

The Effect of Promotional Mix Elements on Brand Image of Dashen Bank

By Samuel Biratu Temesgen

Addis Ababa University School of Graduate Studies

College of Commerce

Department of Marketing

February, 2021

Addis Ababa University

Ethiopia

Addis Ababa University School of graduate studies

College of Commerce, Department of Marketing

The Effect of Promotional Mix Elements on Brand Image of Dashen Bank

By Samuel Biratu Temesgen

**A Thesis Submitted to Addis Ababa University School of Graduate Studies College
of Commerce, Department of Marketing in partial fulfillment of the Degree of Master of
Arts in Marketing Management**

Advisor: Tewodros Mesfin (PhD)

February, 2021

Addis Ababa University

Ethiopia

The Effect of Promotional Mix Elements on Brand Image of Dashen Bank

By Samuel Biratu Temesgen

Approved by the Board of Examiners

_____	_____	_____
Advisor	Signature	Date
_____	_____	_____
Internal Examiner	Signature	Date
_____	_____	_____
External Examiner	Signature	Date
_____	_____	_____
Chairperson, Graduate Committee	Signature	Date

Abstract

We are living in a rapidly developing world where vast amount of information is flooding our day to day activities. Accordingly, information to be appropriate and reach the target audience, we need to develop effective communication mechanism. This study therefore sought to examine the effect of promotional mix elements on the brand image of Dashen Bank. The research design adopted was descriptive. The population was the customers of the bank in Addis Ababa city divided in four districts out of which a sample of 384 was drawn. The main instrument used was questionnaire. Both secondary and primary data were used. In measuring the effect of promotional mix tools on brand image, the researcher conducted a percentage and mean analysis. To measure the effect of on brand image, the researcher conducted a regression analysis; the study found some level of correlation between promotional mix elements and brand image. However, the independent variables (promotional mix elements) had a significant relationship with brand image (dependent). The correlation value showed significant association between the variables. The R^2 value indicates that approximately 58.4% (0.584) meaning brand image could be explained by using promotional mix elements. Hence, the study indicated that the independent variables that are promotional mix elements (advertisement, sales promotion, personal selling, publicity/PR and direct marketing) had a positive effect on brand image (dependent) of Dashen Bank.

Key words: Brand Image, Promotional Mix Elements

9

Acknowledgements

First I would like to thank my advisor Dr. Tewodros Mesfin for his professional support and guidance all the way through the progress of this study. I want to appreciate the customers of Dashen bank for properly filling and returning the questionnaire in such short time. Also I would like to thank employees of the bank for facilitating the filling of the questionnaire with a short notice.

Table of contents

Abstract	iv
Acknowledgements	v
Tables and figures	x
Tables	x
Figures	xi
Chapter One: Introduction	1
1.1. Background of the study	1
1.2 Statement of the problem	3
1.3. Basic Research Questions:	6
1.3.1. Main Research Question.....	6
1.4. Objectives of the study.....	6
1.4.1. General objectives	6
1.5. Scope of the study	7
1.6 Significance of the study.....	7
1.7. Definition of Terms.....	7
1.9 Organization of the Study	8
Chapter Two: Review of Related Literature	9
2.1 Introduction	9
2.2 Theoretical Review	9

2.2.1. <i>Promotional Mix Elements</i>	9
2.2.2. <i>Brand Image</i>	22
2.2.3. <i>Corporate Branding, Product Branding and Service Branding</i>	23
2.3. Marketing Communication Theories	25
2.3.1. <i>A.I.D.A Model in Marketing Communication</i>	26
2.3.2. <i>The Theory of Hierarchy of Effects</i>	26
2.3.3. <i>Relationship Marketing Theory</i>	28
2.4. Review of Empirical Studies.....	30
2.4.1. <i>Advertising</i>	30
2.4.2. <i>Sales promotion</i>	30
2.4.3. <i>Publicity and Public Relations</i>	31
2.4.4. <i>Personal Selling</i>	31
2.4.5. <i>Direct Marketing</i>	31
2.5. Conceptual Framework	32
Chapter Three: Research Methodology	34
3.1. Introduction	34
3.2. Research Approach	34
3.3. Research Design.....	35
3.4. Population.....	36
3.5. Sampling, sample size and sampling technique	36

3.6. Method of Data collection.....	37
3.6.1. <i>Questionnaire</i>	37
3.7. Data collection procedure and analysis.....	39
3.8. Validity and Reliability	39
3.8.1. <i>Validity</i>	39
3.8.2. <i>Reliability</i>	40
3.9. Descriptive analysis:	40
3.10. Ethical Consideration	41
Chapter Four: Data Presentation and Analysis	42
4.1. Introduction	42
4.2. Response rate of the participants.....	42
4.3. Demographic Characteristics of Respondents.....	43
4.3.1. <i>Gender Mix of Respondents</i>	44
4.3.2. <i>Educational Qualification</i>	44
4.4. Brand Image	44
4.5 Advertisement	46
4.6. Sales Promotion.....	49
4.7. Personal selling	51
4.8. Publicity/Public Relation.....	53
4.9. Direct marketing.....	55

4.10. Summary of Descriptive Results.....	57
Chapter Five: Summary, Conclusion and Recommendation.....	58
5.1 Summary of findings.....	58
5.2. Conclusion.....	60
5.3 Recommendations.....	61
References.....	63
Appendixes.....	70
Appendix: English Version Questionnaire.....	70
Appendix II: Amharic Version Questionnaire.....	75

Tables and figures

Tables

Table 2.2 Profiles of Major Advertising Media Types

Table 3.1: Reliability Statistics

Table 3.2 Interpretation of mean scores

Table 3.3 Interpretation of strength of correlation coefficient

Table 4.2.1 Questionnaire distributed, returned and unreturned

Table 4.2.2 Number of respondents per district

Table 4.3.1 Educational background

Table 4.4 Brand Image

Table 4.5. Advertisement

Table 4.6 Sales promotion

Table 4.7 Personal selling

Table 4.8 Publicity/public relation

Table 4.9 Direct marketing

4.10. Summary of Descriptive Results

Table 4.11 Correlation

Table 4.12. Multiple regression analysis

Table.4.13. Result from Variance (ANOVA)

Table 4.14.Coefficients

Figures

Figure 2.1 Conceptual Framework

Chapter One: Introduction

1.1. Background of the study

Promotion is one of the four elements of the marketing mix (The 4 Ps, product, price, placement and promotion). Marketers use numerous tools to elicit responses from target markets which are known as the marketing mix, that is defined as the set of tools that a firm uses to pursue its marketing objectives in the target market (Kotler, 2000). Promotional mix helps to create connected and harmonious message to the target customer so that the message given by one element doesn't contradict with that of another element. The promotion mix is the combination of different methods and tools of communication used to present company's products or services to target customers. Effective promotion is a key component of the marketing mix, as it is the element that helps you attracts customers, to persuade them to buy, and generate loyalty (Kokemuller, 2019).

According to Belch and Belch (2012), the Promotional Mix is the integration of advertising, Personal Selling, Sales Promotion, Public Relations, Direct Marketing and interactive marketing. Integrated Marketing communication or promotional mix combines these promotional mix elements to ensure a positive brand image of the company by creating awareness of its products and services and encouraging customers for repeated purchases. The primary goal of marketing communication is to reach a defined audience to affect its behavior by informing, persuading, and reminding. A secondary goal of marketing communication is building and reinforcing relationships with customers, prospects, retailers, and other important stakeholders (Andrews, 2017).

All the aforementioned marketing communication activities of a company are reflected on its brand image either in a positive or negative way. Kotler and Keller (2006) state that a brand is needed because it identifies the product and the responsibility of the product hence lies in the hands of the makers or producers of the product. Marketers should try to comprehend that the influence of the promotional elements and give due consideration, since they have greater impact on the brand image of the company by means of creating a positive attitude towards the company. Brands are omnipresent; they penetrate almost every aspect of our life: economic, social, cultural, sporting, even religion (Maurya and Mishra, 2012). According to Percy, 2008, those High levels of marketing communications, which result in sustained brand awareness, have to be maintained if brands are to stay relevant to consumers. An important element of the marketing process is continuity and consistency in marketing communications, which can be achieved by integrating the communications of a brand.

If the brand image represents customer needs and values the consumer chooses that particular brand. Consumers choose brands due to different reasons such as quality, image, prestige, price etc. Prior experience has also an important role in the preference of brands by customers. Brands are constantly increasing and old brands play an important role in the choice of the new one. The ability to create, maintain, protect, enhance brand image and expand the limits of use is the most important professional marketing specialist task. For these reasons, trademarks and brand management is becoming one of the most important marketing research object (kolegija, 2018).

In Ethiopia, since the introduction of private banks, different banks have been competing to acquire the maximum possible market share in the banking industry. Dashen Bank, as one of the biggest private commercial banks in Ethiopia, undertakes different promotional elements in

its marketing activities. This helps the bank to promote the various products and services it renders to the public and also specifies how it excels from its competitors. By promoting Dashen Bank with the different promotional mix elements, it is positioning the bank's image in the minds of its customers or the general public. Hence, Dashen bank's brand image distinguished from its competitors can be identified.

From the above listed promotional mix elements, which ones are used and what are the effects of those elements on the brand image of Dashen bank is an important question. Dashen bank as one of the leading and pioneer private banks in Ethiopia is operating its service in every part of the country. It implements different types of promotional tools to address the population as much as possible and tries to build a strong brand image stronger than its competitors.

Hence the researcher attempts to investigate the effects of promotional mix elements that the bank implements on its' brand image.

1.2 Statement of the problem

Promotion is a plan of action which helps to distribute information to the target market and increase the sales capacity so as to increase profitability as an end objective. Promotion is the most familiar strategy used by the various business organizations to attract customers. Also it includes all the activities carried out to make people aware about the product and services of a company. Kotler (1995) stated that in the past, the promotional elements were regarded as separate functions handled by experts in separate departments. The sales force designed and managed its activities independently of the advertising departments and sales promotion and public relation were often the responsibility of outside agencies or specialists. Today the concept of designing market communications program co-ordinate all promotional activities to

provide a consistent message across all audiences. Promotional mix elements are conducted to inform and convince the prospective customers to buy the products and build strong brand image at the end of the day. Some studies indicate the relation between the two variables is significant. According to Nour, Almahirah, Said and Freihat (2014), there is a statistically significant effect of the following promotional elements: advertising, Personal Selling, and sales promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision. There is no statistically significant effect of the Publicity, and public relations practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

It is evident that brand image plays a vital role in influencing customers in their decision making process of buying a particular products. The promotional mix elements have their own factors in determining the development of brand image of a particular product. Promotion is the marketing strategy which persuades a customer to take action into purchasing the goods and services. Business organizations implement various promotional mix strategies in order to develop their brand equity and maintain a larger share of the target market. Promotion is the foundation for strategic planning and plays a significant role in the western market (Laldinliana, 2012).

Oh and Kwon (2009) describe that, promotion is the tool which boost the sale and increase the profit. Product awareness through the various promotions encourages purchasing which lead to higher sales and profit. So promotion plays a significant role to persuade the consumer in to buying a particular brand repeatedly and make the customers loyal to that particular brand in the promotion mix.

Different studies have been conducted by taking one promotional element and its effect either on brand image or other variables such as profit, brand equity etc. For example, Johnson and Kinyuru (2015), studied the effects of promotional mix on brand equity, and concluded that advertising have favorable effect on brand equity. On the other hand, Ofunya and Maina (2015), studied the effects of promotional mix elements on sales volume, and indicated in their findings that sales promotion was the highest ranked promotional mix element with regards to its effect on sales volume, personal selling was ranked second, advertising was ranked third, public relations was ranked fourth while direct marketing was the least ranked.

In Ethiopia, Teklay (2018) studied the effect of promotional mix on profit of commercial bank of Ethiopia, and his research reveals that all promotion mix elements such as advertising, sales promotion. Personal selling, public relations and publicity, and direct marketing have significantly and positively effects on CBE profitability. But according to the employees' response direct marketing has no effect on profitability of CBE. Another researcher from Addis Ababa University, Gossaye (2017), studied the effect of sales promotion on brand image, and also indicated that all had a positive correlation with brand image. It is known that currently CBE is using coupon as one tool to attract customers thereby giving them additional incentives to use its services.

However, the researcher observed that the relation between promotional mix elements and brand image is not being investigated especially in Ethiopia and also the researcher could not find related empirical studies the subject under study. Consequently, there is scarcity of literature on the influence of the relative effect of the promotional elements on brand image of financial institutions in Ethiopia. Hence, this study attempted to bridge the gap in search of answers to the

research questions listed above. Besides, the researcher believes that this study will add value for further study by narrowing the empirical gap in the topic under investigation.

1.3. Basic Research Questions:

1.3.1. Main Research Question

What is the effect of promotional mix elements on brand image of Dashen Bank?

1.3.2. Sub Research Questions:

- What is the effect of advertising on the brand image of Dashen Bank?
- What is the effect of sales promotion on the brand image of Dashen Bank?
- To what extent personal selling contribute to the brand image of Dahren Bank?
- What is the effect of public relations and publications on the brand image of Dashen Bank?
- How does Direct Marketing affect the brand image of Dashen Bank?

1.4. Objectives of the study

1.4.1. General objectives

The main objective of this research paper is to investigate the effects of Promotion mix elements on Brand image of Dashen Bank.

1.4.2. Specific objectives:

- To determine the effect of advertising on the brand image of Dashen Bank.
- To determine the effect of personal selling on the brand image of Dashen Bank.
- To determine the effect of public relations and publications on the brand image of Dashen Bank.
- To determine the effect of direct marketing on the brand image of Dashen Bank.

- To determine the effect of overall promotion mix elements on the brand image Dashen Bank?

1.5. Scope of the study

In Ethiopia, there are sixteen private commercial banks, one public owned commercial bank, one development bank and the National bank as governing body. Out of the sixteen private commercial Banks, this paper focuses on Dashen Bank as a case study. Further, in order to make the study manageable the papers center of attention will be on the effects of promotional mix elements on the brand image of Dashen Bank. The study will be conducted on the head office of Dashen bank and some selected district and branches in Addis Ababa. In addition, discovering the whole variables, which had impact on brand image of Dashen Bank, is beyond the scope of this study. Therefore, the study limited to the Promotion mixes elements only.

1.6 Significance of the study

The banking industry is growing in a fastest rate both technologically and in business expansion in the last two decades. It is a known fact that some new banks are going to be introduced to this industry very soon as they are under formation. All these banks invest a lot of money and energy to be successful in the market. Hence, to attain this goal banks implement different promotional strategies. Therefore, the finding and recommendations of the research may significantly contribute to generate awareness among the concerned people about promotion mix elements of Dashen bank towards the development of its brand image. Moreover, it will provide data for researchers for further study in similar area.

1.7. Definition of Terms

Promotion: is the result of all activities aimed at enhancing customer awareness of, and stimulating demand for, products or services. Typically, these activities include: advertising in

all of its forms (point-of-sale, direct mailing, print media and broadcast media); sales force representation; and public relations (Kotler, 1994).

Promotion mix: the Promotional Mix is the integration of Advertising, Personal Selling, Sales Promotion, Public Relations, Direct Marketing and Interactive Marketing (Belch and Belch, 2012).

Brand Image: is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers (Juneja, 2015).

1.9 Organization of the Study

This study is organized in five chapters. Chapter one deals about Background of the study. Introduction, statement of the problem, research questions, objectives of the Study, significance of the Stud, scope of the Study and definition of terms . Chapter two, deals about review of related literatures which emphasizes on correlation between the existing studies, researches, reports, etc. that would act as a basis for the proposed study. It is specific and up to the requirement of the proposed study. Chapter three deals about research methodology which elaborates and identifies all possible analysis based on the available data gathered. Besides, formal procedures of different analytical tools used to give a thorough analysis. Chapter four deals about data analysis and interpretation of the study and finally chapter five has emphasized on conclusion and recommendations of the study.

Chapter Two: Review of Related Literature

2.1 Introduction

This chapter presents review of related literature by illustrating the empirical as well as theoretical framework of the study, together with the significant theoretical aspects that are concerned with the area of integrated marketing communication (promotional mix elements) and brand image. The first part discusses the Empirical framework were then follows theoretical review is reviewed and also conceptual framework of the research was developed. The literature review is based on authoritative, recent, and original sources books.

2.2 Theoretical Review

This part of the study is about different empirical reviews of promotion mix elements such as advertising, sales promotion, personal selling, public relations and publicity, and direct marketing. Furthermore, it includes the concept of brand image and its casual relationship with IMC elements.

2.2.1. Promotional Mix Elements

Marketing is not only about producing a product that has attractive features and benefits to customers, but also Companies should communicate these qualities to present and potential customers via different ways(Kolter,2011). Business firms are always encountered with questions like what, how, and to whom to communicate the message the company want to send to the target markets.

Companies use marketing communication tools to build their brand image by informing, persuading and reminding their customers about its products and services. By performing the different promotional mix elements, they build strong relationship with their customers. The

communications program is made up of the same major modes of communication (Kotler and Pfoertsch, 2006). The promotion mix consists of advertising, sales promotion, public relations and publicity, personal selling, and direct marketing, although. According to Belch and Belch (2012), Promotion has been defined as the coordination of all seller initiated efforts to set up channel of information and persuasion in order to sell goods and service or promote an idea. While implicit communication occurs through the various elements of the marketing mix, most of an organization's communication with the marketplace take place as part of a carefully planned and control promotional program (Belch & Belch, 2009). The product's styling and price, the package's shape and color, the salesperson's manner and dress, the place's décor all communicate something to buyers. In fact, every brand contact delivers an impression that can affect a customer's view of the company. Therefore, the entire marketing mix must be integrated to deliver a consistent message and strategic positioning (Kotler, 2000).

Companies use different tools and media outlets to influence their present and potential customers and create brand awareness. According to Md. Khan, (2011) the promotional tools capabilities can help businesses to spread the messages to the mass market. It is very powerful technique to be used to increase brand awareness of the organization. We found out those promotional tools such as sales promotion, direct marketing, personal selling, publicity, advertisement, and internet marketing play vital role to create international brand. The five principles of promotional elements are discussed in this study.

Promotional mix elements play a vital role in building the brand image of a company. The marketing communication tools contribute in building and supporting brands by informing, updating, convincing, and reminding customers about a brand's products (goods or services) (Buil et al., 2013). Brand related promotions are those that inform a customer what actually a

brand is, what will be their benefit by consumption or purchase of the brand, how much the brand costs, where it can be found, how it is used etc. These messages need to be personalized in such a way that they will produce maximum communications impact when received by consumers (Tropp, 2012). So that receivers of the message can associate it with their needs and differentiate the brand among other competitive products.

According to Kotler and Armstrong (2012), there are five most important convenient marketing communication tools: advertising, sales promotions, personal selling, public relations, and direct marketing. The tools have their own peculiar features, advantages and disadvantages. Which tool to choose or what combination of these tools to implement is a challenge to marketing managers. These tools can be used in different combinations and with different degrees of intensity in order to communicate with a target audience (Zhang et al., 2010). The five promotional mix elements are discussed one by one as follows:

2.2.1.1: Advertising

Advertising is just one of the elements of the promotion mix that has high impact on brand image. Keller (2007) noted that awareness links strong, favorable, and unique associations to the brand in consumers' memory, and elicits positive brand judgments and feelings. (Kotler, 2013) explains that advertising is any bought form of non-personal communication and promotions of ideas, goods, or services by a recognized sponsor planned to convince the beneficiary to take some act now or in the future. Developing an advertising program involves setting objectives, setting a budget, choosing the advertising message, determining how the message will be generated, evaluating and selecting messages, executing the message, developing media strategies by establishing the ad's desired reach, frequency, and impact and

then choosing the media that will deliver the desired results, and evaluating the communication and sales effects of the advertising.

Advertising is a major element in the marketing communication tools, which plays a crucial role in the promotional plan. It is a powerful tool of communicating a brand's functional and moving values (Ramos and Franco, 2005). As a result, advertising allows receivers to understand what a good or a service is; its primary function; and its differences to other similar goods or services (Richards and Curran, 2011; McMillan, 2004). According to Armstrong (2012) it is any paid form of non-personal promotion of ideas or product by an identified sponsor. Advertising can reach masses of geographically dispersed buyers at a low price per exposure. Because of its nature, consumers tend to view advertised products as more legitimate. A disadvantage is that it is impersonal and not directly persuasive.

Advertising is a powerful way of communicating a brand's functional and emotional values (Chernatony, 2006). In general, the effectiveness of this communication tool depends on its content (the message), the execution or how the ad conveys the message, and the frequency with which a consumer sees the ad (Batra, Myers and Aaker, 1996; Kotler, 2000). Organizations can build positive customers' attitudes towards the advertisement through an original and innovative advertisement. This will lead to greater brand awareness, better perceived quality and more favorable and unique associations (Buil et al., 2013). Moreover, advertising is significant in developing brands by building awareness, forming brand personality or repositioning brands through changing perceptions and attitudes (Wang et al., 2009). Though the costs can be extremely large, it's worth it, since the cost per contact can be the lowest of the marketing communication tools (Kotler and Armstrong, 2012). Advertising is significant in developing

brands by building awareness, forming brand personality or repositioning brands through changing perceptions and attitudes (Wang et al., 2009).

The positive relationships between advertising spend perceived by the consumer and perceived quality, brand awareness and brand associations have been empirically supported by different authors. The customer's perception of high advertising spending helps in developing positive awareness of brand quality, higher brand awareness and stronger brand associations (Yoo et al., 2000). Hence, advertising creates brand awareness, links strong, favorable, and unique associations to the brand in consumers' memory, and elicits positive brand judgments and feelings (Keller, 2007). However to achieve these results, the advertising needs a suitable design and execution. Also, organizations can build positive customers attitudes towards the advertisement through an original and innovative advertisement. This will lead to greater brand awareness, better perceived quality and more favorable and unique associations (Buil et al., 2013).

Table 2.2 Profiles of Major Advertising Media Types

Medium	Advantages	Limitations
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptance; high believability	Short life; poor reproduction quality; small “pass-along” audience
Television	Combines sight, sound, and motion; appealing to the senses; high attention; high reach	High absolute cost; high clutter; fleeting exposure; less audience Selectivity
Direct mail	Audience selectivity; flexibility; no ad competition within the same medium; personalization	Relatively high cost; “junk mail” image
Radio	Mass use; high geographic and demographic selectivity; low cost	Audio presentation only; lower attention than television; non standardized rate structures; fleeting exposure
Magazines	High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life; good pass-along readership	Long ad purchase lead time; some waste in circulation
Outdoor	Flexibility; high repeat exposure; low cost; low competition	Limited audience selectivity; creative limitations
Brochures	Flexibility; full control; can dramatize messages	Overproduction could lead to runaway costs
Telephone	Many users; opportunity to give a personal touch	Relative high cost; increasing consumer resistance
Internet	High selectivity; interactive possibilities; relatively low cost	Increasing clutter

Source: Adopted from Kotler & Keller, 2012, Marketing management (14th Ed.).

2.2.1.2. Sales promotion.

According to Keller (2008) Sales promotion can be defined as short term incentives to encourage trial or usage of a product or service. Sales promotion consists of a diverse collection of incentive tools, mostly short term, that are designed to stimulate trial or quicker or greater purchase of particular goods or services by consumers or the trade. They are designed to do three things: get the consumer to buy a product for the first time, buy more of a brand or buy the brand more often (Percy, 2008). The American Marketing Association (AMA) defined, sales promotion is media non media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand or improve product quality. Other

studies defined sales promotion as an offer or incentive that induces manufacturers, and retailers, desired sales result (Gilbert and Jackaria, 2002).

Sales promotion, if undertaken appropriately, can be a great contributor to brand awareness (Dahlen et al., 2010). Belch (2009) defined Sales promotion as those marketing activities that provide extra value or incentives to the sales force, the distributors or the ultimate consumers and can stimulate immediate sales. Sales promotion is generally broken into two major categories: consumer-oriented and trade oriented activities. Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes and various points of purchase materials. Trade oriented sales promotion is targeted toward marketing intermediaries such as wholesalers, distributors and retailers. Kotler, (2006) stated that, In contrast to consumer promotion, trade promotions are targeted at retailers, distributors and other members of the trade channel. They often come in the form of financial incentives or discounts with the purpose of securing shelf space and distribution for a new brand. Business and sales force promotion at tradeshow, for instance, can be made up by special contests for sales representatives or similar actions.

According to Kotler (2006) sales promotions are incentives of various kinds that are used to increase the value of a market offering over a specified period of time. Its usual purpose is to encourage trial or increased usage of a product or service. Consumers who were previously unaware of a brand may know it in the event of a sales promotion drive. On the other hand, qualities of a brand that the current consumers of a brand may not have been aware of may be highlighted in the event of a promotions drive. Sales promotion can also be referred to as any incentive used by manufacturers or retailers to provoke trade with other retailers or with other

channel members, or with consumers to buy brands apart from encouraging the sales force to aggressively sell the items (Shimp, 2003).

According to Mandić (2009), when sales promotions are used properly and strategically, it may have a positive long-term impact on brands. Sales promotion is an important tool designed to accelerate the selling process and maximize sales volume. Consistently reviewing all the points of creating brand equity will improve the commercial value of your brand. Touching on as many brand experience dimensions when creating a sales promotion campaign, will establish positive consumer perceptions that will last a lifetime (Danaher, 2019).

2.2.1.3. Public Relations and publicity.

Publicity and public relations are often wrongfully considered one and the same. In fact, publicity is just one aspect of public relations. Publicity refers to non-personal communication regarding an organization, product service or idea not directly paid for or run under identified sponsorship (Belch, 2009). Publicity concerns a company, organization or individual's presence in the media. According to W.J Stanton "Publicity is any communication about an organization it's products or policies through the media that is not paid for by the organization". Forms of publicity include news stories, articles and event information. Publicity creates public awareness and attention around a brand, and publicists gain publicity for their clients by promoting (Easland, 2015).

Unlike public relations, publicity is used solely to attract attention. It differs from public relations in the sense that public relations focuses on more than just public attention. The intent in public relations is to accomplish an organization's stated goals by sending strategic messages to the appropriate audiences in hopes of impacting their knowledge, behaviors or attitudes (Kolter and Keller, 2012) Public relation is about building good relations with the company's

numerous publics by gaining Favorable publicity, building up a good corporate image and handling unfavorable rumors, stories and events. According to Brassington and Pettit (2000), the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. According to Kotler (2006) Proactive publicity can be one of the most powerful and cost effective brand building tools, especially for smaller organizations that can't afford significant advertising.

Public relations have been defined as "the management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program to earn public understanding and acceptance (Schultz & Barnes, 1999). An increasing number of organizations are using PR to communicate with their audiences about the organization (corporate public relations) and brands (marketing public relations) (Mubushar et al., 2013). In short, public relations manage the overall reputation of the client while simultaneously building relationships among all of those who are affected by it. As a management function, public relations focus on building relationships and managing an image (Easland, 2015).

According Daye (2007), to Publicity is free, almost six times as many people read articles as read ads and the articles are more credible as they are perceived to be third party endorsements versus self-promotion. And, the average salary of an in-house copywriter is very low compared to the average ad agency fee to create a comparable amount of advertising. Publicity is not always under the control of an organization and is sometimes unfavorable. Negative stories about a company and/or its products can be very damaging (George, 2003).

Hence, Public Relations can have strong impact on public awareness at a much lower cost than advertising. If the company develops an interesting story, it can pick up by the media, having the same effect as advertising without costing millions of dollars. To attract attention and spark recognition, the firm's visual identity is carried by its logos, stationery, brochures, signs, business forms, business cards, Website, buildings, uniforms, and dress codes (Kotler, 2000). An increasing number of Organizations are using PR to communicate with their audiences about the organization (corporate public relations) and brands (marketing public relations) (Mubushar et al., 2013).

Public Relation helps increase the level of awareness and helps improve the image of the organization (Smith, 2013). As a result, it can change attitudes, and preferences with respect to products and services offered by the organization (Mubushar et al., 2013). Public Relations can have strong impact on public awareness at a much lower cost than advertising. Public relation represents a strategic communication process, which shapes and creates mutually beneficial relationships between organizations and their publics (Mubushar et al., 2013). Exhibitions, Trade shows, Event marketing and Sponsorships are the main means by which publicity and PR are conducted.

2.2.1.4. Personal Selling.

Personal selling is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product. It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale. According to Kotler et al. (1999) Personal selling is oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales and building customer relationships. The salesperson tries to highlight various features of the product to convince the

customer that it will only add value. However, getting a customer to buy a product is not the motive behind personal selling every time. Often companies try to follow this approach with customers to make them aware of a new product.

Personal selling involves face to face interaction with one or more prospective purchasers for the purpose of making sales. Personal selling represents a communication option with pros and cons almost exactly the opposite of advertising (Keller, 2008). According to Kotler (2006) Face to face interaction with one or more prospective customers for the main purpose of obtaining orders is generally called personal selling. Personal selling is an important brand building tool because everything involved in it actually affects how the brand is perceived by customers. The main advantage of personal selling is that comprehensive and customized message can be presented to customers. Products are demonstrated in front of customers so that their involvement can produce a positive impact on the brand. Personal selling offers the connection between the needs of the organization and the desires of its customers (Dmour et al., 2013).

Personal selling has influenced brand performance in retail shoe companies in Nairobi central business district. The study finally concludes that there has been significant brand performance in retail shoe companies in Nairobi central business district (Muchina and Okello, 2013). Personal sellers who visit workplaces around New Zealand in the weeks leading up to Christmas positively influence the CBBE of the Christmas Cookies brand. They positively influence customers 'decision to purchase, their associations and quality perceptions of the brand, and thus influencing their loyalty to the brand. Furthermore, personal selling is the most preferred distribution channel for the Christmas Cookies (Hocking, 2012).

2.2.1.5. Direct Marketing.

Direct marketing is a type of advertising campaign that seeks to bring an action in a selected group of consumers (such as an order, visit the store or the website of the mark or a request for information) in response a communication by the marketer. This communication can take many different formats, such as postal mail, telemarketing, point of sale ... One of the most interesting is the direct email marketing (Campos, 2019). According to Belch and Belch (2009) direct marketing is a system of marketing by which organizations communicate directly with target customers to generate a response or transaction. This response may take the form of an inquiry, a purchase, or even a vote.

According to Kotler (2006) Direct marketing tools include the use of direct mail, telemarketing, fax, e-mail, newsletter, catalog, internet, and others to communicate directly with specific customers and prospects. Direct marketing is beneficial in delivering personalized messages, which help build a one-to-one relationship with each customer, communicating on a direct and personal basis (Keller, 2007). Immediate response is very important for service provider firms and who are providing service to mass consumers. Direct marketing is one of the most effective promotional tools to get immediate response (Belch and Belch, 2009). Beyond brand and image building, they usually seek a direct, immediate and measurable consumer response (Kotler and Armstrong, 2005). An essential aspect of direct marketing is that the consumer response is measurable: for example, if you offer a discount for an online store, you should include some kind of cookie or pixel to let you know if the user has made use of the code (Campos, 2019).

Direct marketing was often referred to as direct mail or as conversation marketing, personal marketing and database marketing (Kotler and Armstrong, 2012). Every direct marketing campaign should feature a specific call to action. A direct marketing effort might acquire stronger leads for a particular sales force, perhaps calling customers to schedule appointments for consultations. Other calls to action might involve a “sale” that isn’t a financial one, such as when a non-profit organization uses direct marketing to recruit volunteers. Direct marketing represents a strategic approach to the market. It actively seeks to remove channel intermediaries; reduce costs; improve the quality and speed of service for customers; and through this bundle of attributes presents a new offering for the market, which in itself may provide competitive advantage (Korgaonkar et al., 2000).

Direct marketing is a tool which allows marketers to reduce wasteful communication to non-target customers or customers groups. For direct marketing tools it is also very important to achieve consistency of the brand appearance. Brand building through direct marketing is only achieved if customer’s expectations are met by the brand performance. Therefore, listening and responding to customer feedback regarding positive and negative experiences is important. traditional salespersons’ responsibilities such as person to person feature of personal selling can be replaced by direct marketing tools like, telephone conversation , email communication, direct mail letter.

Consequently, direct marketing is an increasingly popular technique as it enables you to target specific customer groups very accurately. Mubushar et al. (2013) direct marketing has been found to have an impact in creating awareness and shaping brand image. Direct marketing

targets individual customers with the intention of delivering personalized messages and building a relationship with them according to their responses.

2.2.2. Brand Image

The American Marketing Association (AMA) defines a brand as: A name, term, design, sign, symbol or any other Brand image concept appeared in 1950. The famous advertising specialist Ogilvy in order to express the feelings and emotions of users link to a specific product, proposed to use the term "brand image", Gardner and Levy (1955), by definition, which combines physical characteristics, social and psychological implications. Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. According Romaniuk, Wight, and Faulkner (2017) brand awareness is a capacity of a given customer to recognize or recall that a given brand belongs to a particular category of products. According to Kahneman (2012), current research proves that even one appearance of a brand name in the surroundings of a customer causes that when the customer comes across it again, in his/her mind a thought will occur: "I know this brand". It should also be added that numerous advertising campaigns are based on this assumption and their messages aim at consolidation of the brand name in the minds of actual and potential buyers.

According to Juneja (2015), Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of association's bundle that the consumers have about the brand. Volvo is associated with safety. Toyota is associated with reliability. Kotler (2011) explained that, brand is more than a product as it includes even those intangible associations that are either

created by the marketers of specific brands through marketing communications or those that are formed by consumers upon using them.

As Karadeniz, (2010) state that a brand reflects the quality of a firm's products rather than the firm's name, logo, color, etc. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits are the rationale for the purchase decision. There are three types of benefits: Functional benefits - what do you do better (than others), emotional benefits - how do you make me feel better (than others), and rational benefits/support - why do I believe you (more than others). Brand attributes are consumers overall assessments of a brand (Juneja, 2015). Brands are omnipresent; they penetrate almost every aspect of our life: economic, social, cultural, sporting, even religion (Maurya and Mishra, 2012).

2.2.3. Corporate Branding, Product Branding and Service Branding

2.2.3.1. Corporate Branding:

Corporate branding is a little more encompassing than product branding. Rather than talk about a single product or service, here the brand represents the entire company and that company's reputation. The company might have a lot of different services and products to offer. They can all be marketed under the same corporate brand to consumers, if that brand evokes the right feeling among consumers – such as a feeling of trust and the expectation of high quality (LaMarco, 2019). The corporate brand is the overall umbrella for the corporations' activities and encapsulates its brand dimensions such as corporate vision, values, personality, positioning, and image among many other dimensions (Pfoertsch, 2006).

A strong and comprehensive corporate branding strategy requires a high level of personal attention and commitment from the CEO and the senior management to become fully effective and meet the objectives. Strong corporate brand increase employee and customer loyalty, supports the company's competitive differentiation, motivates shareholders, ensures engagement among employees, and enhances the company's communication, just to mention a few of the advantages (Aaker, 1996). A strong brand image adds immediately value to a new product once it hits the market. Top quality, best service, and lowest cost, most environmentally friendly and family-oriented are examples of general reputations companies may develop (Kokemuller, 2004).

2.2.3.2. Product Branding.

Product branding is a strategy that can be defined more as a personal engagement with the consumers, who identify more with the product than with the company. Products are more meaningful to them than the name of whoever created it. It can alter consumer's perception knowing that different brands he likes and differentiates are actually coming from the same company. Products are advertised with very effective marketing campaigns promoting their innovative technology (Nellion, 2012). A brand is a combination of images and ideas representing an economic producer; more specifically, it refers to the descriptive verbal attributes and concrete symbols such as a name, logo, slogan, and design scheme that convey the essence of a company, product or service. When you use product branding, the messaging is narrower. You will want your brand to extol the qualities of your product. You will also want your product brand to stand out from other similar products in the market. Whatever you go for, however, the focus of your branding at the end of the day is the product. The product is the center of your marketing efforts (LaMarco, 2019).

2.2.3.3. Service Brand.

Many service businesses think that their customers are actually buy their expertise but customers can't evaluate expertise. What they're actually buying is a relationship and only they can tell you if the relationship (or chemistry) is good. The unique characteristics of services such as intangibility, simultaneous production and consumption (inseparability), the heterogeneity of quality and perish ability affect the branding of services. To illustrate, in relation to customers' assessment of quality, production and consumption usually take place at the same time in services, making it problematic for customers to assess the quality of a service in advance of service delivery (Skaalsvik, 2017). Strong brands are the surrogates when the company offers no fabric to touch, no trousers to try on, no water melons or apples to scrutinize, no automobiles to test drive (Berry, 2000). In the end, great service brands are built on excellent customer experiences. Inconsistency in the service process is inherent because people delivering services are unique. Branding through traditional marketing is either supported or countered by real-time consumer experiences and the word-of-mouth messages they carry (Kokemuller, 2004).

2.3. Marketing Communication Theories

Marketing communication is the most essential part of any company's marketing strategies; it includes the messaging as well as the media which is arrayed in order to communicate with the market. Marketing communication functions by using a combination of tools as well as different channels of marketing. There are a number of different marketing communication available, including personal selling, advertising, direct marketing, communication, sponsorship, public relations and promotions. Marketing communication is essential because of a lot of functions that it performs for a particular company. Marketing communication is important as it builds brand equity, increases the market share etc.

2.3.1. A.I.D.A Model in Marketing Communication

A.I.D.A stands for attention, interest, desire and action. Just like the effects of hierarchy model, the A.I.D.A model has 4 main stages.

- **Attention:** This portion of marketing communication includes grabbing the attention of the customers by using various tactics. You can easily make your product more attractive by using attractive image, layout, color, size, certain celebrities, models etc.
- **Interest:** Once the product has grabbed the attention of the consumers, it is important to make the consumers interested to know more about the product as well as the brand. You can evoke interest in the customers by using an attractive sub headings, tagline etc.
- **Desire:** Once the consumer has paid enough attention towards the product and is interested in knowing more about it, a desire to buy the product should arise in the mind of the consumer. The desire can be evoked by a number of different ways.
- **Action:** The last and the final step of this theory is the action. In this step, the consumer is completely convinced with the product and acts in order to buy the product.

The A.I.D.A model focuses on making the advertisements more attractive for the customers. It basically focuses on the advertisements. This model helps the copywriter to form the advertisements more presentable and eye-catching.

2.3.2. The Theory of Hierarchy of Effects

The theory of hierarchy effects includes six different stages which are awareness, knowledge, liking, preference, conviction and purchase. According to the hierarchy of effects

theory, the advertisers are told to bring out their advertisement in such a way that their advertisement follows the six stages that it states.

The six stages stated by Lavidge and Steiner basically describe the consumer buying behavior. The initial two steps i.e. awareness and knowledge are cognitive, the following two; liking and preference are effective and the last two; conviction and purchase are behavioral. Let us discuss about the six steps in detail: –

- Awareness: The most crucial step of the effect of hierarchy model is the initial step i.e. awareness. It states that the brands should ensure that the customers are aware of their particular brand in the segment of a particular product. The complete stress in the stage of the model is to make the consumers aware of the brand. Since, it is the most basic and initial step, it is considered very important.
- Knowledge: In this step of the effects of hierarchy theory, your product will be evaluated by the consumers against the other brands of the same particular product. In other words, your product will basically compete with the same products of other brand. Hence, you should ensure that enough knowledge is available to the consumers about your product through the means of internet, retail stores or the product package.
- Liking: This stage focuses mainly on the liking of the products for the consumers. This is the most important step as; this step alone builds up an emotional connect with the consumer. Once, the consumer is satisfied with the quality as well as working of the product, he commits to the product for the rest of his life and this is where the product sale increases for a lifetime.

- Preference: By the time this stage arises, the customer might get convinced by the quality as well as the working of your product but the consumer might still wish to try out other brands. At this point you should ensure that your product has some unique qualities which make your brand a preference for the customer.
- Conviction: At this stage, all the doubts of the consumer regarding your brand should convert into action. This step can be aided by adopting certain marketing strategies by the marketers. The marketing strategies involve giving out of free sample, test drive sessions etc. In this step the marketers convince the customers to buy the product of their brand.
- Purchase: This is the very last step of the theory, in this step; the consumer finally purchases the product. Here you should make sure that the buying cycle doesn't come to a halt but continues functioning. You can encourage the purchase of your product by keeping simple as well as multiple payment options.

The main aim of this theory is to make the consumers go through all the six steps and then ends up on purchase at the end. Even if the consumer does not follow other steps but should land up to the purchase of the product.

2.3.3. Relationship Marketing Theory

Relationship marketing looks to utilize tools of traditional marketing in creating long term value for customers. Relationship marketing theory proposes that as company delivers value to customer, strength of its relationship with the customer will improve and increasing the customer retention. Relationship marketing theory is a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than

a dominant focus on sales transactions (Alexander, Schouten, and Koenig, 2002).relationship marketing overlaps with other marketing strategies like service marketing, branding, channel marketing etc. However the differentiation comes in focus of other strategies for example service marketing focus is on intangible services, channel marketing looks at the interaction between channel partners. But relationship marketing looks at enhancing company performance by focusing on improving various relationships.

Relationship marketing's focus is on improving relationships with supplier market, internal market, referral market, customer market and business market.

Internal markets: company's culture, values and belief create the internal market. It includes people, process and groups.

Supplier Market: the various suppliers and vendor on which company is dependent to create its final product make up the supplier market.

Referral Market: Satisfied customer, professional advisors, etc. from the referral market. The satisfied customers are motivated bunch who through word of mouth promote the company.

Business Market: the external business environment forms business market for the company. They play a significant role in determining the success of the company.

Customer Market: this market consists of not only the end user, but also intermediaries who purchase products from the company.

The above mentioned markets form basis various relational exchanges around which relationship marketing is developed Juneja (2015).

2.4. Review of Empirical Studies

2.4.1. Advertising.

According to Khan, (2011) the promotional tools capabilities can help businesses to spread the messages to the mass market. It is very powerful technique to be used to increase brand awareness of the organization. We found out those promotional tools such as sales promotion, direct marketing, personal selling, publicity, advertisement, and internet marketing play vital role to create international brand. According to Buil, Chernatony, and Martínez, (2010) advertising plays a key role influencing brand equity dimensions, whereas advertising spend improves brand awareness but it is not enough to positively influence brand associations

2.4.2. Sales promotion

According to Gossaye (2017), concluded that sales promotion enhanced commercial bank of Ethiopia's brand image especially the use of coupons have significant role. Nagar, (2009) found out that consumer sales promotions have more influence on the brand switchers as compared to the loyal consumers. Also, among the various forms of consumer sales promotions, free gifts have more influence on the brand switching behavior of consumers. Further, it was found that economic status was not a defining factor effecting consumer's brand loyalty. And also concluded that:-

- Monetary promotions of a brand influence brand awareness
- Non-monetary promotions of a brand influence brand awareness
- Monetary promotions of a brand do not influence brand image
- Non-monetary promotions of a brand influence brand image

For personal selling, previous studies show that it is considered to be an influential factor in shaping customers' perceptions towards brands (Berry, 2000).

2.4.3. Publicity and Public Relations

Kotler and Keller (2012) particularly discussed that public relation as a successful factor in increasing brand awareness. Again Easland (2015) also mentioned, as a management function, public relations focus on building relationships and managing an image. According to Kotler (2006), proactive publicity can be one of the most powerful and cost effective brand building tools, especially for smaller organizations that can't afford significant advertising.

2.4.4. Personal Selling

Kotler and Armstrong (2012) indicated that this two-way communication helps the organization to update, persuade, or remind people to buy the product. According to Muchina and Okello (2016) concludes that personal selling has influenced brand performance in retail shoe companies in Nairobi central business district. It was recommended that adequate and timely personal selling should be encouraged especially for brands of products that are performing dismay in the marketing. Hocking (2012) revealed that the personal sellers who visit workplaces around New Zealand in the weeks leading up to Christmas positively influence the Customer Bases Brand Equity of the Christmas Cookies brand. They positively influence customers' decision to purchase, their associations and quality perceptions of the brand, and thus influencing their loyalty to the brand.

2.4.5. Direct Marketing

Kotler and Armstrong (2012) stated that, Direct Marketing allows the organization to reach the audience; to boost their awareness, interest, and quality; to share information about

goods or services; to promote them; to shape brand image; and to build interest towards the brand. Once the customers are aware of the brand, a strong and positive brand image is formed by the usage of direct marketing.

Mubushar et al. (2013) argued that, direct marketing has been found to have an impact in creating awareness and shaping brand image. Direct marketing targets individual customers with the intention of delivering personalized messages and building a relationship with them according to their responses. Kotler and Armstrong (2012) stated that, this tool allows the organization to reach the audience; to boost their awareness, interest, and quality; to share information about goods or services; to promote them; to shape brand image; and to build interest towards the brand. Once the customers are aware of the brand, a strong and positive brand image is formed by the usage of direct marketing.

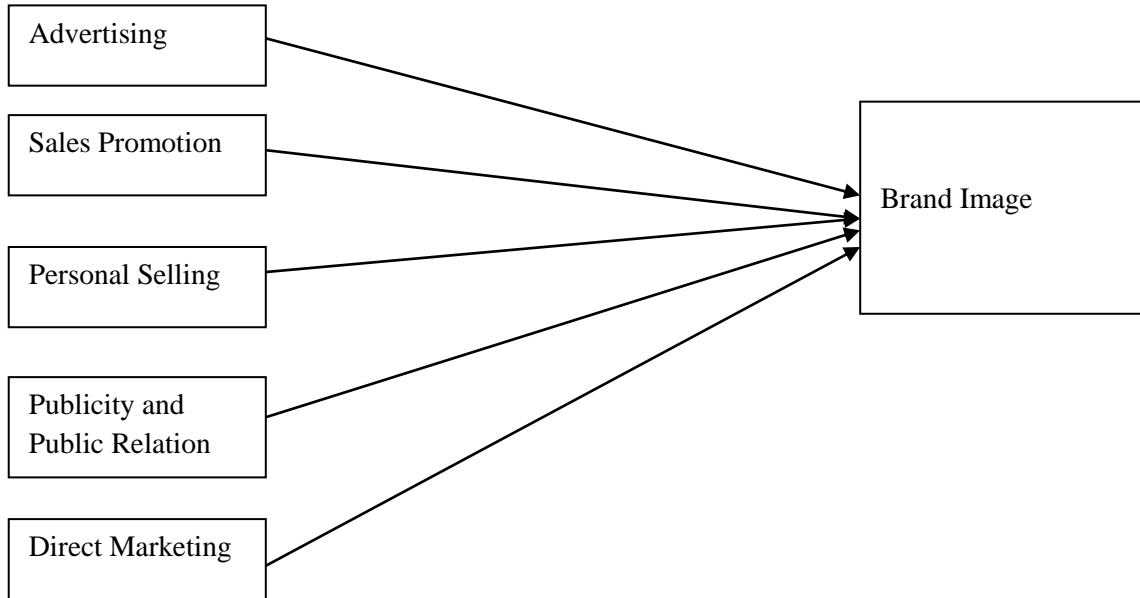
2.5. Conceptual Framework

Based on the above empirical and theoretical review the conceptual framework of the promotional mix tools is formulated as demonstrated in the figure below. The independent variables are advertising, direct marketing, personal selling, public relations and sales promotion and the dependent variable is brand image.

Figure 2.1 Conceptual Framework

Independent Variables

Dependent Variable



Source: Kotler(2012) and Belch (2009).

Chapter Three: Research Methodology

3.1. Introduction

The chapter contains research approach, research design, target population, sample size, sampling technique, data collection instruments and variables, validity and reliability of the instruments, method of data analysis and finally ethical consideration.

3.2. Research Approach

Creswell (2014) claimed that three forms of approach to research exist, namely qualitative, quantitative and mixed Analysis. In this study, quantitative methodology is employed. It deals with quantifying and analysis variables in order to get results. It involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how (Apuke, 2017). According to Creswell (2014), quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures.

The quantitative analysis methods mirrored the post-positivist worldview throughout the late 19th and in the 20th centuries. These involve true experiments and the less rigorous experiments called quasi-experiments and correlational studies, as well as specific experiments on a single subject. Most notably, complicated tests involving multiple factors and methodological methods involved. They included elaborated structural equation models that include causal pathways and the collective strength identification of multiple variables (Creswell, 2009). This study focused on descriptive research design. Descriptive research designs have

been very common procedures for conducting research in many disciplines, including education, psychology, and social sciences (Nassaji, 2015). The following sections address this design.

3.3. Research Design

Description arises from creative exploration to organize and validate the findings in order to fit them with explanations. A large number of research studies are concerned with describing natural or human phenomena, such as their form, structure, activity, changes over time, relationships with other phenomena and so on. The description often enlightens knowledge that could not be noticed or even found otherwise (Association for Educational Communications and Technology (AECT), 2001). Generally, the aim is to identify a phenomenon and its characteristics in descriptive research design. This research focuses more on what happened than on how or why (Nassaji, 2015).

Descriptive design helps in this study to understand and explain what effects of promotion mix elements on Brand image of Dashen Bank has on customers. It involves collections of quantitative information that can be tabulated along a continuum in numerical form. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (AECT, 2001).

The high degree of objectiveness and neutrality of researchers is one of the main advantages of descriptive analysis. The descriptive analyzes are considered as comprehensive as other quantitative approaches and offer description of an occurrence or phenomenon. In descriptive analysis, a descriptive study may include multiple variables or only a single number of variables. It also supports easy understanding and analysis of the data, such as measurement of

key points, with summary statistics (Baha, 2016). Descriptive research might simply report the percentage summary on a single variable (AECT, 2001).

On the other hand, one of the key limitations in descriptive research is the confidentiality and lack of truthfulness of the respondents. Sometime, the respondents are not true and for different reasons do not given the actual answer. If the research survey is not properly and carefully planned, errors can occur in the overall results of the study. It is also the case that the investigator only selects data to support his/her research assumption and ignores some other data that does not fit the hypothesis. This may lead to research bias and errors (Baha, 2016).

3.4. Population

The target population is the specified group of people from which questions will be asked in order to develop the required data structures and information needed in the research. Since sometimes it is impossible to include the whole population in a study, it is necessary to limit the research to a section of the population (Creswell and John, 2003). The part of the population from which the information is then collected is called a sample. A sample is defined as the subset of elements from the population (Kumar, 2005). It may also be defined as “any subset of the elements of the population that is obtained for the purpose of being studied” (Creswell and John, 2009). Sampling is thus the process by which elements are selected systematically from the population for the purposes of the research. The target population of this study is the customers of Dashen Bank in Addis Ababa.

3.5. Sampling, sample size and sampling technique

The study adopted random sampling method to select representative sample. According to Jonson and Christensen, (2014), random sampling is frequently used in survey research, which

is a non-experimental research method in which questionnaires or interviews are used to gather information and the goal is to understand the characteristics of a population based on the sample data. With randomization, a representative sample from a population provides the ability to generalize to a population (Creswell, 2009).

Accordingly, the study used all participants selected at random. The sample is stratified by districts and randomly selected participants so that the data is representative and the ability to compare responses across branches is assured. With this in mind, knowing sample size is important. Sample size is very vital element in research methodology as it determines whether to include or excluded a participant from the study and to decide the number. Careful selection of sample size and technique makes the research finding reliable.

The sample size with this respect in this study was determined based on the assumption of Johnson and Christensen (2012). According to them, the practical sample size based on 95% confidence interval for 1,067,312 (262.030 in the North, 242.109 in the East, 264.574 in the West and 288.59 in the South) (population size) is 384 (recommended sample) and therefore the study selects 384 respondents; north, 22.55% or 94 in the East, 22.68 % 88 in the East, west, 24.77 or 95 in the South and 27.97 % or 107 in the South.

3.6. Method of Data collection

The main data source of date the study is questionnaire filled by respondents and also secondary data was collected from some reference materials from the bank.

3.6.1. Questionnaire

In descriptive research design questionnaire tools are often used to gather data (Nassaji, 2015). A questionnaire is a self-report data-collection instrument that each research participant

fills out as part of a research study. Researchers use questionnaires so that they can obtain information about the thoughts, feelings, attitudes, beliefs, values, perceptions, personality, and behavioral intentions of research participants. In other words, researchers measure many different kinds of characteristics using questionnaires (Johnson and Christensen, 2014).

Questionnaire can be open ended or close ended. In this research close ended type of questionnaire employed. These questionnaires are focused on getting participant responses to standardized items for the purpose of confirmatory research in which specific variables are measured and hypotheses are tested. The principle of standardization is very important in quantitative research; the goal is to provide common response categories to each person in the research study. This is done to ensure maximum comparability of responses. In addition, closed-ended question is appropriate when the dimensions of a variable are already known. Closed-ended questions expose all participants to the same response categories and allow standardized quantitative statistical analysis (Johnson and Christensen, 2014).

In this study, 5-point likert scale questionnaire was used. The Likert scale is an integral part of the research aim, and sometimes the purpose of the research is to understand the views and perceptions of participants with the single 'latent' variable (phenomenon of interest). Such constructed structures interact with a particular aspect of the under examination hypothesis in a mutually exclusive way and calculate the whole phenomena in unity (Joshi1, Kale, Chandel and Pal, 2015). According to Johnson and Christensen (2014), researchers also collect data from research participants by presenting questions or statements and rating scales with instructions to use the rating scale given to make decisions on-item stem. A rating scale is a continuum of reaction options that participants are instructed to use when their responses are indicated.

3.7. Data collection procedure and analysis

To attain relevant data the study applied questionnaire as main data collection means and some secondary data was also collected through reference materials. The questionnaire consisted of closed ended question designed and distributed to the customers of Dashen Bank in Addis Ababa city. The questionnaire was arranged in a lickert scale manner from strongly disagree to strongly agree in which the respondents can easily participate with interest and ease.

3.8. Validity and Reliability

In order to approve and validate quantitative research, validity and reliability are two important aspects.

3.8.1. Validity

Validity is one of the most important terms in research that refers to the conceptual and scientific soundness of a research study (Graziano & Raulin, 2004). Many scholars agree that the primary aim of a research is to give valid conclusions. Validity is the extent to which a test measures what it claims to measure. Research validity refers to the correctness or truthfulness of the inferences that are made from the results of the study (Jonson and Christensen, 2014). There are two types of validity that the research tried to ensure, namely external validity, which is the ability of the data to be generalized across persons, settings and time; and internal validity, which is the ability of the questionnaire to measure what it is supposed to measure (Cooper and Schindler, 2006).

Hence, the questionnaire in this study extracted from different literatures that focused on the effect of promotional mix elements on brand image. To establish content validity, the questionnaire was given to my advisor and two collogues from two different banks. They were

asked to judge the clarity of wording and the appropriateness of each item and its relevance to the construct being measured. Their feedback was used for further refinement of the questionnaire.

3.8.2. Reliability

The consistency of a measure is based on reliability. Whenever the test is done, a person who completes a method for assessing motivation will have exactly the same answers. Although an exact reliability calculation cannot be carried out, a reliability estimate can be made by different measures (Heale, and Twycross, 2015). The reliability must be calculated and reported using the alpha coefficient of Cronbach for internal consistency reliability.

In this study, a two section with six-part likert scale questionnaire of 40 items was designed for gathering data. Part one was designed to obtain background information of the participants. Part two contained questions related to general promotional elements questions, advertisements, sales promotion, personal selling, public relation, and direct marketing. These items were calculated using the alpha coefficient of Cronbach and resulted in 96%. The reliability statistics is depicted in table 3.1

Table 3.1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.967	.967	40

3.9. Descriptive analysis:

It is the summary of the respondents from the mean results of the questionnaire that was administered to determine the effects of the promotional mix elements (advertisement, sales promotion, personal selling, publicity and direct marketing) over the brand image of Dashen

Bank. According to Norasmah and Sabariah (2007) and Norasmah and Salmah, (2011), the mean score below 2.00 was considered as low, the mean score from 2.01 up to 3.00 was considered as Moderately low and mean score between 3.01-4.00 was considered as Moderately High and the mean score from 4.01-5.00 was considered as High as illustrated below.

Table 3.2 Interpretation of mean scores

Mean Score	Description
1.00-2.00	Low
2.01-3.00	Moderately Low
3.01-4.00	Moderately High
4.01-5.00	High

Sources: Norasmah and Sabariah, 2007; Norasmah and Salmah, 2011

3.10. Ethical Consideration

Ethics is the code of moral principles and values that governs the behavior of an individual or group with respect to what is right or wrong (Bratton and Gold, 2000). The study will consider ethical issues with especial consideration. The researcher will discuss the purpose of the research clearly to the participants during data gathering stage. For the purpose of confidentiality, the participants will not be required to write or tell their names. Furthermore, the participants were assured that their responses for the questionnaire will be used for the intended purpose only. Furthermore, the questionnaire stated that the purpose of research will only be for academic purpose.

Chapter Four: Data Presentation and Analysis

4.1. Introduction

The chapter analyzes and interprets the research based on data collected in customers from the four Dashen Bank districts in the city of Addis-Ababa. The findings are analyzed and interpreted according to the respondent's obtained result. The Social Sciences Statistical Package (SPSS IBM version 21) was used to measure descriptive statistics such as frequencies and mean used to analyze the data and correlation. The major purpose of the research was to find the relationship between the independent variables that are promotional mix elements (Advertising, Sales promotion, Personal selling, Publicity/Public Relation and Direct Marketing) dependent variable (Brand Image of Dashen Bank).

4.2. Response rate of the participants

To assess the effect of promotional mix elements on Brand image of Dashen Bank questionnaire was prepared and distributed to 384 staffs members out of these, 312 (81.25%) are filled and completed the questionnaire properly and returned. The other 72 (18.75%) didn't fill and returned due to various reasons. In general the following table displays the total number of distribution, returned and unreturned questionnaire.

Table 4.2.1 Questionnaire distributed, returned and unreturned

Questionnaire	Number	Percent
Returned	312	81.25
Unreturned	72	18.75
Total	100	100

The number of customer of each district is divided by the total sample size which is total number of customers in Addis Ababa. The result is then taken to the total sample size and hence distributed to each district randomly.

Table 4.2.2 Number of respondents per district

		Branch			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	North	77	24.7	24.7	24.7
	East	70	22.4	22.4	47.1
	west	78	25.0	25.0	72.1
	South	87	27.9	27.9	100.0
	Total	312	100.0	100.0	

4.3. Demographic Characteristics of Respondents

The first part of the questionnaire requests personal information from respondents such as gender and educational background. Consequently the responses of personal information are presented and discussed on the table 4.2 below.

Table 4.3.1 Educational background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary school	46	14.7	14.7	14.7
	College diploma	72	23.1	23.1	37.8
	First degree	147	47.1	47.1	84.9
	Second degree and above	47	15.1	15.1	100.0
	Total	312	100.0	100.0	

Table 4.3.2. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	226	72.4	72.4	72.4
	Female	86	27.6	27.6	100.0
	Total	312	100.0	100.0	

4.3.1. Gender Mix of Respondents

As shown in the above table 4.1, 226 of the respondents were male which represents 72.4 % of the total population, whereas, 86 of the respondents were females which amounts to 27.6 % of the total respondents. Hence, dominance of male customer over female customer of Dashen Bank was observed.

4.3.2. Educational Qualification

It was also necessary for the study to know the educational background of respondents in order to determine their level understanding towards the promotions that are released by the Bank. From the data collected it is clearly seen that respondent's possess a range of educational qualifications from secondary schools level to master's level. Majority of the respondents were first degree holders which accounted to 147 of the respondent's that is 47.1%. The other group of respondents was diploma holders that were 72 in number or 23.1 %. And 47 of the respondents was master graduates and above which accounts to 15.1%. The last group was Secondary school which was 46 in number and 14.7% of the total respondents. This implies that all the respondents can understand interpret and conceptualize the different promotions that Dashen Bank releases via different medium.

4.4. Brand Image

Here the questions are of general knowledge type in which helps to understand respondent's general awareness towards promotional tools of Dashen Bank.

Table 4.4 Brand Image

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I easily recognize Dashen Bank's brand, logo, symbol and name.	17	5.4%	6	1.9%	15	4.8%	125	40.1%	149	47.8%
I know all of Dashen Bank's promotions (Advertisements, sales promotion, Personal Selling, Publicity, and Direct Marketing).	15	4.8%	32	10.3%	54	17.3%	144	46.2%	67	21.5%
I believe that Dashen Bank's messages are consistent with the product's performance	8	2.6%	25	8.0%	81	26.0%	137	43.9%	61	19.6%
I believe that communication messages from Dashen Bank's through different mediums E.g. TV, radio, and magazines complement each other	12	3.9%	15	4.8%	45	14.5%	149	48.1%	89	28.7%
I believe that Dashen Bank's messages influence the attitude that I have toward the brand.	20	6.5%	32	10.3%	49	15.8%	129	41.6%	80	25.8%
I believe that having more than one communication medium helps me to be more aware of the Dashen Bank's Brand	8	2.6%	15	4.8%	18	5.8%	163	52.6%	106	34.2%

Regarding recognition of Dashen bank's brand, logo, symbol and name 125(40.1%) agree and 149 (47.8%) strongly agree which totals 87.8% acquire sufficient knowledge of the banks Brand. This shows that the majority of the respondents have sufficient knowledge about Dashen Banks brand, logo, symbol and name.

The next issue that respondents knowledge of Dashen Banks promotions (Advertising, Sales promotion, Personal selling Promotion/PR and Direct Marketing) 144 (46.20%) agree and 67 (21.5%) strongly Agree, which totals 211 (67.62%) have proper knowledge of the banks promotions.

As for the performance of the bank in relation to its promotions 137 (43.9%) agree and 61 (19.6 %) strongly agree which constitute a total of 198 (63.46%) confirmed that Dashen Banks performance are consistent with its promotions.

Weather the messages from different mediums like TV, Radio, and Magazines etc. are complementing each other 149 (48.1%) agree and 89 (28.7) strongly agree which totals 238

(76.28) agree that the messages with different mediums are complementary and with similar outputs.

The messages released different promotional tools is to influence people to purchase a product and have good attitude about the brand. In this regard 129 (41.6%) agree and 80 (25.8%) strongly agree which totals 209 (66.98%) believe that Dashen Banks message influence their attitude towards the Brand.

The response about having different medium of communication in creating awareness of the banks brand 163 (52.6%) agree and 106 (34.2%) strongly agree which is 269 (86.21%) believe on use of different medium.

From the general promotional questions it can be clearly seen that respondents have sufficient knowledge about Dashen Bank's promotions at different medium and can give their understanding about each promotional mix element with appropriate and well established knowledge.

4.5 Advertisement

Table 4.5. Advertisement

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Dashen Bank's has undertaken enough advertising activities to promote its Brand Image?	8	2.6%	38	12.2%	94	30.1%	117	37.5%	55	17.6%
I believe that Dashen Banks advertisements are likable, memorable and meaningful	7	2.2%	36	11.5%	65	20.8%	149	47.8%	55	17.6%
Online activities of the Corporation such as websites, blogs and social media affect its brand image.	7	2.3%	27	8.7%	75	24.2%	146	47.1%	55	17.7%
The use of billboards, sonic screens and wall branding put in various places by the Corporation affect its brand image.	14	4.5%	40	12.9%	39	12.6%	149	48.1%	68	21.9%
Dashen Banks flyers, policy explanation brochures and leaflets affect its brand image.	7	2.3%	41	13.2%	73	23.5%	111	35.8%	78	25.2%
TV Advertisements of Dashen Bank affects its overall Brand image.	11	3.5%	33	10.6%	31	10.0%	128	41.3%	107	34.5%
Radio Advertisements by the Dashen bank affect its Brand image	8	2.6%	42	13.5%	48	15.5%	107	34.5%	105	33.9%
Print media Advertisements on news papers and magazines affect its Brand Image.	11	3.5%	27	8.7%	57	18.3%	113	36.2%	104	33.3%

Regarding whether Dashen Bank undertaken enough advertising activities to promote its Brand image 117 (37.5%) agree and 55 (17.6%) strongly agree in which 172 (55.12%) believe that the bank had done enough to promote its image using advertisement.

In another aspect 149 (47.8%) agree and 55 (17.6%) strongly agree which total to 201 (64.42%) believe that the Banks advertisements are likable, memorable and meaningful.

In the aspect of online advertisements of the bank such as websites, blogs, and social media 146 (47.1%) agree and 55 (17.7%) strongly agree that such type of advertisement have influenced the brand image of the bank.

With respect to use of billboards, sonic screens and wall branding put in various places having a positive influence in the brand image 149 (48.1%) agree and 68(21.9) strongly agree which totals to 217 (69.55%) believe the use of such type of advertisement having good influence on the brand image of Dashen Bank.

Dashen Bank use of flyers, policy explanation brochures and leaflets, 111 (38.8) agree and 78 (25.2%) strongly agree which totals to 189 (60.57%) believe the use of the aforementioned instruments in promoting the brand image of the bank.

The other important aspect of advertisement which is TV ads and its overall effect in the brand image of Dashen Bank, 128 (41.3%) agree and 107 (34.5%) strongly agree with total sum of 236 (75.64%) support the use of TV ads in building good brand image for the bank.

With regard to Radio advertisement and its effect in the brand image of Dashen Bank, 107(34.5%) agree and 105 (33.9%) strongly agree with total sum of 212 (67.94%) support the use of Radio ads in building good brand image for the bank.

The other aspect which is the use of print media ads in building good brand image of the bank 113 (36.2%) agree and 104 (33.3%) strongly agree which totals to 217 (69.55%) support print media advertisement effecting in good brand image for Dashen bank.

From the above result it can be seen that majority of respondents agreed on the positive effect of advertisement on the brand image of Dashen Bank. Different research papers agree with the above finding for e.g. Khan, (2011) the promotional tools capabilities can help businesses to spread the messages to the mass market and advertising along with other tools can play vital role to create international brand. Also Buil, Chernatony, and Martínez, (2010) advertising plays a

key role influencing brand equity dimensions, whereas advertising spend improves brand awareness.

4.6. Sales Promotion

Table 4.6.Sales promotion

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Sales promotions practiced by Dashen Bank influences your knowledge of the Banks Brand?	10	3.2%	16	5.1%	106	34.0%	148	47.4%	32	10.3%
Dashen Banks participation on various events such as trade fairs and exhibitions affect its performance.	7	2.2%	24	7.7%	44	14.1%	183	58.7%	54	17.3%
Dashen Banks price linked saving enhanced my saving culture.	4	1.3%	37	12.0%	93	30.2%	125	40.6%	49	15.9%
The Bank offers free gifts to customers.	4	1.3%	43	13.8%	69	22.1%	156	50.0%	40	12.8%
Customer service such as visiting existing clients affect my opinion on the banks image	16	5.1%	38	12.2%	63	20.2%	126	40.4%	69	22.1%
Additional interest on youth, and women savings enables customers to have positive image on the Bank.	7	2.2%	32	10.3%	40	12.8%	144	46.2%	89	28.5%

The sales promotion activities of Dashen bank influencing the knowledge of respondents of the banks brand image 148 (47.4%) agree and 32 (10.3) strongly agree which totals to 180 (57.69%) agree on sales promotion activities affecting the brand image of the bank.

Participating on events such as trade fairs and exhibitions in prompting the bank 183 (58.7%) agree and 54 (17.3%) strongly agree, in total 237 (75.96%) support such activities in promoting the banks image.

With regard to price linked saving, 125 (40.6%) agree and 49 (15.9%) strongly agree in total 174 (55.76%) support the idea of using price linked saving in promoting the brand.

In the Case of the Banks free gifts to customers, 145 (50 %) agree and 40 (12.8%) strongly agree in having good effect on the banks image.

Customer service activities such as visiting existing customers with respect to affecting customers opinion towards the brand image of the bank, 126 (40.4%) agree and 69 (22.1%) strongly agree which totals to 195 (62.5%)

On other products like additional interest on youth and women savings effect on the brand image of the bank 144 (46.2%) agree and 89 (28.5 %) strongly agree which totals to 233 (74.67%) support such products influence positively the brand image of Dashen bank.

From the above result the respondents agreed that sales promotion activities have a positive effect on the brand image of Dashen Bank. Gossaye (2017) concluded that, sales promotion enhanced commercial bank of Ethiopia's brand image especially the use of coupons have significant role. Nagar (2009) argued that, consumer sales promotions have more influence on the brand switchers as compared to the loyal consumers.

4.7. Personal selling

Table.4.7. Personal selling

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Personal selling practiced by Dashen Bank influences its brand image?	11	3.5%	31	9.9%	74	23.7%	150	48.1%	46	14.7%
Dashen bank's Direct (face to face) Interaction with Customers affects its brand image.	21	6.7%	43	13.8%	77	24.7%	125	40.1%	46	14.7%
The Bank's officer posses sufficient selling skills to promote its products.	12	3.8%	23	7.4%	78	25.0%	145	46.5%	54	17.3%
The Bank's officers have good communication skills to promote its products.	4	1.3%	28	9.1%	74	23.9%	129	41.7%	74	23.9%
The Bank's officers have good customer handling practice.	0	0.0%	39	12.5%	59	18.9%	132	42.3%	82	26.3%
Dashen Bank's officers influenced me to have a positive brand image on the bank.	4	1.3%	29	9.3%	62	19.9%	140	44.9%	77	24.7%
The Bank's officer provide sufficient information about its products	4	1.3%	39	12.5%	59	18.9%	129	41.3%	81	26.0%

In the case of the influence of personal selling activities of Dashen Bank on its Brand image 150 (48.1%) agree and 46 (14.7%) strongly agree which totals to 196 (62.82%) support the statement.

With regard to face to face interaction with customers, 125 (40.1%) agree and 46 (14.7%) strongly agree with total of 171 (54.8%) agreed that direct interaction effects positively the brand image of the Bank.

In the case of banks officers selling skills to promote its products, 145 (46.5%) agree and 54 (17.3%) strongly agree which in total 199 (63.78%) agree in the efficiency of the sales officers (the banks officers).

Also about the communication skills of the banks officers, 129 (41.7%) agree and 74 (23.9%) strongly agree which in total 203 (65.06%) agree in their communication skill to promote the banks products and hence its image.

With regard to the banks officers customer handling practices, 132 (42.35) agree and 82 (26.3%) strongly agree in total of 214 (68.58%) agree that the officers have good customer handling practice that implies on positive brand image of the bank.

On the overall influence of Dashen banks officers on having positive brand image of the bank, 140 (44.9%) agree and 77 (24.7%) strongly agree which totals to 217 (69.55%) agree on the officer good influence.

On whether the banks officers proving sufficient information about the products of the bank, 129 (41.3%) agree and 81 (26%) strongly agree, in total 210 (67.30%) agree on provided by the banks officers about information needed.

Hence, it can be seen from the above response that, Personal selling activities of Dashen bank effected to a positive brand image. Also, Muchina and Okello (2016) conclude that, personal selling has influenced brand performance in retail shoe companies in Nairobi central business district. Briar Hocking, (2012) revealed that the personal sellers who visit workplaces around New Zealand in the weeks leading up to Christmas positively influence the Customer Bases Brand Equity of the Christmas Cookies brand.

4.8. Publicity/Public Relation

Table 4.8. Table Publicity/public relation

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
The promises made by Dashen Bank in its Publicity are fulfilled by the brand.	8	2.6%	33	10.6%	120	38.7%	119	38.4%	30	9.7%
Dashe Bank is known for supporting organizations and Individuals (Sponsoeship practice).	10	3.2%	28	9.0%	79	25.3%	143	45.8%	52	16.7%
Dashen Bank participates on different public activities	14	4.5%	26	8.3%	65	20.8%	148	47.4%	59	18.9%
Press releases by Dashen Bank gives the public good understanding of the banks activities	12	3.8%	31	9.9%	39	12.5%	184	59.0%	46	14.7%
Dashen Bank participates on different Charity activities	8	2.6%	30	9.6%	75	24.0%	118	37.8%	81	26.0%
Dashen Bank's Identity medias like its Logo, Business card etc... are attractive and memorable	12	3.8%	24	7.7%	50	16.0%	165	52.9%	61	19.6%
Dashen bank prints annual reports, brochures, short messages to strengthen its Public relations	4	1.3%	25	8.0%	58	18.6%	138	44.2%	87	27.9%

The promises made in the publicity/Public statements of Dashen bank are fulfilled by the brand (products of the bank), 119 (38.4%) agree and 30 (9.7%) strongly agree in total (149 (47.7%)) agree but 120 (38.7%) have neutral views on its effects. Over all the majority agree on the information of the banks publicity are fulfilled by brand.

On the practice of sponsorship practices Dashen banks known for supporting organizations and individuals, 143 (45.8) agree and 52 (16.7%) strongly agree which in total 195 (62.5%) agree the banks sponsorship practices resulting in positive brand image.

In regard to banks participation on different public activities, 148 (47.4%) agree and 59 (18.9%) strongly agree in total 207 (66.34%) agree on the banks public participation, hence having positive brand image.

Press release by Dashen bank gives the general public good understanding of the banks activities and products, 184 (59.0 %) agree and 46 (14.7%) strongly agree which in total 230 (73.71%) agree the good effects of press release by the bank.

On the Dashen banks participation on charity activities, 118 (37.8%) agree and 81 (26.0%) strongly agree in total 199 (63.78%) agree on Dashen Banks participation in charitable activities, hence resulting in a positive brand image.

Dashen Bank's Identity Medias like its Logo, Business card etc...are attractive and memorable, 165 (52.9%) agree and 61 (19.6%) strongly agree in total of 226 (72.43%) agree on the statement resulting on a positive brand image.

Dashen bank prints annual reports, brochures, and short messages to strengthen its Public relations, 138 (44.2%) agree and 87 (27.9%) strongly agree on the release of such reports on having good effect on the brand image of the bank.

From the above table it can be clearly seen that, Respondents agreed that Publicity and Public Relation activates of Dashen Bank resulted to a positive brand image. Also Alexandria Easland (2015), mentioned, as a management function, public relations focus on building relationships and managing an image. Again Kotler (2006), proactive publicity can be one of the most powerful and cost effective brand building tools, especially for smaller organizations that can't afford significant advertising.

4.9. Direct marketing

Table 4.9. Table direct marketing

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I believe direct marketing is practiced in Dashen Bank's	14	4.5%	30	9.6%	113	36.2%	118	37.8%	37	11.9%
Dashen Bank uses SMS messages to directly communicate with its customers	7	2.2%	35	11.2%	42	13.5%	139	44.6%	89	28.5%
Dashen Bank uses e-mail to directly communicate with its customers	17	5.4%	41	13.1%	91	29.2%	118	37.8%	45	14.4%
Dashen Bank uses call center to directly communicate with its customers	8	2.6%	30	9.6%	74	23.7%	116	37.2%	84	26.9%
The bank uses its Website to communicate its products	7	2.2%	31	9.9%	77	24.7%	134	42.9%	63	20.2%
The promotions on its websites are attractive and visually appealing	13	4.2%	36	11.8%	92	30.1%	102	33.3%	63	20.6%

On the practice of direct marketing in Dashen Bank, 118 (37.8%) agree and 37 (11.9%) strongly agree in total 155 (49.67%) nearly 50% agree on the practice of direct marketing. On the contrary 113 (36.2%) are neutral on the practice of direct marketing.

On the use of SMS messages to directly communicate with on current and potential customers, 139 (44.6%) agree and 89 (28.5%) in total 238 (73.7%) believe the bank communicates with its customers through SMS messages resulting in satisfaction and positive brand image of the bank.

With regard to use of e-mail to directly communicate with on current and potential customers, 118(37.8%) agree and 45 (14.4%) in total 163 (52.24%) believe the bank

communicates with its customers through e-mail messages resulting in satisfaction and positive brand image of the bank.

Dashen bank uses a call center to directly communicate with on current and potential customers, 116 (37.2%) agree and 84 (26.9%) strongly agree in total 200 (64.1%) agree on availability of call center service to facilitate customer service about the banks products and services, which results in positive brand image of the bank.

The bank uses its website to communicate its products to customers, 134 (42.9%) agree and 63 (20.2%) strongly agree on aggregate 197 (63.14%) agree on the statement.

The promotions on its websites are attractive and visually appealing, 102 (33.3%) agree and 63 (20.6%) strongly agree which in total 165 (52.88%) agree that promotions on the website are visually appealing and attractive resulting in positive brand image.

From the above finding it is evidently seen that direct marketing activities of Dashen Bank have a positive effect to its brand image. Also, Mubushar et al. (2013) direct marketing has been found to have an impact in creating awareness and shaping brand image. And also Kotler and Armstrong (2012) stated that Direct Marketing allows the organization to reach the audience; to boost their awareness, interest, and quality; to share information about goods or services; to promote them; to shape brand image; and to build interest towards the brand.

4.10. Summary of Descriptive Results

	N	Mean	Std. Deviation	Variance
General promotional Advertisements	312	3.8916	.80993	.656
Sales promotion	312	3.7441	.78242	.612
Personal Selling	312	3.6763	.73040	.533
Publicity	312	3.6983	.81000	.656
Direct marketing	312	3.6941	.79757	.636
Valid N (list wise)	312	3.6155	.80512	.648

Table: Summary of Descriptive results

Norasmah and Sabaria (2007) described their level of measuring mean score between 3.01 and 4.00 is belongs to moderately high. Hence, from the above descriptive result, summary of findings of the study indicates that all the mean results are above 3.00 and most close to 4.00 which reflect moderately high level of agreement on the independent variables that are Advertisement 3.71 with a standard deviation of .78242, Sales Promotions 3.67 with a standard deviation of .73040, Personal Selling 3.69 with a standard deviation of .81000, Publicity/PR 3.69 with a standard deviation of .79757 and Direct Marketing 3.61 with a standard deviation of .80512 have a positive effect on the Brand Image Of Dashen Bank. Overall Dashen Bank had moderately high brand image effect on customers.

Chapter Five: Summary, Conclusion and Recommendation

5.1 Summary of findings

The main objective of this research was to identify the effects of promotional mix elements (Advertisement, Sales Promotion, Personal Selling Publicity/PR and Direct Marketing) on the Brand Image of Dashen Bank. The study design was quantitative descriptive research. The target populations of the research were mainly the customers of Dashen Bank in Addis Ababa city that (Four Districts, North, South, East, West). Most of These customers are educated and can understand and respond to questions in the questionnaires. Based on the research objective, English version and Amaharic version questionnaires were prepared. Since total population of customers of Dashen Bank are above eight million 384 samples are taken (Johnson and Christensen, 2012) and 312 (81.25%) filled and returned properly.

To verify the reliability of the questions in the questionnaire, the coefficients of Cranach's alpha (1951) was used. The values of Cranach's Alpha range from 0 (completely unreliable) to 1 (perfectly reliable). An alpha value of 0.5 to 0.6 is considered acceptable but 0.7 or higher is highly preferred. So the finding 0.967 shows that all the questionnaires were reliable, also the questioner was evaluated by reform facilitator expert and gain acceptance.

The effect of promotional mix elements on brand image of Dashen Bank was measured by means of multiple regression model. The finding indicated that advertising, sales promotion, personal selling, and public relation and direct marketing, was positive and statistically significant ($P < 0.05$) effect on image.

The questionnaire was developed in order to answer the research questions: which were:-

- What is the effect of advertising on the brand image of Dashen Bank?

- What is the effect of sales promotion on the brand image of Dashen Bank?
- To what extent personal selling contribute to the brand image of Dahren Bank?
- What is the effect of public relations and publications on the brand image of Dashen Bank?
- How does Direct Marketing affect the brand image of Dashen Bank?

The following results were observed from the results of the respondents:

- From the questions about effects of Advertisement on brand image of Dashen Bank all the responses of agreement (agree and strongly agree) on the likert scale were above 50% which indicated a positive effect.
- On the questions about Sales Promotion on the likert scale, all the responses were above 50% on the likert scale which shows that its positive effect on the brand image of Dashen Bank.
- All the responses on Personal selling questions on the likert scale of the questionnaire were above 50% indicating that personal selling activities of the bank had a positive effect on its brand image.
- Publicity/Public Relation activities of the bank had a positive effect on the brand image of Dashen Bank as all the responses from the likert scale are above 50% (agree and strongly agree).
- Also All the responses on Direct Marketing questions on the likert scale of the questionnaire were above 50% indicating that Direct Marketing questions activities of the bank had a positive effect on its brand image.

Correlation analysis also was applied to evaluate the relationships between promotional mix elements on brand image of Dashen Bank. All the correlation coefficients were positive; with a maximum value of 0.718 minimum values of 0.517, which shows that promotional mix elements had positive effect on brand image of the bank.

In addition to this secondary document summery result also were in line with this summary mean score of the independent variables of promotional mix elements resulting in a positive brand image of Dashen Bank.

5.2. Conclusion

Brand awareness is one of the most important assets in any business. It is therefore critical to understand its key drivers. The main objective of this Study is to investigate the effects of Promotion mix elements on Brand image of Dashen Bank. The researcher approached this objective by studying integrated marketing communication tools in relation to brand image. Questionnaire was administered in a likert scale manner and the responses were analyses based on percentage and mean that is conducted in SPSS. Hence all the integrated marketing communication tools are positively related to the brand image of Dashen bank. The study considered five promotional mix elements that are advertisement, sales promotion; personal selling, publicity/PR and direct marketing confirmed their effect on the brand image of Dashen Bank. According to the Pearson correlation analysis, it can be clearly seen that the five integrated marketing communication tools namely, advertising, sales promotion , personal selling, publicity/PR and direct marketing are positively related to brand image of Dashen bank.

According to the regression analysis, the study concluded that promotional mix elements explain brand image. The regression analysis also indicated that 58.4 % of brand image is

explained by the independent variables that are the promotional mix elements. The other 41.6 % of brand image variation was other factors other than the independent variables under study.

The study concluded that among the integrated marketing communication tools advertisement and publicity/PR had constructive influence to build brand image as its mean value is greater than the other variables. The other variables which are sales promotion, personal selling, and direct marketing, have a mean average similar with direct marketing with minimum value, which means that Dashen Bank should give extra attention to direct marketing in particular and also to sales promotion and personal selling to attain a higher performance like advertisement and publicity.

5.3 Recommendations

Based on the findings and conclusions in the study, the following recommendations are suggested to Dashen Bank to implement promotional mix elements to maximize communication effect on its brand image.

- Dashen Bank should adopt some experience from advertisement of foreign banks in order to fulfill becoming a strategy in becoming a world class banks. Additionally Dashen Bank should apply creativity and uniqueness on its advertisement in order to promote the brand image to customers. Also the researcher recommends the bank to buy air time in one of well-known TV stations and deliver its own program about its products and activities.
- The researcher recommends the bank to buy air time in one of well-known TV stations and deliver its own program about its products and activities.

- The researcher recommends Dashen Bank to apply the best state of the art of technology in the area of direct marketing channels in order to administer Variety to customers and also attract the youth and the educated ones such SMS, websites, e-mail, and voice mail etc. as it is the area where it should improve as the findings suggest.
- The researcher also recommends Dashen Bank to continuously train its employees so that they become update, knowledgeable and skillful in order to represent the brand appropriately.
- The researcher also recommends the bank to improve its publicity reach the general public by using different Publicity tools. For example releasing annual to different Medias, sponsoring events, participating in charity activities etc. so that customers will recognize the brand positively.

References

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of Brand Name*. New York: The Free Press.
- Afande, F. O. and Maina, M. P. (2015). Effect of Promotional Mix Elements on Sales Volume of Financial Institutions in Kenya: Case Study of Kenya Post Office Savings Bank. *Journal of Marketing and Consumer Research*, vol. 11(2015)
- Alwadaei, S. A. (2010). *Employees' perception of, and satisfaction with, performance appraisal: A Case Study of Electricity & Water Authority(EWA) in Kingdom ofBahrain*. Malaysia: open University Malaysia
- Andrews, J. C. (2017). *Digital Strategy, Marketing Strategy*. Promotional Mix
- Association for Educational Communications and Technology (2001). *Descriptive research methodologies*. Handbook of research for Educational Communications and Technology.
- Baha, H. (2016). *An Introduction of Descriptive Analysis, its advantages and disadvantages*. Master of Public Policy and Good Governance. University Luneburg
- Batra, R, Myers, J. G, &Aaker, D. A. (1996). *Advertising Management*. Englewood Cliffs (NJ): Prentice-Hall.
- Belch, G.E and Belch, M. A. (2009). *Advertising and Promotion: An integrated marketing communication perspective*, McGraw-Hill .
- Belch, G.E and Belch, M. A. (2011). *Advertising and Promotion: An Integrated Marketing Communications Perspective, (9th Ed.)*. London: McGraw Hill

- Bratton, J. and Gold, J. (2000). *Human Resource Management: Theory and Practice*. Amazon's Book Store.
- Buil, I., Chernatony, L. de., & Martínez, E. (2010). *The effect of advertising and sales promotions on brand equity*.
- Cooper, D. R. &Schindler, P. S. (2006). *Business Research Methods. Volume 1*. McGraw-Hill,
- Danaher, K. (2019). Sales Promotion: Brand Quality Building. [www.researchgate.net › publication › 282728500](http://www.researchgate.net/publication/282728500)
- Charanah, J. and Njuguna, R. K. (2015). The effects of promotional mix tools on brand equity among hospitals in Nairobi County. *International Journal of Sales, Retailing and Marketing, Vol. 4 No 6*
- Chernatony de. L. (2006). *From Brand Vision to Brand Evaluation: Strategically Building and Sustaining Brands*. Butterworth Heinemann: Oxford, 2006.
- Creswell, J. W. (2003). *Research Design. Qualitative, Quantitative and Mixed*. SAGE Publications, Inc.
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches (3rd ed.)*. SAGE Publications, Inc.
- Creswell, J. W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches (4th ed.)* United States of America
- Field, A. (2005). *Discovering Statistics using SPSS*. (2nd ed.). SAGE publication, Great Britain, London.
- Gibbs, G. R.(2007). *Research Methods: Analyzing Qualitative Data*. SAGEPublications, Inc.

- Graziano, A. M. & Raulin, M. L. (2004). *Research Methods: A Process of Inquiry (5th Ed.)*.
- Gossaye, E. (2017). *The Effect Of Sales Promotion On Brand Image: The case of Commercial Bank of Ethiopia*. (Unpublished Masters Thesis). Ethiopia: Addis Ababa University
- Hasan, K. & Khan, R. (2011). *Building international brand through promotional Strategy: A case study of MEC Active Engagement in Bangladesh*. University of Skovde.
- Heale, R. and Twycross, A. (2015). Validity and reliability in quantitative studies. *Evid Based Nurs July 2015, volume 18, number 3*. Downloaded from <http://ebn.bmj.com/> on May 10, 2020
- Hocking, B. (2012). *The Relationship between Personal Selling and Building Consumer Based Brand Equity: A Case Study on the Cookie Time Christmas Cookies Brand*. Newzeland: University of Otago.
- Juneja, P. (2015). *Brand management and Reviewed*. Management Study Guide Content Team
- Johnson, R. B. & Christensen, L. (2014). *Educational research: Quantitative, qualitative, and mixed approaches (5th Ed)*. USA: SAGE Publications, Inc.
- Hocking, B. (2012). *The Relationship between Personal Selling and Building Consumer Based Brand Equity: A Case Study on the Cookie Time Christmas Cookies Brand*. University of Otago, Dunedin New Zealand
- Kumer, R. 2005. *Research Methodology: Step by Step Guide for Beginners*. SAGE Publications
- Keller, K. L. (2007). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity(3rd Ed.)*. New York: Prentice Hall.
- Keller, K. L. (2008). *Strategic brand management: building, measuring, and managing brand equity*. Prentice-Hall Inc. ISBN-13: 978-0-13-188859-3.

- Kim, H., Sefcik, J. S. and Bradway C. (2017). Characteristics of Qualitative Descriptive Studies: A Systematic Review. *Res Nurs Health*. 2017 Feb; 40(1): 23–42. doi:10.1002/nur.21768
- Koekemoer, L. and Bird, S. (2004). *Marketing Communications*. Juta and Company Limited.
- Kokemuller, N. (2019). *Role of Promotional mix*. Small Business-Chron.com
- Kolegija, V. (2018). Brand image development. The University Applied Sciences, Lithuania.
- Kotler, P. (1994). *Marketing management, analysis, planning, implementation and control (8th Ed.)*. Prentice Hall publication
- Kotler, P. (2000). *Marketing management*. Prentice Hall – New Jersey
- Kotler, P. W., & Armstrong, G. (2005). *Principles of Marketing (4th Ed.)*. New Jersey: Pearson Prentice Hall.
- Kotler, P., & Keller, K. (2012). *Marketing Management*. New Jersey: Pearson Prentice Hall.
- Kotler, P. & Pfoertsch (2006). *B2B brand management*. Springer Berlin-Heidelberg; ISBN-13: 978-3-540-25360-0.
- Kotler, P. and Keller, K., (2012). *Marketing management (14th Ed.)*. Pearson publication, ISBN-10: 0132102927 2012
- Kumar, S. and Patra, S. (2017). Does promotion mix really help to enhance brand equity: a literature review? *Indian Journal of Commerce & Management Studies* ISSN: 2249-0310 EISSN: 2229-5674
- Laldinliana, L. (2012). Consumer behavior towards two wheelers and four wheelers: A study on rural and urban Mizoram. *Indian Journal of Marketing*, 42(10), 53-59.

- Mandić, D. (2009). Long-term impact of sales promotion on brand image. University of Zagreb, vol. 21(2), pages 235-246.
- Maurya, U., K., Mishra, P. (2012). *What is a brand? A Perspective on Brand Meaning*. European Journal of Business and Management, Vol. 4, No.3, 122-134
- Mubushar, M., Haider, I., & Iftikhar, K. (2013). The Effect of Integrated Marketing Communication on Customer Based Brand Equity with Mediating Role of Corporate Reputation in Cellular Industry of Pakistan.
- Muchinaand, M. & Okello, B. (2013). *Influence of Personal Selling on Brand Performance of Retail Shoe Companies in Nairobi Central Business District*. Jomo Kenyatta University of Agriculture and Technology, Kenya
- Muchinaand, C. M. & Okello, B. (2016). Influence of Personal Selling on of Retail Shoe Companies in Nairobi Central Business District. *International Journal of Academic Research in Business and Social Sciences* May 2016, Vol. 6, No. 5, ISSN: 2222-6990
- Nagar, K. (2009). *Evaluating the Effect of Consumer Sales Promotions on Brand Loyal and Brand Switching Segments*. <https://doi.org/10.1177/097226290901300404>
- Nassaji, H. (2015). Qualitative and descriptive research: Data type versus data analysis. *Language Teaching Research 2015, Vol. 19(2) 129 –132*, DOI:10.1177/1362168815572747
- Norasmah, H. O., & Sabariah, I. (2007). Tahap tingkah laku kognitif keusahawanan di kalangan pelajar dan remaja. In N. H. Othman, & H. Harun (Eds.), *Keusahawanan Remaja Malaysia* (pp. 78-102). Serdang: Penerbit University Putra Malaysia.

- Nour, M. I., Almahirah, M.S, Said S.M. & Freihat, S. (2014). The Impact of Promotional Mix Elements on Consumers Purchasing Decisions. *International Business and Management*, Vol. 8, No. 2, 2014, pp. 143-151
- Ofunya, F. and Maina, M. P. (2015). Effect of Promotional Mix Elements on Sales Volume of Financial Institutions in Kenya: Case Study of Kenya Post Office Savings Bank. *Journal of Marketing and Consumer Research*, Vol.11, 2015, ISSN 2422-8451
- Oh, H. and Kwon, K. N. (2009). An exploratory study of sales promotions for multichannel holiday shopping. *International Journal of Retail and Distribution Management*, 37(10), 867-887. Global Journals Inc. (USA)
- Percy, L. (2008). *Strategic Integrated Marketing Communications*. Jenson Books Inc. Fulfilled by Amazon
- Reinold, T. and Tropp, J. (2012). Integrated marketing communications. *Journal of Marketing Communications* 18(2):113-132. DOI: 10.1080/13527266.2010.489334
- Skaalsvik, H. (2017). *Service Branding: Suggesting and Discussing Four Perspectives Influencing a Value-Creating Service Brand at the Company Level*. DOI: 10.5772/intechopen.69636
- Schultz, D. & Barnes, B. (1999). *Strategic Brand communication campaigns (5th Ed.)*. NTC business books
- Teklay, N. (2018). *Effect of Promotion mix strategies on profitability: The case study on Commercial Bank of Ethiopia*. (Unpublished Masters Thesis). Ethiopia: Addis Ababa University
- Todorova, G. (2015). Marketing Communication Mix. *Trakia Journal of Sciences*, Vol. 13, Suppl. 1, 2015, p.370-37

Wang, Y., Sun, S., Lei, W., & Toncar, M. (2009). Examining Beliefs and Attitudes toward
Online Advertising among Chinese Consumers. *An International Journal*, 3(1), 52-66

DOI: 10.1108/17505930910945732

Appendixes

Appendix: English Version Questionnaire

**Addis Ababa University
School of commerce
Department of Marketing
Informed Consent Document**

I, Samuel Biratu, a student currently registered for the Masters Degree at Addis Ababa University, College of Commerce, and Department of Marketing. A requirement for the Masters degree is a dissertation and my topic is:-

“The Effect of Promotional Mix Elements on Brand Image of Dashen Bank”

Please note that that this investigation is being conducted in my personal capacity. I can be reached on sambiratu33@yahoo.com or Tel. number 0911678295

The purpose of this research is to determine whether promotional mix tools have an effect on a brand of an organization. Information gathered in this study will include data retrieved from the questionnaire that I request you to answer. Please note that your name will not be included in the report as only summary data will be included. Your anonymity and confidentiality is of utmost importance and will be maintained throughout the study.

Your participation in completing the questionnaire is completely voluntary. You have the right to withdraw at any time during the study.

I appreciate the time and effort it would take to participate in this study. I would be very grateful for your participation, as it would enable me to complete my dissertation and Masters Degree.

Please complete the section below:

I (Full names of participant)

Hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

I understand that I am at liberty to withdraw from the project at any time, should I so desire.

Signature of Participant.....

Date.....

Part One: Demographic Information

Gender: Male Female

Education Background

Certificate **Diploma** **BA/BSC**

MA/MSC **PHD**

Part TWO: General Brand Image questions

Mark your level of agreement on the statements listed down according to:-

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

No.	Question	Scale				
		1	2	3	4	5
1.	I easily recognize Dashen Bank’s brand, logo, symbol and name.					
2.	I know all of Dashen Bank’s promotions (Advertisements, sales promotion, Personal Selling, Publicity, and Direct Marketing) promote its brand image.					
3.	I believe that Dashen Bank’s messages are consistent with the product’s performance and image					
4.	I believe that communication messages from Dashen Bank’s through different mediums E.g. TV, radio, and magazines complement each other in defining its brand image					
5.	I believe that Dashen Bank’s messages influence the attitude that I have toward the brand.					
6.	I believe that having more than one communication medium helps me to be more aware of the Dashen Bank’s Brand					

Part Three

Advertisements

Mark your level of agreement on the statements listed down according to:-

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Advertising		Level of Agreement				
Statement		1	2	3	4	5
1	Dashen Bank's has undertaken enough advertising activities to promote its Brand Image?					
2	I believe that Dashen Banks advertisements are likable, memorable and meaningful					
3	Online activities of the Corporation such as websites, blogs and social media affect its brand image.					
4	The use of billboards, sonic screens and wall branding put in various places by the Corporation affect its brand image.					
5	Dashen Banks flyers, policy explanation brochures and leaflets affect its brand image.					
6	TV Advertisements of Dashen Bank affects its overall Brand image.					
7	Radio Advertisements by the Dashen bank affect its Brand image					
8	Print media Advertisements on news papers and magazines affect its Brand Image.					

Sales Promotions

Mark your level of agreement on the statements listed down according to:-

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Sales Promotions		Level of Agreement				
Statement		1	2	3	4	5
1	Sales promotions practiced by Dashen Bank influences your knowledge of the Banks Brand?					
2	Dashen Banks participation on various events such as trade fairs and exhibitions affect its performance.					
3	Dashen Banks price linked saving enhanced my saving culture.					
4	The Bank offers free gifts to customers.					
5	Customer service such as visiting existing clients affect my opinion on the banks image					
6	Additional interest on youth, and women savings enables customers to have positive image on the Bank.					

Personal Selling

Mark your level of agreement on the statements listed down according to:-

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Personal Selling		Level of Agreement				
Statement		1	2	3	4	5
1	Personal selling practiced by Dashen Bank influences its brand image?					
3	Dashen bank's Direct (face to face) Interaction with Customers affects its brand image.					
4	The Bank's officer posses sufficient selling skills to promote its products.					
5	The Bank's officers have good communication skills to promote its products.					
6	The Bank's officers have good customer handling practice.					
7	Dashen Bank's officers influenced me to have a positive brand image on the bank.					
8	The Bank's officer provide sufficient information about its products					

Publicity/ Public relations

Mark your level of agreement on the statements listed down according to:-

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Publicity/ Public relations		Level of Agreement				
Statement		1	2	3	4	5
1	The promises made by Dashen Bank in its Publicity are fulfilled by the brand.					
2	Dashe Bank is known for supporting organizations and Individuals (Sponsorship practice).					
3	Dashen Bank participates on different public activities					
4	Press releases by Dashen Bank gives the public good understanding of the banks activities					
5	Dashen Bank participates on different Charity activities					
6	Dashen Bank's Identity medias like its Logo, Business card etc... are attractive and memorable					
7	Dashen bank prints annual reports, brochures, short messages to strengthen its Public relations					

Direct marketing

Mark your level of agreement on the statements listed down according to:-

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Publicity/ Public relations		Level of Agreement				
Statement		1	2	3	4	5
1	I believe direct marketing is practiced in Dashen Bank's					
2	Dashen Bank uses SMS messages to directly communicate with its customers					
3	Dashen Bank uses e-mail to directly communicate with its customers					
4	Dashen Bank uses call center to directly communicate with its customers					
5	The bank uses its Website to communicate its products					
6	The promotions on its websites are attractive and visually appealing					

Appendix II: Amharic Version Questionnaire

ክፍል አንድ - ሕዝብ ነክ ጥናት ማረጃ

ጾታ - ወንድ ሴት

የትምህርት ደረጃ

ምክክር ወረቀት የመጀመሪያ/BSC ደግሪ
 ሁለተኛ ደግሪ ሶስተኛ ደግሪ
 ሌላ

ክፍል ሁለት : አጠቃላይ መስተዋወቂያ አካላት ጥያቄዎች

የምዝገባውን ደረጃ ከዚህ በታች በተገለጸው መሰረት እንደሚተላለው አስቀምጡ-

1. በጣም አልስማማም 2. አልስማማም 3. ነጻ ነኝ 4. እስማማለሁ 5. በጣም አልስማማለሁ

ተ.ቁ.	ጥያቄ	ልኬት				
		1	2	3	4	5
1.	የዳኝን ባንክ መለያ የምረት ስምጃ ለግንባታ እና ስም በቀላሉ እላያለሁ					
2.	ሁሉንም የዳኝን ባንክ መስተዋወቂያ (መስተዋወቂያ፣ የሽያጭ መስተዋወቂያ ፣ የግለሰብ ሽያጭ ቀጥታ ግብይት) አወቃለሁ፡					
3.	የዳኝን ባንክ መጻሕፍት ከምረቱ ብቻ ጋር አብሮ የሚደረግ መሆኑን አምናለሁ፡					
4.	ዳኝን ባንክ በተለያዩ የሚገኙ ተተኪ የሚስተላልፈው መጻሕፍት ለምሳሌ በቴሌቪዥን፣ በሬዲዮ እና በጋዜጣ እርስ በእርሳቸው እንደሚጠቀሙ አምናለሁ፡					
5.	የዳኝን ባንክ መጻሕፍት ስለ መለያው ያለኝን አመልካች ላይ ተጽዕኖ የሚደርግ ነው፡					
6.	ከአንድ በላይ የሆኑ ማኅተሞች ተተኪ መጠቀም ስለ ዳኝን ባንክ ያለኝን ግንዛቤ ለመጠፋት ደረዳል ብዬ አምናለሁ፡					

ክፍል ሶስት

መስተዋወቂያ

የግዛት ማሻሻያ ደረጃ ከዚህ በታች በተገለጸው መሰረት እንደሚተለው አስቀምጡ

1. በጣም አልስማም 2. አልስማምም 3. ጎጂ ነኝ 4. እስማማለሁ 5. በጣም አልስማማለሁ

መግለጫ		የስምምነት ደረጃ				
		1	2	3	4	5
1	ዳሽን ባንክ ማሻሻያ ለማስተዋወቅ በቂ የሆነ የመግቢያ ሥራ ሰርቷል፡፡					
2	ዳሽን ባንክ መግቢያ የሚደረግ እና ትርጉም ያለው ነው ብዬ አምናለሁ					
3	በአንዳንድ የሚረገጉ እንቅስቃሴዎች ለምሳሌ በጭብ ሳይት እና ሶሻል ሚዲያ ዳሽን ባንክ የምረጥ ስም ምልላ ላይ ተጽዕኖ አለው፡፡					
4	በል በርድ፤ በእስክሪን እና በሚሊሎች መግቢያዎች ማስተዋወቅ ዳሽን ባንክ የምረጥ ስም ምልላ ላይ ተጽዕኖ አለው፡፡					
5	ዳሽን ባንክ የሚገኝ በሪሪ ወረቀቶች፤ ተረጎሞ ማስተዋወቅ ዳሽን ባንክ የምረጥ ስም ምልላ ላይ ተጽዕኖ አለው፡፡					
6	የቴሌቪዥን መግቢያ ዳሽን ባንክ አጠቃላይ የምረጥ ስም ምልላ ላይ ተጽዕኖ አለው፡፡					
7	የሬዲዮ መግቢያ ዳሽን ባንክ አጠቃላይ የምረጥ ስም ምልላ ላይ ተጽዕኖ አለው፡፡					
8	የህትመት ወጭች መግቢያ ማለትም በጋዜጣ እና ማህተም የሚረገግ ዳሽን ባንክ አጠቃላይ የምረጥ ስም ምልላ ላይ ተጽዕኖ አለው፡፡					

የሽያጭ መግቢያ

የግዛት ማሻሻያ ደረጃ ከዚህ በታች በተገለጸው መሰረት እንደሚተለው አስቀምጡ

1. በጣም አልስማም 2. አልስማምም 3. ገለልተኛ 4. እስማማለሁ 5. በጣም አልስማማለሁ

የሽያጭ ማስታወቂያ		የስምምነት ደረጃ				
መግለጫ		1	2	3	4	5
1	የዳሽን ባንክ የሽያጭ ማስታወቂያ ስለ ባንኩ ያለኝ ግንዛቤ ላይ ተጽዕኖ አለው፡					
2	ዳሽን ባንክ የሚጠቀሙት የተለያዩ ሚሃ ግብረት ለምሳሌ ኤግዚቢሽን የባንኩ ብቃት ላይ ተጽዕኖ ያሳያል፡					
3	ዳሽን ባንክ ለተቀማጭ ሂሳብ የሚደገው ዋጋ የሚቆጠብ ባህሪን ያሳያል፡					
4	ባንኩ ነጻ ስጦታ ለደንበኞቹ ይሰጣል፡					
5	የደንበኞች አገልግሎት ለምሳሌ ደንበኞችን ማብራሪያ በባንኩ ምክል ላይ ያለኝን ግንዛቤ ላይ ተጽዕኖ አለው፡					
6	ተጨማሪ በወጣቶችና ሴቶች ተቀማጭ ሂሳብ ላይ ማረጋገጥ ባንኩ ላይ አወጃታዊ የሆነ ተጽዕኖ እንዲኖር ያስችላል፡					

የግል ሽያጭ

የምድሰ ማዘጋጀትን ደረጃ ከዚህ በታች በተገለጸው ማረጋገጫ እንደሚተላለው አስቀምጡ

1. በጣም አልስማም
2. አልስማም
3. ገለልተኛ
4. እስማማለሁ
5. በጣም አልስማማለሁ

የግል ሽያጭ		የስምምነት ደረጃ				
መግለጫ		1	2	3	4	5
1	በዳሽን ባንክ የሚገበረው የግል ሽያጭ ወይም ቀጥታ ሽያጭ የምርት ስምምነት ላይ ተጽእኖ አለው፡					
3	የዳሽን ባንክ ከደንበኞች ጋር የሚረገው ቀጥታ ሽያጭ ወይም ፊት ለፊት ሽያጭ የምርት ስምምነት ላይ ተጽእኖ አለው፡					
4	የባንኩ ሰራተኞች በቂ የሆነ የሽያጭ እውቀት ተጠቅሞታቸው የሚጠቀሙ አገልግሎት ያስተዋወቃሉ፡					
5	የባንኩ ሰራተኞች በቂ የሆነ የማኖሪያ እውቀት ተጠቅሞታቸው የሚጠቀሙ አገልግሎት ያስተዋወቃሉ፡					
6	የባንኩ ሰራተኞች በቂ የሆነ ደንበኛን የማስተናገድ ብቃት አላቸው፡					
7	ዳሽን ባንክ ሰራተኞች ባንኩ ላይ አወጃታዊ እይታ እንዲኖረኝ አድርገዋል፡					
8	የዳሽን ባንክ ሰራተኞች ባንኩ ስለሚጠቀሙ አገልግሎት በቂ የሆነ ሚዲያ ይሰጣሉ፡					

የሕዝብ ግንኙነት

የምድሰ ማዘጋጀትን ደረጃ ከዚህ በታች በተገለጸው ማረጋገጫ እንደሚተላለው አስቀምጡ

1. በጣም አልስማም
2. አልስማም
3. ገለልተኛ
4. እስማማለሁ
5. በጣም አልስማማለሁ

የሕዝብ ግንኙነት		የስምምነት ደረጃ				
መግለጫ		1	2	3	4	5
1	በዳሽን ባንክ በአደባባይ ቃል የሚሉ ጉዳዮች ይፈጸማሉ፡					
2	ዳሽን ባንክ ግለሰቦች እና ተቋማትን በሚገናኙ ይታወቃል፡፡ (እስፖንሰር)					
3	ዳሽን ባንክ በተለያዩ ህዝቦችን በሚገናኙ እንቅስቃሳችን ላይ በሚተኩር ይታወቃል፡፡					
4	በሚኖሩ ተከታታይ የሚቀሩ ሚዲያዎች ባንኩ የሚሰጠውን አገልግሎት በተሟላ በአግባቡ ሚዲያ የሚጠቀም ነው፡፡					
5	ዳሽን ባንክ በተለያዩ የባንክ አድራሻዎች ተግባራት ላይ ተሳታፊ ነው፡፡					
6	የዳሽን ባንክ ማለፊያ እንደ ለገጽ ፤ ቢዘነስ ካርድ ያሉ የሚሰጡ እና የሚረሱ ናቸው፡፡					
7	በዳሽን ባንኩ የሚተሰጡ አጠቃላይ ስትራቴጂ ተገቢ እና አጠቃላይ ማዕከላት ከህዝብ ጋር ያለውን ግንኙነት ያጠናክራሉ፡፡					

ቀጥታ ግብይት

የምድብ ማጠቃለያ ደረጃ ከዚህ በታች በተገለጸው ማረጋገጫ እንደሚተሰጡ አስቀምጡ

1. በጣም አልስማም
2. አልስማምም
3. ገለልተኛ
4. እስማምላለሁ
5. በጣም አልስማምላለሁ

		የስምምነት ደረጃ				
መግለጫ		1	2	3	4	5
1	በዳሽን ባንክ የቀጥታ ግብይት ይተገበራል ብዬ አምናለሁ					
2	ዳሽን ባንክ የአጠቃላይ ማዕከላትን በሚጠቀም ቀጥታ ከደንበኞቹ ጋር ይገናኛል፡፡					
3	ዳሽን ባንክ ኢሜል በሚጠቀም ቀጥታ ከደንበኞቹ ጋር ይገናኛል፡፡					
4	ዳሽን ባንክ የጥሪ ማከላትን በሚጠቀም ቀጥታ ከደንበኞቹ ጋር ይገናኛል፡፡					
5	ባንኩ ጭጠኖችን የሚሰጠውን አገልግሎት ለማስተካከል ይጠቀምታል፡፡					
6	በጭጠኖች የሚረገገው ማስተዋወቅ የሚቻል እና ጥሩ እይታ ያለው ነው፡፡					