

THE EFFECT OF MARKETING MIX ON BRAND EQUITY:

THE CASE OF ETHIOTELECOM

By

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Advisor: - Mesfin Workineh (PhD)

June, 2023

Addis Ababa, Ethiopia

DECLARATION

I, the undersigned, declare that this thesis "The Effect of Marketing Mix on Brand Equity: The Case of Ethiotelecom" is my original work, prepared under the guidance of Mesfin Workineh (Ph.D.). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

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Addis Ababa University,

June 2023

Addis Ababa

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COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE

GRADUATE STUDIES

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Approval

This Thesis Submitted to MA program, School of Commerce, Faculty of Business and Economics, Addis Ababa University in partial fulfillment of the Requirement of Degree of Masters of Art in Business Leadership.

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Table of Contents

Acknowledgment i

Abstract vi

CHAPTER ONE 1

Introduction 1

1.1.Background of the Study 1

1.2. Statement of the Problem 3

1.3.Research Questions 4

1.3.1 Main questions 4

1.3.2 Specific question Research 4

1.4.Objectives of the Study 4

1.4.1.General Objective 4

1.4.2.Specific Objectives 4

1.5.Significance of the Study 4

1.6.Scope of the Study 5

1.7.Limitations of the Study 6

1.8.Organization of the Study 6

1.9.Definition of key Terms 7

CHAPTER TWO 9

REVIEW OF RELATED LITERATURE 9

Introduction 9

2.1. Theoretical Review 9

2.1.1. Brand Equity 9

2.1.2. Elements and Importunate of brand Equity 10

2.1.The effect of brand Equity on profit margins 11

2.2.The components of brand equity 12

2.4.The Empirical Review of Studies 14

2.5.Dimensions of brand equity and Marketing Mix: 15

2.5.1.Product/service 15

2.5.2. Price 16

2.5.3. Place 17

2.5.4. Promotion 17
2.6. Customer Loyalty 18
2.6.1. The Relationship between the Marketing Mix and Customer Loyalty 18
2.7. Hypotheses 20
2.8. Conceptual Framework 20
CHAPTER THREE 21
Research methodology 21
Introduction 21
3.1. Research Approach 21
3.2. Research Design 21
3.3. Data Types and Data Sources 21
3.4. Population of the Study 22
3.5. Sampling Procedure 22
3.6. Data Gathering Instruments 23
3.7. Method of Data Analysis Technique 24
3.8. Reliability and Validity 24
3.9. Ethical consideration 25
CHAPTER FOUR 26
Results and Discussion 26
Introduction 26
4.1. Response rate 26
4.2. Demographic analysis 26
4.3. Descriptive analysis 29
4.3.1 Product 30
4.3.2. Price 31
4.3.3 Place 32
4.3.4 Promotion 33
4.5.5.Brand equity 34
4.4. The relationship between marketing mix strategy and brand equity 35
4.4.1Pearson Correlation Analysis 35
4.5. Explanatory analysis 37
4.5.1. Multiple Linear Regression 37

4.5.2. Assumption test……37
4.5.3. Model Fit……...……...……40
4.5.8. Qualitative Analysis of the interview 42
CHAPTER FIVE 44
Major findings, Conclusion and Recommendation 44
5.1. Summary of major findings 44
5.2. Conclusion…….....45
5.3. Recommendations 47
Reference 49
Annex 53

List of Table

Table 1. Age of respondents 26
Table 2. Gender of the respondents 27
Table 3. Educational level of respondents 28
Table 4. Marital Status of Respondents 28
Table 5. The Current Employment Status of Respondents 29
Table 6. Mean Criteria……..……30
Table 7. Product/Service offered by Ethiotelecom 30
Table 4.8. The Price of Ethiotelecom 31
Table 4.9. Place/location of Ethiotelecom 32
Table 4.10. Promotion/advertisement of Ethiotelecom 33
Table 4.11. Brand equity 34
Table 4.12. Rule of thumb 35
Table 4.13. Correlation analysis of the factor 36
Table 4.14. VIF values to check absence of multicollinearity 40
Table 4.15 Model summary……..……41
Table 4.15. Analysis of Variance (ANOVA) 41
Table 17 Regression coefficient/coefficient Matrix…….……42

List of Figure

Figure 4.1. Regression standardized residual 38
Figure 4.2. Normal P-P Plot of regression standard residual 39

Abstract

The main objective of this study is to investigate the effect of promotional mix element on Brand Equity of Ethiotelecom. This thesis was employed both descriptive and explanatory research design to achieve its objective. The research analyzed by using a descriptive (mean, frequency, standard deviation, percentage) and inferential method like regression, correlation and coefficient. Furthermore, questionnaire method, and key informant interview methods has been employed to collect important data to achieve both general and specific objectives of the study. There were 339 customers, to whom the questionnaires have been administered. The data has been analyzed by using SPSS version 23 (Statistical Package for the Social Sciences) and presented in the form of tables. In the finding it is reported that product, price, place and promotion, have positive and significant effect on Brand Equity. Finally, it was recommended that, to enhance its brand equity, Ethiotelecom may need to focus on other aspects such as quality, innovation, or customer service, as these factors are more likely to influence customer perception and loyalty. Additionally, improving the placement or accessibility of its products or services could also contribute to enhancing brand equity.

Keywords: *Marketing mix, strategy, brand equity, product, price, place and promotion*

CHAPTER ONE

Introduction

1.1. Background of the Study

The telecommunications service in Ethiopia was introduced by Emperor Menelik II in 1894 when the construction of the telephone line from Harar to the capital city, Addis Ababa, was commenced. After that period the interurban network was continued to expand satisfactorily in all other directions from the capital. Many important centers in the Empire were interconnected by lines, thus facilitating long distance communication with the assistants or operators at intermediate stations frequently acting as verbal human repeaters between the distant calling parties. In that particular period, Ethiotelecom had been renamed and restructured through different stages.

Based on the profile of Ethiotelecom, it has undergone the following organizational reform

1890: - Central Administration of Telephone and Telegraph System of Ethiopia

1907: - The central office of Post, Telegraph and Telephone (PTT) System of Ethiopia

1910: - Ministry of Post, Telegraph and Telephone (PT&T)

1952: - The Imperial board Telecommunication of Ethiopia (IBTE)(Recruited promising young Ethiopian to fill various senior positions and carried out and completed the Ethiopianization program in 1973)

1975: - The provisional Military of Socialist Ethiopian Telecommunication Services

1996: - Ethiopian Telecommunication Corporation (ETC)

Currently it is the state-owned telecommunications company in Ethiopia, which has been the sole provider of telecommunications services in the country for several decades. However, with the

recent liberalization of the sector, there are new challenges and opportunities for Ethiotelecom to navigate.

Marketing mix, which consists of product, price, promotion, and place, plays a crucial role in building and maintaining brand equity. Brand equity is a critical factor in the success of any business. It represents the value that a brand adds to a product or service and is a measure of the brand's strength and influence in the market. This research project aims to analyze the effect of marketing mix on brand equity and provide recommendations for Ethiotelecom to improve its brand equity.

The Ethiopian telecommunication corporation for the first time introduced and began work during Menelik the second in 1894. The first telephone line was constructed from Harare to Addis Ababa. Today the firm has nearly 31,131 employees and provides services called mobile, fixed line telecommunication broad band and telebirr services. (httpsi//en.wikipedia.org 2010.)

Historical records indicated that Ras Mekonnen the father of Emperor Haile Sellase I brought the first telephone from Italy in 1898 since then the Ethiopian telecommunication was seen as one of the revenue generation and known by coverage diversification. The Ethiotelecom was one of the state-ownedcorporations in the country.

Ethiotelecom was founded and changed its dimension on 29 November 2012 before eleven years. The chief Executive officer currently in 2023 is Ms. Frehiwot Tamiru and Tefera Derebew is (chairman of the Board. The service giving form has had a revenue of 61.3 billion birr in the year 2022.The Earth Satellite of Ethiotelecom at the norther part of Addis Ababa called Sululta. The Ethiotelecom had been working with ZTE corporation, Huawei Technologies and the Chinese International Telecommunication and construction corporation and upgraded and expanded its services.

To sustain in competitive market, it is essential for business to develop and maintain strong brand image and brand equity. Since, marketing mix is significant tool in relation to concept of brand equity thus this study examines "price, place, promotion, and product" to measure its role in maintaining brand equity.

1.2 Statement of the Problem

According to Ethiotelecom new strategic plan (2022-2025), Ethiotelecom "with a new beginning and a new perspective, began implementing its newly devised three-years LEAD Growth Strategy starting from July 01, 2022, with a vision of providing services beyond connectivity, enabling inclusive growth by providing digital and financial services and simplifying the daily activities of organizations and individuals."

Based on this strategy Ethiotelecom seems they are shifting some areas of business deliberately to accommodate the changing reality by considering the current ongoing market condition and international trends. The strategy will also continue to focus on the most important company asset – employees, to equip them with relevant knowledge and develop high performance culture, with skill that will enable them to grasp and catch up with the telecom industry dynamism, to exploit opportunities arising from development of the industry and cope with the challenges.

However, as the new telecom service providers are coming to the market and unsatisfied need of its customers, Ethiotelecom still need some improvement to continue in the market while by providing standard product and services to keep its brand equity.

As a huge service provider of the telecom services, Ethiotelecom has an obligation to understand customers‟ needs and wants, and to satisfy them by deploying the required services in a timely and efficient manner. However, it is observed that some of the services like internet, data, and some of the value-added services are underutilized. On the contrary, the corporation is unable to satisfy mobile customers (Temesgen, Zelalem, 2010).

In considering the above facts and the absence of adequate study in regard to the marketing mix of Ethiotelecom in relation to brand equity, this study tried to fill the gap by assessing the products/services delivered by Ethiotelecom in meeting the needs of its customers, the price its customers pay for the product/service they get, the distribution channel places, and the effectiveness of promotion on its customers have been examined in relation to its effect on its brand equity.

1.3.Research Questions

1.3.1 Main questions

1) What is the impact of the marketing mix strategy of Ethiotelecom on its brand equity?

1.3.2 Specific question Research

1.1) Does Product/Service have a positive and significant effect on brand equity?

1.2) Does Price have a positive and significant effect on brand equity?

1.3) Does Place have a positive and significant effect on brand equity?

1.4) Does Promotion have a positive and significant effect on brand equity?

1.4.Objectives of the Study

1.4.1. General Objective

The main objective of the study is to assess the effect of Marketing Mix (4Ps) of Ethiotelecom on its brand equity.

1.4.2. Specific Objectives

1) to investigate the effect of product mix on Brand Equity
2) to examine the effect of price on Brand Equity
3) to determine the effect of place on Brand Equity
4) To investigate the effect of Promotion on Brand Equity

1.5.Significance of the Study

The study of the marketing mix (4Ps) of Ethiotelecom is significant for understanding its impact on brand equity. Brand equity refers to the value and strength of a brand in the market, which can influence customer perception, loyalty, and willingness to pay a premium for the brand.

This study is important to create an importance of Knowledge, values and facts on how Ethiotelecom decide to become profitable, promote growth to make strategic marketing decisions.

Furthermore, this research enables the Ethiotelecom marketing division to gain insight into future business and industry trends, get data and analysis in the most cost-effective and flexible way and draw on essential information without being overwhelmed by unnecessary detail which could intern helps managers to look outside of themselves for solutions.

More over understanding the significance of the marketing mix 4Ps in relation to brand equity allows Ethiotelecom to make informed decisions on product development, pricing, distribution, and promotion. By aligning these elements with customer needs and preferences, Ethiotelecom can enhance brand equity, leading to increased customer loyalty, market share, and financial performance. Finally, this research encourages and initiates of other researchers in this area.

1.6.Scope of the Study

The scope of this study of the marketing mix of Ethiotelecom to its brand equity was involved by analyzing the impact of the 4Ps (product, price, place, and promotion) on the overall strength and value of the Ethiotelecom brand in the market. This included examining customer perceptions, loyalty, and willingness to pay a premium for the brand based on these marketing mix elements.

The study was done by gathering quantitative and quantitative data from different regions of Ethiopian including Addis Ababa to meet the objective of the study. The collected data mainly focused on Ethiotelecom's product offerings, including their features, quality, and variety, and assessing how well they meet customer needs and expectations. It also involved pricing strategies to determine if customers perceive the brand as offering fair and competitive prices.

The study also assessed the distribution channels and availability of Ethiotelecom's products or services to evaluate their impact on brand equity. This involved assessing the accessibility and convenience of their offerings and determining if they create positive associations with the brand.

Additionally, this study analyzed Ethiotelecom's promotional activities, including advertising, public relations, and sales promotions, to determine if they effectively communicate the brand's value proposition and differentiate it from competitors. The study assessed if these promotional efforts create positive brand associations and contribute to customer loyalty and preference.

Overall, the scope of the study involved examining how each element of the marketing mix contributes to Ethiotelecom's brand equity and identifying areas where improvements can be made to enhance customer perception, loyalty, and willingness to pay a premium for the brand.

1.7.Limitations of the Study

The limitations of this study include:

1. Limited sample size: The study only gathered data from a small subset of Ethiotelecom's customer base, which may not accurately represent the overall market perception of the brand.
2. Subjective customer perceptions: Customer perceptions of the marketing mix elements and brand equity may vary and be influenced by individual preferences and biases, making it challenging to draw definitive conclusions.
3. Limited generalizability: The finding of this study only is applicable to Ethiotelecom and may not be generalizable to other telecom (such as Safaricom) companies.

In order to mitigate the above-mentioned limitations various mechanisms are employed. Some of them include, the data are gathered from a larger and more diverse sample of Ethiotelecom's customer base specially from different region of Ethiopia to ensure a more representative sample. In addition to this it is also implemented a combination of quantitative and qualitative methods, such as surveys and interviews, to ensure a more comprehensive understanding of customer perceptions and minimize potential bias.

1.8.Organization of the Study

The study is organized in to five chapters. The first chapter deals with introduction part of the study which consists of background of the study, statement of the problem, research questions, objectives of the study, significance of the study, scope of the study, and definition of key terms. The second chapter deals with review of related literature about brand equity, elements of

marketing mix, the effect of brand equity on profit margin, components of brand equity, the empirical review of study and conceptual framework.

The third chapter deals with methodology of the study which includes research approach and design, instrument of data collection, sampling technique, size and data collection procedure, method of data analysis, validity and reliability and ethical consideration. The fourth chapter is about data presentation, analysis and interpretation. Finally, the fifth chapter presents summary, conclusion and recommendations of the study. At last, references, appendix and questionnaire will be annexed.

1.9.Definition of key Terms

Brand equity:

A popular definition of brand equity is that of renowned marketing theorist and Professor David Aacker, who defines brand equity in his book 'Managing Brand Equity' as: "A set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from the value of a current or potential product or service driven by the brand." (Aacker, 1991).

Put simply, brand equity represents the value of a brand. It is the simple difference between the value of a branded product, and the value of that product without that brand name attached to it (Rosenbaum-Elliott, 2015).

Marketing-Mix

According to Stanton (1984), marketing-mix is a combination of four elements—product, pricing structure, distribution system, and promotional activities—used to satisfy the needs of an organization's target market(s) and, at the same time, achieve its marketing objectives.

Product: - a product is anything that can be offered to a market for attention, use or Consumption that satisfies a want or need.

Service: -it is any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything.

Price: - it is the amount of money charge for a product or service, or the sum of the vales, that consumer exchange for the benefits of having or using the product

Promotion: - it is a marketing activity that disseminating information about a service, product, products line, brand, or the company.

Place/distribution: - it is the set of firms and individuals that take title or assist in transferring title to a good or service as it moves from the producer to the consumer.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

This chapter discusses different theories, findings and assumptions concerning the relationship between marketing mix and brand equity. It also exposes the various thought entertained by different scholars in the area under study. This would help benchmarking the previous studies and use same as input for the present study.

2.1. Theoretical Review

2.1.1. Brand Equity

Brand Equity represents and shows the value a brand has had in a product or services it is a terminology in the modern marketing system that can comprises a consumer awareness of a brand the association they make with the brand the way customer and both services offer and producers as an additional cash income which accrues to the branded product more than the unbranded product.

According to (Williams, 202) brand equity is the value of a brand determined by the consumer's perception of its equity and desirability similarly for (shoplift 2022) indicated that brand equity has four dimensions those expressed and determined by the means of brand loyalty brand awareness brand association and persevere quality Each of the following four dimensions offers and provides a value to a farming a numerous way.

For both (Aacker, Elliott and Keller, 2015 brand equity is multi-dimensional and complex concept, but its understanding remains central to a brand fulfilling its competitive potential. Its complexity is demonstrated by a wide range of perceived interpretations and attempted definitions by both academics and professionals. For acker specifically "it is a set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from the value of a current or potential product or service driven by the brand."

Based on the above four scholars' definitions and illustrations given it can be simply said that brand equity can represent and stand for the value of a brand. It can be simply said that the simple difference that exists and happen in between the value of a branded product and the value of the product without that brand name attached or stamped on/to it.

Brand Equity refers to a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent. Different companies, service giving firms and different organizations tend to create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability. According to an Investopedia report "today in the recent world mass marketing campaigns also help to create brand equity. The research publication groups forwarded that when a company has positive brand equity, customers willingly pay a high price for its products, even though they could get that same thing from a competitor for less. From the prospects of customers, need satisfaction and behavior 'brand equity' can be explained as an effect that resulted out of pay a price premium to do business it is to mean and also suggest with a firm they know and admire.

Brand equity in the modern market sciences was directly attached to sales profits and products quality. Consumes were lightly gazed and attracted towards products due to its quality, price durability, color, size, packaging, factory profile, trust in general. The gradual accommodation of all these results brand. The brand of coca cola, Toyota, Apple, Samsung, General Motors, Walmart, Nike, Puma, Adidas, has had long lasted due to their brand that whenever similar product those resembled to new product were released customer buy or own if without any problem it is because of brand.

2.1.2. Elements and Importunate of brand Equity

The marketing and business science shows that brand equity has a few basic computes in general the first thing to be taken in to consideration is that when brand equity comes to our mind the perception a consumer has had towards the good material and product he (she) wants to buy use and need to own the second element can be seen from the perspective of the positive or negative effects a brand has had on the market the third element can be seen and investigated from the direction of the resulting value that a brand equity has had in general on the value if had on market.

The term consumer perception refers to the know how knowledge and the experience that a brand had and the product in which brand equity can and ever could be built consumer perception about brand can be associated with direct cultural need the experience has had with that product and Manu factored material Based on the experience knowledge group choice and having had a very deep need and wants of that product can be positively or negatively effects on the product and brand

There are various brand products those marked on jackets shoes balls T-shirts trouser and shorts the brand has had on advertise meant polling effect on the consumers when brand equity is registered or recorded as positive effect on the brand equity the organization its services and its financials can benefit more that means the positive result of a brand equity signifies benefits profits gains choice preference and those similar categorical on the areas of product and services on the other hand when brand equity is perceived as a negative value or described as a negative the opposite that means consumer or customer ignore the product don't prefer to choose and use the product. In one way or the other ignorance, not selecting the service of freed, not choosing products not using the service given and having not engaged on the brand would be resulted.

2.1.The effect of brand Equity on profit margins

Brand equity has had an effect on profit margins of an organization. When customers are attracted and highly inclined to a level and stage of dealing with quality or prestige to a brand, they perceive that brand's products are being worth more important and valuable than that of (those of) products made produced, fabricated and designed by competitors based on the needs, wants and initiation those happened or took place. At this time customers are very willing to pay more than the expected price or the margins of a sales on products.

In effect, market bears higher prices, for brands those have a high levels of brand equity. The cost of manufacturing a golf shirt, a football player shorts, on their shoes, jackets, trousers brand signs, trademarks and logos were attached, stamped and designed. When it was brought to simple open market it is not having a high value or significant degree of owning value, importance or similar sorts of preferences by the different users or customers.

The effects of brand on profit margin from other prospect can be detailed seen and customers are willing to pay more and they can be charged and asked to pay more amount of money. Higher amount of money and price for a material can be charged for the material for example ‘Nike’, ‘Air’, ‘Adidas’, ‘Puma’ and the so on today’s branded materials.

Customer retention the other angel in which brand equity can affect a profit margin. For example,Apple company that manufactures its products every year with something new and a modified product. Hence customers do not own only one apples product, they purchase and own different products. Customers eagerly anticipated the next release due to the love customers has had for the brand they chose. One can conclude and say that apple enjoys a high customer’s refection due to its brand equity. Retaining exists because of the brand equity if had. Refraining exists and happens due to various reasons, and results profit margins by the lowering of the amount of a business to be spent on marketing to achieve the same amount type and size of sales volume. It costs less to retain an existing customer than to acquire a new one in one way or the other in the business world.

The real-world example of brand equity can be seen and recorded as where brand equity is important when a company wants to expand its products line. Expanding products line was resulted from the choice, preference, respect, loyalty, and trust worthiness of a product by its customers, when brand became new and brings new products customers trust the company and by the new product it shows, exposes and with first existing brand successful precut. When Toyota or Apple releases a new product, the new product would be under the same brand name and brand sign it used before. The positive association and relationship that customers already have with both Apple and Toyota made the companies to strive towards having, producing, bringing new products more than the first one based on their familiar name brand and sign they have had before.

2.2.The components of brand equity

Components of brand equity can be stated for the first time by David Aacker’s model of expressing brand. (Aacker, 1996) classified and divided into five sections as the key components of brand equity. They are brand awareness, brand association, perceived quality, brand loyalty and other proprietary assets.

Brand loyalty for Aaker means when a consumer who truly believers in the value of the brand's offerings that will often make frequent and repeat purchases from the company that instead of switching between brands. The higher the place where brand loyalty indicated that business in stable and consistent and enables the organization to capture a large market share from the global perspective.

Brand Awareness is concerned with the extent to which a brand is known or recognizable to a customer. It is easily place able, identifiable and perceptible by the customer. A brand with high brand equity will sparing to mind when a customer searches for a particular product. This is also termed a brand salience, the brand that occupies a prominent position in consumers' minds or the opinion that was formed by judging based on the creative thinking ability of the consumer.

Brand association deals with the involvement of any king of things those related to brand. Brand association arouse and call forth a positive or negative sentiment on the consumers mind. It was associated to product's functional social or emotional benefits. More broadly, this can be related to the brand's overall image and what consumers associate with that image if consumers associate predominantly positive attributes with the brand the brand possesses high brand equity.

The other part of brand component that was directly associated to brand equity includes patent right, trademarks, and channel or trading partner relationships. These other proprietary assets are vital to ensuring that other brands cannot compete by operating under a similar name or using very similar packaging which may confuse consumers and compete away from a brand's customer base, ground and establishment of foundation.

The way and method how brand awareness can be done by creating a positive, strong and unique brand attributes that consumers well refrain in their minds concerning making an advertisement on different medias, minds concerning making an advertisement on different medias, making an engagement or can be easily said a mutual promise or contact with various communities on social media and creating a viral content through the internet and social media sites.

The mechanism and the method how positioning brand consistently within the market can be applied and taken as the brand's over all culture. It includes beliefs, values and the USPs (Unique Selling Proposition or Unique Selling Point) that remains consistent from the prospect of

consumers stand. Consumers are not doubtful in brand selection in these days vast and large market. The illustrations that resulted and comes to be conscious, consistent and conveyance of brand's core value and meaning relays on the consumers products representation. The core benefits and the supply clarification on what a brand is and is not compared to competition is called the positioning of brand consistently within the existing today's market.

On the other hand, the idea of making and emphasizing positive brand associations can be resulted of strong brand associations that could be crucial in building and creating loyalty towards brand. The ways and system of enhancing the prospects of consumers view brand also indicated and gradually resulted of using innovative and an eye-catching means of advertising, highlighting the core and fun coronal, social or emotional benefits of precuts.

The emphasis of positive brand association ensures that business behind the brand and socially responsible and establishes ethical business practices including the endorsement of celebrity. The other concept that was associated to building a relationship mainly in between the consumer and the brand they prefer and select determines the strength that a brand has had as an equity. It is better good and essential to build and maintain positive relationship with the target segments. It can be done by the management body of a firm in staying in touch with customers via social media, providing excellent customer service at all times by dealing with tracking any kind of negative press or feedback through watching and listening and responding to it.

2.4 The Empirical Review of Studies

Kotler & Armstrong (1989) expressed marketing mix as "the set of controllable marketing many variables that the firm blends to produce the response of wants in the target market". While McCarthy & Perreault (1987) marketing mix is defined as controllable variables used by organizations to satisfy a target market.

On the other hand, brand equity is collection of thoughts, feelings, and attitudes and willingness toward that brand. So, the product is of more value when it is branded than unbranded, and this greater value is referred to as brand equity (Aaker, 1991, 1996; Keller, 1993). Target buyer behaves positively toward the product when the brand equity is significant.

This research will test the mentioned marketing mix strategies and which factors has more affect the brand equity of Ethiotelecom. Six variables are considered as the independent variables: product, price, place, promotion, people, and physical evidence. Brand equity and customer loyalty are also deliberated as the dependent variables.

2.5 Dimensions of brand equity and Marketing Mix:

The impression how the consumers perceive product are significant from the marketing perspective because it will determine the future of the product or services in long term (Ahmed & Butt, 2012). However, same author also argued that it is not necessary that consumers will be comfortable with the product all the time because some may switch the brand just for the change or to experience something new. Further, the study of Armstrong (2013) showed that promotional strategies, distribution pattern, pricing strategies, and product features may drive the consumers to buy different product than usual one.

Borden claims to be the first to have used the term "marketing mix" and that it was suggested to him by Culliton's (1948) description of a business executive as a "mixer of ingredients". However, Borden did not formally define the marketing mix; to him it simply consisted of important elements or ingredients that make up a marketing program (Rafiq and Ahmed, 1995).

McCarthy (1964) refined Borden's (1965) acclaimed concept and defined the marketing mix as a combination of all of the factors at a marketing manager's command to satisfy the target market. He regrouped Borden's 12 elements to four elements or 4Ps, namely product, price, promotion, and place for a marketing manager's command to satisfy the target market. Booms and Bitner (1980) added 3 Ps (participants, physical evidence, and process) to the original 4 Ps to apply the marketing mix concept to services (Goi, 2009).

2.5.1 Product/service

To define a product, we use Kotler's definition (2011) that states that a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler, 2011). Therefore, while developing a service product it is important that

the package of benefits in the service offer must have a customer's perspective (Kushwaha et al., 2015).

The product element of the marketing mix represents the solution that the organization offers to meet the needs and wants of customers. To integrate brand equity into this element, marketers can focus on product differentiation, packaging, design, and quality that align with the brand's values. For example, a brand that emphasizes environmental sustainability may promote eco-friendly packaging and highlight the sustainable materials used in the product.

In addition to this product/service focuses on the features, quality, and variety of products offered by Ethiotelecom. By analyzing how well the company's products meet customer needs and expectations, marketers can determine if the product offerings contribute positively to brand equity. For example, if Ethiotelecom offers innovative and reliable telecommunications services, it can enhance brand equity by being seen as a trusted and reputable brand.

2.5.2 Price

Price could be considered an attribute that must be scarified to obtain certain kinds of products or services (Kushwaha et al., 2015). The service pricing has to become more convenient for the customer's ability, so that he/she can afford it and be convinced by the activity. Also, pricing decisions play a major role in the marketing strategy where the price should be placed in relation to other elements such as product life cycle, sales targets, and market share (Atiq, Khadija, 2012). One study found that, even in an improved economy, 55 percent of consumers say they would rather get the best price than the best brand. Nearly two-thirds say that they will now shop at a different store with lower prices even if it is less convenient. It is five times cheaper to keep an old customer than to acquire a new one. Thus, companies today must shape their value propositions even more carefully and treat their profitable customers well (Kotler, 2011).

The price element of the marketing mix determines the monetary value customers are willing to pay for Ethiotelecom's products or services. By studying pricing strategies, marketers can assess if Ethiotelecom's pricing aligns with customer perceptions of value. If the pricing is perceived as fair and competitive, it can positively impact brand equity, as customers may associate the brand with affordability or high value for money. It also involves setting and adjusting prices to appeal to the

target market. To integrate brand equity into this element, marketers can consider the perceived quality of the brand and charge premium prices to reflect the brand's value. A brand with a strong reputation and positive brand associations may justify charging a higher price than a generic or lesser-known brand.

2.5.3 Place

Kotler and Armstrong (2006), defined place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Jones, (2007) defined place as any way that the customer can obtain a product or receive a service (Owomoyela and Oyeniyi, 2013).

The place element of the marketing mix refers to the channels and methods used to distribute the product to customers. This means it focuses on the distribution channels and availability of products or services. By examining the accessibility and convenience of their offerings, marketers can evaluate if Ethiotelecom's distribution strategy positively affects brand equity. If customers find it easy to access and use Ethiotelecom's services, it can enhance brand equity by creating positive associations with convenience and availability.To integrate brand equity into this element, marketers can select distribution channels that align with the brand's values and reputation. For example, a luxury brand may choose to sell its products only in high-end boutiques to maintain exclusivity and perceived value.

2.5.4 Promotion

Promotion is concerned with any vehicle you employ for getting people to know more about your product or service. Advertising, public relations, point-of-sale displays, and word-of-mouth promotion are all traditional ways for promoting a product. Promotion can be viewed as a way of closing the information gap between would-be sellers and would-be buyers (Jones, 2007). Zeithaml et al. (1995) described promotion as part of a specific effort to encourage customers to tell others about their services (Owomoyela and Oyeniyi,2013).

The promotion element of the marketing mix encompasses all communication activities to create awareness and influence customer perception to support the sale of the product. To integrate

brand equity into this element, marketers can leverage the brand's positive associations, such as its reputation and perceived quality, in advertising and promotional campaigns. By studying promotional activities such as advertising, public relations, and sales promotions, marketers can determine if Ethiotelecom's messaging effectively communicates the brand's value proposition. If promotional efforts successfully differentiate Ethiotelecom from competitors and create positive brand associations, it can contribute to brand equity by building customer loyalty and preference.

2.6 Customer Loyalty

Customer loyalty is described as a customer's repeated visitation or repeat purchase behavior while including the emotional commitment or expression of a favorable attitude toward the service provider.

Numerous studies emphasize the value of customer loyalty to become more significant. It is known that loyal customers' visit frequency is higher and they make more purchases than non-loyal customers. They are also less likely to switch to a competitor brand just because of price and other special promotions and bring in new customers through positive word-of-mouth which can sometimes save a huge amount of expenses for advertising (MyongjeeYoo and Billy Bai, 2013).

2.6.1. The Relationship between the Marketing Mix and Customer Loyalty

The aim of the marketing mix is to identify the needs of the people and met a way that pleases them and then work to keep them for a lifetime of loyalty to the institution (Mohammed Abdel-Rahman Ibomendel, 2008). Marketing, more than any other business function, deals with customers. Perhaps the simplest definition is this one: Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction (Kotler, 2011). Mohammed Ibomendel (2008) believes that telecommunication Companies must focus their attention to the overall marketing mix elements in order to lead to better customer loyalty.

Moreover, the Mohammed Abdel-Rahman Ibomendel (2008) examined actual practices of marketing mix and their impact on customer loyalty at the Palestine Telecommunication Company (Paltel) and this research showed that there is a significant impact of the instruments

that form the marketing mix (specifically, product/service, pricing, promotion, and placing/distribution) on customer loyalty.

Another study examined the elements of marketing mix in relation to brand loyalty in the drug prescription industry (Muthu Kumar, 2009) and the findings show that better product attributes and sales promotion lead to high brand loyalty. Similarly, Kwon (2011) explored the relationship between marketing mix and customer retention for herbal coffee in Malaysia and showcased similar results regarding the importance of the product attributes and promotional activities on customer retention. Interestingly, Kwon (2011)'s analysis did not present a reliable and significant relationship between price or place and customer retention. Moreover, there is also evidence of a strong, positive influence of the marketing mix elements and customer satisfaction on customer loyalty, particularly in terms of customer recommendations (Khoo KhayHool, 2012).

Owomoyela and Oyeniyi (2013) investigated, empirically, the impact of marketing mix element on customer loyalty on Nigerian breweries and found that the original 4Ps have a powerful relationship and effect on consumer loyalty. Also, Kushwaha et al. (2015) examined the context of the 7Ps of service marketing in banking and discovered a statistically significant effect of physical evidence, process, place, and people on aspects that affect the customer's perception.

A different empirical research studied the relationship between services marketing mix and brand equity dimensions. More specifically, Aghaei et al. (2014) investigates the effects of services marketing mix (namely, price, product, place, advertising, physical evidence, process, and people) on four dimensions of brand equity (namely, perceived quality, brand loyalty, brand awareness, and brand association). The outcomes of this research paper demonstrated the strong positive and meaningful relationship between brand equity dimensions and services marketing mix in chain stores - there is a direct and positive relationship between seven mix factors and loyalty to a certain brand.

2.7 Hypotheses

Based on the literature review the following relevant hypotheses are developed to test the relationship between marketing mix 4P and brand equity.

H1: Product/ Service has a positive and significant effect on brand equity.
H2: Price has a positive and significant effect on brand equity.
H3: Place has a positive and significant effect on brand equity.
H4: Promotion has a positive and significant effect on brand equity.

2.8 Conceptual Framework

The marketing mix is a framework used by marketers to create a successful marketing plan. It consists of four main elements: product/service, price, promotion, and place (also known as distribution). When combined, these elements form the marketing mix, which is designed to meet the needs and wants of customers while achieving the organization's goals and objectives.

Brand equity refers to the value that a brand adds to a product or service. It is created by a combination of factors such as brand awareness, brand image, perceived quality, brand loyalty, and brand associations. These factors reflect the outcome of this research of study and used as in investigating the relationship among marketing mix as illustrated below:

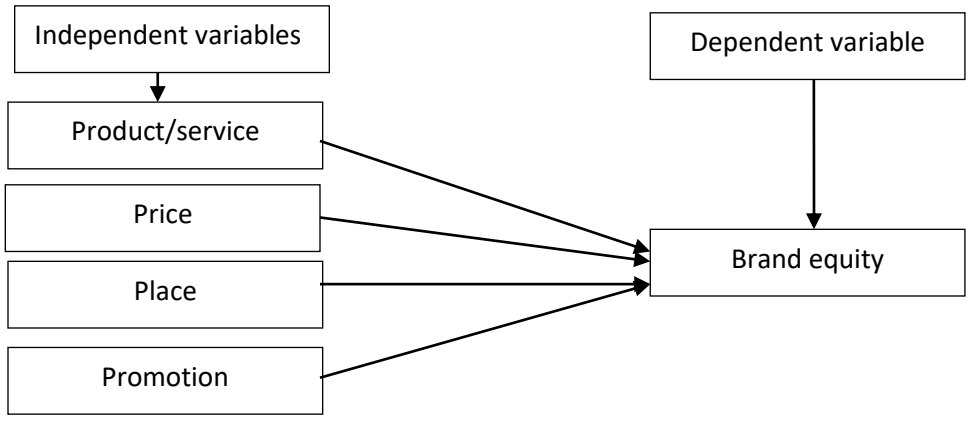


Figure 1 Conceptual Frame work adopted from Mei &Foosiri (2014); Souar, Mahi &Ameur (2015); Ongkowidjoyo (2015)

CHAPTER THREE

Research methodology

Introduction

This chapter discuss about the research methodology that has been employed to achieve the objectives of the study. Under this section the research design, approach, instrument of data collection, sampling technique, sample size, data collection procedure, method of data analysis, validity and reliability and ethical consideration are presented.

3.1 Research Approach

This study applies a mixed research approach to gather in-depth insights on the relationship between marketing mix elements and brand equity from both qualitative and quantitative research methods. Despite this more emphasis is given for quantitative study method to answer the research questions and use some qualitative information to know the general insight of Ethiotelecom marketing mix strategy in relation to its brand equity.

3.2 Research Design

This study dealt with both descriptive research and explanatory method. Data was collected from questionnaire and few interview questions. Some documents were reviewed. The research design that was implemented here was mixed approach. Both quantitative and qualitative approach was implemented.

3.3 Data Types and Data Sources

Standardize and self-administrated questionnaire are the most common method of primary data collection in marketing research and the advantages are simple, manageable, and data consistency. So, primary data was collected along with few secondary data as a supplement to draw meaningful results. Primary data gathering has been done from the subscribers of mobile service using surveys from consumers to understand how Ethiotelecom Marketing Mix (4Ps) strategies affect their perceptions of brand equity in the process of service delivery.

For the secondary data, the company's planning document, books, reports, journal articles, dissertations, websites, newspapers and other published literature have been used to understand the Marketing Mix Strategy formulation process and its result. Data will be collected through online/in person/telephone interview and self-administered questionnaire for the total of 360 mobile service subscribers. The sample size will include consumers from different age groups, genders, and income levels to ensure a diverse range of perspectives.

3.4 Population of the Study

The target population in this study typically consist of individuals from the present customers of Ethiotelecom who are living in different parts of Ethiopia. Mobile user of Ethiotelecom. This samples are selected using random sampling.

The size and composition of the sample population depend on the research objectives and the resources available for data collection and analysis. It is important for the sample population to be diverse and representative of the different demographic groups in Ethiopia, including age, gender, ethnicity, and geographical location. So, that the sample population consists individuals from rural and urban areas of different regions in Ethiopia, as well as different socio-economic backgrounds.

3.5 Sampling Procedure

Sample size

According to Ethiotelecom (2023), it has acquired more than 27.2 million customers, and this is the total population of the study. As Chipeta (2020) Sample size for more than 27.2 million customers populations with 90% confidence level, 5% of margin of error and 0.5 sample proportion is calculated with the use of sample size calculator. The Approximate sample size was 271. For this study however, considering the number of questionnaires to be returned or discarded, the sample size increased to 339.

The formula for determining sample size

The formula for calculating sample size is:

$$n = \frac{N\frac{z^2 p(1-p)}{e^2}}{\frac{z^2 p(1-p)}{e^2} + N - 1}$$

where:

- n is the sample size,
- N is the population size,
- z is the confidence level (in percent, such as 90% = 0.9),
- p is the sample proportion (in percent, such as 50% = 0.5),
- e is the margin of error (in percent, such as 5% = 0.05).

SS= 271

Sampling Technique

The sampling was done randomly selected from different telecom services users like mobile, landline, internet, and data services. Mostly these are selected based on the issues like willingness and the time allotted by the respondents for the collection of information. The Data was collected at various areas of the country i.e. from Addis Ababa, Amhara, Oromia, Southern regional state, Afar, Somalia and Dire Dawa.

Convenience sampling is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study (Creswell, 2003). It might be a little challenging experience but it will fun all the same. To gather the data, 360 questionnaires were prepared and administered to the sample study and339 questionnaires were properly filed out and returned for the analysis purpose.

3.6 Data Gathering Instruments

This research work used three types of instruments questionnaire, interview, and documents those analyzed. We used a descriptive analysis method to assess the impact of the marketing mix elements on brand equity using a questionnaire that was developed according to the definitions studied, as well as previous studies, articles, and literature review. The final questionnaire

consisted of ten sections. The first section of the survey contained questions regarding demographic characteristics of the respondents. In the second section, questions were related to services in terms of Product/Service, Price, Place and Promotion. In the rest of the other sections of the survey, we tested the marketing mix factors using five-point Likert scales.

3.7 Method of Data Analysis Technique

The collected data was analyzed both quantitatively and qualitatively. The data that was taken from those who filled questionnaire, interview and document analysis by using SPSS- 26 version by the help of mean, standard Deviation, correlation, and regression analysis whereas the data obtained from the interview and document analysis were analyzed qualitatively.

3.8 Reliability and Validity

Validity refers to the extent to which the measurement instrument actually measures what it intended to measure. It is used to suggest determining whether the findings are accurate from the standpoint of the researcher, the participant, or the readers an account (Creswel, 2003).

As Kothari (2014), validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Hence, regarding validity, the questionnaires were given a panel of experts, colleagues and thesis advisor who could judge the appropriateness of the questionnaire to measure important aspects of the study. Peer discussion with other researchers was also conducted since it is another way of checking the appropriateness of questions. Moreover, copies of the questionnaire were distributed to thirty respondents as a pilot test. Based on the feedback, issues which are suggested were re phrase d and others were scrapped from the list of items as suggested by the experts.

Reliability has to do with the accuracy and precision of a measurement procedure. Cronbach's alpha is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability of the instrument. According to statistical interpretation, the closer the reading of Cronbach's Alpha to digit 1, the higher the reliability is in internal consistency. In general, reliabilities less than 0.60 are considered to be poor, those in the 0.70 range, acceptable and those over 0.80 good. Therefore, Cronbach's Alpha was calculated to test the reliability of the research instrument. Accordingly, the calculated Cronbach's Alpha result shows that there was internal

consistency in measuring the required inquiry of product, price, place and promotion. Hence the Cronbach's alpha for above mentioned variables were 0.724, 0.716, 0.810 and 0.792respectively.

3.9 Ethical consideration

The ethical issues in this study reflects that interview, questionnaire filling and analysis of documents were done only for academic purpose. The personal confidentiality of information's private matters was kept secret and not exposed or transferred to other third party. The research work was due to achieve academic purpose it was confidential.

CHAPTER FOUR

Results and Discussion

Introduction

This chapter presents the results of the investigation by the researcher based on the methodology stated in chapter three. It includes the general background of the respondents and detailed discussion of the specific objectives, analysis of descriptive statistics, and correlation and regression analyses through SPSS version-23.

4.1 Response Rate

The data was required to achieve and fulfill this study went through by dispatching 360 questionnaire and 339 individuals properly filled the question are and this result was showing that 94.16% response rate is very good and more than needed and expected. This rate concurs with Mugenda and Mugenda (2003) who explains that for hypothesis a response rate of half is palatable for examination and reporting, 60% is extraordinary and a response rate of 70% is tremendous, thus 94.1% was surprising for an examination.

4.2 Demographic Analysis

Table 1 Age of respondents

		Frequency	Percent
Valid	From 18-24	37	10.9
	From 25-34	108	31.9
	From 35-44	152	44.8
	From 45-54	30	8.8
	55 and Above	12	3.5
	Total	339	100.0

Source: Own Survey, (2023)

As it can be indicated on the above table out of the total respondents those filled the questionnaire 10.9% (37) of them were at age level in between 18-24. 31.9% (108) of the respondents were in between 25-34, 44.8% (152) of the respondents were at the age level in between 35 to 44. On the other hand 8.8% (30) of the respondents were at the age level of 45 to 54. Finally, the above table shows that 3.5% (12) respondents were in the category of 55 years old and above. The above finding shows that the greater number of respondents shows that 77% means more than three third of the respondents were at the age level of 25 to 44 years old.

The finding shows that the respondents those who took the questionnaire were at the age level in between 25 years old and 44 years old. The result indicated that the participants are those who have an experience maturity better know how of the Ethiotelecom, it's services, products, sales and the overall work in one way or the other. In other words, respondents were in the section and position of offering the necessary information in age wise.

Table 2 Gender of the respondents

		Frequency	Percent
Valid	Male	188	55.5
	Female	151	44.5
	Total	339	100.0

Source: Own Survey, (2023)

As it was illustrated in the above table out the total respondents those who participated in this study 55.5% (188) of those individuals who filled the questionnaire were male and the rest 44.5% (151) were female. This finding shows that the greater number of respondents were male. Male participant while filling the questionnaire were dominating in collecting the necessary data for this study.

Table 3 Educational level of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary Education from grade 1 to 8	21	6.2	6.2	6.2
	High school certificate from 9 to 12	50	14.7	14.7	20.9
	Diploma	149	44.0	44.0	64.9
	Degree	95	28.0	28.0	92.9
	Masters & Above	24	7.1	7.1	100.0
	Total	339	100.0	100.0	

Source: own Survey, (2023)

As it was indicated on the above table out of the total respondents those who filled the questionnaire were 14.7% (50) were high school graduates, 44% (149) of the respondents were diploma holders. Meanwhile (28.0%) 95 of the respondents were degree holders. The rest 7.1% (24) of the respondents were master's degree holder. The above finding shows and indicated that nearly 75% or three fourth of the respondents were in the level of diploma holders and degree holders.

Table 4 Marital Status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	245	72.3	72.3	72.3
	Single	94	27.7	27.7	100.0
	Total	339	100.0	100.0	

Source: Own Survey, (2023)

As it was shown on the above table out of the total respondents 72.3% (245) of the respondents were married and the rest 27.7% (94) of the respondents were single. The above finding indicated that majority of the respondents nearly 75% or three fourth of the respondents were at the level of marriage and one fourth was single.

Table 5. The Current Employment Status of Respondents

		Frequency	Percent
Valid	Full Time Employed	150	44.2
	Part Time Employed	100	29.5
	Self-Employed	43	12.7
	Unemployed	46	13.6
	Total	339	100.0

Source: Own Survey

As it was illustrated in the above table the employment status of the respondents, 44.2% (150) of the respondents were full time employed, 29.5% (100) of the respondents were part time employed, 12.7% (43) were self-employed and the rest 13.6% (46) were unemployed ones. The above finding shows that nearly 50% were full time employed, 30% part time and the rest were self-employed and unemployed ones.

4.3 Descriptive Analysis

In this section of the study, it tried to present the mean and standard deviation of the outcome from the respondents from customers of Ethiotelecom. It's tried to plot the responses of the respondent in descriptive table format as its easier to understand. It contains mean and standard deviation of the response as mean provides the central tendency of the variable while the standard deviation is all about the dispersion of the values of the variables from the mean value.

To determine the minimum and the maximum length of the 5-point Likert type scale, the following mean range criteria is used.

Table 6Mean criteria

No	Mean range	Response options
1	(1,00, 1.80	Strongly disagree
2	1.80, 2,60	Disagree
3	2.60, 3.40	Neutral
4	3.40, 4.20	Agree
5	4.20, 50	Strongly agree

Source: (Al-Sayaadet.al 2006).

4.3.1 Product

Table 7.Product/Service offered by Ethiotelecom

	Mean	Std. Deviation
Ethiotelecom offers High Quality Product/Services	2.51	1.019
Customer is satisfied with the products and services of Ethiotelecom	2.95	1.062
Ethiotelecom provides Customers with distinctive offers after Sale Services	3.62	.969
Ethiotelecom cares about the opinion of its Customers in the development of New Services	2.51	.924
Ethiotelecom provides its Customers with updates about developed Service& Products	3.05	1.135
Overall		

Source: Own Survey, (2023)

As it is clearly shown in the above table the lowest mean value 2.51 is recorded on two items such as item one (Ethiotelecom offers High Quality Product/Services) and item four

(Ethiotelecom cares about the opinion of its Customers in the development of New Services). The mean value is equivalent with response rate of "Disagree" based on our criterion. It implies that Ethio telecom customers are perceived that the company is not providing quality service and not give sufficient care for the openion of its customers.

The highest mean value is 3.65 which is reported on item three stated as "Ethiotelecom provides Customers with distinctive offers after Sale Services". The mean value of the item is correspondent with mean range of "Agree" it implies that customers are rating Ethio telecom after sales service as fine.

The remaining items, item two (Customer is satisfied with the products and services of Ethiotelecom) and (Ethiotelecom provides its Customers with updates about developed Service& Products) have mean values of 2.95 and 3.05. both of the mean values are equivalent with response rate of "Neutral". It implies that customers are not confidentially confirmed that they are satisfied and they gate updated information from Ethio telecom.

4.3.2 Price

Table 8 The Price of Ethiotelecom

	Mean	Std. Deviation
The prices are appropriate compared to the quality of services provided	3.13	.994
The prices are competitive compared to other mobile service provider	2.84	.990
Ethiotelecom provides a high value in relation to the price I must pay	3.13	.952
The price of the product and service is constant throughout the year	3.45	1.014
Overall		

Source: Own Survey, (2023)

Based on the information displayed in the above table the highest mean value from price items is reported on item four stated as “The price of the product and service is low throughout the year” with mean value of 3.45. This mean value is correspondent with response rate of “Agree” based on our criterion. It implies that customers are perceived that the price of the products is constant throughout the year.

Item one and item three (The prices are appropriate compared to the quality of services provided) (Ethiotelecom provides a high value in relation to the price I must pay) have mean values of 3.13 equally. Both of the mean values are equivalent with response rate of “Neutral”. It implies that Ethio telecom should give sufficient attention to balance between the value of product and price charged for it and quality.

The lowest mean value is 2.84 which is recorded for item four with a statement said that “The prices are competitive compared to other mobile service provider”. The mean value on this item is equivalent with “neutral” level of response rate. It implies that customers do not know if the price is compatible with competitors’ price or not.

4.3.3 Place

Table 9. Place/location of Ethiotelecom

	Mean	Std. Deviation
Ethiotelecom has many branches for its customers	2.38	1.071
Ethiotelecom location is appropriate	2.15	.996
Ethiotelecom website is essential base for dealing with and getting enough information	2.84	1.128
Ethiotelecom mobile Applications are well-organized for various and other services	2.65	.980
Signs of Ethiotelecom location are available	2.27	.818
Visual appearance of Ethiotelecom shopping centers is pleasant	2.19	.743
Over all		

Source: Own Survey (2023)

The location and the place where Ethiotelecom services were given according to the mean result shows that (2.38) mean result shows less in its shops, service provision places, the location of sales shop mean result was (2.15) it was very less, and providing enough information through web also have (2.84) mean value and giving well organized services mean result (2.65). The availability of offices, service giving and offering Ethiotelecom shops (2.27) mean result and the appearance of shops mean value indicated that (2.19).

The above place (the situation) where Ethiotelecom, shops service giving offices, sales centers were not placed and founded in a very less brand equity position. The firm was not loyal for its customers the mean results of the location where Ethiotelecom organization indicated that the marketing mix of Ethiotelecom to own customers, to win revenue, to become profitability and got loyalty from its clients.

4.3.4 Promotion

Table 10. Promotion/advertisement of Ethiotelecom

	Mean	Std. Deviation
The advertising campaigns seem very creative	2.28	.730
The promotional SMS messages forwarded by Ethiotelecom are Believable	2.76	.977
I can feel that there is a credibility in the advertisements	2.70	.935
The promotional SMS messages forwarded by Ethiotelecom are Attractive	2.80	1.015
The promotional SMS messages forwarded by Ethiotelecom are Clear and understandable	2.58	.968
Over all		

Source: Own Survey, (2023)

From the items used to construct promotion, the lowest mean value is recorded on item one stated as “The advertising campaigns seem very creative” with mean value of 2.28 which is

equivalent with response rate of “Disagree” based on our criterion. It implies that Ethio telecom is not using creative promotion system to attract customers.

Another lowest mean value is reported on item five stated as “The promotional SMS messages forwarded by Ethiotelecom are Clear and understandable” with mean values of 2.58 which is correspondent with response rate of “Disagree” it implies that customers are not perceived that the promotion system is clear.

4.3.4 Brand Equity

Table 11. Brand Equity

	Mean	Std. Deviation
I would endorse and defend Ethiotelecom image in front of other customers	2.84	.990
Even if there is another brand as good as Ethiotelecom brand, I prefer to keep with Ethiotelecom	2.19	.743
It makes sense to deal with Ethiotelecom instead of any other provider, even if they are the same	2.95	1.062
I would advocate Ethio telecom Brand for others	2.61	.977
Overall		

Source: own survey

4.4 The relationship between marketing mix strategies and Brand Equity

Table 12Rule of thumb

Range of coefficient	Descriptive of strength
±0.8 to ±1.00	Very strong
±0.61 to ±0.8	Strong
±0.41 to ±0.60	Moderate
±0.21 to ±40	Weak
±00 to + ±0.20	No relation

Source: (Bhattacherjee, 2012)

4.6.1 Pearson Correlation analysis

Multiple correlations and the equation describing such a relationship are used when there are two or more independent variables. Pearson correlation was calculated in this context to determine the relationship between independent variables (marketing mix strategies) and the dependent variable (Brand Equity).

Table below presents the results of Pearson correlation on the relationship between dependent and independent variables.

Table 13Correlation Analyses of the Factors.

Correlations

		BE	Product	Price	Place	Promotion
BE	Pearson Correlation	1	.554**	.132*	.156**	.491**
	Sig. (2-tailed)		.000	.015	.004	.000
	N	339	339	339	339	339
Product	Pearson Correlation	.554**	1	-.106	.015	.646**
	Sig. (2-tailed)	.000		.052	.781	.000

	N	339	339	339	339	339
Price	Pearson Correlation	.132*	-.106	1	.025	-.161**
	Sig. (2-tailed)	.015	.052		.650	.003
	N	339	339	339	339	339
Place	Pearson Correlation	.156**	.015	.025	1	.086
	Sig. (2-tailed)	.004	.781	.650		.114
	N	339	339	339	339	339
Promotion	Pearson Correlation	.491**	.646**	-.161**	.086	1
	Sig. (2-tailed)	.000	.000	.003	.114	
	N	339	339	339	339	339

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The results in table above indicate that, there is positive and significant relationship between all independent variables (Marketing mix strategies) and dependent (Brand Equity). Product and brand equity have the highest correlation coefficient ($r = .554$, $p < 0.01$), followed by the correlation coefficient between promotion and brand equity with values of ($r = 0.491$, $P < 0.01$). the third ranked correlation coefficient is recorded between place and brand equity with r value of .156.

According to (hair et al., 2006 cited in Mengistu 2016), the correlation coefficient between each pair of independent variables in the Pearson correlation should not exceed 0.9. This is because the data may be suspected to have serious collinearity problem if the correlation value exceed 0.90. In the table above the highest correlation coefficient is 64 percent between product and promotion and still it is less than 0.90. Hence, it is assumed that there is no multicollinearity problem in this research

4.7 Explanatory analysis

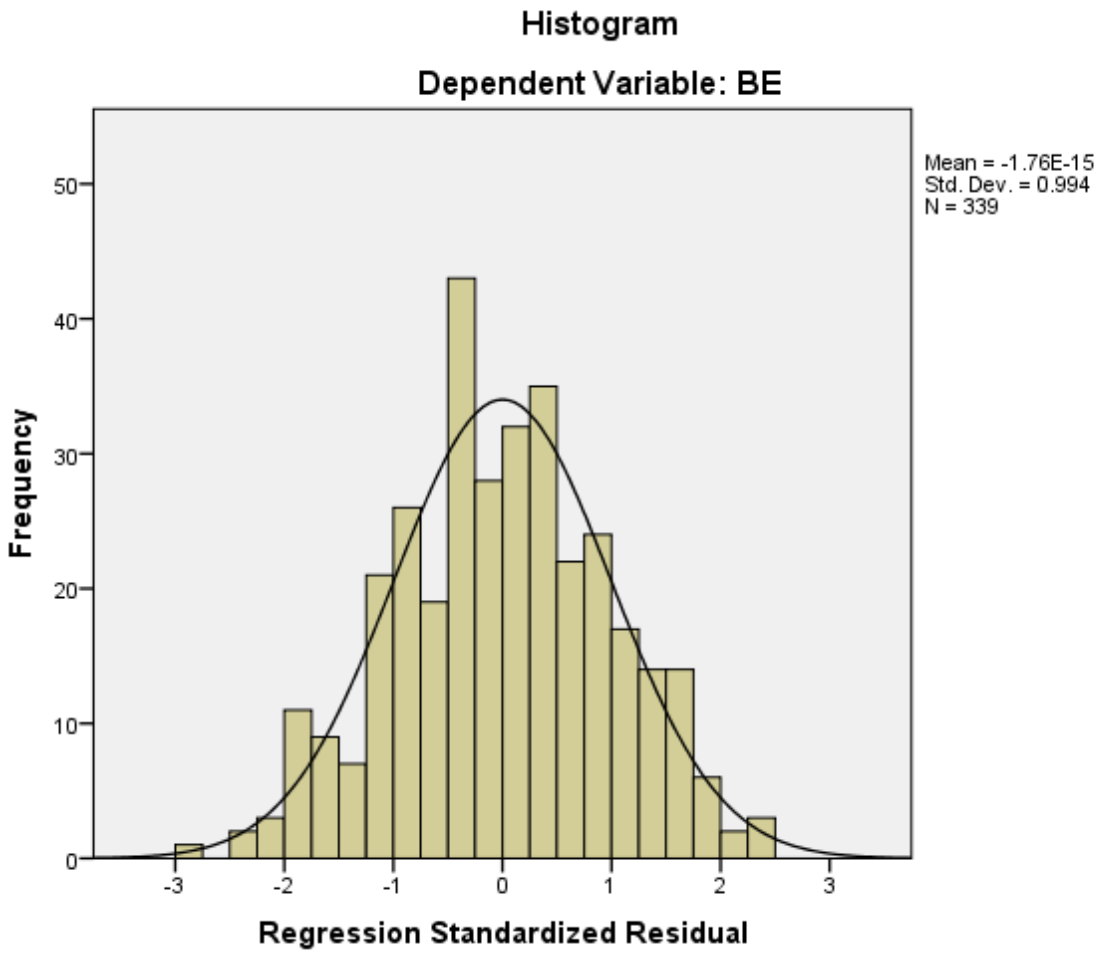
Inferential analysis is concerned with various statistical tests for hypothesis testing in order to evaluate whether validity data can be considered to indicate some conclusion or conclusions. It also has anything to do with estimating population values. The task of interpretation is primarily accomplished through inferential analysis. The main inferential methods used in this study to analyze the relationship between the dependent and independent variables were coefficient and multiple linear regressions.

4.7,1 Multiple linear regression

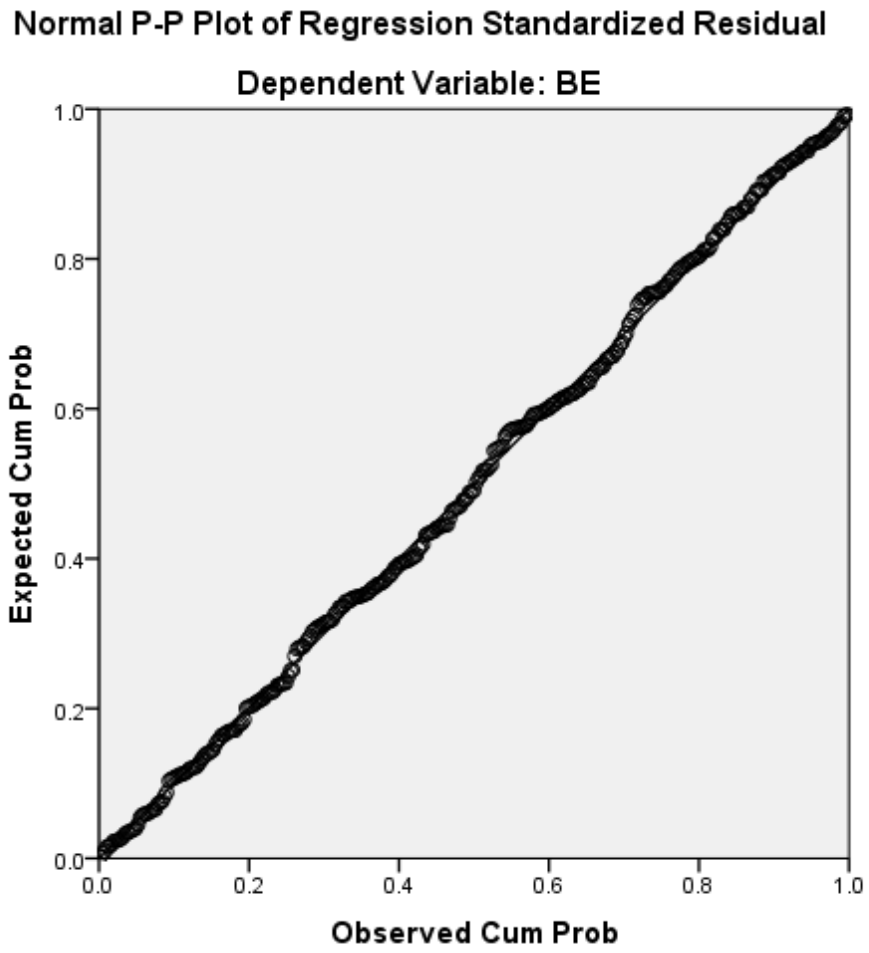
4.7.1 Assumption test

A. Normality assumption

The level of error in the residuals is assumed to be similar at each point in the linear model in multiple linear regressions. Homoscedasticity is the term for this situation. The analyst should plot the standardized residuals against the expected values when examining the data to see if the points are distributed evenly across all independent variable values. The data in this study was plotted on a scatterplot Histogram to test the hypothesis. As shown below, the scatterplot is plotted diagonally, and the histogram also demonstrates that the normalcy condition is met in this case.



Source: SPSS version 23 output, 2023



Source: SPSS version 23 output, 2023

B. Checking absence of multicollinearity using VIF values

Multicollinearity, which arises when the independent variables (explanatory variables) are highly interrelated, should not be present in the data. When independent variables exhibit multicollinearity, determining the precise variable that contributes to the variance in the dependent variable becomes difficult. The Variance Inflation Factor approach is the best way to test for the assumption. The VIF values of all explanatory variables are less than 10, and the all of the VIF are less than 5. As shown in the tables below. It shows that the assumption is not violated.

Table 14VIF values to check absence of multicollinearity

Model		Collinearity Statistics		
		B	Tolerance	VIF
1	(Constant)	.211		
	Price	.210	.972	1.028
	Place	.140	.988	1.012
	Product	.360	.581	1.722
	Promotion	.176	.567	1.763

Source, SPSS version, 23 Output, 2023

C. Checking auto correlation by using Duribn-watson

Even if the concept of autocorrelation is most often discussed in the context of time series data in which observations occur at different points in time can also occur in cross- sectional data when the observations are related in some other way, in our case autocorrelation is checked by calculating Duribn-watson and it is 1.941 which is close to 2 and it indicate that there is no autocorrelation problem.

4.7.2 Model Fit

The most prevalent type of linear regression analysis is multiple linear regression. In this study, multiple linear regression is utilized as a predictive analysis to explain the association between brand equity and marketing mix strategies variables and dimensions. Multiple linear regression is used because it allows the researcher to account for all of these potentially significant features in a single model. The benefits of this method include a more exact and precise understanding of the relationship between each individual aspect and the outcome.

On this study, the equation of multiple regressions was created around two sets of data: dependent variables and independent variables. The primary goal of employing regression equations is to improve the researcher's ability to describe, analyze, predict, and regulate the stated variables.

Table 15model summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.631[a]	.399	.391	.35268	1.941

a. Predictors: (Constant), PROMOTION44, place, price, Product

b. Dependent Variable: BE

The researcher examined the cause and effect relationship between brand equity and marketing Mix strategies using Adjusted R squared in this study. Adjusted R-squared is a variant of R-squared that takes into account the number of predictors in the model. It's utilized in this study because it has the advantage of increasing when a new word improves the model more than would be predicted by chance. When a predictor improves the model by less than expected, it declines. Typically, the adjusted R-squared is positive, not negative. It is always lower than the R-squared. The value of adjusted R2 = .391 means that the total variation in the dependent variable (brand equity) is explained or caused by 39.1 per cent of the change in all independent variables: marketing mix strategy dimensions. The overall model was also significant, tested with the help of ANOVA. The results are given in table below.

Table 16ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.545	4	6.886	55.362	.000[b]
	Residual	41.545	334	.124		
	Total	69.090	338			

a. Dependent Variable: BE

b. Predictors: (Constant), PROMOTION44, place, price, Product

The above ANOVA indicate that the effects of marketing mix strategies are highly significant with f value of 55.362.

Table 17Regression coefficient/coefficient Matrix

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.211	.209		1.006	.315
	Price	.210	.042	.213	4.950	.000
	Place	.140	.049	.123	2.880	.004
	Product	.360	.048	.415	7.456	.000
	Promotion	.176	.040	.247	4.382	.000

Source: own survey, 2023

As shown in the table above, all independent variable coefficients are positive, implying that as the value of the independent variable rises, the mean of the dependent variable (Brand equity) rises as well. For detail analysis product has the largest positive and significant effect on brand equity a B value (= 0.415), at 95 percent confidence level ($p < 0.05$), followed by standardized B values of 0.247 which is between promotion s and brand equity and p value of this coefficient indicate that it is significant at 95% confidence level. The effects of price were also positive and significant (beta = 0.213, $p < 0.05$). the last effect is recorded on place with beta value of .123 and it has p value of 0.004 which is highly significant at 95% confidence level.

4.1.8. Qualitative Analysis of the interview

There were interview questions which were asked for eleven Ethiotelecom customers to give their opinion on the challenges Ethiotelecom. One of the major interview questions presented to the Ethiotelecom customers was what are the critical challenges that Ethiotelecom is facing with regard to its brand equity. One of the interviewees responded that in his opinion, frequent network interruption was a critical challenge to enjoy the Ethiotelecom brand services. He added that customers are unable to use the services they paid for due to frequent network interruptions

usually for political motives and on top of that, Ethiotelecom didn't compensate its customers for the time of interruptions, which is totally unfair. He added his opinion that if strong rival telecom company come, Ethiotelecom may face strong challenge unless it gives more value for its customers by providing quality services that values its customers' money honestly.

The other interviewee also responded that in his belief Ethiotelecom needs to expand its network to associate itself with international telecom brands to be a pioneer in the industry. The other interviewee also expressed his concern that its telebirr services may expose its customers to thieves, and he wanted to know how much Ethiotelecom tightens its security to protect its customers from thieves. Another interviewee also responded that his opinion is on the company's handling of customer satisfaction. Ethiotelecom's internet service is not good, because the internet service is frequently stopping, poor network and poor service. The other interviewee also gave his opinion that Advertising with more SMS messages now and then made him uncomfortable.

Another interviewee also reported she believes that the critical challenges that Ethiotelecom is facing regarding its brand equity are implementation of an innovative valuation process and leveraging of its brand assets to enable growth due to the current foreign currency strap the country is facing and the competition that is arising recently in pertinence to liberalization of the communications sector. Because of the company's monopoly history many people will be loyal till some strong company come and be competitive of the firm brand.

The other interviewee also expressed that the critical challenge is the available Internet is very low. Another interviewee also expressed that in her opinion the Ethiotelecom company has a problem related to advertising system means that less advertisements strategy, and their market strategy need more enhancement as compared to other company. There is also one interviewee who disapprove of the poor service quality and customer handling mechanism of Ethiotelecom. He added that Ethiotelecom constant pre-requirements of VPN while using internet. The other interviewee also criticized Ethiotelecom service is so costly and poor quality and this customer recommended that to minimize challenges of Ethiotelecom, it should compare itself with other international telecom companies.

Chapter Five

Summary of findings, Conclusion and Recommendation

The study's main conclusions, which were deduced from the data gathered in the form of both primary and secondary sources, are summarized in this chapter along with the study's key findings. The chapter also offers recommendations in light of the drawn conclusions.

5.1 Summary of major findings

- The main objective of this study was to investigate the effect of marketing mix on brand equity in the case of Ethio telecom. Four specific objectives were used to guide this inquiry on, such as, to investigate the effect of product strategy on brand equity, to identify the effect of price strategy on brand equity, to determine the effects of place strategy on brand equity and to investigate the effect of promotion strategy on brand equity.
- People of various ages were discovered to be customers of Ethiotelecom, with the majority being between the ages of 35 and 44. It was discovered that most of the respondents have formal education. out of the total respondents who filled the questionnaire, 14.7% were high school graduates, 44% were diploma holders, 28% were degree holders, and 7.1% were master's degree holders. The majority of the respondents, approximately 75%, were either diploma or degree holders.
- With regarding of customer perception of Ethiotelecom's product/services, the finding revealed that the lowest mean values were recorded for high Quality Product/Services and Ethiotelecom cares about the opinion of its customers, indicating that customers do not believe Ethiotelecom offers high-quality products/services and does not care about their opinions in developing new services. The highest mean value was recorded for after-sales service, indicating that customers rate Ethiotelecom's after-sales service as fine. The remaining items had mean values equivalent to a response rate of "Neutral," indicating that customers are not confidently confirmed as satisfied or updated with information from Ethiotelecom.
- Concerning the price of Ethiotelecom, the finding showed that customers perceived Ethiotelecom's prices to be constant throughout the year, with a mean value of 3.45 and a

response rate of "Agree" for constant price though out the year. Customer confident on quality service and value have mean values of 3.13 and a response rate of "Neutral," indicating that customers are not confident in the balance between product value, price, and quality. The lowest mean value of 2.84 is recorded for price competitiveness, indicating that customers are unsure if Ethiotelecom's prices are competitive compared to other mobile service providers.

- In relation to the place/location where Ethiotelecom sell its product and service, the study revealed that, the location and appearance of Ethiotelecom's shops, service provision places, and sales centers have low mean values, indicating a lack of brand equity and loyalty to customers.
- With regard to promotion/advertisement of Ethiotelecom, the finding confirmed that customers perceived Ethiotelecom's advertising campaigns are not very creative, with a mean value of 2.28 indicating disagreement. They also do not find the promotional SMS messages to be clear and understandable, with a mean value of 2.58 indicating disagreement.

5.2 Conclusion

The finding of this research work paved the following conclusive outcomes.

- The conclusion on marketing mix suggests that Ethiotelecom's marketing mix strategy, which includes elements such as product, price, promotion, and place, has not had a significant impact on its brand equity. This could indicate that the company's marketing efforts have not effectively communicated the value and benefits of its services to customers, or that other factors such as the challenges mentioned earlier have overshadowed the impact of the marketing mix strategy.
- The conclusion on the product/service suggests that the product or service offered by Ethiotelecom has no effect on its brand equity. This means that while the product or service may have some positive impact on the brand, it is not significant enough to greatly enhance the overall brand equity. Ethiotelecom may need to further improve and differentiate its product or service offerings in order to have a stronger impact on its brand equity. In addition to this lack of customized products to meet the needs of specific

clients, lack of quality product and service, and lack of concern for customers opinion are main challenges from the aspects of product.

- Ethiotelecom still don't offer a qualified service for its customers and clients based on brand equity marketing mix strategy.
- Based on the finding, it can be concluded that the price of the product/service offered by Ethiotelecom does not have a positive and significant effect on its brand equity. This suggests that customers do not perceive the price as a determining factor in their perception of the brand. Ethiotelecom may need to focus on other aspects such as quality, innovation, or customer service to enhance its brand equity. Totally, high price charged and lack of compatibility of price with the actual value of the products are reported as bottleneck for brand equity. Therefore, it can be concluded that the price of the product/service offered by Ethiotelecom does not have a positive and significant effect on its brand equity. This suggests that customers do not perceive the price as a determining factor in their perception of the brand.
- Ethiotelecom price when compared with the services it provides is not equivalent and there was a mix match in between service given and service charge paid.
- The study also revealed that places/location where Ethiotelecom provide its services are not appropriate for its customers and lacks to contribute to brand equity, therefore it can be concluded that it has no effect on its brand equity. This means that the location or distribution channels of Ethiotelecom have not significant impact on how customers perceive the brand.
- Ethiotelecom do not use appropriate places of shops, service offering centers, markets those suitable for customers.
- The Conclusion on Promotion of Ethiotelecom suggests that the promotional activities of Ethiotelecom, such as advertising, sales promotions, and public relations efforts, have no impact on how customers perceive the brand.
- The promotion, communication and advertisement that attracts the public is still poor and below the standard of this huge public service offering firm.
- All independent variable coefficients are positive, implying that as the value of the independent variable rises, the mean of the dependent variable (Brand Equity) rises as well.

- Product has the largest positive and significant effect on brand equity a B value (= 0.415), at 95 percent confidence level ($p < 0.05$).
- The second largest standardized B values of 0.247 which is between promotion and brand equity and p value of this coefficient indicate that it is significant at 95% confidence level.
- The effects of price were also positive and significant (beta = 0.213, $p < 0.05$). the last effect is recorded on place with beta value of .123 and it has p value of 0.004 which is highly significant at 95% confidence level.
- The value of adjusted R2 = .391 means that the total variation in the dependent variable (brand equity) is explained or caused by 39.1 per cent of the change in all independent variables: (the marketing mix strategy dimensions)

5.3 Recommendation

This part of the research work presents the recommendation part of the study. Based on the findings the following recommendations were forwarded.

- Ethiotelecom needs to improve its marketing mix to win revenue, become profitable, and gain loyalty from its clients.
- The study suggests that Ethiotelecom needs to improve its promotion system to better attract customers.
- To improve brand equity, Ethiotelecom may need to reassess its marketing mix strategy and focus on addressing the critical challenges it faces.
- To enhance its brand equity, Ethiotelecom may need to focus on other aspects such as quality, innovation, or customer service, as these factors are more likely to influence customer perception and loyalty. Additionally, improving the placement or accessibility of its products or services could also contribute to enhancing brand equity.
- To further enhancement its brand equity, Ethiotelecom may consider investing more in promotional activities that effectively communicate the value and benefits of its products or services to customers. This could include targeted advertising campaigns, engaging social media content, and strategic partnerships or collaborations that align with the brand's values and target audience. By effectively promoting its offerings, Ethiotelecom can strengthen its brand perception and increase customer loyalty.

- Ethiotelecom should address its customers by providing qualified services and products for the public.
- The firm should improve the quality, brand and works in strengthening the market mix of the company.
- Ethiotelecom is the huge provider of telecom services in the country. Hence the firm need to work on assigning qualified personals, expertise managers, and technicians in its shops and service offering centers.
- The price could be balanced and become fair for the service offered.
- There could be a balance made in between mutual benefit dealings within Ethiotelecom and the clients of Ethiotelecom.
- The process of service delivery and promotion work could make a balance with need and wants of customers
- Ethiotelecom should go hand in hand with the brand equity change the marketing mix strategy of the global market of the telecom world.
- The marketing mix strategy and process of Ethiotelecom should be revised, changed, modified and up dated from time to time.
- Ethiotelecom can minimize those gaps arose in its employees' skills by providing trainings
- A rapid and in stand response could be given to customers when compliments were raised in maintenance and comments were given.
- Ethiotelecom should revise, intensively assess, make a case study, conduct a research how to bring better marketing mix strategy to address the brand equity of the company.

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Annex

Questionnaire

Study to assess the effect of Marketing Mix of Ethiotelecom to its brand equity

Dear Participant,

My name is Hussein Ahmed, a postgraduate student of Addis Ababa University, School of Commerce. I am conducting a study to assess the effect of Marketing Mix of Ethiotelecom to its brand equity in Addis Ababa. The purpose of this questionnaire is to collect information about consumers perception on the marketing mix practices to brand equity. Your participation in this study is greatly appreciated and will help us better understand the impact of marketing mix of Ethiotelecom on its brand equity. Participation is purely voluntary and no need to write your name. All responses will be kept confidential and anonymous and only be used for academic purpose.

I thank you in advance for offering your time and kind cooperation. If you have any question, please feel free to contact me by the below contact:

Part One: Personal information

Please answer the following questions to the best of your ability.

1. **What is your age?**

A. 18-24 ☐
B. 25-34 ☐
C. 35-44 ☐
D. 45-54 ☐
E. 55 or older ☐

2. **What is your gender?**

A. Male ☐
B. Female ☐

3. **How do you describe your education level?**

A. Elementary education ☐
B. High school certificate ☐
C. Diploma ☐
D. Degree ☐
E. Masters & above ☐

4. **What is your marital status?**

A. Married ☐
B. Single ☐

C. Divorce ☐

5. Which of the following best describes your current employment status?

A. Employed full-time ☐
B. Employed part-time ☐
C. Self-employed ☐
D. Unemployed ☐
E. Student ☐

Please answer the following questions to the best of your ability.

Part Two: - Ethiotelecom Practice of Marketing Mix

1. What marketing mix strategies does Ethiotelecom uses?

A. Product ☐
B. Price ☐
C. Promotion ☐
D. Distribution ☐
E. All of the above mixes ☐

2. How important are the following marketing mix in influencing your perception of Ethiotelecom service?

A. Advertising (TV, radio, print, billboard) ☐
B. Social media presence ☐
C. Celebrity endorsements ☐
D. Sponsorship of events/sports teams ☐
E. All of the above ☐

3. In your opinion, what is the most important factor in building brand equity for Ethiotelecom service?

A. Quality of service ☐
B. Marketing and advertising strategies ☐
C. Customer loyalty and satisfaction ☐
D. Lower price and package service/Tikil☐
E. All of the above ☐

Part Three: - The Product/service

Please rate the following items on the bases of your level of agreement using the scale

1. Ethiotelecom offers high quality product/services
    a. **Strongly agree**☐
    b. **Agree**☐
    c. **Neutral**☐
    d. **Disagree**☐
    e. **Strongly disagree**☐
2. I am satisfied with the products and services of Ethiotelecom
    a. **Strongly agree**☐

b. **Agree☐**
c. **Neutral☐**
d. **Disagree☐**
e. **Strongly disagree☐**

3. Ethiotelecom provides me with distinctive after sale services
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

4. Ethiotelecom cares about my opinion in the development of new services
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

5. Ethiotelecom provides me with updates about developed service & products
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

Part Four: - The People/staff

Please rate the following items on the bases of your level of agreement using the scale

1. The staff is able to provide the required services quickly
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

2. Most of the time the staff is able to answer my inquiries
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

3. The staff is well-trained and know how to deal with customers
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

4. The staff treats me as a valued customer
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

5. Customer complaint handling procedure and its outcome is satisfactory
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

Part Five: - The Price

Please rate the following items on the bases of your level of agreement using the scale

1. The prices are appropriate compared to the quality of services provided
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

2. The prices are competitive compared to other mobile service provider
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

3. Ethiotelecom provides a high value in relation to the price I must pay
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**

e. **Strongly disagree☐**

4. The price of the product and service is low throughout the year
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

Part Six: - The Place/Distribution Mix

Please rate the following items on the bases of your level of agreement using the scale

1. Ethiotelecom has many branches for its customers
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

2. Ethiotelecom location is appropriate
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

3. Ethiotelecom website is essential base for dealing with and getting enough information
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

4. Ethiotelecom mobile apps (eg.telebirr) is well-organized for various service (including paying the bills, buying cards/tikil (Package) and other services)
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

5. Signs of Ethiotelecom location are available
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

6. Visual appearance of Ethiotelecom shopping centers is pleasant
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

Part Seven: - The Promotion Mix

Please rate the following items on the bases of your level of agreement using the scale

1. The advertising campaigns seem very creative
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

2. The advertisements are frequently seen through media such as TV, social medias, radio and billboards
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

3. In general, I can feel that there is a credibility in the advertisements
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

4. Ethiotelecom gives me special offers from time to time (i.e. less pay to call, internet and sms)
    a. **Strongly agree☐**

b. **Agree☐**
c. **Neutral☐**
d. **Disagree☐**
e. **Strongly disagree☐**

Please rate the following items on the bases of your level of agreement using the scale

5. The promotional SMS messages forwarded by Ethiotelecom are:

	Strongly agree	**agree**	**Neutral**	**Disagree**	**Strongly disagree**
5.1 Attractive					
5.2 Convincing and appealing					
5.3 Clear and understandable					
5.4 Motivating to use the product					
5.5 Flexible					
5.6 Psychologically imposing					
5.7 Believable					
5.8 Frequently updated					
5.9 Redundant					

Part Eight: - Brand Image/Awareness

1. It's easy to recognize Ethiotelecom name and logo
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

2. Some characteristics of Ethiotelecom come to my mind quickly
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

3. Ethiotelecom has a differentiated image from other companies
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

Part Nine: - Brand Loyalty

1. I would buy from Ethiotelecom again in the future
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

2. I would recommend Ethiotelecom to other people (i.e.: my friends and relatives) to make their purchases
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

3. I would endorse and defend Ethiotelecom image in front of other customers
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

Part Ten: - Overall Brand Equity

1. It makes sense to deal with Ethiotelecom instead of any other provider, even if they are the same
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

2. If other mobile service providers are not different from Ethiotelecom, I deal with Ethiotelecom in any way, since it seems smarter to purchase
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

3. Even if there is another brand as good as Ethiotelecom brand, I prefer to keep with Ethiotelecom
    a. **Strongly agree☐**
    b. **Agree☐**
    c. **Neutral☐**
    d. **Disagree☐**
    e. **Strongly disagree☐**

4. In your opinion what are the critical challenges that Ethiotelecom is facing with regard to its brand equity?-
    _____
    _____
    _____
    _____

Questionnaire in Amharic

<u>የኢትዮቴሌኮምካለውድርጅታዊብራንድአንጻርየገበያሁኔታውጤትምርመራጥናት</u>

ውድተሳታፊስሜሁሴንአህመድይባላል፡፡በአዲስአበባዩንቨርስቲኮሜርስትምህርትቤትየድህረምረቃተማሪነኝ፡፡በአዲስአበባየኢትዮቴሌኮምየገበያሁኔታውጤትምርመራጥናትንእያካሄድኩኝእገኛለውየዚህመጠይቅዋናአላማየኢትዮቴሌኮምካለውብራንድአንጻርየገበያሁኔታስራዎችበተመለከተደንበኞችያላቸውንእይታመረጃለመሰብሰብነው፡፡በዚህጥናትላይየእርሶተሳታፊነትእጅጉንየሚበረታታነው፡፡እንዲሁምኢትዮቴሌኮምካለውድርጅታዊብራንድአንጻርየሚኖረውየገበያሁኔታተጽዕኖንበበለጠለመረዳትያስችላል፡፡የእርሶተሳታፊነትበፍቀደስለሆነስምዎትንመጻፍአይጠበቅብዎትም፡፡ሁሉምምላሾችበሚስጢርየሚያዙእናለአካዳሚአገልግሎትብቻየሚውልይሆናል፡፡

ጊዜዎትንበመስጠትላደረጉልንትብብርከወዲሁምስጋናዬንአቀርባለው፡፡

ጥያቄካልዎትከዚህበታችበተገለጸውአድራሻእኔንለማናገርአያመንቱ፡፡

ክፍል፡ 1

የኢትዮቴሌኮምየገበያሁኔታስራምንድንነው?

1. ኢትዮቴሌኮምየሚጠቀምየገበያሁኔታስትራቴጂዎችምንምንድንናቸው?
    ☐ሀ) ምርት
    ☐ለ) ዋጋ
    ☐ሐ) ማስታወቂያ
    ☐መ) ማከፋፈያ
    ☐ሠ) ከላይየተጠቀሱትሁሉም
2. ከዚህበታችየተጠቀሰውየሁኔታገበያኢትዮቴሌኮምአልግሎትላይያልዎትንአስተሳሰብላይተጽዕኖምንያህልይጠቅማል?

☐ሀ) ማስታወቂያ (ቴሌቪዥን፣ራዲዮ፣ህትመት፣ማስታወቂያሰሌዳ)

☐ለ) ታዋቂሰዎችንለማስታወቂያነትመጠቀም

☐ሐ) በቴሌቭዥንማሳያዎችላይምርትንማስታዋወቅ

☐መ) የዝግጅቶች/ ስፖርትቡድኖችስፖንሰርነት

☐ሠ) ከላይየተጠቀሱትሁሉም

3. በእርስዎአስተሳሰብለኢትዮቴሌኮምአገልግሎትድርጅታዊብራንድንለመገንባትእጅግበጣምጠቃሚምንድንነው?

☐ሀ) የአገልግሎትጥራት

☐ለ) የገበያእናየማስታወቂያስትራቴጂዎች

☐ሐ) የደንበኛታማኝነትእናእርካታ

☐መ) ዝቅተኛዋጋእናፓኬጅአገልግሎት/ ጥቅም

☐ሠ) ከላይየተጠቀሱትሁሉም

ክፍል 2፡ምርት/ አገልግሎት

ሚዛንንበመጠቀምከዚህበታችየተጠቀሱትንበእርስዎየስምምነትደረጃይመዝኑ

1. ኢትዮቴሌኮምከፍተኛጥራትያለውንምርት/ አገልግሎቶችይሰጣል

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

2. በኢትዮቴሌኮምምርቶች/ አገልግሎቶችእረካለው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

3. ኢትዮቴሌኮምከሸያጭበኃላጥሩአገልግሎትንይሰጠኛል

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

4. ኢትዮቴሌኮምአዲስአገልግሎቶችንበማሳደግረገድአስተያየቴንያከብራል

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

ክፍል 3 ሰዎች / ሰራተኞች

የተሰጠውንሚዛንበመጠቀምበስምምነትዎደረጃመሰረትየሚከተሉትንየመዝኑ

1. ሰራተኞችየሚፈለጉትንአገልግሎቶችበፍጥነትመስጠትይችላሉ

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

2. በአብዛኛውጊዜሰራተኞችጥያቄዎቼንመመለስይችላሉ

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

3. ሰራተኞችብቁስልጠናያላቸውእናከደንበኞችጋርእንዴትመነጋገርእንደሚቻልየሚያውቁናቸው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

4. ሰራተኞችለደንበኝነቴዋጋይሰጣሉ

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

5. የደንበኛየቅሬታአያያዝሂደትእናውጤቱበቂነው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

ክፍል 4

ዋጋ

ሚዛንንበመጠቀምከዚህበታችየተጠቀሱትንበእርስዎየስምምነትደረጃይመዝኑ

1. ከተሰጡትየአገልግሎቶችጥራትአንጻርየሚከፈሉትዋጋዎችተገቢናቸው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

2. ከሌሎችሞባይልአገልግሎትሰጪአንጻርዋጋዎቹተወዳዳሪናቸው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

3. መክፈልከሚገባኝዋጋአንጻርኢትዮቴሌኮምከፍተኛዋጋንያቀርባል

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

4. አመቱንበሙሉየምርትእናአገልግሎትዋጋዝቅተኛነው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

ክፍል 5

ቦታ/ ማከፋፈያሁኔታ

1. ኢትዮቴሌኮምለደንበኞቹብዙቅርንጫፎችአሉት

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

2. ኢትዮቴሌኮምመገኛቦታተገቢነው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

3. ለግብይትእናለበቂመረጃመገኛኢትዮቴሌኮምድረገጽጠቃሚነው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

4. ኢትዮቴሌኮምሞባይልመተግበሪያ (ለምሳሌቴሌብር) ለተለያዩአገልግሎቶች (የአገልግሎትክፍያንለመክፈል፣ካርዶች/ ጥቅል/ ፓኬጅለመግዛትእናሌሎችአገልግሎቶችንለማግኘትበደንብየተደራጀነው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

5. የኢትዮቴሌኮምመገኛምልክቶችአሉ

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

6. የኢትዮቴሌኮምየግብይትማዕከላትሲታዩየሚስቡናቸው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

ክፍል 6

የማስታወቂያሁኔታ

ሚዛንንበመጠቀምከዚህበታችየተጠቀሱትንበእርስዎየስምምነትደረጃይመዝኑ

1. የማስታወቂያዘመቻፈጠራየበዛበትይመስላል

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

2. ማስታወቂያዎቹበሚዲያበኩልማለትምቴሌቪሾን፣ማህበራዊሚዲያዎች፣ሬዲዮእናማስታወቂያሰሌዳበኩልበተደጋ ጋሚይታያሉ፣

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

3. በአጠቃላይበማስታወቂያዎቹስለኩባንያውታማኝነትይታያልጥሩ

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

4. ኢትዮቴሌኮምበየጊዜውልዩስጦታ (ለምሳሌየጥሪ፣ኢንተርኔትእናየአጭርመልዕክትክፍያቅናሽ) ይሰጣል፣

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

5. በኢትዮቴሌኮምየሚተላለፉየማስታወቂያየአጭርመልዕክቶችየሚከተሉትናቸው

	በጣምእስማማለሁ	እስማማለሁ	ድምጸታዓቅቦ	አልስማማም	በጣምአልስማማም
ሀ) የሚስብ	☐	☐	☐	☐	☐
ለ) አሳማኝእናአስደሳች	☐	☐	☐	☐	☐
ሐ) ግልጽእናመረዳትየሚቻል	☐	☐	☐	☐	☐
መ) ምርቱንለመጠቀምየሚያነሳሳ	☐	☐	☐	☐	☐
ሠ) ተለጣጭ	☐	☐	☐	☐	☐
ረ) የስነልቦናጫናንየሚፈጥር	☐	☐	☐	☐	☐
ሰ) የሚታመን	☐	☐	☐	☐	☐
ሸ) በየጊዜውየሚሻሻል	☐	☐	☐	☐	☐
ቀ) ድግግሞሽያለበት	☐	☐	☐	☐	☐

ክፍል 7

ብራንድ

ገጽታ/ ግንዛቤማስጨበጫ

1. በሌሎችተወዳዳሪብራንዶችመካከልየኢትዮቴሌኮምስምእናአርማንበቀላሉለመገንዘብይቻላል፡፡

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

2. አንድአንድየኢትዮቴሌኮምመለያዎችበፍጥነትወዲያውኑይመጣሉ፣

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

3. ኢትዮቴሌኮምከሌሎችኩባንያዎችመለያገጽታአለው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

ክፍል 8

የብራንድታማኝነት

1. አሁንምለወደፊቱከኢትዮቴሌኮምይገዛሉ

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

2. ሌሎችሰዎች (ለምሳሌጓደኞቼእናዘመዶቼ) ግዣቸውንከኢትዮቴሌኮምአንዲፈጽሙእመክራቸዋለው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

3. በሌሎችደንበኞችፊትየኢትዮቴሌኮምመልካምገጽታእንዲጠበቅአደርጋለውእከላከላለው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

ክፍል 9

አጠቃላይድርጅታዊብራንድ

1. ተመሳሳይቢሆንምእንኳንከሌሎችከማንኛውምአገልግሎትሰጪየበለጠግብይቴንከኢትዮቴሌኮምጋርአደርጋለው፡፡

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

2. ሌሎችየሞባይልአገልግትሰጪዎችከኢትዬቴሌኮምአገልግሎትጋርያልተለዩከሆኑለግዢየበለጠጥሩስለሚመስልግብ ይቴንበማንኛውምመንገድከኢትዮቴሌኮምጋርአደርጋለው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

3. ሌላብራንድከኢትዮቴሌኮምብራንድጋርተመሳሳይቢሆንምእንኳንከኢትዮቴሌኮምጋርመቆየትንእመርጣለው

☐ሀ) በጣምእስማማለሁ

☐ለ) እስማማለሁ

☐ሐ) ድምጸታዓቅቦ

☐መ) አልስማማም

☐ሠ) በጣምአልስማማም

4. በእርስዎአስተያየትኢትዮቴሌኮምድርጅታዊብራንድበተመለከተእያጋጠምዎትያሉትአሳሳቢተግዳሮቶችምንምንድን ናቸው፡፡