining (25.3 percent) can be explained by other variables.

Table 4.7.2. ANOVA analysis

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	97.884	4	24.471	246.773	.000^b
	Residual	33.220	335	.099		
	Total	131.103	339			
a. Dependent Variable: CA						
b. Predictors: (Constant), DM, SPRO, PS, ADS						

Source: SPSS Output, 2023

The above Table 4.7.2.- indicated ANOVA analysis of variance, F-ratio is a test which denotes

the null hypothesis that the regression coefficients are all equal to zero. The above data shows, $F=246.773$ is significant at the level of significance 0.000 which is less than five percent. Hence, this is statistically

significant. Therefore, this indicates that all the independent variables used in this study collectively have strong and statistically significant predictors of customer Attraction in DGB.

Table 4.7.3. Estimated Regression Coefficients

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.654	.143		-4.575	.000		
	Advertising	.305	.036	.337	8.446	.000	.474	2.111
	Sales Promotion	.330	.024	.381	13.693	.000	.977	1.023
	Personal Selling	.189	.036	.205	5.216	.000	.490	2.040
	Direct Marketing	.283	.046	.290	6.160	.000	.341	2.932

a. Dependent Variable: CA

Source: SPSS Output, 2023

The researcher conducted multiple regression analysis so as to determine the extent to which promotional activities influence customer Attraction. Based on the above table, the equation becomes:

$$Y = \alpha + 0.337AD + 0.381SP + 0.205PS + 0.290DM + \epsilon$$

Where: -Dependent variable CA = Customer Attraction;

Independent variables AD = Advertising; SP = Sales Promotion PS = Personal Selling DM = Direct Marketing

4.8. Testing the proposed Hypotheses

H1: Advertising has significant and positive influence on customer attraction in Debu Global Bank Addis Ababa.

The results of multiple regression show that at a five percent level of significance, advertising dimension has a positive and significant influence on customer attraction in DGB with a coefficient value of 0.337. The finding implies that; holding other things constant, a 1 percent improvement in the Advertising dimension leads the customer attraction to increase by 33.7 Percent which is a percent increase in Advertising dimension item (i.e. advertising attractiveness, advertising frequency, persuasion power, TV and Radio advertising positioning, and social media accessibility), the customer attraction toward DGB increased by 33.7 percent.

In support of the study findings Reza et al (2017); Haghsten et al. (2016); Haseini and Habibi (2015), Amiri and Taajzadeh (2013); Ababa (2021) and Teklay (2018) confirmed that there is a positively statistically significant relationship exists between the independent variable (advertising) and dependent variable (customer attraction). Therefore, the hypothesis is supported.

H2: Sales promotion has significant and positive influence on customer attraction in Debu Global Bank Addis Ababa.

It is positive and significant in determining customer attraction in DGB at a 5% critical value. For one percentage increase in sales promotion, the Bank will increase its customer attraction by 38.1 percent. That means a percentage increase in sales promotion like giving gifts, lucky draw, bonus offers, giving coupons for rewarding loyal customers then the customer attraction increased by 38.1 percent.

In accordance with the study of Reza et al (2017); Haghsten et al. (2016); Haseini and Habibi (2015), Amiri and Taajzadeh (2013); Ababa (2021), Teklay (2018), and

Gossaye(2015)confirmedthereisapositiveandstatisticallysignificant link between the independent variables sales promotion and dependent variable customer attraction. Therefore, the hypothesis is supported.

H₃: Personal selling has significant and positive influence on customer attraction in Dehub Global Bank Addis Ababa.

The coefficient of the personal selling has positive and statistically significant at $p < 0.05$ level and its coefficient is 0.205. This suggests that other things are constant when the personal selling dimension increases by one percent then customer attraction in DGB will rise by 20.5 percent.

In accordance with the study findings of Amiri and Taajzadeh(2013), Reza et al(2017); Haseini and Habibi(2015), Ababa(2021) and Teklay(2018) confirmed that there is positive and statistically significant relationship exists between the independent variable personal selling and dependent variable customer attraction. Therefore, the hypothesis is supported.

H₄: Direct marketing has significant and positive influence on customer attraction in Dehub Global Bank Addis Ababa.

Direct marketing has a positive slope with coefficient value of 0.290. Let other things remain constant one can deduce that by improving direct marketing dimensions (social media platform coverage, mobile banking, using email to contact customers, call center contact, and availability of website) changed by a percent then customer attraction will be changed by 29.0 percent.

In accordance with the study findings of Reza et al(2017); Haghsten et al.(2016); Haseini and Habibi(2015), Ababa(2021) and Teklay(2018) confirmed, there is a positive and significant relationship exists between the independent variable direct marketing and dependent variable customer attraction. Therefore, the hypothesis is supported.

Table 4.81. Research Hypothesis Result Summary

Hypothesis	Findings		Result
H1: Advertising has a positive and significant influence on Customer Attraction in Debub Global Bank S.C	$\beta = 0.337;$ $p < .05$	Has Positive and Significant influence	Supported
H2: Sales Promotion has a positive and significant influence on Customer Attraction in Debub Global Bank S.C	$\beta = 0.381;$ $p < .05$	Has Positive and Significant influence	Supported
H3: Personal Selling has a positive and significant influence on Customer Attraction in Debub Global Bank S.C	$\beta = 0.205;$ $p < .05$	Has Positive and Significant influence	Supported
H4: Direct Marketing has a positive and significant influence on Customer Attraction in Debub Global Bank S.C	$\beta = 0.290;$ $p < .05$	Has Positive and Significant influence	Supported

CHAPTER FIVE

5.1.1 Summary of Findings, Conclusions, and Recommendations

By conducting a complete and thorough analysis on the influence of the promotion activities on customer attraction, the findings of the research were summarized to obtain the big picture, conclusions were derived from the findings, and suggestions were made to take action. Finally, the study's shortcomings and a recommendation for future research directions were presented.

5.2. Summary of findings

The primary motive of this study is to investigate the influence of promotional activities on customer attraction in DGB. Accordingly, the following are the major summary of the findings.

To conduct this study, four predictor variables were used i.e. advertising, sales promotion, personal selling, and direct marketing.

- 385 questionnaires were distributed across for this study and 340 (88.54%) valid questionnaires for statistical analysis were found.
- The gender composition of respondents that from the total respondents', 208 (61.2 percent) were males and 132 (38.8 percent) were females.
- The age category of Respondents shows that among the four age categories the age group of 31-45 years accounted for 166 (48.8 percent) had the highest proportion of responders.
- The majorities of respondents were literate and can easily comprehend and reply to the forwarded questions.
- In terms of the respondents' occupation, the majority 103 (30.3 percent) worked in the private companies.
- The majority of the respondents, 124 (36.5 percent) have a service engagement ranging from 1-3 years in DGB.
- Compared to female customers in all of the career background including unemployed and students' male customers were profoundly dominant in terms of number.

- Generally, the overall agreements of the aggregate mean score for advertising, sales promotion, personal selling, direct marketing dimensions scored 3.91, 3.89, 3.83, and 4.04 respectively which showed a high level of agreement.
- According to the Pearson correlation matrix, four independent variables such as; advertising, sales promotion, personal selling, and direct marketing have positive and statistically significant associations with customer attraction.
- In general, multiple regression analysis results indicated that all the four predictor variables accounted for 74.4% variation in customer attraction which shows all have a positive and significant influence on customer attraction.
- Sales promotion and advertising has the highest positive and significant influence on customer attraction at a 5% level of significance with a coefficient value of 0.381 and 0.337 respectively. Followed by direct marketing and personal selling with a beta value of 0.290 and 0.205 respectively.
- Finally, the entire hypotheses were tested, and all predictor variables (advertising, sales promotion, personal selling, and direct marketing) have a positive influence on customer attraction. Therefore, the hypotheses are supported.

5.3. Conclusion

The main objective of the study was to investigate the influence of promotional activities on customer attraction in DGB. For this reason, the study used four variables (i.e., advertising, sales promotion, personal selling, and direct marketing). Moreover, the responses were analyzed using inferential and descriptive analysis. Therefore, based on the summary of the major findings of the study the following conclusions are drawn.

Majority of the respondents were male, age group 31-45, literate, worked in private institution, have DGB service engagement ranged from 1-3 years. This indicated that the Bank should concentrate on attracting those customers with minimum response rate in all aspect.

Accordingly, the mean value of advertising, sales promotion, personal selling, and direct marketing and Customer attraction accounted for 3.91, 3.89, 3.83, 4.04, 3.92, 3.93, and 3.71 respectively. This concludes that these dimensions have from moderate to a high level of agreement.

The correlation matrix analysis result explained that the four independent variables: have a positive association with customer attraction in DGB. That means when the Bank improves the promotional activities or variable the attraction of the Bank's customers improves accordingly.

Regarding, the multiple regression analysis sales promotion has the highest influence with a beta value of 0.381 on the overall customer attraction. Advertising, personal selling, and direct marketing have influence on customer attraction with a beta value of 0.337, 0.205, 0.209 respectively. Consequently, personal selling has the least influence on customer attraction.

5.4. Recommendation

The researcher suggests the following based on the study's findings:

- Regarding demographic factors, DGB should focus on attracting female customers through developing different products, services and promotional packages specifically tailored for this market segment. In order to attract young and adult segments of the market, DGB should injecting more finance for job creation that would in turn creates more savings and advertise aggressively through social media platforms like face book, telegram, tweeter etc. Furthermore, DGB should also reach out for old veterans through a more traditional means of communications like print media, radio and TV advertisings by providing different service scheme specifically designed to benefit them.
- Advertising has positive and significant influence on customer attraction in Debut Global bank. As a result, management must perform a continual survey to measure its efficacy and should focus on advertising mediums such as TV and radio, which are known to be mediums used to reach a large audience at a low cost. Consequently, the company should aggressively advertise both existing and new portfolio to ensure that the vast majority of their consumers are aware of what is the new offer in the DGB.
- The second variable with the highest positive and significant effect on customer attraction in DGB was Sales promotion. Since sales promotion has the highest influence with a beta value on the overall customer attraction, the management should give more attention for sales promotion activities such as giving free gifts, lucky draw, bonus offers, and giving coupons for rewarding loyal customers.
- Personal selling is the third and the least variable that has a positive and significant influence. DGB should emphasize in Empowering and developing sales personnel to understand what customers expect from them, improve the dressing code, embrace

financial technologies and customize their services offerings so that, the bank can enhance customer attraction.

- Finally, direct marketing has a positive and significant influence on customers. To further increase its promotional communication and attract more clients, the concerned body should comprehend the strength of social media and electronic-based marketing and establish an active presence on all social media platforms such as face book, twitter, telegram, in order to further strengthen its promotional communication to attract more customers. Therefore, the bank continually strives to work on financial brake through technological advancement by offering abundant and functional-banking communication channels and customizing them for ease of use.

5.5. Future research direction

Future research can be conducted by adding more independent variables such as public relation, publicity and internet/interactive variables and mediating variables like customer relationship management, and Brand image. So, it would have higher potential in elaborating the variation. Besides, further research should also be conducted by other banks to widen the scope of the study.

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Appendices

Research Instrument

Addis Ababa University
School of Commerce
MA Program in Marketing Management
To be filled by customer

Dear Respondents,

First of all, I would like to thank you in advance for your cooperation in filling the questionnaire. My Name is SeifuGirma I am a student of Addis Ababa University School of commerce. This questionnaire aims at identifying and analysing the influence of promotional activities on customer attraction in Debu Global Bank S.C. Your information will be used for research purpose only and your response are confidential to keep your response anonymous, please do not write your name on the form. Completing the questionnaire only take few minutes of your time and your participation to the research is much esteemed.

Stay safe and thank You!!!

For further inquiry use the following contact information

SeifuGirmaYifru

0913083902

Seifugirma16@gmail.com

put a √ sign markin the appropriate box

Part One: General Information

1. Gender: Male Female
2. Age: 18-30 31-40 41-50 51-60 61+
3. Educational Level: Primary Education Secondary Education
TVET/Diploma First Degree Master 's Degree and above
4. Occupation: Government Private Unemployed
Student
5. For how long you have been customer of the bank? <1 Year 1-3 Years
3-6 Years >6 Years

PART II: - Promotion Mix Strategy Related Questions

Use the following Rating Scales under the columns, mark (√) sign only once for the given variables depending on your level of agreement in front of it.

Where, 1=Strongly Disagree 2=Disagree 3=No opinion 4=Agree 5=strongly agree

I.	ADVERTISING	1	2	3	4	5
1	I think the advertising of DehubGlobal Bank is attractive .					
2	The advertising of DehubGlobal Bank is seen and heard frequently .					
3	DehubGlobal Bank advertisements have strong persuasion power.					
4	DehubGlobal Bank TV and Radio advertisements have the power to stay in mind for long times.					
5	DehubGlobalBankuses newspapers and magazines to reach the customers.					
6	DehubGlobalBankuses posters in reaching the customers.					
7	DehubGlobalBankuses motion pictures for advertising.					
8	DehubGlobalBankintensively uses social media advertising.					
II.	SALES PROMOTIONS	1	2	3	4	5
9	Sales promotion of Dehub Global Bank is strong enough to attract customers .					
10	Dehub Global Bank gives gifts for its customers .					
11	Dehub Global Bank uses Lucky draw with prizes to attract customers.					
12	Dehub Global Bank uses premium or bonus offer for some products.					

13	Debub Global Bank uses coupons to reward loyal users of a product.					
14	Debub Global Bank has adequate sales promotion practices .					
III	PERSONAL SELLING	1	2	3	4	5
15	Professionalism is exercised throughout the Debub Global Bank by sales people					
16	Debub Global Bank employees have very good selling technique skills.					
17	The personal appearance of the Debub Global Bank employees is attractive					
18	The employees of Debub Global Bank have full knowledge on all the bank's products					
IV	DIRECT MARKETING	1	2	3	4	5
19	Debub Global Bank has social media platforms for direct interaction.					
20	Debub Global Bank uses SMS (mobile marketing) to contact customers directly .					
21	Debub Global Bank uses email to contact customers directly .					
22	Debub Global Bank uses call centre to contact customers directly .					
23	Debub Global Bank uses website to promote its services directly to customers.					

Part III: Customer Attraction Related Questions

Direction:

Use the following Rating Scales under the columns, mark (√) sign only once for the given variables depending on your level of agreement in front of it.

Where, 1=Strongly Disagree 2=Disagree 3=No opinion 4=Agree 5=strongly agree

V	CUSTOMER ATTRACTION	1	2	3	4	5
24.	I think Debub Global Bank Advertising creates awareness.					
25.	I think Debub Global Bank Sales promotion activities offer attractive benefits to customers.					
26	I think Debub Global Bank personal selling activities are interesting to customers.					
27	I think Debub Global Bank direct marketing activities are interactive.					

5. የደንበኝነትቆይታጊዜ፡- <1 ዓመት 3-6ዓመት >6 ዓመት

ክፍል 2 - የማስታወቂያስልቶችደንበኞችንለመሳብያለቸውተፅዕኖ

2.1 ደቡብግሎባልባንክከሚጠቀሙትውየማስታወቂያስልቶችንተመለከተየቀረቡመጠይቆች

የሚከተሉትንአማራጮችተጠቀሙ

የምትስማሙበትንደረጃኪዚህበታችበተገለጸውመሰረትይህንንምልክትብቻበመጠቀም(✓)እንደሚከተለውአስቀምጡ

5. በጣምእስማማለሁ4. እስማማለሁ3. ገለልተኛነኝ2. አልስማማም1. ፈፅሞአልስማማም

I	ማስታወቂያ	1	2	3	4	5
1	ደቡብግሎባልባንክየሚጠቀሙትውማስታወቂያዎችሳቢ/ማረኪናቸው					
2	የደቡብግሎባልባንክማስታወቂያዎችበቴሌቪዥንናበሬዲዮበተደጋጋሚገዜይታይሱይሱማሉ					
3	የደቡብግሎባልባንክማስታወቂያዎችደንበኞችንየማሳመንኃይልአላቸው					
4	በደቡብግሎባልባንክበቴሌቪዥንናበሬዲዮየሚሰራጩማስታወቂያዎችበደንበኞችአንድምሮውስጥስረጅምጊዜየመቅየትኃይልአላቸው፡፡					
5	ደቡብግሎባልባንክየሚሰጠውንስገልግሎትመፅሄቶችንናጋዜጦችንበማዘጋጀትስደንበኞችደደርሳል					
6	ደቡብግሎባልባንክደንበኞችንስመድረስየተሰደደየገስተርማስታወቂያዎችንይጠቀማል					
7	ደቡብግሎባልባንክበተንቀሳቃሽምሽሎችየተደገፈየማስታወቂያስልቶችንይጠቀማል					
8	ደቡብግሎባልባንክማህበራዊየመገናኛዘዴዎችንስማስተዋወቅበስፋትይጠቀማል					
II	የሽያጭማስታወቂያ	1	2	3	4	5
9	ደቡብግሎባልባንክደንበኞችንስመሳብየተሰደደየሽያጭማስታወቂያዎችንይጠቀማል					
10	ደቡብግሎባልባንክደንበኞችየተሰደደስጦታዎችንይሰጣል					
11	ደቡብግሎባልባንክደንበኞችንስመሳብየተሰደደእጣዎችንበማውጣትእድሰኞችንይሸልማል					
12	ደቡብግሎባልባንክአንዳንድምርቶችሳይኖረውም/ቦነስጭማሪበማድረግደንበኞችንይሸልማል					
13	ደቡብግሎባልባንክታማኝሰሆኑደንበኞችየኩፍንስጦታዎችንበማዘጋጀትእልማቶችንይሰጣል					
14	ደቡብግሎባልባንክበቂሮሆነየሽያጭማስታወቂያይተገብራል					
II	የግልሽያጭ/የሽያጭሰራተኛ	1	2	3	4	5
2	ደቡብግሎባልባንክበባንኩሰራተኛችላውደስነ-ምግባርእንዲተገበርደደርጋል					
2	የደቡብግሎባልባንክሽያጭሰራተኛችበሙደውየሰጠኑእናበቂክህሎትያላቸውናቸው					
2	የደቡብግሎባልባንክሠራተኛችአስባበሳቸውሳቢእናማራኪነው					
23	ባንኩየሚሰጣቸውንስገልግሎቶችአስተማማኝበሆኑመረጃዎችበቀላሰደንበኞችደደርሳል					
I	የቀጥታግብይት	1	2	3	4	5

V					
1 5	ደቡብግሎባልባንክማህበራዊደመገናኛዘዲዎችንበመጠቀምየሚሰጠውንክገልግሎትበተመሳከተበቀጥታስደንበኛችደደርሳል				
1 6	ደቡብግሎባልባንክበጽሑፍመልዕክት(SMS)/ቴሌማርኬቲንግበመጠቀምደንበኛችንተደራሽደደርጋል				
1 7	ደቡብግሎባልባንክ ሲ-ሚልበመጠቀምደንበኛችንበቀጥታተደራሽደደርጋል				
1 8	ደቡብግሎባልባንክደንበኛችጋርበቀጥታስመገናኘትየጥሪ(የእርዳታ)ማእከልይጠቀመል				
1 9	ደቡብግሎባልባንክየራሱንድህረ-ገጽበመጠቀምየሚሰጠውንክገልግሎትስደንበኛችደስተሳልፋል				

የሚከተሉትንአማራጮችተጠቀሙ

የምትስማሙበትንደረጃኪዚህበታችበተገለጸውመሰረትይህንንምልክትብቻበመጠቀም(✓)እንደሚከተለውአስቀምጡ

5. በጣምአስማማለሁ4. አስማማለሁ3. ገለልተኛነኝ2. አልስማማም1. ፈፅሞአልስማማም

V	ደንበኞችንመሳብ	1	2	3	4	5
24	የደቡብግሎባልባንክማስታወቂዎዎችስለባንኩየተሻሻግንዛቤእንዳገኛረድተውኛል					
25	የደቡብግሎባልባንክየሽያጭማስታወቂዎዎችስደንበኛችየተሻሻጥቅምንየሚያስገኙሆነውአግኝቸዋለሁ					
26	የደቡብግሎባልባንክየሽያጭሰራተኞችበባንኩእንደገለገልፋላቸውእንደሚኖረኝአደርገውኛል					
27	የደቡብግሎባልባንክየቀጥታግብደትስርዓትአተገባበርደንበኛችንደመክሰነው					

መጠይቁንበአግባቡለመሙሉትስለተባበሩኝአመሰግናለሁ።