

**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
MARKETING MANAGEMENT DEPARTMENT**



**THE EFFECTS OF ADVERTISING ON
CUSTOMERS' ATTITUDE: EMPIRICAL
EVIDENCE FROM CBE**

**BY
TIGIST DEGEFU**

**JUNE 2018
ADDIS ABABA, ETHIOPIA**

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MARKETING MANAGEMENT DEPARTMENT**

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CUSTOMERS' ATTITUDE: EMPIRICAL
EVIDENCE FROM CBE**

**A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, SCHOOL
OF COMMERCE IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF
MARKETING MANAGEMENT**

**BY
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**JUNE 2018
ADDIS ABABA, ETHIOPIA**

Statement of Declaration

I declare that the thesis entitled “**The Effects of Advertising on Customers’ Attitude: Empirical Evidence from CBE**” submitted for the partial fulfilment of the requirements for the Degree of Master in Marketing Management at Addis Ababa University School of Commerce is my original work and it hasn’t been presented for the award of any other Degree, Diploma, or other similar titles at this or any other university or institution.

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I certify that the thesis entitled **“The Effects of Advertising on Customers’ Attitude: Empirical Evidence from CBE”** is the work of Ms. Tigist Degefu. She carried out the research under my guidance and I certified that, to the best of my knowledge, the work reported herein doesn’t form part of any other project report or dissertation on the bases of which a degree or other award was conferred on an earlier occasion on this or any other candidate.

Advisor: Dr. Mulugeta G/Medhin _____

Date _____

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ABSTRACT

The study seeks to examine the effects of CBE's advertising on customers' attitude. To achieve the objective, both primary and secondary data sources were used. In this study, advertisement was treated as an independent variable and customers' attitude was considered as dependent variable. Advertisement was further expressed using specific variables such as celebrity endorsement, message credibility, message attractiveness, media accessibility, media attractiveness and media credibility. Descriptive as well as inferential statistics were used to analyze the data and interpret results. The findings indicate that CBE's advertising has a positive and significant effects on customers' attitude. Specifically, Celebrity Endorsement, Message Credibility and Media Attractiveness have a positive and significant effect on customers' attitude. Thus, it is important for the bank to continue advertising using a celebrity who has good reputation. In addition, it is advisable for the bank to conduct a media audience survey to select a media which has strong public acceptance before undertaking promotion.

Key words: Celebrity Endorsement, Message Credibility, Message Creativity, Media Accessibility, Media Credibility, Media Attractiveness, Effective Advertising and Attitude.

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1. INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Advertising is one of the elements in the marketing mix containing a variety of methods which company could use to reach out and communicate with current and potential consumers. Its high visibility and pervasiveness made it as an important social and economic topic. Advertising is a non-personal form of mass communication directed at target audiences through various media in order to present or promote products and services. However, advertising's ability to persuade the target audience to think or behave in a particular way is debatable. In addition, its effect on consumers' attitude is difficult to measure. Although the costs are extremely large, a vast number of people can be reached with a message, so the cost per contact is the lowest of all the tools in the mix (Fill, 2006).

Advertising has become greatly popular and even common place in today's world. Market is controlled by consumers and hence companies have to persuade and attract the consumers for selling their products and services. Thus, advertising has crucial role for communication. It seems to be in everything for people and everywhere people go, and become increasingly popular as more and more individuals and companies turn to it as a tool for getting their products or services known by consumers (Terkan, 2014). Advertising is always present, though people may not be aware of it. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand (Nirmala & Pais, 2016).

To be effective, advertising must have an appeal, attract attention, command interest, inspire conviction and must provoke interest (Frank, 2005). In the same vein, Okeji (2008) as cited in Jalang'o (2015) posited that a good advert message should not be boring rather it should reflect the lifecycle of the product. He concluded that advertising must be exposed in the right medium as this will enable organization to reach the right people with the right message (Jalang'o, 2015).

Banks spend a lot of money on advertising activities every year with the aim of highlighting their services and create a distinct and desirable image in the customers mind as well as imparting information about the new and diverse services provided by the bank. Moreover, they use advertising to keep their loyal customers and improve their communications with them, and reducing the number of lost customers. When banks increase their advertising, a more favorable image of the brand is formed in the customer's mind that leads to customer satisfaction and loyalty (Gashti, 2017).

On the other hand, due to the abundance of advertising options and the rise of new technology such as internet, banks are heavily under pressure for more efficient and effective allocation of their advertising expenses and hence determining the impact of advertising on the optimal communication in marketing. Moreover, effective advertising in financial services is viewed as a relationship that a client establishes with the service provider in the course of time according to the frequency of use of services (Gashti, 2017).

Commercial Bank of Ethiopia (CBE), the pioneer in the banking industry and currently celebrating the 75th years of anniversary, has been working aggressively on advertising of its products and services. The strategic plan developed by the bank broadly addressed the importance of advertising to mobilize additional resources from the existing as well as potential customers to support the development agenda of the country through availing funds for private and public investments. Thus, CBE has been aggressively working on raising awareness to its products and services and building a cultural transformation towards bank based saving, use of formal financial channels for remittance and modern electronic banking. The bank has been employing different advertising activities suitable to reach out the public particularly using mass media advertising. In this regard, conventional media like television and radio are familiar to reach a wider spread of audiences as CBE does not segment customers for promotion purpose and focuses on the mass population (CBE, 2018).

On the other hand, print advertisements (magazines, brochures and pamphlets), display advertisements (signage and screens) and billboard advertisements are also used by the bank (CBE, 2018). This study is, therefore, focuses on the effectiveness of CBE's advertising

specifically the effects of celebrity endorsement, message credibility, message attractiveness, media accessibility, media attractiveness and media credibility effects on its customers' attitude towards consuming products and services.

1.2. STATEMENT OF THE PROBLEM

Advertising is one of the essential media tool to convey all latest messages to viewers and its impact depends entirely on how one presenting it in front of audience which in return give positive or negative result. At present, customers are very conscious towards branded products and easily get affected by attractive and creative advertisements, and which affects the preference and purchase decisions also. Hence, for effective advertising, it is very necessary to change the customer's behavior and attitude towards their purchasing pattern.

The financial services such as banks and insurance companies are the most important part of business. In traditional financial services customers, do not have variety of options in terms of selecting financial services and channels. Inflexibility of financial service providers and alliances' operation forced customers to accept financial services' price and style (Sadeh, et al., 2012). Conversely, nowadays there is heavy competition in this industry because there are so many financial institutions and they produce a lot of services to absorb customers and hence organizations are investing a lot of money in advertising. The success of this promotional activity is therefore important; otherwise a firm might end up spending a lot of money that will not yield anything, putting the organization at risk (Sadeh, et al., 2012).

Recently, Ha, John, Janda and Muthaly (2011) as cited on (Eze & Lee, 2012) revealed that spending on advertising is an imperative for firms to retain customers and hence many corporations budget large amounts of resources for advertising annually. The worldwide expenditures on advertisement were \$401.2 billion in year 1997. It then increased to \$602 billion in 2006. Unfortunately, some of these corporations did not conduct in-depth research on advertising strategies before they made advertising decisions. Consequently, this created barriers for corporations to achieve the effectiveness of advertising (Tai, 2007).

Before two decades Commercial Bank of Ethiopia was the only bank that provides commercial banking services in the country and hence customers had no choice and were forced to use the products and services of CBE. But, in the past two decades many private commercial banks have joined the banking industry due to the emerging of free market economy. This increase the competition among commercial banks and contest among banks become stiff due to offering of similar products and services, which makes it easy for customers to move from one bank to another. This situation gave rise to the importance of advertising of products and services to the existing and prospective consumers.

Accordingly, CBE considers advertising as an important tool for promoting its products and services to build a brand in the minds of the public and distinguish it from other banks. Hence, the bank has been spending large sum of money for advertisements. As per the data obtained from annual reports of the bank, advertising and publicity expenses registered a continuous increment mainly since June 2014 and stood at Birr 63.3 million as of June 2017. The bank adopts 60 second /365 days TV ads using multiple TV channels and aggressive ads of products and services in other media to attract customers and influence their consumption attitude (CBE, 2018). Despite this fact, there is no previous study in the area of advertising effects on consumers' attitude. Therefore, this study aims to measure the effects of CBE advertising on its customers' attitude towards using products and services.

1.3. RESEARCH QUESTIONS

The main research question for this study is:

- ✚ How does advertising affect the attitude of CBE's customers?

This study seeks to find answers for the following sub - basic questions:

- ✚ How does celebrity endorsement affect the attitude of CBE's customers?
- ✚ To what extent message credibility affect the attitude of CBE's customers?
- ✚ How does message creativity affect the attitude of CBE's customers?
- ✚ To what extent does media attractiveness affect the attitude of CBE's customers?
- ✚ How does media credibility affect the attitude of CBE's customers?
- ✚ To what extent does media accessibility affect the attitude of CBE's customers?

1.4. HYPOTHESIS

1.4.1. Celebrity Endorsement

Celebrity endorsement in advertising is so common in that it helps build trust with current and potential customers, increase the chances of the brand being remembered and attract a new type of audience. Endorsements also may increase the consumer's desire for a product. This is often achieved by implying that the particular celebrity is successful, talented, or attractive at least partly because of the product (Zipporah & Mberia, 2014). Effectiveness of a celebrity in product advertisement is a function of celebrity perceived expertise, trustworthiness, attractiveness and power among the target audience. This implies that these four characteristics make celebrity unique and are crucial to advertising effectiveness, where celebrities are used (Lakshmanan & Basariya, 2015).

Priyankara, et al. (2017) on their research conducted on celebrity endorsement and consumer buying intention with relation to television advertisement for perfumes, they found that there is a significant relationship between celebrity endorsement (likability, credibility, personality, attractiveness, and expertise) and consumer purchasing intention.

The study findings of Ndlela & Chuchu (2016) on Celebrity Endorsement Advertising: The case of Brand Awareness, Brand Recall, Brand Loyalty as Antecedence of South African Young Consumers' Purchase Behavior, indicates that participants in the 18-20-year age group were more inclined towards purchasing and paying more for celebrity endorsed brands as compared to any other age group in the survey.

Ahmed, et al., (2015) on their research focused on celebrity endorsement and its impact on the customer's buying behavior and their perception regarding the product or brand of a company, they concluded that celebrities endorsed advertisements are more attractive than the non-endorsed advertisements. Moreover the tested attributes of celebrity revealed positive relationship with the buying behavior and brand perception as well. Finally, the results of the study further proved that there is a significant impact of celebrity endorsement on the buying behavior of customers.

Similarly, Ranjbarian, et al., (2010) conducted a research focused on celebrity endorser influence on attitude toward advertisements and brands. They developed a model and tested with a sample of 193 students in University of Isfahan in 2009. The findings showed that attitude towards celebrity endorser can influence attitude toward brand directly or indirectly.

Ranjabarian et al., (2010), have conducted a research on the comparison between celebrity endorser versus non-celebrity endorser advertisements. These comparative studies emphasized the advantages of using celebrity endorser over non-celebrity endorser. They further indicates that when a celebrity and non-celebrity are put together on a scale, it is obvious that celebrity has many advantages in terms of power and ability to influence people as well as level of attractiveness. All these studies arrive at the same conclusion that celebrity endorsers are better for advertisement than non-celebrities as they possess more influential power to attract the consumers' attention and create the positive feelings in the audience. Therefore,

H1: Celebrity Endorsement has a positive and significant effect on customers' attitude.

1.4.2.Message Credibility

Information in the advertisements can influence how consumers receive this information and how their attitude is about the products or brands showed in the advertisements. The cues in the advertisements are determining the quality of the advertising message, which affects brand attitudes. One factor in determining consumers' attitudes towards the ad or brand that will influence information processing is advertising message credibility. Credibility is responses of consumers after seeing and processing the advertising message, which influences ad attitudes (Verstraten, 2015).

Advertising credibility is a key factor that affects the attitude and behavior of consumers. Hence, message credibility has a positive influence on attitude towards advertising and this then affects purchase intentions of consumers. Thus, message credibility and perceptions of advertising has a connection with each other (MacKenzie & Lutz, 1989) as cited on (Verstraten, 2015).

Punyatoya & Durgesh (2011) conducted a research aims to find out the factors that affects consumers' acceptance of mobile advertising. The result showed that message credibility has a

positive impact on attitude towards mobile advertisings. In addition, a study conducted by (Tai, 2007) revealed that the messages in advertising were found to be most significant in brand advertising.

Ling et al. (2010), on their research to investigate the determinants of consumers' attitude towards advertising among tertiary students in a private higher education institution in Malaysia, they found that credibility of an advertising message is positively related to consumers' attitude. Therefore,

H2: Message Credibility has a positive and significant effect on customers' attitude.

1.4.3.Message Creativity

The global media domination has produced greater challenges for the advertising industry. To meet the challenge of greater media clutter, the importance of creativity in advertising has much increased today than ever before. Advertisers believe that more and more innovative ideas in creative advertisement will builds excellent value in a competitive market. Message creative advertising is admired as a successful way of attracting new clients (Verma & Mishra, 2016).

The importance of creativity in advertising has been much realized among advertising practitioners. Advertising practitioners consider creativity in advertising as a remedy for breaking through the greater media clutter. In this sense, creativity in advertising is considered as an effective tool to break through the media clutter, capture consumers' attention, build an impression and lead to more effectiveness of an advertising campaign (Till & Baack, 2005) as cited on (Verma & Mishra, 2016).

Several studies indicate that message creative advertisements definitely, owing to their attention getting qualities, are consequently influential in promoting deeper levels of message processing than noncreative ads. Creative messages and advertisements influence consumers by being better attended, better remembered, and seen more favorably. Thus, creative ads lead to more favorable attitudes and increase the probability of a series of behaviors such as purchase intention, which are highly significant advertising outcomes and strongly related to add effectiveness (Sameti & Khalili, 2017).

Verma & Mishra (2016), on their studies on the Influence of Effectual and Creative Advertising on Brands & Purchase Behavior of Consumers, they found that creative advertising strongly effect the perception of consumers with respect to their purchasing behavior.

The findings of Murphy and Maynard (1996) indicated that clients consider advertising message and creativity as the most important factor in determining the quality of an advertisement campaign. Therefore, it is predicted that a well-designed and creative advertising message will have a positive impact on the success and effectiveness of brand advertising (Ansari & Riasi, 2016). Therefore,

H3: Message Creativity has a positive and significant effect on customers' attitude.

1.4.4. Media Accessibility

Consumers receive most promotional messages through mass communications media: largely newspapers, magazines, radio, television, billboards, transit advertising, and product placement (brand insertion in television shows and movies). Effective selection depends on understanding targeted consumers and their media-use habits. According to DeFleur and Dennis (1998), no one disputes the fact that media can help alter behavior and beliefs. Repetition of a message, its consistency over time, and apparent justification can help shift public opinion over the long term (Lakshmanan & Basariya, 2015).

The problem of media availability is of much relevance because; all the required media may not be available at the opportune time. This is particularly true in case of media like radio and television; so is the case with screen medium. Thus, non- availability of a medium or a media poses a new challenge to the advertising organizations as their products do not suitably introduced to the consumers (Lakshmanan & Basariya, 2015).

H4: Media Accessibility has a positive and significant effect on customers' attitude.

1.4.5. Media Attractiveness

Attractiveness is a concept that originated in the field of interpersonal psychology, where it describes a positive attitude or orientation towards others. In media, the word attractiveness is used for the positive attitude of viewers regarding the media they follow. Media attractiveness is

based on individual expectations and is hence also subject to social trends. In this regard there is no empirical evidence was found.

H5: Media Attractiveness has a positive and significant effect on customers' attitude.

1.4.6. Media Credibility

Advertising medium credibility has been defined in terms of consumers' perception of the average believability of a channels overall advertising content. The credibility of a medium will be influenced by the credibility of the surrounding programming or editorial environment and in turn will affect the advertising effectiveness (Ishaverma, 2014).

Authors examined the differences in consumer's perception of media credibility for five media: newspapers, television, radio, magazines and the internet and the moderating role of persuasion knowledge in those perceptions. The results indicated that media credibility was the highest for traditional media (Rodgers, 2005) as cited in (Ishaverma, 2014).

Becker, Martino, and Towers (1976) found that media credibility varied as a function of two audience demographics: age and media use. Younger consumers perceived few differences across media; older consumers perceived large differences. Media use was also positively associated with credibility perceptions, and consumers perceived credibility differences across advertising media depending on their primary source of local information.

A study by Wright (1974) found that medium (print versus broadcast) has a significant effect on subject cognitive activity including factors related to perceived credibility such as support argument activity and source derogation activity. Aigner, et. al (1981) showed that variations in media credibility (N.Y. Times vs. The Enquirer) affected the persuasiveness of a message. Therefore,

H6: Media Credibility has a positive and significant effect on customers' attitude.

1.5. RESEARCH OBJECTIVES

The overall objective of this study is to investigate the effects of CBE's advertising on the attitudes of its customers. The specific objectives are:

-  To examine the effect of celebrity endorsement on the attitudes of CBE's customers;
-  To investigate the effect of messages credibility on the attitude of CBE's customers;
-  To analyze the effects of messages creativity on the attitude of CBE's customers;
-  To examine the effects of media attractiveness on the attitude of CBE's customers;
-  To assess the effects of media credibility on the attitude of CBE's customers; and
-  To evaluate the effects of media accessibility on the attitude of CBE's customers.

1.6. SIGNIFICANCE OF THE STUDY

Commercial bank of Ethiopia has a vision of “to become a world class commercial bank by the year 2025” by surpassing the service excellence and business growth. Moreover, the bank is striving to deploy the state of the art technology and continue with changes and technological developments.

On the other hand, the bank employed different promotional tools to ensure products/services and brand awareness to the existing and potential customers. Therefore, this study provides evidence regarding the effects of advertisement variables that influence the buying decision. Understanding of variables such as celebrity endorsement, message credibility, message creativity, media accessibility, media attractiveness and media credibility would be able for further understanding how these variables affect the decision making of customers. In addition, this study provides a direction for CBE to better reposition its advertising strategy to capture the target market and boost its customer base.

The findings of the study would assist future researches to obtain additional pieces of information, which were unavailable in previous studies. In addition, researchers who may be interested in conducting similar studies would find this paper useful as it would serve as a frame of reference.

1.7. SCOPE OF THE STUDY

The promotional mix elements comprise of advertising, sales promotion, personal selling, direct marketing and public relations. However, this study is carried out only on the effects of CBE's advertising on its customers' attitude; particularly the celebrity endorsement, message credibility,

message creativity, media accessibility, media attractiveness and media credibility effects. As the bank do not yet fully utilized website, mobile, internet and social media advertising, they are excluded from the study.

In terms of geographical coverage, this study covered only branches located in Addis Ababa and the sampled branches are selected based on convenience sampling assuming homogeneity. Similarly, the study focused only in CBE's Addis Ababa customers.

1.8. LIMITATION OF THE STUDY

The findings of this study should be viewed with certain limitations in mind. The study was conducted only at 20 branches of CBE for the reason that including all customers of CBE all over the country is difficult. Results might have been different if the number of branches were increased.

The respondents' attitude to fill questionnaires at branches when they are in use of services may lead to respond carelessly as they are not ready to waste time and at the same time answering questions would not have any reward. This limits obtaining of intensive and conclusive information. Lack of adequate empirical literature in the area under study is also the major limitation of the study.

1.9. DEFINITION OF TERMS

-  **Brand:** is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.
-  **Communication:** the process of exchanging ideas, or passing through information between a sender and a receiver.
-  **Channel:** Communication methods such as Television, Radio, Magazines Newspapers etc.
-  **Customers:** Individuals that use CBE's products and services.
-  **Consumers:** are people who purchase and use goods or services to satisfy particular needs and wants.
-  **Electronic Media:** These include radio, television, the internet, etc.

-  **Message:** an organization wants to send out to its customers.
-  **Celebrity Endorsement:** refers to the use of a famous person's image to sell products or services by embracing the individual's wealth, popularity, or fame to endorse the products or services.

1.10. ORGANIZATION OF THE STUDY

This study is organized in five Chapters. The first chapter introduces the background for the study, definition of terms, statement of the problem, basic research questions, objectives, significance, limitations and organization of chapters. The second chapter addressed the detail review of theoretical and empirical literatures on concept of advertisement and its effect on consumers' attitudes. It explained the theories and concepts available on advertising and consumer attitude. In the third chapter, the detail description of the research methodology was discussed. The fourth chapter was dedicated to data presentation, analysis and interpretation. Finally, the conclusion and recommendations was presented in the fifth chapter.

2. LITERATURE REVIEW

2.1. THEORETICAL LITERATURE

2.1.1. Promotion

Promotional activities as an element of marketing communication processes are continuous exchange of information messages and inform the company with immediate and wider vicinities. Promotion is the process of communication between the company and the environment (consumers) in order to create positive attitudes about products and services that lead to their favor in the process of buying the market. Communication can be mass and individual, personal and impersonal, according to which the promotional activity involved in the process of communicating with certain recipients (Novak, 2011).

A company wants to communicate with the current and future customers, the people who sell and offer its products and services, with distributors, suppliers, vendors, business partners, and with the public at large. Therefore, the promotion activity is a combination of different activities which the company interacts with individuals, groups or the public in the form of personal and impersonal messages to coordinate the mutual interests and needs (Novak, 2011).

Promotion brings an interactive dialogue between an organization and its customers, and it takes place during the pre- selling, selling, consuming and post- consuming stage (Afande & Maina, 2015). As one of the marketing mix elements, promotion includes all the activities directed to the targeted consumers that lead to facilitate the process of contacting with them for the purpose of formatting a sense of importance of the commodity in achieving a high degree of consumer's satisfaction comparing with the competitors' commodities (Familmaleki, et al., 2015).

The promotional mix is the combination of different channels that can be used to communicate the promotional message to the consumers (Kotler & Armstrong, 2012). The channels to be used are:

- ❖ **Advertising:** Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

- ❖ **Personal selling:** Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
- ❖ **Sales promotion:** Short-term incentives to encourage the purchase or sale of a product or service.
- ❖ **Public relations:** Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.
- ❖ **Direct marketing:** Direct communications with carefully targeted individual consumers to obtain an immediate response, the use of mail, telephone, fax, e-mail, and other non-personal tools to communicate directly with specific consumers or to solicit a direct response.

2.1.2. Advertising: An Overview

Advertising is a key component of promotion and is usually one of the most visible elements of an integrated marketing communications program. It involves paying to disseminate a message that identifies a brand (product or service) or an organization being promoted to many people at one time. Advertising is any paid form of non-personal presentation and promotion of ideas, communication goods, or services from the sponsor evident by the print media newspapers and magazines, radio and television, network communications (mobile devices, cable, satellite, wireless), social media (Facebook, blogs, Twitter) and display media (billboards, signs, posters). Companies ranging from large multinational corporations to small retailers increasingly rely on advertising to market their products and services (Kotler & Armstrong, 2012). Advertising, therefore, aims to communicate specific information to a particular target audience in order to persuade the audience to react in a particular manner.

Modern advertising developed with the rise of mass production in the late 20th and early 21st centuries. In today's world, advertising uses every possible media to get its message through. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. It does this via television, print (newspapers, magazines, journals etc.), radio, press, internet, etc. (Nirmala & Pais, 2016).

Advertising can reach masses of geographically dispersed buyers at a low cost per exposure, and it enables the seller to repeat a message many times. For example, television advertising can reach huge audiences. Beyond its reach, large-scale advertising says something positive about the seller's size, popularity and success. Because of advertising's public nature, consumers tend to view advertised products as more legitimate (Kotler & Armstrong, 2012).

Advertisers have a number of alternative means of advertising and can exercise control over the content of the advertising message, its design, time and place of the broadcast. Advertising formed a certain degree of awareness and knowledge about the existence of a product and brand that makes possible the application of modern forms of sale, such as self-service (Todorova, 2015). Advertising can be used to create brand images and symbolic appeals for a company or brand that will assist the consumer to make informed purchase decision. Therefore, the importance of advertising as a promotional strategy depends on its capability to influence consumers not only to purchase but to continue to repurchase and eventually develop brand loyalty (Eze & Lee, 2012).

On the other hand, the nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for its product or service over a longer period (Yang, 2009).

Although the effectiveness of different forms of advertising varies due to such a wide selection of advertising medium, advertising is a highly flexible form of promotion. For example, websites and magazines which attract certain viewers/customers can be used for advertisements which more specifically target those customers, while more general advertisements can be designed to reach a much larger group for magazines or websites that have a much larger and varied client base (such as news websites) (Yang, 2009).

2.1.3. Purposes of Advertising

Mortimer (2009) states that an important part of advertising is to make the service tangible in the mind of the consumer so as to reduce perceived risk and provide a clear idea of what the service comprises. Furthermore, it is important to advertise consistently with clear brand image in order to achieve differentiation and encourage word-of-mouth communication. In general, advertising is valued because it is recognized as performing the following critical communications functions (Shimp & Andrews, 2013).

Informing

One of advertising's most important functions is to publicize brands. That is, advertising makes consumers aware of new brands, educates them about a brand's distinct features and benefits, and facilitates the creation of positive brand images. Because advertising is an efficient form of communication capable of reaching mass audiences at a relatively low cost per contact, it facilitates the introduction of new brands and increases demand for existing brands, largely by increasing consumers' top-of-mind awareness for established brands in mature product categories. Advertising performs another valuable information role, both for the advertised brand and the consumer, by teaching new uses for existing brands (Shimp & Andrews, 2013).

Influencing

Powerful and captivating advertisements influence consumers to purchase advertised products, try out services, and fulfill voids they feel are present in their lives. Sometimes advertising influences primary demand that is, building demand for an entire product category. In fact, persuasion is one of the main functions of advertising, which is why many firms strive to create powerful impacts that reach customers on emotional and physical levels (Shimp & Andrews, 2013).

Reminding and Increasing Salience

Advertising keeps a company's brand fresh in the consumer's memory. When a need arises that is related to the advertised product, the influence of past advertising makes it possible for the advertiser's brand to come to the consumer's mind as a purchase candidate. This has been referred to as making a brand more salient; that is, enriching the memory trace for a brand such that the brand comes to mind in relevant choice situations. Effective advertising also increases

the consumer's interest in mature brands and thus the likelihood of purchasing brands that otherwise might not be chosen. Advertising has been demonstrated, furthermore, to influence brand switching by reminding consumers who have not recently purchased a brand that the brand is available and that it possesses favorable attributes (Shimp & Andrews, 2013).

Adding Value

Advertising adds value to brands by influencing perceptions. Effective advertising causes brands to be viewed as more elegant, more stylish and more prestigious. One advertising practitioner eloquently captured advertising's value-adding role with this claim: "Advertising builds brands." In a world of accountability, it is absolutely imperative that advertising deliver positive financial results. It has even been demonstrated that firms that invest greater percentages of their sales revenues in advertising can reduce the risk that their stock values will fall during a period of general declines in stock market valuations (Shimp & Andrews, 2013).

Assisting Other Company Efforts

Advertising is just one member of the marketing communication team. Advertising's primary role is at times to facilitate other marketing communication efforts. Advertising may be used as a vehicle for delivering coupons and sweepstakes and attracting attention to these and other promotional tools. Another crucial role is to assist sales representatives. Advertising pre-sells a company's products and provides salespeople with valuable introductions prior to their personal contact with prospective customers. Sales effort, time and costs are reduced because less time is required to inform prospects about product features and benefits. Moreover, advertising legitimizes or makes more credible the sales representative's claims (Shimp & Andrews, 2013).

Advertising also enhances the effectiveness of other marketing communication tools. Consumers can identify product packages in the store and more readily recognize a brand's value following exposure to advertisements for it on television or in a magazine. Advertising also can augment the effectiveness of price deals. Customers are known to be more responsive to retailers' price deals when retailers advertised that fact compared to when retailers offer a deal absent any advertising support (Shimp & Andrews, 2013).

2.1.4. Source, Message and Channel Factors in Advertising

Advertising includes the three major elements, source, message and channel. They are essential when delivering message to the consumer. However, the receiver of the message impacts the decisions regarding these variables. The characteristics of each element briefly discussed below.

1.Channel Factors: The channel or medium in the communication process is the method by which the communication travels from the source or sender to the receiver or audience. At the broadest level, channels of communication are direct interpersonal (face-to-face) contact with target individuals or groups. Salespeople serve as personal channels of communication when they deliver their sales message to a buyer or potential customer. Social channels of communication such as friends, neighbors' associates, co-workers or family members are also personal channels. They often use word-of-mouth communication, a powerful source of information for consumers (Pandey & Bandana, n.d.).

Non personal channel of communications are those that carry a message without inter-personal contact between the sender and receiver. It is generally referred as the mass media or mass communication since the message is sent to many individual at one time. The advertising communication channel consists of media like print media (newspaper, magazine and billboards), electronic media (radio, television), etc. All these media have their specific strengths and weaknesses and all of them are capable of creating impact on the target audience in varying degrees depending on the audience profile and the communication message used (Pandey & Bandana, n.d.)

2. Source Factors: In order to develop an effective advertising campaign, a right spokesperson has to be selected to deliver the irresistible message through the chosen media. Source, in advertising, means the person involved in communicating a marketing message directly or indirectly. A direct source is a spokesperson who is delivering the message and/or endorsing the product or service whereas an indirect source is a model, is not actually delivering the message but is drawing attention or enhancing the appearance of the advertisement. In some cases the source is not either direct or indirect so the organization being the source with the message to communicate to the audience (Belch & Belch 2009) as cited in (Kivinen, 2012).

Companies are putting a lot of effort into selecting spokespersons and individuals to deliver their advertising messages. Some companies are using big amounts of money to hire a specific person to endorse their offerings. This is due to the receiver's perceptions of the source influence how the communication is received. Marketers should select individuals possessing traits that can maximize the message influence. The source can be celebrity, popular, well known person or just physically attractive. He or she can represent the typical target audience or have power over the message receiver (Belch & Belch 2009) as quoted in (Kivinen, 2012).

Celebrity endorsement in advertising refers to the use of a famous person's image to sell products or services by embracing the individual's wealth, popularity, or fame to endorse the products or services. Celebrity is a means of brand communication whereby the celebrity acts as a brand's spoke's person and endorses a brand's claims and position by spreading his or her personality, popularity and status in the field of the brand. Celebrity endorsement has the influence to initiate, inspire, inform, infuriate, amuse and inform the consumer (Ndlela & Chuchu, 2016).

Celebrity endorsement if used effectively makes the brand stand out, enhances brand recall and facilitates instant awareness. Celebrity endorsement is a way to get the brand noticed amidst the rush that is there in the market place. Celebrities like film stars and cricketers have not only been successful in gathering huge public attention, but also in increasing sales volume (Zipporah & Mberia, 2014). Celebrities endorsed advertisements draw more attention as compared to those of non-celebrity ones, helps the company in re-positioning its product/brand and empowers the company when it is new in the market or plans to go global. However celebrity endorsement does not hold sole key to success. It also presents the company with potential hazards such as overshadowing, overexposure and controversy (Zipporah & Mberia, 2014).

There are three basic categories of source attribute which a marketer must bear in mind. These are:

A. Source Credibility: Source credibility refers to a source's perceived, objectivity expertise, or trustworthiness. This relates to the consumers' beliefs that a communicator is competent, and she or he is willing to provide the necessary information to adequately evaluate competing products.

A source that is credible can be particularly persuasive when the consumer has not yet learned much about merchandise or formed an attitude of it. Credibility can be enhanced if the source's credentials are perceived as somehow applicable to the product being endorsed. This association can overcome other objections people may have to the endorser or the product (Pelsmacker, et al., 2007).

Credibility includes two dimensions; *expertise and trustworthiness*. Shimp (2007) as cited in (Kivinen, 2012), defines expertise as the knowledge, experience, or skills possessed by the endorser as they relate to the brand, meaning they are experts in their own special area. The knowledgeable source, meaning someone with expertise, is usually more persuasive than one with less expertise. However, this source has to also be seen as trustworthy, honest, ethical and believable to have the influence over the audience (Belch & Belch, 2003).

The fact whether the source of the message is actually an expert in the area concerned is unimportant. However, what is important is that the audience perceives and considers that source possessing expertise. According to the study by Roobina Ohanian (1991), the perceived expertise of celebrity endorsers was more important in explaining purchase intentions than attractiveness or trustworthiness. This means that celebrity spokespeople are more effective when they are seen as knowledgeable, experienced, and qualified to talk about the endorsed offering (Belch & Belch 2009) as cited in (Kivinen, 2012).

Trustworthiness refers to the honesty, integrity, and believability of a source. The trustworthiness depends how the audience see that endorser and how much they have faith in what the source is expressing (Shimp 2007) as cited in (Kivinen, 2012). The influence of a source can be weaken or rejected if consumers think that the endorser is biased or has underlying motives for endorsing a product or brand in presenting the information, such as being paid (Belch & Belch, 2009) as cited in (Kivinen, 2012).

B. Source Attractiveness: Source attractiveness relates to the source's perceived social value. This quality can originate from the persons physical appearance, social status personality, or his or her similarity to the receiver. A persuasive source has great value and endorsement deals are

continuous in the works. A physically attractive source has a tendency to facilitate attitude change. His or her extent of attractiveness puts forth modest effects on consumers purchase intentions. Beauty can also work as a source of information. An attractive representative or spokesperson is an effective source when the merchandise is related to attractiveness (Pelsmacker, et al., 2007).

The use of (by corresponding standards) attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customers' attitudes and beliefs than unattractive spokespersons. This behavior mainly goes back to a halo effect, whereby persons who perform well on one dimension, e.g. physical attractiveness, are assumed to excel on others as well, e.g. happiness and coolness Solomon (2002) as cited in (Schlecht, 2003). According to Shimp (2007), source attractiveness covers similarity, familiarity and likability. Consequently, each attributes of source attractiveness are briefly discussed below.

↳ **Similarity**

Similarity refers to the resemblance between the source and the message receiver, familiarity to knowledge of the source through exposure. Similarity is used in influencing the receiver by choosing the source to be someone towards who the receiver can feel a sense of similarity. In order for the audience to like the source and better understand the message, the communicator and the source should possess similar needs, goals, interests and lifestyles. Similarity as a source attribution is also used to create situations where the message receiver is feeling empathy and make the consumers to think they could see themselves being in that situation. Studies showed that the use of similarity is important when the audience is more heterogeneous regarding the taste and attribute preferences of theirs. However, when the audience is more homogeneous similarity does not play as important role (Shimp) 2007 as cited in (Kivinen, 2012).

↳ **Likability**

Likability is affection for the source as a result of physical appearance, behavior or other personal effects. Even when the sources are not athletes or movie stars, consumers often admire their physical appearance, talent, and personality.

Results of research concerning attractiveness and likability are inconsistent. Wilson and Sherrell (1993) argued that consumer attitude change is not related to the attractiveness of the source whereas other research shows that physically attractive sources are more successful in terms of changing beliefs and generating purchase intentions (Erdogan, Baker & Tagg, 2001). Joseph (1982) found that physically attractive source or models in the field of advertising are consistently liked more, are viewed as more favorable terms, and have positive effect on the products with which they are associated compared with unattractive sources. Also Chaiken (1986) argued that message presented by a physically attractive spokesperson is more persuasive than less physically attractive ones.

↳ **Familiarity**

According to Belch & Belch (2003), familiarity is the knowledge of the endorser deriving from repeated or prolonged exposure. A good example of source familiarity is celebrity endorsers. In order to find the familiar endorser, marketers can use their own intuition or exploit research that measures the familiarity and appeal among the target audience. Many of these researches take into consideration the respondent's demographic characteristics such as age, occupation, education, and race to match the endorser with the target group. Different groups of people, especially national cultures, are familiar with different endorsers (Kivinen, 2012).

C. Source Power: One of the source attributes is source power. The source is seen to have power over receiver when he or she can actually administer rewards and punishments to the receiver. Through this power the source is able to persuade the receiver of the advertising message to respond to the request or position that he/she is advocating (Belch & Belch 2009) cited on (Kivinen, 2012). There are few important factors affecting on source power. The source must possess perceived control meaning that the source needs to be able to administer positive or negative sanctions to the message receiver. In addition perceived concern needs to be reflected so the receiver feels that the source cares whether or not the receiver conforms (Kivinen, 2012).

Finally, the receiver's estimation on whether the source is able to observe conformity affects source power. Through the process of compliance the receiver accepts the persuasion of the source and acquiesces to his or her position in hopes of obtaining favorable reaction or avoiding

punishment. Through this process, the source is perceived as having power. The process can be superficial and last for the time the receiver sees that the source can administer some rewards or punishments (Kivinen, 2012).

3. Message Factors: The message refers to the content and form of the advertisement which enters into the perception process of the receiver. Here the creative aspect of advertising operates for formulating appropriate messages for reception in right degree and context by the target audience. The message may be verbal or non-verbal, oral or written, or symbolic. Message must be put into a transmittable form that is appropriate for the channel of communication being used.

The message should be presented in such a way that can easily be translated from the language of the advertiser into the language of the consumer. The symbols and signals used should be understood in the same way by both 'source' and 'receiver'. And 'the message' must be formulated in the manner so that it gains maximum attention of the 'receiver'. Besides, the message must be creative and able to arouse the awareness of needs in the 'receiver' and should suggest some method of satisfying these needs to make the desired response (Pandey & Bandana, n.d.).

Message creativity can be defined as the production of something original and valuable. Creativity involves coming up with new and fresh ideas or plans. It is characterized by the use of the imagination and expression. Some scholars view creativity as a natural gift while others view it as a talent that can be learnt and developed. However, creativity seems to be a combination of both. Research in psychology reveals that creativity arises through the confluence of knowledge, creativity thinking skills and motivation (Adams, 2005). Knowledge here refers to all what a person knows. Creative thinking skills refer to how flexible and imaginatively people approach problems while motivation refers to the passion and interest in the work itself (Terkan, 2014).

2.1.5. Attitude

Attitude, which is a notion that directs consumer behaviors, can be defined in various manners in literature. Attitudes refer to a person's feelings, convictions, or liking for an object, idea or individual (Stevens et al. 2000). Kotler (2010) stated that attitude of a person defines his/her

favorable or unfavorable assessments, expressive feelings and diverse actions predisposition towards some objects or ideas and can also be seen as an overall evaluation that expresses how much we like or dislike an object, issue, person or action. An attitude is a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object Schiffman & Kanuk (2007) as cited in (Huq, et al., 2015).

Attitudes may form out of the abundance or rate of involvement in the learning processes. Subsequently, these predispositions will shape people's experience in response to an object or situation. The product experiences and messages transmitted through various members of mass media influences to attitudes. Attitudes which are clustered and often interrelated are referred to as consistent individuals (Fill, 2006).

Attitude is considered by some marketing specialists as representing a latent size of the consumer's behavior as being the result of certain affective and learning processes, which create the predisposition to act based on certain convictions, reuniting the influences exerted by skills, habits and reasons in a single behavioral component with a more pronounced stability in time (Mirela, et al., 2013).

From the beginning of the 90s, the idea that attitudes may develop as a byproduct of the subconscious gained momentum, as an automatic or default process, creating the notion of a default attitude, representing traces of previous unidentified experiences in the introspection process and that mediate feelings, thoughts or favorable or unfavorable actions in relation to social objects, much more strongly influenced by unconscious processing (ibid). The three main components of attitude are cognitive, affective, and conation.

❖ **Cognition (learn)** is the perceptual component of attitude. This is the individual's awareness, knowledge, beliefs, and images about a product or about precise attributes of the offering. This represents the learning aspect of attitude formation. Marketing communications are used to create attention and awareness, to provide information and to help audiences learn and understand the features and benefits a particular product/service offers.

❖ **Affective (feel)** is the evaluative component of attitude. By referring to the feelings held about a product: good, bad, pleasant or unpleasant, an evaluation is made of the object. This is the component that is concerned with feelings, sentiments, moods and emotions about an object. Marketing communications are used to induce feelings about the product/service such that it becomes a preferred brand. This preference may be based on emotional attachment to a brand, conferred status through ownership, past experiences and longevity of brand usage or any one of a number of ways in which people can become emotionally involved with a brand (Fill, 2006).

❖ **Conation (do)** is the behavioral intention. Conation is about what we intend to do about the attitudinal object: whether to approach it, reject it, buy it, etc. It is not the actual behavior; merely an intention (Blythe, 1997) as cited in (Yang, 2009).

The approach used for attitude formation is limited so that researchers see equal components strength. Because learn, do, feel are all useful component of attitudes. And these three components are based upon attitudes of individuals towards a product, person or organization (Fill, 2006).

In general, various communication tools evolve through three different stages. **Cognitive stage** during which potential customers becomes aware of products, **affective stage** during which customers form opinions and attitudes concerning products and **behavior or conation stage** during which customers take action (such as making a purchase) on the basis of their experiences in the first two stages (Chinakidzwa, 2014).

2.1.6. Marketing Communication Models

There are many marketing communication models used by researchers, as there are more than just one model that can best describe the effects of advertising on consumers' behavior. These models have similarities as well as dissimilarities. However, for this study, the Hierarchy of Effects Models will be taken into consideration to measure the relationship (**not the stages**) between source, message and channel factors of advertising with consumers' attitude.

2.1.6.1. The Hierarchy of Effects Models

The Hierarchy of Effects Models is the best known models of advertising communication process. It is developed by Lavidge and Sletnes in 1962. According to this model, advertising as a force must move the people up a series of steps from their unawareness about the product to the final act actual purchase. The model assumes a consumer passes through a series of steps in sequential order from initial awareness of a product or series to actual purchase (Pandey & Bandana, n.d.).

The 'hierarchy of effect' approach is grounded on the base that to be effective and achieve the desired response, several steps has to be completed and passed. Any piece of persuasive communication must carry the audience through the series of stages that has been drawn. These stages are placed so that a customer has to climb them and one step cannot be reached until the previous is completed (Mackay, 2005).

A basic premise of this model is that advertising effects occur over a period of time. Advertising communication may not lead to immediate behavioural response or purchase, rather a series of effects must occur, with each step fulfilled before the consumer which can move to the next stage in this hierarchy of effects model (Pandey & Bandana, n.d.).

The model assumes consumers go through three different stages in responding to marketing communications, namely a cognitive, an affective and a conative stage, or a think–feel–do sequence. During the cognitive stage consumers engage in mental (thinking) processes which lead to awareness and knowledge of the brand communicated. In the affective stage emotional or feeling responses occur which are associated with the advertised brand and attitudes towards the brand are formed. A difference with the previous stage is that consumers may become aware and gather information continuously and effortlessly, while affective reactions may only be formed when the need for an evaluation arises. The conative or behavioural stage refers to undertaking actions with respect to the advertised brand, such as buying it (Pelsmacker, et al., 2007).

The Hierarchy of effects model gives a fairly good overview of what has been considered important concepts in advertising. Advertising effects is often a matter of measuring variation in

these constructs and their relation to each other. This model is sequential in nature and presumes that there is no limited interaction or feedback between the different stages. The impact of advertisements' characteristics on attitude towards the advertisement and attitude towards the brand is important. Although each stage in the hierarchy of effects operates contingently on the stage prior to it, it is also influenced by different ad attributes than the stages preceding and following it (Changing Minds, 2011c).

Table 1: Consumer Response Hierarchy Models (Eze & Lee, 2012)

Year	Model	Cognitive	Affective	Conative
1900	AIDA, St Elmo Lewis	Attention	Interest, desire	Action
1911	AIDAS, Sheldon	Attention	Interest, desire	Action, satisfaction
1921	AIDCA, Kitson	Attention	Interest, desire, conviction	Action
1961	ACCA (or DAGMAR), Colley	Awareness, comprehension	Conviction	Action
1961	Lavidge and Steiner	Awareness, knowledge	Liking, preference, conviction	Purchase
1962	AIETA, Rogers	Awareness	Interest, evaluation	Trial, adaption
1971	ACALTA, Robertson	Awareness, comprehension	Attitude, legitimation	Trial, adoption

Source: Barry, T. E. and Howard, D.J. (1990), cited on (Patrick D.P. et.al, 2007)¹

2.2. EMPIRICAL LITERATURE

In order to strengthen the study, various research reports were reviewed. Some of the studies emphasized on the effectiveness of advertising as a whole on consumers attitude and few of them concentrated on specific factors of advertising such as the effects of advertising credibility. The empirical evidences are summarized and presented below.

Fatima & Lodhi (2015) conducted a research on the impact of advertisement on buying behaviors of the consumers: a case Study of Cosmetic Industry in Karachi City. Accordingly, their survey result revealed that advertisements are very useful in creating the awareness among the people but failed to build strong perceptions in the mind of consumers.

Verstraten (2015) on her research on the effects of advertising credibility on consumers' attitude and purchase intentions, she confirmed that consumers trust a brand more, believe a brand is

¹ Marketing Communication: A European Perspective

more authentic and are able to affirm themselves with a brand more easily when they are exposed to brand oriented advertisements. Moreover, she found that brand oriented advertisements are more effective in creating the perception of a trustworthy, authentic and affirmable brand. Another interesting finding in the research was that attitude can change with consumers' age. The older a consumer age is, the better their attitude towards the brands.

In their study, focused on the impact of advertising on consumer behaviour in the Resita city population, Gabriel & Loredana (2012) concluded that advertising plays an important role on the behaviour of buying and consuming products. Also the findings showed that most of the consumers were interested in brand products.

Rai (2013) conducted a research on identifying the influence of advertising on the consumer behaviour and attitude with reference to consumer durables in India. The findings of the study indicated that advertisement influence the behaviour and attitude formation of consumers in India. In addition, the study showed that advertisement motivates consumers to materialize the purchase of durables. Örs (2003) carried out a study on the role of advertising in U.S commercial banks. The results suggested that advertising plays a pro-competitive role in banking. An increase in advertising appears to increase in profitability. Results of the study also indicated that advertising was higher for consumer-oriented banks, but lower for efficient, older, and minority-owned banks.

Olusola, (2011) conducted a research on the impact of advertising on sales volume of a product focusing Starcomms Plc, Nigeria as a case. The findings showed that the advertising had a positive impact on sales volume of Starcomms Plc. The findings also indicated that advertising creates brand loyalty and product differentiation. Abubakar (2014) was conducted a research on the impact of marketing communication on financial performance of banks with emphasis on First Bank of Nigeria PLC. The result revealed that there is a positive and significant relationship between marketing communication methods and financial performance as measured by ROA.

Scutaru (2010) conducted a research to evaluate the effectiveness of advertising on Moldovan bank advertising campaign. The result indicated that unconventional advertising has the highest impact on awareness and does not depend on the country or industry particularities. However, in Moldova conventional ways of advertising have a significant impact on awareness.

Bagul (2009) argued that effective advertisement drag the consumers to change their traditional purchase decisions. Effective advertising change their attitudes to particular products which they hadn't any ideas and force them to make purchase frequently. In a prior study of college students' attitude towards advertising's ethical, economic and social consequences, (Beard, 2003) found that college students believe strongly that advertising can cause people to buy things that they should otherwise not buy.

Aliata, et al., (2012) conducted a study on the influence of promotional strategies on the performance of National Bank of Kenya. Result of the study showed that increasing the amounts of money spent on different promotional strategies individually had little effect on the improvement of performance of National Bank of Kenya. However, when the amount spent on the promotional strategies was done simultaneously for all the promotional strategies, the performance of the bank increased significantly.

2.3. Conceptual Framework

The conceptual framework for the study is depicted on Figure 1 below. In this research, it is tried to explain the effects of celebrity endorsement, message credibility, message creativity, media attractiveness, media credibility and media accessibility on customers' attitude.

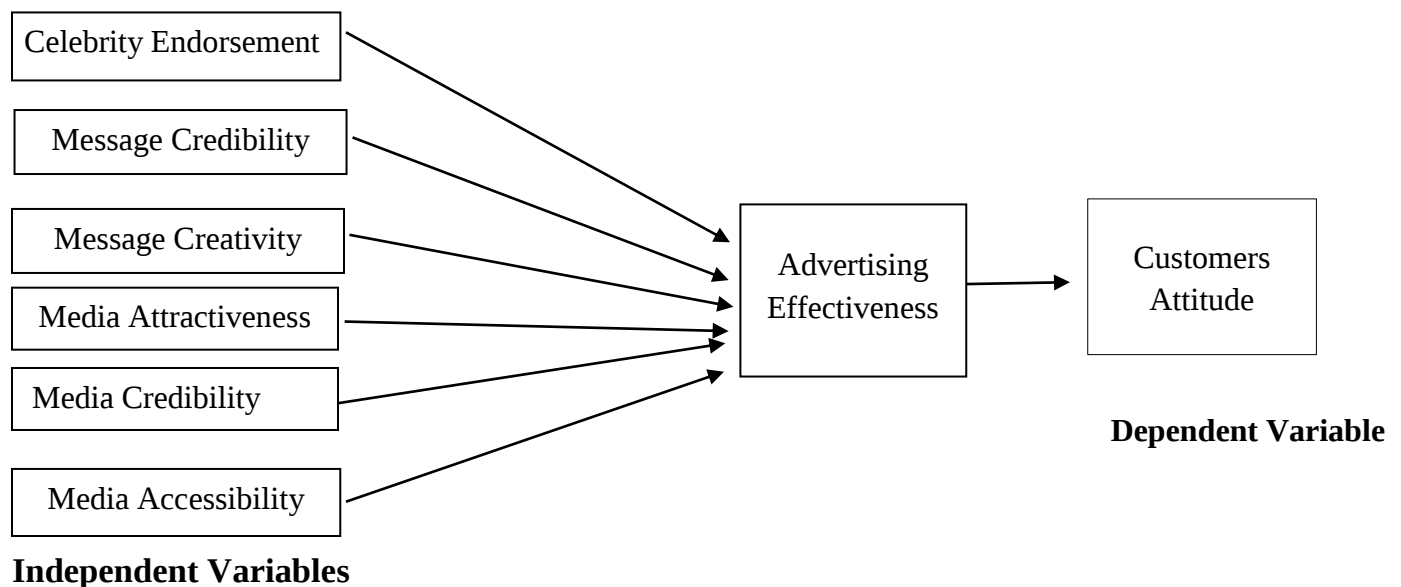


Figure 1: Conceptual Framework of the Study

Source: Ling, et al., (2010) and Sundarapandian, et al., (2015)

3. METHODOLOGY

3.1. RESEARCH DESIGN

This study employed both descriptive and explanatory research design. Descriptive research design is selected because it is a powerful form of quantitative analysis and enables to describe the area of the research, characteristics of the variables and analyze data logically. Moreover, the method permits description of the collected data in words, pictures, charts, or tables.

As this study establishes causal relationships between variables, explanatory design was used to determine the relationship between the dependent (Customers attitude) and independent variables (celebrity endorsement, message credibility, message creativity, media attractiveness, media credibility and media accessibility), and address the effects on the attitude of CBE customers'.

In order to have a better insight about the relationship of source, message and channel factors of advertising on customer' attitude, the cognitive, affective and conative elements under the Hierarchy of Effects model was considered. In addition, the study incorporates attributes to measure messages effectiveness based on the criteria of message credibility and message creativity. It also tried to assess source factor's effectiveness based on the criteria of celebrity attractiveness, celebrity credibility and celebrity power. The channel factor effects were addressed by media accessibility, media credibility and media attractiveness.

3.2. POPULATION AND SAMPLE

3.2.1. Population

Population refers to the entire group of people, events or objects having common observable characteristics to which the researcher wants to generalize the results of the study. One of the major steps in formulating a research design is to define the population according to the objectives of the study (Muthengi, 2015).

The total population of this study was customers of CBE that are found in Addis Ababa. As per the information obtained from CBE database, as of June 30, 2017 there were 5,676,851 customers across the four districts of Addis Ababa (CBE, 2017).

3.2.2. Sample Size

The sample size is calculated using the maximum possible value as dispersion for qualitative variables ($p = 0.5$). The probability of guaranteeing results is 95% and a maximum admitted limit error of $\pm 5\%$. Thus, the total sample size of this study is 385 using 95% of confidence level and 5% of margin of Error (Smith, 2018).

$$\begin{aligned} \text{Necessary Sample Size} &= \frac{(Z - \text{score})^2 * \text{Std. Dev} * (1 - \text{Std. Dev})}{(\text{margin of error})} \\ &= \frac{(1.96)^2 * 0.5 * 0.5}{(0.05)^2} = 384.16 \end{aligned}$$

3.2.3. Sampling Technique

In order to determine the sample size of customers of CBE branches, a stratified sampling technique was employed. In this case, samples were classified in to strata across geographical classification of CBE i.e., North Addis Ababa, South Addis Ababa, West Addis Ababa and East Addis Ababa districts.

The CBE assigns grades to all branches from I to IV and Special based on their performance and customer base (CBE, 2018). Accordingly, sampled branches from each district were selected using purposive sampling so as to maintain branch representativeness and hence, one branch from each grade from each district i.e. 5 branches from each district were included in the sample, making the total number of branches included in the sample 20.

The number of customers included in the sample was determined proportionally from each district to maintain customer representativeness. As indicated in Table 2 below, the average questionnaires distributed to the sampled branches were 20. Specific branches and individual samples were selected using convenient sampling technique as it was the most appropriate sampling technique considering the time and resources the researcher had. Convenient sampling chooses samples from the population based on their convenient accessibility and proximity to the researcher.

Table 2: Number of Questionnaires Distributed to Customers

Districts	Number of Customers (A)	Share (%) (B)	Number of Sampled Customers $C = (A*B)$	Number of Branches (D)	Number of Sampled Branches (E)	Number of Questionnaires Distributed to each Branch (D/E)
North	1,663,710	0.29	113	101	5	20
South	1,374,647	0.24	93	86	5	17
West	1,326,459	0.23	90	111	5	22
East	1,312,035	0.23	89	95	5	19
Total	5,676,851	1.00	385	393	20	20(Average)

Source: Management Information System and Own Computation

3.3. DATA SOURCE AND TYPES

This study relied on both primary and secondary data types. Primary data sources were customers of CBE, by way of responding structured questionnaires designed to carry out the study. In addition, annual reports and different performance reports of the bank were used as secondary data sources.

3.4. DATA COLLECTION PROCEDURE

The data collection procedure consists of two parts, primary and secondary data. The primary data was collected using questionnaires from the sampled branch respondents in person. This was carried out in two sessions; initially the researcher distributed a sample of 20 questionnaires for a pilot test. Then the questionnaires were corrected and refined for the final data collection stage. To accomplish the data collection effectively, the researcher critically reviewed the pilot testing delivery and collection process to ensure the quality of the data obtained. Apart from that a lot of secondary data was gathered from performance reports of different processes and annual reports of the bank.

3.5. ETHICAL CONSIDERATION

Leedy & Ormrod (2005) suggest that ethical issues are possible whenever research engages people and identified the most important ethical issues to be addressed during a study are **protection from harm**, harm include among others financial and reputational consequences for the people being studied; **right to privacy** which means participants remain anonymous and in

no way have their individual responses been linked to them as persons; **informed consent** informing participants about the true nature of the study; and **honesty with professional colleagues** i.e. presenting findings in a complete and honest manner.

In this study, therefore, the maximum effort was exerted to comply with all ethical standards throughout the thesis preparation.

3.6. DATA ANALYSIS METHODOLOGY

The data was analyzed using both descriptive and inferential statistics. The data collected from questionnaires were systematically organized in a manner to facilitate the analysis. The data was analyzed using Statistical Package for Social Sciences (SPSS) and summarized and relate the variables that are collected from questionnaires. In the meantime, before final analysis is performed the data was cleaned to eliminate discrepancies. In addition, the data was classified, tabulated and summarized using descriptive measures such as mean, percentages and frequency distribution tables and presents in tabulations, cross tabulations, and graphs. In this study, regression and correlation analysis was applied to explain the effect of advertising on customers' attitude.

3.7. REGRESSION ANALYSIS

The study sought to establish how advertising elements particularly Celebrity Endorsement, Message Credibility, Message Creativity, Media Attractiveness, Media Credibility and Media Accessibility would affect customers' attitude using a multiple linear regression analysis. Therefore, to establish the relationship attempts was made to analyze the equation as:

$$CA = f(A) \dots\dots\dots (1)$$

$$A = f(CE, MCRED, MCREA, MAT, MC, MA) \dots\dots\dots (2)$$

From equation 1 and 2

$$CA = f(CE, MCRED, MCREA, MAT, MC, MA) \dots\dots\dots (3)$$

Hence, the regression equation is:

$$A = \beta_0 + \beta_1 CE + \beta_2 MCRED + \beta_3 MCREA + \beta_4 MAT + \beta_5 MC + \beta_6 MA + \varepsilon \dots\dots\dots (1)$$

$$CA = A + \varepsilon \dots\dots\dots (2)$$

Therefore,

$$CA = \beta_0 + \beta_1 CE + \beta_2 MCRED + \beta_3 MCREA + \beta_4 MAT + \beta_5 MC + \beta_6 MA \dots\dots\dots (3)$$

Where:

A=Advertising, CA = Customers Attitude, β_0 = Regression constant, $\beta_1 - \beta_6$ = Regression Coefficients, CE=Celebrity Endorsement, MCRED= Message Credibility, MCREA= Message Creativity, MAT=Media Attractiveness, MC=Media Credibility, MA=Media Accessibility and ε = model's error term.

3.8. RELIABILITY TEST

Miller (2009) defines reliability as the extent to which a questionnaire test, observation or any measurement procedure produces the same results on repeated trials. In short, it is the stability or consistency of scores overtime or across raters. Reliability of the questionnaire will be tested by pre-testing the questionnaire with a selected sample. The pre-testing assisted in enhancing the clarity of the questionnaire. A pilot study was conducted to find the instruments reliability and the procedures of administration. To ensure reliability, the Chronbach's alpha is expected to be greater than or equal to 0.70.

3.9. VALIDITY TEST

The clarity of the instrument items to the respondents was established so as to enhance the instrument's validity. According to Sekaran (2003), validity is the most critical criterion and indicates the degree by which the sample of test items represents the content the test is designed to measure. To establish the validity of the research instrument the research required opinions of experts in the field of study especially the researcher's advisor.

4. DATA ANALYSIS AND DISCUSSION OF THE SURVEY RESULT

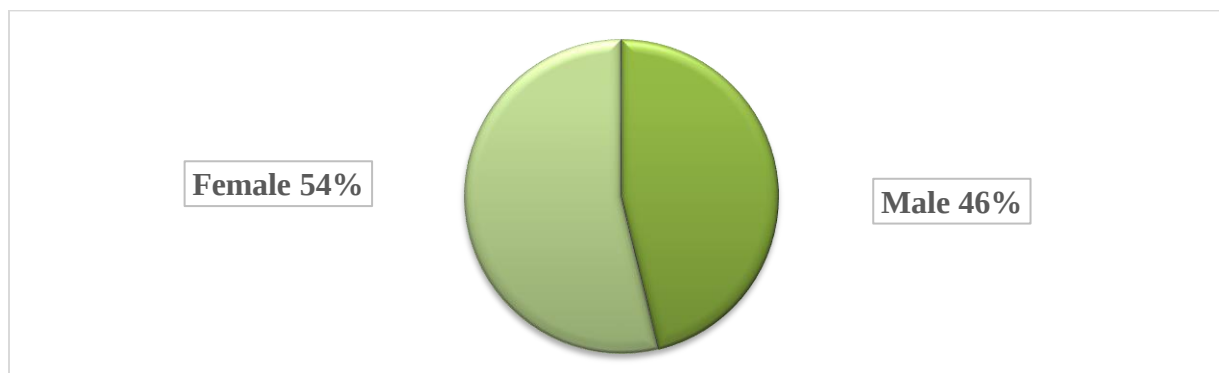
4.1.DESRIPTIVE ANALYSIS

The study sought to establish the effects of CBE's advertising on its customers' attitude. The respondents were asked to rate how they felt about Celebrity endorsement, Message and Channel factors of advertising on their attitude in a five point Likert scale. The data collected from questioners were analyzed quantitatively. The questionnaire was a closed ended. It should be noted that the questions are opinion based which seek to find out views, opinions and perceptions of respondents. The result of the survey is summarized and presented using graphs, figures and tables.

4.1.1. Demographic Profile

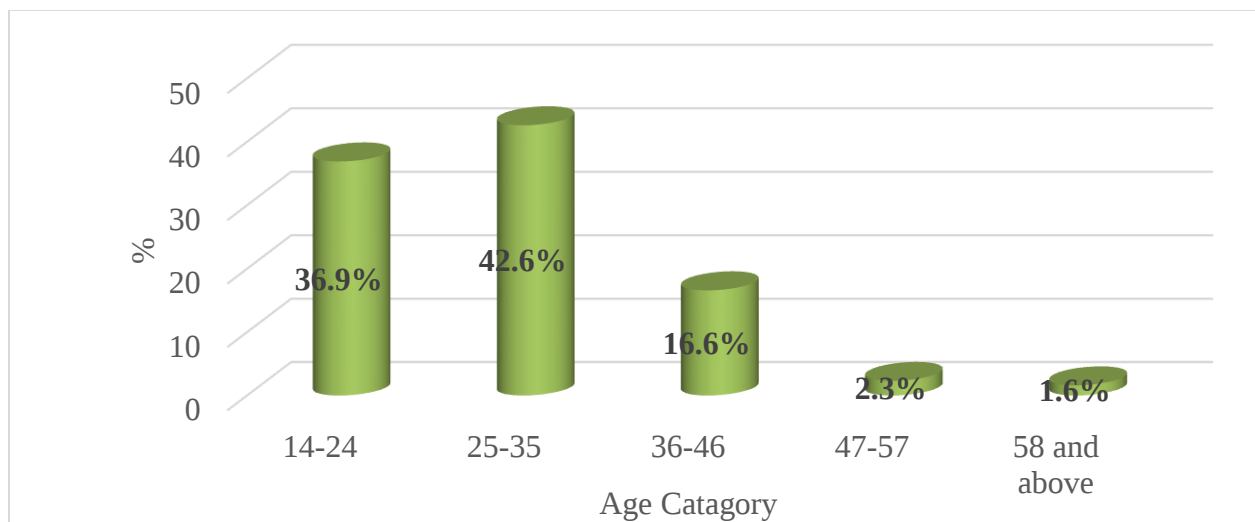
The first section of the survey questionnaire provides the demographic profile of the respondents as building a frame for the interpretation of the results. The respondents profile is organized in terms of gender, age, educational status, occupation and customer's relationship with the bank. The profile and the responses of customers that were participated in the survey are captured and analyzed below.

The survey result in terms of gender mix indicates that 53.8% of the customers participated in the survey were female and the rest (46.2%) were male. More female participants than male in this survey may indicate that the study reveals more of the attitudes and opinions of female customers than male, though the focus of the this study is not the gender difference in terms of using CBE's products and services but rather the overall customers attitude towards products and services usage.

Figure 2: Respondents' by Gender

Source: Own Survey, 2018

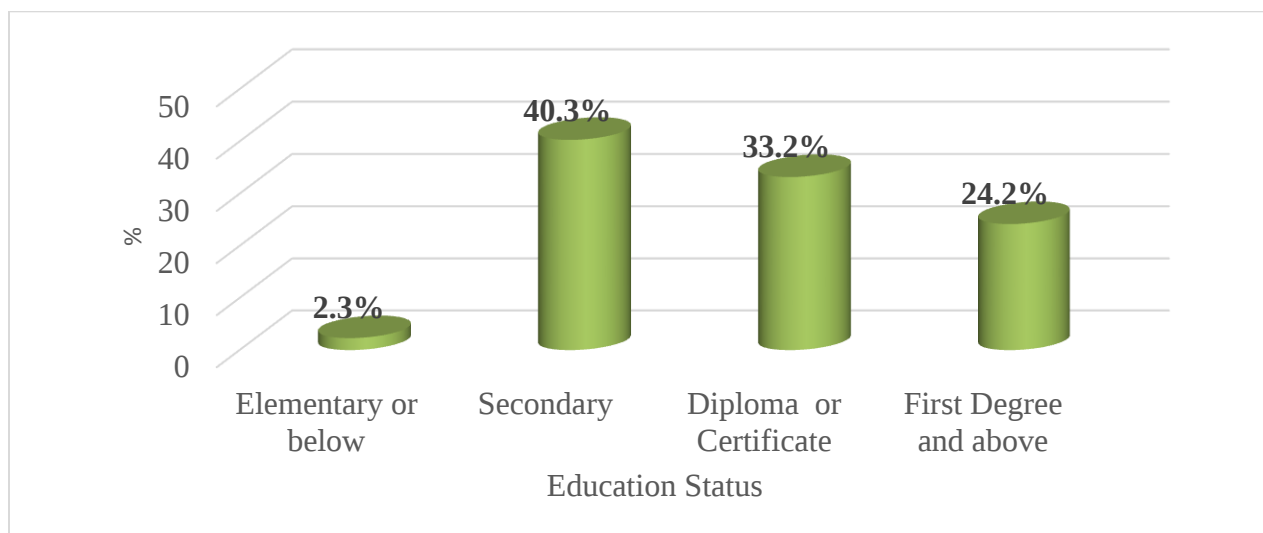
The respondents were also asked to indicate their age categories. Accordingly, respondents within the age group of 25-35 years old emerged with the highest number of participants at 42.6%. Moreover, 36.9% of the respondents fall under the age category of 14-24 years and 16.6% are in the age range of 36-46 years. The remaining 3.9% falls under the age cohort of 47 years and above.

Figure 3: Respondents' by Age

Source: Own Survey, 2018

The composition of respondents across education level shows that the highest percentage of respondents (40.3%) are in secondary education, followed by diploma or certificate (33.2%), and first degree and above (24.2%).

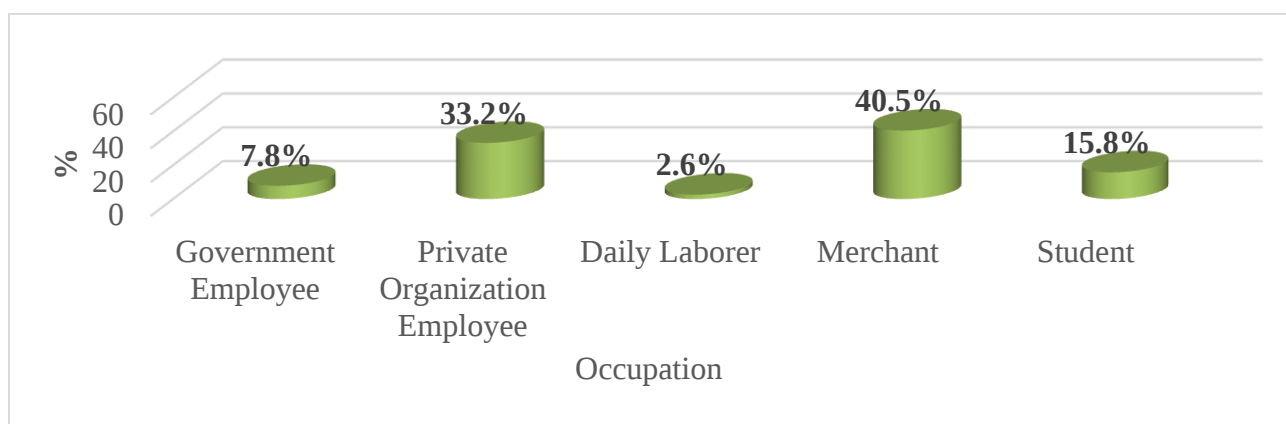
Figure 4: Respondents' by Educational Status



Source: Own Survey, 2018

The share of respondents in terms of job category revealed that, 40.5% of the respondents were merchants, followed by private organization employees (33.2%) and students (15.8%). Government employees and daily laborers constitute 7.8% and 2.6% of the total respondents, respectively

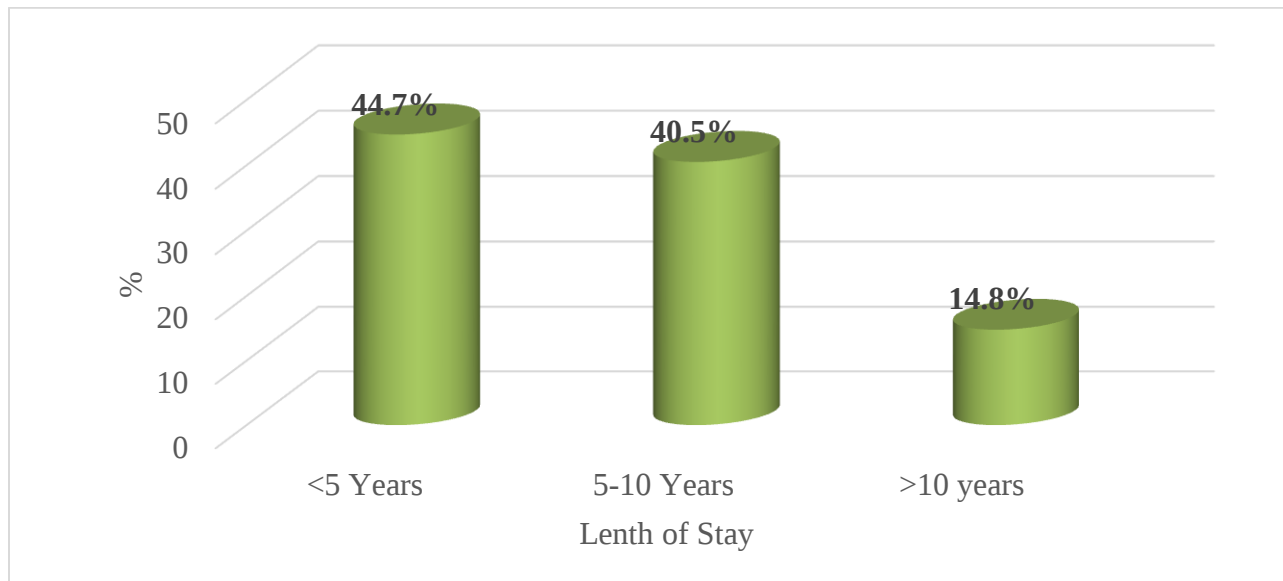
Figure 5: Respondents' by Occupation



Source: Own Survey, 2018

Respondents were also asked their length of business relationship with the bank. Accordingly, 44.7% of them have been a customer of the bank for a period of less than five years and 40.5% of them have been a customer for a period of between 5 – 10 years. About 14.8% of the respondents also replied that they have been a customer of the bank for more than 10 years.

Figure 6: Customer's Relationship with CBE



Source: Own Survey, 2018

The sampled customers response on the effectiveness of CBE's advertising based on source, message and channel factors are summarized and presented below.

4.1.2. Respondents' Reaction on the Source /Celebrity Endorser of CBE

Celebrity endorsements are used widely across the globe. Products and brands are now being endorsed by various celebrities such as athletes, film actors and pop singers. In the same manner, CBE advertised its products and services using a celebrity endorser. Hence, the sampled customers were requested to evaluate the celebrity endorser in terms of three attributes and the responses of the participants are summarized and presented below.

A. Source Attractiveness

The overall result of source attractiveness indicates that on average 39.9% and 46.1% of the respondents were strongly agree and agree, respectively that the celebrity endorser of CBE is attractive. However, 4.6% of the respondents disagreed and the rest 8.6% have no comment.

Source Similarity

In order to examine the level of similarity, respondents were asked to put their agreement level on the degree of resemblance of the celebrity with the actual characteristics of the promoted products or services. Accordingly, 86.9% of the respondents (with 39.3% strongly agree and 47.6% agree) replied that the celebrity involved in CBE advertisements better elucidate the advertised products or services. However, 6.8% of the respondents do not agree on the similarity of the celebrity endorser and the rest 6.3% do not have any comment.

Source Likability

Likability is the affection for the source as a result of the source's physical appearance and behavior. In this regard, respondents were requested the likability of the celebrity endorser of CBE. As a result, 86.9% of the sampled customers mentioned that the physical appearance, behavior or other personal traits of the CBE's celebrity endorser incorporated in television and radio advertisements is likable.

Source Familiarity

With regard to the familiarity of the celebrity, 45.5% and 38.6% of the respondents strongly agreed and agreed, respectively that the celebrity endorser of CBE is well familiar. While 10.1% of the respondents have no opinion to respond and the rest 3.3% of respondents disagree on the familiarity of the celebrity endorser.

Table 3: Respondents' Agreement on Source Attractiveness

		Source Similarity	Source Likability	Source Familiarity	Average
Valid	Strongly Disagree	2.6	.5	1.1	1.4
	Disagree	4.2	2.4	4.8	3.8
	No Opinion	6.3	10.1	10.1	8.8
	Agree	47.6	52.0	38.6	46.1
	Strongly agree	39.3	34.9	45.5	39.9
	Total	100.0	100.0	100.0	100.0

Source: Own Survey, 2018

B. Source Credibility

Source credibility is the extent to which recipients see the source as having relevant knowledge, skill, or experience and trusts to give unbiased and objective information. To this end, the survey results on the source person credibility indicate that 45.5% of the respondents strongly agreed, while 38.6% agreed that the source person of CBE is credible.

Table 4: Respondents' Agreement on Source Persons Credibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.0	1.1	1.1
	Disagree	18	4.7	4.8	5.8
	No Opinion	38	9.9	10.1	15.9
	Agree	146	37.9	38.6	54.5
	Strongly agree	172	44.7	45.5	100.0
	Total	378	98.2	100.0	
Missing	System	7	1.8		
Total		385	100.0		

Source: Own Survey, 2018

C. Source Power

To evaluate whether the source person in CBE advertising impose a positive influence to audiences or not, sampled customers were requested to put their opinion. The survey result revealed that 43.8% of the respondents strongly agreed and 41.7% agreed that that source person of CBE has the power to influence others. However, 6.1% of the respondents do not agree on the influence of the source person.

Table 5: Respondents' Agreement on Source Persons Power

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	1.6	1.6	1.6
Disagree	17	4.4	4.5	6.1
No Opinion	32	8.3	8.4	14.5
Agree	158	41.0	41.7	56.2
Strongly agree	166	43.1	43.8	100.0
Total	379	98.4	100.0	
Missing System	6	1.6		
Total	385	100.0		

Source: Own Survey, 2018

In summary, the survey assessment result of source factor showed that an average total agreement level of 86%. Specifically, the total average agreement level for source similarity, source familiarity and source likability stood at 86.9%, 84.1% and 86.9%, respectively.

4.1.3. Message Factors

In advertising, the quality and effectiveness of message contents is a critical aspect. In this regard, evaluating message attributes of every advertisement is important to attract potential audience and achieve the intended objectives. In this survey, four theoretically acclaimed attributes are used to evaluate the message contents of advertising delivered by CBE. These attributes are clarity, credibility, attractiveness and creativity of messages from the perspective of audiences. The survey result of each attributes of message factors are summarized and presented below.

A. Message Clarity

Organizations need to focus on message clarity when advertising their products and services, and should ensure that advertisements truthfully represent the overall feature. In this regard, sampled customers were asked to evaluate the clarity of CBE's advertising messages. Accordingly, 46% of the sampled customers strongly agreed, 43.1% agreed, 5.8% were have no opinion and 5% of them disagreed that the CBE's advertising messages transmitted through mass media are clear and easily understandable.

Table 6: Respondents' Agreement on Message Clarity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	.5	.5	.5
Disagree	17	4.4	4.5	5.0
No Opinion	22	5.7	5.8	10.8
Agree	163	42.3	43.1	54.0
Strongly agree	174	45.2	46.0	100.0
Total	378	98.2	100.0	
Missing System	7	1.8		
Total	385	100.0		

Source: Own Survey, 2018**B. Message Credibility**

Message credibility involves acceptance of the statements and is related, in part, to the similarity between the communicators' and the audiences' positions. Asked about the credibility of advertising messages, 89.4% of the respondents (with 41% strongly agree and 48.4% agree) replied that CBE's advertising messages are credible. However, 6.9% of the respondents have doubt in this regard.

Table 7: Respondents' Agreement on Message Credibility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	8	2.1	2.1	2.1
Disagree	18	4.7	4.8	6.9
No Opinion	14	3.6	3.7	10.6
Agree	183	47.5	48.4	59.0
Strongly agree	155	40.3	41.0	100.0
Total	378	98.2	100.0	
Missing System	7	1.8		
Total	385	100.0		

Source: Own Survey, 2018**C. Message Attractiveness**

Attractive messages can easily catch audiences' attention. It helps marketers easily to convey the envisioned information about their products or services. Cognizant to this, sampled CBE customers were requested to evaluate the attractiveness of CBE's advertising messages.

Accordingly, 43.7% and 46.4% of the respondents strongly agreed and agreed, respectively that the messages are attractive, while 5.6% do not agree and the rest 4.3% of the respondents do not have opinion in this regard.

Table 8: Respondents' Agreement on Message Attractiveness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	.8	.8	.8
Disagree	18	4.7	4.8	5.6
No Opinion	16	4.2	4.3	9.9
Agree	174	45.2	46.4	56.3
Strongly agree	164	42.6	43.7	100.0
Total	375	97.4	100.0	
Missing System	10	2.6		
Total	385	100.0		

Source: Own Survey, 2018

D. Message Creativity

Creativity is the soul of advertising and gives life to messages about products and services that may otherwise be boring or insignificant in the hearts and minds of target customers. Accordingly, respondents were asked to evaluate the message creativity of CBE's advertisements. As can be seen on Table 10 below, about 86.9% of the respondents confirmed that the messages transmitted through CBE advertising are creative. Whereas, 10.4% of the respondents were disagreed, and 3.2% of them have no opinion.

Table 9: Respondents' Agreement on Message Creativity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	2.6	2.7	2.7
Disagree	27	7.0	7.2	9.9
No Opinion	12	3.1	3.2	13.1
Agree	167	43.4	44.5	57.6
Strongly agree	159	41.3	42.4	100.0
Total	375	97.4	100.0	
Missing System	10	2.6		
Total	385	100.0		

Source: Own Survey, 2018

The overall assessment on message characteristics revealed that, the average total agreement level was 88.5%. Particularly, the total average agreement level for message clarity was 89.1%, credibility has 89.4% agreement level, while creativity has 86.9%. On the other hand, message attractiveness has an agreement level of 90.1%.

4.1.4. Channel Factors

Advertisement needs suitable channel to communicate the message to different target audiences. Although every medium has its own advantages and disadvantages, identifying the most accessible, credible and attractive media is a prerequisite for a successful advertisement. In this regard, accessibility, credibility and attractiveness of media in which CBE advertisements are transmitted are discussed as follows.

A. Media Accessibility

Regarding the accessibility of media, customers were asked to identify the accessible media in which they received CBE's advertisements. Responses of the study showed that, on average 78.4% of the respondents have access to the media CBE advertised on, while 16.4% of them do not have.

The survey result indicates that most of the respondents have heard/ seen CBE's advertisements in more than one advertising medium. However, indoor posters seems to be more accessible (86.1%), followed by billboards and LEDs (79.8%), brochures (78.2%) and TV (78.1%). Radio on the other hand, is the least accessible (73.6%).

Table 10: Respondents' Agreement on Media Accessibility

		TV	Radio	News paper	Billboard and LEDs	Indoor Poster	Brochure	Average
Valid	Strongly Disagree	8.1	15.0	18.1	15.2	6.8	16.3	13.2
	Disagree	3.6	4.2	3.0	2.1	3.4	3.2	3.2
	No Opinion	10.2	7.1	4.3	2.9	3.7	2.4	5.1
	Agree	43.5	45.1	42.9	43.2	43.3	36.3	42.4
	Strongly agree	34.6	28.5	31.8	36.6	42.8	41.8	36.0
	Total	100	100	100	100	100	100	100

Source: Own Survey, 2018

B. Media Credibility

With regard to media credibility, on average 89% of the respondents replied that the media that the CBE has made advertising are credible. Specifically, 93.7%, 92.4% and 88.5% of the respondents replied that TV, brochures and Radio, respectively are the most credible media.

Table 11: Respondents' Agreement on Media Credibility

	TV	Radio	News paper	Billboard and LEDs	Poster	Brochure	Average
Valid Strongly Disagree	.5	3.7	.3	5.0	10.4	3.9	4.0
Disagree	3.7	5.2	4.2	3.4	4.4	1.6	3.7
No Opinion	2.1	2.6	7.3	3.1	2.6	2.1	3.3
Agree	59.9	51.8	61.4	61.1	52.7	53.9	56.8
Strongly agree	33.8	36.6	26.9	27.4	29.8	38.5	32.2
Total	100	100	100	100	100	100	100

Source: Own Survey, 2018

C. Media Attractiveness

Corresponding to media attractiveness, on average 78.2% of the sampled customers agreed that the media that the CBE has advertised on are attractive. Looking at each media, 83.7% and 82.2% of the respondents answered that radio and TV, respectively are the most attractive medias.

Table 12: Respondents' Agreement on Media Attractiveness

	TV	Radio	News paper	Billboard and LEDs	Poster	Brochure	Average
Valid Strongly Disagree	7.3	4.7	16.8	12.8	10.8	7.6	10.0
Disagree	3.4	4.2	4.7	2.3	4.0	3.7	3.7
No Opinion	7.0	7.3	8.6	4.7	10.1	10.7	8.1
Agree	45.2	45.1	44.2	41.1	40.7	41.4	43.0
Strongly agree	37.1	38.6	25.7	39.1	34.4	36.6	35.2
Total	100	100	100	100	100	100	100

Source: Own Survey, 2018

In general, responses of sampled customers on channel factors indicate that, the average total agreement level is 81.9%. Particularly, media accessibility score 78.4% total average agreement level, while media credibility score 89% and media attractiveness registered 78.2% agreement level.

4.1.5. Attitude

As indicated earlier, so as to get a better intuition about the effects advertisements executed by the bank on customers' attitude, elements of the Hierarchy of Effects model developed by Robert Lavidge and Gary Steiner in 1961 was applied. Hence, this study strives to see in what level does CBE's advertisement influence the existing customers' attitude towards increasing their awareness and knowledge under the Cognitive stages of the hierarchy. Again the Liking, Preference and Conviction of the products and services under the Affective stages of the hierarchy are observed. Besides, the Conative stages which include Purchase are also examined.

A. Awareness

Evaluation was made to identify whether the bank's advertising help customers to get aware of the products and services available in the bank. To this effect, 43.8% of the sampled customers strongly agreed that CBE's advertisements help them to get awareness on the products and services provided by the bank, while 41.7% agreed, 6.1% disagreed and the rest 6.6% do not have opinion.

Table 13: Respondents' Agreement on Awareness of Products and Services

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	1.6	1.6	1.6
Disagree	17	4.4	4.5	6.1
Neutral	32	8.3	8.4	14.5
Agree	158	41.0	41.7	56.2
Strongly agree	166	43.1	43.8	100.0
Total	379	98.4	100.0	
Missing System	6	1.6		
Total	385	100.0		

Source: Own Survey, 2018

B. Knowledge

Customers were also asked to place their agreement on whether the bank's advertisements helps them to know/differentiate the banks products and services and choose suitable products and services for them. As a result, 82.3% of the respondents agreed that the advertisements help them to know the products and services of the bank. However, 10.7% of the respondents disagreed.

Table 14: Respondents' Agreement on Knowledge of Products and Services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	28	7.3	7.3	7.3
Disagree	13	3.4	3.4	10.7
No Opinion	27	7.0	7.0	17.8
Agree	173	44.9	45.2	62.9
Strongly agree	142	36.9	37.1	100.0
Total	383	99.5	100.0	
Missing System	2	.5		
Total	385	100.0		

Source: Own Survey, 2018

C. Liking and Preference

Liking and preference is about ensuring the respondents liking and preferences of CBE's products and services. In this case, if customers like and prefer, there is a tendency of using various products and services of the bank. To ensure this specific step of the hierarchy, customers were provided a question about whether they use different products and services of the bank such as multiple S/A, C/A and other services. In this regard, 83.7% of the respondents replied that they use multiple products and services of the bank, while 8.9% do not.

Table 15: Respondents' Agreement on Liking and Preference

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	18	4.7	4.7	4.7
Disagree	16	4.2	4.2	8.9
Neutral	28	7.3	7.3	16.3
Agree	172	44.7	45.1	61.4
Strongly agree	147	38.2	38.6	100.0
Total	381	99.0	100.0	
Missing System	4	1.0		
Total	385	100.0		

Source: Own Survey, 2018

D. Conviction

Conviction is about customers desire to use additional products. To this end, sampled customers were requested whether they have decided to use a certain product/s or service/s in addition to those they are using now. Accordingly, 84.1% of the respondents replied that they have intended to use various products and services soon, while 5.9% do not and the rest 10.1% do not have opinion.

Table 16: Respondents' Agreement Level on Conviction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	1.0	1.1	1.1
Disagree	18	4.7	4.8	5.8
Neutral	38	9.9	10.1	15.9
Agree	146	37.9	38.6	54.5
Strongly agree	172	44.7	45.5	100.0
Total	378	98.2	100.0	
Missing System	7	1.8		
Total	385	100.0		

Source: Own Survey, 2018

E. Purchase

Customers were asked to specify whether CBE's advertisements persuade them to use products and services of the bank. Accordingly, 83.4% of them responded that CBE's advertisements

persuades them to use the existing and new products of the bank. While 6.3% of the respondents are not persuaded by the bank's advertisements.

Table 17: Respondents' Agreement Level on Purchase

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	1.3	1.3	1.3
Disagree	19	4.9	5.0	6.3
Neutral	39	10.1	10.3	16.6
Agree	185	48.1	48.7	65.3
Strongly agree	132	34.3	34.7	100.0
Total	380	98.7	100.0	
Missing System	5	1.3		
Total	385	100.0		

Source: Own Survey, 2018

In general, the responses of sampled customers on attitude indicate that average total agreement level of 85.1%. Looking at specific attributes, awareness scores the highest 85.5% total average agreement level, knowledge (82.3%), liking and preference (83.7%), conviction (84.1%) and purchase (83.4%).

4.2. INFERENCE STATISTICS

This section presents a discussion of the results of inferential statistics. Correlation analysis was used to measure the strength of the relationship between the independent variables i.e. the relationship between celebrity endorsements, message credibility, message creativity, media attractiveness, media accessibility, media credibility and consumers attitude towards purchase of products and services. Regression analysis established the relative significance of each of the variables on consumers' attitude. The summary of the inferential statistics results are presented below.

4.2.1. Reliability Test

The reliability test, which measures the consistency of all questions in the questionnaires, indicates that there is a consistency among each question in the questionnaire. The overall Cronbach's alpha, the most commonly used measure of reliability stood at 0.792. In addition, the

Cronbach's alpha for all variables were above 0.7, except message credibility (0.656), message attractiveness (0.645) and message creativity (0.645).

Table 18: Reliability Statistics

Variable Name	No. of Items	Cronbach's Alpha
Celebrity endorsement	6	0.852
Media accessibility	6	0.794
Media credibility	6	0.756
Media attractiveness	6	0.721
Message credibility	2	0.656
Message creativity	2	0.645
Attitude	5	0.645
Overall	33	0.792

Source: Own Survey, 2018

4.2.2.1 Assumptions Test Results

According to Field (2006), multiple linear regression uses to estimate the effect of more than one independent variables over dependent variable or it estimates the coefficient of determination on the predicted one explained by the predictors. Multiple linear regressions also use to compare which independent variable has more effect than other independent variables. Moreover, to have valid multiple regressions analysis, the important assumptions should be satisfied. These are: normality of the distribution, linearity, homoscedasticity, independent of residuals and multicollinearity. For this study, before discussing the regression model these assumptions were tested. The results of these assumptions are briefly summarized and presented below.

Assumption 1: Normality

Multiple regression assumes that variables have normal distributions. This means that errors are normally distributed and that a plot of the values of the residuals will approximate a normal curve. For variables to be normal, the skewness and kurtosis statistics for all variables should be within the acceptable range (-1 to +1) and $K=3$. A skewed distribution is one that has a majority of scores shifted to one end of the scale with a few trailing off on the other end of the scale. Kurtosis is a property of a distribution that describes the thickness of the tails (Zachary R. Smith, 2006).

The normality of variables using Skewness and Kurtosis indicates that the skewness of all the variables are between the range -1 and +1 or moderately skewed, except for Celebrity endorsement, Message creativity and Message Credibility. The data also revealed that all of the variables are negatively skewed. However, the Kurtosis result indicates that all the independent variables are below the range of normality ($K=3$) but above zero. The results detect a problem of normality in this research.

However, the non-fulfillment of the normality assumption may not be as critical as it appears as the BLUE property of the estimator is not affected by the failure to satisfy the normality principle.

The skewness and kurtosis statistics appear to be very dependent on the sample size. In fact, even several hundred data points didn't give very good estimates of the true kurtosis and skewness. Moreover, the normality test for a Likert scale questions is difficult as ordinal data do not satisfy any of the requirements of parametric statistics which includes normality of the data. In general, normality of data do not expect from ordinal data. The detail for each independent variable presented in Annex 1.

Assumption 2: Linearity

Multiple regressions assume a linear relationship between the independent and dependent variables. The bivariate plot of the predicted value against residuals can help us infer whether the relationship of the predictors to the outcome is linear. Hence using visual inspection of the scatter plot, it can be suggested about the linearity.

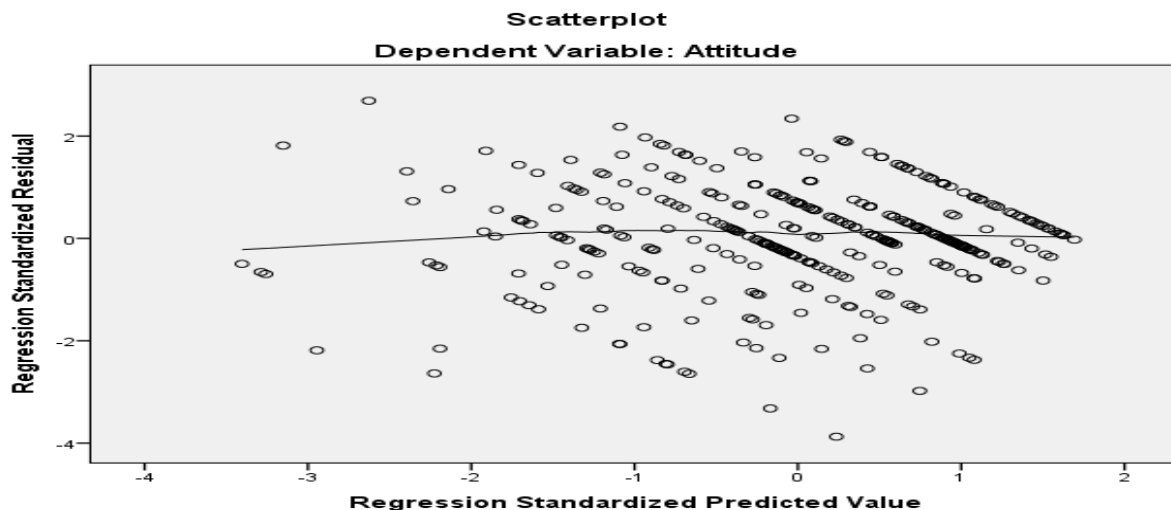
Looking at the scatter plot of each independent variables using Loess curve, it appears that the relationship of standardized predicted to residuals is roughly linear around zero (Annex 2). Hence, we can conclude that the relationship between the response variable and predictors is around zero suggesting that the relationships between these variables are linear.

Assumption 3: Homoscedasticity

Homoscedasticity refers to the assumption that the variation in the residuals (or amount of error in the model) is similar at each point across the model. In other words, the spread of the residuals

should be fairly constant at each point of the predictor variables (or across the linear model). Just as for the assessment of linearity, a commonly used graphical method is used (Figure 7).

Figure 7: Scatter Plot of Homoscedasticity



As can be seen in the figure, variation in the residuals (or amount of error in the model) is roughly similar at each point of the model because as the predicted values increase (along X-axis), the variation in the residuals become roughly similar and hence this assumption is satisfied.

Assumption 4: Independent of Residuals

This is basically the same as saying that the observations (individual data points) to be independent from one another (uncorrelated). The Durbin-Watson statistic is used to test for independence of residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson value is approximately closer to 2, and values below 1 and above 3 are causes for concern and may render the analysis invalid.

Table 19: Independent Residual Assumption

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.809 ^a	.655	.649	.37653	1.949

a. Predictors: (Constant), Message creativity, Media credibility, Media attractiveness, Media accessibility, Message credibility, Celebrity endorsement

Source: Own Survey, 2018

The Durbin-Watson statistics showed that this assumption had been met, as the obtained value was close to 2 (Durbin-Watson = 1.949). Hence, the researcher assumed independence of residuals assumption is satisfied (Table 20).

Assumption 5: Multicollinearity

Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated. There are basically two ways to detect multicollinearity. One way is to assess multicollinearity by examining correlations among the independent variables. If a correlation matrix demonstrates correlations of more than 0.8 among the independent variables, there may be a problem with multicollinearity. The other method is by computing tolerance values and Variance Inflation Factor (VIF) for each independent variable. Multicollinearity exists when Tolerance is below 0.1, and the average variance inflation factor (VIF) is greater than 10.

Table 20: Multicollinearity test using Tolerance Values and Variance Inflation

Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF (1/Tolerance)
(Constant)	.283	.214		1.321	.187		
Celebrity endorsement	.352	.066	.365	5.318	.000	.199	5.034
Media accessibility	.024	.021	.035	1.132	.258	.967	1.034
1 Media credibility	-.011	.032	-.011	-.355	.723	.985	1.015
Media attractiveness	.357	.025	.442	14.279	.000	.979	1.021
Message credibility	.272	.044	.381	6.240	.000	.251	3.983
Message creativity	-.050	.032	-.060	-1.567	.118	.630	1.587

Source: Own Survey, 2018

Table 21 displays the multicollinearity test by computing tolerance values and Variance Inflation Factor (VIF) for each independent variables. In this case all the tolerance values are greater than 0.10 and VIF is less than 10. Hence, the researcher assumed Multicollinearity was not a problem.

Assumption 6: There are no Influential Cases Biasing the Model

Significant outliers and influential data points can place undue influence on the model, making it less representative of the data as a whole. To identify any particular influential data points, the Cook's Distance statistic for each participant would be measured. Any values over 1 are likely to be significant outliers, which may place undue influence on the model.

Table 21: Cook's Distance

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3871	5.0090	4.1381	.51437	375
Std. Predicted Value	-3.404	1.693	.000	1.000	375
Standard Error of Predicted Value	.021	.115	.049	.017	375
Adjusted Predicted Value	2.4026	5.0092	4.1388	.51385	375
Residual	-1.45912	1.01310	.00000	.37349	375
Std. Residual	-3.875	2.691	.000	.992	375
Stud. Residual	-3.904	2.743	-.001	1.002	375
Deleted Residual	-1.48053	1.05313	-.00066	.38151	375
Stud. Deleted Residual	-3.982	2.768	-.002	1.007	375
Mahal. Distance	.162	34.051	5.984	5.195	375
Cook's Distance	.000	.046	.003	.006	375
Centered Leverage Value	.000	.091	.016	.014	375

a. Dependent Variable: Attitude

Source: Own Survey, 2018

The survey result indicates that the Cook's Distance is between 0.00 and 0.46, suggesting that there are no influential cases biasing the study model. In conclusion, the independent and dependent variables met almost all of the assumptions which indicate that the model the researcher got for a sample can be accurately applied to the population of interest. That means the coefficients and parameters of regression could be said to be unbiased (Field, 2006).

4.2.2. Analysis of Variance (ANOVA)

The key purpose of ANOVA test is to show whether the model is significantly better at predicting the dependent variable or using the means. Accordingly, Table 23 indicates that the ANOVA is significant ($F=116.329$, $df(\text{regression}) = 6$, $df(\text{residuals}) = 368$, $\text{Sig}<0.05$). Hence, it

can conclude that at least one of the six independent variables can be used to model customers attitude towards advertising in this study.

Table 22: Overall Model Fit of the Regression Model (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.953	6	16.492	116.329	.000 ^b
	Residual	52.172	378	.142		
	Total	151.125	384			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Message creativity, Media credibility, Media attractiveness, Media accessibility, Message credibility, Celebrity endorsement

Source: Own Survey, 2018

The regression model was applied to test how far advertisements had impact on customer attitude. Coefficient of determination or R^2 is the measure of proportion of the variance of dependent variable about its mean that is explained by the independent or predictor variables. Higher value of R^2 represents greater explanatory power of the regression equation. As can be seen on Table 24 below, the R^2 is 0.655. This showed that about 65.5% of the dependent variable (attitude) can be explained by the independent variables, celebrity endorsement, message credibility, message creativity, media accessibility, media attractiveness and media credibility.

Table 23: Result of Multiple Regressions Model for Attitude (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.809 ^a	.655	.649	.37653	1.949

a. Predictors: (Constant), Message creativity, Media credibility, Media attractiveness, Media accessibility, Message credibility, Celebrity endorsement

Source: Own Survey, 2018

4.2.3. Regression Coefficients

A two-tail test at 95% confidence level ($\alpha=0.05$) showed that the positive beta values for all variables (except Media credibility and Message creativity) suggesting a positive influence of the independent variables on the dependent variable. But, Media credibility and Message

creativity emerged with a negative beta value, suggesting that a negative influence on the attitude towards advertisement opposite to the hypothesis and the argument presented earlier. The results, however, appears insignificant, because their p-value are higher than the 0.05 significance level.

Table 24: Regression Coefficient of Independent Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	.283	.214		1.321	.187	-.138	.704		
Celebrity endorsement	.352	.066	.365	5.318	.000	.222	.483	.199	5.034
Media accessibility	.024	.021	.035	1.132	.258	-.018	.067	.967	1.034
Media credibility	-.011	.032	-.011	-.355	.723	-.074	.051	.985	1.015
Media attractiveness	.357	.025	.442	14.279	.000	.308	.406	.979	1.021
Message credibility	.272	.044	.381	6.240	.000	.187	.358	.251	3.983
Message creativity	-.050	.032	-.060	-1.567	.118	-.112	.013	.630	1.587

a. Dependent Variable: Attitude

Source: Own Survey, 2018

$$CA = 0.283 + 0.365 (CE) + 0.035(MA) - 0.011 (MC) + 0.442(MAT) + 0.381(MCRED) - 0.060(MCRA) + 0.214.$$

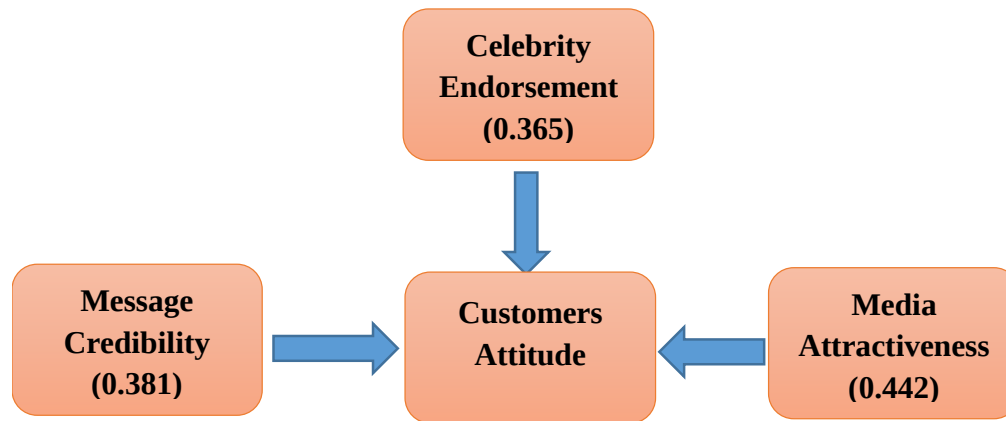
Where:

CA=Customers Attitude, CE=Celebrity Endorsement, MCRED= Message Credibility, MCREA= Message Creativity, MAT=Media Attractiveness, MC=Media Credibility and MA=Media Accessibility.

The above regression results revealed that there is a positive relationship between the dependent variable (attitude) and the independent variables except for media credibility and message creativity. From the findings, one unit change in Celebrity endorsement, Media accessibility, Media attractiveness and Message credibility results in 0.365, 0.035, 0.442 and 0.381 units increase in customers' attitude. However, looking at their significant level, only Celebrity endorsement, Media attractiveness and Message credibility has a significant effect on customers' attitude. Hence, from the above analysis, it is concluded that only Celebrity endorsement, Media

attractiveness and Message credibility has a positive and significant effect on customers attitude. The following figure shows the hypothesized model based on the regression analysis.

Figure 8: The effects of CBE's advertising on its customers' attitude



In general, the overall result shows that, taking all other independent variables at zero, a unit increase in advertising will lead to a 0.984 increase in customer attitude. This infers that CBE's advertising has a positive and significant effect on its customer's attitude.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.135	.241		.561	.575	-.339	.609
	Advertising	.984	.059	.649	16.683	.000	.868	1.100

4.2.4. Discussion of Results

The model summary of the regression result revealed that about 65.5% of the dependent variable (attitude) can be explained by the independent variables, celebrity endorsement, message credibility, message creativity, media accessibility, media attractiveness and media credibility. Among the six independent variables, Media attractiveness ($\beta=0.442$) has positive and significant effect on CBE's customers attitude, followed by Message credibility ($\beta=0.381$) and Celebrity endorsement ($\beta=0.365$). The least and insignificant contributor variable was Message creativity ($\beta = -0.060$). The degree of influence of each variables towards customers attitude presented in the following table.

Table 25: Summary Result of Regression Analysis

Model	Beta	Statistical Significance
Celebrity endorsement	.365	.000
Media accessibility	.035	.258
Media credibility	-.011	.723
Media attractiveness	.442	.000
Message credibility	.381	.000
Message creativity	-.060	.118

Source: Own Survey, 2018

Hypothesis 1: Celebrity endorsement has a positive and significant effects on customers' attitude.

The result of this study indicates that celebrity endorsement has a positive and significant effects on CBE's customers' attitude towards consuming its products and services ($\beta = 0.365$, P-value 0.000). This finding is supported by Anwar & Jalees (2017) on their study on Celebrity Endorsement and Consumer Purchase Intentions. The researchers reported that celebrities has a significant impact on the buying behavior of customers. In addition, the survey finding is also supported by Nyarko, et al., (2015) who conducted a research on the influence of celebrity endorsement on the buying behavior of the Ghanaian youth: a study of fan milk Ghana ads. The result revealed that celebrity endorsements positively impact the purchase intention of the Ghanaian youth. The findings of Dzisah & Ocloo (2013) conducted on Celebrity Endorsement and Consumer Buying Behavior indicates that there is a positive relationship between celebrity endorsement and consumer behavior. Hence, hypothesis 1 is supported.

Hypothesis 2: Message credibility has a positive and significant effects on customers' attitude.

The study result indicates that message credibility has a positive and significant effects on CBE's customers' attitude ($\beta = 0.381$, P-value 0.000). In this regard, Haider (2014) on his research on prioritization of Factors Affecting Consumer attitude towards Mobile Advertisement on Pakistani Youth, indicates that message credibility significantly affects consumers' attitude.

Similar result was obtained from the findings of Punyatoya & Durgesh (2011) who conducted a study on factors that affects consumers' acceptance of mobile advertising. The finding showed that message credibility has a positive impact on attitude towards mobile advertisings. Following this outcome, hypothesis 2 is supported.

Hypothesis 3: Message creativity has a positive and significant effects on customers' attitude.

The results of the findings indicates that Message creativity has a negative and insignificant effects on CBE's customers' attitude ($\beta = -0.060$, P-value 0.118). This result is different with the findings of Sameti & Khalili (2017) who found that creative out-of-store advertising has influence primarily on attitude towards the advertised brand, then on attitude towards the advertised product. Moreover, it is inconsistent with the findings of Verma & Mishra (2016), who concluded that that creative advertising strongly affect the perception of consumers with respect to their purchasing behavior. Therefore hypothesis 3 is not supported.

Hypothesis 4: Media attractiveness has a positive and significant effects on customers' attitude.

The finding of the study supported the hypothesis that Media attractiveness has a positive and significant effects on CBE's customers' attitude ($\beta = 0.442$, P-value 0.000). This study support hypothesis 4. However, no empirical findings was found in this regard.

Hypothesis 5: Media credibility has a positive and significant effects on customers' attitude.

The study revealed that Media credibility has a negative and insignificant effects on customers' attitude ($\beta = -0.011$, P-value 0.723). This study reject hypothesis 5. A study by Wright (1974) found inconsistent result that medium (print versus broadcast) has a significant effect on subject cognitive activity including factors related to perceived credibility. However, no sufficient empirical findings were found in this regard.

Hypothesis 6: Media accessibility has a positive and significant effects on customers' attitude.

The study revealed that Media credibility has a negative and insignificant effects on customers' attitude ($\beta = 0.035$, P-value 0.258). This study reject hypothesis 6. However, no empirical findings was found in this regard.

In general, the results revealed that all independent variables accounted for 65.5% percent of the variance in customer attitude ($R^2 = 0.655$). Thus, 65.5% of the variation in customer attitude can be explained by the six attributes of advertising and other unexplored variables may explain 34.5%.

5. CONCLUSION AND RECOMMENDATIONS

5.1. CONCLUSION

In the current era of information explosion and the world of media, advertisements play a major role in changing the behavior and attitude of consumers towards the products shown in the advertisements. The advertisements not only change the way of product is consumed by user but alter the attitude with which they look at the product. It is a universally accepted fact that advertisements can grant special attributes upon a product or service that it may have lacked otherwise.

The main objective of this study was to examine the effects of CBE's advertising on its customers' attitude by taking evidence from selected branches of Commercial Bank of Ethiopia in Addis Ababa. Based on the main objective, six specific research objectives were developed. To achieve these objectives, the study used mixed research approach. Descriptive analysis, such as mean, frequency and percentage were used to investigate the demographic characteristics of the respondents and their perceptions on CBE's advertisements which is explained by celebrity endorsement, message credibility, message creativity, media attractiveness, media credibility and media accessibility. Secondly, correlation analysis was used to examine the effects between independent variables and dependent variable. Finally, multiple linear regression was used to examine the effects of advertising on customers' attitude in Commercial Bank of Ethiopia.

The study clearly indicate that CBE's advertisement has positively and significantly affects CBE's customers' attitude towards consuming products and services of the bank. Commercial bank of Ethiopia used celebrity endorser in advertising and had statistically significant and positive impact on its customers' attitude. It is also important to note that Message credibility and Media attractiveness are positively correlated with CBE's customers' attitude. Therefore, it is concluded that CBE has to continue investing on advertising as it has a positive and significant effects on its customers attitude.

5.2.RECOMMENDATION

Based on the findings of the study, the researcher forwards the following recommendations to the management of the banks and suggestion for other researchers.

-  As celebrity endorsement influence CBE's customers' to consume products and services, the bank has to continue advertising using a celebrity who have a good reputation in the public.
-  Media attractiveness is identified as one of the most important factors that influence customers' attitude. Therefore, the bank has to conduct a media audience survey to select those attractive media that have strong public acceptance so as to undertake its promotion.
-  The bank has to keep the commitments engaged while advertising its products and services.
-  Investment in advertisement is found significant to change the attitudes of the public. Thus, further effort is expected to maximize the scale of advertisement.

5.3.SUGGESTIONS FOR FUTURE RESEARCH

The current study leaves room for further future research in the field of CBE's advertising effects on its customers and non-customers attitude. There is an opportunity for researchers to either explore the same variables of this study in greater depth or to add new variables that could potentially predict customers and non-customers attitude in relation to CBE's advertisements more accurately or differently. This study utilized respondents residing in Addis Ababa only and the researcher would recommend that similar studies as to the current study be conducted on a larger scale that is a larger sample size and larger geographic regions. This would allow for more diversity in the sample and more informed results. The study suffered literatures on some of the independent variables and the researcher believed that if these challenges are addressed it would result in a more meaningful and superior contribution to the study on effectiveness of advertising on CBE's customers attitude.

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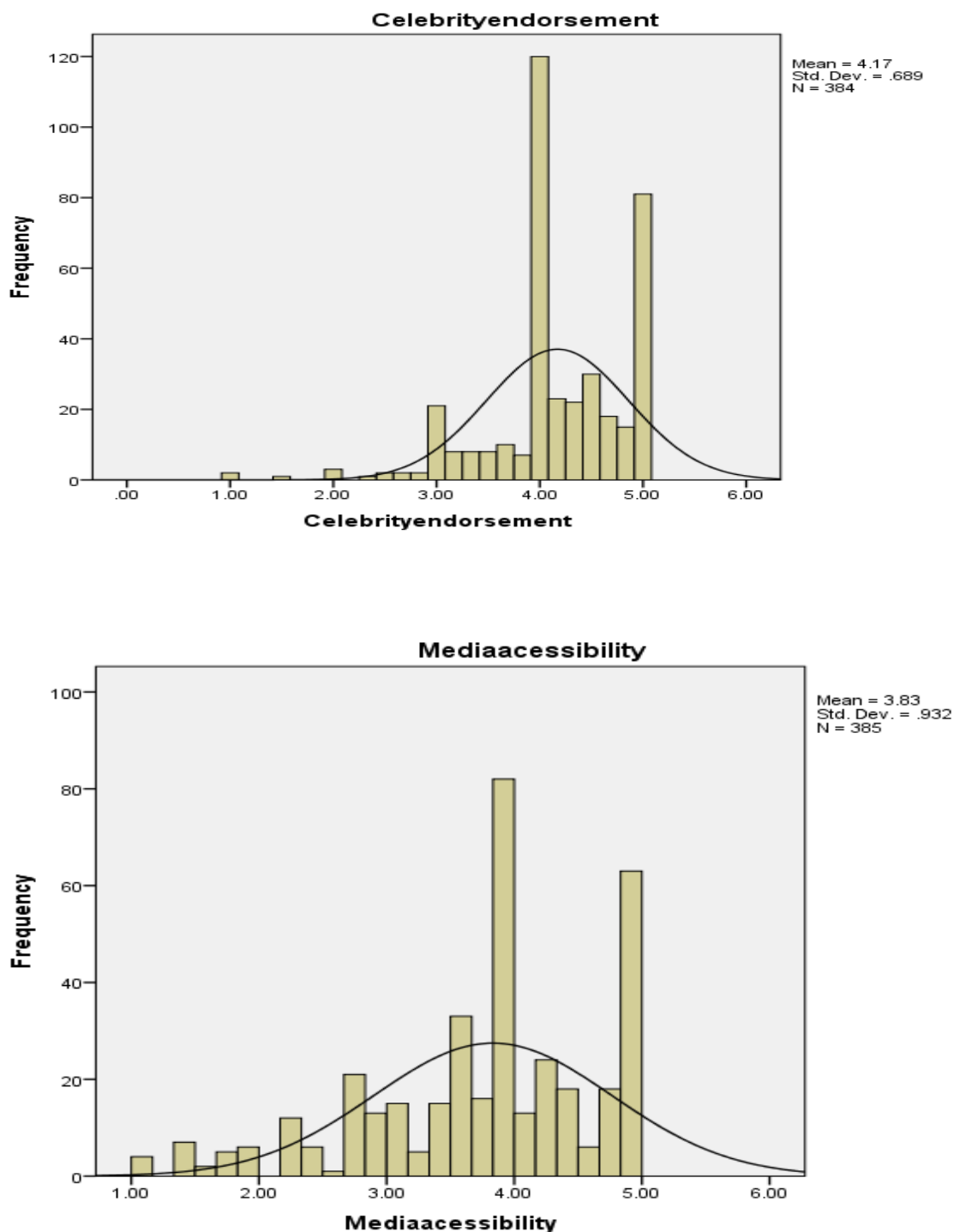
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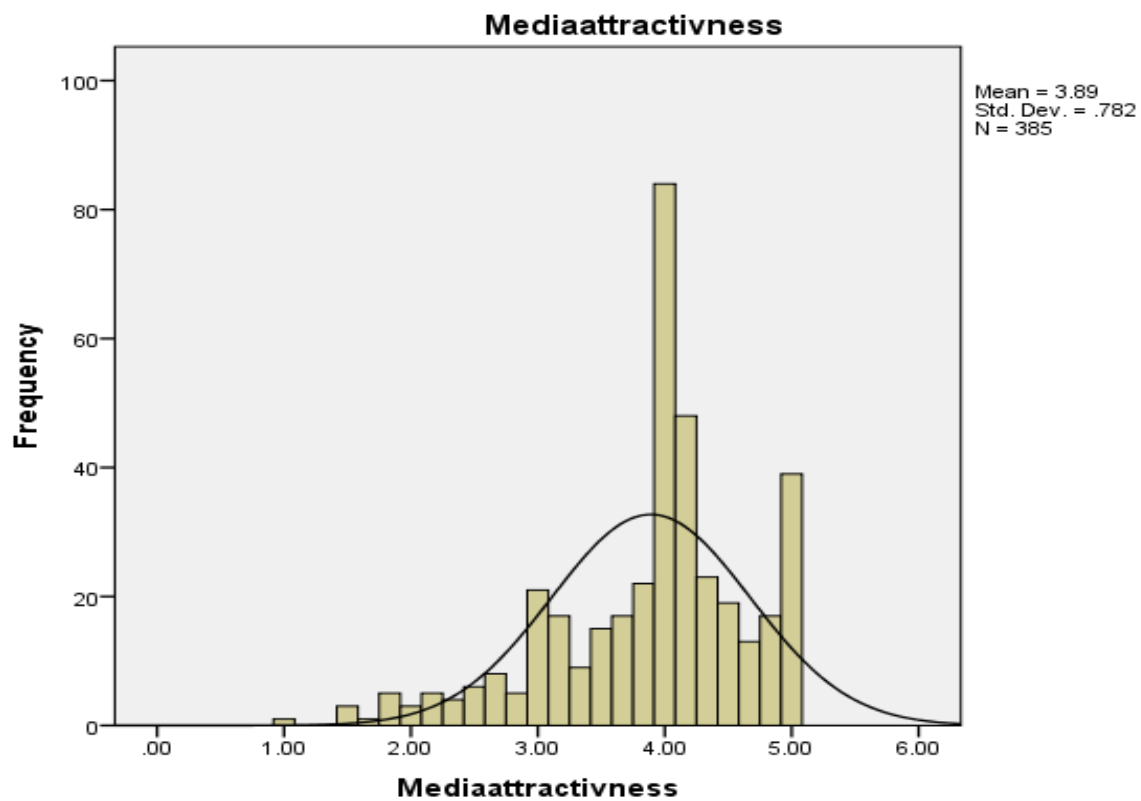
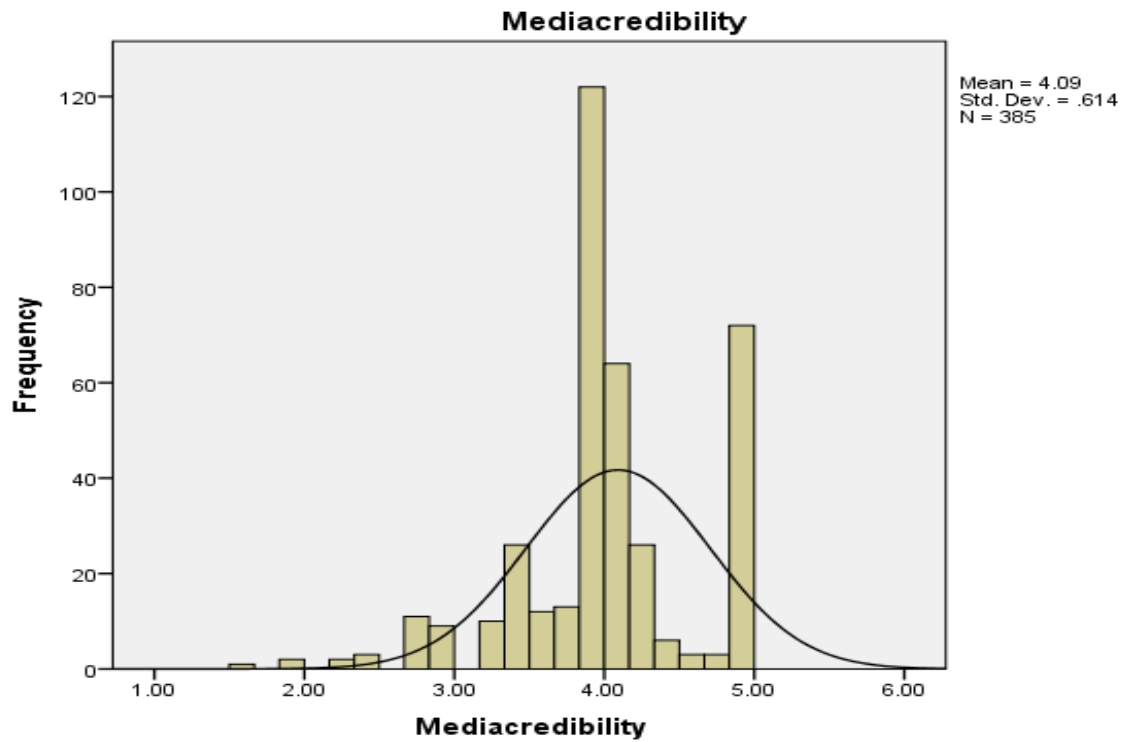
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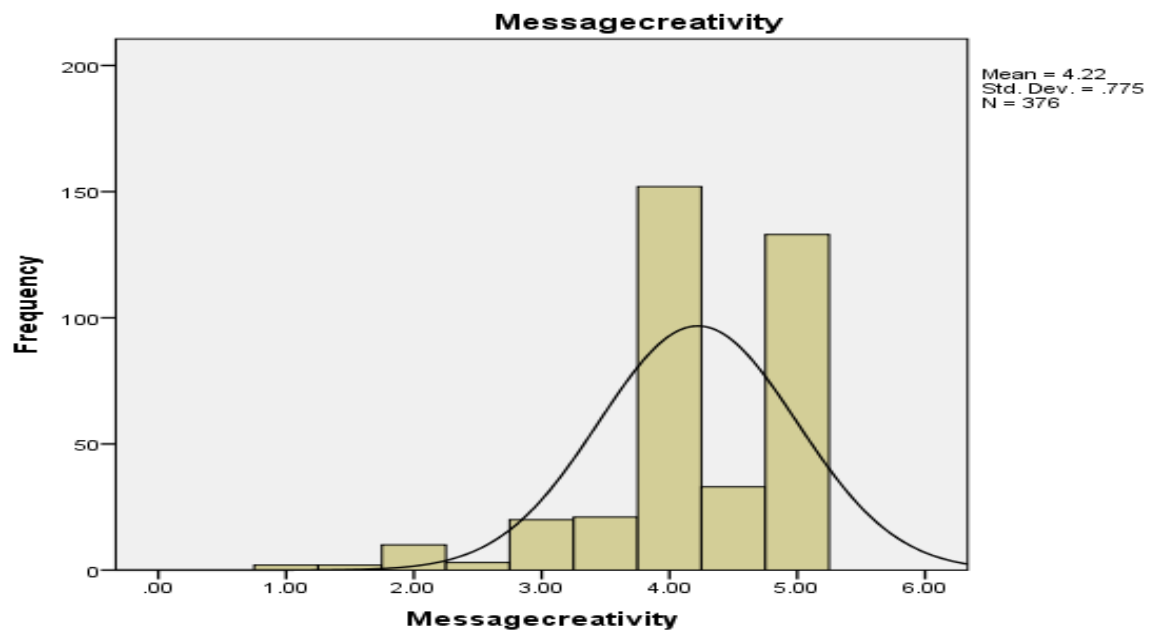
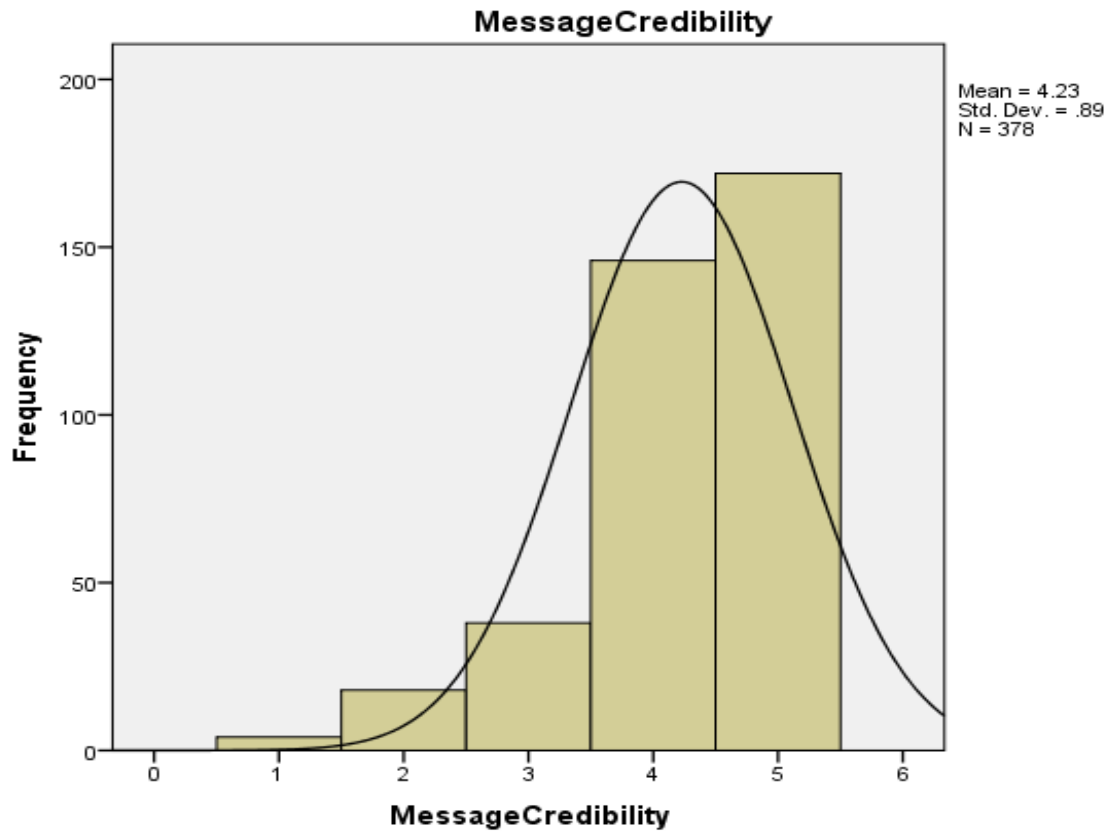
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ANNEXES

Annex 1: Normality Test

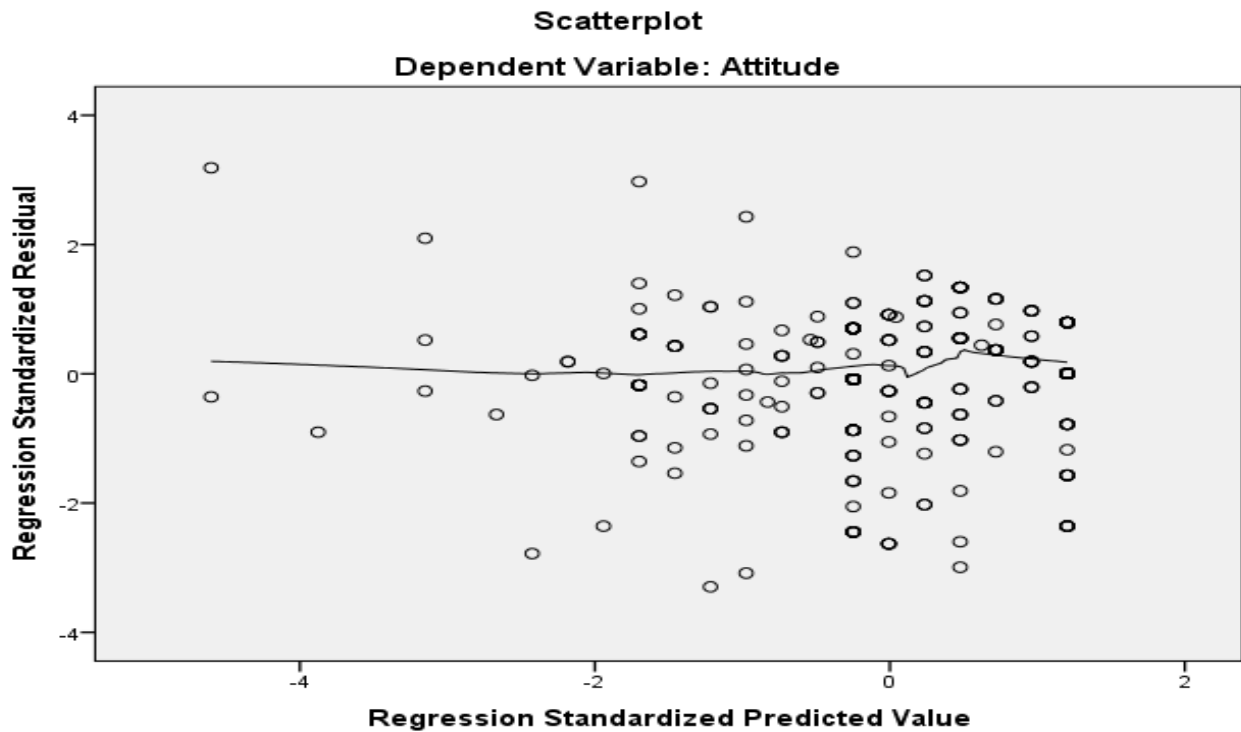




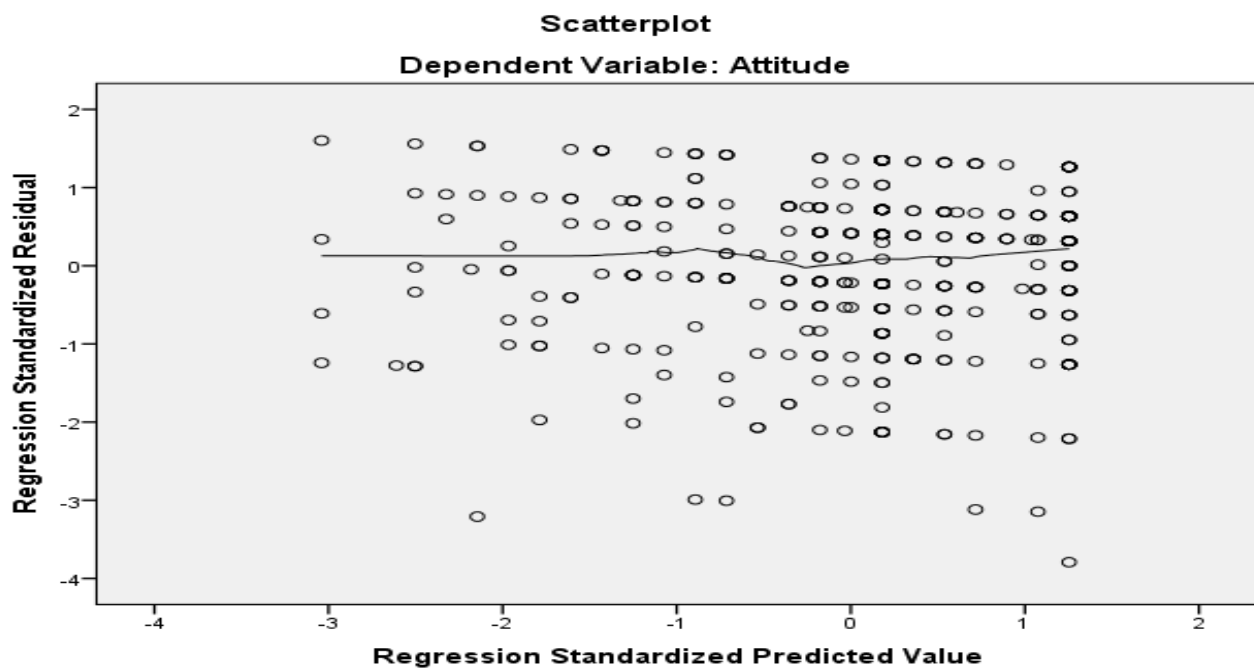


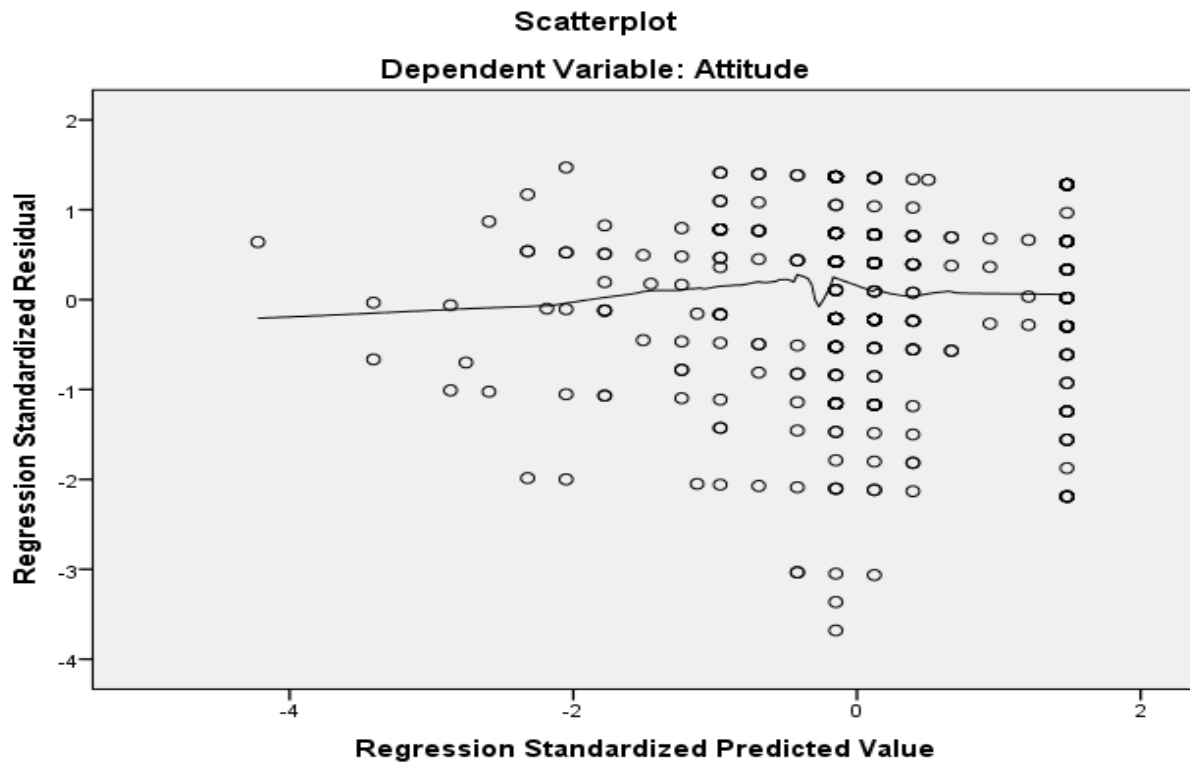
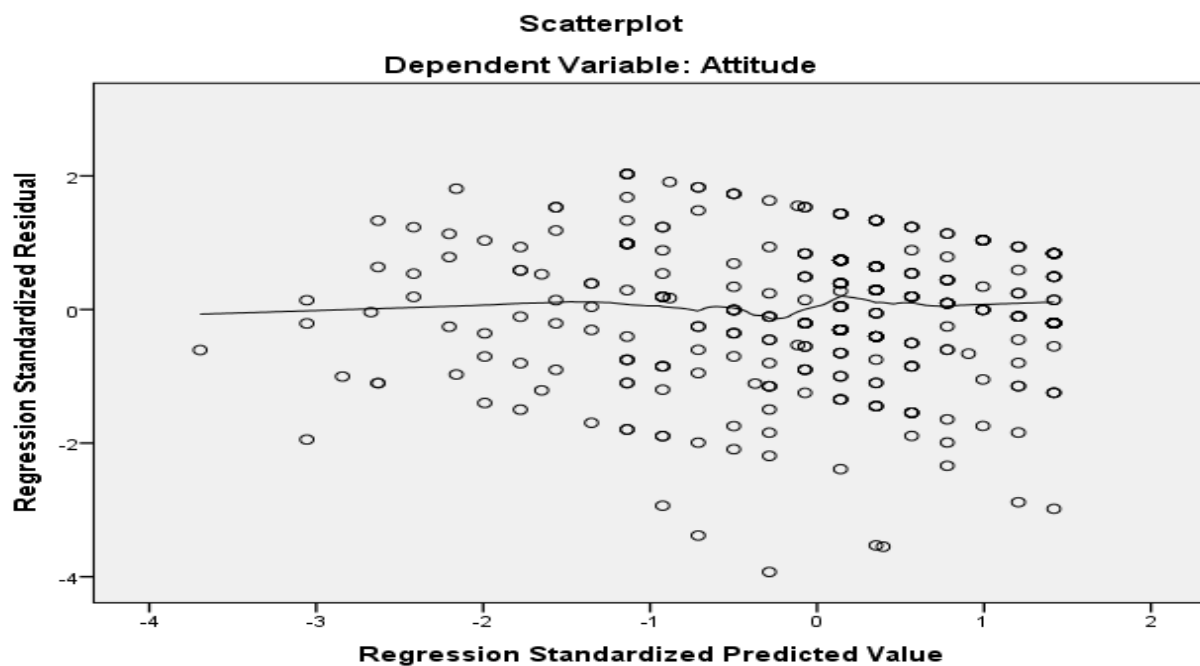
ANNEX 2: Linearity Test

Celebrity Endorsement

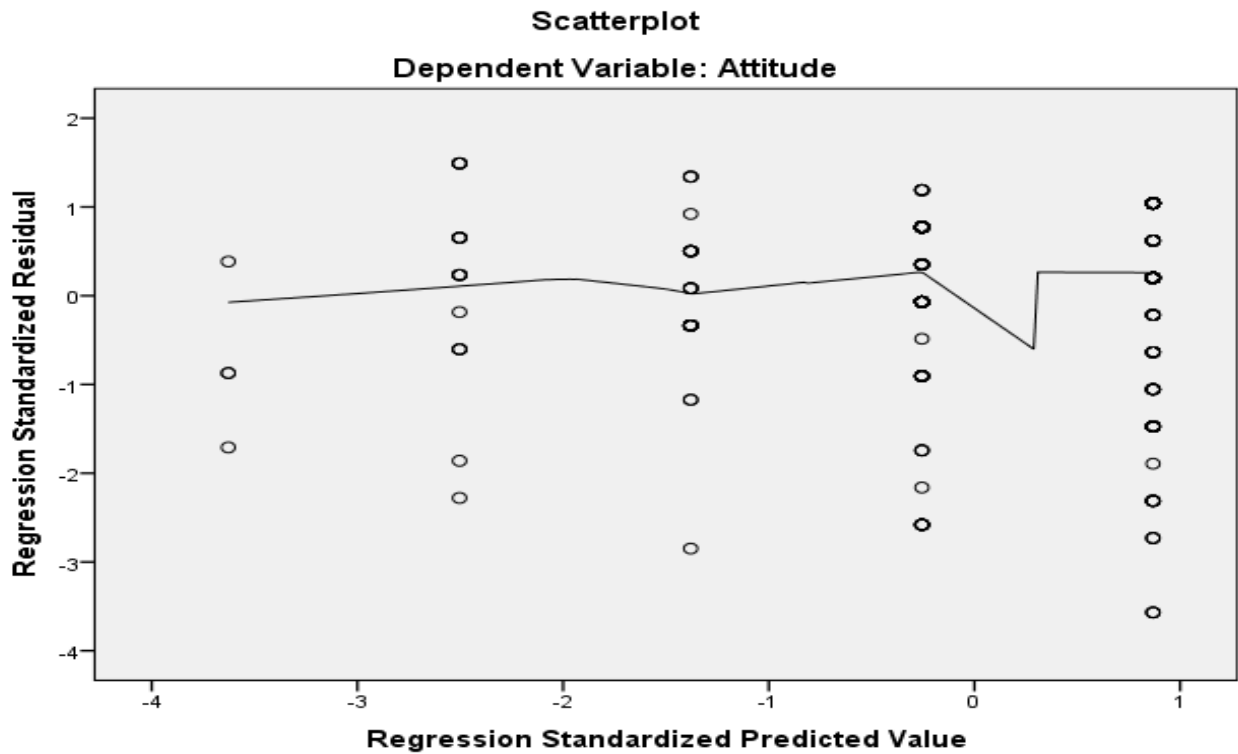


Media Accessibility

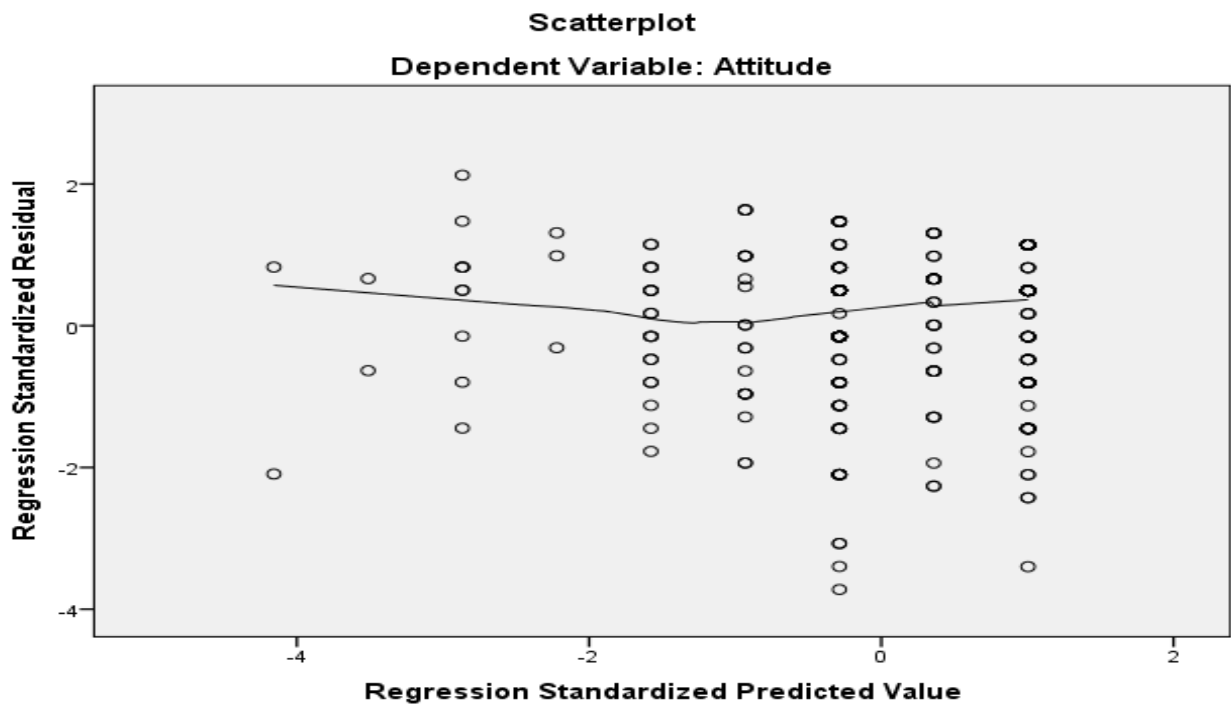


Media Credibility**Media Attractiveness**

Message Credibility



Message Creativity



APPENDICES

Appendix 1: Questionnaire (English Version)

Addis Ababa University-School of Commerce

Questionnaire for Commercial Bank of Ethiopia Customers

Dear Respondents:

I am a student of Master Degree in Marketing Management in Addis Ababa University - School of Commerce. I am currently undertaking a research on “*The Effects of CBE's advertising on Customers' Attitudes*”. This questionnaire is prepared for the partial fulfillment of a Master program. The information gathered using this questionnaire is used for academic purpose only and respondents are not expected to disclose their identity. Your answers will be kept confidential and will not be released to any third party. Please put a “✓” mark in the boxes of your choice.

I appreciate your willingness to participate in this survey. Thank you very much!

Part I: Customers Profile

- | | | | |
|--|---|-----------------------------|--------------------------|
| 1. Sex: | 1.1. Male | 1.2. Female | ☐ |
| 2. Age: | 2.1. 14 - 24 ☐ | 2.4 47 – 57 | ☐ |
| | 2.2. 25 - 35 ☐ | 2.5 58 and above | ☐ |
| | 2.3. 36 - 46 ☐ | | |
| 3. Education Level: | | | |
| | 3.1 Primary education and below ☐ | 3.4. Certificate or Diploma | ☐ |
| | 3.2 Secondary education ☐ | 3.5. First degree and above | ☐ |
| 4. Occupation: | | | |
| | 4.1. Government employee ☐ | 4.4. Merchant | ☐ |
| | 4.2. Private organization employee ☐ | 4.5. Student | ☐ |
| | 4.3. Daily laborer ☐ | | |
| 5. Length of business relationship with the bank | | | |
| | 5.1. 5 years and below ☐ | 5.3. 10 years and above | ☐ |
| | 5.2. 5-10 years ☐ | | |

Part Two: Celebrity Endorsement (The Model participated in CBE ads)

6. Please Put your Agreement Level about the Celebrity Endorser of CBE

S. No.	Description	Strongly Disagree	Disagree	No Comment	Agree	Strongly Agree
6.1.	The Celebrity conveys all the true features of the products and services of the bank.					
6.2.	I like the model or celebrity participated in CBE advertisements					
6.3.	The celebrity of CBE is easily remembered					
6.4.	The celebrity of CBE is credible					
6.5.	The celebrity has the power to change my purchasing decisions					

Part Three: Assessment on CBE's Advertisements Messages

7. Please put your Agreement Level about the Messages of CBE's Advertisements

S. No.	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7.1.	It is easy to understand CBE's advertisement messages					
7.2.	CBE's advertisements messages are credible					
7.3.	CBE's advertisements messages are attractive					
7.4.	CBE's advertisements messages are innovative					

Part Four: Media Accessibility

8. Please Evaluate the level of Accessibility of CBE's Advertisements in the listed Media

S. No.	Media Accessibility	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
8.1.	Television advertisements are accessible					
8.2.	Radio advertisements are accessible					
8.3.	Newspaper and Magazine advertisements are accessible					
8.4.	LEDs & Billboards advertisements are accessible					
8.5.	Indoor poster advertisements are accessible					
8.6.	Brochures and Pamphlets advertisements are accessible					

Part Five: Media Credibility and Media Attractiveness

9. Please Rate the Credibility and Attractiveness of the media that the CBE Transmits Advertisements.

Rating Levels: (1) = Strongly Disagree (2) = Disagree (3) = No Comment (4) = Agree (5) = Strongly Agree

S. No	Media	They are Credible					They are Attractive				
Electronic Media		1	2	3	4	5	1	2	3	4	5
9.1	Radio advertisements										
9.2	Radio advertisements										
Printing Advertisements											
9.3	Newspaper and Magazine advertisements										
9.4	LEDs & Billboards advertisements										
9.5	Indoor poster advertisements										
9.6	Brochures and Pamphlets advertisements										

Part Six: Attitude Factors

10. Please Rate the Influence of CBE's Advertising on your Attitude

S. No.	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10.1	CBE's advertisements increased my awareness about the products and services					
10.2	CBE's advertisements helps to differentiate the products and services					
10.3	CBE's advertisements raise my interest towards the products and services of the bank					
10.4	I like and prefer to use various products and services of the bank.					
10.5	The advertisements of CBE enables me to use the products and services of the bank					

Thank You

Appendix 2: Questionnaire (Amharic Version)

አዲስ አበባ ዩኒቨርሲቲ - የንግድ ሥራ ትምህርት ቤት

በኢትዮጵያ ንግድ ባንክ ደንበኞች የሚሞላ መጠይቅ

እኔ የዚህ መጠይቅ አዘጋጅ የገበያ ሥራ አመራር የድህረ ምረቃ ተማሪ ስሆን በአሁኑ ሰዓት የመመረቂያ ጽሁፍ በማዘጋጀት ለላይ እገኛለሁ፡፡ የመመረቂያ ጽሁፌ በዋናነት የሚያተኩረው የኢትዮጵያ ንግድ ባንክ የማስተዋወቅ ሥራ በደንበኞቹ ላይ ያመጣው ተጽእኖ (The Effects of CBE's Advertising on Customers' Attitude) ላይ ነው፡፡ በመጠይቁ የሚገኘው መረጃ ለጥናቱና ለትምህርታዊ ዓላማ ብቻ የሚውል ሲሆን የመረጃው ሚስጥራዊነት በከፍተኛ ጥንቃቄ የሚያዝ በአክብሮት እገልጻለሁ፡፡ የእርስዎን ማንነት መግለፅ አስፈላጊ አይደለም፡፡ ከዚህ በታች ለቀረቡት ጥያቄዎች ሃሳቤን ይገልጽልኛል በሚሉት ሳጥን ውስጥ የ“✓” ምልክት በማድረግ ምላሽ ይስጡ፡፡ መጠይቁን ለመሙላት ፈቃደኛ በመሆንዎ በቅድሚያ አመሰግናለሁ፡፡

ክፍል አንድ: የደንበኞች ግለ ታሪክ

- | | | | | |
|------------------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| 1. ፆታ: | 1.1. ወንድ | ☐ | 1.2. ሴት | ☐ |
| 2. ዕድሜ: | 2.1. ከ 14 - 24 | ☐ | 2.4. ከ47 - 57 | ☐ |
| | 2.2. ከ 25 - 35 | ☐ | 2.5. 58 እና ከዚያ በላይ | ☐ |
| | 2.3. ከ 36-46 | ☐ | | |
| 3. የትምህርት ሁኔታ: | | | | |
| 3.1. አንደኛ ደረጃ እና ከዚያ በታች | ☐ | 3.3. ሰርተፍኬት ወይም ዲፕሎማ | ☐ | |
| 3.2. ሁለተኛ ደረጃ | ☐ | 3.4. የመጀመርያ ዲግሪ እና ከዚያ በላይ | ☐ | |
| 4. የሥራ ሁኔታ: | | | | |
| 4.1. የመንግሥት ሠራተኛ | ☐ | 4.4. የንግድ ሥራ | ☐ | |
| 4.2. የግል ድርጅት ተቀጣሪ | ☐ | 4.5. ተማሪ | ☐ | |
| 4.3. የቀን ሠራተኛ | ☐ | | | |
| 5. የባንኩ ደንበኛ ከሆኑ ምን ያህል ጊዜ ይሆንዎታል? | | | | |
| 5.1. 5 ዓመት እና ከዛ በታች | ☐ | 5.3. 10 ዓመት እና ከዛ በላይ | ☐ | |
| 5.2. ከ5-10 ዓመት | ☐ | | | |

ክፍል ሁለት፡ የኢትዮጵያ ንግድ ባንክ ማስታወቂያ አቅራቢውን / አለማየሁ ታደሰን/ በተመለከተ
(Source Factors/Celebrity Endorsment)

6. በተለያዩ መልእክት ማስተላለፊያ መንገዶች አማካይነት የባንኩን ማስታወቂያዎች የሚያቀርቡ አስተዋዋቂዎችን በተመለከተ ያለዎትን አስተያየት በሚከተለው ሠንጠረዥ ከቀረቡት መስፈርቶች አኳያ ይግለጹ፡፡

ተ/ቁ	መግለጫ	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
6.1	ማስታወቂያ አቅራቢው አቀራረቡ የሚተዋወቀውን አገልግሎት በሚገባ የሚገልጽ ነው፡፡					
6.2	ማስታወቂያ አቅራቢው የሚወደድ ናቸው፡፡					
6.3	ማስታወቂያ አቅራቢው በቀላሉ የሚታወስ ነው፡፡					
6.4	ማስታወቂያ አቅራቢው እምነት የሚጣልበት ነው፡፡					
6.5	ማስታወቂያ አቅራቢው የሚያስተዋውቀውን አገልግሎት ለመጠቀም አዎንታዊ ተጽእኖ መፍጠር ይችላል፡፡					

ክፍል ሦስት፡ የማስታወቂያ መልዕክቶችን ይዘት በተመለከተ (Message Factors)

7. በተለያዩ መልእክት ማስተላለፊያ መንገዶች አማካይነት የሚተላለፉ የባንኩን ማስታወቂያዎች መልእክቶችን ይዘት በተመለከተ በስተቀኝ በኩል ከተቀመጡት መስፈርቶች አኳያ ያለዎትን የስምምነት ደረጃ ይግለጹ፡፡

ተ/ቁ	መግለጫ	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
7.1	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፋቸውን ማስታወቂያዎች መልዕክቶችን በቀላሉ ለመረዳት ይቻላል፡፡					
7.2	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፋቸው ማስታወቂያዎች መልእክቶቹ ተግማኒነትን የተላበሱ ናቸው፡፡					
7.3	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፋቸው ማስታወቂያዎች መልእክቶቹ ሳቢ ናቸው፡፡					
7.4	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፋቸው ማስታወቂያዎች መልእክቶቹ ፈጠራ የተላበሱ ናቸው፡፡					

ክፍል አራት፡ የመልእክት ማስተላለፊያ መንገዶችን በተመለከተ (Channel Factors)

8. ከዚህ በታች የተዘረዘሩትን የኢትዮጵያ ንግድ ባንክ የማስተዋወቂያ (የመልእክት ማስተላለፊያ) ዘዴዎች ለእርስዎ ካላቸው ተደራሽነት አኳያ እንዴት ይገመግሟቸዋል?

ተ.ቁ.	መልእክት ማስተላለፊያ መንገድ	በጣም አልሰማማም	አልሰማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
8.1	በቴሌቪዥን የሚተላለፉ ማስታወቂያዎች ተደራሽ ናቸው					
8.2	በሬዲዮ የሚተላለፉ ማስታወቂያዎች ተደራሽ ናቸው					
8.3	በጋዜጣና መፅሄቶች የሚወጡ ማስታወቂያዎች ተደራሽ ናቸው					
8.4	ተንቀሳቃሽ በሆኑ እና ተንቀሳቃሽ ባልሆኑ የውጪ ሰሌዳዎች የሚቀርቡ ማስታወቂያዎችን (LEDs & Billboards) ተደራሽ ናቸው					
8.5	በውስጥ ተለጣፊ ፖስተሮች የሚቀርቡ ማስታወቂያዎች ተደራሽ ናቸው					
8.6	በበራሪ ወረቀቶች የሚሰራጩ ማስታወቂያዎች (Brochures and Pamphlets) ተደራሽ ናቸው					

ክፍል አምስት: እርስዎ የሚከታተሉዎቸውን የመልእክት ማስተላለፊያ ዘዴዎች/ሚዲያዎች/ከሚከተሉት መስፈርቶች አኳያ እንዴት ይገመግሟቸዋል (Media Credibility & Media Attractiveness)

9. የኢትዮጵያ ንግድ ባንክ ማስታወቂያዎች የሚተላለፉባቸውን የመልእክት ማስተላለፊያ ዘዴዎች/ሚዲያዎች/ ያላቸውን ተዓማኒነት እና ሳቢነት በተመለከተ ከዚህ በታች ለቀረቡት ጥያቄዎች ያለዎትን ምላሽ የ “✓” ምልክት በማድረግ ይግለፁ::

የመገምገሚያ ደረጃዎች: (1) = በጣም አልስማማም (2) = አልስማማም (3) =አስተያየት የለኝም

(4) = እስማማለሁ (5) = በጣም እስማማለሁ

ተ.ቁ	መልእክት ማስተላለፊያ መንገዶች	ተዓማኒ ናቸው					ሳቢ ናቸው				
		1	2	3	4	5	1	2	3	4	5
የኤሌክትሮኒክ ሚዲያ											
9.1	በሬዲዮ የሚተላለፉ ማስታወቂያዎች										
9.2	በቴሌቪዥን የሚተላለፉ ማስታወቂያዎች										
የጥቅም ማስታወቂያዎች											
9.3	በጋዜጣና መጽሔት የሚተላለፉ ማስታወቂያዎች										
9.4	ተንቀሳቃሽ በሆኑ እና ባልሆኑ የውጪ ሰሌዳዎች (Billboards & LEDs) የሚቀርቡ ማስታወቂያዎች										
9.5	በበራሪ ወረቀቶች የሚተላለፉ መልእክቶች										
9.6	በውስጥ ተለጣፊ ፖስተሮች የሚቀርቡ ማስታወቂያዎች										

ክፍል ስድስት: የባንኩ ማስታወቂያዎች በደንበኞች አመለካከት ላይ ያስገኙትን ፋይዳ (Attitude Factors)በተመለከተ

10. የኢትዮጵያ ንግድ ባንክ ማስታወቂያዎች በደንበኞች አመለካከት ላይ ያስገኙትን ፋይዳ በተመለከተ ከዚህ በታች ለቀረቡት ጥያቄዎች ያለዎትን ምላሽ የ “✓” ምልክት በማድረግ ይግለፁ::

ተ/ቁ	መግለጫ	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
10.1	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፋቸው ማስታወቂያዎች በባንኩ ውስጥ እየተሰጡ ያሉ					

ተ/ቁ	መግለጫ	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
	አገልግሎቶችን እንዳውቅ ረድተውኛል፡፡					
10.2	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፋቸው ማስታወቂያዎች የባንኩ ነባርና አዳዲስ አገልግሎቶች የሚለያዩባቸውን ነጥቦች እንድረዳ አስችለውኛል፡፡					
10.3	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፋቸው ማስታወቂያዎች በፊት ከምጠቀማቸው አገልግሎቶች በተጨማሪ በባንኩ ውስጥ የሚሰጡ ነባርና አዳዲስ አገልግሎቶችን ለመጠቀም አነሳስተውኛል፡፡					
10.4	የኢትዮጵያ ንግድ ባንክ የሚሰጣቸውን የተለያዩ አገልግሎቶች ለምሳሌ የተለያዩ የቁጠባ ሂሳቦች፣ የተንቀሳቃሽ ሂሳብ፣ የሐዋላ አገልግሎት የመሳሰሉትን መጠቀም እመርጣለሁ፡፡					
10.5	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፋቸው ማስታወቂያዎች በፊት ከምጠቀማቸው አገልግሎቶች በተጨማሪ በባንኩ ውስጥ የሚሰጡ ነባርና አዳዲስ አገልግሎቶችን እንድጠቀም አድርገውኛል፡፡					

ስለ ትብብርዎ አመሰግናለሁ፡፡

Appendix 3: Unstructured Interview Questionnaire

1. What types of advertising methods does the bank employed?
2. The most frequently used advertising tools of CBE?
3. Does CBE segment customers for advertising purposes?
4. The channels of advertising used in CBE?
5. The Frequency of CBE advertising