



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

**The Effect of Branding on Customer Attitude: The Case of
Awash Bank**

Thesis Submitted to

**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN
MARKETING MANAGEMENT**

**By:
Tinsae Girma**

Advisor: Dr. Tewodros Mesfin

June, 2020

Addis Ababa, Ethiopia

ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

**The Effect of Branding on Customer Attitude: The Case of
Awash Bank**

Approved By

Advisor

Signature

Internal Examiner

Signature

External Examiner

Signature

DECLARATION

I, Tinsae Girma Hailu, declare that the thesis entitled “The Effect of Branding on Customer Attitude: The Case of Awash Bank” is my original work. Moreover, this study has not been presented for any other program or university and that all sources of material used have been acknowledged accordingly.

Tinsae Girma

CERTIFICATION

This is to certify that Tinsae Girma has carried out her research work on entitled “The Effect of Branding on Customer Attitude: The Case of Awash Bank” for Partial Fulfillment of the Requirements of the Degree of masters of arts in marketing management at Addis Ababa University School of Commerce. The research is an original work, and it is suitable for submission of Master of Arts in Marketing Management.

Dr. Tewodros Mesfin

ACKNOWLEDGMENT

I thank almighty GOD for helping me in everything and I would also like to thank my advisor Dr. Tewodros Mesfin for his guidance and valuable advice. Finally, I must express my very profound gratitude to my family for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis. This t wouldn't be possible without them.

List of Abbreviations and Acronyms

AB- Awash Bank

SPSS- Statistical Package for Social Science

TPB -Theory of planned behavior

SD – Strongly Disagree

DA-Disagree

N-neutral

A -Agree

SA- Strongly Agree

Abstract

To Study the Effect of Branding on Customer Attitude was the aim of this research: The Case of Awash Bank To investigate such effect, brand elements which was brand name, logo, brand character and slogan have been identified and used within this study. The research is designed as descriptive and inferential and the research approach followed is quantitative. The target population of the study was customers of the four selected Addis Ababa city branches. By using structured questionnaire data was gathered. Different analytical techniques were implemented like Pearson correlation, multiple regressions. The application used to analyze and examine the hypotheses is the SPSS V20. The entire three elements which are brand name, logo and slogan in this study was positively correlated with Customers attitude. The regression result shows that the adjusted R Square value was .555 and this implied that brand elements (predictors) accounts for 55.5% of the variation in customer attitude which is significant and 44.5% are other extraneous variables that can affect customer attitude. Only brand name, logo and slogan are predictors of customer attitude with beta value .258, .272 and .179 respectively that have positive contribution for the variation in customer attitude. Therefore, it is recommended for Awash Bank to fully implement branding principles to increase attract prominent customers as it is one of the competitive advantages banks could have over their competitors' in the industry.

Key words: Brand elements, customer attitude, brand name, logo, brand character and slogan.

Table of contents

Content	pages
Acknowledgment	i
List of abbreviation and acronyms	ii
List of Tables and Figure	v
Abstract	vi
1.CHAPTER ONE.....	1
Introduction	1
1.1. Background of the study... ..	1
1.2. Background of the company.....	3
1.3. Statement of the problem.....	4
1.4. Research question	5
1.5. Research objective.....	5
1.6. Significance of the study	6
1.7. Scope of the study... ..	6
1.8. Operation definition	7
1.9. Organization of the study	7
2.CHAPTER TWO	8
Literature review.....	8
2.1. Brand Meaning and Definition.....	8
2.2. Importance of Branding.....	9
2.3. Elements of a Brand.....	10
2.3.1. Brand Name	10

2.3.2. Logos	11
2.3.3. Slogans.....	12
2.3.4. Characters.....	13
2.4. Concepts of attitude.....	13
2.4.1. Importance of attitude in service marketing.....	14
2.5. The theory reasoned action model.....	15
2.6. The theory of planned behavior (TPB).....	15
2.6.1. Attitude towards behavior.....	16
2.7. Tri-Component Model.....	16
2.8. Review of previous empirical study.....	17
2.9. Conceptual framework.....	24
CHAPTER THREE.....	26
Research Methodology	26
3.1. Research approach	26
3.2. Research Design	26
3.3. Data type and source of data	26
3.4. Data gathering techniques and instrument	27
3.5. Population, sample size and sampling technique.....	27
3.6. Method of data analysis	28
3.7. Reliability and validity	28
3.7.1. Reliability	28
3.7.2. Validity	29
3.7. Ethical consideration	29

CHAPTER FOUR	30
Result and discussion	30
4.1. Reliability and Validity	30
4.1.1 measurement Reliability and Validity for branding.....	30
4.2. Descriptive Statistics.....	31
4.2.1. Response Rate.....	31
4.2.2. Demographic Characteristics of Respondents.....	31
4.2.3. Brand name	34
4.2.4. Logo.....	36
4.2.5. character	37
4.2.6. Brand slogan.....	38
4.3. Correlation Analysis.....	39
4.4. Regression Analysis.....	40
4.4.1. Assumption Testing for Regression Analysis.....	40
4.4.1.1 Normality test	41
4.4.1.2 Multi-collinearity test	41
4.4.2. Multiple Regression analysis.....	42
4.5. Hypothesis test.....	43
CHAPTER FIVE.....	45
Conclusion and Recommendation.....	45
5.1. Summary of Findings.....	45
5.2. Conclusion.....	46
5.3. Recommendation.....	47
Reference.....	49
APPENDEX-1 Questionnaire.....	53
APPENDEX -2 Descriptive output.....	57
APPENDEX -3 Correlation output.....	64
APPENDEX- 4 Regression output.....	65

List of Tables and Figure

	Pages
Figure 2.1. Conceptual Framework.....	25
Table 4.1. Reliability test for branding.....	31
Table 4.2. Response rate.....	31
Table 4.3. Gender of respondents.....	32
Table 4.4. Age group of respondents.....	32
Table 4.5. Educational background of respondents.....	33
Table 4.6. Occupation of respondents.....	34
Table 4.7. Respondents Experience with Awash Bank	34
Table 4.8. Pearson Correlation Analysis	39
Table 4.9. Normality test.....	41
Table 4.10. Multi-collinearity test.....	47
Table 4.12. Regression model summery	47
Table 4.13. ANOVA for Customers Attitude	43
Table 4.13. Hypothesis Result	43

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Branding has been around for hundreds of years to differentiate the products of one producer from those of another (Kevin Lane Keller, 1998). It has been considered a source of competitive advantage in purchasing decision, since customers to attenuate risks, are expected to prefer the stronger brands (Webster Jr., 2004). Brands also create meaningful associations within the minds of consumers which will increase feelings of confidence and loyalty (Doyle, 2006). AMA described a brand as a “name, term, sign, symbol or design, or a mix of them, used to identify the products and services of a supplier or group of suppliers and to make the being unique from competitors” (Keller, 2003:3). It is also promise what benefits the corporate brings to the purchasers so that the connection between customers the company or its business are going to be strong (Chiaraville& Schenck, 2007).

In view of this, Hague (2001) expressed brand in terms of its merits to both companies and customers. Some of the benefit of strong brand image are company gain best prices, the corporate will have demanded products, enhance good flow of data between the corporate and customers, customers are going to be satisfied, and there's an opportunity of opening new business/product.

To customers, brands identify the source or maker of a product and permit customers to assign responsibility on which manufacturers or distributor should be held accountable. most significantly, brands combat special aiming to consumers. due to experience with the merchandise and its marketing program over the years, consumers learn more about brands. They acknowledged which brands satisfy their needs, and which do not. As a result, brands provide a shorthand device or means of simplification for his or her product decisions

(Keller, 1998). If consumers recognized a brand and have some knowledge about it, then they are not going to get engage for a lot of additional thought or processing of data to form a product decision. Thus, from an economic perspective, brands allow customer to lower search costs for products both internally (in terms of what proportion they need to think) and externally (in terms of what proportion they need to seem around). supported what they already realize the brand, its quality, product characteristics, then consumers can make assumptions and form reasonable expectations about what they did not realize the brand.

Attitude is a learned tendency to behave in a way that is pleasant or unpleasant to an object. There is general agreement that the attitude of studied, such an attitude is related to purchasing behavior is formed as a result of direct experience regarding the products, information was obtained verbally from others, or exposure by advertising in mass media, internet and various forms of direct marketing (Schiffman & Kanuk, 2008).

Attitude as one of the internal environmental factors, can affect a person's decision to purchase the product. Consumer attitude is a response or assessment given by consumers consistently, favorable, or unfavorable, positive, or negative, like it or not, agree or not to an object. Attitudes have significance role in making marketing decisions and there is a strong tendency to assume that this attitude as the most powerful factor for predicting the future behavior and can help companies predict product demand and to develop appropriate marketing programs. One's attitude toward the product attributes may vary due to the belief and evaluation of the product attributes. Besides, there are other factors that influence that will ultimately determine his interest in buying a product, namely the external factors are reflected in the individual influence of others on the behavior of the decisions taken, such as family members, other people, peers and vendors (Ramdhan et al, 2012).

The task of attracting consumers' attention is challenging. The noise of branding messages that consumers face is making it more and more difficult to make consumers remember specific messages. Still, at the center of every profit seeking company are the efforts of making the company to be perceived in a positive light and thus, improving consumers' loyalty to brands, the key variable for customer retention in long-term perspective (Amine, 1998). For a company, the value of a brand is of great importance because through a brand, a company can differentiate from its competitors and create value (Aaker, 1991, p.7. As many scholars (Amine, 1998; Dick & Basu, 1994; Aaker, 1991) state, a positive attitude towards a brand is a necessity in creating brand loyalty. Attitude and emotions towards the brand are important, because emotions have been recently recognized as having the most effect in predicting consumer behavior (Johnson & Greyson, 2005). These attitudes and the overall perceived brand image are affected by the consumer's brand experience: how the product makes the consumer feel or the fun experiences the brand provides (Solomon et al., 2010, p. 277-280). The resulting brand experience is a combination of the consumer's feelings, sensations, cognitions and behavioral responses that evoke when interacting with the brand (Brakus et al., 2009). Having an individual, positive experience of the brand leads to emotional bonds and attitudinal commitment (Iglesias et al., 2011; Thompson et al., 2006; Johnson & Grayson, 2005; de Chernatony & Segal-Horn, 2003).

1.2. Background of the company

Bank is a financial institution licensed to receive a deposit and to provide loans. It provides many financial services, such as Wealth management, currency exchange and safe boxes. Generally, Bank is a contemporary source as an organization which provides facilities for acceptance of deposits and provision of loans. Awash Bank is the pioneer in opening its branch in the country. The bank was established after the downfall of military regime and the introduction of free market economy in Ethiopia in 1991. It was established by 486 shareholders, who are considered as founders, with a paid-up capital of birr 24.2 million. After

having licensed on 10 November 1994, the bank started its operation on 13 February 1995. Awash Bank is a bank that has been operating for more than 25 years in a swiftly changing competitive market. It is also the one and only to exceed the three-billion-birr profit margin in the financial year of 2018/19. More importantly, the surge in the deposit level of the bank indicates the rise of public confidences on the bank on the one hand and growing awareness of the general public to use modern banking services on the other hand. As of June 2015, the total branch networks of the bank stood at 279 (City Branch 133 and Outlying Branch 146). Awash Bank S.C provides different banking services. The main services of the bank, among others, are mobilization of deposits, provision of credit services, international banking services, money transfer services and safe deposit services. Awash bank has been using different advertising strategies. It has been disseminating messages about its services using almost all sorts of the advertising media such as broadcast (Television adv., Radio announcement), print (posters and bulletin boards, yellow pages, newspapers, magazines, brochures/flyers), web pages, sales promotion in order to communicate with its customers and to achieve its overall marketing and communication objectives.

1.3. Statement of the problem

Every organization is determined to differentiate their brands and service offerings compared to their competitors. In effect, everybody is trying to have unique features in their brand and affect customers attitude.

Measurement of customers' attitudes helps marketers to bring appropriate changes in their products and service to make them more favorable to the target customers. Results of attitude measurement help marketers to segment markets more effectively. By identifying target customers' attitudes help marketers to develop most appropriate communication strategies, and to devise strategies to bring appropriate changes in their attitudes.

To make decisions, customers must use their mind to analyze their choices. Mostly If customers are not aware of the signals created in their mind they do

not want to reach at a decision. They prefer to wait unless they experience a clear signal in their mind. As a result, the most prevailing mental shortcut that a consumer get easily helps them in their marketing decision is branding (Dr Jane Leighfon, 2012).

Awash bank is the country's leading private bank, however the countries strict financial policy on private banks, favorable marketing environment for governmental banks, stiff competition from other banks, the recent government policy shift to liberalization of the financial industry will be challenging to hold its leading position.

1.4. Research questions

The research focuses on the following key questions:

RQ.1. How does a brand name of Awash bank have an impact on customers attitude?

RQ.2. How does brand logo Awash bank have an impact on customer attitude?

RQ.3. How does brand character used in the marketing of Awash bank has an impact on customer attitude?

RQ.4. How does slogans used in the marketing of Awash bank products has an impact on customer attitude?

1.5. Research objectives

1.5.1. General Objective of the research was to determine the effect of branding on customers attitude of Awash bank customers.

1.5.2 The Specific Objectives: of the research were:

- To measure how much the brand name of Awash bank influence customer's attitude.
- To measure how much the logo of Awash bank influence customer's attitude.

- To measure how much the character of Awash bank influence customer's attitude.
- To measure how much the slogan of Awash bank influence customer's attitude.

1.6. Significance of the study

The financial industry of the country allowed the participation of private banks because of free market economy policy since 1991, Awash bank became the pioneer in private banking industry and became the leading private commercial bank until now. The recent political reform allowed the establishment of Islamic banks and opening the door for foreign banks soon the competition will be stiff. A result the study helps the bank to hold its leading position in the industry and assist to know the most important branding parameter which the base for its acceptance is and enhance customer satisfaction and loyalty level. It also assists managers to know the most important brand image parameter which the base for its acceptance and enhance customer satisfaction and loyalty level. Moreover, the study can help researchers who want to focus on branding in the future.

1.7. Scope of the study

The study focused on customers of Awash bank in Addis Ababa city branches. The sample did not distinguish customer based on their deposits, lending ability and length of term relation with the bank or any other variable. All the brand elements and how they affect customers attitude in different ways are discussed in the study. The study is on the customers of Awash bank using explanatory research design method.

1.8. Operational Definitions

Brand: can be a “word, picture, emblem, or design, it can also be a mix used planned to distinguish products of sellers and to recognize them from competitors' goods and services. Keller (2003)

Branding: a process of creating a favorable name and image of product in the mind of a customer by using advertising techniques.

Brand name: a name that is associated with the product of the service.

Logo: a symbol or figure that identifies the brand.

Brand Mantra: a mantra is a short phrase that communicate descriptive or persuasive information about a brand. (supphellen 2002)

Attitude: in marketing terms a general evaluation of a product of service formed over time. (Solomon 2008).

Cognition: refers to the knowledge, beliefs, and opinions the person has about the attitude object. It is the individual's information and knowledge about an object or concept. (Berkman et. al., 1996).

1.9. Organization of the Study

The research consists five chapters. Chapter one includes introduction which focuses on background of the study, statement of the problem, research questions, purpose of the study, significance of the study, scope of the study, limitation of the study, operational definitions and organization of study. Chapter two discusses about the review of related literatures. This part will give a highlight on the theoretical, empirical and conceptual framework of the topic under study. The third chapter was research methodology which includes population and sampling size, data type and source, data collection, data analysis technique & method and ethical consideration. The fourth chapter focused on results and discussion it covered about measure of reliability and validity, descriptive statistics result of the study, correlation analysis and regression analysis. The last chapter discussed about conclusion and recommendation

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Brand Meaning and Definition

For long period of times branding have been used to differentiate products. The Branding activity has started since medieval times – when craftsmen put signs on their products to distinguish their products from those of others. This trade signing on products protected producers and buyers from lower-quality imitations (Ulla Hakala, 2012).

Brand is a set of good memories in the mind of the customers mind. Standards, thoughts, and personalities components of a brand. It is a mix of functional, sensitive, and reasonable relations and advantages placed on target market's mind. And these advantages are the driving factor for purchasing decision (Joshi, 2013). AMA discuss brand as “name, term, sign, or symbol, or design, or a mix used to differentiate the products of one supplier from others engaged in fierce competition.” From customers side of view, it is the sum of experiences and is established based on relation with customers. A promising brand is an exceptional good enhanced so the customer applies unique added values which can meet their needs. (M.Ghodeswar, 2008).

(Styles, 1997), a brand can be discussed by the following methods. The traditional product plus definition discusses brand as additional to the product. The holistic approach is the other method. This method emphasizes on the brand and goes further from the product. It is also the combination of all the constituents of the marketing components. It can also be discussed as “the commitment of a package of features that someone purchases and get satisfied.

The character that make a brand can be actual or imaginary, normal, or emotional, tangible or intangible”. These features come from all the constituents

of marketing components (Styles, 1997). From the two views the traditional one is related to this study. Because is focused on the effect on customers attitude.

2.2. Importance of Branding

The most typical skill of marketers is their capability to create, maintain, protect, and improve brands of their products or services. Consumers view a brand as a significant part of a product.

For instance, most consumers would see a bottle of white Linen perfume as having extra ordinary quality and expensive product. But the same perfume in unmarked bottle would likely be considered as having lower quality, even if fragrance were the same (Armstrong, 2004). Brand is perceived as a device through which any business can get the business attraction of people and can enjoy the competitive edge. In our local scenario it also considered as an asset for any business as it can change peoples' buying behavior. It can play a vital role to expand any business (Muhammad Ehsan Malik, 2013).

Consumers can purchase without inspecting product features and benefits. Moreover, brands routinely command premium prices, because they are trust marks (Joshi, 2013). Brands allow consumers to quickly recognize a product as one they are familiar with or one, they like (Dr Jane Leighon, 2012). Branding helps consumers in many ways. Brand name helps customer to identify products that might benefit them. Brands also tell the buyer something about product quality (Armstrong, 2004). Buyers who always buy the same brand can feel that the feature, benefit and quality of the products will remain the same each time they buy.

Several perspectives uncover the value of brands to customer to identify the source or maker of a product and allow customer to assign responsibility as to which manufacturer or distributor should be held accountable. Most importantly, brands take on special meaning to customer. Because of experience

with the product and its marketing program over the years, customer learn about the brand.

They found out which brand satisfies their needs, and which do not. Because of this, brands provide a preview or means of simplification for their product decisions. If consumers recognize a brand and have some knowledge about it, then they do not have to engage in a lot of additional thought or processing of information to make a product decision. Thus, from the economic perspective, brands allow consumers to lower search costs for products both internally (in terms of how much they have to think) and externally (in terms of how much they have to look around). Based on what they already know about the brand – its quality, product characteristics and so on – customer can make assumptions and form reasonable expectations about what they may not know about the brand (Armstrong, 2004)

2.3. Elements of a Brand

Brand elements, also dubbed as brand identities, have characters to serve to make it unique and differentiate the brand. The major brand elements are brand names, logos, characters, slogans, and packages.

2.3.1 Brand Name

Brand name is a basically significant because captures the mind mainly associated with the product. Brand name is also the quickest methods of interaction. The time interval for customers to understand marketing interaction can between 30 seconds to long hours, but brand name can be perceived, and its definition recorded in the customers mind. Brand name can closely relate to the product in the memory of customer, and the challenge to customers to make some amendment or alteration in the mind of customers.

H1: Brand name has a positive effect on customer attitude.

2.3.2 Logos

Logos have been directly related with source, possession, and association. Since they are easily displayable, logo and symbols are easily identifiable, and they are the best techniques to recognize products. However, the main concern is how logos have place in mind of the customers and how the customer recalls the brand swiftly. Customers can recognize symbols easily, but it may be difficult to them to link with a specific product or brand. The other benefit of logo is their versatility: since logos are symbolic, it can be easy to update them when it is necessary. Mostly logos are symbolic and don't have definitions they are pertinent and appropriate in a variety of product categories (Keller, 1998).

The study about "The benefit of logos in company's performance" shows that managers must give attention to brand logos as most powerful methods in strengthening of customer- brand relationships. Easily recognizing a product by its logo, will not necessarily initiate customers to put their capital and strengthen their relationship with the product. Logos can be recognized easily. This does not show the figurative and practical advantage or lack to deliver visual indulgence.

The final finding of their study concluded that logos that are symbols have succeeded in unique character conveying advantages than the others that only used brand names. They are also effective in showing the advantage of a product than name and logos mixed hybrids. The results are artistic appearance of logos prevails users interest to the product answers the importance for researchers to study how favorably influence customers. What makes brand names different from logos is they can be easily altered through time to have a modern timely display. Brand's logo can also be used as a method to solve the problem of recognizability. (Keller, 1998).

Since it is the most noticeable element of a brand, it can easily recognizing a brand and it's from other competitors (C.Whan Park, 2012). Logo has been used as a method for answering the problem of identification

H2: *Logo has a positive effect on customer attitude.*

2.3.3. Slogan

Among the different definition of slogan, it is a word used to create an image, identity, or position for a firm to increase the ability to recall. (Supphellen, 2002) defined slogan “a phrases that communicate descriptive or persuasive information about a product”. Because of this a slogan can be a motto, the verbal identity of the firm’s products. Slogans are planned to create a picture, uniqueness of a product, and enhance its remembrance.

Its role in branding can be expressed as written image of the product on memory and easily recallable, is frequent (to surge its recall) and help the customer in recalling the product when they face alternatives(W., 2010).As a result, it assists brands’ selling ability. The model of brand equity, describe slogan as an element of brand identity besides brand name and logo (D.Aaker, 1991).Slogans can transfer the message what the brand and also surge brand awareness and image by acknowledging, remembering and creating positive associations (Dahlen, 2005).

Because of this a slogan can describe a unique definition of a brand. The formulation of a mantra can be in a variety of ways to develop brand equity. mantra is also important to surge brand awareness. slogan used to build brand awareness even more explicitly by creating a prevalent connection between the brands and related product categories by liking the entities in the slogan. Slogan is also helpful in strengthening the brand position. Since they are linked with advertising campaigns and are used as a summary of the providing convincing information displayed in the advertisings.

H3: *Slogan has a positive effect on customer attitude.*

2.3.4. Characters

Characters are a unique type of brand symbol- one that uses human or actual characteristics. First they are familiarized through advertising and can play a major role following advertisements and package designs. Similar to the remaining elements, they can be different types. Characters can be easily seen by many customers at a time.

Characters have different brand equities advantages. Mostly they are attractive and full of imaginary pictures also catches attention. Because of this brand characters are important in creating brand awareness. They are also important in communicating the major product benefits. There must be some precautions in implementing brand characters. They must be modified over time as a result their images and personalities are pertinent to the target market (Keller, 1998).

H4: *Character has a positive effect on customer attitude.*

2.4. The Concept of Attitude

An attitude in marketing concept is defined as an overall assessment of a product or service formed over time (Solomon, 2008). Fishbein (1967) defines attitude as “a learned predisposition of human beings”. Being part of learned tendency human behavior, Kotler (2000) more explains attitude as an individual personal evaluation, emotional feeling attached and action tendency toward some objects or ideas.

Attitudes are vital to customers because they theoretically review a consumer’s evaluation of an object (or brand or company) and represent positive or negative feelings and behavioral tendencies. Marketers’ keen interest in attitudes assumes that they are related to consumers’ purchase behavior. Significant sign supports the main assumption of an association between attitudes and behavior. The attitude-behavior link does not always hold; many other factors can affect behavior. But attitudes are very important to marketers. Attitudes indicate knowledge, feelings and intended action for the given stimulus (Khan, 2006).

Most researchers agree that an attitude has three components; these are affect, behavior and cognition. Affect implies to the way a consumer thinks about an attitude object. Behavior involves the person's intentions to do something regarding an attitude object. Cognition implies to the mind set up of a consumer has about an attitude object. The three components of an attitude can be recalled as the ABC model of attitudes. The model stresses the relation between knowing, feeling, and doing (Solomon et al., 2006).

A customer attitude toward a product or service is influenced by a match of the product or service user image with the customer self-concept (Sirgy et al., 1992; Ekinci and Riley, 2003; Wang and Heitmeyer, 2005). Attitude evolves over time through a learning process which is affected by reference group influences, experience, and personality (Assael, 1981), or it is a general assessment about something, liking or disliking, and the strength of the feelings.

2.4.1. Importance of Attitude in Service Marketing

In service marketing, customer's attitude plays an important role for the marketers. It is one of the most important determinants in buying behavior. Marketers should always be concerned about the service-related issues which directly affect the customer's attitude. A marketer can develop a model for viewing new consumers from the attributes of a satisfied customer. Direct marketing companies create higher response rates by using look-alike modeling based on existing customer's individuals with a positive attitude. Attitudes are developed easily however it is difficult to alter it. The study of attitudes is critical to understanding the motivation and decision strategies employed by consumers. The combined effect of beliefs, attitudes, and behaviors influence how a consumer shows its preference to a product or service. Customers develop relative, convincing marketing messages using the same combination of information, and eventually affect customer's behavior. (Sirgy et al., 1992).

2.5 Theory-of-Reasoned-Action Model

The theory of reasoned action (TORA) is a model for the prediction of behavioral intention, spanning predictions of attitude and predictions of behavior. It was developed to better understand relationships between attitudes, intentions, and behaviors (Fishbein, 1963).

In the work that led to development of the Theory of Reasoned Action, Fishbein distinguished between attitude toward an object and attitude toward a behavior with respect to that object. Fishbein demonstrated that attitude toward the behavior is a much better predictor of that behavior than attitude toward the object at which the behavior is directed (Fishbein and Ajzen, 1975). According to (Schiffman and Kanuk, 2008), the Theory of Reasoned Action (TORA) focus on theoretical constructs concerned with individual motivational factors as determinants of the likelihood of performing a specific behavior. TORA assume the best predictor of a behavior is behavioral intention, which in turn is determined by attitude toward the behavior and social normative perceptions regarding it.

TORA asserts that the most important determinant of behavior is behavioral intention. Direct determinants of individuals' behavioral intention is their attitude toward performing the behavior and their subjective norm associated with the behavior. Attitude is determined by the individual's beliefs about outcomes or attributes of performing the behavior (behavioral beliefs), weighted by evaluations of those outcomes or attributes. Thus, a person who holds strong beliefs that positively valued outcomes will result from performing the behavior will have a positive attitude toward the behavior. Conversely, a person who holds strong beliefs that negatively valued outcomes will result from the behavior will have a negative attitude..

2.6. The Theory of planned behavior (TPB)

While using the term "attitude" to the research of branding, it is necessary to know the formation of consumers' attitudes. Ajzen (1985, 1987, 1991) in the

theory of planned behavior (TPB), proposed adding perceived behavioral control to the analysis of how attitude and behavior are formed.

2.6.1 Attitude towards behavior

Attitudes are most often permanent and stable evaluative summaries about an item are an important psychological construct because they have been found to influence and predict many behaviors (Kraus, 1995; Olson & Zanna, 1993). The term “attitude” is considered into a trio of affection, beliefs, and values, and cognition (Fishben&Ajzen, 1972; Olson & Zanna, 1993). In the affective perspective, the term “attitude” explains the individual’s favorability to objects, events, or other persons (Ajzen, 1991; Fishben&Ajzen, 1972). The cognitive perspective of subjective norms and perceived behavioral control it help individuals to evaluate or judge situational conditions and consequences, such as the possibility or difficulty to implement one behavior (Ajzen, 1991; Bandura, 1977; Fishben & Ajzen, 1972). Limitation of social norms and personal ability can affect the individual’s affections and cognitions and contribute to the final intention of making or not making a specific behavior (Ajzen, 1991). Moreover, beliefs and values provide “cognitive and affective foundations” to the attitudinal determinants in knowing individuals’ considerations of behavioral decisions (Ajzen, 2006, p.7). TPB states attitude toward a behavior as “the amount to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question” (Ajzen, 1991, p. 188). In conclusion, the more favorable the attitude toward the behavior, the stronger will be an individual’s intention to perform the behavior (Ajzen, 1991). In our case, the target behavior is the intention to refer to Awash bank customers and the attitude is toward Awash bank.

2.7. Tri-Component Model

According to tri-component attitude model, attitudes consist of three major components, a cognitive component, an affective component, and a behavioral component. These three components are as follows:

Affective Component: A consumer’s emotions or feelings about a particular product or brand constitute the affective component of an attitude. Emotions

and feelings are evaluative in nature, because of this nature, an individual rate an object either “favorable” or “unfavorable”. When a consumer likes” or dislikes” a product, it is an evaluation based on a vague, general feeling. This is without cognitive information or beliefs about the product. Or, it may be the result of several evaluations of the product’s performance on each of several attributes. Affect laden experiences also manifest themselves as emotionally charged states (e.g., happiness, sadness, shame, disgust, anger, distress, and guilt). Such emotional states may enhance or amplify positive or negative experiences. A consumer’s affective reaction to a product may change as the situation changes. Due to unique motivations and personalities, past experiences, reference groups, and physical conditions, the individuals may evaluate the same belief differently. While feelings are often the result of evaluating specific attributes of a product, they can precede and influence cognitions. In fact, one may like a product without acquiring any cognitive beliefs about the product. Sometimes, our initial reaction to a product may be like or dislike without any cognitive basis for the feeling.

Cognitive Component: The cognitive component consists of a consumer’s beliefs about an object. It includes the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs. The total configuration of beliefs about a brand represents the cognitive component of an attitude towards as product.

Behavioral / Conations Component: This represents one’s tendency to respond in a certain manner toward an object or activity. According to some interpretations, the cognitive component may include the actual behavior itself. In pure marketing terms it relates to the consumer’s intention to buy. That is, behavioral intentions. A series of decisions to purchase or other brand to friends would reflect the behavioral component of an attitude (Sontakki, C.N. 2006).

2.8. Review of Previous Empirical Studies

According to Denmark, (2010) the concept of corporate brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles, and intangibles) and the strategic objectives of the organization to achieve success among competitors. To achieve success on corporate branding, maintaining, and managing the brands image becomes vital to be the market leader. Bickerton, (2003) described as conducting academic and nonacademic researches on the idea that brand claims that the fundamental methods and processes are successful is ambiguous.

The researcher argued that there are floods of branding within the market, therefore uniqueness in the market helps for easy identification and can catch the eye of potential customers. Alizadeh, et al., (2014) described Evaluation of Product and Corporate Branding Strategy: a conceptual framework and concluded that competition within the free market environment has grown to become a crucial one and hence promote for typical branding in order to be easily noticed by consumers. Branding of organizations shows or depicts itself in the culture of the organization representing the intangible aspect of the product. Also, the social, ecological and organizational structure shows the brand of the organization.

In developing the brand of a company, it is vital the organization strategically considers the internal and external factors within and outside the market to make a concrete decision. Hence a feasibility study of the environment is needed to get the perfect picture of the type and kind of brand to develop and should be should easily be modified to suit the changing conditions. One cannot justly affirm the superiority of product banding over corporate branding and vice versa but branding among organizations are moving towards corporate branding.

The expectation and actual satisfaction of customers has been interconnected with the brand image of a product or an organization. There are many literatures

that supports this claim. Through customer satisfaction, consumers build loyalty towards a brand and influence their buying behavior both directly and indirectly. The study described that brand image does not have direct effect on loyalty but when customers are satisfied loyalty can be developed.

Hatch et al., (2001) explain that corporate branding as an organizational instrument and its outcome depends upon achieving to the context in which it is used. Branding and specially, corporate branding can be easily affected by three key elements; organizational culture, organizational vision and the image of the organization. There should be a proper coordination between stakeholders, management, and the employees of the organization to have a wider scope and deliberations about corporate branding and image.

A very good corporate brand inspires confidence on employees, stakeholders who develop association with the organization and glues customers to the brand when they meet it. The researcher emphasized that top managements of organizations never understood the power of branding until recently where organizations have incorporated branding into their strategic goals and competition within the market, individual organizations use branding to distinguish itself from other competitors.

Similarly, Tu et al. (2012) described Corporate Brand Image and Customer Satisfaction on Loyalty: Study of Starbucks Coffee in Taiwan. Tu et al. (2012) described that corporate level branding directly have impacts on customer satisfaction. The result was confirmed by the results of Johnson, Andreessen, Lervik & Cha, (2001); and Davies et al. (2003). In addition, the study found that the level of customer satisfaction adequately influences customer loyalty which was supported by the findings of (Eakuru and Mat 2008; Ogba & Tan, 2009, Johnson, Andreessen, Lervik, & Cha, 2001; Martineau, 1958; and Selnes, 1993).

Uggla (2005) described the strategic positioning of associations that can be created between a corporate brand and units in its surrounding network such

as brands, product categories, persons, places, and institutions. The actual business environment, branding performs multidimensional activities through its multifaceted models. Branding through its model assists organizations to strategically align themselves with other organizations they share similar characteristics with and to a larger extent share the same policy arrangements, corporate goals and objectives and their visions and missions are similar geared toward a common destination.

Branding also informs the type of employees an organization seeks to employ and how they can project the image of the organization (Leitch and Richardson, 2000; Balmer and Dinnie, 1999). Branding may have a percentage of risks which needs to be thoroughly evaluated to see whether it will not overly affect the image of the organization and the loyalty of customers. For instance, using celebrities to brand an organization, a product and the likes inadvertently transfers the negatives of the celebrity to the organization or product they stand for. That is the association of Michael Jordan to NIKE influenced a lot of basketball players and fans to buy into the products of NIKE but a negative image might have affected the brand negatively. In this case, internal and external policies are very much relevant to sustain the organization or product. Saraniemi & Ahonen (2008) described how branding, is utilized in destination branding studies. In the world of tourism, tourists only have lasting and memorable experience when they are delighted or satisfied with the hospitality of the destination visited. However, branding is most integral in drawing tourists to a destination and sets that destination apart from the others. These brandings are in the form of imageries used on websites, unique experiences that are found only at that destination and among others. Shah, et al., (2012) studied the essential of brand image, brand attitude and brand attachment with environmental standards to testify the effect on the consumer purchase purposes.

The result of study inferred that attitudinal formations towards smoking are most formed through the brand of cigarette that are commonly used by the

masses. This implies that, acceptance of brand among customers influences others to purchase the same product based on the trusts and acceptance of other consumers. The study found that smokers give less consideration to the harmful effects that their actions are having on the environment just to gratify their personal desires. Cooper et al. (2009) described that the implementation of corporate branding is to join in the fragmented CSR literature and to fit in the uneven literatures.

Cooper et al. (2009) discussed the use of a long term maintainable corporate social responsibility as a marketing tool to fasten the attention of potential customers. ideally, societies are moved towards organizations that give back to society through their engagement in humanitarian activities like providing healthcare services, organizing empowerment programs for the 23 rural poor, supporting the growth of education and among others. Contributing or shearing a company's benefits with society leads to the creation of brand awareness among potential customers, which translates into customer trust and customer loyalty among individuals in the society.

Dolatabadi et al. (2012) studied the effect of Brand Personality on Product Sale over Brand Equity (Case Study: Cosmetic Products Retailers). Equity distribution through products to customers is important to evolving customer trust and loyalty among potential customers. Equity safeguards influence which is lacking inequality or preferential treatment from customers and ranges the boundaries of customer satisfaction leading customer holding. In the study Dolatabadi et al. (2012) described a substantial relation between product equity and customer loyalty and faith between customers.

Ghodeswar (2008) identify important elements of brand building based on a literature review and case studies of successful brands in India. The study concluded that one major requirement in nourishing brand is communication. Good communication measures make it easy for potential customers to

understand and associate themselves with a brand. Communication eliminates all doubts related with the purpose of a brand and easily creates brand awareness. The study enumerated four stages including positioning of the brand, communicating the brand to the masses, delivering of the brand performance and lastly leveraging the brand equity. Saravanan, (2016) recognized the factors influencing the brand awareness level of Ashok Leyland (Boss) among the customer of TVS in Madurai city. Brand awareness increases sales of a brand which improves brand performance. In the study, BOSS as a product has gained enough brand awareness and it is performing well in the market and loyalty of the product has been on the rise.'

Pattuglia, et al., (2015) extend the authenticity research towards further mass markets (products and services) and to know the effects of consumers' authenticity perceptions on brand image, trust loyalty and premium price. In the era of larger data analysis, the researchers resulted using large amount of data to determine certain variables and their positive effect on products and lack of customers' having full information about a product leads to mistrust among customers and this have been affirmed. (Gilmore and Pine, 2007; Kapferer, 2008; Balmer, 2012a). However, gaining the trust of consumers has a positive attitude on the trustworthiness of brands, the loyalty developed by customers and commitment towards brands (Erdem and Swait, 2004; Chaudhuri and Holbrook, 2001; Garbarino and Johnson, 1999; Morgan and Hunt 1994; Sirdeshmukh et al. 2002) which transcends into developing a successful brand relationships with the open market (Morgan and Hunt, 1994; Urban, Sultan, and Qualls, 2000).

The forces of market elements have big effect on brands originality. More and more people are now seeking brands which do not lose their values as dynamisms and the forces of market begin to affect it through substitute goods, complementary products, other similar and inexpensive products may be the main challenges of the product (Penaloza 2000; Peterson 2005, Beverland, 2005;

Napoli et al., 2014; Molleda, 2010; Balmer, 2012b; Balmer et al., 2009; Balmer, 2012b, Hatch and Schultz, 2001, 2008).

Aberra Adie (2015) conducted a thesis entitled “factors affecting consumers brand preference of dairy products in Addis Ababa outlet shops”. The study was done due to the fact to inform how to design and update marketing and branding of dairy products. The study used descriptive analysis method to analyze the quantitative data gathered in the outlets. The researcher concluded the study brand attributes (product price, quality, taste and brand familiarity), advertisement and sales promotion affect consumers brand preference on dairy products in Addis Ababa.

Amdemichael Asaminew (2014) conducted a study entitled “assessment of brand preference of international vs. local mobile phone brands (the case of Addis Ababa university school of commerce students). The study aims to fill the lack of publication on brand preference of university students, particularly in Addis Ababa. The researcher used one-way ANOVA analysis and independent sample t-test. The conclusion of the research outlines that students of Addis Ababa University School of Commerce are influenced by brand equity dimensions in their brand preference of international mobile brands over the local ones rather than consumer attribute dimensions like new technology applications, product attributes and price.

Kassahun Hailesilassie (2014) conducted a study entitled “determinants of beer brand preference the case of Addis Ababa beer market”. The major theoretical gap to fill by conducting the study was identifying determinant of beer brand preference, which fill the understanding gap on determinants of brand preference, to all breweries in Ethiopia. The study was analyzed through descriptive statistic also factor analysis was used along with exploratory factor analysis and multiple regressions. The study concluded the finding in perception of beer consumer regarding the brand quality is important factor in shaping preference. Also, price and normative influence are insignificant predictors of consumer beer brand preference.

Mohammed Seid (2015) conducted a study in “the impact of branding on consumer buying decision behavior of local leather footwear products”. The researcher aimed on manufacturers and distributors of local footwear products understand the impacts of branding the consumer buying decision behaviors of local leather footwear products. The study used descriptive and inferential statistics methods. The research was concluded on brand name and brand logo has significant impact on consumer buying decision behavior.

2.7. Conceptual framework

The researcher adapts customer-based brand equity framework as a conceptual framework to fit the purpose of the research. As the main purpose of the paper is to assess the impact of branding or, on the consumer attitude of Awash bank services. The researcher purposely excludes other tools which can help to build customer- based brand equity. In order to reap a potential benefit from brands, it is important that marketers know how to build, measure, and manage brand equity. The customer-based brand equity provides that guidance. Building brand equity requires creating a brand that consumers are aware of and with which consumers have strong, favorable, and unique brand associations.

In general, this knowledge building will depend among other on the initial choices of the brand elements or identities making up the brand.

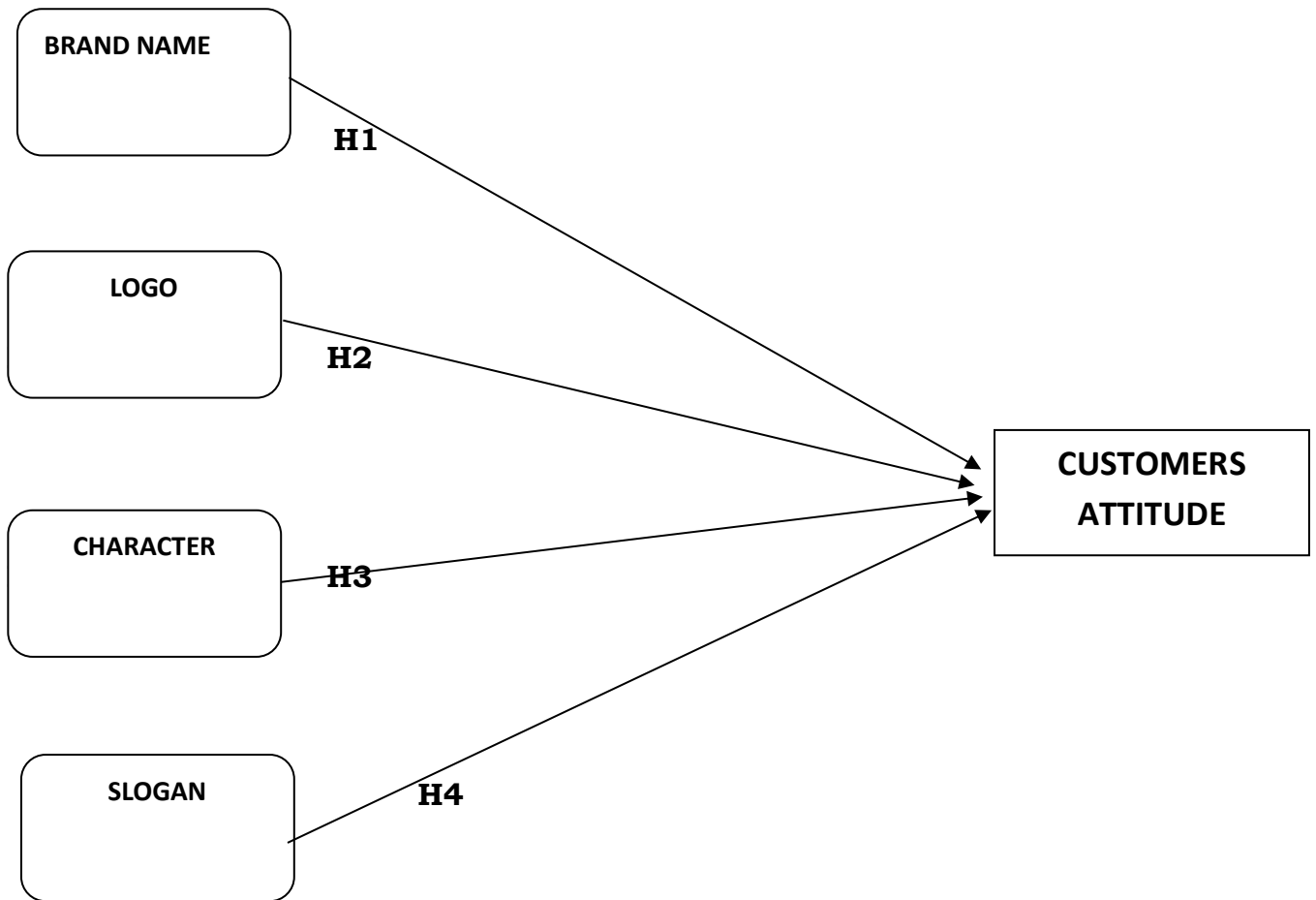


Fig 2.1. Conceptual framework (source; adopted from Aaker, 1991)

CHAPTER THREE

Research Methodology

3.1. Research Approach

Quantitative research is a study that implement of statistical analysis to get results. Its key features include systematic and formal measurement of phenomena and the use of statistics (Geoffrey, 2005). Since this research uses systematic collection and measurement of data as well as application of statistical tools to obtain the findings, it is a quantitative research.

3.2. Research Design

This study aims at understanding the relationship between the dependent and independent variables, which are respectively Customer attitude and Branding. As the study tries to establish the relationship between these two variables, it is Explanatory design. To attain the objectives of the study Explanatory research design were used. Explanatory research has a feature of prior preparation of specific research questions and hypotheses. The goal of Explanatory research is to distinguish any relation between the factors or Variables that relevant to research problem. This study will employee quantitative research method. Quantitative research design method is used to establish and study the relationship between two variables or concepts; therefore, it is used to test a theory. These variables are measured numerically, and the results are analyzed numerically through statistics or graphs. Researchers who adapt this method usually tend to be more deductive in their research approach and tend to follow the positivism epistemological position, where highly structured data collection techniques are used (Creswell, 2014; Saunders, 2016).

3.3. Data Type and Source of Data

The researcher applied primary data for the whole analysis of the study. The information will be gathered through questionnaire from the selected sample of respondents of customers of AB. The data that collected from the respondents through questionnaires is used as primary data. Biggam, (2008) described

primary data as the information that the researcher finds out by him/herself that focuses on a specific topic. The main advantage with this type of data is that it was collect with the research’s purpose in mind. It infers that the information emanating from it is more persistent with the research questions and objectives.

3.4. Data Gathering Techniques and Instruments

The data collection technique was survey questionnaire. A questionnaire, whether it is called a schedule form or measuring instrument, is a formalized set of questions for obtaining information from respondents. Measurements of customer attitude is adopted and modified from the previous studies, the Likert scales are Strongly Disagree, Disagree, neutral, Agree and Strongly Agree. Further, the questionnaire is developed in English consist of 21 questions and it is divided into two sections (Section 1-2). The section 1 is developed to measure general information whilst section 2 is developed to measure basic information.

3.5. Population, Sample Size and Sampling Technique

Target population is defined as special group of people or object selected to answer question to have required data structures and information Hair *et al.* (2010). The target population of this research customers were from four branches of Awash Bank which are Piassa, Bole, Arat Killo and Kebena Branches were selected because they have been in operation for long period of time and have large number of customers which can clearly represent the target population. For a valid representative n_0 is the sample size, Z is the abscissa of the normal curve that cuts off an area α at the tails $(1 - \alpha)$ equals the desired confidence level, e.g., 95%) level of precision e , proportion p of an attribute that is present in the population and q is $1-p$. The value for Z is found in statistical tables which contain the area under the normal curve e.g. $Z = 1.96$ for 95 % level of confidence.

$$Z = \frac{z^2 pq}{e^2}$$

$$n_0 = ((1.96)^2(0.5) (0.5)) / (0.5)^2$$

$n_0=385$

Using the formula of Cochran (1963) we can get the sample size by applying the following calculation. Having 95% confidence level Z to be 1.96 precision of +5 and assuming $p=0.5$ and q is 0.5 applying the figures in the equation the sample size is 385. The 385 customers are used as representative sample size in order to get enough and reliable data. To select the sample size of the study the researcher used non-probability sampling approach particularly convenient sampling technique.

3.6. Method of Data Analysis

After the primary data gathering procedures completed, the collected data was checked through different phases (editing, coding, data entry and data analysis), data was analyzed using SPSS (Statistical Packages for the Social Studies) statistical package which was set at the 0.05 significance level. The level of impact of the branding on customer attitude was determined using the results of questionnaires in terms of brand name, logo, characters, and slogan of Awash bank.

3.7. Reliability and Validity

The goal of any research study was to obtain high-quality, trusted, valid and reliable results (Yilmaz, 2013). Therefore, researchers should ensure that the adopted research methodology meets the defined standards and criteria. Common criteria used to achieve these standards in research methodology are validity and reliability.

3.7.1. Reliability

Reliability defined as the amount to which the methods of data collections techniques or analysis procedures will give consistent results. (Saunders, et al., 2007). The most common technique to use in the literature to assess reliability is Cronbach's alpha. And according to Zikmund et. al., (2010), a Cronbach's alpha score of 0.70 or higher is under a category as enough to measure reliability.

3.7.2 Validity

According to Kothari (2004), it was discussed that validity measure the degree to which the instruments provides enough coverage of the topic. If the measuring technique a representative sample, the detail validity is acceptable. It can be measured by using a panel of persons who are expertise how to judge how well the measuring instrument meets the standards, but it can also express in numbers.

3.8. Ethical Considerations

As the data was collected from the customers by the researcher, the data was collected according to their willing. The study was free from bias. The customers were not invited to write their name and address, to keep and assure their confidentiality. According to Saunders, Lewis and Thornhill, (2001:130), "... ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subject of your work or are affected by it". The data was collected from those of willingness customers without any unethical behavior or forcefully action. The results or a report of the study was used for academic purpose only and response of the participant is confidential and was analyzed in aggregate without any change by researcher. In addition, the work of previous investigations or study was cited appropriately by the researcher.

CHAPTER FOUR

Results and Discussions

The chapter focuses on analyzing and presenting the data collected for the purpose of studying the effect of brand elements on customers attitude. The chapter applied both descriptive and inferential analysis methods. Based on descriptive analysis sample population were used whereas inferential statistics makes inferences about the population using the data from the sample population. The data analysis was undertaken with the help of computer statistics package (SPSS version 20).

4.1. Reliability and Validity

4.1.1 Measure of Reliability and validity for Branding

The reliability and validity tests are measurements that are used to validate the empirical results of the study. According to McDaniel, 2010 reliability is a test that is used to measure the consistency of data and Validity refers to the extent to which a test measures what we wish to measure (Kothari 2004, p 73).

The validity test which are the instruments used to validate the result seen by different expertise that the measurements meet the standard.

The Cronbach's coefficient alpha is a scale that is used to measure the reliability of measures. Alpha coefficient scale is between 0 to 1 and according to the scale the score is higher, it is more reliable. Nunnally, J. & Bernstein, I. (1994) has indicated 0.7 values to be the minimum acceptable reliability coefficient. The value of Cronbach's alpha for Branding used in this study range from 0.732 to 0.935. As it is shown in the table below all the dimensions exhibits a scale that is greater than 0.7 which indicates that the items used to measure Branding are reliable.

Table 4.1. Reliability test for Branding

Variable	No of items	Cronbach's alpha
Brand name	6	0.895
Logo	4	0.889
Brand Character	4	0.745
Slogan	3	0.801

Source: Researcher's Survey 2020

4.2 Descriptive statistics

4.2.1. Response Rate

A total of 385 questionnaires were distributed within the selected five branches and the response rate was indicated in the table below.

Table 4.2- Response rate

Items	Response rate	
	No.	Percent
Sample Size	385	100%
Collected	316	82%
Remain uncollected	69	18%

Source: Researcher's Survey 2020

From the above table, out of 385 distributed questionnaire 316(82%) were collected while 69(18%) of the questionnaire remained uncollected. Moreover, from the collected questionnaire i.e. 316, 11 questionnaires were not filled properly and completely. Therefore, analysis was made based on the responses obtained from 305(316-11) questionnaire.

4.2.2. Demographic Characteristics of Respondents

The major demographic characteristics such as gender, age groups, educational levels, experience of customers with Awash bank, and type of job customer were

disclosed. Gender was included to check whether male or female customers transact more. Age group of respondents was considered to find out the age groups that were dominant in banking service. Educational level was considered in order to find out the customer's level of education(s) that were mostly engaged. Year of customer contact with Awash bank and customer's job were considered to judge the longevity of relationship existed with the Bank and the jobs mostly involved by customers, respectively.

Table 4.3. Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
M	189	61.9	61.9	61.9
Valid F	116	38.1	38.1	100.0
Total	305	100	100	

Source: Researcher's Survey 2020

Out of the sample of 305 respondents, 189 which are 61.9% were males and 116 respondents representing 38.1% of the total respondents were females. As presented in table 4.2, male respondents are greater than female respondents. The customers were also asked to choose their age. This is important for the study to determine the age proportion of Awash Bank. The results presented in the table below.

Table 4.4. Age group of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	92	30.1	30.1	30.1
26-35	98	32.1	32.1	62.2
Valid 36-45	94	30.8	30.8	93
45+	21	6.8	6.8	100
Total	305	100	100	

Source: Researcher's Survey 2020

The findings indicate that 62.2% of the respondents were between 18 to 35 years, 30.8% of the respondents indicated that their age range was 36 to 45 years, 6.8% of the respondents said that their age was over 45 years and above. Majority of the respondents were below 35 years and therefore the customers of Awash bank are mostly young population.

Table 4.5. Educational background of customers

	Frequency	Percent	Valid Percent	Cumulative Percent
High School	57	18.6	18.6	18.6
Diploma	107	35.1	35.1	53.7
Valid First Degree	115	37.8	37.8	91.5
Second degree	26	8.5	8.5	100
Total	305	100	100	

Source: Researcher's Survey 2020

The results on the level of education indicates that 18.6% of the respondents have attained diploma level 35.1% of the respondents said that university was their highest level of education, while 37.8% of the respondents said that they have attained secondary level. The results indicate that majority of the respondents' have attained university level of education and therefore they have knowledge on how branding affect their attitude.

Table 4.6. Occupation of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed	134	43.9	43.9	43.9
Valid Business owner	136	44.6	44.6	88.5
Retired	35	11.5	11.5	90
Total	305	100.0	100.0	

Source: Researcher's Survey 2020

Regarding the job that the respondents participated; 43.9% of the respondents were employees; 44.6% were business owners; 11,5% were retirees. Therefore, most of the customers are employees of different organizations and institutions both in the public and private sectors and business owners in micro, small, medium, and large enterprises.

Table 4.7. Respondents Experience with Awash Bank

	Frequency	Percent	Valid Percent	Cumulative Percent
< 1Year	43	14.1	14.1	14.1
1 -5 Years	129	43.2	43.2	57.3
Valid 6-10 Years	110	36.1	36.1	93.4
> 11 Years	23	7.5	7.5	100
Total	305	100	100	

Source: Researcher's Survey 2020

From the table above, most (43.2%) of the respondents have an experience of 1-5 years as a customer of Awash Bank; 14.1% have an experience less than one year; and 36.1% had between 6 and 10 years of experience with Awash Bank. 7.5% of the customer have more than 11 years stay with the bank. Therefore, the finding indicates that the customer base of Awash Bank has been improving specially starting from recent time. This is an indicator of the bank's performance on attracting potential customers.

4.2.3. Brand Name

The statistics shows among the 305 respondents who filled and returned the questionnaire 48 (15.7%) and 51 (16.7%) strongly disagreed and disagreed that a brand name of Awash Bank helps them to reach in their choice preference. 87 (28.5%) and 67 (22%) were responded strongly agree and agree; and the rest 52 (17.1%) were responded neutral that brand name of Awash Bank helps to reach in their decision easily. This indicates that brand name of the bank has a positive effect on costumers' choice.

Regarding on consumers ability to differentiate Awash Bank products in the absence of a brand name, most of the respondents i.e. about 98(32.1%) strongly disagreed and about 91 (29.8%) of them disagreed that they could not differentiate Awash bank products in the absence of a brand name. The implication here is that brand name has a positive impact on customer's ability to differentiate the banks products.

From the statistics it can be observed that customers attitude is positively influenced by the meaning of brand name. The statistics revealed that 47 (15.4%) of respondents strongly disagreed and 41 (13.5%) disagreed that the banks brand name affects their customer attitude. About 57 (18.7%) responded neutral; the rest i.e. 81 (26.5%) agreed and 79 (25.9%) strongly agreed that meaning full brand name affects their attitude favorably. Hence, we can conclude that Awash banks brand name positively effect on customers attitude. i.e. customers might be pushed to choose a bank because of meaning fullness of the name.

Most of the respondent perceived that they had a positive relation between the brand name and its service. The more quality service the bank renders the more the stronger brand name it builds. From the above statistics 41 (13.4%) and 40(13.1%) of respondents strongly disagree and disagree about the relationship between brand name and its service. However, 78 (25.6%) and 89(29.2%) of respondents strongly agreed and agreed respectively about the relation of service quality with its brand name. 57(18.7%) percent of respondents answered neutral. This indicate that the brand name of the bank is strongly associated with customer attitude.

From the statistics result (57%) of respondents recall the products and services of Awash bank favorably because of its brand name. But for 82 (26.9%) brand name has no effect on product recall and recognition. 49 (16.1%) feel indifferent between recalling the products and its brand name. This indicate that most of customers Awash bank recall favorably the products and services of the bank because of its brand name.

4.2.4. Logo

Logo is among the elements of brand and measures how branding affects customers attitude of a bank is represented by the following statements. The statistic indicates that of the total respondents, 42(13.8) disagreed and 31 (10.2%) strongly disagreed that their recognition a bank is affected by its logo. On the other hand, 98 (32.1%) strongly agreed and 99 (32.4%) agreed that their recognition of the bank is affected by its logo. The response of some number of customers 35(11.5%) were indifferent. As a result, it can be said that, higher positive relation exists between logo of the bank and its recognition by customers.

The result of the data shows the effect of logo on customers' ability to favorably differentiate its products and services from other competitors. Of the total 305 respondents only 39 (12.7%) strongly disagreed and 37 (12.1%) disagreed on the importance of logo to differentiate the banks products from its competitors. The of the consumers 91 (29.8) strongly agreed and 87 (28.6%) agreed that logo of a bank helps them to differentiate it from other banks. About 51 (16.8%) responded neutral. Therefore, logo of a bank has positive relation with customers differentiating ability. Hence banks customers used logo to favorably differentiate the banks products from similar competing products.

Regarding product recall, 55 (18.1%) disagreed and 48 (15.7%) strongly disagreed that a brand name of the bank helps them to positively recall its products and services. On the other hand, 76 (24.9%) and 76 (24.9%) of the respondents agreed and strongly agreed that brand logo helps them to recall the bank and its products. The rest 50 (16.4%) of respondents answered neutral. From the above statistics result, logo has positive relation with favorably recalling of the bank and it helps customers to recall its products.

The statistics shows, of the total respondents 41(13.5%) disagreed and 43 (14.1%) strongly disagreed that aesthetically appealing logo of a bank has an impact on customers attitude to choose the bank than those whose logo are less

attractive. It also evidenced that 81 (26.5%) agreed and 80 (26.2%) strongly agreed the effect of aesthetically appealing logo on their choosing decision, more over 60 (19.7%) respondents answered neutral i.e. the above result indicate that a bank with aesthetically appealing logo has a positive relation with customer attitude towards the bank.

4.2.5. Character

Among the elements of brands that have effect on customers attitude to have favorable feeling for a bank is brand character. It is represented by the following statements.

Based on the result 65 (21.3%) of the respondents disagreed and 61 (20.0%) strongly disagreed that brand character used in advertisement helps to think favorably about the products and services of the bank. 59 (19.35%) of respondents agreed and 59 (19.35%) of the strongly agreed that brand character does not help them to think favorably. About 61 (20.0%) responded neutral. The result implies brand character of Awash bank has negative effect to creating positive attitude about its products and services.

Regarding how customers attracted toward the brand and how it is affected by character, 71 (23.2%) disagreed and 65 (21.3%) strongly disagreed. The 68 (22.3%) of respondents are neutral. But, 51(16.7%) of the respondents agreed and 50 (16.3%) strongly agreed that they are affected by a brand character used in advertisements. From the above result the effect that characters have on customers attitude is not significant.

Based on the question which asks how characters used in advertisements of the bank helps respondents to identify major advantages of the products and services 67 (21.9%) responded neutral, 52 (17.1%) responded agreed and 51 (16.8%) strongly agreed. On the other hand, 69 (22.6%) disagreed and 66 (21.6%) answered strongly disagree. From the above result it can be said that brand

character has insignificant effect in persuading customers about the advantages of the banks products and services.

From the result a brand character convinced to be customer of Awash bank; fewer customers answered favorably. The result indicates 50 (16.4%) agreed, 49 (16.1%) strongly agreed. The majority 73 (23.9%) respondents disagreed and 68 (22.3%) strongly disagreed. The remaining 65 (21.3%) answered indifferent. The above result shows that the effect of brand character to convince the banks customers to be customer is lower.

4.2.6. Slogan

The result indicates that 53 (17.4%) of customers disagreed and 49 (16.1%) strongly disagreed that they understand Awash bank slogan supplemented to promote the products, while 50 (16.4%) responded neutral. However, 85 (27.9%) agreed and the rest 68 (22.2%) respondents answered strongly agreed.. It can be said that slogan used in advertisements has favorable effect in influencing customers and help them to have positive mind set up about its products and services.

From the data on the effect of slogan to position the banks products, 54 respondents i.e. 17.9% disagreed that they position the bank using slogans implemented in the ads of its products and services and 46 (15.3%) strongly disagreed. The 59 (19.4%) answered neutral that they position the products and services 78 (25.5%) answered agreed and 68 (22.2%) strongly agreed. This reveals that most respondents agreed. Hence, slogan used in advertisements of Awash bank has a significant influence on its products and service positioning.

The statistics evidenced that 51 (16.7%) disagreed and 47 (15.4%) strongly disagreed that respondents were convinced to be a loyal customer of Awash bank by the slogans used in advertisements of a product. The respondents, about 80 (26.2%) responded agreed or and 72 (23.6%) strongly agreed and 55 (18.1%) were neutral. This implies slogans had convinced most customers to choose Awash

bank. Therefore, we can conclude that slogans used in advertisements of Awash bank products and services had a significant influence on customers attitude of the bank.

4.3. Correlation Analysis

This study uses Statistical Package for Social Science (SPSS) to analyze the relationship between brand elements and customers attitude. The table below shows the correlation between and among the dependent and independent variable by using the Pearson Correlation coefficient

Table 4.8. Pearson Correlation Analysis

		Correlations				
		Brand name	logo	Brand character	Slogan	customer attitude
brand name	Pearson Correlation	1	.724**	.734**	.588**	.696**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	305	305	305	305	305
Logo	Pearson Correlation	.724**	1	.670**	.655**	.693**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	305	305	305	305	305
brand character	Pearson Correlation	.734**	.670**	1	.671**	.677**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	305	305	305	305	305
Slogan	Pearson Correlation	.588**	.655**	.691**	1	.700**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	305	305	305	305	305
customer attitude	Pearson Correlation	.696**	.693**	.677**	.700**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	305	305	305	305	305

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

Source: Own Survey 2020

The above the correlation result shows that the independent variables were correlated positively. The highest amount of correlation exists between brand name and brand character is 0.734. There is a significant positive relationship between brand name and brand character ($r = 0.734$, $n = 305$, $p \leq 0.01$). The next highest correlation lies between brand name and logo ($r = 0.724$, $n = 305$, $p \leq 0.01$). The third highest correlation is between slogan and customers attitude ($r = 0.700$, $n = 305$, $p \leq 0.01$). There is also a positive and significant between brand character and slogan ($r = 0.671$, $n = 305$, $p \leq 0.01$).

From the above result all the independent variables have positive and significant correlation with the dependent variable.

4.4. Regression Analysis

Regression is a technique that is applied to determine the effect of independent variables on the dependent variable. It is also beneficial in predicting how independent variables affect the dependent variable. Before applying regression analysis normality and multi collinearity testing are important. Then the variables brand elements were used in the regression analysis to examine their effect on customers attitude.

4.4.1 Assumption Testing for Regression Analysis

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represented the sample and that research has obtained the best results. Multi-collinearity and normality are the two assumptions of regression analysis used in this study.

4.4.1.1. Normality Test

Table 4.9. Normality test

	N	skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
brand name	305	-.277	.168	-.662	.334
logo	305	.024	.168	-1.168	.334
brand character	305	-.685	.168	.238	.334
slogan	305	.047	.168	-.983	.334
customers attitude	305	-.534	.168	-.239	.334
Valid N(list wise)	305				

Source: Own Survey 2020

According to west (1995) normality measures the absolute value of skewness and kurtosis and non-normality is known for its value of skewness above 2 and absolute value of kurtosis above 7. Thus, from the above table the distribution is normal.

4.4.1.2. Multi-collinearity test

Multi-collinearity how variables in the regression model have strong correlation. and the degree of effect they have on the dependent variable (Salvatore and Reagle, 2002, p.206). The two factors of Tolerance and variance inflation (VIF) are the two collinearity diagnostic factors that are useful in assessing multi-collinearity problem among independent variables.

According Robert (2006) The VIF is computed as “1/tolerance,” and it is suggested that predictor variables whose VIF values are greater than 10 are indicators of a Multi-collinearity problem and tolerance is computed as 1-R² and it is suggested that a tolerance which value is less than 0.2 should be farther investigated.

Table 4.10. Multi-collinearity test

Model	Coefficients						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.191	1.142		1.757	.006		
brand name	2.834	0.787	.258	3.637	.003	.331	3.305
1 Logo	1.603	0.692	.272	3.790	.000	.393	2.544
brand character	-2.802	1.845	-.194	3.455	.698	.657	1.522
Slogan	1.586	1.033	.179	3.946	.000	.445	2.247

a. Dependent Variable: customer attitude

Source: Own Survey 2020

4.4.2 Multiple Regression analysis

To study the effect of branding on customer attitude this research uses multiple regression analysis. The model was analyzed by using all four elements of branding. This analysis tells us how much of the variability in customers preference is due to branding elements.

Table 4.11. Regression model summery**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.751 ^a	.564	.555	.4965	1.758

a. Predictors: (Constant), brand name, logo, brand character, slogan

b. Dependent variable: customers attitude

Source: Own Survey 2020

From the analysis the adjusted R square of the data was 0.555. This implies that customers choice accounts for 55.5% of the variation in brand elements which is significant. The Durbin Watson (DW) statistic is a demonstration for autocorrelation in the remaining from a statistical regression analysis. The DW statistics usually have a value between 0 and 4. A value of 2 means that there is

no autocorrelation detected in the sample whereas Values from 0 to less than 2 indicate positive autocorrelation and values from 2 to 4 indicate negative autocorrelation. Field, 2009 implies that values under 1 or more than 3 are a cause of concern. For this model, the Durbin Watson was 1.758, which is within the acceptable suggested range and therefore the models are fit and appropriate in predicting customers choice.

Table 4.12. ANOVA for Customers Attitude

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	53.815	11	13.454	65.449	.000 ^b
	Residual	41.686	305	.213		
	Total	95.501	316			

a. Dependent Variable: customers attitude

b. Predictors: (Constant), brand name, logo, brand character, slogan

Source: Own Survey 2020

4.5 Hypothesis Result

From multicollinearity test table 4.19. how significance of the hypothesis is and the acceptability of the model is put in summary. The beta value and p-value determine the variation explained by the model. From the above table the significance level of the variable that is the p- value is less than 0.05.

Table 4.14. Hypothesis Result

Hypothesis Developed	Beta value	significance	Relationship	Result
Brand name has a positive effect on customer attitude.	.258	.003	Positive	The null is rejected
Logo has a positive effect on	.272	.000	Positive	The null is rejected

customer attitude.				
Brand character has a positive effect on customer attitude.	-.194	.698	Insignificance	Fail to reject the null
Slogan has a positive effect on customer attitude.	.179	.000	positive	The null is rejected

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

The chapter discusses the findings on the effect of brand elements on customers attitude of the case of Awash bank. In addition, it gives conclusions and recommendations drawn from the findings. This chapter is composed of the following sections findings, conclusions, recommendations, and area for further research.

5.1. Summary of Findings

Based on the analysis made on the relationship between customers attitude and brand elements, the researcher summarized the following findings:

- Majority of the respondents have agreed that a brand name of Awash bank helps them to reach in a positive attitude towards the bank.
- Regarding consumers ability to differentiate Awash bank in the absence of a brand name, most of the respondents disagreed that they could differentiate Awash bank in the absence of a brand name. This implies that brand name has favorable customers attitude towards the bank.
- In similar manner, Awash bank customers used logo to differentiate the banks products from competing banks. More than half of the respondent agreed and strongly agreed that their recognition to Awash bank products and services is affected by logo of the bank. As a result, it can be said that the relation between logo of Awash bank and product recognition positive.
- Half of the respondents agreed and strongly agreed that logo of Awash bank held the to recall the banks products and services. This shows that there is a significant positive relationship between recalling the banks products and logo of the bank.
- About 41.3 % of the respondents disagreed that brand character has contribution in creating awareness about the bank. The result also indicates that brand character used in advertisements of Awash has weak effect on customers attitude towards the bank.

- The other finding is that brand character has weak effect in convincing customers about the key products and services of Awash Bank. In other words, customers might reach in a decision either based on their previous experience with the bank or by word of mouth advertisements from their friends, family or other reference groups which are employee or customer of the bank and not by a brand character used in advertisements of the bank.
- As majority of the respondent suggested, the slogan “nurturing like the river” used to promote the bank has a significant impact in influencing customer and made them think Awash bank is special. The slogan had convinced most customers to have favorable feeling for Awash bank than other banks. Therefore, we can conclude the slogan used in advertisements of Awash bank have a significant influence on customers attitude.

It can be said that branding elements used in the research have a significant influence on customers attitude except brand character towards Awash bank.

5.2. Conclusion

- The purpose of the research was to measure the effect of branding on customers attitude for choosing Awash bank. Two approaches were implemented to define branding; the product plus approach which discuss branding as extra to the product, view the brand as an identifier. The other is the holistic view. It concentrates on the brand itself, which covers more than just the product. The elements of the marketing mix make up the brand: the product is also considered as one element, with price, promotion, and distribution. The definition of the holistic approach is “the promise of the bundle of attributes that someone buys and that provides satisfaction. For this research however, the traditional view is taken as relevant. The four brand elements brand name, logo, character, and slogan

are used as an independent variable. The customers attitude towards the bank is the dependent variable.

The major data collection technique implemented was questionnaire. The five-point *Likert* scale questions was implemented, and each variable is represented in the questionnaire by statements that can measure the effect of branding on customers attitude. The questionnaire was answered by 305 customers of Awash Bank. Both descriptive and inferential statistics were implemented.

The research had used four brand elements used by the researcher to measure the effect of brands on customers attitude the three except brand character have significant effect on the dependent variable. From the result it can be said that brand name, character, logo and slogan have significant effect on customers except brand character.

5.3. Recommendation

According to the findings of the study and conclusions made, the following possible recommendations are given. Since it captures the central or key association of a product or service brand name is the most important element of brand. To have a place in the feeling and emotion of customers companies have to work hard in their marketing activities and focus on the brand name.

Understanding the effect of branding on the customers attitude towards the bank ,it enables marketing department of the bank to focus on promoting and investing their brand, which indicates quality products and services to its customers so that satisfied customers can be easily loyal to the bank. Brand loyalty could also be created which provides customers quality service and security as a result it increases the tendency of customers to be loyal to the bank.

Higher level managers of the bank need to on their brand name in their marketing activities. Since brand name influences customers recalling ability

and it also attract customer to choose the bank. To have a place in the mind the of customers a caution, organized and continuous effort hast to be exerted. By doing this, customers will be attracted to retrieve the brand.

banks should also give greater attention in developing their brand name i.e. it should be simple and easy to pronounce and spell and linked to something that is unique has special meaning to the community like Awash the river. This helps in product recall and recognition.

Aesthetic logos like brand name often provide opportunity to the bank in attracting customers. As a result, banks must focus on the logo when performing marketing activities. Since the logo of Awash bank influences customers recalling ability of its products and service the management must be a careful, systematic, and continuous in choosing and updating the logo of the company. Because of the above reasons, companies must use their logo when performing their marketing activity.

In general, the study revealed that customers attitude is affected mostly by the variables under study (brand elements).

REFERENCES

- Aaker, D., 1996, *Measuring Brand Equity Across Products and Markets*
- Amdemichael Asaminew (2014) *assessment of brand preference of international vs. local mobile phone brands (the case of Addis Ababa university school of commerce students)*.
- Armstrong, P. K. (2004). *Principles of marketing*. New Delhi: Prentice Hall of India Private Limited.
- Assael, H. (1981), *Consumer Behavior and Marketing Action*, 3rd Edition, PWS-Kent Publishing Company, Boston, M. A.
- Berkman, Harold, W., Lindquist Jay D., and Sirgy Joseph, M. (1996), *Consumer behavior, Chicago: NTC Business Book*
- Blomback, A. a. (2007). *The role of Corporate brand image in the selection of new Sub contractors. Journal of Business and Industrial Marketing*, 418-430.
- Chairvalle, B. & Schenck, B. F. 2007. *Branding for Dummies*. Canada: Wiley Publishing Inc.
- Dahlen, M. &. (2005). *Brand affects slogans affects brand Competitive interference, brand equity and the brand slogan link. Journal of Brand Management* 151-164.
- Dick, A.S. and Basu, K., 1994. *Customer loyalty: toward an integrated conceptual framework. Journal of the academy of marketing science*, 22(2), pp.99-113.

Dolatabadi 2012. *The Impact of Brand Personality on Product Sale through Brand Equity (Case Study: Cosmetic Products Retailers)* international Journal of Academic Research in Business and Social Sciences

Doyle, P. a. (2006). *Marketing Management and Strategy*. London: Prentice Hall.

Hague, P. 2001, *The Power of Industrial Brands*. B2B International, (online). p.28.

Fishbein, M., 1967, *Attitude and the prediction of behavior*, in Fishbein, M. (Ed.), *Attitude Theory and Measurement*, John Wiley & Sons, New York.

Ghodeswar (2008) *Building brand identity in competitive markets: a conceptual model*.

Hatch, M. J. and M. Schultz (2001). "Are the strategic stars aligned for your corporate brand." *Harvard business review* 79(2): 128-134.

Heding, T., Knudtzen, C.F. & Bjerre, M. 2009. *Brand Management, Research, Theory and Practice*. USA and Canada: Routledge Taylor and Francis group.

Hoyer, W.D. and Macinnis, D.J. 2010, 'Consumer Behavior' 5th ed. USA: Nelson Education, Ltd.

Joshi, D. (2013). *Effects of Branding on buying behaviour. The macro theme review, A multi-disciplinary Journal of global macro trends*.

Khan, M. (2006). *Consumer behavior and advertising management*. New Delhi: New Age International (P) Ltd.

Keller, K. L. (1998). *Strategic Brand Management, Building, measuring and managing brand equity*. New Jersey: Prentice Hall.

Keller. K.L. 2003. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity 2nd ed.* New Delhi: Pearson Education Inc.

Kotler, P. R. 1997. *Marketing Management: Analysis, Planning, Implementation and Control.* Englewood Cliffs, NJ: Prentice Hall.

Kotler, P. & Armstrong, G. 2012. *Principles of Marketing 14th ed.* Pearson Education Inc., Prentice Hall.

Lee, H. S. 2013. 'Major moderators influencing the relationships of service quality, customer satisfaction and customer loyalty'. *Asian Social Science*, 9(2), 1-11.

Muhammad Ehsan Malik, M. M. (2013). *Impact of Brand Image and Advertizment on consumer Buying behaviour.* *World Applied Sciences Journal*, 117-122.

Pattuglia, S., Mingione, M. & Cherubini, S. (2015) "Achieving alignment for corporate brand success: The consumer quest for authenticity and heritage", *Proceedings International Marketing Trends Conference.*

Park, C. & Srinivasan, V. 1994, *A survey-based method for measuring and understanding brand equity and its extendibility*, *Journal of Marketing Research*, Vol. 31 No. 2.

Roundhill, P. 2012, 'Customer Loyalty': PR loyalty Solution (online).

Solomon, M. (2008). *Consumer behavior buying, having, and being* (8 ed.). Upper Saddle River, NJ: Pearson Prentice Hall publications.

Saravanan, K. (2016). *A Study on Brand Awareness of Ashok Leyland Boss among the Customers of TVS. International Journal of Innovative Research in Management Studies (IJIRMS)*, Volume 1 | Issue 3 | April.

Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer behaviour, 8th ed. Upper Saddle River, New Jersey: Pearson Prentice Hall.*

Sirgy, M. J., Johar, S. and Claiborne, C. B. (1992), "Self-concept Motivation as Mediator between Self-congruity and Attitude/Intention", *In Developments in Marketing Science*, Vol.15, pp. 402-406

Styles, T. A. (1997). *Brand development versus new product development: towards a process model of extension decisions. Journal of products and Brand management*, 13-26.

Supphellen, M. &. (2002). *Testing Country Brand Slogans: Conceptual Development and empirical illustration of simple Normative model. Journal of Brand management* , 385395

Ulla Hakala, J. S. (2012). *Consumer based brand equity and top of mind awareness across country analysis. Journal of product and brand management* , 439-451.

Ulusua, Y. 2011. 'Effects of Brand Image on Brand Trust'. *Journal of Yasar University*, 6(24),3932-3950.

Webster Jr., F. (2004). *A road map for branding in industrial markets. Journal of management* , 388-402.

Wu, W. Y. & Fu, C. S. 2009, *Services officer cognitions toward marketing planning: A hierarchical cognition of marketing audit model*

APPENDEX 1 - Questionnaire
ADDIS ABABA UNIVERSITY
Commerce School of Graduate Studies
Post Graduate Program in Marketing Management

Dear Respondent,

This survey is being conducted by a student researcher at Addis Ababa University School of Commerce as a fulfillment for post graduate studies in Marketing Management. The survey asks your opinion on branding of Awash Bank. The questions focus mainly on the impact of the brand elements on your attitude of Awash Bank. As an academic survey, your response to this survey, or any individual questions on the survey, is completely voluntary. You will not be individually identified, and your response will be used for academic purpose only. Your answers will help the researcher in his fact-finding effort on the effect of branding on the customer attitude of Awash Bank.

General Instructions

- ✓ No need of writing your name.
- ✓ In all cases where answer options are available please tick in the appropriate box.

Thank you in advance for your cooperation in filling the questionnaire.

Part I. General Information

Direction: Please answer the following questions by marking “√” on your choice

1. Gender: Male Female

2. Age group 18- 25 26-35

36-45 Greater than 45

3. Educational Level: High school Diploma

University Degree

4. Occupation: Employed Business Owner

Retired

5. Duration of stay with Awash bank:

Between 1&5 years Less than 1 year

11 years & above Between 6&10 years

Part Two: Basic Information

DIRECTION: Please provide your answer the questions below and put “√” on the box that shows your view on branding. Apply the below Likert scale to answer every question.

Strongly Disagree (SD), Disagree (D), Neutral (N), Agree(A), Strongly Agree (SA)

NO	ITEM	SD	D	NA	A	SA
BRAND NAME						
1	The brand name of Awash bank helps me to reach easily in a decision to choose the bank.					

2	It is easier to me to distinguish the branches and ATM machines of Awash bank in situation where it is difficult to read the brand name.					
3	The brand name of Awash bank is directly associated with its meaning affect customers attitude favorably.					
4	Because of its brand name associated with its good reputation customers feel risk of insolvency and other bank related risks are minimized.					
5	The brand name of the bank is directly associated with quality service.					
6	A brand name of the bank favorably affects customers attitude to recall to its products and services.					
LOGO						
7	The Logo of the bank has positive impression and it can be easily differentiated from products and services of other competing banks.					
8	My recognition of the bank is strongly affected by its logo.					
9	Logo of Awash bank strongly helps me to favorably recall its products and services.					
10	The logo of the bank has strong impact on the customer's attitude to choose the bank than other banks.					
CHARACTER						

11	Brand characters used in advertisement of Awash bank helps me to think favorably about its services and products.					
12	My attitude towards Awash bank is highly influenced by the brand character of its products and services.					
13	Brand characters applied in an advertisement of Awash bank supports me to know main advantage of its products and services.					
14	Brand character applied in the advertisement of Awash bank always encourages me to be their customer.					
SLOGAN						
15	Awash bank is favorable by the slogans used to promote its products and services.					
16	I have positioned Awash bank by the slogans used in its advertisements.					
17	A slogan used in the advertising of Awash bank convinces me to be a loyal customer of the bank.					
Customer attitude						
18	My attitude to use awash bank service and product is affected determined by the brand name					
19	My attitude to use awash bank service and product is affected by the brand logo					

20	My attitude to use awash bank service and product is affected by the brand character					
21	My attitude to use awash bank service and product is affected by the brand slogan					

APPENDIX 2 – DESCRIPTIVE OUTPUT

Effect of brand name to choose the bank

Q1	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	48	15.7	15.7	15.7
DA	51	16.7	16.7	32.4
N	52	17.1	17.1	49.5
A	87	28.5	28.5	78
SA	67	22	22	100
T	305	100.0	100.0	

Customers' ability to differentiate the banks products

Q2	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	98	32.1	32.1	32.1
DA	91	29.8	29.8	61.9
N	43	14.1	14.1	76
A	47	15.4	15.4	91.4
SA	26	8.6	8.6	100
T	305	100.0	100.0	

The effect of the meaning of the brand name on customers attitude

Q3	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	47	15.4	15.4	15.4
DA	41	13.5	13.5	28.9
N	57	18.7	18.7	47.6
A	81	26.5	26.5	74.1
SA	79	25.9	25.9	100
T	305	100.0	100.0	

The relation of the brand name and its service

Q5	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	41	13.4	13.4	13.4
DA	40	13.1	13.1	26.5
N	57	18.7	18.7	45.2
A	78	25.6	25.6	70.8
SA	89	29.2	29.2	100
T	305	100.0	100.0	

Customers favorably recall the banks products and services because of its brand name

Q6	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	36	11.8	11.8	11.8
DA	46	15.1	15.1	26.9
N	49	16.1	16.1	43
A	88	28.8	28.8	71.8
SA	86	28.2	28.2	100
T	305	100.0	100.0	

Recognition of the bank by its logo

Q7	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	31	10.2	10.2	10.2
DA	42	13.8	13.8	24.0
N	35	11.5	11.5	35.5
A	99	32.4	32.4	67.9
SA	98	32.1	32.1	100

Favorably Recognizing of the bank's products by its logo

Q8	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	39	12.7	12.7	12.7
DA	37	12.1	12.1	24.8
N	51	16.8	16.8	41.6
A	87	28.6	28.6	70.2
SA	91	29.8	29.8	100
T	305	100.0	100.0	

Positively recalling of the bank's products by its logo

Q9	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	48	15.7	15.7	15.7
DA	55	18.1	18.1	33.8
N	50	16.4	16.4	50.2
A	76	24.9	24.9	75.1
SA	76	24.9	24.9	100
T	305	100.0	100.0	

The effect of appealing logo

Q10	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	43	14.1	14.1	14.1
DA	41	13.5	13.5	27.6
N	60	19.7	19.7	47.3
A	81	26.5	26.5	73.8
SA	80	26.2	26.2	100
T	305	100.0	100.0	

The effect of brand character on creating awareness

Q11	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	61	20.0	20.0	20.0
DA	65	21.3	21.3	41.3
N	61	20.0	20.0	61.3
A	59	19.35	19.35	80.65
SA	59	19.35	19.35	100
Total	305	100.0	100.0	

The effect of brand character on customers attitude about the banks products

Q12	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	65	21.3	21.3	21.3
DA	71	23.2	23.2	45.5
N	68	22.3	22.3	67.8
A	51	16.7	16.7	84.5
SA	50	16.5	16.5	100
T	305	100.0	100.0	

The effect of brand character on recognizing key benefits of the banks products

Q13	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	66	21.6	21.6	21.3
DA	69	22.6	22.6	44.2
N	67	21.9	21.9	66.1
A	52	17.1	17.1	83.2
SA	51	16.8	16.8	100
T	305	100.0	100.0	

The effect of brand character to convinces customers of Awash bank

Q14	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	68	22.3	22.3	22.3
DA	73	23.9	23.9	46.2
N	65	21.3	21.3	67.5
A	50	16.4	16.4	83.9
SA	49	16.1	16.1	100
T	305	100.0	100.0	

Favorability towards the bank by its slogan

Q15		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	49	16.1	16.1	16.1
	DA	53	17.4	17.4	33.5
	N	50	16.4	16.4	49.9
	A	85	27.9	27.9	77.8
	SA	68	22.2	22.2	100
	T	305	100.0	100.0	

The effect of slogan to position the banks products

Q16		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	46	15.3	15.3	15.3
	DA	54	17.9	17.9	33.2
	N	59	19.4	19.4	52.6
	A	78	25.2	25.2	77.8
	SA	68	22.2	22.2	100
	T	305	100.0	100.0	

The effect of slogan to make customers loyal to the bank

Q17		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	47	15.4	15.4	15.4
	DA	51	16.7	16.7	32.1
	N	55	18.1	18.1	50.2
	A	80	26.2	26.2	76.4
	SA	72	23.6	23.6	100
	T	305	100.0	100.0	

Attitude affected by the brand name

Q18		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	52	17.1	17.1	17.1
	DA	53	17.3	17.3	34.4
	N	45	14.7	14.7	49.4
	A	78	25.8	25.8	74.6
	SA	77	25.4	25.4	100
	T	305	100.0	100.0	

Attitude affected by brand logo

Q19		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	44	14.4	14.4	14.4
	DA	43	14.2	14.2	28.6
	N	40	13.1	13.1	41.7
	A	94	30.8	30.8	72.5
	SA	84	27.5	27.5	100
	T	305	100.0	100.0	

Attitude affected by character

Q20		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	69	22.6	22.6	22.6
	DA	71	23.3	23.3	45.9
	N	55	18.0	18.0	63.9
	A	53	17.4	17.4	81.3
	SA	57	18.7	18.7	100
	T	305	100.0	100.0	

Attitude affected by brand slogan

Q21	Frequency	Percent	Valid Percent	Cumulative Percent
SDA	51	16.1	16.1	16.1
DA	53	17.8	17.8	33.9
N	52	17.1	17.1	51
A	82	26.9	26.9	77.9
SA	67	22.1	22.1	100
T	305	100.0	100.0	

APPENDIX 3 – CORRELATION OUTPUT

Correlations

		Brand name	logo	Brand character	Slogan	customer attitude
brand name	Pearson Correlation	1	.724**	.734**	.588**	.696**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	305	305	305	305	305
Logo	Pearson Correlation	.724**	1	.670**	.655**	.693**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	305	305	305	305	305
brand character	Pearson Correlation	.734**	.670**	1	.671**	.677**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	305	305	305	305	305
Slogan	Pearson Correlation	.588**	.655**	.691**	1	.700**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	305	305	305	305	305
customer attitude	Pearson Correlation	.696**	.693**	.677**	.700**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	305	305	305	305	305

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

APPENDIX 4 – REGRESSION OUTPUT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.751 ^a	.564	.555	.4965	1.758

a. Predictors: (Constant), brand name, logo, brand character, slogan

b. Dependent variable: customers attitude

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.815	11	13.454	65.449	.000 ^b
	Residual	41.686	305	.213		
	Total	95.501	316			

a. Dependent Variable: customers attitude

b. Predictors: (Constant), brand name, logo, brand character, slogan

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	2.191	1.142		1.757	.006	
1	brand name	2.834	0.787	.258	3.637	.003	.331 3.305
	logo	1.603	0.692	.272	3.790	.000	.393 2.544
	brand character	-2.802	1.845	-.194	3.455	.698	.657 1.522
	slogan	1.586	1.033	.179	3.946	.000	.445 2.247

a. Dependent Variable: customer attitude