



Addis Ababa University

School of Commerce

Department of Marketing Management

*The effect of extended marketing mix on Brand Image: The case of
Awash Bank*

*A thesis submitted to Addis Ababa University School of Commerce
Graduate studies in partial fulfillment of the requirement for Master of
Art in Marketing Management*

By; Tolesa Asefa Id; GSE/1434/13

E-mail : tolesaa13@gmail.com

Advisor; Dr.Mulugeta Gebremedhin

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Addis Ababa, Ethiopia

Abstract

The objective of the study was to analysis the effect of extended marketing mixes on brand image in the case of Awash Bank. To achieve the objective, this study was utilized casual (explanatory) research design that shows the effect of independent variables on dependent variables. Besides, the study also applied both primary and secondary data as well as quantitative approaches for the success of this goal. The study was used convenience sampling techniques to select 384 sample from the entire customers of Awash Bank. The study was used Statistical Package for Social Science (SPSS) version 22 for analyzing collected data. Moreover, the study used both descriptive and inferential analysis. The descriptive result of the study indicates that brand mage of the bank highly depended on the extended marketing mix tools. The correlation analysis shows that there is positive and significant relationship between the extended marketing mix tools and brand image. Tests of hypotheses have also proved that the all the extended marketing mix have significant relationship with brand image of the bank. Furthermore, in terms of the values of the R square of the results of the regression, extended service marketing mix elements such as people, process and physisal evidence all together explain 73.3% of variation on brand image; whereas, the remaining 26.7% explained by other extraneous variables such as profit, plan, performance, and oldest marketing mixes and etc. Study concludes that all of extended service marketing mix has higher effect on the brand image of the bank. More over the researcher recommend that the bank should exert much effort to excel the overall level of brand image on the extended marketing mix tools through increasing digitization, relaxing service process, creating proficient and well dressed employees and creating awareness about the vision and mission statement by providing annual report book, Agenda book and customer appreciation program.

Keywords: Bank, Customer, Marketing mixes, Customer Satisfaction, Service, Brand, Brand Image

Acknowledgement

Most of all, I thank the Most High God, for his grace multiplied for me and his mercy surrounds me through all my journey.

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Statement of Declaration

I, **Tolesa Asefa**, hereby declare that this thesis work entitled as “***The effect of Extended Marketing mix tools on Brand Image ;The case Awash bank***”, is my own work and submitted by me in partial fulfillment of the requirements for the award of the degree of Master of Art of Marketing management to School of commerce at Addis Ababa university through the Department of Marketing management, is original work carried out by myself. I have carried out the research work independently except the guidance and support of my research advisor. This study had not been submitted for the award of any degree/diploma in this or any other institution.

Prepared by:

Tolesa Asefa

Signature

Approved By:

Mulugeta Gebremedhin (PhD)

Advisor

Signature

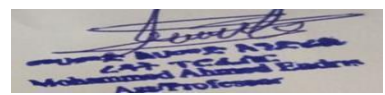
Temesgen B.(PhD)

Internal Examiner

Signature

Mohammed Ahmed (Ass. Professor)

External Examiner



Mohammed Ahmed Eshem
Ass/Professor

Signature

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

The management of firms uses the marketing mix elements as a tool for business in order to maintain their position in the increasingly competitive global market (Souar, Mahi, & Ameer, 2015). One of the most crucial marketing process instruments for gauging consumer satisfaction is the services marketing mix (Isa, 2015). In order to achieve the outcomes intended by the organization to satiate the requirements and wants of customers, the seven primary decision-making areas (7Ps) in the marketing process are blended and mixed (Souar et al., 2015). This demonstrates the success of the marketing process in a competitive environment and is regarded as one of the influencing strengths in achieving a material return for the customer institutions, profitability, obtaining a competitive advantage, and gaining customers' loyalty and trust to be loyal for the company and its products (Bu-Moarafi, 2006).

Instead of being a theory, the marketing mix is a conceptual framework that guides managers in deciding how to best arrange their products to meet consumer wants. (Goi, 2009). It is the set of controllable, tactical marketing tools of product, price, place, promotion, process, people and Physical Evidence which are the variables that marketing managers can control in order to best satisfy customers" needs (Souar et al., 2015). Borden has developed the concept of services marketing mix for the first time in the 1960s. Since then, he defined the elements of marketing mix (Product, Price, Place (distribution), and promotion) in which specialized only with industrial sector (Bitner, 1991).

This is as a result of his attention to the marketing mix for transferable goods, but he neglected to include services that have a high degree of intangibility. McCarthy (1964) later presented a developed model for the service marketing mix, pointing out that not all institutions should use it and that each institution can alter and adapt it to fit its needs and potential.

The idea of the service marketing mix was then established. Physical evidence, service providers, and the process of providing services are now three of the seven sections that have been added to the document to better reflect the nature of service activity (Lovelock & Wirtz, 2011).

Mohammed and Pervaiz (1995) provide examples of how the marketing mix framework might be used to sell consumer goods and present the findings of a poll of marketing professors in the UK and Europe, which indicate that the 4Ps are generally unpopular. It also implies that both groups of respondents have already come to highly regard the 7Ps framework as a general marketing strategy. Overall, it provides a substantial quantity of evidence in support of the proposition that Booms and Bitner's 7Ps framework should take the place of McCarthy's 4Ps paradigm. These thinkers depict services marketing as a special and distinctive sort of marketing by showing that it necessitates various choices than goods marketing does (Lin, 2011).

Three more decision-making duties have been added to the services marketing mix, which must be integrated to create a cohesive and successful services marketing mix (Lin, 2011; Mukherjee & Shivani, 2016; Isa, 2015; Ateba et al., 2015). By introducing people, physical assets, and process to the marketing mix forming the 7Ps, services marketing theorists staked out a new field of management theory and practice separate from the marketing of tangible goods (Lovelock, 1996; Goldsmith, 1999).

Almost all of the public and private banks in the nation offer a variety of services to its clients. Due to manageability, accessibility, and other limitations, the student researcher focused his investigation on a few of Awash Bank's branches in Addis Ababa. The bank offers a range of important services, including accepting various deposit types, granting a variety of loan options, providing complete international banking services, facilitating local and international money transfers, and providing payment card services via the ATM and POS networks as well as credit cards for its clients, as well as electronic banking services via mobile and agent banking.

1.2 Background of the Organization

After the socialist system was overthrown on November 10, 1994, Ethiopia's first private bank, Awash Bank, was founded. The Bank began operating as a bank on February 13, 1995. It was founded by 486 founding shareholders with a paid-up capital of Birr 24.2 million. Since beginning operations, the Bank has had impressive expansion. Awash Bank has demonstrated a better operational and financial performance among Ethiopia's private banks despite domestic and international constraints. Awash Bank's current objectives are to strengthen its clients, financial foundation, technological prowess, and human resources. Accessibility is a fundamental principle at our bank. Utilizing a variety of service delivery methods, we continuously work to increase our accessibility. Due to our enormous branch networks and wide footprint, we are currently the most accessible private bank in the nation.

In addition to branch networks, we provide our customers 24/7 convenience through ATMs, point-of-sale terminals, internet, mobile, and agency banking. Since its inception, Awash Bank has placed a high priority on corporate social responsibility. By investing money back into the underprivileged strata's education, health, and social and environmental wellness, the bank hopes to improve the socioeconomic position of the areas in which it operates. The number of elementary schools created in partnership with non governmental organizations, the enhanced health facilities, the trees planted in various parts of the country, and other outcomes show the good influence of our operations.

Most important financial performance measures have shown growth rates above average for the banking sector at Awash Bank during the past ten years. Among the nation's private banks, Awash Bank has in fact had the quickest expansion. This remarkable accomplishment is a result of the visionary direction provided by our Board of Directors, as well as the hard work of our committed management team, devoted workforce, and devoted clients. Visited on April 20, 2023: (www.awashbank.com)

1.2. Statement of the problem

Numerous researchers have studied the relationship and impact of the service marketing mix on customer satisfaction, retention, and loyalty in various service sectors, such as the impact of the marketing mix on customer loyalty and sales performance in the telecommunication industry (Souar et al., 2015) and (Frank, 2015). According to Ateba et al. (2015), Isa (2015), Souar et al. (2015), Suherly, Affif, Arief & Desousa (2016), Al-Debi & Fadhil (2015), and Ivy (2008), the effect of the four Ps on bank customer loyalty, the effect of the seven Ps marketing mix on bank customer satisfaction, the effect of the seven Ps marketing mix on customer satisfaction in insurance companies, and the effect of the. According to Al-Debi and Fadhil (2015), the term "service marketing mix" refers to a collection of pertinent and connected activities that are all dependent upon one another in order to carry out the marketing function as intended by marketing managers. These activities include the marketing mix and their interactions with a company's service delivery.

In order to satisfy customers, Isa (2015) claimed that the fierce competition in the banking industry has pushed banks to be proactive in developing new products, providing incentives, deploying new distribution platforms widely, engaging in promotional activities, training staff, constructing branches, and increasing their use of technology. Customers will always favor a good or service that brings them the most satisfaction in any business, according to Ateba et al. (2015). There have not been many research done on the extended marketing mix's impact on brand image, though. Banks have also come to the realization that using social media channels differently for financial services compared to retail or other sector verticals is necessary.

Moreover, banks are faced with considerable marketing challenges such as pressure selling from marketing personnel, digitization and services processes. This shows there are gaps on relationship between extended services marketing mix implementation and brand image and the effect of each 3Ps (the extended marketing mixes on the brand image in the banking sector as customers" expected due to their dynamic behaviors. Extended Marketing mix is not possible to be separated from brand image in banking sector.

It is necessary to assess how extended marketing is implemented in relation to the brand image and its impact on banks' service delivery in order to increase the market share of the banking sector in Ethiopia.

The current study may offer fresh perspectives by establishing the connection between extended marketing mixes and brand image, even if previous studies have made substantial contributions to our understanding of the relationship between the marketing mix and customer pleasure.

There have been many studies on service quality, promotional mix, and the effectiveness of marketing mix towards customer satisfaction, including Bethlehem,(2019) study on the impact of marketing mixes on customer satisfaction, Samuel,(2021)study on the impact of promotional mixes on brand image, and Tamirat,(2019) study on assessing perceived marketing mix effectiveness. The objective of this study was to analysis the effect of extended marketing mixes on the brand image of the Awash Bank in few Addis Ababa city Branches.

1.3 Research Questions

The following questions served as the researcher's guide in achieving the study's goal:

- 1) To what extent do people in the service environment affect the brand image of Awash Bank?
- 2) What is the effect of the service delivery process on the brand image of Awash Bank?
- 3) How does physical proof work affect the brand image of Awash Bank?

1.4 Research objectives

1.4.1 General objective

The general objective of the study was to examine the effect of extended marketing mix on Brand Image in the case of Awash Bank.

1.4.2 Specific objectives

- 1) To examine the effect of people in the service environment on the brand image of Awash Bank.
- 2) To determine the effect of the service delivery process on the brand image of Awash Bank.
- 3) To determine the effect of physical evidence on the brand image of the Bank.

1.5 Significance of the Study

The following four areas—the company, policy makers, managers, and researchers—were shown to benefit from this study:-

- ✓ This study could assist Awash Bank in determining the benefits and drawbacks of the extended service marketing mix strategy that was employed, as well as its impact on brand perception and customer expectations.
- ✓ The results of this study will help policy makers better understand how extended marketing mixes affect brand image in the banking sector and decision-making.
- ✓ The study might give the management body some information the helpful information about how customers view the bank
- ✓ Additionally, the study aids other researchers who are eager to carry out additional research in related fields.

1.6 Scope of the study

The conceptual scope of the study was delimited to only the extended service marketing mixes and did not cover the 7P's. As we believe the extended marketing mixes in the service based industry like banking industry has lion share to decide the effectiveness of each organization towards their brand image and it helps companies to define their marketing strategy in well-rounded system. Additionally, the study concentrated on how the extended marketing mix components affected the brand image of Awash Bank in a few branches in Addis Ababa, Ethiopia. Information for this study was gathered from both primary and secondary sources. Finally, only Awash Bank clients or service users were included in the study's population.

1.7 Limitation of the study

The following sentences list the constraints the researcher encountered while carrying out the study:

- The study was affected by sampling technique as convenience sampling method was used.
- Customers were not be aware of how important it is to carefully fill out questionnaires and provide the necessary information this led to questionnaires were not returned on time.
- Because the study only looked at Awash Bank, it was impossible to offer general recommendations for the Ethiopian banking sector.
- Additionally, the other factors that could alter or influence a brand's image was not fully explored in this study.

1.8 Organization of the study

In this study, there are five chapters. The introduction, background, issue description, aims, key findings, research question, and study scope are all covered in chapter one. The second chapter talks about the study's associated literature reviews. The research methodology and methods of data gathering are examined in chapter three. These methods include sample design and administration, data collection tools, and data analysis techniques. The discussion, analysis, interpretation, and findings of the study are covered in Chapter 4. The conclusions, suggestions, and policy implications derived from the findings are finally covered in chapter 5.

1.9 Definition of terms

Marketing is a team effort requiring the orchestration of a range of different skills, outlooks and personalities (Chartered Institute of Marketing (CIM), 2015)

Marketing mix is a business tool used by the management of organizations which enable them to remain in the global competitive environment (Souar, Mahi & Ameer,2015).

Bank marketing: According to Mai and Ly (2013), bank marketing may be viewed as a system of banking tactics that have an impact on the complete process of offering financial services in the most effective manner possible..

Customer: According to Ateba et al. (2015), a client is a stakeholder in an organization who pays for the offer made to him or her by the latter in exchange for the satisfying of a demand.

Services marketing: Refer to the development of a strategy to deal with the supply of services, both in a business-to-business and business-to-consumer environment (Rafiq, 2016).

Customer service: it refers to the provision of service to customers before, during and after a purchase.

Customer satisfaction: It is an assessment of how well a company's goods and services live up to or surpass consumer expectations. It is a dependable measure of the condition of customer satisfaction and varies from person to person and product to product and service to product.

Brand Image; According to Philip Kotler, a person's beliefs, ideas, and impressions make up their brand image. In other words, brand image refers to how each individual perceives the identity, significance, and worth of the companies they interact with and may eventually engage with.

People: refers to persons working in the provision of services. In the banking industry, a staff member's level of training, interpersonal skills, discretion in providing the service, and attractiveness are key factors in client satisfaction (Isa, 2015). (Siddiqi, 2011);

Process: refers to the method, devices, or activity flows used to provide the service to the client (Mai and Ly, 2013).

Physical Evidence: evidence demonstrates the intangibility of service items, which makes it challenging for customers to assess service offerings before buying, especially quality and value for money (Al-Debi & Fadhil, 2015).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides a summary of the existing research on the elements of the service marketing mix related to brand image in the banking sector. It focuses on bank marketing, techniques and procedures that support the service marketing mix, their effectiveness and efficiency in the provision of banking services, and the implementation of such marketing initiatives in the banking industry. As a result, there are six sections in this chapter. The theoretical concerns surrounding extended service marketing mix practices, which include the notion and evolution of marketing mix and marketing mix components in the service sector, are discussed in the first section. The idea of brand image is explained in the second section. The connection between service marketing and brand image is illustrated in the third section. The fourth portion looks at empirical questions about the impact of the service marketing mix on brand image. The fifth section indicates the conceptual framework of the study. The last chapter in this chapter examines research hypothesis.

2.2 Theoretical literature review

2.2.1 The concept of Marketing Mix

Marketing is defined as a social and managerial process by which, individuals and groups obtain what they need and want through creating and exchanging products and value with others (Shaw, 2012). The marketing function not only deals with the production and distribution of products and services, but it also is concerned with the ethical and social responsibility functions found in the domestic and global environment (Kotler, 2011).

Keelson (2012) asserts that marketing is a process that centers on consumer needs, and in order to meet those needs, marketers develop the marketing mix, also known as the 4Ps (Four marketing activities: Product, Price, Place, and Promotion that a firm can control to meet the needs of consumers within its target market). The 4 Ps first appeared in the early 1940s (Hunt & Goolsby, 2011; Grouchitt & Leadley, 2004). The phrase "mix" is credited to James Culliton, a professor of marketing at Harvard University (Banting & Ross, 1973). Culliton wrote an article titled *The Management of Marketing Costs* in 1948 and refers to marketers as "mixers of ingredients" in that article (Keelson, 2012). A few years later, Professor Neil Borden, a colleague of Culliton's, published a retrospective article tracing the early development of the marketing mix. In it, he claimed to have drawn inspiration from Culliton's concept of "mixers" and to have popularized the term "marketing mix" (Baker, 2001).

Borden asserted that his 1953 lecture as president of the American Marketing Association was proof that he had been frequently using the term "marketing mix" from the late 1940s (Dominici, 2009). At the inaugural AMA Conference on Services Marketing in the early 1980s, the concept of enhancing the marketing mix first gained hold. The theoretical research that served as the foundation for this idea pointed out multiple fundamental flaws in the 4 Ps model (Fisk et al., 1993). The papers presented at that conference make it evident that service marketers were thinking about changing the general marketing mix because services and products are fundamentally different from one another and so need for different tools and techniques. The fundamental 4 Ps were enhanced by process, people, and tangible evidence to create the 7 Ps model, which Booms and Bitner devised in 1981 as being more suitable for services marketing (Booms & Bitner, 1981). Since then, there have been a variety of proposals for a service marketing mix (with varying numbers of Ps), most notably the 8 Ps, which are the 7 Ps above extended by "performance. The marketing mix, sometimes known as the 4Ps, is a fundamental marketing paradigm. The marketing mix has been referred to as a "set of marketing tools that the firm uses to pursue its marketing objectives in the target" (Kotler, 2000). The marketing mix is comprised of four main marketing decision levels: product, pricing, promotion, and place (McCarthy, 1975).

The services sector uses an extended marketing mix that frequently consists of 7Ps, which are made up of the fundamental 4Ps plus process, people, and tangible evidence (Booms and Bitner, 1981). Service marketers occasionally utilize the 8Ps, which contain these 7Ps plus performance (Kotler, 2012).

Over the years, the old marketing mix, which included the 4Ps (product, price, location, and promotion), has become extremely well-liked. It originally consisted of 12 characteristics that a marketer supposed to blend together like ingredients when McCarthy initially proposed it in 1960. The framework eventually shrunk to just 4, which made it simpler and easier to understand, but there was a lack of depth and numerous crucial components were left out, including the provision of services to the user (Kotler, 2012; CIM, 2015).

The 7Ps of Services Marketing

As services and their marketing become a more important autonomous topic of study, this approach has gained a lot of popularity over time. This approach, which Booms and Bitner first developed in 1981, enlarged the marketing mix by three new Ps that were specifically connected to the service providers sector (Bitner, 1991; CIM, 2015 as follows):

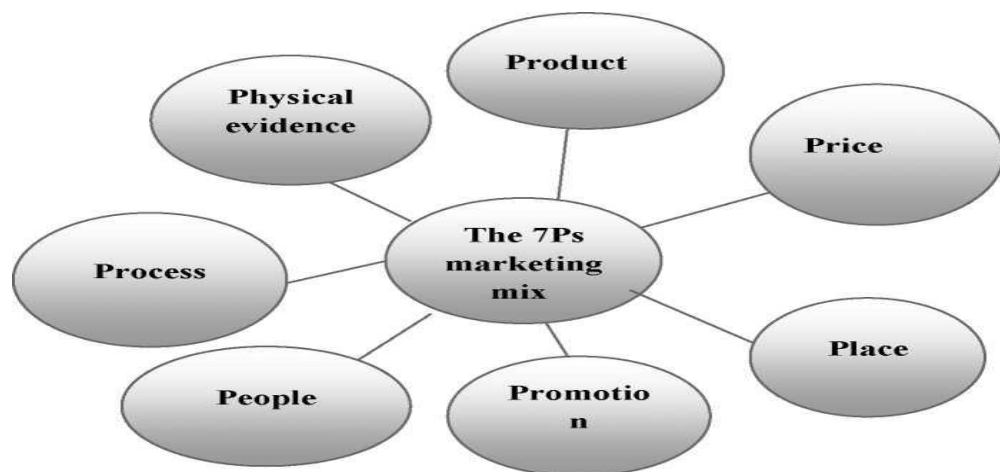


Figure 1: the 7Ps marketing mix model

By: Booms & Bitner 1981

2.3 Marketing Mix in service sector

2.3.1 Defining Service Marketing

A service is a type of intangible economic activity that neither generates ownership nor is stored. According to Rafiq (2016), the process of creating a strategy to deal with the provision of services, both in a business-to-consumer and business-to-business scenario, is known as services marketing. Among the industries that provide fundamental services include the telephone industry, airlines, accountancy or tax services, the hotel industry, and tradespeople like barbers, dry cleaners, and tailors. In a conventional physical product sales environment, elements like as customer service and technical support may be part of the services marketing strategy.

2.3.2 Fundamental Characteristics of a service

A service comprises five fundamental characteristics, according to Zeithaml, Parasuraman, and Berry (1985), which form the basis of the 7P model of marketing. According to: to start; Intangible The idea that a service does not result in the user holding a physical good is a crucial part of the definition of a service. The customer does obtain anything after departing. This may be a checkup with the doctor or legal advice. The environment in which the service is offered makes it easier for the experience to be made concrete. Furthermore, each client experience is unique because of heterogeneity. This suggests that variation exists and that it should be accepted and tolerated. The customer's or service provider's service experience may be hampered by situations beyond their control, such traffic or a storm. In addition, conditions that are inherent to one or both of the two participants, such as personality traits or a bad day, may also have an impact. Furthermore, a person may react to a situation differently on two successive days. It is difficult to provide a standard service experience because of all of these problems. Fourth, a service that is perishable may be returned, stored, or sold again. It is therefore immediate and limited by time. In order to reduce periods of high or low demand, it is necessary to put in place the proper procedures to ensure that service providing capacity is employed to the fullest extent possible. Lack of Ownership is the last factor to consider.

Since the customer does not ultimately maintain ownership of a material good, all they may retain from the service is their experience. This means that over time, once the experience memory has diluted, there may be an issue with comparing brands. Companies are constantly trying to differentiate themselves from their competitors to build a loyal customer base.

When marketing services, a different set of marketing tools may be used. An excellent illustration of this is the discovery of three aspects in addition to the four standard components of the marketing mix, which Booms and Bittner termed the "7Ps" of service provision in 1981. The primary concept of this strategy, according to Katona (2012), is that three other elements were identified in addition to the product, pricing, site, and promotion. First, People (human factor): everyone who participates in the service delivery in some way, such as as a service provider or a consumer. The second is physical perception, which includes all environmental aspects and any elements that make up the service's physical environment. Finally, process: every activity and procedure aiming at producing the service.

2.3.3 Bank marketing

According to Mai and Ly (2013), bank marketing is a system of banking strategies that influences the general quality of banking services and satisfies target customers' needs. A company's marketing strategy begins with determining the market for the goods and services it provides. Businesses must understand the market factors that are influencing the current market environment. Prasad (2010) defines bank marketing as a group of initiatives designed to better and more effectively satisfy customers' financial needs and aspirations than a rival.

Marketing should be used in banking in order to compete in the more cutthroat financial markets (Grubor & Vunjak, 2015). Simbowale (2005) argues that it is crucial for banks to implement well-designed marketing structures and procedures in order to be successful and efficient. The major tactics for attaining a company's marketing goals, according to Goi (2009), are pricing, promotion, product, and place. The group of

controllable marketing tools known as the marketing mix includes product, pricing, place, and promotion (Shankar & Chin, 2011, p. 1542).

The five sub-disciplines of marketing management—consumer, relationship, services, industrial, and retail marketing—are now believed to be based on the marketing mix components, according to Goi (2009). Isa (2015) asserts that for banking marketing to be successful, the 7ps—product, price, promotion, location, people, and process—must be combined in the right amounts. This will increase customer satisfaction in the banking sector. According to Grubor and Vunjak (2015), banking marketing should support the establishment of a recognizable banking culture and assist in establishing a high standard of banking service quality. According to Ganam and Poornima (2010), banks must develop distinctive market positions for their goods so that customers see them as being different from those of their rivals.

2.4 Brand Image

According to Philip Kotler, a person's beliefs, ideas, and impressions make up their brand image. In other words, brand image refers to how each individual perceives the identity, significance, and worth of the companies they interact with and may eventually engage with.

A logo alone does not constitute the branding of a business, product, or service. Depending on each and every interaction a consumer has with a business, clients today establish a range of associations. The Solomon Timothy of 2016 In general, brands are used to distinguish products and services so that consumers may select among a range of similar goods. To differentiate one's products from the competition, brands have been used for a very long period (Aaker, 1991). —Customers' perceptions of a brand's associations, such as its strength, distinctiveness, and favorability, according to Keller (1993, 1998), influence how customers perceive that brand. Therefore, brand image occurs when consumers act pleasantly and form favorable brand associations in their thoughts.

2.4.1 Brand Image Elements

A brand's image refers to the perceptions that customers and the general public hold of it. In contrast to brand identity, brand image reflects how customers actually perceive a business. (2015) Spacey, John John Spacey (2018) lists the following as elements of brand image: the ability of a customer to recognize a brand from its name or other visual cues; brand awareness, or the ability of a customer to recall a brand's core attributes; and customers' recognition of visual signals, such as logos or packaging. Due to the fact that people usually choose products they are familiar with even when they lack all the information, this may have an impact on customer choice; Concept-Branding initiatives are typically kept simple because it is difficult to persuade customers to remember specific details about a brand.

Customer opinions and views of a company's conduct, goods, and general performance are known as its reputation. This is affected by client satisfaction, word-of-mouth, and media coverage; Culture: The specialized subculture that emerges around a specific brand. Consumer, employee, and stakeholder norms, attitudes, and expectations that are fundamentally outside a company's control are included in this. The quality of a product as perceived by the public. Quality is the extent to which a company's products and services meet the needs and preferences of its clients.

Experience refers to the entire client journey. For instance, one extremely positive or negative customer service encounter could completely change how a customer feels about a brand; Status: The purported social position of a brand. a brand that is perceived as being, for example, youthful, affluent, wise, or benevolent;

A brand's legacy is its past that customers can still recollect. a business, for example, linked to obsolete and unpopular technologies; Meaning: The overarching purpose or vision of a brand. As an illustration, consider a business that, compared to its competitors, has caused less environmental harm by utilizing more ethical products and procedures. Change: The idea that a certain brand, such as an innovative technical company or a well-known clothing line, is at the forefront of change. Relationships: The ties between a brand image and employees demonstrated.

2.5 Measuring Brand Image

One of the most crucial aspects of modern marketing is brand measurement because it helps organizations succeed by assisting them in optimizing their brand strategies. The so-called confirmation/dis-confirmation process occurs when customers believe that their expectations have been met, and this is how satisfaction is normally measured (Simpson, 2006). Similar to this, consumer perceptions and expectations are shaped by their actual experiences, which in turn determines the perceived quality of a product or service (Lau et al., 2013). Satisfaction can be influenced by both subjective (such as consumer desires and emotions) and objective (such as product and service qualities) factors. One of the strategies utilized in the banking industry to help clients be satisfied is using the appropriate marketing tools in the right locations at the right moments throughout service delivery. According to Kotler and Armstrong (2010), marketing is a social and management activity that aims to meet the needs and desires of both individuals and groups. As a result, the level of customer satisfaction with their demands in using the marketing mix instruments effectively and efficiently has an effect on an organization's success (Addo & Kwarteng, 2013).

2.6 The relationship between Extended Marketing mixes and Brand Image

Marketing focuses on the fundamental tasks that every business must complete, such as locating customers, learning about their wants and needs, figuring out what influences their decisions, and persuading them to purchase goods and services from you rather than a rival (CIM, 2015).

2.6.1 People and Brand Image

People are those engaged in the provision of services. The training level, soft skills, discretion, and physical attractiveness of workers have a significant impact on customer satisfaction in the banking sector (Isa, 2015). In a study on the associations between service quality, characteristics, customer satisfaction, and customer loyalty in the retail banking sector of Bangladesh, Siddiqi (2011) found that empathy (interaction between employees and clients) has a high positive relationship with customer satisfaction. Through interactions between staff and customers, customer satisfaction is increased.

For advice, complaints, and suggestions on some of the banks' goods and distribution strategies, customers turn to bank staff. The effectiveness of the interactions is a crucial factor in how customers evaluate a service (Isa, 2015). It was shown that there is a substantial association between people and customer happiness in research by Mohammad et al. (2012) and Faris et al. (2016) that examined the impact of marketing mix components on tourist satisfaction in East Lake and Malaysia, respectively. A significant link between people and brand image in the research sector was found by Arifin Z. et al. in their study (2020). Thus, a connection between employees and brand perception has been made.

2.6.2 Process and Brand Image

The processes, protocols, or activity flows utilized to deliver the service to the client are referred to as the process (Mai and Ly, 2013). In another language, it means "easy to do business with". The more "high contact" services there are, the more crucial it is to get the process right. Process serves as an example of how services are delivered (Isa, 2015). Harrington and Weaven (2009) investigated consumer satisfaction in Australian e-retail banking. Individual client needs, website structure, online usability, and efficiency were rated highly as solutions in the poll. Al-Eisa and Alhemoud (2009) identified the key factors that significantly affect customer satisfaction with Kuwaiti retail banks and calculated the degree of total bank customer satisfaction. They considered quick service and the availability of self-banking facilities to be essential qualities. In 2008, Casalo, Flavian, and Guinaliu found that website usability was the primary factor affecting customers' satisfaction with Spanish e-banking services. Jamal and Nasser's studies from 2002 indicate that consumer satisfaction with banks is significantly influenced by the quality of their services. They recommended banks to create a successful customer care process to retain existing customers and attract new ones. In their investigation, Arifin Z. et al. (2020) found that there was little connection between research field process and brand image. As a result, the relation between people and brand image has been made.

2.6.3 Physical Evidence and Brand Image

Physical proof indicates that a service is intangible, which makes it difficult for clients to evaluate a service before making a purchase, especially in terms of quality and cost-effectiveness (Al-Debi & Fadhil, 2015). The general elements of physical evidence, according to Zeithaml and Bitner (2000, p. 253), cover all facets of an organization's physical property, including servicescape and other tangible methods of communication. This relates to the physical environment in which a business functions, such as the parking lot, the interior decor, the color, the degree of noise, and the air conditioning system.

In the Algerian telecom industry, Souar et al. (2015) found no link between concrete evidence and customer loyalty. In a similar line, Faris et al. (2016) observed that there is no significant correlation between physical proof and customer satisfaction in Malaysia's tourism industry. In their study (2020), Arifin Z. et al. discovered a significant correlation between physical evidence and brand image in the study location. As a result, it is clear that concrete evidence and brand image are related.

2.7 Empirical Evidence marketing mix and Brand Image

Mohammed and Pervaiz (1995) offer results of a survey of marketing academics in the UK and Europe that show a high level of dissatisfaction with the 4Ps and examples of how the 7Ps framework may be applied to examine consumer goods. Overall, it provides a substantial amount of support for the claim that Booms and Bitner's 7Ps framework should take the place of McCarthy's 4Ps paradigm. The services marketing mix now includes three additional decision-making responsibilities that must be integrated in order to produce a unified and effective services marketing mix (Lin, 2011; Mukherjee & Shivani, 2016; Isa, 2015; Ateba et al., 2015). The 7Ps, which stand for people, physical assets, and process, were added to the marketing mix by services marketing theorists to create a new area of management theory and practice apart from the selling of tangible items (Lovelock, 1996; Goldsmith, 1999). The "4Ps Marketing mix: its role in customer satisfaction in the South African banking retailing" study was conducted by Ateba et al. (2015).

No matter where the empirical research's sample was taken, the golden rule of customer satisfaction states that customers will always choose the good or service that makes them feel the happiest. Every business aspires to be the customer's first choice as a result of the increasing number of businesses and the accompanying competition. Businesses must create strategies that will enable them to achieve their dual objectives of profit-making and customer satisfaction in order to do this. The client, who is the most unpredictable stakeholder in the corporate environment, is at the root of the satisfaction issue, thus there is also a need for continual research in this area.

Customer happiness has been proved to be the best indicator of customer loyalty and retention. Superior customer value leads to increased customer loyalty. According to Khalifa (2004), a 5% increase in customer retention or a 5% decrease in the defect rate boosts a company's profitability by 40–50%. In order for banks to successfully retain customers, it is essential to assess how well they use the marketing mix framework. Banks should prioritize customer satisfaction inside their organizational culture as part of their business strategy. Banks are recommended to use the Internal Marketing (IM) procedure in light of the aforementioned advice.

Isa (2015) conducted study on the 7Ps marketing mix and retail bank customer satisfaction in North East Nigeria. This study examined customer satisfaction among retail bank customers in North-East Nigeria using the 7Ps marketing mix factors. Finding the elements that affect retail bank customers' happiness with goods, costs, locations, promotions, staff, procedures, and tangible evidence is one of the study's aims. Seven hypotheses were constructed to answer the goals. The inquiry used correlation and regression analysis. Consumer satisfaction is significantly connected with product, process, and physical evidence, but not with price, promotion, location, or staff, according to the data. Furthermore, it was found that pricing has the least impact while procedure has the greatest. In their research, ArifinZ. et al. (2020) found no association between process and brand image in the researched area, but significant correlations between individuals, concrete evidence, and brand image.

2.8 Conceptual Framework

The conceptual framework highlights the critical step, which is helpful in indicating the study's path. The extended marketing mix model, which depicts the impact of various service marketing mix tools on brand perception of the services provided by the banking industry, was the main focus of the study. The conceptual framework (Figure 2) also showed how the independent variable (brand image) and dependent variable (the 3Ps of extended marketing mix tools; people, process, and physical evidence) relate to one another. The study also demonstrates the hypotheses regarding the strong correlation between the 3Ps marketing mix tools and brand perception in the banking industry.

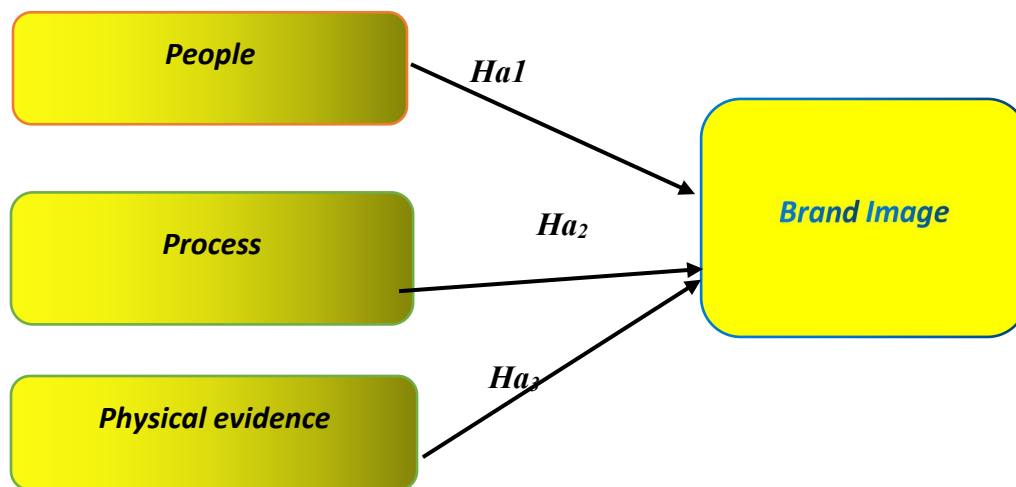


Figure 2: the relationship between the extended marketing mix and Brand Image

Source: Self-developed

Ha1: People have a positive and significant effect on brand image

A positive brand image is a result of good employee and customer relations. Customers turn to bank staff for guidance, complaints, and advise over some of the banks' products and distribution methods. When clients assess the quality of a service, interaction quality is a key aspect (Isa, 2015). When bank staff are given multi-directional authority, customers cannot be transferred to other banks for the same services. Consequently, a connection between consumers and brand perception exists.

Ha2: Process has a positive and significant effect on brand image

Process refers to the steps, procedures, or activity flows used to provide the service to the client (Mai and Ly, 2013). It means "easy to do business with" in another language. It is more important to get the process right the more "high contact" services there are. More clients stick with a brand's reputation the more the service methods are simplified. So, it is now clear how processes and brand perception relate to one another.

Ha3: Physical evidence has a positive and significant effect on brand image

Physical proof denotes the intangibility of service items, which makes it challenging for customers to assess service offerings before making a purchase, particularly in terms of quality and value for money (Al-Debi & Fadhil, 2015). Physical evidence strongly affects the overall bank service quality for customer satisfaction in New Zealand, according to research by Gan, Clemes, Wei, and Kao (2011). Customers continued to be drawn in by the bank's brand image even while it worked on the tangible proof, such as interior design, decor, layouts, and other things. The link between tangible proof and brand perception has therefore been demonstrated.

2.9 Summary and Literature Gap

Different marketing mix tools are used in academic writing and marketing textbooks to implement firms' marketing plans and analyze their brand perception. To study the marketing mix implementations for brand image in the service sector, such as banks, some of them apply the 4Ps (product, price, promotion, and place), the 7Ps (product, pricing, promotion, location, people, process, and physical proof), while others use the 8Ps (7Ps plus performance).

The use of marketing mix tactics in the service sector, particularly the banking sector, has a variety of drawbacks. Most academics use the 4Ps marketing mix tools to investigate the relationship between factors that may have an impact on customer satisfaction. Authors and researchers such as Kotler (1984), Sheth et al.

According to Isa (2015) and Grubor & Vunjak (2015), the Marketing Mix was cited as one of its "most important conceptual breakthroughs" together with the Marketing Concept and the Market Orientation principles to explain the marketing mix of the service industry. They argued that the tension between the principles of the Management School of Marketing and the philosophy underlying the Marketing Mix is where the 4Ps framework had its start.

Thirdly, the Marketing Mix 4Ps paradigm cannot support retention-based marketing since it is product-focused rather than customer-focused (Kent & Brown, 2006; Isa, 2015; Grubor & Vunjak, 2015). Due to its history as a mass marketing age concept and its one-way orientation, the mix is not interactive and does not support personalized communication (Kent & Brown, 2006; Isa, 2015).

Finally, it is clear that the 4Ps paradigm has an adversarial rather than a cooperative character to characterize the performance of the service marketing mix on customers' happiness (Isa, 2015; Grubor & Vunjak, 2015). Additionally, there have not been many studies conducted in Ethiopia that have largely concentrated on the use and impact of the extended marketing mix on the brand image.

In order to *find potential solutions* for the issues encountered during the implementation of the three extended marketing mixes (people, process, and physical evidence) in ways that fit with brand image in the banking industry of Ethiopia, specifically for Awash bank, it is necessary to evaluate and analysis the effectiveness of the 3Ps extended Marketing mix tools practices.

CHAPTER THREE

RESEARCH METHODOLOGY

This study sought to investigate how extended marketing strategies affected brand perception, specifically for Awash Bank Addis Ababa branches. As a result, the research methodology employed to carry out this study was covered in this chapter. In this instance, the research approach was covered first, then the research design. The target population, sampling technique, sample size estimation, and data sources are all covered in the section that follows. A technique for the analysis, interpretation, and presenting of data was then offered.

3.1. Research Design

The study was used both descriptive and explanatory research design to address the problem statement. This study employed an explanatory approach to determine how dependent and independent variables related to one another Calderon(2012) and Creswell (2012,p.274). It is helpful in discovering variables and speculative constructs, and it can be used as a veiled test of a hypothesis or model. Explanatory research design is a good fit to understand the effects of the independent variable (physical evidence, process, and people) on the dependent variable (Brand Image), and it was used to determine the effect of the extended service market on Brand Image, which is appropriate for the study's objective.

3.2 Research approach

The quantitative research approach was used in this study. In addition, because one of the characteristics of quantitative research makes it appropriate for this study, the study used a quantitative technique for better comprehension by using a five-point Likert scale in the data analysis as well. Quantitative research essentially refers to the application of systematic steps of scientific research, while utilizing quantitative properties in the study (Edmonds & Kennedy, 2013; p. 20).As a result, the researcher focused on quantitative methodologies.

3.3 Type and Source of Data

Both primary and secondary sources of data were used in order to achieve the study's goals. The core data for the study came from a questionnaire, while secondary data came from various websites, working policies and procedures, journal articles, and books that were examined for their content on Awash Bank's marketing and branding strategies.

3.4. Target Population

A population is the complete collection of individuals, occasions, or objects of interest that the researcher desires to study, according to Sekeran (2001, cited in Hirut S. 2015). Awash Bank clients and service users were the study's target audiences.

3.5. Data Collection Instrument

In order to obtain first-hand information, the primary data was gathered using a questionnaire that was administered personally. The extended marketing mix questionnaires (independent variables) and brand image questionnaires (dependent variables) were also handled. Secondary sources of information were also gathered from various books, magazines, websites, and documents that dealt with service and brand image.

3.6. Sample size determination

The term "sample size" describes how many observations or replicates should be included in a statistical sample.

	East	North	South	West
Total branches	52	54	56	58
12 branches Are selected	-Bole medhanialem -Millinium -Wollo sefer	-Arat kilo -Megenagna -Piazza	-Finfinne -Legehar -Enderase	- Kolfe - Alem Bank -Lideta

AT the assumptions of 95% confidence level, and $e = \pm 5\%$,the minimum sample size should be 384.

3.7. Sampling Technique

When faced with time and energy constraints, Mugenda (2012) said that the goal of sampling is to choose a representative sample that enables the researcher to learn more about the overall population. Using the purposive sample method, the researcher chose 12 branches for this study based on their relative size, year of operation, total number of customers, and daily average of customers. The study was used convenience sampling techniques since its impossible to arrange the entire customers into random sampling frame as the numbers of customers were to bulky.

3.8. Method of Data Analysis, interpretation and presentation

3.8.1 Ethical Considerations

Ethical concerns were mainly taken into account when conducting this investigation. The sample respondents were given all the information they required about the study, including who was conducting it, why it was being done, and other details, prior to data collection. This aided in their decision-making regarding their participation in the study. They also informed participants that their involvement in the study was voluntary and that it had no negative effects on them whether they chose to participate or not. They understood that their response would be guaranteed to be anonymous and confidential.

3.8.2 Data Analysis

Following the collection of the questionnaires, the researcher organized the returned questionnaire and looked for any unintentional participants who had completed the survey given to the samples. Data collected using several instruments were framed, collated, and organized for analysis. With the use of the SPSS version 22 statistical tool for social scientists, descriptive statistics were used to evaluate the data.

Based on their types and suitability for presenting, the results are shown in tables and graphs. The researcher also used descriptive, qualitative, Pearson's correlation, and linear regression analysis to see descriptions of extended service marketing mix tools in terms of mean and standard deviation, attitude, and respondents' perceptions of how well those tools performed in terms of brand image.

The mean score below was regarded low, the mean score from 2.01 to 3 considered moderately low, the mean score from 3.01 to 4 considered moderately high, and the mean score from 4.01 to 5 considered high, according to Norasmah and Sabariah (2011) and Norasmah and Salmah (2011).

3.8.3 Model Specification

Service quality, the marketing mix, particularly the three enlarged marketing mixes, and other aspects are all important for a bank's brand image. To examine the connection between the service marketing mix and customer satisfaction, several studies used various models. For instance, Isa (2015) used the 7Ps marketing mix: product, price, promotion, place, people, process, and physical evidence as dependent variables to see the level of customer satisfaction, while Ateba et al. (2015) used the 4Ps marketing mix tools as independent variables to see the level of customer loyalty.

In order to determine the level of consumer satisfaction (the dependent variable), and Weldekiros,(2019) used the 7Ps marketing mix: product, price, promotion, place, people, process, and physical evidence. However, the extended marketing mix tools were employed as independent variables and brand image was used as a dependent variable by the researcher. In order to evaluate the given hypothesis, the variables used in multiple regression analyses are Brand Image as the dependent variable and People, Process, and Physical evidence as the independent variables. The following was written as the bank's brand image:

$$BI = a + C1X1, C2X2, C3X3+e$$

Where: a = the constant (point at where the line crosses the BI axis), C1 = the slope (regression coefficient) for variable X1, C2 = the slope for variable X2, C3 = the slope for variable X3, X1 represents People, X2 represents Process, and X3 represents Physical evidence, e = residual (or error) value.

3.8.4 Reliability and Validity analysis of the Data

Validity and reliability tests were done to remove bias and data distortion. Therefore, validity and reliability checks must be carried out before data analysis.

3.8.5 Reliability

The term "reliability" refers to the consistency with which research conclusions may be verified by the researcher or by other researchers employing comparable research techniques or procedures. Instrument consistency is gauged by an instrument's reliability.

Reliability test is described as having to deal with the accuracy and precision of a measuring technique by Cooper and Schindler (2014). Similar to this, Creswell (2003; 190-192) defined instrument reliability as the level of consistency that an instrument or technique establishes. The purpose of the pilot study was to identify potential flaws (errors) in the research instrument so that steps might be taken to reduce those errors. This will be accomplished by employing pilot testing in the study area to assess the instrument's dependability. Furthermore, the correlation coefficient, which gauges the degree of relationship between variables, is frequently used to represent the dependability of a standardized test. A Cronbach's alpha value over 0.7 is typically regarded as providing adequate reliability for research purposes. Since the study's Cronbach's alpha value was higher than .07, it was possible to get the essential information from respondents. Then, the tools were in line with the study's goals.

3.8.6 Validity

In order for differences in individual scores to be interpreted as actual references in the traits under investigation, an instrument must be at least somewhat successful in measuring the attributes it is intended to assess. Validity was defined by Creswell (2003: 190–192) as the extent to which a test measures what it claims to measure. As opposed to this, Cooper and Schindler (2014) defined validity as the degree to which a test captures the objectives of the experiment. Before implementing the final step, a pilot study was undertaken to polish the technique and test tool, such as a questionnaire. In order to make the data collection instruments objective, relevant, appropriate for the situation, and reliable, questionnaires were tested on potential respondents. The questionnaires were improved and problems brought up by respondents were fixed. Additionally, an advisor took adequate detection measures to guarantee the legitimacy of the devices. The updated questionnaire was then printed, duplicated, and distributed.

CHAPTER-FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter provides a concise explanation of the impact of the extended marketing mix, namely the impact on the brand image of the Awash bank's people, processes, and physical evidence. This chapter's information was gathered from both primary data and secondary sources. 384 questionnaires were given out to bank customers as the primary data collection tool. This part also covers the respondents' demographic makeup, general marketing mix implementation statistics, and a descriptive study of the extended marketing mix tools using the mean and standard deviation of their constituent components. The Multicollinearity and hypothesis testing are also demonstrated. In order to determine the strength of the relationship between the marketing mix tools and customers' satisfaction with the bank and their ability to explain that relationship, it concludes by presenting the correlation and regression analyses.

4.2 Discussion for General Information and Demographic Profile

4.2.1 Discussion for Demographic profile

Table 1; Respondents response rate

Respondents	Target	Obtained	Percent
Customers	384	350	91.15

Data Source: Own survey,2023

The percentage of questionnaires that were returned and completed throughout the study relative to the total number of questionnaires anticipated to be completed is referred to as the respondents' response rate. 384 respondents who were clients of Awash Bank had to complete questionnaires as part of this study. 350 of the 384 issued questionnaires were administered and filled out. As a result, the return rate was computed as 91.14%, which is sufficient for further data analysis.

Table 2; Demographic Characteristics of Respondents

Demographic profile	Description	Respondents	
		Frequency	Percent
Sex	Female	160	45.70
	Male	190	54.30
Total		350	100
Age (in Years)	Less than 25	61	17.4
	25-35	192	54.9
	35-45	75	21.4
	Above 45 years	22	6.3
Total		350	100
Marital Status	Single	161	46
	Married	135	38.6
	Divorced	47	13.4
	Widowed	4	2
Total		350	100
Educational qualification	Completed grade 12	31	8.9
	Diploma holder	44	12.6
	Degree holder	174	49.7
	Masters holder & above	101	28.8
Total		350	100
Monthly Income(in Birr)	Below 10,000	69	19.7
	10,000-25,000	154	44
	25,000-45,000	84	24
	Above 45000	43	12.3
Total		350	100

Data source: Own survey,2023

According to table 2 above, respondents were classified according to their gender, age, marital status, degree of education, and monthly income. In terms of gender, 190 respondents, or 54.3% of the total, were male, while 160 respondents, or 45.7%, were female.

In terms of age, 61 respondents, or 17.4% of the total, were under the age of 25, 192 respondents, or 54.9%, were between the ages of 25 and 35, 75 respondents, or 21.4%, were between the ages of 35 and 45, and 22 respondents, or 6.3%, were beyond the age of 45. In terms of marital status, 161 respondents (46%) were single, 135 respondents (38.6%) were married, 47 respondents (13.4%) were divorced, and 4 respondents (2%) were widowed. In terms of education, 31 respondents (8.9%) have finished grade 12, 44 (12.6%) people were discovered to have a diploma, 174 (49.7%) to have finished their first degree, and 101 (28%), to have a master's or higher degree. In terms of monthly income, 69 respondents (19.7%) made less than 10,000 Birr, 154 respondents (44%) made between 10,000 and 25,000 Birr, 84 respondents (24%) made between 25,000 and below 45,0000 Birr, and the remaining 43 respondents (12.3%) made more than 45,000 Birr.

4.2.2 Tools for the Service Marketing Mix Discussion in General

Table 3: discussion of general questions on extended marketing mixes

Items	Category	Frequency	Percent
Q1 How long have you been customer of Awash Bank?	Below 1 year	65	18.6
	1-5 year	130	37.10
	5-10 year	132	37.7
	Above 10 year	23	6.6
	Total	350	100
Q2 What is your first reaction to Awash bank's service within the banking industry?	Very positive	160	45.7
	Somewhat positive	81	23.10
	Neutral	93	26.6
	Somewhat negative	16	4.6
	Very negative	0	0
	Total	350	100
Q3 How do you often use this Bank's service?	Very frequently	176	50.3

	Frequently	105	30
	Occasionally	54	15.4
	Rarely	15	4.3
	Total	350	100
Q4 If access to full banking services were available today, how likely would you be to use the service ?	Extremely likely	157	44.86
	Very likely	84	24
	Somewhat likely	79	22.57
	Not so likely	30	8.57
	Not at all likely	0	0
	Total	350	100
Q5 Why you prefer to use the service of the Awash Bank?.I experienced there is...	Customer care	77	22.02
Q6 For which of the following experiences would you like to provide feedback?	Speedy services	124	35.42
	Simplicity of services	88	25.14
	Brand attractiveness	61	17.42
	Total	350	100
	In-person	193	55.14
	online	55	15.72
	Call centre	84	24
	Prefer not to say	18	5.14
	Total	350	100
	Q7 Do you provide suggestion for improvements?	Yes	262
No		87	25.1
Total		350	100
Q8 If yes,what are these suggestions?	Empowerment of staffs	90	25.7
	Customer service	96	27.40
	Facilities	19	5.5
	Digitization	145	41.40
	Total	350	100

Data source: Own survey,2023

The gender, age, marital status, education level, and monthly income of respondents were used to categorize them. The frequency and percentage of respondents were also examined. The quality of service delivery and the bank's use of extended marketing strategies are shown in the table above together with customer experience. As seen in the table above, the majority of respondents are classified as long- and medium-term customers. Of those, 37.7% were respondents with a tenure of between 5 and 10 years, while 37.10% were respondents with a tenure of between 1 and 5 years. We can conclude that the respondents and the bank have had a long-standing relationship based on service.

Once more, the accompanying table shows respondents' initial impressions of Awash Bank's service. Accordingly, the survey's results show that the majority of participants—160, or 45.7%—replied that they are extremely satisfied with the bank's service delivery, with 81 (23.10) respondents coming in second. As a result, when compared to rival banks, the vast majority of respondents expressed their extreme satisfaction with the bank's level of service delivery.

When we look at how frequently clients use the services, the majority of respondents—176 of them—were using them very regularly (50.3%), with 30% of them using them frequently. Therefore, most of the respondents concurred that they frequently use the services. In addition to the availability of comprehensive banking services, the majority of respondents (44.86%) indicate that they would use full banking services if they were offered.

The respondent's reasoning for selecting the bank over its rivals is the next question. Accordingly, the majority of responses (35.42%) indicate that respondents either had personal experience with or were drawn to the bank's quick service offerings. In contrast, the majority of responders (55.14%) indicate that they had direct in-branch experience providing feedback. Additionally, nearly 75% of respondents indicated an interest in contributing their ideas for improvement. In light of this, 41.4% of the response suggests that the bank's level of digitalization urgently requires improvement.

4.3 Reliability Analysis of the Independent variables

Measurement consistency is demonstrated through reliability. It explains how consistently or repeatedly measures work. Cronbach's alpha, which depends on the test's item count, average covariance between item pairings, and total score variance, will let us know if the test we've created accurately measures the latent variable you're interested in. This description was derived from Luner's contention that an instrument should have a dependability of at least 7.0 (Luner, 1988). The explanations are consistent with Andrew et al. (2006)'s general guidelines for interpreting Cronbach's Alpha scores, which are as follows: ".9 - Excellent;.8 - Good;.7 - Acceptable;.6 - questionable;.5 - Poor and.5 Unacceptable.

Table 4: Reliability analysis

Marketing mix tools	Cronbach's Alpha if Item Deleted	Overall reliability	
		(Cronbach's Alpha)	Number of Items
People	.906	.927	3
Process	.893		
Physical evidence	.879		

Data source: *Own survey,2023*

The Cronbach's Alpha values for the various question sets are displayed in the table above. The table shows that the Alpha Values for all the 3Ps extended marketing mix tools range from 0.879 to 0.906 if items are eliminated. Additionally, the data's overall dependability is 0.927. As a result, we may draw the conclusion that the questionnaire has acceptable internal consistency, is suitable for all extended marketing mix tools, and that the data as a whole has an alpha value of more than 0.9. This shows that the data is reliable and internally consistent for further investigation.

4.4 Tools for the expanded Service Marketing Mix: Descriptive Analysis

Table 5: Descriptive analysis of the the three extended marketing mixes (people)

S.N	<i>1 PEOPLE</i>	Codes	Number of respondents	Mean	S.E mean
1	The employees are dressed neatly and professionally	PE1	350	3.62	.066
2	The employees of Awash Bank are friendly approached to you	PE2	350	3.75	.052
3	There are enough numbers of employees in the branches.	PE3	350	3.41	.068
4	The Bank's employees are confidently communicated with you	PE4	350	3.65	.065
5	I believe the Awash Bank's employees are skilled and honest	PE5	350	3.91	.056
6	The employees are inspired you to continue using the services in the future	PE6	350	3.55	.051
	Overall mean and standard deviation People			3.64	.06

Data source: Own survey,2023

4.4.1 People

The table above designates with a moderately high mean score of 3.91 by PE5 depicting that respondents respond employees of the bank are skilled and honest, which in turn builds credibility and creates a positive brand image. PE2, with a mean score of 3.75, representing those respondents respond employees of the bank are friendly approached to them, is shown as having the second highest mean score.

The way employees interact with consumers might have a negative impact on the organization's brand image. Additionally, the six parts of the people variable's average S.E. mean are.06, showing that respondents' perceptions of the people marketing mix tool and its variable are fairly similar.

Table 5.1: Descriptive analysis of the the three extended marketing mixes (process)

S.N		Codes	Number of respondents	Mean	S.E mean
	2 PROCESS				
1	The bank has consumed short time to resolve your request or problems	PR 1	350	3.77	.064
2	I feel that the bank would handle customers' comment timely & sincerely	PR2	350	3.45	.071
3	The bank provides the fastest services for any transactions	PR3	350	3.79	.063
4	The bank's service delivery time is operationally efficient in terms of time saving and switching costs	PR4	350	3.33	.079
5	The bank's operation time is convenient with you	PR5	350	3.43	.052
6	The bank has very easy processes to deliver daily services	PR6	350	3.39	.057
	Overall mean and standard deviation of Process			3.53	.064

Data source: Own survey,2023

4.4.2 Process

The table above shows that PR3 has the greatest mean score of 3.79, showing that the bank offers the quickest services for every transaction, while PR1 has the lowest mean score of 3.77, showing that the bank quickly answers client requests or issues. However, the total mean score for the process is 3.53, indicating that those who responded felt no difference about Respondents are unable to observe the bank's brand or the way services are provided.

Additionally, the average standard error of the six process elements, which is 0.064, indicates that respondents' perceptions of the effectiveness of the process marketing mix tool are reasonably close to one another. According to the study above, services procedures need to be changed to build a stronger brand.

Table 5.2 Descriptive analysis of the the three extended marketing mixes (Physical evidence)

S.N		Codes	Number of respondents	Mean	S.E mean
3 PHYSICAL EVIDENCE					
1	The bank will be my first choice when I need to use banking service	PH1	350	3.87	.061
2	The bank has your best interests at your heart	PH2	350	3.34	.076
3	I am aware that the mission and vision statements of the bank's are rightly define its commitment towards customers.	PH3	350	3.24	.073
4	I will encourage my friends and relatives to use Awash bank's services	PH4	350	3.33	.076
5	The brand image of Awash Bank has a comfort& appealing to you.	PH5	350	3.45	.069
6	The branches interior design and decor are likeable	PH6	350	4.17	.049
	Overall mean and standard deviation of Physical evidence			3.57	.067

Source of data: Own survey, 2023

4.4.3 Physical Evidence

Physical evidence with the highest mean score (PH6) demonstrates that the bank's interior design and decor are appealing or likeable and this represents a positive brand image. Physical evidence with the next highest mean (PH1), which has a mean score of 3.87, demonstrates that the bank will be their first choice bank in the event that they require banking services, is rated 4.17. While the overall mean score for the physical evidence is 3.57, which is considered to be a great performance for the bank's brand image.

The average S.E. mean of the six physical evidence components is 0.067, which further suggests that respondents' perceptions of the physical evidence of the service are reasonably congruent. According to the analysis above, improving the knowledge of the purpose and vision, then persuading customers or clients.

Table 5.3: Descriptive analysis of the the Brand Image

S.N		Code s	Number of responde nts	Mean	S.E mean
	BRAND IMAGE				
1	I believe that Awash Bank’s branding services possesses its practical function	BR1	350	3.49	.078
2	I am aware that the Awash Bank’s brand possesses a positive symbolic meaning and related to the pleasant experiences	BR2	350	3.69	.061
3	I feel that the Awash Bank’s services are highly represent its brand image	BR 3	350	3.62	.066
4	Compared to alternative banks,the bank provided me excellent services.	BR 4	350	3.57	.06
5	The overall services rendered by Bank’s are attractive & satisfactory	BR 5	350	3.19	.078
	Overall mean and standard deviation of Brand Image			3.51	.069

Data source:Own survey,2023

4.4.4 Brand Image

The brand image with the highest mean score, 3.69 (BR2), indicates that respondents think the Awash Bank brand has a positive symbolic meaning and is associated with pleasurable experiences. This is followed by BR3, which has a mean score of 3.62 and indicates that the Bank's service conforms to its brand image. The respondents were unable to observe a neutral level of brand image or the practice of brand image of service, as indicated by the total mean score of 3.51 for brand image.

Additionally, the S.E. mean for all brand image components is.069. This indicates that respondents' perceptions of the brand image and underlying variable are quite similar. According to the data above, there is still room for development in both offering outstanding services and overall service attractiveness.

4.5 Correlation Analysis

Simple statistics can reveal a lot of facts when evaluating enormous volumes of data. However, particularly in the medical and social sciences, it is frequently more crucial to look for links within the data. These interactions can be thoroughly investigated using correlation measurements and hypothesis testing; the researcher is only constrained by the data at hand. When two variables exhibit a linear relationship that goes beyond what would be predicted by chance alone, correlation exists. The "Pearson Product-Moment Correlation Coefficient" is the most popular correlation indicator. When looking at the definition of correlation, it becomes clear that only measurements from two variables are taken into account: the covariance between the two variables, or $\text{cov}(x,y)$, and the standard deviation of each (x,y) .

The correlation between the two variables is the conclusion of this calculation. This number may fall anywhere between -1 and 1, inclusive. The "perfect negative correlation" is represented by a number of -1, and the "perfect positive correlation" is represented by a value of 1. The "stronger" the correlation between the two variables, the closer a correlation measure is to these extremes. Zero indicates that there is no association to be found. A correlation value of zero does not necessarily indicate that there is no relationship between the two variables; rather, it simply indicates that there is no linear relationship in the data being examined. Additionally, determining whether a correlation measure is "high" or "low" can be challenging. A correlation measure of 0.3, for example, can be regarded as insignificant in some circumstances. In other situations, like the social sciences, a 0.3 correlation score can indicate that more research is necessary. To evaluate any results, like with any data analysis, it is necessary to comprehend the context of the data.

Table 6: Correlation Values

Items		Brand image
Brand image	Pearson Correlation	1
	Sig. (2-tailed)	
People	Pearson Correlation	.789
	Sig. (2-tailed)	.000
Process	Pearson Correlation	.801
	Sig. (2-tailed)	.000
Physical evidence	Pearson Correlation	.820
	Sig. (2-tailed)	.000

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

Data source: Own survey,2023

In order to analyze the relationship between the independent and dependent variables, the Pearson Product-Moment Correlation Coefficient was applied. As can be seen from the above table, Process ($r = 0.801$) is also interpreted to have positive and high correlation with marked relationship toward the brand image of the bank, while Physical Evidence ($r = 0.820$) formed the highest Pearson Correlation value, indicating that Physical Evidence has strong positive, strong and significant correlation with marked relationship toward the brand image of the bank.

Additionally, compared to the other two extended marketing mix components, people has relatively the weakest association strength, with a correlation value of $r = 0.789$. This suggests that there is a moderate, and significant relationship between employees and the bank's brand image. All of the independent variables mentioned above have a positive and strong link with the bank's brand image, according to the correlation coefficient values. Additionally, the results in the above table show that independent variables have a p-value of 0.000 at significant levels of 0.01 (2-tailed). This suggests that brand image and the extended service marketing mix instruments have a substantial relationship.

4.6 Regression Analysis

Regression analysis is a trustworthy technique for determining the factors that have an effect on the research issue. We can confidently establish which elements are most important, which ones may be ignored, and how these factors interact when we do a regression. Ordinary Least Squares (OLS) analysis is the regression analysis technique that is most frequently utilized. OLS, according to Gujarati (2004), constructs a "best fit" trend line through all of the supplied data points. First, the variables to be analyzed must be determined, then they must be added to the proper model (in this example, a linear model).

Regression analysis generates a ton of valuable information in its output. A count of the observations included in this study is the first piece of information shown. The number of observations "used" in calculating the coefficients is included because the analysis does not take into account missing values for either the dependent or independent variables. The "Analysis of Variance" that follows includes the f value, sum of squares, and degrees of freedom. Includes a model summary including values for R-square and re-scaled R-square.

The percentage of variation that the regression model is able to account for is shown by these values. The parameter estimations (0... n) are reported in the final section. T values are also included to test significance along with an estimate of the value (" $\text{Pr} > |t|$ " is the probability that a given coefficient is not statistically significant), and estimates of the value are also included. This section covers multiple regression analyses of the extended marketing mix tools' effects on brand image as well as hypothesis testing.

4.7 Normality test

Normality and the Multicollinearity test were performed before the regression analysis. To ascertain their relative value in influencing the overall brand image, the factors were then entered into regression analysis.

If the data were obtained from a regularly distributed population (within a certain tolerance), it would pass the normality test.

Table 7: Normality test

Descriptive Statistics					
	Responses	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
People	350	-.079	.130	-.195	.260
Process	350	-.127	.130	-.559	.260
Physical evidence	350	-.486	.130	.227	.260
Brand image	350	-.405	.130	-.787	.260

Data source: *Own survey, 2023*

Kim (2013) asserts that the interpretation of normalcy is based on the absolute values of skewness and Kurtosis, and that substantial non-normality is indicated for values of skewness and Kurtosis that are greater than 2 and 7, respectively. As a result, the data distribution of the survey was normal based on the above

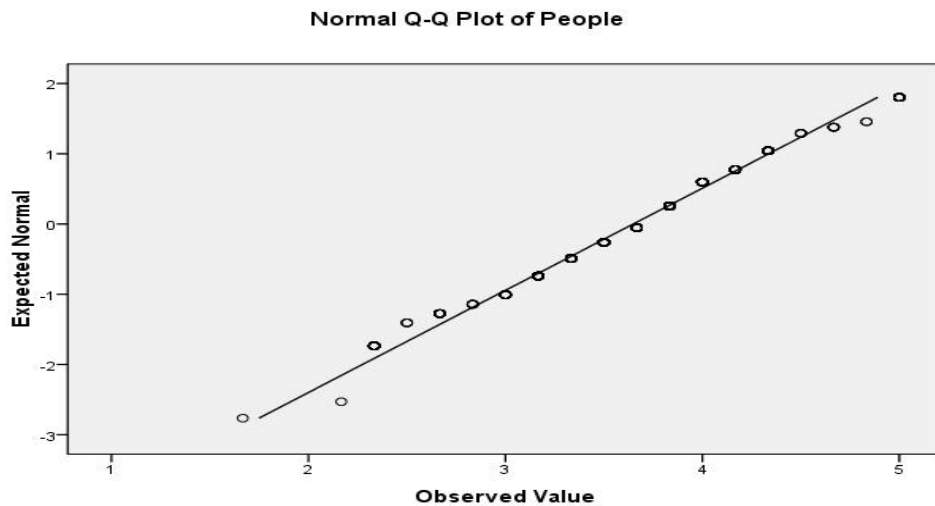
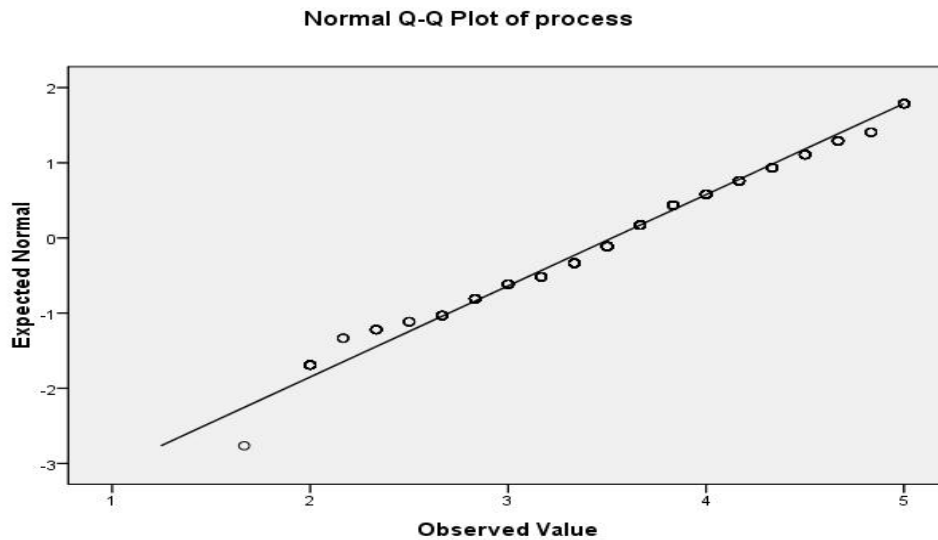


table.

Figure 3 : Normality test by Q-Q plot (people)

The above graphical figure shows that the data distributions were normally distributed as the data points closes to diagonal line.



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Figure 4: Normality test by Q-Q plot (Process)

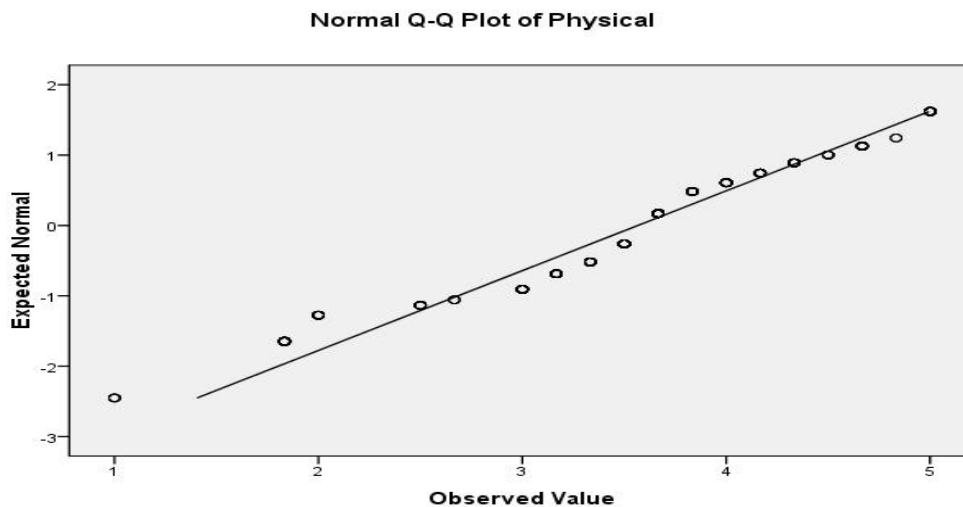


Figure 5: Normality test by Q-Q plot (Physical evidence)

The Q-Q plot analysis of normality tests for each variable based on the aforementioned figures reveals that the data distributions were normally distributed as the data points got closer to or crossed the diagonal line.

4.8 Multicollinearity Test

Multicollinearity is the condition in which there is a significant degree of correlation between two or more explanatory variables in the regression model, making it difficult or impossible to separate out their individual effects on the dependent variable (Stevens, 2002). If there is an equal or negative correlation between two independent variables, we have perfect Multicollinearity. Perfect Multicollinearity in a data collection is uncommon in practice.

The problem of Multicollinearity more frequently appears when two or more independent variables have an approximate linear connection. Tolerance is the percentage of the variance in a given predictor that cannot be explained by the other predictors. There is high Multicollinearity and inflated standard errors of the regression coefficients when the tolerances are close to 0. According to Meyers, Gamst, and Guarino (2006), the Multicollinearity problem results from a lack of knowledge that prevents an appropriate calculation of the model's parameters. According to Brooks (2008), a model is said to suffer from perfect Collinearity if one of the independent variables is an exact linear combination of the other independent variables. In this case, OLS cannot be used to estimate the model. It's crucial that the results of the Collinearity Diagnostics show a tolerance value above 0.10 and a variance inflation factor (VIF) value below 10, which denotes a lower correlation between the variables (Pallant, 2010), in order to prevent this.

Table 8: Multicollinearity Test

Extended Marketing Mix tools	Collinearity Statistics	
	Tolerance	VIF
People	.271	3.685
Process	.274	3.647
Physical Evidence	.232	4.317

Data source: Own survey,2023

There are no values outside of the tolerance and VIF limits, as can be shown in table 8 above, proving that there is no Multicollinearity issue at hand.

4.8.1 Regression assessment of the extended service marketing mixes on brand image

1. Determination of the Model goodness of fitness

Table 9; Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.735	.733	.51750

a. Predictors: (Constant), Physical Evidence, People, and Process

b. Dependent Variable: Brand Image

From the above table, it can be seen that the adjusted R-square value, or coefficient of determination, is 0.733. This means that 73.3% of the variation in the dependent variable (brand image), which is caused by people, processes, and physical evidence, is due to these independent variables, while the remaining 26.7% may be due to the influence of extraneous variables. These three independent variables have a significant impact on the bank's brand image, according to the R-Value for the extended service marketing mix tools as a whole.

2. Analysis of Variance (ANOVA)

Table 9.1: ANOVA Results

ANOVA^a

Model		Sum squares	Degrees of freedom	Mean square	F -statistic	Sig.
1	Regression	257.190	3	85.730	320.120	.000 ^b
	Residual	92.661	346	.268		
	Total	349.852	349			

Source: Own survey, 2023

a. Predictors: (Constant), People, process and physical evidence

b Dependent Variable: Brand image

Table 9.1 displays the ANOVA's findings about the effectiveness of cooperative government. It is discovered to be statistically significant, with F statistic = 320.120, P 0.001. This suggests that the model was reasonably well-fit overall. The value of F-calculated = 320.120, df = 3/346, and P 0.001 in the above table also show that the F-calculated is significantly bigger than the F tabulate. This outcome also demonstrates that the alternative hypothesis was accepted and the null hypothesis was rejected. This result revealed that the overall model was reasonable fit and there is a statistically significant association between the three extended marketing mix tools: people, process and physical evidence, & have influence on the brand image of the bank.

3)*Determination of Coefficients*

Similar information can be found in the "Beta" column under "Standardized Coefficients," but before the weights are calculated, all values of X and Y have been standardized (set to mean of zero and standard deviation of one). The value of b0 () in this instance is always 0, and thus is not accounted for in the regression equation. Given that unstandardized weights depend on the variance of the X variables, standardizing all variables provides for a better comparison of regression weights (Muijs 2004). The statistical significance of a variable is indicated in the "Sig." column on the "Coefficients" table given the inclusion of all other variables in the model.

Table 9.2: Coefficients of the extended marketing mixes

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	Constant	-.526	.151		-3.474	.000
1	People	.353	.077	.242	4.565	.000
	Process	.369	.064	.304	5.750	.000
	Physical evidence	.416	.065	.366	6.371	.000

A Dependent Variable: Brand image, *Source; Own survey, 2023*

All of the expanded marketing mix tools, including people (.353), process (.369), and physical evidence (.416), exhibit positive unstandardized coefficients with corresponding t-statistic values of 4.565, 5.750, and 6.371 at p 0.001, according to table 9.2 above. Additionally, the results of Table 9.2's standardized coefficients show the impact of each extended service marketing mix instrument on brand perception. The brand image of the bank will therefore rise by .242 for every unit increase in customers or staff members while the other two extended marketing mix elements stay constant. Similar to how the brand image of the bank is directly impacted by the process of the bank, an increase in the service provider's process will directly raise the bank's brand image by .304 while maintaining the two other extended marketing mix instruments at their current levels. Last but not least, the bank's physical evidence has an impact on its brand image. A unit increase in the bank's physical evidence will directly improve its brand image by .366 while keeping the other two extended marketing mix tools unchanged.

All of the extended marketing mix factors were statistically significant, as shown in table 9.2 above, with P-values less than 0.01 for each of the three extended marketing mix instruments that were taken into consideration. Additionally, the expanded marketing mix instruments all show positive values, demonstrating a direct impact on the bank's brand image. This demonstrates that every extended service marketing mix tool has a favorable and considerable impact on the bank's brand image.

The equation will be as follows, based on the discussion from above and the coefficients of the independent variables; Brand image (BI) = $-.526 + .353X_1 + .369X_2 + .416X_3$ based on the unstandardized coefficients. Alternative: Using the Standardized Coefficients, brand image (BI) is equal to $.242X_1 + .304X_2 + .366X_3$.

4.9 Hypothesis Testing

The expanded marketing mix tools: People/employees, process, and physical proof are all positively associated with the bank's brand image, according to the results of the multiple linear regressions on the coefficients displayed in the above table. The hypothesized hypotheses underwent the below-listed tests;

4.9.1 Effect of People/employees on Brand image

The following is the framed null hypothesis and its alternative suggested to anticipate the impact of people/employees on the bank's brand image:

H01: There is no significant relationship between People/employees and brand image.

Ha1: There is significant relationship between People/employees and brand image

Table 10: hypothesis test for People or employees

Hypotheses	Statistic		Result
	Beta value	P-Value	
Ha1	.242	0.000	Supported

Source :Own survey,2023

The claim that employees have a substantial impact on brand image is put to the test. To test the null hypothesis Ha1, the dependent variable brand image (BR) was regressed on the predictive variable people (PE). PE was strongly predicted, proving that PE can considerably influence BR (B=.242, P=0.01). The alternative theory gets approved as a result. Because of this, the absence of people or workers from the extended marketing mix instruments negatively impacts the bank's brand image..

4.9.2 Effect of Process on Brand Image

The following were the framed null and its alternate hypotheses for predicting the association between bank service process and brand perception:

H02: There is no significant relationship between process and brand image.

Ha2: There is significant relationship between process and brand image.

Table 10.1 : hypothesis test for Process

<i>Hypotheses</i>	<i>Statistic</i>		<i>Result</i>
<i>Ha2</i>	<i>Beta value</i>	<i>P-Value</i>	<i>Supported</i>
	<i>.304</i>	<i>0.000</i>	

Source :Own survey,2023

The hypothesis test determines whether a process has a substantial impact on brand image. To test the hypothesis Ha2, the dependent variable brand image (BR) was regressed on the predictive variable process (PR). PR was strongly predicted, proving that PR can have a big impact on how BR turns out (B=.304, P=0.01). The alternative hypothesis is adopted in light of the analysis presented above. The service delivery process is currently the deciding factor among the extended marketing mix tools for the bank's brand image because of its favorable relationship to the bank's brand image. This demonstrates that processes have a substantial impact on the bank's brand image.

4.9.3 Effect of Physical evidence on brand image

The following were the framed null and its alternative hypotheses for predicting the association between physical evidence of the extended marketing mixes and the bank's brand image:

H03: There is no significant relationship between Physical evidence and brand image.

Ha3: There is significant relationship between Physical evidence and Brand image.

Table 10.2 : Hypothesis test for Physical evidence

<i>Hypotheses</i>	<i>Statistic</i>		<i>Result</i>
<i>Ha3</i>	<i>Beta value</i>	<i>P-Value</i>	<i>Supported</i>
	<i>.366</i>	<i>0.000</i>	

Source :Own survey,2023

The hypothesis is tested to see if tangible objects have an important influence on brand perception. To test the null hypothesis Ha3, the predictive variable physical evidence (PH) was regressed on the dependent variable brand image (BR). PH was strongly predicted, indicating that PH can considerably influence BR (B=.366, P0.01). The alternative theory is acceptable in light of the aforementioned analyses. Physical evidence of the service is currently the determining extended marketing mix tool for the bank's brand image because of its favorable relationship to the bank's brand image. This provides tangible evidence that the service has a positive, significant impact on the bank's brand image.

CHAPTER-FIVE

CONCLUSION AND RECOMMENDATION

5.1. Introduction

The conclusions and suggestions derived from the study's findings are presented in this section. The results of the three extended service marketing mix tools' descriptive, correlational, and regression analyses are summarized and discussed in the first section, along with the impact of brand image on these explanatory variables. The recommendation and policy implications of the extended service marketing mix tools (3Ps) on the bank's brand image are covered in the second portion of this chapter.

5.2. Conclusions

The individual providing a service is not distinctive from the service being provided. If an unpleasant waiter is encountered when dining at a restaurant, the overall experience will be characterized as bad service, which in turn lowers the restaurant's reputation. This is the rationale for the investments made by many firms in identifying the ideal candidate for a service function and then making an effort to find or train candidates that fit their brand image.

Most of the factors of the *People* of the service's descriptive analysis show a high or agreeable level for the bank's brand image. The aggregate mean score of People also shows that the model's brand image is high or agreeable. This outcome demonstrated how people portray the bank's brand when providing services.

Additionally, a positive, moderate, and substantial link between people and the bank's brand is revealed by the correlation study. The regression analysis's hypothesis testing revealed a favorable and substantial association between the clients' employees and the bank's brand perception. This illustrates how important people and employees are as part of the extended service marketing mix instruments for the bank's brand image.

Customers typically have to wait in a long line before receiving services in the service sector. In other words, clients will undoubtedly have to wait for a while. A good marketer will be able to develop and oversee efficient service procedures that will help customers comprehend the process and, if necessary, accept any waiting times. Service cannot be kept in storage, inventoried for later use, or returned because it is perishable. So, a major role in the marketing mix strategy is played by regulating the service process component. Additionally, process management has become a challenging challenge for all marketers and businesses due to the under or oversupply of demand.

According to the descriptive analysis of the majority of the *process* variables, respondents are taking steps to improve the bank's brand image. Similar to this, the processes's overall mean score is favorable. Since the correlation study shows a positive, moderate, and substantial link between the process of the service and the brand image of the bank, this is an indication of the brand image of the bank as determined by process marketing mix tools. The regression analysis's hypothesis testing also demonstrated a favorable and significant association between the bank's brand image and its operational procedures. This demonstrates that one of the crucial components of the extended service marketing mix tools for the bank's brand image is process.

Whenever a customer interacts with your firm, physical evidence refers to all current and potential aspects that can be seen. Interior design, color schemes, and layout are some of the most ethereal elements of the setting where the service interaction takes place. A high/agree level is indicated for the bank's brand image in the descriptive analysis of the majority of the variables of the physical evidence of the service.

According to this finding, clients think that the bank's brand image may be seen in the *physical evidence* of how well its services are provided. A favorable and significant association between the physical evidence and the bank's brand image was also found by hypothesis testing the regression analysis. This demonstrates how tangible proof is a vital component of the extended service marketing mix tools for the bank's brand image.

Generally the descriptive study reveals that the extended marketing mixes have a significant impact on the bank's brand image. Additionally, there are obstacles to implementing the extended marketing mix tools for brand image as desired, such as: the service processes, raising customer awareness of the vision and mission, persuading them to use the entire suite of services, providing excellent customer service while also boosting the overall attractiveness of the services, process strategy, and a lack of an adequate legal and regulatory framework for the implementation of the extended service marketing mix.

The extended marketing mix tools and brand image do, however, appear to be positively and significantly related based on the correlation study. This implies that they have a significant role in determining the bank's brand image. The regression research also showed that the expanded marketing mix tools were responsible for explaining 73.3% of the variation in brand image, whereas other external factors such as profit, plan, performance, and the oldest marketing mixes were responsible for the remaining 26.7%. The three additional marketing mix instruments likewise demonstrate a favorable and significant association with the bank's brand image.

5.3. Recommendations

From the front-line sales staff to the managing director, the brand image of the bank depends on the individuals or workers who operate it. Having the proper employees is crucial since they contribute just as much to your company's offerings as do the goods and services you provide. Additionally, the bank should enhance its staff's ability to persuade consumers about its overall services (especially junior workers), as happy customers are more likely to persuade their peers, friends, and relatives to utilize the bank's services. Additionally, it would be preferable to update employee attire and staff each location with an adequate number of people in order to outperform rival brands.

In comparison to the bank's other two extended marketing mix tools, the process service has a greater impact on the brand image of the bank. The bank should increase its human resource capacity and service operational efficiency through streamlined process channels in order to deliver services effectively and efficiently. The bank could also streamline its processes by cutting down on paperwork and customizing its services. Additionally, as digitization is one way to speed up service procedures, it would be preferable to give it greater attention.

The bank should make a lot of effort to raise awareness of its vision and mission by preparing agenda books and annual reports books, persuading customers about the overall services delivery for its customers, and offering customers appreciation programs to further improve the bank's brand image. The brand image of the bank is very dependent on the physical evidence of extended marketing mix tools relative to the other service marketing mix tools.

5.4 Policy indicators

The bank should put out a lot of effort to raise the total level of brand perception on the extended marketing mix tools, specifically, People and Process through the introduction of new and diversified process alternatives, cooperative and skilled workers, and enhancing digitization. Additionally, the process strategy should be improved by using different process options, employing skilled staff trained in marketing management, implementing extended service marketing mix strategies within an appropriate legal and regulatory framework, and allocating adequate funding for it.

5.5 Suggestions

This study does not address the independent variables that account for 26.5% of the variance in the marketing mix tools' impact on brand image. In addition to these, brand image is impacted by other aspects like profit, plan, performance, and the use of the simplest or earliest marketing mixes. Consequently, the researcher advises incorporating these and other undiscovered aspects into future research on studies..

Additionally, the study was restricted to solely Awash Bank from the standpoint of its customers. Future scholars are particularly encouraged to consider various banks' and companies' perspectives.

In addition to providing insight into the opportunities given by extended marketing mix on their brand image, this research helps to the growth of a more comprehensive understanding of how to use and manage the effectiveness of extended marketing mix tools on brand image. Its results are useful to academics as a source of data for ongoing research and as a way to fill knowledge gaps.

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Appendixes-A

Addis Ababa University
Post Graduate Program: Marketing management

Dear Respondents;

This is the survey questionnaire on “**The effect of Extended Marketing Mixes on Brand Image; The case of Awash Bank**”. The purpose of this questionnaire is to carry out a research for the partial fulfillment of Masters of Art in marketing management at Addis Ababa University. You are, therefore, kindly requested to fill the questionnaire based on the necessary information related to the study. Any information you present will be kept confidential and will be used only for academic purposes.

Your cooperation and prompt response will be highly appreciated

General Instruction:

- ❖ Your participation is voluntary
- ❖ No need to write your name
- ❖ Please simply tick the most appropriate answer and put your answer if any.

Part I: Demographic profile of respondents

Direction: the following statements are about your personal information. Please write the necessary information on the blank space provided and, in the optional items, indicate your answer by putting attack mark (X) in the box

1. Gender: I Male II Female
2. Age (in years): I Less than 25 II Between 25-35 III Between 35-45
IV Above 45
3. Marital Status: I Single II Married III Divorced IV Widowed

4. Education level(please specify)

I below grade 12 II Diploma holder III Degree holder
IV Masters and above

5. Monthly Income: I below 10,000 II 10,000-25,000
III 25,000-45000 IV Above 45,000

Part II: General Questions on banking services of Awash Bank

Please put X mark in the box based on service you received at the bank

1. How long have you been customer of Awash Bank?

I below 1 year II 1-5 year
III 5-10 year IV above 10 year

2. What is your first reaction to Awash Bank's service within the banking industry?

I Very positive II Somewhat positive
III Neutral IV Somewhat negative
V Very negative

3. How often do you use this Bank's services?

I Very frequently II Frequently
III Occasionally IV Rarely V Never

4.If access to full business banking services were available today, how likely would you be to use the service?

I extremely likely II Very likely III Somewhat likely
IV Not so likely V Not at all likely

5. Why you prefer to use the service of the Awash Bank?.I experienced there is...

I Customer care II Speedy services III Simplicity of services
IV Brand attractiveness

6. For which of the following experiences would you like to provide feedback?

I In-person branch experience II Online experience
III Telephone or call centre experience IV Prefer not to say

7. Do you provide suggestion for improvement?

I Yes II No

8. If yes, what are these suggestions?

I Empowerment of staffs II Customer service

III Facilities IV Digitization

Part III- The following statements relate to your feelings about the Banking service.

Please circle your score based on service you received at the bank

1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = strongly agree

No		Likert Scale				
	PEOPLE ITEMS					
1	The employees are dressed neatly and professionally	1	2	3	4	5
2	The employees of Awash Bank are friendly approached to you	1	2	3	4	5
3	There are enough numbers of employees in the branches	1	2	3	4	5
4	The Bank's employees are confidently communicated with you	1	2	3	4	5
5	I believe the Awash Bank's employees are skilled and honest	1	2	3	4	5
6	The employees are inspired you to continue using the services in the future	1	2	3	4	5
	PROCESS ITEMS					
7	The bank has consumed short time to resolve your request or problems	1	2	3	4	5
8	I feel that the bank would handle customers' comment timely & sincerely	1	2	3	4	5
9	The bank provides the fastest services for any transactions.	1	2	3	4	5
10	The bank's service delivery time is operationally efficient in terms of time saving and switching costs	1	2	3	4	5
11	The bank's operation time is convenient with you	1	2	3	4	5
12	The bank has very easy processes to deliver daily services	1	2	3	4	5

PHYSICAL EVIDENCE ITEMS						
13	The bank will be my first choice when I need to use banking services	1	2	3	4	5
14	The bank has your best interests at your heart	1	2	3	4	5
15	I am aware that the mission and vision statements of the bank's are rightly define its commitment towards customers.	1	2	3	4	5
16	I will encourage my friends and relatives to use Awash bank's services	1	2	3	4	5
17	The brand image of Awash Bank's has a comfort & appealing to you	1	2	3	4	5
18	The branches interior design and decor are likeable	1	2	3	4	5
BRAND IMAGE ITEMS						
19	I believe that Awash Bank's branding services possesses its practical function	1	2	3	4	5
20	I am aware that the Awash Bank's brand possesses a positive symbolic meaning and related to the pleasant experiences	1	2	3	4	5
21	I feel that the Awash bank's services are highly represent its brand image	1	2	3	4	5
22	Compared to alternative banks,the bank provided me excellent services	1	2	3	4	5
26	The overall services rendered by the Bank's are attractive & satisfactory	1	2	3	4	5

Appendixes-B

I) Pearson correlation values

Correlations

	Brand	People	process	Physical
Brand Pearson Correlation	1	.789**	.801**	.820**
Sig. (2-tailed)		.000	.000	.000
N	350	350	350	350
People Pearson Correlation	.789**	1	.797**	.832**
Sig. (2-tailed)	.000		.000	.000
N	350	350	350	350
process Pearson Correlation	.801**	.797**	1	.830**
Sig. (2-tailed)	.000	.000		.000
N	350	350	350	350
Physical Pearson Correlation	.820**	.832**	.830**	1
Sig. (2-tailed)	.000	.000	.000	
N	350	350	350	350

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

II) Determination of coefficients

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-.526	.151	
	People	.353	.077	.242
	process	.369	.064	.304
	Physical	.416	.065	.366

a. Dependent Variable: Brand

III) Multicollinearity tests

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	People	.271	3.685
	process	.274	3.647
	Physical	.232	4.317