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ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

Department of Marketing Management

Graduate Program

The Effect of Adverting on Customer Saving Behavior: The Case of Commercial Bank of Ethiopia

A Thesis submitted to Addis Ababa University School of Commerce in Partial fulfillment of the requirements for the Degree of Master of Art in Marketing Management

By: *Dula Teressa Shuni*

December 2018

Addis Ababa, Ethiopia

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DECLARATION

I, Dula Teressa Shuni, hereby declare that this thesis titled, **“The Effect of Advertising on Customer Saving Behavior. The case of commercial Bank of Ethiopia”** is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Hailemariam Kebede . Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

Declared by: Dula Teressa Shuni

Signature _____

Date _____

Confirmation by: Hilemariam Bekele (Advisor)

Signature _____

Date _____

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Any work is the synergistic product of many beings ranged from Devine to human. Accordingly, my forerunning thanks and sincere is submitted to Almighty and transcendent GOD who encouraged me not only in this study but also in various complex and topsy-turvy life track from womb to today.

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Acronyms

Ads – advertisement

Ads/Ad- Advertising

AIDA- Attention, Interest, Desire, Action

ASCAs- Accumulating Savings and Credit Association

CBE- Commercial Bank of Ethiopia

DAGMAR- Designed Goals for Measured Results

DNB- De Nederlandsche Bank

EAAD- East Addis Ababa District

ENA- Ethiopian News Agency

ENA- Ethiopian News Agency

NAAD- North Addis Ababa District

RoSCAs- Rotating savings and credit Association

SAAD- South Addis Ababa District

SAAD- South Addis Ababa Districts

WAAD- West Addis Ababa District

LETTER OF CERTIFICATION

This is to certify that Dula Teressa Shuni has carried out his thesis on the title “**The effect of advertising on customer saving behavior. The case of Commercial Bank of Ethiopia**”. This work is original in nature and is suitable for submission for the award of Degree of Master of Arts in Marketing Management.

Hailemariam Kebede

Thesis Advisor

Abstract

Measuring the effect of advertisement on customer saving behavior is very important. If Advertisement does not create any positive change on customers' saving behavior, all resources such as money, time, and effort spent on advertisement will go in vain. The study aims to explore the effect of advertisement on customer saving behavior in the case of Commercial Bank of Ethiopia. The study categorized advertising in to five dimensions. These are understandability, impressiveness, attention grabbing, honesty and advertising by influential communicator. It followed a deductive form of research approach and the research design was explanatory. Questionnaires were used to collect primary data by using a self-administered data collection system from 384 respondents, out of which 362 valid questionnaires were collected and analyzed. These respondents were selected by using a non probability sampling technique, which is Judgment Sampling method. The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics like correlation and multiple regressions. The finding revealed that there are positive and significant relationships between impressive advertising, attention grabbing advertising and advertising by influential communicator and customer saving behavior in commercial bank of Ethiopia. But understandable and honesty advertising have relatively weak relationship with saving customer saving behavior. Eventually, this study recommends appropriate actions for the bank in refining its advertising strategies as a means of overcoming the intense competition that exist in the industry, therefore, they can increase its profitability and market share.

Keywords: *customer saving behavior, dimension of advertising: impressive ad, attention grabbing ad, honesty ad, ad by influential communicator and understandable ad.*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information, or services etc.(Abideen and Saleem 2004)

Advertising plays a major role in modern life. It shapes the attitudes of the society and the individual and inevitably influences customer behavior. The customer has to contend with a huge amount of information and be able to make a choice, draw conclusions and make important decisions. The most important task for a business advertising itself is to present its product in such a manner that the whole environment around the buyer turns into a positive emotional stimulus. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on customer behavior, which is determined by a multitude of aspects, although the psychological-cognitive, emotional and behavioral-ones play the most important role.(Abideen and Saleem 2004)

The major objective of any organization is to make sufficient profit in order to satisfy stakeholders needs/shareholders' wealth maximization (value added) as pointed out by (Pandey 2000). This is in addition to other sub-objectives such as employee satisfaction, being a market leader or being socially responsible.

Today's business scenario is characterized by high competition, dynamism and operational complexities. Competition has forced organizations to change and upgrade continuously due to rising customer expectations. Therefore, assessment of advertising effectiveness and adjusting its application in relation to the changing markets and customer expectations need to be a continuous process. In a changing and aggressive business situation,

advertising plays an important role in communicating with customers, both current and potential (Bendixen, 1993).

(Bennett 2006) describes advertising as non personal communication of marketing-related information in a target audience, usually paid for in order to reach the specific objectives of the sponsor. Borden (2007) defined advertising as a controlled identifiable information and persuasion by means of mass communication media. Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Armstrong, 2010). Advertising can be done through print media which includes news papers, magazines, brochures, Audio media for example Radio, and visual media which includes billboards, and television (Kotler and Armstrong 2010).

In a standard economic model, divergences in savings behavior across individuals are related to adherences in preferences. Several economic theorists have recently proposed that the existence and general shape of such preferences are the outcome of natural selection (e.g. Rogers (1994),

Robson (2001), Netzer (2009), and Brennan and Lo (2009)), implying that preferences, and thus savings behavior, are at least partially genetically determined. There is confirming evidence that preferences with respect to both risk and time are in part genetic (e.g., see Kuhnen and Chiao (2009), Barnea et al. (2010), and Cesarini et al. (2009b) for risk preferences, and Eisenberg et al. (2007) and Carpenter et al. (2009) for time preferences). Other economists have emphasized that behaviors and preferences may be socially (as opposed to genetically) transmitted from parents to their children (e.g., Cavalli-Sforza and Feldman (1981), Bisin and Verdier (2000, 2008), and Dohmen et al. (2008)). Casual evidence indeed seems to suggest that some parents give their children a piggy bank, open a savings account, and instill the importance of being frugal, while other parents do not.

According to (Kapoor 2012) Personal finance is a study on individual or a person's fund or money management. It also a process of managing funds or money, which belongs to an individual or person so that he or she can gain personal economic satisfaction. Personal

finance is important because it will determine a person's or an individual's financial success. One of the key determinants on the financial successful in personal finance is in terms of saving's behavior on how the person keeps and manages their money.

People need the personal-finance management in their lives as decisions made in early adulthood will impact a person's entire life. Hence, the importance to this study is to identify the way advertizing is affecting the attitude towards saving behavior of customers in commercial Bank of Ethiopia.

1.2 Statement of the problem

Advertising is one of the marketing communication tools and it plays an important role in today's competitive world by which organizations communicate with their customers, both current and potential. Companies allocate a considerable part of their sources to advertising (O'Quinn, Allen & Semenik 2009). The use of advertising is effective to boost firm performance. This is evidenced by the usage of advertising and the expenditures on advertising which has been increasing year-on-years Dunn *et al.* (1987).

According to Davison (1983), people are mostly influenced by the advertisement as it is among the popular art of sending a text on other people. Apart from that, media capture can boost up the economy by giving the right information on latest update news (Oliver, 2004). Television, newspaper magazines and the Internet are usually used place to advertise in society, especially in terms of saving behavior (Ismail et al., 2011; South well, 2005). On the other hand (Aren,1996) advertisements tend to be highly informative and present the customer with a number of important product attribute or features that will lead to favorable attitudes and can be used as the basis for a rational brand preference. People get information from the advertisement through the attractiveness it holds, the attention it create and the awareness it gives.

Most researchers such as (Machleit; Wilson 1988, Lattin and Bucklin 1989 Aaker, 1991,; Simonsen et al. 1994; Chandon 1995 Keller, 2005,; Isabel et al.; Kassahun (2015) and abdolahi (2011)) argued that advertising is useful in building brand equity.

Another researchers (Honkay *et al* 2014) found that advertising primarily informs consumers about the existence of banks and their products and does not shift consumers' utility for retail banking products. Having generalized the results of the theoretical surveys by Blackwell, Miniard and Engel, 2005;Mažeikait_, 2001; Cereška, 2004; Kotler et al 2003; Lamb, Hair, McDaniel 1992; Dolak, 2007; Jokubauskas, 2007, Iljin, 2000(cited by Susniene 2008) concluded that advertising influences the customer through the cognitive aspects. Cognition is related to the fact that an individual perceives the information advertised through senses, perception, attention, memory, reasoning, language, etc. It is possible to state that one of the most important tasks advertising performs is to distinguish the item or service advertised, attract the customer's attention and sustain his/her attention. According to (Susniene 2008) the behavioral aspect of advertising is achieved that advert make psychological impact on customers. Ismail *et.al* (2013) demonstrates that service's quality, religion, knowledge and social influence have the significant effects on saving behavior.

Jam Melonakos (2010 quoted by Irvani *et.al*) demonstrated that there is a significant relationship between the costs spent on advertisements by banks and the rate of investments by customers on developed banking services. According to the results justified by (Amiri 2006) advertising savings account through television had a significant impact on creating awareness and audiences' actions but no significant effect was seen about the audiences' perception and convince. Shevlin added that (<https://thefinancialbrand.com>) bank advertising affects consumer awareness more than it affective choice.

To sum up, advertising boosts firm performance, informs customers about the existence of banks, influences the customer through the cognitive aspects, attract the customers' attention and build brand equity. On the other hand, service quality, religion, knowledge and social influence have effect on saving behavior. Yet the effect of advertising on saving

behavior was not concerned by scholars in different literatures the researcher glanced at. Hence, this research will try to assess the effect of advertisement on saving behavior specifically in commercial bank of Ethiopia keeping the other factors constant.

1.3 Research Question

1.3.1 Main question

What is the effect of advertisement on customer saving behavior in commercial bank of Ethiopia?

1.3.2 Sub questions

This study seeks to address the following sub questions:

1. Is understandable advertisement immense to create positive customer saving behavior in Commercial Bank of Ethiopia?
2. Can impressive advertising create customer' awareness about saving so as bring positive saving behavior in commercial bank of Ethiopia?
3. What is the role of attention grabbing advertising to ameliorate customer saving behavior in commercial bank of Ethiopia?
4. To what extent honesty advertising boost up the saving behavior of customers in commercial bank of Ethiopia?
5. What role does influential communicator play in encouraging positive saving behavior in commercial bank of Ethiopia?

1.4 General Objective of the study

The general objective of this study is to determine the effect of advertisement on customers' saving behavior in Commercial bank of Ethiopia.

1.4.1 Specific objectives

1. To access whether understandable advertisement is immense to create positive customer saving behavior in Commercial Bank of Ethiopia.
2. To investigate the effect of impressive advertising in creating customers' awareness about saving so as bring positive saving behavior in commercial bank of Ethiopia.
3. To identify the role of attention grabbing advertising effect in ameliorating customer saving behavior in commercial bank of Ethiopia.
4. To demonstrate how honesty advertising boost up the saving behavior of customers in commercial bank of Ethiopia.
5. To access the role influential communicator play in encouraging positive saving behavior in commercial bank of Ethiopia.

1.5 Significance of the study

In this work, attempts have been made to identify its significance to Commercial Bank of Ethiopia. The need for prudent management of financial resources in an organization is of great concern. It's amazing however; that at anytime an organization is going through some hard times financially, first thing that runs into the mind of the management staff is a cut-down on advertisement and promotion budget or eliminate them entirely as a step to ameliorate their predicament. This is also true in Commercial bank of Ethiopia. In addition, the dimension of advertising that best fit the behavior of customers is not the concern but simply propagating the advert using opportunities is what widely seen. This study therefore aid commercial Bank of Ethiopia's management team to realize that measurement is very important in advertising before decisions are taken on whether to eliminate advertisement or cut-down the budgets or what dimension of Ads are important

i.e. efforts must be made towards ascertaining the impact of advertisement on customer saving behavior, hence; a call for checks and balances.

Therefore, the results of the study will serve as input for the bank to assist in decision making, in identifying proper advertising dimensions in order to develop strategies to address and improve saving behavior. So, without any doubt, the finding of this study is highly important to the bank in order to ascertain and reconcile relevant advertising dimension with customer saving behavior so as to get more market share, deliver excellent service, and enhance profitability in the sort and log run.

1.6 Scope of the study

Currently, CBE has more than 18 million customers; more than 33,000 employees in its more than 1,277 branches structured under fifteen districts across the country. CBE is one of the fast growing banks in Africa, the numbers even change on daily basis. Hence, considering available time, financial, and manpower resources, this study will be conducted only on 30 selected branches under the four Addis Ababa districts, namely, South, North, East and West Addis Ababa districts because, of all the fifteen districts, majority of CBE branches are located in and around Addis Ababa city. Accordingly, 8 branches from each West and North Addis Ababa districts while 7 branches each from East and South Addis Ababa districts are selected depending on districts' branch capacity. Thus, the study will focus on assessing the effect of advertisement on customer saving behavior in 30 selected branches of CBE in Addis Ababa city, Gelan, Dukem and Bishoftu town because of the following reasons.

First, there various income level of people from company owners to daily laborers. Hence, the researcher has an opportunity to get the sample that can nearly represent the population due to encounter of different income level customers. Second, the researcher can get diversified saving behavior because there are various customers from urban and rural that can almost represent both customers attitude from both town and country side. Lastly, Dukem is known of its industrial zone that attracts workers from different corner of

Ethiopia those represent different culture, social interaction, norm and philosophies. Hence conducting research in and around Addis Ababa means getting the mirror image of Ethiopia that represent all.

1.7. Limitations of the study

1.7.1 General limitation

The researcher's efforts to obtain intensive and conclusive information necessary for a comprehensive work on this study were restrained by the following.

1.7.1.1 Attitude of respondents

Most of the responsible officials of Commercial Bank of Ethiopia were reluctant to divulge some vital information which they claimed might be used in favor of their competitors. The lacks of awareness of banking industry among majority of the society is another threat, in that some of the customers felt being disturbed in their private information and were not ready to waste their time in answering questions that would not profit them.

1.7.1.2 Cost

Efforts to obtain expensive but very relevant materials were not met due to lack of sufficient fund. This factor restricted the researcher's study in only some selected branches of commercial Bank of Ethiopia.

1.7.1.3 Time

The very perplexing challenge is here. It is very difficult for the researcher to combine this work with official duties in the place of work. Sometimes, the few hours' permission he got from the superior officer in the office is not enough to carry out a comprehensive study for this topic. Another time constraints is that some respondents are very hurry and haven't enough time to respond the questionnaires.

1.7.2 Methodological limitation

Methodologically, as the researcher thought, this study has three limitations. Firstly, since CBE customers' are in million, the sample of this study is relatively small. Only 384 respondents involved in this study. Although this sample size meets the minimum requirement according to some statistical formula, larger samples are able to inflate the statistical power.

Second, the study mainly focuses the roles of advertising on customer saving behavior in commercial bank of Ethiopia. But there are other factors that can affect saving behavior such as religion, knowledge social interaction.

Third, this study focused on the effect of advertising on customers only but to get representative and generalized result the bank's employees are also so important because they are internal customers.

1.8 Definition of terms

Hereunder are the terms that the study raises many times.

Customer: shall refer to legal person or natural person with whom the bank agrees to conduct business.

Advertisement: any paid form of non-personal communication about an organization, product, service, idea, or cause by an identified sponsor. According to Arens (2004:7, cited by Ezeoha), advertising is the structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services or ideas) by identified sponsors through various media.

Bank: is a company that focuses on accepting deposits from the public for the purpose of lending and investing. In this study the term "bank" signifies Commercial Bank of Ethiopia.

Behavior: the way in which the customer behaves to the service or advertisement of commercial bank of Ethiopia.

Effect: a change or changed state occurring as a direct result of action by some body or something else (Encarta Dictionary)

1.9 Organization of the study

The study organized in to five chapters as follows

Chapter one will include background of the study, statement of the problem, basic research questions, objectives of the study, definition of terms, significance of the study, scope and delimitations of the study, limitation of the study and organization of the paper.

Chapter two covers review of relevant related literature review. In this second chapter, various publications relevant to the research area were assessed. Literature related to advertising and customers saving behavior are given attention for further inquiry in to the body of literature review. The conceptual framework and model used for the research and t will also be discussed under this chapter and hypothesis of the study will be proposed in this chapter.

Chapter three encompasses research design and methodology. From this chapter clarify research design, data type and source, sampling technique, sampling size, procedure of data collection, methods of data collection, validity and reliability of the research and lastly discussed on ethical consideration of the research.

Chapter four will indicate about data analysis and discussion of the study. A major finding from this study will discuss in detail with focus given to the relationship between dimensions of advertising and customer saving behavior.

Chapter five presents the summary, conclusions and recommendations of the study. The summary of findings will be made based on the results discussed under chapter four. Conclusions, recommendations and further areas of research will also be pointed out in this section.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter aims to provide a review of related literature. In line with the objectives of this study, this chapter covers concepts related to advertising, importance of advertising and customer saving behavior. In addition to these the findings of previous research from different authors as well as the theoretical framework of this study is also included.

2.2 Theoretical Literatures

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers. (Kotler and Keller, 2012)

Advertising helps to form the customers' first impressions on one's business; it can only attract new customers if only it's done properly (Ogbodoh 1990). The history of advertising, as cited in Baker (1996) observed that it is often assumed that advertising functions are of recent origin. It is generally held that the assumption has no ground for existence, as nothing exists of which we are ignorant, and that advertisements are of comparatively modern origin.

Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time and there is generally no

opportunity for immediate feedback from the message recipient (except in direct-response advertising) (Kotler & Keller, 2012). Advertising is best-known and most widely discussed form of promotion and a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers (Niazi *et al*, 2012).

Advertising is an unavoidable component of our everyday lives. No matter where we are, advertising is with us- educating us, enticing us to buy new products and services, begging us to stop activity such as drug use, and persuade us to support some worthy cause or political candidate. The advertising objective should emerge from a thorough analysis of the current marketing situation. If the product class is mature, the company is the market leader and if brand usage is low, the objective is to stimulate more usage. If the product class is new, the company is not the market leader, but the brand is superior to the leader, then the objective is to convince the market of the brand's superiority. (Kotler and Keller, 2012) .An advertisement is one of the topical strategies of many brands for the promotion of their product. The purpose of mass advertisements is to gain attention for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind (Rai, 2013).

While Abernethy and Franke (1996), argues that the evidence on consumer attitudes towards advertising shows that consumer prefer advertising that helps in decision making, providing information that differentiates a brand from its competitor tends to increase commercial recall, comprehension and persuasion (Abernethy and Frank, (1996). Most advertising seeks to promote the sale of particular goods and services. In order to achieve these objectives, the advertising provides the potential or existing customer base with information about the product or services. In the majority of instances, such advertising seeks to reinforce existing attitudes by explaining how the product is appropriate to potential users' existing needs or lifestyle (Tony, 2006). According to Li *et al*. (2002), public perceptions of advertising have been a subject of study for decades, and findings shows that consumers' attitudes towards advertising as an institution are usually more

favorable. Many consumers recognize not only the negative societal effects of advertising, but also the positive economic impact of the advertising industry (Osuagwu and Eniola, 1998; Li et al., 2002; Agwu 2012).

According to Belch *et al.* (2012) advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. This is particularly true for companies whose products and services are targeted at mass consumer markets. Aside from this, there are several reasons why advertising is such an important issue for many marketers. First, it can be a very cost-effective method for communicating with large audiences. Second, it can be used to create brand images and symbolic appeals for a company or brand.

2.2.1 The Concept of Advertisement

Today, we all have strong concepts of what advertising is, and we also tend to have very strong opinions and prejudices about it. Definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending on the point of view (Bov'ee and Arens, 1989).

Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising (Wilmshurst, 1985). According to Kotler and Keller(2012) Advertising is Any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, Web page), and display media (billboards, signs, posters).

On the other hand Okigbo (1997), advertising is so much a part of our life that it is usually taken for granted. It is an inevitable complement to modern mass media even when we take it for granted. Duckworth (1995) cited in Tony (2006) stated that advertising, and how it works has become something of a holy grail for advertising analysts. Making it known that in order to make it work effectively, advertising has to impact on people's attitudes towards the brand in order to create the desired behavior.

In order to differentiate brands from their competitors, the role of advertising is to give added value and secure consumer commitment towards the brand. This is the strongly persuasive view of advertising. Barnard and Ehrenberg (1998) argues that many advertisements do not embody overtly differentiating messages or values and those that do still do not have a significant impact on the way people think or feel about the brand. They further argue that there is a change in attitudes in the process of trying various brands. Equally, they argue that the attitudes held by customers to a brand are in fact somewhat similar to those held about a competitive brand by its customers (Tony, 2006).

Advertisement is an effective to influence the mind of viewers and gives viewers' exposure towards a particular product or service (Katke 2007). Advertising play an important role in business demonstration and is a useful instrument to attract and influence customers. Nowadays, advertising has become one of the crucial commercial activities in the competitive globalized business environment. In the present digital world, everything like

culture, habits of the people, technology and etc. are on their way to becoming globalized. The fast tempo of globalization is thus minimizing the distance among customers (Meweal 2015)

2.2.2 Objective of advertising

According to information from internet (<https://yourbusiness.azcentral.com>) the three general ad objectives are to inform, to persuade and to remind customers. Within these broad goals, companies normally have more specific, quantified objectives, as well.

An informative ad is used to introduce a brand new company, product or service to the marketing. Before you can convince customers that you have the best option, they have to know what your product does on a basic level. Additionally, companies with complex solutions might benefit from informing customers of how their products work and how the products help the customers. Informative ads normally have more copy centered on explaining features of the solution and benefits to the customer.

Persuading customers is a prominent ad objective of companies in competitive markets. Once customers have a basic understanding of your industry and product offerings, you must show them why your brand is elite. Companies use a variety of approaches, including emphasis on product quality, service, unique features, environmental friendliness, the cool factor, cutting-edge technology and low costs. Emotional appeals are common in persuasive ads because you want to tug at the heart strings of customers by building up their experience.

Reminder ads simply reinforce your brand message to a well-established marketplace. The general idea is to maintain top of mind awareness and protect against competitors coming along and stealing your customers. Charmin, for instance, comes up with creative ways to emphasize the softness and durability of its toilet paper, even though most consumers know about the brand and its quality. This keeps the brand and its central message in the forefront of the customers' minds. Advertising is the core idea that is presented in non-

personal ways to create purchase intention. Advertisers are trying to spread maximum information about products in target market. Popularity is the aim of effective advertising Laurie *et al.* (2011). Effective advertisement shapes the attitude and finally leads to purchase intention Shimp (2003).

Effective advertising is a bit like trying to interest a deaf tortoise (unknown). By glossary terms, „effectiveness“ has been described as „the degree to which a system’s features and capabilities meet the users“ needs. This is apt for the field of advertising too. Effective advertising can be described as a paid form of communicating a message which is persuasive, informative, and creative designed to influence purchasing behavior or thought patterns and meets the goals that it set out to do Colley *et al.* (1984).

2.2.3. Importance of advertising

Advertising has become increasingly important to business enterprises –both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is bases on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising and Labor organizations have also used advertising to make their viewpoints known to the public at large (Singh, 2012)

According to Rahman (2012) advertising plays an important role in the process of moving the goods/services from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (Gross Domestic Product) may increase to a considerable extent. Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them. We are all influenced with advertisements in our day to day life. Its forms

and contents both are well liked amongst consumers. In other words advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes.

Advertising is to stimulate market demand. While sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product, it is seldom solely relied upon. Advertising is efficiently used with at least one other sales method, such as personal selling or point-of-purchase display, to directly move customers to buying action. (singh, 2012).

For any business, advertising may perform a variety of functions when implemented correctly, and its effect may be dramatic. It helps to identify products and their sources and to differentiate them from others, and it communicates information about the products, its features, and its location of sale; it helps to try to induce new products and to suggest reuse. It can stimulate the distribution of products or services on local or global level (Arens, Schaefer & Weigol, 2009). According to Singh (2012) advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middlemen to stock the product by building consumer interest. It can help train dealers salesmen in product uses and applications. It can build dealer and consumer confidence in the company and its products by building familiarity.

The role of advertisement changes unto what the organization wants them to do. An organization uses the advertising to help them survive from the impacts of economic trends. Still, the economists views that the advertising plays a significant effect on the consumer behavior and in a long process, the advertising can lead the organization to competition. Based on the understanding regarding the advertising, the approach rooted in the organization's search for the right answer on the effect of the competition. Consequently, the accepted basic role of the advertising is to provide the consumers with the right amount of information regarding the product or services, which is related to the

objective of the competition and that is to deliver the consumer satisfaction. In this view, the level of advertising affects the consumer who is the focus of the organization (Park, 1996), as cited by Vivekananthan, (2010).

2.2.4 Historical background of advertisement

The practice of advertisement is as old as mankind. According to Dunn *et al.* (1987), the urge to advertise has been a part of human daily activities, evidenced since ancient human civilization. One of the earliest ways of advertising was the use of signs and pictures. Early craftsmen used signs to advertise their wares and some traders like the Phoenicians embedded commercial messages on prominent rocks. They were among the forerunners of modern day advertising.

A significant event in the development of advertising was the invention of a system of casting moveable type by the German, Johannes Guterberg in 1384 Gerard *et al.* (1998). The outcome inspired communication methods for the entire world. William Catton, an early printer made advertising history in 1478 when he published a handbill, regarded as the first printed English advert. In the handbill there was the advertisement of his book called "Salisbury Pye", handbook of ruler for the guideline of the clergy at Easter Nickels *et al.* (2000).

G. Bakshi *et al.* (2013) say that, in June 1836, French newspaper "La Presse" was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability. The formula was soon copied by all titles. According to Anderson *et al.* (1989) around 1840, Volney B. Palmer established the origins of the modern day advertising office in Philadelphia. In 1842 Palmer purchased large amounts of space with different size in various newspapers at a discounted rate then resold back the space at higher rates to advertisers. The actual ad, the copy, layout and artwork were still prepared by the company wishing to advertise; as a result, Palmer was a space broker.

In the late 19th century the advertising agency of N.W. Ayer & Son was instituted. Ayer and Son offered to plan, create and carry out full package of advertisement for its customers. By 1900 the advertising agency had become the focal point of creative planning and advertising was firmly established as a profession. Around the same time, in France, Charles-Louis Havas diversified the services of his news agency, to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia USA Brassington *et al.* (2001).

2.2.5 Advertisement in Ethiopia

2.2.5.1 A Brief History of the Media in Ethiopia

The creation of the media was necessitated by the need to convey one's intended message towards the target audience. Hence the following section will discuss a brief history of the media in Ethiopia.

According to a survey of culture and media Ellene *et al.* (2003), modern mass media was introduced in Ethiopia a century ago, during the reign of Menelik II who ruled from 1889-1913. The first medium to be introduced was a weekly newspaper (La Se-mained'Ethiopie, 1890), published in French by a Franciscan missionary living in Harar. In 1905 the name of the publication changed to Le Semeurd'Ethiopie. The first Amharic newspaper, a four-page weekly newspaper named Aemero was published in 1902. The first issues were 24 hand written copies. Between 1912 and 1915 weekly newspapers like Melekete Selam, Yetor Wore ("War News") and many others emerged.

For the most part, these print media were controlled by the country's government. In 1965 Berhanena Selam Printing Press, a modern, institution run by the government was established. The printing press played a role in the publication of two national weekly newspapers, Addis Zemen (New Era), in Amharic (1941) and its English counterpart the

Ethiopian Herald, in 1943. These two served as the main official press organs of the state and as the main source of information for literate people. In addition to the printing media, electronics media such as Ethiopian Radio and Ethiopian Television were established in 1935 and 1964 respectively. News agencies, often government-owned, were also introduced to the country during the previous century, including the Ethiopian News Agency (ENA), begun in 1942. Walta Information Service was a more recently established news agency EBA data (2015).

In October 1992 the proclamation of the Press Freedom Bill by the Ethiopian Transitional Government launched. The document states in Paragraph 3 that, paragraph1. Freedom of the press is recognized and respected in Ethiopia. Paragraph 2. Censorship of the press and any restriction of a similar nature are hereby prohibited. Paragraph 3 further guaranteed the right of access to information. It stipulated that any press and its agents shall, without prejudice to rights conferred by other laws, have the right to seek, obtain and report news and information from any government source of news and information." After the proclamation of the Press Freedom Bill, new, independent newspapers & magazines developed, especially in Addis Ababa. These offer the minority points of view often left out of government-owned publications MCA data (2015).

2.2.6 Models of advertisement

Though there are several models of advertisements just two models are reviewed in detail for the purpose of this study. According to Colley *et al.* (1984) one of the earliest models was AIDA: (Attention, Interest, Desire and Action). This is a historical model of how advertising works, by first getting the consumer's attention. This model is also called DAGMAR, an abbreviation for designing goals for measured results. This model was designed under four interrelated stages of communication: awareness, comprehension, conviction and action. Colley *et al.* said that this model describes a learning process by which consumers" progress through a series of predetermined functions to complete the purchasing process. The model assumes that a purchase will only be made when all the

steps have been completed. The authors contend that the model is dynamic where each single step in the sequence depends upon the preceding step. However, this model is not immune to criticism. Hansen and Flemming (1972) argue “a major problem with this model is to identify all the single steps in the process, and it is questionable whether the assumption is valid that all consumers pass through all steps.



Fig: 2.1 Advertisement Model (AIDA/ DAGMAR)

Source: Colley and Russell H. (1984). Defining Advertising Goals for Measured Advertising Results. New York: Association for National Advertisers.

A paper by Richard Vaughn (1980) researched the other advertising model, **FCB**, an acronym for Foote, Cone and Belding. This model is a strategy matrix, suggesting that advertising works differently depending on the product involved. Vaughn’s work allows advertisers to select the communication method based on the type of product or service they are advertising, and the attitudes that consumers are likely to have towards the product. He suggests: “Not all advertising functions in the same way, sometimes communication of key information and salient emotion will be needed to get a sale. At other times, consumers will need one, but not both; and often, a purchase may occur with little or no information and emotion. The purpose of strategy planning is to identify the information, emotion or action leverage for a particular product, build the appropriate advertising model and then execute it.

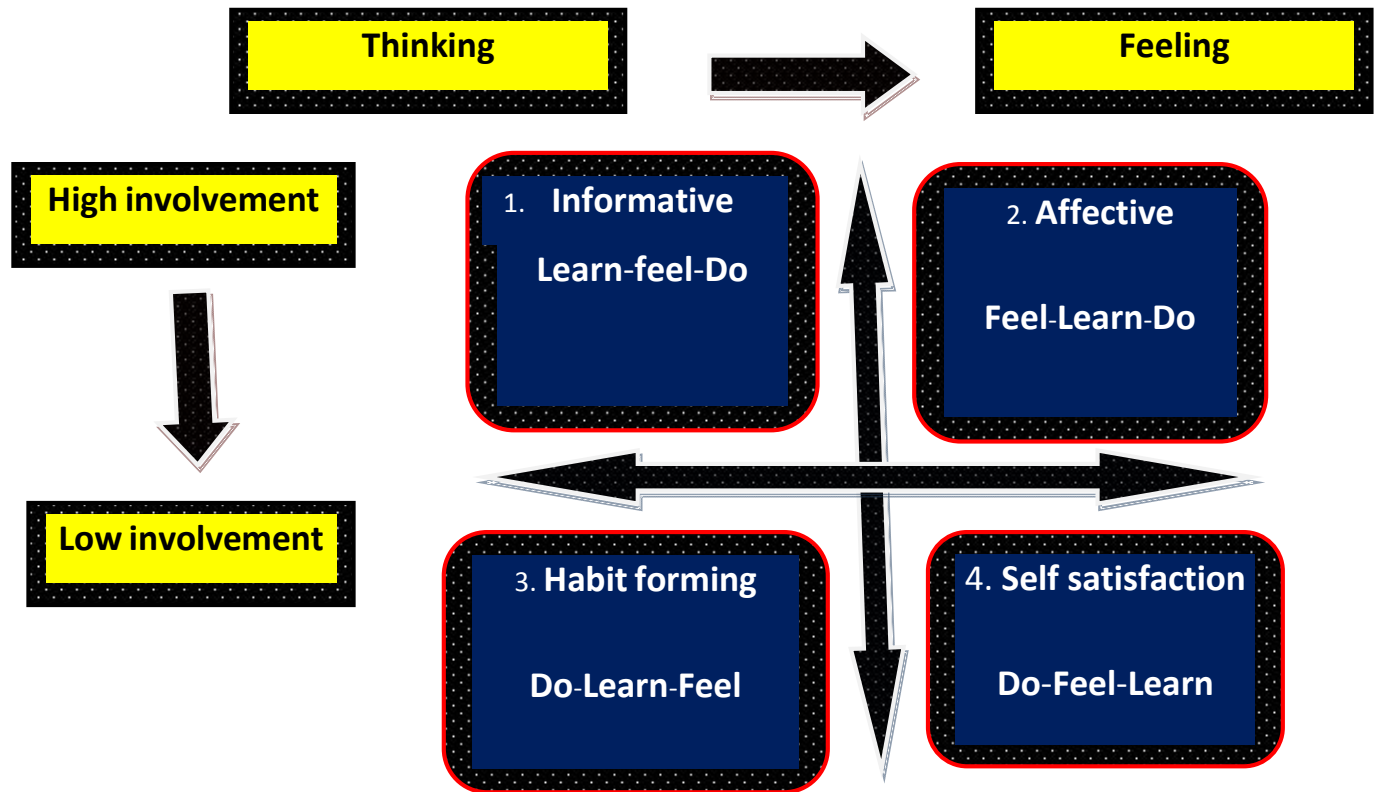


Fig: 2.2 Advertisement Model (FCB)

Source: Richard Vaughn (1980). How Advertising Works: A Planning Model. Journal of Advertising Research, 20 (5), 27 – 33

2.3 The concept of customer saving behavior

Personal finance is a study on individual or a person's fund or money management. It also a process of managing funds or money, which belongs to an individual or person so that he or she can gain personal economic satisfaction. Personal finance is important because it will determine a person's or an individual's financial success (Kapoor, 2012). One of the key determinants on the financial successful in personal finance is in terms of saving's behavior on how the person keeps and manages their money. People need the personal-finance management in their lives as decisions made in early adulthood will impact a person's entire life.

It is important to identify the saving's behavior as people are more to spend rather than to save as saving money is very useful for emergencies (Barnes et al., 2011), future used (Griskevicius et al., 2013) and also for retirement. There is no shortage of information about money management these days. Even though there are a lot of books on how to manage money, yet many people still failed to manage their personal financial very well. Failure to manage personal financial can bring to a serious, negative and long – term impact to the social and societal consequences. People who failed in managing their personal financial can lead to the financial problem such as bankruptcy when they do not have money to pay their debt and this will bring on a feeling of embarrassment, stress, guilt, and anger. Apart from that, when someone does not plan their personal financial very well, they will face difficulties in developing their lives such as delaying marriage or not getting married at all, postponing having children (Ismail et al., 2011) or remaining childless, divorcing and remarrying at a higher rate, changing jobs more often and having a lower ratio of children to parents.

2.3.1 Theories of saving behavior

Examining and explaining determinants of saving and asset building have attracted attention from scholars across numerous disciplines. Economic theories put primary emphasis on income and age as predictors of saving and asset accumulation (Modigliani & Ando, 1957). Behavioral economists and economic psychologists have recognized the role of self-control, motives, and other personality characteristics on saving (Katona, 1975; Thaler & Shefrin, 1981; Warneryd, 1999). Sociologists have been interested in how class and social stratification influence saving and asset accumulation (D'Souza, 1981; Sorensen, 2000). Social workers have examined the effects of institutional factors such as access, incentives, expectation, and facilitation in promoting saving (Beverly & Sherraden, 1999; Sherraden, Schreiner, & Beverly, 2003). (Han and Sherraden 2009), classifies existing theories into three perspectives: 1) an individual-oriented perspective; 2) a social stratification perspective; and 3) an institutional perspective.

2.3.2 Factors affecting saving behavior

2.3.2.1 Demographic variables

General consensus among researchers all around the world has shown that savings are being influenced by demographic variables (Lera López, 1998; Fernandez et al., 2009). Factors such as age, gender, education or civil status are shown as important aspects in the decision to save. For example, Fernandez et al. (2009) investigate the determinants of savings from eight countries in Europe. In accordance to the life-cycle economic approach that people tend to save more as they reach retirement, they have found that age has a positive impact on savings. Furthermore, the results show that the probability to save is rising with age, but at a progressively lower rate. Demery and Duck (2006) also found that saving rates are in line with the life-cycle model. They have concluded that people in the working life are more interested in savings when they reach the age of 50. The disadvantage poses by the life-cycle theory is that persons are considered fully rational, acting only in their own interest and being able to know the exact date of retirement, death, as well as other important facts.

Furthermore, gender has an impact on the willingness to save. Recent studies point out the higher degree of risk aversion among women (Pan and Statman, 2010). Floro and Seguino (2002) show evidence that women do save more relative to men, even after an increase in women's income and bargaining power. Gerrans and Clark-Murphy (2004) consider that there is a close relationship between age and gender. Using a survey of members of the Superannuation Scheme for Australian Universities, they have concluded that younger females are more likely to have a higher risk tolerance and a bigger chance of not saving. Furthermore, saving decisions are also found to be driven by the connection between gender and marital status rather than by gender alone: married women tend to save more than single women. One interesting result was that married young females have a higher probability of having negative savings relative to the old male category.

Previous studies have examined the effects of education on savings (Morisset and Revoredo, 1995; Laiglesia and Morrisson, 2008). Education is a factor which is closely tied to the wealth accumulation and its influence over income is direct. Over a long period of time, education corrects the savings of different individuals and its effect depends also on the region and economical development within that area. Morisset and Revoredo (1995) found that for each point increase in education, the savings rate increase with 0.37%. Indirectly, education has the ability to modify the behavior of households, even if the authors themselves believe it is not the best proxy for determining the savings attitude of households.

One of the best factors with an important impact over savings is financial education. Using the DNB (De Nederlandsche Bank) Household Survey, Van Rooij et al. (2011) provide evidence that financial education is strongly influencing net worth. First, a higher degree of financial knowledge increases the possibility of having gains from the stock market. Second, it has a large impact on the creation of retirement plans which lead to a boost in savings. Overall, financial literacy has been found to influence directly as well as indirectly the wealth and savings of households, proving to be much more efficient in determining the saving behavior of households.

Attempts to introduce the household size effects on the life-cycle model have also reveal that larger family size reduces the aggregate saving rate (Davies, 1988). Furthermore, using the OLS method, Orbeta Jr. (2006) has estimated a saving function using income and number of children as dependent variables. The results tend to agree with previous studies and show that an increase in the household size has a negative impact on savings. This effect is even more apparent in the case of low wealth family, further depressing the already low saving rates. Likewise, the study reveals that reducing the household size can be a positive factor for savings and wealth.

As already stated before, empirical research found that civil status as well as domestic partnership has been found to influence savings behavior. Married persons are more likely

to be more interested about their wealth and savings (Li et al., 1996; Fernandez et al., 2009).

Man-Yee and Heather (2010), have taken the discussion further and consider that savings are usually “shared” between partners, without any difference between being married or not. Investments, on the other hand, are being held independently by each couple member. Additionally, savings tend to influence also the psychological well-being of the partner, where investments or debt held by one partner do not seem to have an influence on the behavior of the other partner.

Income is also an important feature in the process of household savings. In general, literature on savings considers that a higher income raises the chances of wealth accumulation (Attanasio and Székely, 2000; Fernandez et al, 2009). Other researchers have a different opinion. Huberman et al. (2007) and Huggett and Ventura (2000) found evidence that people with low income do not save usually more than high income persons because of their expectance that the public pension systems will ensure them with a retirement income.

Fernandez et al. (2009) also asserted that income and job uncertainty are being highly correlated, so there is a close link between job uncertainty (income uncertainty) and the savings. There is evidence that people which do not have a stable job, either working as freelancer or in project-based companies, are more willing to save more, taking into consideration the uncertainty which lies in front.

2.3.2.2 Personality aspect

Attributes such as risk aversion, emotion or complexity have always counted in the decision of an individual. These elements are mostly studied by psychologists but have also caught the attention of economists. A huge interest in economy has been given to items such as risk aversion, attitudes or time preferences (Dummann, 2008; Arrondel and

Masson, 2011; Korhonen, 2011) and very little attention has been paid to the main factor of these behaviors: the personality.

Personality characteristics are being defined as the feelings, behaviors or thoughts that influence the decision to act in a different manner (Roberts, 2009). The firsts to build a model for measuring the personality traits were Costa and McCrae (1992). They have called it the Five Factor Model, which includes ten items which measure the openness to experience, conscientiousness, extraversion, agreeableness and emotional instability.

The Five Factor Model, also known as the Big Five personality traits, has been mostly used and accepted by both psychology and economy researchers (Nyhus and Webley, 2001; Roberts et al, 2011; Becker et al. 2012). Critics on this measurement procedure have also arisen. For example, Borghans et al. (2008) recognize the importance of IQ and preferences measures as well as the personality ones. They consider that age also plays a role in the volatility of personality as well as new experiences that could change different perceptions.

While most of the literature studies the impact of personality on total savings, other researchers study its impact on different levels of wealth. Nyhus and Webley (2001) found that neuroticism, autonomy and extraversion are important and significant variables in predicting the savings behavior of Dutch households. A high degree of emotional stability has a positive impact on the household's plan to save. Furthermore, they had separated savings into investment, insurance and debt and found that extraversion as well as autonomy has a negative impact on investment savings. Speaking about insurance savings, high level of agreeableness, autonomy or extraversion again seems to minimize insurance savings. Lastly, autonomy and agreeableness have a positive impact on debt savings.

Brown and Taylor (2011), using the measurement of Costa and McCrae (1992), expose the effect of personality traits on the financial assets and debt of British households. Extraversion and openness were found to have a significant positive impact on debt. Furthermore, extraversion was also found to have a significant negative effect on the financial assets. Duckworth and Weir (2011) consider the effect of conscientiousness and

openness over financial decision during the financial crisis. They reflect that conscientiousness and openness should play an important role on savings. Moreover, higher levels of conscientiousness are common to less spending of income, while openness has an opposite effect.

Risk aversion and prudence have also been found to influence savings between two periods. Bauer and Buchholz (2008) have pointed out, using utility functions, that risk aversion as well as prudence affects savings. Only when the utilities in the two periods are close, both risk factors are not considered important. That is why, risk aversion and prudence are important factors of savings and should be included especially in long period researches. Korhonen (2011) confirm the results of Bauer and Buchholz (2008), pointing out that risk aversion alone did not have any impact on the savings of graduate Finnish students.

Happiness has also been associated with the possibility of saving. Guven (2009), using data from the DNB Household Survey (Netherlands) and the German Socio-Economic Panel, conclude that happiness has a positive impact on savings. Happy people think more over their decision to spend. On the contrary, sad people are being found to have more debt and are more attracted towards spending, probably as a method of recovery.

2.3.2.3 Economic situation

Another issue in the literature is related to the degree of which house price influences household savings. At a first look, it may appear that both house prices and savings are being largely influenced by the economic cycle. However, King (1990) and Pagano (1990) consider that both savings and house prices are being triggered by the same thing. When the economy goes up, consumption follows the same trend, but inelastic supply of houses could also cause a rise in prices.

The empirical results over the influence of house prices fluctuations on savings are mixed. Recent studies found that households with gains from house price fluctuations do not

reduce their savings (Wang and Wen, 2011). Evidence suggests that savings increase in the case of home owners that experience a decrease in their house value (Engelhardt, 1996). Contrary, Hsueh (2000) recognize that house price fluctuations have a direct impact on the savings of households that have a house. The author justifies that house price increases with respect to income, cause an increase in wealth and decrease the savings ratio of the family. Even if there is no general agreement on the effect of house prices on savings, both views affirm that the overall effect of house price changes on savings is very hard to determine.

Rouwendall and Alessie (2002), using the Dutch socio-economic panel for the years 1987 to 1994, affirm that the increase in house prices has a negative impact on savings. In their study, they have isolated the house price effect of other variables that could influence the decision to save. Hoynes and McFadden (1996), working on data from the Panel Study of Income Dynamics, introduce demographic variables along with the house price variable. They have found no evidence that households were having savings shifts due to changes in house prices.

Apart from the house price fluctuations, home-owners are also influenced by the mortgages they have. Rouwendall and Alessie (2002) research on mortgage has mixed results. When accounting changes in the mortgage as a form of savings, they have found no significant influence of mortgages. On the other hand, when the changes in mortgage are not included in the savings equation, they have found that if the value of mortgage increases by 100%, savings will decrease by 7.2%

Chakrabarti et al. (2007) conclude that in the recession period, savings of households were positively influenced by the lower values of mortgages, emphasizing that an important factor was to rebuild the net wealth. A possible explanation for this behavior could be that, driven by financial efficiency considerations, consumers decide whether to withdraw equity in order to minimize the mortgage value (Angelini and Simmons, 2011).

Financial literature also emphasize on the difference in savings between owners and renters. Lin et al. (2000) found that a reason for this could be the higher mortgage values in contrast to the rent. A difference between owners and renters could also be the age. Usually, young households are being in particular interested in the rent values of houses. Moriizumi (2002) consider that high rent values have a significant negative impact on the level of savings of young households. His study deals with the life cycle path, considering that both rent and house price should be taken into observation, as young families try to accumulate wealth in order to purchase a house.

2.4 Empirical literatures

Under this section the researcher endeavored to see the previous literatures so as to glance at the relationship between advertising and customer saving behavior.

Jam Melonakos (2010 quoted by Iravani *et.al*) in an article entitled "The Impact of Advertisements on bank Consumer": determining bank consumer choices in Greece" attempted to identify the relationship between advertising and bank customers' needs in Greece and its possible impact on customers' potential to choose their banks. The results showed that there was a significant relationship between the costs spent on advertisements by banks and the rate of investments by customers on developed banking services.

Amiri (2006) using Dagmar model investigated "the effectiveness of TV advertising to attract the Gharzalhasaneh savings account of Tejarat Bank. According to the results, advertising Gharz-alhasaneh savings account through television had a significant impact on creating awareness and audiences' actions but no significant effect was seen about the audiences' perception and convince. The results of the whole model showed TV advertising had no significant effect on attracting Gharz-alhasaneh savings account.

According to Shevlin (<https://thefinancialbrand.com>) bank advertising affects consumer awareness more than it affective choice. This is consistent with other studies (not specific to banking) that found the role of advertising to be informative, rather than persuasive. The authors stated, however, that their results contrast with other financial services-related research that suggested a persuasive (i.e., not informative) effect of advertising for mortgages and retirement savings products.

Mylonakis et al., (1998) concluded that the most important bank selections criteria are convenience, bank reputations, and quality of products and services, interest rates and fees, education and personnel contacts, facilities, branch environment, services and after service satisfaction. Their research on bank customers of Greece showed that bank selection criteria like location-convenience, quality of service (attention to the customer, personalized service, no queues) seen to influence the bank selection and factors like advertising did not seem to influence bank customers at all.

Some of the studies reveal that during the past few years the Advertising has become a part of our everyday life. Competition in banking industry have been growing in Iran, Advertisement serves the purpose of a guide for 'buying' in which resulted that banks find difficult to attain a big market which the intended message is delivered to masses through share. Danaei (2013) analyzed the effect of advertisements various media. A number of studies had been done which on the willingness of the customers in case of the banking described the attitudes of the customers towards them and financial services. The results of the study showed those financial service providers and their financial products. Customer awareness towards brand name affects their behavior. Some researchers have even discussed the role of customer to willingly accept the banking services of that advertising in persuading the consumers to choose a particular bank.

Evidence on the role of advertising in banking comes from studies that have examined relationship between banks' profitability or market structure and their advertising intensity which is defined as the ratio of advertising to deposits or interest on deposits. Results based on commercial bank, savings bank, or savings and loan (S&L) data are not

conclusive. Regressing profitability variables on advertising intensity, Edwards (1973) and Kohers and Simpson (1981) find a negative but insignificant association. Regressing advertising intensity on market structure variables, Rhoades (1980) finds a negative but insignificant association. Kohers and Simpson (1981) observe a significant negative relationship; Scott (1978) finds a non-linear relationship that first increases and then decreases; but Wolken and Derrick (1986) fail to find support for this non-linear relationship.

Finally, regressing market concentration on advertising intensity Edwards (1973, 1976) finds a positive but insignificant relationship; Lapp (1976) observe a positive and significant one; whereas Kohers and Simpson (1981) find a negative and significant one.

2.5 Conceptual Framework of the study

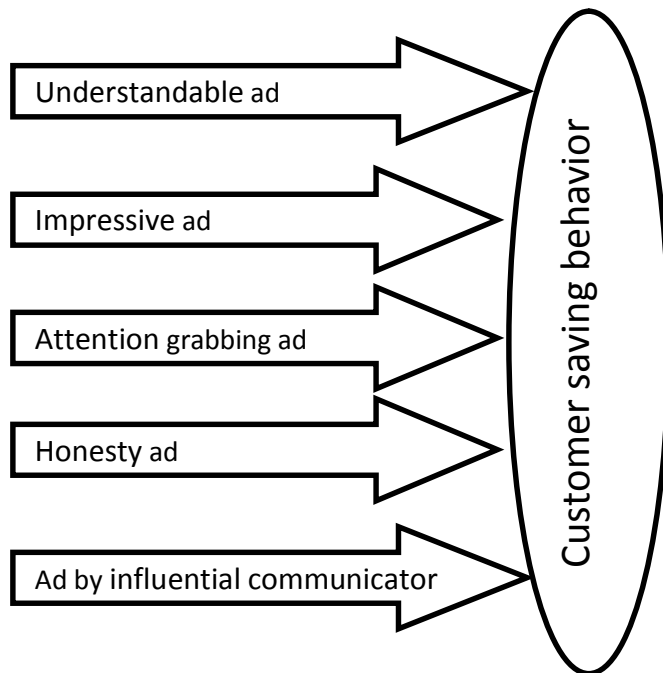


FIGURE 2.3: Conceptual framework; source: survey 2018

HYPOTHESES

H1: Advertising understandability has a positive and significant effect on customer saving behavior;

H2: Impressive advertising has a positive and significant effect on customer saving behavior;

H3: Attention grabbing advertising has a positive and significant effect on customer saving behavior;

H4: Honesty advertising has a positive and significant effect on customer saving behavior;

H5: communicator influence in advertising has a positive and significant effect on customer saving behavior;

CHAPTER THREE

RESEARCH METHODOLOGY

This study explores the effect of advertisement on customer saving behavior in the case of commercial Bank of Ethiopia. In order to seek answers to the research questions, the researcher combined quantitative and qualitative analysis. This chapter describes and discusses the research process as well as sampling procedures and modes of data analysis. It includes description of the study area, research approaches to be followed, research design to employed, population and sample size determination, sampling method and procedure, data type and Source, data collection instrument and procedure.

3.1. Description of the Study area

Commercial Bank of Ethiopia is the first commercial bank in Ethiopia. It was established in 1943 as Bank of Ethiopia. Initially, the bank had served both the functions of commercial and national banks. By 1963 Bank of Ethiopia was separated into two as Commercial Bank of Ethiopia and National Bank of Ethiopia with the later was mandated with role of supervising the country's banking sector(<http://w.w.w.combank.et>)

As a state owned bank, CBE is mandated to support the national development endeavors and to expand the banking services to all segments of the people up to the grass root level. Currently the bank is aggressively expanding its branches in order to enhance its accessibility to the people. As of June 2018, the number of branches of CBE reached more than 1277 with more than 18 million customers and more than 33,000 employees across the country. The bank almost evenly made its branches available in all regions of Ethiopia based on economic and business conditions. All branches are structured under fifteen districts which in turn are designed based geographical locations suitable for managing them.

The researcher purposely selected and focused on four of the fifteen districts, namely South Addis Ababa District, North Addis Ababa District, West Addis Ababa District and East Addis Ababa District because these district contains about 7 million customers i.e. about 38.8% of the fifteen districts customers are found under Addis Ababa Districts. Hence, the researcher believes that this work is representative to the population.

3.2. Research Design

According to John W. Creswell (2014) research designs are plans and the procedures for research that span from broad assumptions to detailed methods of data collection and analysis. Research design usually refers to the blue print of the research.

In terms of the data usage, the research designs are dividing in to qualitative, quantitative and mixed research design. Quantitative research design use the data express in terms of numbers and used closed ended questions and quantitative research design is an approach for testing objective theories by examining the relationship among variables, testing hypothesis but qualitative research design use the data in word rather than express in number and use open ended questionnaires. In addition to this quantitative research design are important to show the regression, correlations, but qualitative research design is only for describe the variables of the study (Creswell (2014)). Based on the above data this study use quantitative research design to test the hypothesis to show the correlation of the variables. The research is quantitative and data would be collected using closed-ended questioners.

According to Saunders, Lewis and Thorn hill (2000) as cited by Farhadi (2009) broadly classified the research design as exploratory, descriptive, and explanatory. The author further defined exploratory research as a research approach which has a primary objective to insights into and understanding of the problem situation tackling the research and descriptive research as a type of a research approach that has a purpose to describe something. Moreover, if the research is concerned with learning of {why (i.e. how one variable produces changes in another)} the research is said to be explanatory. Hence,

explanatory study is used to explain the relationship between the dimensions of advertising and customer saving behavior in commercial bank of Ethiopia. That is why; the research focuses on describing the situation, perception and relationships among variables for the study population and hence to addresses the research questions, or to identifying and examining the effect of packaging on buyer's perception of over the counter medicines in Addis Ababa, this study has used both descriptive and explanatory research design.

3.3 Population and sample

John W. Creswell (2009) point out that, "Population is the group of interest to the researcher, the group to whom the researcher would like to generalize the results of the study." Jankowicz (1995) points out that in order to draw a sample; you have to know how many people are in the population, and how this total is made up from people falling into various subgroups in which you might be interested.

The population of the study is all account holders under four districts of Addis Ababa city namely South Addis Ababa District, North Addis Ababa District, West Addis Ababa District and East Addis Ababa District. Samples will be selected from population using appropriate sampling techniques.

3.4. Population and sample size

Data taken from CBE Human Resource Transaction Management indicated that as of June 30, 2018 total number of saving account holder customers of CBE found under four districts namely SAAD,NAAD,WAAD and EAAD are more 7million in 407 branches.

3.5. Sample size determination

The main interests of this study would assess the effect of advertising on customer saving behavior in Commercial Bank of Ethiopia. The target population of this study was all saving

account holders under four districts of Addis Ababa city namely South Addis Ababa District, North Addis Ababa District, West Addis Ababa District and East Addis Ababa District.

The sample size of this study would be calculated using the following formula that developed by kohtari (2004). Since, the use of this formula is applicable when the population is unknown and large.

$$n = \frac{z^2 * p * q}{e^2}$$

Where n= sample size

z= the value of the standard variance at a given confidence level

P= proportion of success

q=proportion of failure

e= acceptable error

Therefore, based on the above formula an estimation of the expected proportion of success must also be considered (Kothari, 2004). In this case, a more conservative proportion of success (p) which is 50% will select together with a level of confidence of 95% (z), a sampling error not greater than 5% (e). This result a sample size of 384 people for the study.

$$\begin{aligned} n &= \frac{z^2 * p * q}{e^2} \\ &= \frac{1.96^2 * 0.5 * 0.5}{0.05^2} \\ &= \underline{\underline{384}} \end{aligned}$$

3.6. Data source and types

To achieve study objectives, both qualitative and quantitative data were gathered from primary and secondary sources. Primary sources were sample customers. Secondary sources were published journals, articles, books and reports.

3.7. Data collection procedure

The data collection method would be doing using self-administered questionnaire to would be filled by the customers of commercial Bank of Ethiopia under four districts of Addis Ababa: SAAD, NAAD, WAAD and EAAD from selected branches. The variables measures using Likert scale with five response categories that stretch from strongly agree to strongly disagree) whereas document analysis were employed to further complement the data with reports and available assessments on the subject. The respondents' summary is shown under the following table.

Table 3.1 Respondents' branch summary

	CBE Addis Ababa Districts			
	West	North	East	South
Branches	AbakoBranch	Arat kilo branch	Kotebe branch	Bishoftu
	Alem Bank Branch	Asko branch	Meri branch	Dukem
	Atena Tera branch	Burayu branch	Meskel flower branch	Gelan
	Ayer Tena branch	Gullele branch	Megenagna branch	Akaki
	Abinet branch	Entoto branch	Wollo sefer branch	Salo Gora
	Alem bank branch	Wingate branch	Olompia branch	Buna Board
	Dubay Tera branch	Yared branch	Sendafa branch	Gofa Sefer
	Eyesus Gedam Branch	Rufael branch		
Q/B	13	13	12	13

Source: survey 2018

Key: Q/B-questionnaires per Branch

3.8 Method of data Analysis

Collected data were analyzed using descriptive statistical analysis tools like frequency, mean, median, standard deviation and the like. SPSS version 20 would be use for the purpose of the data analysis. Correlation analysis would use to check how much the variables correlate with one each another. Linear Regression analysis would be used for the purpose to know whether the effect of advertising is positive or negative on customer saving behavior.

3.9 Validity and Reliability

3.9.1 Validity

Validity is describing the degree to which a research measures what it intends to measure. It concerned with whether the findings are really to what they appear to be about. The researcher has tried to keep the validity of the study by avoid double negative questions, avoid ambiguity about causal direction and telling the purpose of the study to the respondent (cresswell, 2014).

Internal validity is how the findings of the research match the reality and as the researcher measure the finding that are aimed to measure the reality in quantitative researches an ongoing process, it always changes due to the fact that what is being studied is how CBE customers perceived advertising. So, internal validity measure whether the finding was non- spurious or not. Therefore the finding in this study was strongly supported by the result in the context and the general theory in the field. External validity is refers whether the observed association can be generalized from the sample to the population. This study addresses external validity through taking representative sample and can generalize to all customers of Commercial Bank of Ethiopia. Accordingly, a number of different steps took place to ensure the validity of the study:

- ⇒ The study was tested the validity of the questionnaire by taking 10% of its sample size.
- ⇒ Data was collected from the reliable sources, from respondents who are customers of CBE.
- ⇒ Survey questions were used based on literature reviews and frame of references to ensure result validity.

3.9.2 Reliability

Reliability refers to the consistency of a measure. A test is considered reliable if we get the same result repeatedly. Reliability means the extent to which an experiment, test or any measuring procedures yield the same result repeatedly. In order to test reliability, the researcher use different mechanisms to avoid threats of reliability. Therefore, in this study, the researcher used mechanisms like minimize participants' errors when filing questioners, minimize participants' bias and avoid researcher's errors. Reliability of the questionnaire items would be review by Cronbach Alpha test. If the Cronbach alpha coefficient is greater than or equal to 0.70 Haire (2010) the study is reliable.

The measure was reliable when respondents gave the same answer in different situations. A question might be unreliable because it contained words which could be misunderstood and, consequently, which might cause confusion. The result of reliability test for the questionnaire is shown in the following table. As it is indicated in the table, the test result is greater than 0.70. Therefore, the reliability of 23 items that are critical to determine the role of advertising in building customer saving behavior have been tested by using Cronbach's alpha. According to Haire et al. (2010) the reliability coefficient which are more than or equal to 70 % ($A > 0.7$) is acceptable. So, Reliability of the question was evaluated and the result (Cronbach's Alpha) was used to test the reliability of the materials used in this research. Hence, the reliability coefficient of the above item is above 70% and/or the overall reliability test for the item is 90.5%. This implies that the item were reliable and

understandable to the respondent. In general, the reliability result for the variable is indicated below

Table 3.2 cronbach's alpha coefficient

Variable	No of items	Cronbach's alpha
Understandable	4	0.736
Impressive	5	0.733
Attention grabbing	4	0.756
Honest	3	0.776
Influential communicator	3	0.714
Saving behavior	4	0.783
Total	23	0.905

Source: survey 2018

Relaying on the above table, it can be interpreted that the question included in each variable is understood by the respondent and the data was handled properly.

3.10. Ethical consideration

Ethical considerations of confidentiality and privacy were strictly addressed. A concerted and conscious effort will be made at all times to uphold this promise. A guarantee will be given to all respondents that their names will not be revealed in the research report. In order to ensure the success of the research, finally, the organization will be given a copy of the final research report.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

The preceding chapter determined the way a researcher used to conduct an empirical analysis and discussion. After collecting data by the questionnaire, this chapter presents quantitative statistics in order to analyze data and test hypotheses. Specifically, this chapter is composed of discusses about questionnaire using pilot testing, descriptive analysis, correlation analysis, regression analysis, and discusses about findings of empirical results.

4.2 Response Rate

A total of 384 questionnaires were distributed to 30 branches of CBE categorized under four districts and the response rate was indicated in table below.

Table 4.1 Response rate table

Item	Respondent rate	
	Number	Percent
Sample size	384	100
Collected	362	94.3
Uncollected	22	5.7

Source: survey 2018

From the above table, out of 384 distributed questionnaire 362(94.3%) were collected while 22(5.7%) of the questionnaire remained uncollected.

4.3 Descriptive Analysis

Descriptive analysis was used to describe and demonstrate the data that have been collected from questionnaire in terms of frequency, percentage results generated by SPSS version 20.0 by using quantitative analysis techniques while explanatory analysis has been used to explore the relationship between variables by using inferential statistics particularly pearson correlation, and regression coefficient and Cronbach's Alpha to test internal reliability of various items.

4.3.1 Respondent profile description

The demographics factors used in this research are age, gender, educational status, monthly income, occupation, how long customers with CBE, whether CBE customers held account at other banks and the saving behavior of CBE's customers were viewed. Beside, the factors that push the customers to become CBE's customer, the type of media influence the customers, and the characteristics of advertising more important to customers.

4.3.1.1 Age of respondents

Table 4.2 Respondents' age

Years		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 Years	159	43.9	43.9	43.9
	30-45 Years	116	32.0	32.0	76.0
	Above 45 Years	87	24.0	24.0	100.0
	Total	362	100.0	100.0	

Source: Survey 2018

From the above table most of the respondents are young generation whose age is from 18-30 years and the next highest age is from 30-45 years. The highest groups of CBE's customer are young generation.

4.3.1.2 Respondent's sex

Table 4.3 respondents' sex

Sex		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	209	57.7	57.7	57.7
	Female	153	42.3	42.3	100.0
	Total	362	100.0	100.0	

Source: survey 2018

As seen from the above table 57.5% of the respondents were male where as 42.3 % of the respondents were female. So, women are not bankable relative men in commercial bank of Ethiopia.

4.3.1.3 Respondents educational level

Table 4.4 respondents' educational level

Education level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From Grade 1-8	19	5.2	5.2	5.2
	From Grade 9-12	59	16.3	16.3	21.5
	Diploma/TVET	111	30.7	30.7	52.2
	Bachelor Degree	104	28.7	28.7	80.9
	Masters Degree	58	16.0	16.0	97.0
	PHD	11	3.0	3.0	100.0
	Total	362	100.0	100.0	

source: survey 2018

The table portrayed that 30.7% of the respondents were diploma holders and the next most responders were first degree holders. Only 3% of PHD was among the respondents. The reason why the account holders or savers at primary school and post graduate level are less is what seeks study in the future.

4.3.1.4 Respondents' work status

Table 4.5 Employment status of respondents

Work status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government employee	145	40.1	40.7	40.7
	Self Employed	110	30.4	30.9	71.6
	NGO	37	10.2	10.4	82.0
	Private Organization	8	2.2	2.2	84.3
	Student	11	3.0	3.1	87.4
	Unemployed	45	12.4	12.6	100.0
	Total	356	98.3	100.0	
Missing	0	6	1.7		
Total		362	100.0		

source: survey 2018

Most of the respondents according to the above table are government employees, 40.1% students were the least respondents. Self employed were also responded more, 30.4%. From this table, it can be concluded as the highest number of CBE's customers are self-employed and government employees.

4.3.1.5 Respondents income

Table 4.6 Income summary of the respondents

Income in birr		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000	71	19.6	19.7	19.7
	From 1000-3000	106	29.3	29.4	49.2
	From 3000-6000	76	21.0	21.1	70.3
	From 6000-10,000	66	18.2	18.3	88.6
	10,000 and above	41	11.3	11.4	100.0
	Total	360	99.4	100.0	
Missing	0	2	.6		
Total		362	100.0		

Source: survey 2018

The above table depicted 29.3% of the respondents' income were between birr 1000-3000 that is the most percentage relative to the other included in this study. The least respondents' income 11.3% was above 10,000 and above.

4.3.1.6 How long be customer of CBE

Table 4.7 respondents' being customer years

Years		Frequency	Percent	Valid Percent	Cumulative Percent
	< 1 Year	44	12.2	12.2	12.2
	From 1-5 years	136	37.6	37.6	49.7
	From 5-10 Years	122	33.7	33.7	83.4
	Above 10 Years	60	16.6	16.6	100.0

	Total	362	100.0	100.0	
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Source: survey 2018

Of the total respondents, 37.6% of the respondents were between one to five years and about 12.2% were less than one year.

4.3.1.7 Other banks account holders

Table 4.8 Account holders from other banks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	216	59.7	59.7	59.7
	No	144	39.8	39.8	99.4
	3	2	.6	.6	100.0
	Total	362	100.0	100.0	

Source: survey 2018

59.7 % of the respondents were account holders from other banks where as 39.8 % were not. The remaining 0.6% kept silent about the question.

4.3.1.8 Spending habits of the respondents

Table 4.9 Spending habit of the respondents

Spending Habit		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spend above earning	21	5.8	5.8	5.8
	Spend as much as earning	84	23.2	23.3	29.2

	Save what remain from consumption	147	40.6	40.8	70.0
	Fixed amount regularly	108	29.8	30.0	100.0
	Total	360	99.4	100.0	
Missing	0	2	.6		
Total		362	100.0		

Source: survey 2018

The highest percentage of the respondents 40.6% weren't have regular saving plan but save what remain from consumption.

4.3.1. 9 Factors affecting respondents to save

Table 4.10 Factors encourage respondents to save

Factors of saving		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CBs E Ads	50	13.8	13.8	13.8
	Family or Friends	37	10.2	10.2	24.0
	Bank staff awareness creation	23	6.4	6.4	30.4
	CBE Branch proximity	56	15.5	15.5	45.9
	Better Service	79	21.8	21.8	67.7
	CBE Prize	26	7.2	7.2	74.9
	Salary Saving account	91	25.1	25.1	100.0
	Total	362	100.0	100.0	

Source: survey 2018

From the above table about 25.1% of the savers were holders of salary account and the least about 7.2% were attracted by prize.

4.3.1.10 Advertising channels

Table 4.11 Advertising channels

Ads channels		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV	170	47.0	49.6	49.6
	Radio	76	21.0	22.2	71.7
	News paper	36	9.9	10.5	82.2
	Megazines	48	13.3	14.0	96.2
	Others	13	3.6	3.8	100.0
	Total	343	94.8	100.0	
Missing	0	19	5.2		
Total		362	100.0		

Source: survey 2018

From the above table the research depicted that the highest portion of the respondents, 47 % were initiated by TV advertising.

4.3.1.11 Summary of ads dimension responds

Table 4.12 Dimensions of Ads

Dimensions of Ads		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Impressive	23	6.4	6.4	6.4
	Easy to understand	186	51.4	51.8	58.2
	Attention grabbing	15	4.1	4.2	62.4
	CBE Ad is memorable	9	2.5	2.5	64.9

	Creativity	106	29.3	29.5	94.4
	Honesty	20	5.5	5.6	100.0
	Total	359	99.2	100.0	
Missing	0	3	.8		
Total		362	100.0		

Source: survey 2018

From the above table about 51.5% of the respondents were motivated that CBE's AD is easy to understand than the other factors included in this study.

4.3.1.12 summary of ads dimension

Table 4.13 descriptive statistics

The Descriptive Statistics			
Ads dimensions	N	Mean	Std. Deviation
Understandable Ad	362	2.87	1.171
Impressive Ad	362	2.57	1.045
Attention grabbing Ad	362	2.97	1.004
Honesty Ad	362	3.05	1.051
Ad by influential communicator	362	2.71	1.092
Valid N (listwise)	362		

Source: survey 2018

Here the respondents used five Likert scale options i.e. **strongly disagree, disagree, neutral, agree, and strongly agree** in order to reflect their own view. So, it is understood from table 4.13 that the mean value of the respondents' response who reacted to all questionnaires was around 3. This means the respondents answer was almost neutral but different standard deviation was considered.

Generally speaking, from the survey data analysis, CBE's Ads dimensions are scrutiny evaluated. So, from the data obtained shown on the above tables each Ads dimension were best. This implies that each CBE's Ads affect the saving behavior of customers.

4.4 Questionnaires pilot testing

In business research, a questionnaire is a common tool used to collect data. This questionnaire should be piloted. The pilot test aims to refine the questionnaire to ensure that respondents have no problems answering the questions. It assesses, also, the validity and reliability of the questions (Saunders et al., 2009). A pilot study should be undertaken for pre-testing the questionnaire. Based on the results of the pilot study, the questionnaire may be edited (Kothari, 2004).

A pilot study was conducted prior to the beginning of the full study. The objectives of the pilot study were to establish that the respondents understand the questions in the survey, to solicit feedback for improvements to the instrument. The responses showed the general ease of completion of the questionnaire, and there were no comments or improvement suggestions from the respondents. Therefore, no further adjustments were needed. In addition, a reliability test was conducted to examine the internal consistency of the instruments employed in this study.

Validity refers to the extent to which an instrument measures what it is supposed to measure (Bryman and Bell, 2007). The questionnaire was evaluated by respondents, colleague and fellow students and they responded that the contents included in the questionnaire were good and easy to understand implying that the instrument fulfills content validity. The questionnaire has adequate sample size to make inference about the population as a result it fulfils external validity or the study can generalize about the population based on the sample.

4.5 Correlation Analysis

The Pearson correlation coefficient was computed for the purpose of determining the relationship between the variables. Pearson correlation is appropriate when the data is measured at an ordinal level (Andy, 2006). Where $r = -1$ indicates two variables are perfectly negatively correlated, $r = 1$ indicates two variables are perfectly positively correlated.

4.5.1 Correlation analysis between Ads dimension and saving behavior.

Table 4.14 Magnitude and direction of correlation coefficient

Measures association	Descriptive adjective
> 0.00 to 0.20 ; < -0.00 to -0.20	Very weak or very low
> 0.20 to 0.40 ; < -0.20 to -0.40	Weak or low
> 0.40 to 0.60 ; < -0.40 to -0.60	Moderate
> 0.60 to 0.80 ; < -0.60 to -0.80	Strong or high
> 0.80 to 1.0 ; < -0.80 to -1.0	Very high or very strong

Source: MacEachron (1982), Basic Statistics in the Human Services: an Applied Approach.

Table 4.15 correlation coefficient

		Understandable Ad	Impressive Ad	Attention grabbing Ad	Honesty Ad	Influential communicator Ad	Customer saving behavior
Understandable Ad	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	362					
Impressive Ad	Pearson Correlation	.337**	1				
	Sig. (2-tailed)	.000					
	N	362	362				
Attention grabbing Ad	Pearson Correlation	.244**	.610**	1			
	Sig. (2-tailed)	.000	.000				
	N	362	362	362			
Honesty Ad	Pearson Correlation	.480**	.526**	.500**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	362	362	362	362		
Influential communicator Ad	Pearson Correlation	.194**	.376**	.479**	.377**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	362	362	362	362	362	
Customer saving behavior	Pearson Correlation	.115*	.488**	.456**	.221**	.440**	1
	Sig. (2-tailed)	.029	.000	.000	.000	.000	
	N	362	362	362	362	362	362
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Source: survey 2018

Pearson correlation test was conducted to know the degree of relationship between the dimension of advertising and customer saving behavior and the result was concluded as the following.

- ⇒ The result shown from the above table justified that understandable Ad has a positive, weak and significant relationship with customer saving behavior ($r=0.115$, $p=0.029$)
- ⇒ Impressive Ad has strong, positive and significant relationship with customer saving behavior($r=0.488$, $p=0.000$)
- ⇒ Attention grabbing Ad has strong, positive and significant relationship with customer saving behavior($r=0.456$, $p=0.000$).
- ⇒ Honesty ads has weak, positive and significant relationship with customer saving behavior($r=0.221$, $p=0.000$)
- ⇒ Ad by influential communicator has strong, positive and significant relationship with customer saving behavior($r=0.440$, $p=0.000$).

4.6 Assumptions of Regression

4.6.1 Linearity and heteroscedasticity

The mean value the outcome variable for each increment of the predictor (advertising) lie along a straight line. There is a linear relationship between observed and expected value. Therefore my study variable the relationship is linear. It means no limit the generalizability of the finding. At each level of the predictor variable, the variance of the residual terms should not be constant. This just means that the residual at each level of the predictor should have different variance (heteroscedasticity).

4.6.2 Measure of Normality

The normality of the population is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). In order to examine normality, to

measure each variable of skewness (aims to look the data is normally distributed) and kurtosis (aims to look the data is peak or flat) with relative to normal distribution. The common one for both kurtosis and skewness to measure normality is between -2 & 2 (George & Mallery (2010)). Therefore based on the data the kurtosis and skewness for the five construct, which constitute 23 items was between -1.104 to -.244 and 0.86 to -.194 respectively. These show that the data is normally distributed. The skewness and kurtosis of the variable is shown below.

4.6.3 Skewness and kurtosis of the variables

Table 4.16 kurtosis and skewness

Ads elements	N	Skewness	Kurtosis
	Statistic	Statistic	Statistic
Understandable Ads	362	-.150	-1.104
Impressive Ads	362	.086	-.940
Attention grabbing Ads	362	-.113	-.244
Honesty Ads	362	-.188	-.669
Ads by influential communicator	362	-.194	-1.009
CUSTOMERSAVINGB	362	-.125	-.996
Valid N (listwise)	362		

Source: survey 2018

4.7 Regression Analysis

The regression analysis was conducted to know by how much the independent variable explains the dependent variable. It is also used to understand by how much each independent variable explains the dependent variables.

4.7.1 Regression analysis between dimensions of Ads and saving behavior.

4.13.2 Model Summary

Table 4.17 model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 ^a	.346	.337	.934

source: survey 2018

a. Predictors: (Constant), Influential communicator, understandable Ad, impressive AD, Honesty Ad, Attention grabbing Ad

Customer: customer saving behavior.

As the result shown in the above table adjusted (R) is statistical technique, which could measure the model adequacy. It is (0.588) indicates that 58.5% of customer saving behavior is explained or varied by all advertising elements included in this study (understandability, impressiveness, attention grabbing, honesty and Ads by influential communicator) with significance (p-value .00)). This empirical outcome indicates that when all these ads have changed by one; customer saving behavior has changed by 58.8% of the total change.

4.7.2 ANOVA

Table 4.18 Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	164.500	5	32.900	37.706	.000 ^b
	Residual	310.627	356	.873		
	Total	475.127	361			

source: survey 2018

a. Dependent Variable: customer saving behavior

b. Predictors: (Constant), influential communicator, Understandable Ad, honesty Ad, attention grabbing Ad and impressive Ad

From the above table, the research interpreted the value of F value by comparing F Tabulated with F calculated to reject or accept the alternative hypothesis and determine the model is fit or not and the independent variable is considered to determine the dependent variable. So, F calculated is 37.706 and F tab is 0.000. F cal is greater than F tab. Therefore based on the data the model is fit and the variable is not trash.

4.7.3 Coefficient of determination

Table 4.19 coefficient of determination: source

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.036	.189		5.493	.000
	Understandable Ad	-.033	.048	-.034	-.691	.490
	Impressive Ad	.395	.063	.360	6.236	.000
	Attention grabbing Ad	.214	.067	.187	3.178	.002
	Honesty Ad	-.165	.062	-.151	-2.645	.009

Ads by influential communicator	.293	.052	.279	5.602	.000
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Source: survey 2018

a. Dependent variable: customer saving behavior

b. Independent variable: understandable Ad, impressive Ad, attention grabbing Ad, honesty Ad, and Ad by influential communicator

The above table shows the coefficients, t statistics and significance values of the coefficients, and Co linearity Statistics (VIF). For the purpose of deciding whether to accept or reject the hypothesis, beta value and significance level has been taken in to account. When P less than or equal to 0.05 ($P \leq 0.05$), the decision to the hypothesis is accepted since there is significance effect of advertising on saving behavior. Accordingly, the rest of the Ad elements were accepted except understandable Ad because it was unfit according to the criterion. This result is supported by the study investigated by Heckler, Heller & Houstin (1998).

4.8 Discussion and empirical findings of the study.

The discussion part of the analysis tried to answer of the objectives of the study. The objective of the study is to investigate the effect of advertising on customer saving behavior in commercial bank of Ethiopia. To do so, the researcher categorized the dimension of advertising in to five and endeavored a lot to get the result.

Using SPSS version 20, the finding of analysis show that the three hypothesizes (H1, H4) is empirically not supported (rejected). This indicates that based on the finding all three alternative hypothesis are accepted. It means that there is positive and significant relationship between dependent and independent variables as decided based on B (beta) value and the value of P (sig.). Hence, the followings are the test of each hypothesis

H1: Advertising understandability has a positive and strong effect on customer saving behavior

The result of regression analysis of advertising understandability has negative effect no matter how it has significance effect on customer saving behavior (with standardized regression coefficient or path coefficient of $-.033$, $p = .00$). This implies that as Ads become more clear and understandable the customer saving behavior in commercial bank of Ethiopia increase.

H2: Impressive advertising has a positive and strong effect on customer saving behavior

There is a significant, positive and strong statistical relationship between advertising impressiveness and customer saving behavior in Commercial bank of Ethiopia (with beta coefficient or path coefficient of 0.395 at $p = 0.00$).

H3: Attention grabbing advertising has a positive and strong effect on customer saving behavior

There is a significant statistical positive relationship between advertising impressiveness and customer saving behavior in Commercial bank of Ethiopia (with beta coefficient or path coefficient of 0.214 at $p = 0.002$).

H4: Honesty advertising has a positive and strong effect on customer saving behavior

The result of regression analysis of honesty advertising has negative effect even if it has significance effect on customer saving behavior (with standardized regression coefficient or path coefficient of -0.165 $p = .009$).

H5: communicator influence in advertising has a positive and strong effect on customer saving behavior

There is a significant statistical positive relationship between advertising influential communicator and customer saving behavior in Commercial bank of Ethiopia (with beta coefficient or path coefficient of 0.293 at $p = 0.00$).

In a nutshell, the finding of this research clearly states that impressive, attention grabbing, and advertising by influential communicator has positive and significant relationship with customer saving behavior in commercial Bank of Ethiopia. The result of the above finding clearly reveals that the effective implementation of proper advertising programs are required to build and influence saving behavior. Therefore, CBE promotion and brand management should give high attention to advertising since in the current day there is stiff competition between the firms within the same industry.

4.9 Summary of hypothesis testing based on the data finding

Table 4.20 Summary of hypothesis testing

No	Hypothesis	Type	Decision
H1	Advertising understandability has a positive and strong effect on customer saving behavior	Regression	Rejected
H2	Impressive advertising has a positive and strong effect on customer saving behavior	Regression	Accepted
H3	Attention grabbing advertising has a positive and strong effect on customer saving behavior	Regression	Accepted
H4	Honesty advertising has a positive and strong effect on customer saving behavior	Regression	Rejected
H5	Communicator influence in advertising has a positive and strong effect on customer saving behavior	Regression	Accepted

Source: survey 2018

4.10. Model Description

The objective of the study was to investigate the effect of advertising on customer saving behavior in commercial bank of Ethiopia. The Variables include in the study was dependent and independent. The independent variables were the advertising dimensions;

understandable Ads, impressive Ads, attention grabbing Ads, honesty Ads, and Ads by influential communicator where as the dependent variable were customer saving behavior. It can be predicted using linear regression model. Deterministic relationship is one in which the value of dependent variable is determined by independent variable, such relationship is described as:

$$y_i = \alpha + \beta_1 x_{1i} + \beta_2 x_{2i} + \dots + \beta_p x_{pi} + E_i \text{ Where:}$$

y_i is a continuous response (or dependent) variable for the i th

$x_{1i}, x_{2i}, \dots, x_{pi}$ are a set of explanatory dependent variables

$\beta_1, \beta_2, \dots, \beta_p$ are regression coefficients, and

E_i is a residual or error term with zero and

$\alpha = \text{constant}$

From table 4.19 the dependent and independent variable were represented as follows.

UA= understandable Ad with $\beta_1 = -.033$ $\alpha = 1.036$

IA= impressive Ad with $\beta_2 = .395$

AA= attention grabbing Ad with $\beta_3 = .214$

HA= honesty AD with $\beta_4 = -0.165$

IC= Ad by influential communicator and
($\beta_5 = .293$)

Csb= customer saving behavior

Hence, the model was depicted as hereunder.

$$y = \alpha + \beta_1 UA + \beta_2 IA + \beta_3 AA + \beta_4 HA + \beta_5 IC$$

$$\underline{\underline{Csb = 1.036 - 0.033UA + 0.395IA + 0.214AA - 0.165HA + 0.293IC}}$$

CHAPTER FIVE

SUMMARY, RECOMMENDATION AND CONCLUSION

5.1 Introductions

This chapter presents summary, conclusion of the results, recommendations forwarded based on the analysis and basic findings of the effect of advertising on customer saving behavior in commercial bank of Ethiopia. The study would also answer the following research questions.

1. Is understandable advertisement immense to create positive customer saving behavior in Commercial Bank of Ethiopia?
2. Can impressive advertising create customer' awareness about saving so as bring positive saving behavior in commercial bank of Ethiopia?
3. What is the role of attention grabbing advertising to ameliorate customer saving behavior in commercial bank of Ethiopia?
4. To what extent honesty advertising boost up the saving behavior of customers in commercial bank of Ethiopia?
5. What role does influential communicator play in encouraging positive saving behavior in commercial bank of Ethiopia?

5.2 Summary of findings

The main objective of this study is to investigate the effect of advertising on customer saving behavior in commercial bank of Ethiopia. To do so, five dimensions of advertising were focused and went through by the researcher. This study used quantitative research approach and due to the purpose a descriptive and explanatory research design was used and, the target populations of the study were all customers of Addis Ababa districts who have account in CBE. This study used primary data as source of information. Based on the

research objective, English and Amharic version questionnaires were prepared for 384 customers that were selected using convenient sampling technique. Out these 384 questionnaire 362(94.3%) were collected while 22(5.7%) of the questionnaire remained uncollected. Moreover, from the collected questionnaire i.e.362 (94.4%), 5questionnaire were not filled properly and completely, therefore, analysis were made based on the properly completed questionnaire. i.e. (362-5) 357, (92.9 %). The entire questionnaires were reliable and acceptable with over all Cronobach's Alpha result 90.5%.

Based on result of descriptive statistics the findings revealed that as per Table 4.3.1.1, 43.9.% are 18-30 Years old, followed by respondent at the age between 30-45 years old with 32%. The remaining of the respondents 24 were 45 years and above years old. The findings in Table 4.3.1.2 above revealed that 57.7 percent of the respondents were male and the remaining 42.3% were female. Table 4.3.1.3 shows educational level of respondents is 5.2%, 16.3%, 30.7%, 28.7%, 16% and 3% from grade1-8, 9-12, diploma/TVET, first degree, second degree and PhD respectively. The results shown in the table 4.3.1.4 that shows 19.6% of the respondents had income of less than 1000 birr; from birr 1000-3000, 29.3%, from 3000-6000, 21% from 6000 -10,000, 11.3% and the remaining 11.3% were more than 10,000. This implies that most of the customers of CBE are 18 to 30 years old who are male with monthly income of birr 3000 to 6000.

From the data questioners how the CBE advertising dimension affect customer saving behavior was evaluated by Likert scale from the very strongly disagree to strongly agree extreme. Accordingly, 35.6% of the respondents were agreed that understandable ad affect customer saving behavior while about 16.6% of the respondents disagreed. When impressive ad was investigated, 32% of the total respondents agreed but 21% agreed. With the same fashion, 26.2 % and 13.5% agreed and disagreed respectively that attention grabbing Ad has an effect on customer saving behavior in commercial bank of Ethiopia. On the other hand, a number of respondents those agreed and disagreed that impressive Ad affect saving behavior were 38.1% and 18.2% respectively. Finally, advertising by influential communicator also played its role in the sphere of imposing effect on customer

saving behavior in commercial bank of Ethiopia. So, of all the total respondents, 25.7% were agreed meanwhile 20.7% were disagreed. Here, no matter how due attention was made on “agree” and “disagree” option; it is known that the other options were availed.

Based on correlation coefficient analysis from the five advertising dimensions included in this study, two of them understandable Ad and honesty Ad have negative and significant relationship with customer saving behavior where as impressive Ad, attention grabbing Ad and Ad by influential communicator have positive and significant relationship with customer saving behavior in commercial bank of Ethiopia.

The analysis result of linear regression reveals advertising dimensions have positive and significant effect on customer saving behavior. Accordingly, impressive Ad, attention grabbing Ad and Ad by influential communicator have explained 39.5%, 21.4% and 29.3% of variation in customer saving behavior respectively. On the other hand, understandable Ad and honesty Ad have negative and weak effect on customer saving behavior that 3.3% and 16.5% of the variation in saving behavior explained by the two respectively.

Therefore, as CBE’s Ads become impressive and attention grabbing using influential communicator, it is justified that the customer saving behavior enhanced.

5.3 Conclusion

Generally speaking, Based on the finding, made both on descriptive and inferential statistics the researcher outlining the following classic conclusions.

- ⇒ Majority of the customers of CBE are male, young of whose age between 18 and 30, with income between 3000-6000 birr.
- ⇒ Pearson correlation analysis indicates that impressive Ad, attention grabbing Ad and Ads by influential communicator have positively correlated with customer saving behavior in CBE.

- ⇒ The Pearson correlation coefficient showed that advertising has strong and positive relationship with customer saving behavior (impressive Ad($r=0.488, p=0.001$), attention grabbing Ad($r=0.456, p=0.001$) and Ads by influential communicator($r=0.440, p=0.001$)) where as weak and negative relationship with understandable and honesty Ad
- ⇒ Based on finding regression analysis of advertising has positive effect on customer saving behavior.
- ⇒ Based on the regression analysis, of all the advertising dimension impressive Ad ($\beta=0.395$) has the highest effect on customer saving behavior.

Finally, based on the findings the specific objective of this research was answered according to the following ways.

1. To access whether understandable advertisement is immense to create positive customer saving behavior in Commercial Bank of Ethiopia.

Based on the findings understandable advertising has weak relationship with customer saving behavior. This answer is based on the pearson correlation ($r=0.115, p=0.029$) with the beta value of $B=-0.033$. This implies that understandable advertising has negative and significant effect on customer saving behavior.

2.To investigate the effect of impressive advertising in creating customers' awareness about saving so as bring positive saving behavior in commercial bank of Ethiopia.

Based on the finding impressive advertising has significant effect and strong positive relationship with customer saving behavior. This answer is based on the pearson correlation ($r=0.488, p=0.000$) with the beta value of $B=.395$. This implies that impressive advertising has strong positive and significant effect on customer saving behavior.

3.To identify the role of attention grabbing advertising effect in ameliorating customer saving behavior in commercial bank of Ethiopia.

Based on the finding attention advertising has a significant and positive relationship with customer saving behavior. This answer is based on the pearson correlation ($r=0.456$, $p=0.000$) with the beta value of $B=.214$. This implies that attention grabbing advertising has positive and significant effect on customer saving behavior.

4. To demonstrate how honesty advertising boost up the saving behavior of customers in commercial bank of Ethiopia.

Based on the finding, honesty advertising has a significant and negative relationship with customer saving behavior. This answer is based on the pearson correlation ($r=0.221$, $p=0.001$) with the beta value of $B=-0.165$. This implies that honesty advertising has negative and significant effect on consumer saving behavior in commercial bank of Ethiopia.

5. To access the role influential communicator play in encouraging positive saving behavior in commercial bank of Ethiopia.

According to the finding advertising by influential communicator has a significant and positive relationship with customer saving behavior. This answer is based on the pearson correlation ($r=0.440$, $p=0.001$) with the beta value of $B=.293$. This implies that advertising by influential communicator has positive and significant effect on customer saving behavior.

To sum up, from Table 4.17, 58.8% of variation in customer saving behavior of commercial bank of Ethiopia was explained by advertising as per the study. The remaining 41.2% variation was out of the vicinity of this research that there are other factors that determine saving behavior.

5.4 Recommendations

The study suggested that customer is the most resource for every profit oriented organization, particularly bank, in order to enjoy competitive advantage in today's dynamic business environment. So, creating sustainable customer behavior matters longevity and profitability. Taking this in to consideration, the following points are recommended by the researcher based on the data finding from the study:

- ⇒ The majority of the customers of Commercial bank of Ethiopia are male (57.7%). Depending on this, relatively, the saving behaviors of female are weak that seek due attention. Therefore, the bank should use different incentives and advertising strategies to increase the number of female savers.
- ⇒ Based on age group, of the total respondents, 43.9% are between 18 to 30 years old. This means the lion share of CBE's customers are young generation who are flexible and susceptible to changes. Hence, CBE's advertising should be matched with altering desire, emotion and philosophy of the group. According to the study, the respondents gave attention to the impressiveness, attention grabbing, and advertising by influential communicator. In fact, this the characteristics of young population. As a result, the CBE brand and promotion management should design the proper strategy analogous to this behavior so as to enjoy high market share and profitability in today's complex business scenario where competition is fierce.

5.5 Further area of investigation

In the study of the role of advertising on customer saving behavior is only the focus of the study. But further research is required for the following points that are not investigated in this study.

- ⇒ This study only sees the effect of advertising on customer saving behavior. So, the findings show that impressive ad, attention grabbing Ad and Ad by influential communicator have positive and significant relationship with customer saving

behavior, but there are also other factors such as income level, culture, awareness of the society. So, the future research is more important for these areas investigation.

⇒ In this study, the researcher investigates the effect of advertising on behavior on the side of customers only. But the main agents of the banks are management members and employees. So, they should be included for further investigation.

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Annex 01- English version of Questionnaires



ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE GRADUATE PROGRAM

DEPARTMENT OF MARKETING MANAGEMENT

QUESTIONNAIRE - A

TO BE FILLED BY CUSTOMERS RESPONDENTS

English version

Dear respondents,

I am **Dula Teresa**, a student at **Addis Ababa University School of Commerce** pursuing Masters of Arts Degree in Marketing Management. I am currently doing a survey regarding **“The Effect of Advertisement on Customer saving Behavior: A Case in Commercial Bank of Ethiopia selected Branches”**. Please spend your precious time to fill this questionnaire. Your feedback will be kept confidential and your answers are valuable to my research.

INSTRUCTIONS: Please describe your personal views of the following statements as objectively as you can, by entering in the block a tick “√” that best reflects your views. The information requested from you is being collected for research purposes. This questionnaire is not a test, and all information collected will be anonymous, so please respond honestly.

THANK YOU.

I. Section One: Customers' Demographic Information

1. Age (in Years)

- A) 18-30
- B) 33-45
- C) Above 45

2. Gender

- A) Male
- B) Female

3. Education qualification

-
- A) Elementary (grade 1-8)
- B) High school(grade 9-12)
- C) Diploma(TEVT)
- D) Bachelor
- E) Masters degree
- F) Doctorate degree and above
-

4. Occupation

- A) Government employee
- B) Private organization employee
- C) NGO employee
- D) Self employee
- E) Student
- F) Unemployed

5. Estimate average monthly salary in birr

- A) Below 1000
- B) 100-3000
- C) 3001-6000
- D) 6001-10,000
- E) Above 10,000

6. For how long have you been a customer for commercial bank of Ethiopia?

- A) Less than 1 year
- B) Between 1 year and five years
- C) Between 5 and ten years
- D) Above ten years

7. Do you have any saving account in other banks?

- A) Yes
- B) No

8. Which of the following best describes your saving behavior?

- A) Usually spend more than income
- B) Usually spend as much as income
- C) Save whatever is left over at the end of the month
- D) Save regularly a fixed amount of money.

II. Section two: General knowledge of the customers

1. Which factors do more influence you to become a customer of the bank?

- A) Advertising
- B) Family or friend recommendation
- C) Explanation by bank's employees
- D) Banks branch location/proximity
- E) Better service
- F) Prize and reward
- G) Salary account

2. If your answer for question 1 is advertising, which mode of advertisement more influenced you? (Choice more than one possible)


- A) Television advertisement
- B) Radio advertisement
- C) News paper advertisement
- D) Magazine advertisement
- E) Banners and bill boards
- F) Others

3. Which characteristic of advertisement is more important to you?

- A) Advertisement is being impressive
- B) Advertisement is easy to understand
- C) Advertisement being attention grabbing
- D) Advertisement being memorable
- E) Advertisement being creative

F) Advertisement being honest

III. Advertisement impact assessment

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
Advertisement of commercial Bank of Ethiopia being understandable						
Statements		1	2	3	4	5
1	The advertisement of CBE is easy to understand;					
2	CBE advertising convince me to save;					
3	CBE advertising show clear product categories;					
4	CBE advertising has message clarity.					
CBE's Advertisement is impressive						
5	CBE's advertising inspires me;					
6	CBE advertising is short and brief with good messages;					
7	CBE advertising is continuous					
8	CBE advertising includes all social classes;					
9	CBE advertising uses many media.					
CBE's advertisement is attention grabbing						
10	CBE advertising told on public holidays;					

11	CBE advertising told on social events sponsored by the bank					
12	CBE's advertizing revealed me the risk of extravagancy;					
13	CBE advertising use moral graphics and image.					
CBE's advertisement is honest						
14	CBE advertising source is credible.					
15	CBE advertising fulfill its promises					
16	CBE gives due attention to social responsibilities.					
CBE's advertisement use influential communicators						
17	CBE advertisement is influential because of celebrity endorsement.					
18	CBE advertising use eloquently speaking communicators					
19	CBE advertisement use disciplined communicators					
CBE advertisement has positive effect on customer saving behavior						
20	CBE advertisement create awareness for me amount saving					
21	I refrain from spending more due to CBE's advertisement					
22	I opened saving account in CBE as a result of CBE advertisement					
23	I have regular saving schedule in CBE account.					

Annex -02 Amharic versions of Questionnaires



አዲስ አበባ ዩኒቨርሲቲ

የቢዝነስና ኢኮኖሚክስ ኮሌጅ የንግድ ስራ ትምህርት ቤት ድህረ ምረቃ ፕሮግራም ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

ለደንበኞች የቀረበ መጠይቅ

ይህ መጠይቅ የተዘጋጀው በገበያ አመራር የማስተርስ ዲግሪ የመመረቂያ ፅሁፍ ለማዘጋጀት ሲሆን የጥናቱ ርዕስ “የኢትዮጵያ ንግድ ባንክ ማስታወቂያ በደንበኞች የቁጠባ ልምድ ላይ ያመጣው ውጤት” የሚል ይሆናል። ስለሆነም ለጥናቱ መሳካት ከእርስዎም፣ ከኢትዮጵያ ንግድ ባንክ ደንበኞች የሚገኝ የመረጃ ግብዓት ወሳኝ በመሆኑ ከተሰጡት አማራጮች መካከል ሃሳቤን በትክክል ይገልጻል ብለው ያመኑት አማራጭ አጠገብ የ ”X” ምልክት በማስቀመጥ እንዲመልሱ በትህትና እየጠየቅሁኝ ማንኛውም መረጃ በምስጢር የሚያዝ መሆኑን እገየለወኩ ለመልካም ትብብርዎ በጣም አመሰግናለሁ።

ዱላ ተሬሳ ሹኒ

ተመራቂ ተማሪ

ዲሰትሪክት _____ ቅርንጫፍ _____

ክፍል አንድ:- የግል መረጃ

1. የእድሜ ክልል ፣ 18-30 ከ30-45 ከ45 በላይ

2. የታ ፣ ወንድ ሴት

3. የትምህርት ደረጃ፤ አንደኛ ደረጃ(1-8) ሁለተኛ ደረጃ(9-12) ዲፕሎማ(ቴክኒክና ሙያ)
 የመጀመሪያ ዲግሪ ሁለተኛ ዲግሪ ሦስተኛ ዲግሪና በላይ

4. የስራ ሁኔታ፤ የመንግስት ስራተኛ የግል ስራ መንግስታዊ ያልሆነ ድርጅት
 የግል ተቋም ድርጅት ተማሪ ስራ ፈላጊ

5. አማካይ ወርሃዊ ገቢ በብር፤

- 1. ከ1000 ብር በታች
- 2. ከ1000-3000 ብር
- 3. ከ3001- 6000 ብር
- 4. ከ6001- 10,000 ብር በላይ
- 5. ከ10,000 ብር በላይ

6. ለምን ያህል ጊዜ የባንኩ ደንበኛ ሆነዋል?

- 1. ከአንድ አመት በታች
- 2. ከአንድ አመት እስከ አምስት አመት
- 3. ከአምስት አመት እስከ አስር አመት
- 4. ከአስር አመት በላይ

7. ካሁን በፊት ከሌሎች ባንኮች የሂሳብ ደብተር አልዎት?

- 1. አዎ 2. የለኝም

9. ከሚከተሉት ዉስጥ የቁጠባ ልማድዎን የሚያሳይ የቱ ነዉ?

- 1. ከማገኘዉ ገቢ በላይ እቆጥባለሁ
- 2. የገቢየን ያህል እቆጥባለሁ
- 3. የሚተርፈኝን እቆጥባለሁ
- 4. ሁሌም የተወሰነ ያህል እቆጥባለሁ

ክፍል ሁለት፤ የደንበኞች ጠቅላላ ዕውቀት

1. ከሚከተሉት ውስጥ እዲቆጥቡ ያነሳሳዎት የቱ ነዉ?

- 1. የባንክ ማስታወቂያ
- 2. የቤተሰብ ወይም ጓደኛ ምክር
- 3. የባንክ ሠራተኞች ግንዛቤ መፍጠር
- 4. የባንኩ ቅርንጫፍ ቅርበት
- 5. የተሻለ የባንኩ አገልግሎት
- 6. የባንኩ ሽልማት
- 7. የደመወዝ ቁጠባ

2. የኛ ጥያቄ መልስዎ ማስታወቂያ ከሆነ የትኛዉ በበለጠ ያሳምንዎታል?

- 1. የቴሌቪዥን ማስታወቂያ
- 2. የሬድዮ ማስታወቂያ
- 3. የጋዜጣ ማስታወቂያ
- 4. የመሪዎች ማስታወቂያ
- 5. ታፕላና የማስታወቂያ ሠሌዳ
- 6. ሌሎች

3. ከማስታወቂያ ባህሪ የትኛዉ የበለጠ ለርስዎ ጠቃሚ ነዉ?

- 1. ማስታወቂያ አነቃቂ መሆኑ
- 2. ማስታወቂያ ለመረዳት ቀላል መሆኑ
- 3. ማስታወቂያ ትኩረት ሳቢ መሆኑ
-

4. ማስታወቂያ በቀላሉ ከአእምሮ የማይጠፋ መሆኑ

5. ማስታወቂያ የፈጠራ ችሎታ የሚታይነት መሆኑ

6. ማስታወቂያ እሙን መሆኑ

ክፍል ሦስት፣ የማስታወቂያ ተፅዕኖ ዳሰሳ

የሚከተሉት ጥያቄዎች “የኢትዮጵያ ንግድ ባንክ ማስታወቂያ በደንበኞች የቁጠባ ልምድ ላይ ያለውን ዉጤት” የሚመለከት ነው። ስለሆነም ቀጥሎ በተቀመጠው የነጥብ አሰጣጥ መሰረት የርስዎን የግል ምሌካታ ትይዩ በሚገኘው ሳጥን ውስጥ የ “X” ምልክት ያስቀምጡ።

<p>ይህንን የነጥብ አሰጣጥ ይጠቀሙ!</p>	1	2	3	4	5
	<p>በጣም አልሰማምም</p>	<p>አልሰማምም</p>	<p>ገለልተኛ</p>	<p>እሰማለሁ</p>	<p>በጣም እሰማለሁ</p>

የኢትዮጵያ ንግድ ባንክ ማስታወቂያ በቀላሉ የሚረዱት ነዉ						
ተ.ቁ	መግለጫዎች	1	2	3	4	5
1	የኢትዮጵያ ንግድ ባንክ ማስታወቂያን በቀላሉ እረዳለሁ					
2	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ለቁጠባ አነሳስቶኛል					
3	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ በንኩ ያላቸውን አገልግሎቶች በደንብ የስረዳል					
4	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ መልእክቱ ግልጽ ነዉ					
የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ያነቃቃል						
5	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ የሚቀሰቅስ ነዉ					
6	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ አጭር፣ ግልጽና ጥሩ መልእክት ያዘሌ ነዉ					

7	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ተከታታይነት ያለው ነው						
8	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ መልእክት ሁሉንም የማህበረሰብ ክፍል ያገናዘበ ነው						
9	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ የተለያዩ መገናኛ ብዙኃንን ይጠቀማል						
የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ትኩረት ሳቢ ነው							
10	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ በህዝብ በዓላት ላይ ይገነባል						
11	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ በባንኩ ስፖንሰር በተደረጉት ዝግጅቶች ላይ ይተላለፋል						
12	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ የብኩንነትን ጎጂነት አስተምሮኛል						
13	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ግብረገብ ምስሎችንና ንድፎችን ይጠቀማል						
የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ታማኝ ነው							
14	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ምንጩ ታማኝ ነው						
15	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ቃሉን ይፋ ማል						
16	የኢትዮጵያ ንግድ ባንክ የማህበረሰብ ተጠያቂነት አለው						
የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ተገደ ሰዎችን ይጠቀማል							
17	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ተናጋሪዎች ተሰማሚነት ያላቸው ሰዎች ናቸው						
18	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ በትክክል ይተላለፋል						
19	የኢትዮጵያ ንግድ ባንክ ማስታወቂያን የሚያስተላልፉ ሰዎች መልካም ግብረ ገብ ያላቸው ናቸው						
የኢትዮጵያ ንግድ ባንክ ማስታወቂያ በደንበኞች ቁጠባ ባህል ላይ ውጤት ያመጣል							
20	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ስለ ቁጠባ ግንዛቤ ፈጥሮልኛል						
21	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ገንዘብ ከማወደም እንድቆጠብ አስተምሮኛል						
22	የኢትዮጵያ ንግድ ባንክ ማስታወቂያ የፈጠረልኝን ግንዛቤ በመጠቀም በኢትዮጵያ ንግድ ባንክ የቁጠባ ሂሳብ ከፍቻለሁ						
23	በኢትዮጵያ ንግድ ባንክ ቋሚ የሆነ የቁጠባ እቅድ አለኝ						