SAINT MARRY UNIVERSITY SCHOOL OF MARKETING MANAGEMENT PROGRAM UNIT GRADUATE PROGRAM

THE EFFECT OF BRAND EQUITY UPON CUSTOMERS' SERVICE CHOICES: THE CASE OF BANK OF ABYSSINIA S.C IN ADDIS ABABA

BY SISAY ALEMU MAREA

ADVISOR: GETIE ANDUALEM (PHD)

May, 2022

ADDIS ABABA

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DECLARATION

I, the undersigned, declare that this thesis entitled "The effect of brand equity upon customers service choices: The case of Bank of Abyssinia S.C in Addis Ababa" is my own work and that all contributions from any other sources are properly and dually cited. I further declare that, it has not been submitted for any degree in this or any other university.

Sisay Alemu   May 2022

_____   _____   _____

Researcher   Date   Signature

Statement of certification

This is to certify that Sisay Alemu Mare has carried out his project work on the topic entitled "**THE EFFECT OF BRAND EQUITY UPON CUSTOMER SERVICE CHOICE THE CASE OF BANK OF ABYSSINIA S.C**". The work is original in nature and is suitable for submission for the award of Master's Degree in Marketing Management.

Certified by

Research Advisor: Getie Andualem (PhD)

Signature: _____

Date: _____

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Abstract

The purpose of this study was to examine the effect of brand equity upon customers' service choices. A sample of 400 respondents in 18 Addis Ababa Area Bank of Abyssinia was drawn using a stratified sampling approach, and 362 completely filled questionnaires were used in performing final analysis using a 5-point Likert scale. Findings support that all six brand equity dimensions were influencing customers' service choice of Bank of Abyssinia. Brand resonance is found to be the strongest relationship with customers service choice (β=0.38, p<0.05), brand feeling (β=0.172, p<0.05) and brand performance (β=0.081, p<0.05). However, brand awareness is found to be positive but insignificant relationship with customers service choice (β=0.057, p>0.05), brand judgment (β=0.052, p>0.05) and brand imagery (β=0.034, p>0.05) are also positive and insignificant relationship with customer service choice. From these, the Bank needs to prioritize its focus as per the given sequence. Correlation analysis result also shows, overall customers' service choice is found to be significantly and positively correlated with brand imagery, followed by brand feeling, brand judgment, brand performance, brand awareness and brand resonance. The findings also indicates that the overall service quality of BoA is high (above the average) and because of this reason the bank customers are satisfied with the services provided by BoA and rated its service excellence as a very good. It can be conclude that Bank of Abyssinia has to exert maximum effort on attributes associated with brand awareness, brand performance, brand imagery, brand judgments, brand feeling, and brand resonance in order to bring higher influence upon customer services choice and enhance brand equity values. Future researchers can conduct using analytical method of research with large sample size that could come up with similar or different findings on the effect of brand equity upon customers' service choices.

***Key word**s: Bank of Abyssinia, Brand equity, Customer service choice, brand feeling and service Quality,*

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ABBREVIATIONS AND ACRONYMS

BoA   Bank of Abyssinia

SPSS   Statistical Packages for Social Science

OASQ   Over all service quality

CSV   Customers Service Choices

CBBE   Customer-Based Brand Equity Model

BA   Brand Awareness

BP   Brand Performance

BI   Brand Imagery

BF   Brand Feeling

BJ   Brand Judgment

BR   Brand Resonance

Chapter one: - Introduction

1.1. Back ground of the study

In this present modern age, brand is the important tool to uplift the economy of any country. Buying behavior of people can be changed by the help of brand name and equity. Brand name helps the consumer to choose easily in their busy routine life because now people are more conscious about the brand name so companies should consider that to compete in highly competitive environment they have to make a well-known brand equity and image in consumer's mind to influence their choice (Shehzad, 2014).

A "brand" is the result of the recognition and the personal attachment that forms in the hearts and minds of the customers through their accumulated experience with that "brand", (Kotler and Kartajaya, 2010). These experiences contribute to increased consumer trust and loyalty and allow building strong relationships with the "brand". By this way, "brands" promote the increase of shareholder value and establish a long-term advantage in the marketplace for organizations (Kapferer, 2008)

People give their attention toward brands when their level of income rises and in Ethiopia income level of people is raising especially in Addis Ababa so their expectation of quality products rise and they prefer brands. A brand could be defined as seller's promise that he will provide a distinctive set of features to its customer's consistently when a brand provide quality products to its customers they will be loyal to brand and make repurchase decision.

Now a day customers has more information about number of brands in market and customers need a brand which they are already aware of. Brand image is very important when customers made purchase decision for the first time but also family and friends effect is another crucial factor that affects the purchase decision (Baba, 2014).

Consumer choice is influenced by service awareness and loyalty of brand and companies tries to keep their brand in consideration of their customer by repetitive advertising and fulfilling the expectations of its customers. When a customer has more knowledge about the perceived quality by a brand they will usually prefer that particular brand (Macdonald, 2000).

Today´s modern concept of branding is much more than just creating a way to identify a product or company. Branding today is used to create emotional attachment to products and companies. According to Doyle and Stern (2006), the specific characteristic of a successful brand is that, in addition to having a product which meets the functional requirements of consumers, it has added values which meet certain of their psychological needs. These added values are elicited feelings of confidence that the brand is of higher quality or more desirable than similar products from competitors. Thus, a successful brand can be seen as a combination of an effective product, a distinctive identity and added values.

In this sense, the brand and what it represents is the most important asset for many companies and is the basis for competitive advantage and profits. From the above-mentioned, it is clear to see the importance and benefits of owning a strong and memorable brand. A strong brand represents all the tangible and intangible qualities and aspects of a product or service. A strong brand represents a collection of feelings and perceptions about quality, image, lifestyle, and status. Thus, strong brands create a perception in the mind of the customer that there is no other product or service on the market that is equal. A strong brand promises to deliver value upon which consumers can rely to be consistent over long periods of time.

Several authors attempted to define and examine brand equity from different perspectives. Aaker (1991) defined brand equity in terms of assets and liabilities linked to a brand and its elements that will affect the value provided by a product or a service. In its definition of customer based brand equity, Kevin L. Keller defined brand equity as "the differential effect that brand knowledge has on consumer response to the marketing

of that brand" (Keller, 2013, p.69). Other authors focused on defining brand equity from the financial point of view. Simon & Sullivan (1993) defined brand equity as the difference between incremental cash flows from branded products and unbranded products.

Brand equity is described as multidimensional in its nature (Aaker, 1996; Keller, 2013). Keller (2013) treated customer based brand equity in a pyramid model through six building blocks of brand equity. These are brand salience, brand performance brand imagery, brand judgment, brand feelings and brand resonance. Brand resonance refers to the level of attachment the customers have with the brand and the extent of their loyalty (Keller, 2013). According to Aaker (1996), brand equity consists of brand awareness, perceived quality, brand loyalty, brand associations and other proprietary brand assets. The first four dimensions; brand awareness, perceived quality, brand loyalty and brand associations make up Aaker's customer based brand equity model which forms the basis of subsequent discussions in this paper. The identification of these dimensions is a vital first step in building strong brand equity. Brand equity can be created, maintained, and expanded through the enhancement of the dimensions of brand equity (Yoo et al., 2000). It is in this process of creating, maintaining and expanding brand equity that a marketing strategy employed by a firm plays a prominent role.

Since the banking industry is increasingly getting stiff in competition, either to survive or to be better in market position, the industry needs to design inclusive strategy, so that it will ensure its sustainable competitive advantage.

Bank of Abyssinia has been playing an important role in social and economic development of the country for the past 25 years and now. Today, more than ever before, BOA has aggressively expanded its presence in all directions across the country.

Bank of Abyssinia S.C is one of the most renowned Banks in among all private banks in Ethiopia in terms of being pioneer in profit, market share, technology, assets, deposits, capital, customer base, and others. As on December 20, 2021, its total deposits stood at

88.88 billion Birr while total asset and capital reached Birr 103.85 billion and 8.65 billion, respectively. Currently (December 20, 2021), BOA has 677 branches, spanning the breadth and width of the country, including more than 200 branches in Addis Ababa (Company's website profile Profile).

The main purpose of this research paper is to investigate the effect of brand equity upon customers' service choices in banking sector in the case of **Bank of Abyssinia S.C.**

1.2. Statement of the Problem

Banks in Ethiopia have recently taken much attention on how to develop better brand equity and provide better services, develop the loyalty of customers than their competitors. As many companies are offering the similar products and /or service to the same target customers, it will let customers have more choices while they make buying decisions, at same time let customers are highly knowledgeable of products and /or service they buy to use or resell, it forces companies to have competitive technology, quality services, skilled manpower and customer centric service.

In every product category, consumers have more choices, more information and higher expectations than ever before. To move consumer from trial to preference, brands need to deliver on their value preposition, as well as dislodge someone else from the consumer's existing preference set.

It is very well understood that information on consumer behavior and brand preference are key factors which creates efficiency in business management (Bytiqi, 2008). Having more information on customer's needs, wants and behavior will help business to choose their target market(s) and tailored marketing programs. Interest in consumer brand choice has grown among marketing practitioners' and scholars in the process of understanding consumer brand selection (Kotler, 2002). It is very critical for companies to understand the customer's requirement and provide the products that satisfy their needs. Consumers brand preference represents a fundamental step in understanding consumer choice.

Many studies showed that various factors influence the consumer when they are making a choice among alternative brands. When competition is keen and the consumers are faced with brand choice in the market, it becomes imperative for the manufacturers to understand the major factors that can attract the attention of buyers to his own brand.

Due to various reasons, consumers 'choice is limited to few brands from a range of brands available in the market. As various studies explained, the brand preference of consumers might be affected by marketing strategy of firms. Moreover, consumers may have their own choice criteria in selection of a particular brand from a set of brands in a given product category.

Brand equity is regarded as a very important concept in business practice as well as in academic research because marketers can gain competitive advantage through successful brands. The competitive advantage of firms that have brands with high equity includes the opportunity for successful extensions, resilience against competitors' promotional pressures, and creation of barriers to competitive entry (Farquhar, 1989).

Since in Ethiopia, the banking industry is increasingly getting stiff in competition, either to survive or to be better in market position, the industry needs to design inclusive strategy so that it will ensure its sustainable competitive advantage in using valuable strategies such as using state of art technology, adopting customer centric service, providing digital alternative Bank service, creating or updating innovation, and others. But without winning customers heart, soul, and spirit that affect the customers mind set positively, those efforts which are exerted to enhance the service dimensions are least to contribute in the long run. Therefore, brand equity needs to be seen as strategic investment rather than as an expense of the companies.

Bank of Abyssinia S.C is one of the most renowned Banks in among all private bank's in Ethiopia in terms of brand equity that strongly connected with Ethiopian sentiment, being pioneer in profit, market share, technology, assets, deposits, capital, customer base, and others. As on December 20, 2021, its total deposits stood at 88.88 billion Birr

while total asset and capital reached Birr 103.85 billion and 8.65 billion, respectively. Through it's over 677 branches and 7000 employees spanning the breadth and width of the country, including more than 200 branches in Addis Ababa, BoA serves over 6 million customers. BoA's well-structured financial service system is connected through the T-24 core banking system. This coupled (December 20, 2021) with over 1300 ATM and PoS machines placed in different locations to afford customers to access their accounts from anywhere at any time.

Therefore, it is believed that for such hug business organization a better understanding of the appropriate relationship between constructs such as brand equity and customers service choice are necessarily important to improve its service quality and brand equity. In addition, to win the stiffer competition among Domestic banks, it is vital for the BoA to improve the quality of its services. Hence it's assumed that this research will give important insight to the board directors (tope management), managers or policy makers on the part of BoA about the effect of brand equity upon customers' service choices.

1.3. Research question

The study were attempted to identify and examine the Effect of Brand Equity upon Customers' Service Choice in the cease of Bank of Abyssinia by raising the following research questions:

1. What is relationship between brand equity and customers' service choice?
2. What is the impact of Brand Awareness on customers' service choices?
3. What is the relationship between brand performance and customer service choice?
4. Is there any relationship between brand imagery and customer service choice?
5. What is the effect of Brand judgment on customer service choice?
6. What is the relationship between brand feeling and customer service choice?
7. What is the relationship between brand resonance and customer service choice?

1.4. Objectives of the study

1.4.1. General objectives of the study

The study were designed with the general objective to identify and examine the impact of brand equity upon customers' service choice and thereby to provide evidences that such a brand delivers value to both, the customer and to the company.

1.4.2. Specific objectives

The specific objectives includes:-

- To explore the relationship between brand equity and customers' service choice.
- To identify the impact of brand awareness on customer service choice.
- To examine the relationship between brand performance and customer service choice.
- To examine relationship between brand imagery and customer service choice.
- To identify the effect of Brand judgment on customer service choice.
- To assess the relationship between brand feeling and customer service choice.
- To show the relationship between brand resonance and customer service choice.

1.5. Significance of the study

This study was undertaken with a view that the findings of the study were providing a more reliable understanding of the current level of customers' awareness and perception of BoA's brand. Therefore, it assumed that the study was given an insight to the managers or higher officials or policy makers on the part of BoA about the effect of brand equity upon customers service choices to establish the right perceptual entity in its both actual and potential customers' mind.

It will also serve as a springboard for other researchers who will like to conduct further research in the area of marketing of financial services and specifically, bank service brand equity and its role on customers' service choices. The study also believed can provide essential suggestions and recommendations that will be used by any interested party. Additionally, the finding of the study has contributed to the existing literature in

area of brand equity from the perspective of financial/banking services in third world economies like Ethiopia and other African countries.

1.6. Conceptual scope of the study

Bank of Abyssinia S.C provides banking services to its customers throughout the country. Until December 22, 2021, the bank reports to be maintaining 677 branches spanning the entire breadth and width of the country, including more than 200 branches in Addis Ababa (Company's Website Profile). In order to examine the overall activities and efforts that BoA is undertaking to build its brand equity against customers view, the study was focus only on 200 branches located in the Metropolis of Addis Ababa as a population and the remaining branches of BoA's outside Addis Ababa were excluded from the study.

In addition to, the focus area of the study to identify the effect of brand equity upon customers' service choices is only based on the perspective of CBBE (Customer Based Brand Equity) Model. It only tries to see the effect of Brand equity up on customer service choice.

1.7. Definition of term

1.7.1. Operational definition of term

Operational definition of terms were used where, operation, terms/ variables are defined from different technical perspectives. The following technical terms in the study as defined as follows:

▪ **Brand Equity**: David Aaker defined brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" (Aaker, 1991, p.15).

▪ **Customer:** a customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them,

businesses cannot continue to exist. In this study customers are those who use banking services (https://www.investopedia.com//customer.asp).

▪ **Customer-based brand equity (CBBE) model**: refers to the model that used for measuring the effect of brand equity upon customers' service choice. Brand equity is defined "the differential effect that brand knowledge has on consumer response to the marketing of that brand" (Keller, 2013, p.69). In this research it is acknowledged that brand equity exists in the consumers mind in terms of the four brand assets: perceived quality, brand awareness, brand loyalty and brand associations described by David Aaker.

▪ **Brand Resonance:** refers to the nature of the relationship customers have with the brand and the extent to which they feel they're 'in sync' with the brand. (Keller, 2009, pp.143-44)

▪ **Brand Judgments:** refers to customers' personal opinions and evaluations with regard to the brand. (Keller; 2004). Brand judgments focus on customers' own personal opinions and evaluations.

▪ **Brand Feelings:** refers to customers' emotional responses and reactions with respect to the brand. (Keller; 2004

▪ **Brand Performance:** refers to the satisfaction of the customers' functional needs.

▪ **Brand relationship** is the repeated interactions between a brand and a customer that start to reflect similar characteristics of relationships between people, such as love, connection, interdependence, intimacy, and commitment.

▪ **Brand Image:** refers to the perceptions about a brand as reflected by the brand associations held in consumer memory.(Keller; 2009)

▪ **Brand Salience:** relates to aspects of the awareness of the brand, how often and easily the brand is evoked under various situations or circumstances.(Keller; 2004) and is how easily and often customers think of the brand under various purchase or consumption situations.

▪ **Brand Awareness:** reflects the knowledge and salience of a brand - the capacity to recognize - in the mind of customers. (Aaker; 1996).

▪**Brand Loyalty:** refers to the willingness of customers' to stick to a brand.

▪**Brand Positioning:** refers to the sum of all activities that position the brand in the mind of the customer relative to its competition.

1.8.   Organizations of the paper

The study was organized into five chapters. The First Chapter deals with introductory concepts which encompassed statement of the problem, research questions, objectives of the study, hypothesis, Definition of term, significance of the study and delimitation/scope of the study. It introduces and focuses upon giving the reader an overview of the study's development.

The second chapter was presented the review of related literature. It covers concepts and theoretical framework of brand equity and its role on customer service choices.

Chapter three was described in detail a discussion and explanation of the research methodology in order to conduct the study which will include the research design, types of data and data collection instruments, sample size and sampling techniques, procedure of data collection and data analysis techniques.

Chapter four present the data presentation and data analysis of the study which included data validity and reliability analysis, and follows with demographic evaluation of age, gender, income, education, service years and occupation of the respondents, descriptive, regression and correlation analysis.

Finally, chapter five were presented the findings, conclusions, and recommendations of the study.

Chapter Two; - Literature review

2.1. Theoretical foundation of the study

Today's banking industry is changing rapidly. With the development of international economy and competitive markets, banks are also affected (Gilaninia& et al, 2011). Among banks at the global level, Having a good brand and branding strategy is taken into consideration as the ideal way to create and maintain long-term relationships with customers; because deliverable services in commercial banks is relatively same and for most banks, to differentiate services towards competition is difficult. So many of the world's banks are oriented the use of relationship marketing approach and implementation of its foundations (So and Spece, 2000). As cited by, (Peyman, Freyedon,and Motreza2013).

2.1.1. Branding

Branding is the process of harnessing a set of associations and perceptions in people's minds concerning the products and services offered by an entity in the marketplace. A brand according to (Keller, 1998), is a name, term, sign, symbol, or design, or combination of both intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. According to Tybout and Calkins (2005), branding provides a holistic approach to an entity's position, customer interactions, and operations, based on the values of the company. The goal of branding as pointed out by the Tybout and Calkins (2005), is establishing and nurturing a relationship with customers. Any institution can benefit more by creating a brand that presents the company as distinctive, trusted, and exciting among other reliable attributes that are appropriate to its business activities. This implies that branding forms the art and cornerstone of any organization's marketing goals and objectives.

According to Aaker (1996), branding provides a way that makes it possible for an organization to highlight clearly, what makes its offers different and more desirable than those of the competitors in the marketplace do. Effective branding elevates a product or

an organization from being just one commodity amongst many identical commodities, to become something with a unique character and promise. It can create an emotional resonance in the minds of consumers who choose products and services using both emotional and pragmatic judgments. Phil (2006) observes that brands build relationships between consumers and products, services, or lifestyles by providing beneficial exchanges and adding value to their objects. Largely, as indicated by Kotler et al. (1999), individuals are most likely to pay more for a branded product or service than they are for products and services that are largely unbranded. This is because a brand makes it possible for the company to create a connection with people, which is very important for all business enterprises since it embodies attributes which consumers will feel drawn to. According to Pradeesh and Prasad (2012), branding makes it possible for an organization to communicate the value of a variety of products and services to its audiences and thereby build a relationship and encourage exchange. Keller (1998), states that the basic notions of relationship, value and exchange highlight the fact that branding is more than simply a matter of communicating with consumers and persuading them to purchase a product or take some desired action. Branding certainly utilizes communication strategies, but it is much more than that. Brands position products, services, behaviors, and organizations by creating associations that can transcend any one advertisement or other promotional activity. Thus, effective branding can position an organization's offerings in the lives of consumers in the larger social and physical environments in which we live. As pointed out by Kotler et al. (1999), branding takes the core benefits of a product or service and extends them into a source of greater value through the accretion of intangible benefits (like lower perceived risk and added emotional benefits). By adding these additional benefits, the brand earns an entity a higher degree of differentiation that leads to lower customer churn.

The various elements that makes a brand successful include, taglines and slogans; which underlines a company's philosophy, brand colours; which impart a visual appeal to communication process as it anchors the brand in the minds of the customer thus developing a high brand recall, and also a logo.

2.1.2. Brand Association

Aaker (1991) defined brand associations as "anything linked in memory to the brand" (p.109). These brand associations will form the image of a brand, which is a set of brand associations organized in a meaningful way (Aaker, 1991). Keller (2013) defines brand image as "consumers' perceptions about a brand, as reflected by the brand associations held in consumer memory" (p.72). Keller (2013) stated the creation of these unique, favorable, and strong brand associations would initiate differences in customers' response leading to the creation of brand equity. Aaker (1996), in his brand equity ten model structured the measurement of brand associations in to three perspectives: "brand as a product, brand the brand as product (value), the brand as person (brand personality), and the brand-as-organization (organizational associations)" (p.111). Brand as a product focuses on the value proposition of the brand or the functional benefit of the brand. The second perspective of brand association is brand-as-a person that refers to the brand's emotional and self-expressive benefits. The last perspective of brand association is brand-as-an organization. This perspective considers the people values and programs of the organization behind the brand (Aaker, 1996). Keller (1993) also classified brand associations in to three categories with intensifying scope: attributes, benefits, and attitudes. The first category is attributes that refers to what the consumer thinks the product is. Attributes are further classified in to product related attributes and non-product- related attributes. Benefits on the other hand refer to the personal value consumers attach to the attributes of a product. These are also classified in to functional, experiential, and symbolic benefits. The last category, brand attitudes refers to the overall evaluation of the brand, which forms the base for consumer behavior (Keller, 1993). Several studies indicated brand associations to be a strongly related to brand equity in the Banking industries (Atilagn et al., 2005).

2.1.3. Emerging characteristics of brands

Brands vary in power they exercise in the marketplace - because, ultimately, their power resides in the minds of consumers (de Chernatony 2006; de Chernatony and Dall'Olmo Riley 1998b; Kapferer 2008). Consumers are not passive recipients of marketing

activity, and branding is not done to consumers; rather, branding is something that customers do things with. The power of a brand can thus be understood in terms of its position in the minds of customers. At one extreme are brands that are unknown to most buyers in the marketplace. Then, there are brands about which buyers have a degree of awareness recall, and recognition. Beyond such awareness, there are brands that have a degree of brand acceptability. Then, there are brands that enjoy a degree of preference. Finally, there are brands that command a degree of brand loyalty (de Chernatony 2006; Keller 2010; Kotler and Keller 2009).

De Chernatony and Dall'Olmo Riley (1998a) identified twelve main elements among the broad range of definitions of brand in the literature. These elements referred to brands in terms of their role as: (1) legal instruments; (2) logos; (3) company; (4) communication shorthand; (5) risk reducers; (6) identity systems, (7) images in consumers' minds; (8) value systems; (9) having personalities; (10) parties to a relationship; (11) adding value; and (12) evolving entities. These twelve brand elements include various aspects of the company's activities and the consumers' perceptions. The brand exists by virtue of a continuous process whereby the values and expectations imbued in the brand are set and enacted by the company and interpreted.

2.1.4. The concept of brand equity

Aaker (1991) and Aaker and Biel (1993) say that the concept of brand equity has become one of the hottest topics in the marketing literature and it is easy to see why, when noting that there is evidence that a product's brand equity positively affects future profits, long-term cash flow and consumer willingness to pay premium prices, (Yoo and Donthu, 2001). Broadbent (2000) accentuates this point by indicating that "for many manufacturers, brand equity is their most valuable and potentially longest lasting property." Hem and Iversen (2003) concur this, stating that "one of a firm's most valuable resources is the brand equity." Brand equity is the incremental utility or value added to a product by its brand name, such as Coke, Kodak, Levi's, and Nike (Farquhar

et al, 1991; Kamakura and Russel, 1993; Park and Srinivasan, 1994; Rangaswamyet al, 1993).

Accordingly, research has suggested that brand equity can be estimated by subtracting the utility of physical attributes of the product from the total utility of a brand. As a substantial asset to the company, brand equity increases cash flow to the business (Simon and Sullivan, 1993). From a behavioral viewpoint, brand equity is critically important to make points of differentiation that lead to competitive advantages based on nonprice competition (Aaker, 1991). Brand equity is the financial value of a brand which provides capital/value to products and services. Brand equity is related to future returns that customers generate to the product or service.

Developed brand assets in the past, enable the brand to leverage her strength and should deliver future value to the brand. Hence brand equity fulfils a bridging role where it connects the past to the future. Kapferer (2008) distinguishes three levels; (1) brand assets, (2) brand strength and (3) brand value. The sequence from past to future is a conditional consequence which differs in time due to competitive and environmental changes (Kapferer, 2008). See figure 2.1

BRAND ASSETS
-Brand Awareness
-Brand Reputation
-Brand Personality
-Brand Deep values
-Brand Imaginary
-Brand preference
-Patents and rights

BRAND STRENGHT
-Market share
-Market Leadership
-Market penetration
-Share of requirements
-Growth rate
-loyalty rate
-price premium

BRAND VALUE
-Net discounted Cash flow attributable to the brand after paying the cost of capital invested to produce and run the business and cost of marketing

From awareness to financial value
Source: Kapferer, 2008
Own figure design

2.1.5. The Meaning and Importance of Brand Equity

Many writers and authors are through the years defining and describing what brand equity means. Several of the literature treated brand equity from different perspectives

with the major point of disparity laying in how to conceptualize, manage, and measure the phenomenon. The majority of views of brand equity can be grouped in to firm or financial based perspectives and consumer based perspectives.

The first perspective, which is the firm based perspective focuses on explaining brand equity in terms of the added value it brings to the firm. Simon & Sullivan (1993, p. 29) defined brand equity as " the incremental cash flows which accrue to branded products over and above the cash flows which would result from the sale of unbranded products." This definition illustrated how brand equity can be a superior source of cash flow compared to the cash flow from an unbranded product.

The role brand equity plays in helping a strong brand command a price premium and attractive sales is also used pointed out in this perspective (Baldauf et al., 2003). Similarly, Shimp (2010) stated that the firm based perspective focuses on the role of brand equity in terms of enhancing the brands value to its various stakeholders.

The other perspective of brand equity that has received significant attention from several researchers is the customer based brand equity. This perspective is also the approach taken by this study. The customer based brand equity concedes, "The power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time. In other words, the power of a brand lies in what resides in the minds and hearts of customers" (Keller, 2013, p.69). It is this view that puts consumers at the center of brand building efforts. Keller (2013) formally defined customer based brand equity as "the differential effect that brand knowledge has on consumer response to the marketing of that brand (p.69). This definition reflects upon how the level of knowledge consumers have about a certain brand will affect their reaction to the marketing efforts of a firm. Yoo et al. (2000) also taking the customer based approach defined brand equity as the difference in the consumers choice between a branded and unbranded product gien the same level of product features.

The most prominent authority in research related to brand equity, David Aaker defined brand equity as "…a set of assets and liabilities linked to a brand, its name and symbol, that add or subtract from the value provided by a product or service to a firm and/or that firm's customers" (Aaker, 1991, p. 15). Aaker's definition is grounded up on the multidimensionality of brand equity in that it defined brand equity as a "set of assets and liabilities" which are the dimensions of brand equity. This assets or liabilities stated in the definition are brand awareness, brand loyalty, perceived quality and brand associations. It is suggested by Yoo et al. (2000) by strengthening this dimensions of brand equity that brand equity can be created, maintained and expanded.

According to Shimp (2010), an increase in brand equity results in achieving a higher market share, increase in brand loyalty, being able to charge premium prices and earning a revenue premium. Aaker (1991) explained that brand equity adds value for both the customer and the firm. He stated that brand equity assets can affect customers' confidence in the purchase decision. Among these brands equity assets perceived quality and brand associations are believed to enhance customers' satisfaction of product usage. A brand with a strong brand equity commands premium prices, will have favorable response for its promotion activities, and could have a successful brand extension among other benefits (Keller, 1993; Aaker, 1996). It is due to the huge importance of brand equity that firms in every competitive industry strive to create, cultivate and manage strong brand equity. This can never be truer than in the world where consumers are bombarded with countless choices of products and face decision dilemma. A brand, which has succeeded in building strong brand equity, will have the at most advantageous point.

Most of the definitions and explanations of brand equity mentioned above show similarity in the way they give value to brand equity. Whether they define the term from the perspective of the firm or the customer, they all deal with the comparison between a branded and unbranded product and the ramification on cash flow to the firm, response of consumers to brands and marketing efforts. Therefore, it can be concluded that

despite the different point of view held by various authors on explaining brand equity, the importance of brand equity in terms of adding value to consumers, businesses and shareholders would stand to be a point of agreement. The importance of brand equity has been widely discussed among researchers.

2.2. Function of Brand form customer and company perspective

2.2.1. Brand Functions from Customers Perspective

Brands, according to Kapferer (2008) serve eight functions shown in table 1: the first two are mechanical and concern the essence of the brand: "to function as a recognized symbol in order to facilitate choice and to gain time"; the next three are for reducing the perceived risk; and the final three concern the pleasure side of a brand. He adds that brands perform an economic function in the mind of the consumer, "the value of the brand comes from its ability to gain an exclusive, positive and prominent meaning in the minds of a large number of consumers". Therefore branding and brand building should focus on developing brand value. Kapferer (2008) addressed several brand functions which justify the attractiveness and value of the brand from a customer perspective: (See table 2.1 The Functions of brand for the consumer

Table 1.1: The Functions of brand for the consumer

Function	Consumer benefit
Identification	To be clearly seen, to make sense of the offer, to quickly identify the sought-after products.
Practicality	To allow savings of time and energy through identical re-purchasing and loyalty.
Guarantee	To be sure of finding the same quality no matter where or when you buy the product or service.
Optimization	To be sure of buying the best product in its category, the best performer for a particular purpose.
Characterization	To have confirmation of your self-image or the image that you present to others.
Continuity	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years.
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.
Ethical	Satisfaction linked to the responsible behavior of the brand in its relationship towards society.

Source: Kapferer, 2008
Table design by own

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2.2.2 Brand Functions from Company Perspective

Allocation of organizational resources to release brand potential plays an important factor to establish a brand leadership position. Building a strong sustainable brand can lever long term business development tremendously. From a brand function perspective Kotler and Pfoertsch (2006) have outlined eight different roles of the brands to conquer a unique position in the mind of stakeholders. (See figure 2.2)
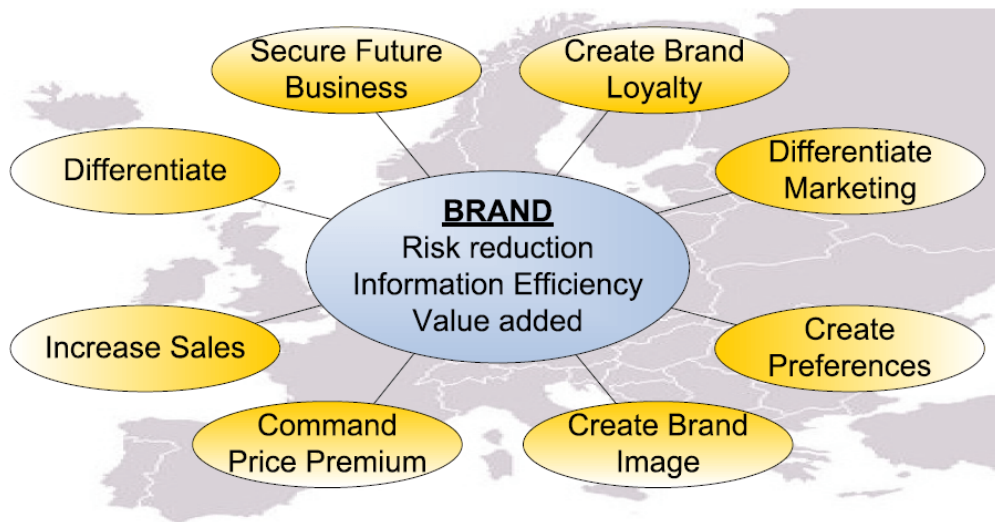
Figure 2.2: The role of brand from company perspective

Source: Kotler and Pfoertsch, 2006

The eight brand roles are situated in the outer circle of the brand functions. The core represents the functions and value for the consumer where the outer circle the value a brand represents to the company. The roles are linked to each other; developing one will leverage the others. Effective differentiated marketing strategies will create specific brand preferences and brand image by delivering what is promised. For that the brand will differentiate itself on the market and develop brand loyalty. The brand has enabled itself to command a premium market BRAND Risk Reduction Information Efficiency Value Added Command Price Premium Create Preferences Create Brand Image Differentiate Marketing Create Brand Loyalty Secure Future Business Differentiate Increase Sales price with high margins. As a result of that and loyalty to the brand, it

will secure future business and increase brand equity in a sustainable manner (Kotler and Pfoertsch, 2006).

2.2.3. Customer-Based Brand Equity (CBBE) Model

According to the model, building a strong brand involves four steps:

(1) Establishing the proper brand identity, that is, establishing breadth and depth of brand awareness,

(2) Creating the appropriate brand meaning through strong, favorable, and unique brand associations,

(3) Eliciting positive, accessible brand responses, and

(4) Forging brand relationships with customers that are characterized by intense, active loyalty to assist management in their brand-building efforts. Achieving these four steps, in turn, involves establishing six brand-building blocks—brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance. The main reason to choice Customer-Based Brand Equity model are due to the fact the development of the model was driven by three goals. First, the model had to be logical, wellintegrated, and grounded. The model needed to reflect state-of-the-art thinking about branding from both an academic and industry point of view. Second, the model had to be versatile and applicable to all possible kinds of brands and industry settings. As more diverse applications of branding continued to emerge for products, services, organizations, people, places, and so forth, the model needed to have far-ranging relevance. Third, the model had to be comprehensive with enough breadth to cover important branding topics as well as enough depth to provide useful insights and guidelines. The model needed to help marketers set strategic direction and inform their brand-related decisions (MSI, 2001)

Figure 2.3: Customer-based brand equity pyramid: CBBE-Model: Source: Keller, 2008

The model builds around four sequential steps from bottom to top, where each next step is conditional to the success of achieving the objectives of the previous step, situated on the right side of figure 1.3. Parallel on the four steps Keller defined four questions customers ask themselves about the brand, situated on the left side of figure 2.4. The four steps of CBBE pyramid are structured in six core building blocks with a rational route on the left side:

Performance and judgment, and an emotional route on the right side: imagery and feeling. The objective of each step in ascending order, are as follows:

➢ Presence: Do I know about it?
➢ Relevance: Does it offer me something?
➢ Performance: Can it deliver?
➢ Advantage: Does it offer something better than others? and
➢ Bonding: Nothing else beats it.

According to this model, bonded consumers, that are those at the top level of the pyramid, build strong relationship with the brand and spend more of their category

expenditure on the brand than those at the lower level of the pyramid. The models prove that more consumers will however be found at the lower levels. According to the model, the challenge for marketer is to help consumers to move to the top of the pyramid. This model also views brand building as an ascending, sequential series of steps, from bottom to top.

The first step is ensuring identification of the brand with customers and an association of brand in customers' minds with a specific product class or customer need; the second step-firmly establishing the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations; the third-eliciting the proper customer responses in terms of brand–related judgment as feelings; and the fourth-converting brand response to create an intense active loyalty relationship between customers and the brand. According to this model, enacting the four steps involves establishing six brand building blocks with customers. The model emphasis the duality of brands - the rational rout to brand building is the left side of the pyramid, whereas the emotional rout is the right side.

The creation of significant brand equity involves reaching the top or pinnacle of the brand pyramid, and will occur only if the right building blocks are put in place. Explaining the pyramid proper - Brand salience relates to how often and easily the brand is evocated under various purchase and consumption conditions. Brand performance relates to how the product or service meets customers' functional needs. Brand imagery deals with the intrinsic property of the product or service, including the way in which the brand attempts to meet customers' psychological or social needs. Brand judgment focuses on customers own opinion and evaluation.

Brand feelings are customers' emotional responses and reaction with respect to the brand. Brand Resonance refers to the nature of the 20 relationship that customers have with the brand and the extent to which customers feel that they are "in sync" with the brand. The most valuable brand-building block, brand resonance, occurs when all the other brand building blocks are established. With true brand resonance, customers

express a high degree of loyalty to the brand such that they actively seek means to interact with the brand and share their experiences with others. Firms that are able to achieve brand resonance should reap a host of benefits such as greater price premiums and more efficient and effective marketing programs.

The CBBE model provides a yardstick by which brands can assess their progress in their brand building efforts as well as a guide for marketing research initiatives. In addition, a critical application of the CBBE model is in planning, implementing, and interpreting brand strategies. The model provides a comprehensive means of covering important branding topics, as well as useful insights and guidelines to help marketers set strategic direction and inform their brand related decisions. The basic premise of the model is that the power of a brand lies in what customers have learned, felt, seen, and heard about the brand over time. In other words, the power of a brand resides in the minds of customers.

The challenge for marketers in building a strong brand is ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs so that the desired thoughts, feelings, images, beliefs, perceptions, opinions, and soon become linked to the brand. The CBBE model reinforces the fact that there are no shortcuts in building a brand. A great brand is not built by accident but rather is the product of carefully accomplishing-explicitly or implicitly-a series of logically linked steps with consumers.

The more explicitly the steps are recognized and defined as concrete goals, the more likely it is that they will receive the proper attention and thus be fully realized, providing the greatest contribution to brand building. The length of time required to build a strong brand will therefore be directly proportionate to the amount of time it takes to create sufficient awareness and understanding among customers so that they can form strong beliefs and attitudes about the brand, which will serve as the foundation for brand equity. It is important to recognize that brand-building steps may not be equally difficult. In particular, creating brand identity is a step that an effectively designed marketing program can often accomplish in a relatively short period of time. It is difficult for

consumers to appreciate the advantages and uniqueness of a brand unless they have some sort of 21 frames of reference as to what the brand is supposed to do and with whom or what it is supposed to compete. Similarly, it is difficult for consumers to achieve higher levels of positive responses without having a reasonably complete understanding of the various dimensions and characteristics of the brand.

2.2.4. The four steps of Brand Building

Building a strong brand, according to the Customer-Based Brand Equity model, can be thought of in terms of a sequence of steps, in which each step is contingent upon the successful completion of the previous step. All steps involve accomplishing certain objectives with customers, both existing and potential. The first step is to ensure identification of the brand with customers and an association of the brand in customers' minds with a specific product class or customer need. The second step is to firmly establish the brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations. The third step is to elicit the proper customer responses to this brand identity and brand meaning. The fourth and final step is to convert brand response to create an intense, active loyalty relationship between customers and the brand.

These four steps represent a set of fundamental questions that customers invariably ask about brands, implicitly if not explicitly: Who are you? (Brand identity), what are you? (Brand meaning), what about you? What do I think or feel about you? (Brand responses), What about you and me? What kind of association and how much of a connection would I like to have with you? (Brand relationships) There is an obvious sequence in this "branding ladder," that is, meaning cannot be established unless identity has been created; responses cannot occur unless the right meaning has been developed; and a relationship cannot be forged unless the proper responses have been elicited.

2.2.5. Brand-Building Blocks

The CBBE model presumes that brand equity is built through four steps, and that every step is dependent on the successful realization of the previous one. The steps should

ensure that the brand is first identified (identity), and then understood (meaning), that it provokes a customer's reaction (response) and finally builds the relationship with the customer (relationships).

In order to achieve the final goal – a harmonious relationship between customer and the brand, Keller's model consists of six brand building blocks – salience, performance, imagery, judgments, feelings and resonance. Moreover, each building block is made of several sub dimensions: Category identification, and Need satisfied (Salience), Primary characteristics and secondary features, Product reliability, durability and serviceability, Service effectiveness, efficiency & Empathy, Style & Design, and Price (Performance), User profiles, Purchase & usage situations, Personality & values, and History, heritage & Experiences (Imagery), Quality, Credibility, Consideration, and Superiority (Judgments), Warmth, Fun, Excitement, Security, Social approval, and Self-respect (Feelings), and Loyalty, Attachment, Community, and Engagement(Resonance)(Keller,2003).

2.2.6. Brand identity

Brand Salience. Achieving the right brand identity involves creating brand salience. Brand salience relates to aspects of customer awareness of the brand. How easily and often is the brand evoked under various situations or circumstances? To what extent is the brand top-of-mind and easily recalled or recognized? What types of cues or reminders are necessary? How pervasive is brand awareness? Formally, brand awareness refers to customers' ability to recall and recognize a brand. Brand awareness is more than just the fact that customers know a brand name and the fact that they have previously seen it, perhaps even many times.

Brand awareness also involves linking the brand-brand name, logo, symbol, and so forth-to certain associations in memory. In particular, building brand awareness involves making sure that customers understand the product or service category in which the brand competes. There must be clear links to other products orservices sold under the brand name. At a broader, more abstract level, however, building brand awareness also

means ensuring that customers know which of their needs the brand is designed to satisfythrough these products.

In other words, what basic functions does the brand provide for customers? Salience forms the foundational building block in developing brand equity and provides three important functions. First, salience influences the formation and strength of brand associations that make up the brand image and gives the brand meaning. Second, creating a high level of brand salience in terms of category identification and needs satisfied is of crucial importance during possible purchase or consumption opportunities. Brand salience influences the likelihood that the brand will be a member of the consideration set, those handfuls of brands that receive serious consideration for purchase.

Brand salience is also important during possible consumption settings in terms of maximizing potential usage. Third, when customers have "low involvement" with a product category, they may make choices based on brand salience alone. Low involvement occurs when customers lack either: (1) purchase motivation (e.g., when customers do not care about the product or service) or (2) purchase ability (e.g., when customers do not know anything else about the brands in a category or lack the expertise to judge quality even if they do know some things).

Brand awareness can be distinguished in terms of two key dimensions-depth and breadth. Depth of brand awareness refers to how easily customers can recall or recognize the brand. Breadth of 23 brand awareness refers to the range of purchase and consumption situations in which the brand comes to mind. A highly salient brand is one that possesses both depth and breadth of brand awareness so that customers always make sufficient purchases as well as always think of the brand in a variety of settings in which the brand could be employed or consumed.

2.2.7 Brand meaning

Brands are a short and simple way of expressing or referring to something (offering).According to Brown (1992) "a brand name is nothing more or less than sum of all the mental connections people have around it". Brand names provide memory shortcuts (Jacoby et al., 1977; Keller, 2003). Consumers under time constraint are more likely to buy brands with names they recognize (Chevan, 1992).

Since an individual has limited memory capability, to overcome this people bundle small bits of information in to large chunk in their memory and use brand as means to recall these information chunks (Miller, 1956). However, brands are more than mental association; strong brands also have intense emotional association (Kapferer, 2004).but Do consumers always take decision by using brand as short cut? What are other constraints apart from time? Consumer behavior theory by Howard and Seth (1969) helps to understand these questions partially. However further research is needed to understand it more deeply. As the customers paying capacity and willingness along with social influence plays a vital role in determining their attitude towards brand.

Brand meaning can broadly be distinguished in terms of functional, performance-related considerations versus abstract, imagery-related considerations. Thus, brand meaning is made up of two major categories of brand associations that exist in customers' minds-related to performance and imagery-with a set of specific subcategories within each. Brand Performance;-

The product itself is at the heart of brand equity, as it is the primary influence of what consumers experience with a brand, what they hear about a brand from others, and what the firm can tell customers about the brand in their communications. Designing and delivering a product that fully satisfies consumer needs and wants is a prerequisite for successful marketing, regardless of whether the product is a tangible good, service, or organization.

To create brand loyalty and resonance, consumers' experiences with the product must at least meet, if not actually surpass, their expectations. Numerous studies have shown that high quality brands tend to perform better financially like yielding higher returns on investment.

1. Primary characteristics and secondary features. Customers often hold beliefs about the levels at which the primary characteristics of a product operate (e.g., low, medium, high, or very high).

2. Product reliability, durability, and serviceability. As noted, customers can view the performance of products or services in a broad manner. Reliability refers to the consistency of performance over time and from purchase to purchase. Durability refers to the expected economic life of the product. Serviceability refers to the ease of servicing the product if it needs repair. Thus, perceptions of product performance are impacted by factors such as the speed, accuracy, and care of product delivery and installation; the promptness, courtesy, and helpfulness of customer service and training; the quality of repair service and the time involved; and so on.

3. Service effectiveness, efficiency, and empathy. Customers often have performance related associations with the service interactions they have with brands. Along those lines, service effectiveness refers to how completely the brand satisfies customers' service requirements. Service efficiency refers to the manner in which these services are delivered in terms of speed, responsiveness, and so forth. Finally, service empathy refers to the extent to which service providers are seen as trusting, caring, and having the customer's interests in mind.

4. Style and design. Consumers may have associations with a product that go beyond its functional aspects to more aesthetic considerations such as its size, shape, materials, and color. Thus, performance may also depend on sensory aspects - how a product looks and feels and perhaps even what it sounds or smells like.

5. Price. Finally, the pricing policy for the brand can create associations in consumers' minds to the relevant price tier or level for the brand in the category, as well as to its corresponding price volatility or variance (in terms of the frequency or magnitude of discounts, etc.). In other words, the pricing strategy adopted for a brand can dictate how consumers categorize the price of the brand (e.g., low, medium, or high) and how firm or flexible that price is perceived to be (e.g., as frequently or infrequently discounted).

Brand Imagery: - The other main type of brand meaning involves brand imagery. Brand imagery deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. Brand imagery is how people think about a brand abstractly rather than what they think the brand actually does. Thus, imagery refers to more intangible aspects of the brand. Many different kinds of intangibles can be linked to a brand, but four categories can be highlighted:

1. User profiles. One set of brand imagery associations involves the type of person or organization who uses the brand. This imagery may result in a profile or mental image by customers of actual users or more inspirational, idealized users.

2. Purchase and usage situations. A second set of associations concerns the conditions under which the brand could or should be bought and used. Associations of a typical purchase situation may be based on a number of different considerations, such as: (1) type of channel (e.g., department store, specialty store, or direct through Internet or some other means); (2) specific store (e.g., Showa super market); and (3) ease of purchase and associated rewards, if any.

3. Personality and values. Brands may also take on personality traits and values similar to those of people. Brand personality is often related to the more descriptive usage imagery but involves much richer, more contextual information. Five dimensions of brand personality (with corresponding sub dimensions) that have been identified are: (1) sincerity (e.g., down-to-earth, honest, wholesome, and cheerful); (2) excitement (e.g.,

daring, spirited, imaginative, and up-todate); (3) competence (e.g., reliable, intelligent, and successful); (4) sophistication (e.g., upperclass and charming); and (5) ruggedness (e.g., outdoorsy and tough).

4. History, heritage, and experiences. Finally, brands may take on associations with their past and with certain noteworthy events in the brand history. These types of associations may involve distinctly personal experiences and episodes or be related to past behaviors and experiences of friends, family, or others.

Generally, a number of different types of associations related to performance and imagery may become linked to the brand. Regardless of the type involved, the brand associations that make up the brand image and meaning can be characterized and profiled according to three important dimensions:

Strength - how strongly is the brand identified with a brand association?
Favorability - How important or valuable is the brand association to customers?
Uniqueness - how distinctively is the brand identified with the brand association?

2.2.8. Brand Response

Brand responses refer to how customers respond to the brand, its marketing activity, and other sources of information, that is, what customers think or feel about the brand. Brand responses can be distinguished according to brand judgments and brand feelings, that is, in terms of whether they arise more from the "head" or from the "heart." Brand Judgments: - Brand judgments focus upon customers' personal opinions and evaluations with regard to the brand. Brand judgments involve how customers put together all the different performance and imagery associations for the brand to form different kinds of opinions. Customers may make all types of judgments with respect to a brand, but in terms of creating a strong brand, four types of summary brand judgments are particularly important:

1. Brand quality. There are a host of attitudes that customers may hold toward brands, but the most important relate in various ways to the perceived quality of the brand. Other notable attitudes related to quality pertain to perceptions of value and satisfaction.

2. Brand credibility. Customers may form judgments that transcend specific brand quality concerns to consider broader issues related to the company or organization making the product or providing the service associated with the brand. In other words, customers may form judgments with respect to the company or organization behind the brand. Brand credibility refers to the extent to which the brand as a whole is seen as credible in terms of three dimensions - perceived expertise, trustworthiness, and likability.

In other words, to what extent is the brand seen as: (1) competent, innovative, and a market leader (brand expertise); (2) dependable and sensitive to the interests of customers (brand trustworthiness); and (3) fun, interesting, and worth spending time with (brand likability).

3. Brand consideration. Eliciting favorable brand attitudes and perceptions of credibility is important but may be insufficient if customers do not actually seriously consider the brand for possible purchase or usage. Consideration is more than mere awareness of a brand; it suggests the likelihood that customers will actually include the brand in the set of brands they might buy or use. Consideration depends in part on how personally relevant customers find the brand, that is, the extent to which they view the brand as being appropriate and meaningful for themselves.

4. Brand superiority. Finally, superiority relates to the extent to which customers view the brand as unique as and better than other brands. In other words, do customers believe that the brand offers advantages that other brands do not? Superiority is absolutely critical in terms of building intense and active relationships with customers and will depend to a great degree on the number and nature of unique brand associations that make up the brand image.

Brand Feelings: Brand feelings are customers' emotional responses and reactions with respect to the brand. Brand feelings also relate to the social currency evoked by the brand. What feelings are evoked by the marketing program for the brand or by other means? How does the brand affect customers' feelings about themselves and their relationship with others? These feelings can be mild or intense, positive or negative, in nature.

2.2.9. Brand relationship model

Brand Resonance. The final step of the model, brand relationships, focuses upon the ultimate relationship and level of identification that the customer has with the brand. Brand resonance refers to the nature of the relationship that customers have with the brand and the extent to which they feel that they are "in synch" with the brand. Brand resonance is characterized in terms of intensity or the depth of the psychological bond that customers have with the brand as well as the level of activity engendered by this loyalty (e.g., repeat purchase rates, the extent to which customers seek out brand information, events, other loyal customers, and so on). Specifically, brand resonance can be broken down into four categories:

1. **Behavioral loyalty.** The first dimension of brand resonance is behavioral loyalty in terms of repeat purchases and the amount, or share, of category volume attributed to the brand. In other words, how often do customers purchase a brand and how much do they purchase? For bottom line profit results, the brand must generate sufficient purchase frequencies and volumes.

2. **Attitudinal attachment.** Behavioral loyalty is necessary but not sufficient for resonance to occur. Some customers may buy out of necessity-for example, because the brand is the only product being stocked or readily accessible, or the only one they can afford to buy, and so on. To create resonance, a strong personal attachment is also necessary.

3. **Sense of community**. The brand may also take on broader meaning to the customer in terms of a sense of community. Identification with a brand community may reflect an important social phenomenon whereby customers feel a kinship or affiliation with other people associated with the brand. These connections may involve fellow brand users or customers or, instead, employees or representatives of the company.

4. **Active engagement.** Finally, perhaps the strongest affirmation of brand loyalty occurs when customers are willing to invest time, energy, money, or other resources into the brand beyond those expended during purchase or consumption of the brand. Generally, brand relationships can usefully be characterized in terms of two dimensions intensity and activity. Intensity refers to the strength of the attitudinal attachment and sense of community. In other words, how deeply felt is the loyalty? Activity refers to how frequently the consumer buys and uses the brand, as well as engages in other activities not related to purchase and consumption.

In other words, in how many different ways does brand loyalty manifest itself in day-to-day consumer behavior? The strongest brands excel in all six of these areas and thus entail the full execution of all four steps in building a brand. With the CBBE Model, the most valuable brand-building block, brand resonance, occurs when all the other brand-building blocks are completely synchronized with customers' needs, wants, and desires. In other words, brand resonance reflects a completely harmonious relationship between customers and brand.

With true brand resonance, customers display a high degree of loyalty such that they actively seek means by which to interact with the brand and share their experiences with others. Firms that are able to achieve resonance and affinity with their customers should reap a host of valuable benefits, for example, greater price premiums and more efficient and effective marketing programs.

2.3. Empirical review of the literature

In order to substantiate the result of the present study, the researcher also tried to include the following empirical studies that done by different titled during the period of 1997-2021. Majority of Empirical Sources: **WWW.emeraldinsight.com**

o   Ato kasahun bekele (May 2015) conducted a researches on topic of the role of advertising and pricing in building brand equity for new brands: the cease of walia beer in Addis Ababa. He reached to conclude, the results indicated that perceived advertising spending has a positive and significant impact on all brand equity dimensions with a varying degree. It can be inferred from this result that advertising plays a huge role in introducing a new product to the market and is effective in creating brand awareness, brand associations, brand loyalty, and perceived quality.

o   Zing zhang,yanxin jiang,Rizwan shabbier and Miao zhu(2016) they conducted research paper in titled how brand orientation impacts brand equity via internal branding, presented brand, word-of-mouth and customer experience from stakeholder. The research findings indicate that company with high level of brand orientation will both actively communicate its brand to customers and implement internal branding among employees; internal branding enhances willingness and skills of service employees so that they can provide customers with excellent service experience, which will lead to positive word-of-mouth; effective brand communication, pleasant customer experience and favorable word-of-mouth can result in positive brand association in the mind of customers and finally build up corporate brand equity.

o   According to the study conducted by; Bloemer and Ruyter, 1998; Zeithaml et al., 1996) reported that satisfied consumers demonstrate more loyal behaviour. Brand satisfaction is one factor that influences brand and customer loyalty (Youl & John 2010, Bennett & Bove 2001; Bennett, Härtel, &McColl-Kennedy 2005 and Jones & Suh 2000).

o   Researchers conducted by Artur Baldauf, Karen S Cravens, and Gudrun Binder, (2003) on the topic of Performance consequences of brand equity management they

reach to conclude Perceived quality, brand loyalty, and brand association were selected as measure of brand equity. Results indicate that all three measures are significant predictor of performance measures for all three indicators of performance: brand profitability, brand sales volume, and customers' perceived value.

o   sabel Buil, Eva Martínez, and Leslie de Chernatony, (2013) conducted research: The influence of brand equity on consumer responses, It seeks to investigate the effects of this construct on consumers' responses using data from two European countries, the conclusion result indicate that that brand equity dimensions inter-relate. Brand awareness positively impacts perceived quality and brand associations. Brand loyalty is mainly influenced by brand associations. Finally, perceived quality, brand associations and brand loyalty are the main drivers of overall brand equity. Findings also corroborate the positive impact of brand equity on consumers' responses. In addition, the general framework proposed is found to be empirically robust across the studied countries. Only a few differences are observed.

o   A research conducted by Sven Kuenzel, and Sue Halliday, (2008) Investigating antecedents and consequences of brand identification:- they reach to conclud that prestige, satisfaction, communication effect brand identification. The study identification results in word of mouth about the brand and intentions repurchase the brand. Furthermore, it was found that brand identification fully mediates the influences of prestige, satisfaction, and communication on word of mouth and brand repurchase.

o   Elena DelgadoBallester and Jose ´ Luis Munuera-Aleman, (2005) conducted research on the topic of does brand trust matter to brand equity? The findings reveal that brand trust is rooted in the result of past experience with the brand, and it is also positively associated with brand loyalty, which in turn maintains a positive relationship with brand equity. Furthermore, the results suggest that, although brand trust does not play a full mediating role as suggested by Morgan and Hunt, it contributes to a better explanation of brand equity.

o   Xiao Tong and Jana M. Hawley, (2009) conducted research on context of Linking customer-based brand equity with brand market performance: a managerial approach,

Current literature has focused on building and conceptualizing brand equity, there is no consensus on how it should be measured and what constructs should be included in the measurement process.

o   S. Allen Broyles, Thaweephan Leingpibul, Robert H. Ross, and Brent M. Foster, (2010) the conducted Brand equity's antecedent/consequence relationships in cross-cultural settings, brand equity's model developed with Americans holds up with Chinese in terms of functional (utilitarian) and experiential (emotive) facets. The study found evidence that the model does hold up in a cross-cultural setting, and that some of brand equity's functional and experiential antecedents and components have dissimilar significance with the two sample groups.

o   According to Bhimrao M. Ghodeswar, (2008) aresearch paper that Building brand identity in competitive markets: a conceptual model. He reach to conclude Brand-building effort has to be aligned with organizational processes that help deliver the promises to customers through all company departments, intermediaries, suppliers, etc., as all these play an important role in the experience customers have with the brand.

o   Tulay Girard and Mussa Pinnar (2020) they conducted in titled of an empirical study of the dynamic relationships between the core and supporting brand equity dimensions in higher education. For the purpose to examine the direct and indirect relationships of both core and supporting consumer-based brand equity (CBBE) dimensions from students' perspectives and the underlying impact they have on building robust university brand equity.

o   The finding results show that the partial least squares–structural equation modeling reveal significant relationships between both core and supporting brand equity dimensions. The core brand equity dimensions include brand awareness, perceived quality, and brand association, brand trust, learning environment, emotional environment, university reputation and brand loyalty. The supporting brand equity dimensions include library services, dining services, residence hall and physical facilities. Significant direct and/or indirect relationships were found between the core and supporting CBBE dimensions. The demographic variables of gender, semester

standing and living arrangement also influence the importance of some of the core and supporting dimensions.

o   Haydee Calderon, Amparo Cervera, and Alejandro Molla, (1997 they mad a research on the topic of Brand assessment: a key element of marketing strategy, how the brand generates value for the company through its assets and how important it is for the company to quantify this value in the framework of a marketing strategy. They conclude the valuation of a brand must be an important part of the strategic reflection of the organization.

o   Ting HisiangTseng, Nga Cheng Chan, MattewTingche Liu and Chieh-yu Lin(2021) are they conducted a research in titled of Does effect of Brand origin misperception Jeopardize Brand Equity. The finding results indicate that as compared to correct Brand Origin (BO) identification, Brand origin Misperception (BOM) (either adverse or favorable) or non-identification exerts a more negative impact on **brand equity**. Moreover, the study demonstrates that **brand** strength moderates the effect of perceived BO on **brand equity**.

2.4.   Conceptual Framework of the Study

According to Botha (1989), conceptual frameworks (theoretical frameworks) are defined as "a type of intermediate theory that attempt to connect to all aspects of inquiry (e.g., problem definition, purpose, literature review, methodology, data collection and analysis)". Conceptual frameworks can act like maps that give coherence to empirical inquiry. Because conceptual frameworks are potentially so close to empirical inquiry, they take different forms depending upon the research question or problem.

In this study the customers' services choice effect were assess using six brand equity dimensions, i.e. brand awareness, brand performance, brand imagery, brand judgments, brand feeling, and brand resonance.

This is a conceptual framework designed for this study that helps to measure the effect of brand equity upon customers' services choice of BoA (see Figure 1.4).

However, the next chapter explains the research methodology being will used by the student researcher to collect primary data, determining sample size, designing of data collection instrument and approach to data analysis.

Figure 2.4: Conceptual Framework of the Study
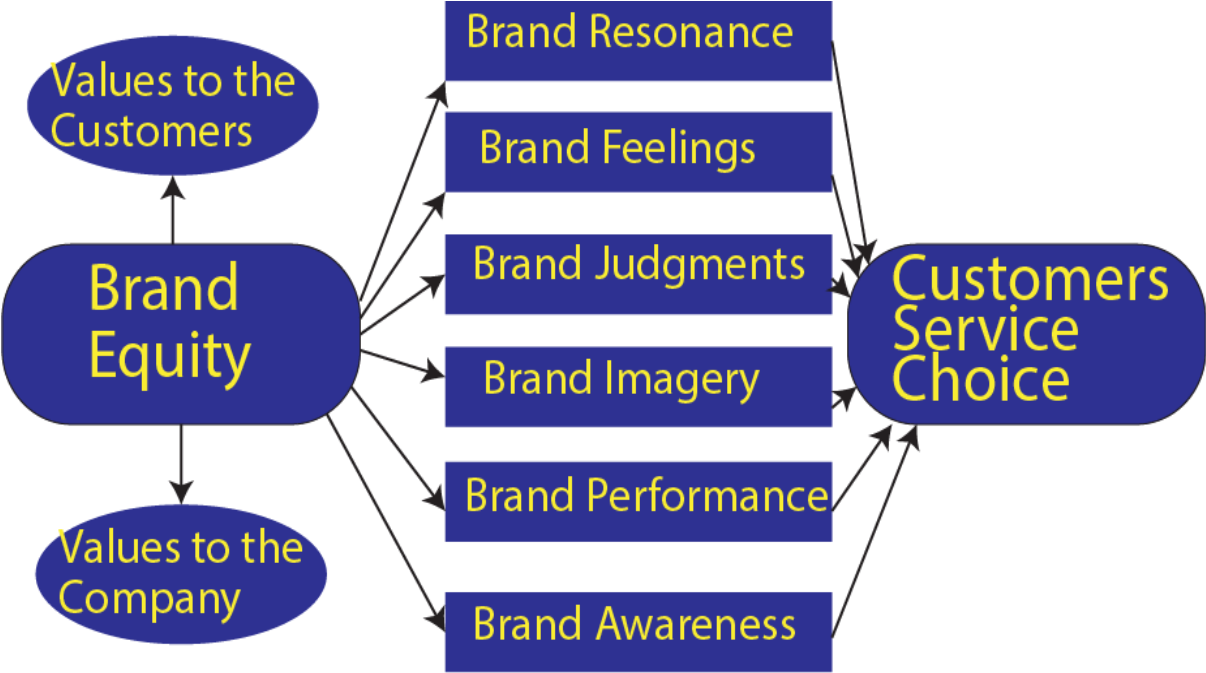
Figure 2.5: Conceptual framework of the study
Source: Own construct by Adobe, 2021

2.5. Research Hypotheses

H1: Brand awareness has a significant and positive effect on customer's service choice

H2: Brand performance has a Significant and Positive Effect on Customer's Service Choice.

H3: Brand imagery has a Significant and Positive Effect on Customer's Service Choice.

H4: Brand judgments have a Significant and Positive Effect on Customer's Service Choice

H5: Brand feeling has a Significant and Positive Effect on Customer's Service Choice.

H6: Brand resonance has a Significant and Positive Effect on Customer's Service Choice.

CHAPTER THREE: - Research Methodology

3.1. Research Design

A **research design** is a master plan that specifies the methods and procedures for collecting and analyzing the needed information. A research design provides a framework or plan of action for the research.(Zikmund, Babin, Carr and Griffin, BRM, Eight Edition PP-66).

Research design stands for advance planning of the methods to be adopted for collecting the relevant data and the techniques to be used in their analysis, keeping in view the objective of the research and availability of staff, time and money. Considering the purpose, a quantitative model, and hypotheses developed in chapter one, a quantitative approach will use in this research. Malhotra (2004) maintained that a quantitative approach is a research methodology that sets out to quantify the data in order to use statistics for analyzing the data set.

A quantitative approach enables a researcher to establish statistical evidence on the strength of relationships between variables. Besides, quantitative methods will use to test hypotheses and determine the reliability and validity of the variable measurement (Melhotra, 2004; Zikmund & Babin, 2007).

According to William (2006), a design was not only used to structure the research but also to show all of the major parts of the research project (e.g., the sample or groups, measures, treatments or programmers, and methods of assignment) worked together to address the central research questions or objectives.

3.2. Sampling Design

3.2.1. Target population

According to Hair et al. (2002, p.334), population can be defined as an identifiable total group or aggregation of elements (e.g. people, products, organizations, physical

entities) that are of interest to the researcher and pertinent to the specified information problem.

Since, the researcher have lacks of various resources including time and money to gather information from every branch and each customer, as stated in the beginning, the goal becomes finding a representative sample of the population. In this case, the researchers were used as a target population 200 branches of BoA in Addis Ababa city. The population (customers of 200 branches of the BoA in Addis Ababa) from which the sample (18 branches) will select by branch grade (I,II,III). Those bank customers whose ages are only greater than 18 years will participate on the study.

3.2.2. Sampling Techniques

For the purpose of this study, a non-probability, stratified-sampling technique were used to select respondents from the target population (customers of eighteen branches). Because of the population from which a sample was drawn does not constitute a homogeneous group (Grade I to Grade III), a stratified sampling technique is necessary. In stratified sampling the population is divided in to several sup-populations that are individually homogeneous than the total population (the different sub-populations are called strata) and then select items from each stratum to constitute a sample.

The major aim of this technique is enable to get more precise estimates for each stratum and estimating more accurately each of the component parts, thereby to get a better estimate of the whole. Hence, six in each branch grade (18 branches) was selected based on the number of customers that exceeds 5,500 and each branch is given a client number prorated number expected respondents.

3.2.3. Sampling Size

According to Krejcie and Morgan (1970) the population that is more than 100,000, the sample size must be greater than or equal to 384 to represent to the population with 95% level confidence that is 5% error (see Appendix) No calculation are needed to use

table. To reduce/minimize the possibility of non-response rate, the researchers was taken 400 samples.

The research sample consists of the customers of eighteen branches on the basis of number of customers exceeding 5,500. The total number of customers belonging to the eighteen branches are more than 100,000 (see below Appendix) number of customers per branch) (sample) is considered and from which a sample of 400 was draw. Therefore, customers of eighteen branches were selected by inquiring with every third customer entering into the bank branch to take part in the study. This kind of approach was used to bring some component of randomization in selecting respondents for the study to avoid some sort of biasness caused by purely non-random sampling (e.g. convenience sampling).

Table 3.1 Sample size determination

Table for appropriate sample size for a known population suggested by Krejcie and Morgan (1970)

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Source: Krejcie and Morgan (1970); N = Population size S = Recommended sample size

ROBERT V. KREJCIE suggested, if regrettably a table has not been available for

ready, easy reference which could have been constructed using the following formula.

$$s = x2NP \ (1\text{-}P \div d2 \ (N - l) + x2p \ (1 - p)$$

s = required sample size.

X2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841). 1.96 x 1.96 = 3.8416

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

Table 3.2 Selected sample Bank of Abyssinia Branches (Grad I to III) each branch

grade are different by the volume of deposit, potential customers and others.

No.	Branch Name	Branch Grad	Number of Customer Per Branches	Number of Expected Respondents	Number of Questionaries' Returned
1	Wubshet Werkalema	I	5,592	16	16
2	Lafto condominium	I	5,648	16	13
3	Nifas Silk	I	6,135	16	14
4	Jemo Micheal	I	8,500	16	15
5	Aware Branch	I	8,340	16	12
6	Janmeda	I	8700	16	15
7	Arada Giorgis	II	8,891	20	17
8	Hana Mariam	II	9,500	20	18
9	Akaki Gebeya	II	10,633	20	19
10	Dill Ber	II	10,688	20	17
11	Shiro meda	II	11,444	20	18
12	Semen mazegaja	II	12,100	20	18
13	Adisu Gebeya	III	34807	34	31
14	Fulwuha	III	34352	30	27
15	Goffa Branch	III	25,855	30	28
16	Arada Branch	III	31,859	30	28
17	Kality Branch	III	32,267	30	25
18	Sidist killo	III	20,801	30	27
	Total			**400**	**362**

Remark:-

Number of customers 5500 – 8700 = were distribute 16 questionnaires

Number of customers 8701 – 12,100 = 20

Number of customers 12,101 – 34,352 = 30

Number of customer's ≥ 34,807 were distributed 34

3.3. Data type and source of Data

3.3.1. Data type

Data are empirical evidence or information that should be gathered carefully by following certain rules or procedures. The data can be quantitative (i.e. expressed in numbers) or qualitative (i.e. expressed in words, pictures, objects).Quantitative research involves data collection procedures that result primarily in numerical data which is then analyzed by statistical methods whereas Qualitative research involves data collection procedures that result primarily in open-ended, non-numerical data which is then analyzed primarily by non-statistical methods.

3.3.2. Data source

3.3.2.1. Primary and Secondary data source

For the purpose of conducting a research, information sources play a critical role and are usually classified in to two broad categories: primary and secondary (Kothari 2004, p.100). The primary data are those which are collected afresh and for the first time, and thus happens to be original in character. Secondary data, on the other hand, are data not gathered for the immediate study at hand but for some other purpose. Both, primary and secondary data sources will used to conduct this study.

The researcher were collected the primary data by administrating questionnaires to the respondents during data collection phase, whereas secondary data will collect from related books, journals, research papers, and organizational website to develop research background and further justifications of the findings. The primary data will conduct through structured questionnaire from samples of the total 400 selected branch customers' of Bank of Abyssinia. In this case, the researcher has personally and with the support of BoA's staff was administered the structured questionnaire and kept the confidentiality of their responses.

3.4. Data Collection Instrument

The objective of data-collection is to get a good overall picture of how a process performs. It is important that, before any study or process is carried out, calibrated gauges, which are adequate for the purpose, are available. Though there are several methods of collecting primary data, particularly in surveys based and descriptive researches (Hair et al., 2002), some of the most important ones are: observation method, interview method, questionnaires, schedules, and other methods. However, for this study survey was used as method of data collection. It is advantageous for the collection of significant amount of data in an economic and efficient manner and it typically allows for much larger sample size on the other hand.

There for, the researchers used questionnaire instrument to collect data from the customers of BoA in Addis Ababa. Questionnaires are a formalized set of questions involving one or more measurement scales designed to collect specified primary data. Often they are the only feasible way to reach a number of reviewers large enough to allow statistically analysis of the results. Structured (close-ended) questionnaire were used by the researcher to collect primary data.

3.5. Procedure of Data collection

Before administrating the instruments of data collection, the questionnaires will be tested for validity and reliability. Conforming this (Wilkinson and Birmingham, 2003), have stated that usually mistakes are quickly spotted through piloting; ambiguous questions can be restated or redeveloped. In order to make the necessary correction and improvements on the questionnaire items, pilot testing was conducted for the content validity at branches outside the sample branches of BoA.

Pretest was done with the objective of checking whether or not the items contained in the instruments could enable the researchers to gather relevant information. First questionnaire were prepared in English and then by professional translators was translated in to Amharic to make respondents to understand it easily. Based on the

result of the pre-test vague statements were corrected. Finally, the modified and corrected questionnaires were distributed to customers of the sample branches of BoA.

3.6. Data analysis Method

In order to analyze the data collected from customers of the Bank, the researcher used inferential statistics, where SPSS (Statistical Package for the Social Science) version 16.0 was used for analysis purpose.

The data analyses were conducted by using of SPSS (Statistical Package for Social Science) version 16.0 application programs and summarize the information regarding to brand equity and customers service choices towards Bank of Abyssinia.

3.6.1. Descriptive statistics

The researcher was used Descriptive to describe the usefulness of the data set and examine relationships between variables. In order to describe the data, preliminary descriptive statistics such as frequency, percentages, and mean scores was computed. To review the internal consistency of the scale items, Cronbach coefficients (alpha) were computed and items with adequate Cronbach's alphas were retained for the scales.

3.6.2. Multiple Regression Analysis

The researchers performed multiple regression analysis using all brand equity dimensions as independent variable and overall effect of customers' service choice as dependent variable. The main aim was to see the extent to which customers service choices is affected by brand equity dimensions shown in terms of coefficient of determination (R squire value), the regression coefficients (Beta coefficient) and the p-values for the significance of each relationship.

To explore the relationship between the overall brand equity and its effect up on customers' service choices, the overall average results of each brand equity dimensions effects up on customers service choices as perceived and rated by customers used as a dependent variable.

The mathematical representation of the above relationship is displayed as.

Y=a+β1x1+β2x2+β3x3+β4x4+β5x5+β6x5

Where, Y= Overall Customers Service Choice effect

A = alpha constant term

X1, X2, X3, X4, X5, X6 = Dimensions of brand equity

β1, β2, β3, β4, β5, β6 = Coefficients of the dimensions of brand equity

3.6.3. Correlation Analysis

Pearson correlation analysis (r) was also used to determine the linearity problem. Correlation analyses are used to explore the relationship (both magnitude and direction) between brand equity dimensions and customers service choices. As inferential statistics allow the researcher to examine causal relationships. Correlation coefficients were used to quantitatively describe the strength of the association between the variables.

According to Hair et al. (2002, p.568) the Pearson correlation coefficient measures the degree of linear association between two variables. It varies between –1.00 and +1.00, with 0 representing absolutely no association between two variables, and –1.00 or +1.00 representing a perfect link between two variables. The level of association between the brand equity dimension variables will be stronger if the correlation coefficient is higher or vice versa. The correlation coefficient can be either positive or negative, depending on the direction of the relationship between two variables.

Correlation coefficient between ±0.81 to ±1.00, ±0.61 to ±0.80, ±0.41 to ±0.60, ±0.21 to ±0.40 and ±0.00 to ±0.20 are considered very strong, strong, moderate, weak and none respectively. Additionally, multiple regression analysis was used to explore the relationship (both magnitude and direction) between the overall brand equity and customers service choices. In general, to test hypothesis both correlation and regression analysis were used.

3.7. Description of variables

3.7.1. Dependent variables

The dependent variable of the study is customers' service choices (the effect of brand relationship, brand feeling, brand judgment, brand image, brand performance, and brand silence and over all brand equity effects up on customers' service choices). The dependent variables designed to measure the effect of brand equity.

3.7.2. Independent variables

The independent variables of the study are brand silence, brand performance, brand imaginary, brand judgment, brand feeling, brand relationship and overall brand equity (the summation of brand silence, brand performance, brand image, brand judgement, brand feeling, brand relationship), which are represented by H1to H6. The explanations of all determinants of brand equity dimensions have been presented in the literature review part.

3.8. Validity and reliability test

3.8.1. Validity

Validity is defined as how much any measuring instrument measures what it is intended to measure (Carmines and Zeller, 1979). It is a critical aspect of measurement that must be considered as part of an overall measurement strategy. Validity focuses on what the test or measurement strategy measures and how well it does so (Anastasi and Urbina, 1997).

The scale was tested the validity of the each six brand equity dimensions (Brand Awareness, Brand Performance, Brand Imagery, Brand Judgments, Brand Feelings and Brand Resonance) and overall brand equity. All the items loaded with a value of 0.5 or above were retained for testing scale reliability using Cronbach coefficient (alpha) to check the internal consistency scale items.

3.8.2. Scale Reliability Analysis

Reliability can be defined as the dependability or consistency of the measure of a variable. That is, the degree to which measures is free from error and therefore provides consistent results (Neuman 2006; Zikmund 2000).

This research used Cronach's coefficient alpha to measure reliability on page 31. The coefficient alpha is a commonly used method to examine reliability for multipoint-scaled items, and it can be considered a perfectly adequate index to test the consistency (Sekaran 2000). The coefficient alpha ranges from 0 to 1. A perfectly reliable test will have a reliability coefficient of 1.00 (Cronbach 1951; Gay, Mills & Airasian 2006). Where the coefficient alpha is greater than 0.7, this can be considered an acceptable level of reliability (Hair et al. 1998).

3.9. Ethical issue

In the context of research, ethics is defined as the appropriateness of the researcher's behaviour in relation to the rights of the participants or subjects of the research work (Saunders, Lewis, & Thornhill, 2009). This study was governed by the general rules of research ethics in such a way that respondents were requested to provide information on voluntary basis, there was prior communication about the purpose of the study, and confidentiality of the information was guaranteed. Moreover, the researcher, to his best level, abides by the rules and regulations of the University and has conducted the study on the basis of objective judgment.

CHAPTER FOUR:-Data Presentation, Analysis & interpretation

This chapter is devoted to data presentation and analysis; in this chapter the data collected through questionnaire were analyzed. Among the 400 total number of questionnaire distributed 38 of the responses were not returned. Therefore the data analysis was conducted on 362 usable response collected. SPSS version 16.0 was used to analyze the data using various tables and statistical tools to illustrate the findings. The first part of the chapter briefly discussed the demographic characteristics of the respondents. Next the chapter presented data along with its statistical analysis. Then according to research objectives the finding was discussed and analyzed.

4.1. Data analysis

Data analysis is the process of looking at and summarizing data with the intent to extract useful information and develop conclusions. Therefore, in this section the researcher used different methods of analysis to answer the specific issues related to brand equity of Bank of Abyssinia. Descriptive statistics were applied to describe the basic features of the data/to summarize means of each of the six dimensions of brand equity, overall service quality, and demographic profile of the respondents.

4.2. Validity and Reliability Analysis

4.2.1. Validity Analysis

Validity is defined as how much any measuring instrument measures what it is intended to measure (Carmines and Zeller, 1979). It is a critical aspect of measurement that must be considered as part of an overall measurement strategy. Validity focuses on what the test or measurement strategy measures and how well it does so (Anastasi and Urbina, 1997). The scale was tested the validity of the each six brand equity dimensions (Brand Awareness, Brand Performance, Brand Imagery, Brand Judgments, Brand Feelings and Brand Resonance) and overall brand equity. All the items loaded with a value of 0.5 or above were retained for testing scale reliability using Cronbach coefficient (alpha) to check the internal consistency scale items.

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4.2.2. Scale Reliability Analysis

According to Saunders et al., (2009), reliability is the extent to which data collection technique will yield consistent findings. In other words, the reliability of a measure indicates the extent to which the measure is without bias (error free) and hence offers consistent measurement across time and across the various items in the instrument. It helps to assess how well does the instrument measure what it purports to measure. This research used the most popular test of inter-item consistency reliability that is the Cronbach's coefficient alpha. The coefficient of internal consistency provides an estimate of the reliability of measurement and is based on the assumption that items measuring the same construct should correlate (Kimberline and Winterstein, 2008). Reliabilities less than 0.6 are considered to be poor, those in the 0.7 range, acceptable, and those over 0.8 good. The closer the reliability coefficient gets to 1.0, the better. The alpha of a scale should be greater than .700 for items to be used together as a scale. Therefore minimum 0.700 coefficient alpha values accepted to finalize the item reliability Alkhattabi (2014) cited Sekaran (2000)

Table 4.1 Scale reliability tested result

Brand Equity Dimensions	Item	Reliability (Cronbach alpha)	Result
Brand awareness	4	0.709	Good
Brand Performance	6	0.67.3	Good
Brand Imagery	3	0.97	Good
Brand Judgments	5	0.76	Good
Brand Feeling	4	0.79	Good
Brand Resonance	7	0.74	Good
Over all sale reliability		0.686	Good

4.2.3. Response rate

Out of 400 set of questionnaires, 362 were returned, yielding 90.5% of response rate and all used for data analysis, which is acceptable and enough for conducting the

necessary statistical test. However, skipped questionnaires were represented by the missing value 0.

4.3. Demographic profile of the respondent's

The questionnaire was designed to seek information about the gender, age, education, their occupation, year of service.

4.3.1. Gender

The demographic characteristics of the respondents indicated that 66.6% of the respondents are male where as 33.4% of them are female. The result clearly shows us that more male customer using Bank of Abyssinia product and services. The detailed breakdown of the demographic profile of the customers has been given in below Table 4.2

Characteristics		Frequency	Percent
Gender of	Male	241	66.6
Respondents	Female	121	33.4
	Total	362	100.0

4.3.2. Age

Among 362 total numbers of respondents the highest majority of respondents were between the age group of 26 – 33 that is 164 respondents which was 45.3% of the total. The second and third highest respondents were between the age group of 18-25 and 34-50 that are 148(40.9%) and 33(9.1%) respectively. On the contrary only 10 (4.7%) of the respondents are above the age group of 50 years See below table 4.3. This shows that majority of the respondents are matured enough to give the information about brand equity of BoA.

Characteristics		Frequency	Percent
	18-25 years	148	40.9
	26 - 33 years	164	45.3

Age of	34 - 50 years	33	9.1
Respondents	Above 50 years	17	4.7
	Total	362	100.0

4.3.3. Educational Status

In relation to educational status of the respondents more than half 192(53%) of them are first degree holders. Diploma and less educational holders reaches up to 167(34.2) and illiterate account for 3(0.8%) of the total respondents. Therefore, based on this information, majority of the respondents are educated see belo table 4.4

Characteristics		Frequency	Percent
	Illiterate	3	.8
	Read and write	12	3.3
	Primary	25	6.9
	high school(9-10)	42	11.6
Education Status	Preparatory	43	11.9
	Diploma	45	12.4
	Degree and Above	192	53.0
	Total	362	100.0

4.3.4. Year of Customer of BoA

Analysis also shows that 207(57.2%) of respondents have services over 5 years as a customer of BoA and 56(15.5 percent, 49(13.5 percent) and 47(13) percent) respondents are, 3 to 5, 1 to 3 and below 1 year (respectively (see Table 4.5).

| Characteristics		Frequency	Percent
Service year	Below 1 year	47	13.0
	1 - 3 year	49	13.5
	3 - 5 year	56	15.5
	Over 5 years	207	57.2
	Total	362	100.0

4.3.5. Occupational status

Among 362 respondents, the highest numbers of the respondents are employed in private organizations 134(37 percent) and followed by Trader 73 (20.2 percent), Government 72(19.9 percent), Self employee 57(15.7 percent), and student 26 (7.2 percent) respectively. (See belowTable 4.6)

Characteristics		Frequency	Percent
Occupational status	Government Employee	72	19.9
	Private Employee	134	37
	Self-Employee	57	15.7
	Student	26	7.2
	Trader	73	20.2
	Total	362	100.0

4.3.6. Questioner analysis

### 4.3.6.1. Respondent account type

The type of account open will determine the individual background either active business men who have current account or non-business individual that will be major depositor. So that, the bank will give special attention that will be one contributing factor.

What kind of account do you open in any of Bank of Abyssinia Branch?
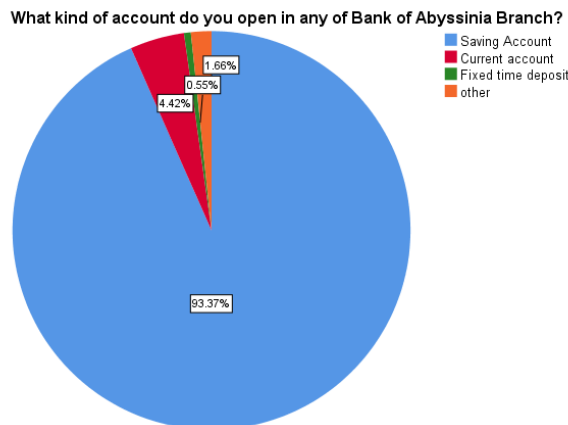
Analysis shows that 93.37 percent of respondents are saving account holders and 4.42 percent are current account holders. Whereas 0.55 and 1.66 percent of the respondents are fixed time deposit and other other account holders respectively (see figure 4.1).Therefore, BoA needs to focus on both saving and deposit since both are important to the bank.

4.3.6.2. Type of service respondents often use

The type of service respondents often use is one of variable to be studied because it will enable to identify the most used service by customers and can relate to brand. Service type like local money transfer is least important to BoA and others services like deposit and foreign money transfer are extremely important

Which service is do you use frequently?

- Deposit and Withdrowal
- Local transfer
- Foregin Transfer
- Loan
- Other

1.93%
3.31%
2.76%
10.50%
81.49%
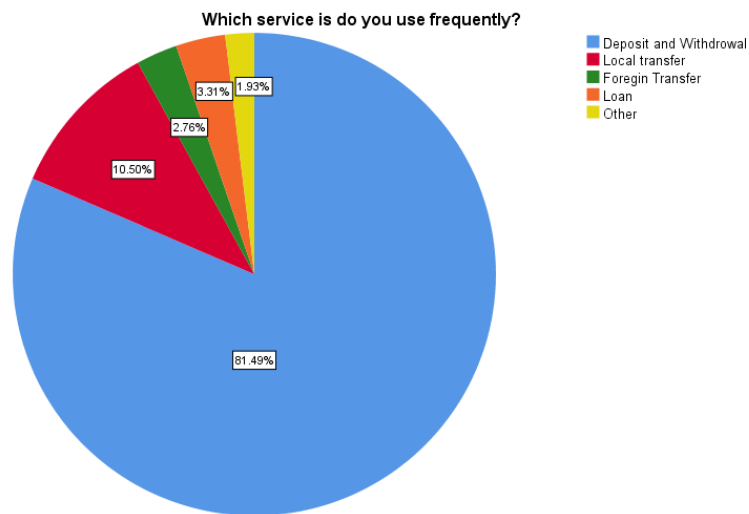
As displayed in figure 4.2, 81.49 percent of respondents use deposit and withdrawal services often times and 10.50 percent use local transfer. Whereas 3.31percent of the respondents are using Loan, Foreign transfer, and other service users are (2.76 and 1.93 percent respectively) (see figure 4.2).Therefore, BoA needs to focus on both saving and deposit since both are important to the Bank. Most of its customers are using deposit and withdrawal services as well that the bank needs to focus on this area hence deposit mobilization is key to bank's performance.

4.3.6.3. Respondents best word that describe services of Bank of Abyssinia

Respondents were asked to select best word that describes Bank of Abyssinia Services and the analysis in the figure 4.3 shows 43.92, 24.86 and 20.44 percent of the respondents describe Bank of Abyssinia as Technology Driven Bank, Bank with Trained Staff, and Bank with fast services respectively. Whereas 10.77 percent of the respondents are describes it as Reliable Bank services. (see figure 4.3).Therefore, Bank of Abyssinia needs to focus as per the comparative importance placed by customers

Which word is can best describe Bank of Abyssinia
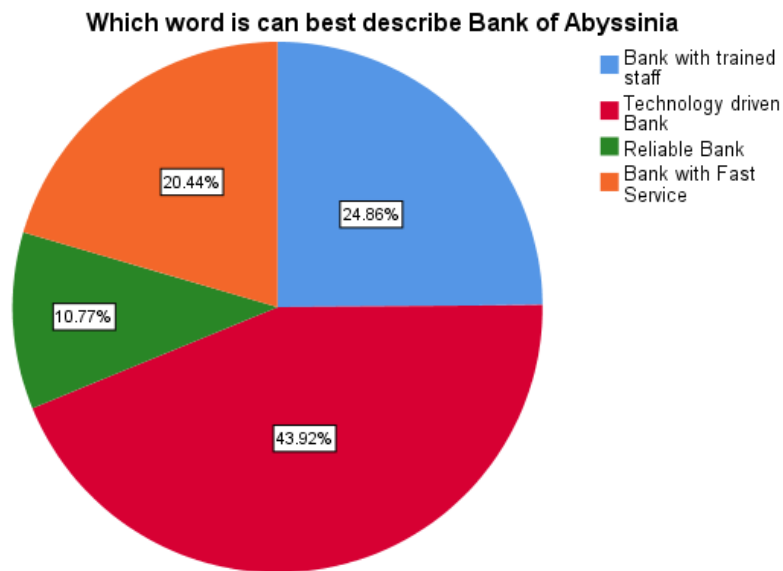
4.3.6.4. Respondents understanding of Bank of Abyssinia logo & its meaning
### Bank of Abyssinia's logo looks like

Analysis shows that 90.61 percent of respondents correctly explained/know Bank of Abyssinia logo looks like. Whereas 9.39 percent respondents are do not know what Bank of Abyssinia logo looks like. (See figure 4.4).

Do you know what BoA logo looks like?
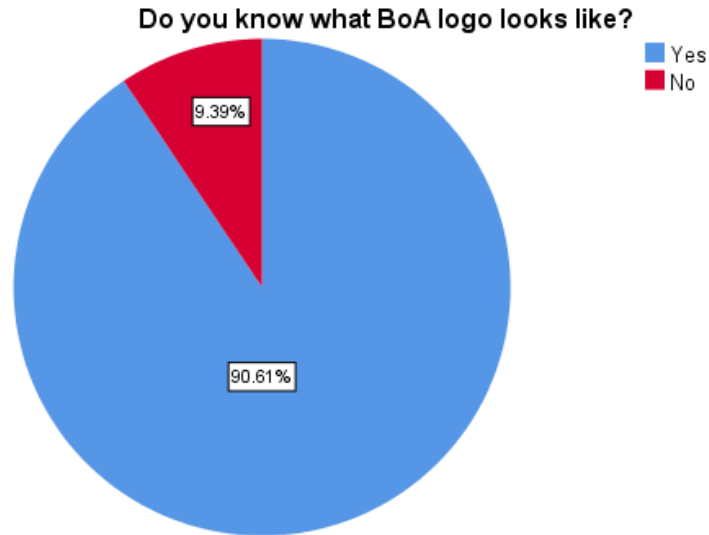
Therefore, the analysis result shows that BoA has a good Brand awareness and keeps this performance and continues improvements.

4.3.6.5. Bank of Abyssinia's logo meaning

As displayed in figure 4.5, 42.54 percent of respondents do not know Bank of Abyssinia's logo meaning. Whereas 57.46 percent of the respondents understanding the meanings of Bank of Abyssinia corporate logo meaning. (See figure 4.5).

Do you understand the meaning of BoA logo?
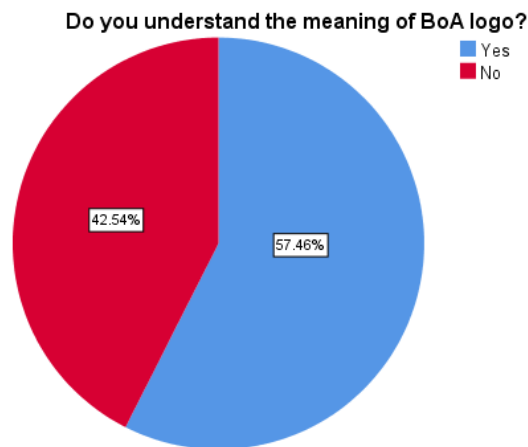
Therefore, once again in this regard Bank of Abyssinia needs to work more to enhance knowledge of clients to improve its brand awareness.

4.3.6.6 Most important feature respondents want in Bank of Abyssinia services

The Analysis shows that 50.26 percent of respondents want Branch Accessibility feature of services from Bank of Abyssinia and followed by service quality (27.62 percent), Reliability (11.88 percent),and Service Efficiency (9.12 percent) respectively (see figure 4.6). Analysis also shows that 1.10 percent of respondents want others or a combination of the above services.

What is the most important feature you want in a bank you use?
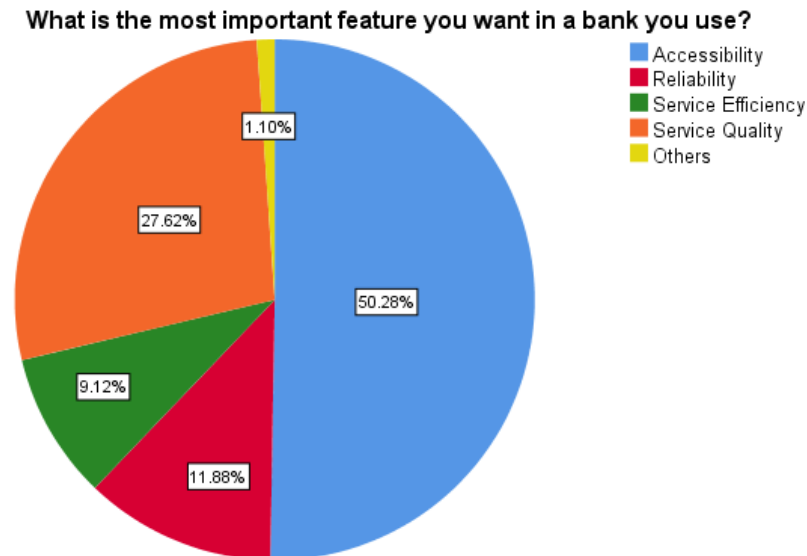
Therefore, BoA is advised to improve Accessibility, service quality, and reliability to meet the need and wants of its customers.

4.3.6.7. Analysis of Overall Service Quality

Respondents were asked to rate the overall service quality of BoA. The overall quality of the banking service on a five point Likert-type scale (5 being strongly agreed and 1 being strongly disagreed) was rated by the respondents in terms of its excellence. As shown in figer 4.7, (40.06 of) respondents were agree and 34.25 percent of respondents' also strongly agreed, while 10.50 percent of the respondent's opinion was neither agreed nor disagreed with BoA's service quality excellence. The remaining 10.77 percent and 4.42 percent of the respondents were Disagree and strongly disagreed respectively with quality banking service of BoA.

The overall banking service quality of BoA is Excellent.
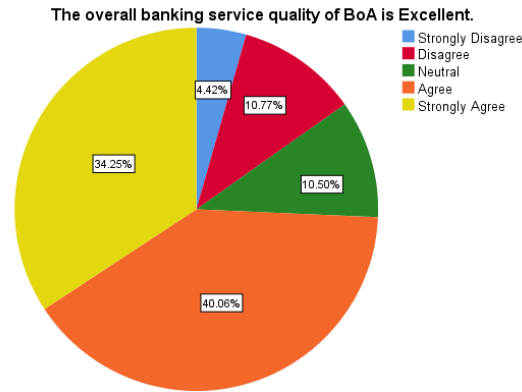
4.3.7. Descriptive statistics of the mean value of overall service quality

Descriptive Statistics				
	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
The overall banking service quality of BoA is Excellent.	362	3.89	.059	1.126

Source own computation 2022

Using descriptive statistics the mean value of overall service quality was computed see above table 4.7 the mean value of OSQ was found to be 3.89 which is above the average (3.0 over a 5-point scale) service quality level. Therefore, BoA needs to improve its service quality in order to provide excellent services to enhance customers satisfaction, as based on the above analysis, in general, the overall service quality of BoA is found to be very good.

4.4. Descriptive Analysis of Brand Equity Dimensions

4.4.1. Brand Awareness

According to the Customer Base Brand Equity Model (CBBE), the first step in building a strong brand involves establishing the proper brand identity that is, establishing breadth and depth of brand awareness. Hence, the following descriptive analysis has been done to assess respondents brand awareness level of Bank of Abyssinia.

Table 4.8: Descriptive statistics of brand awareness and customers service choice.

Descriptive Statistics			
	N	Mean	Std. Deviation
Brand Awareness	362	4.2541	.36980
Customer Service Choice	362	4.1800	.37120

Using descriptive statistics the mean value of overall brand awareness and its effect upon customers' services choice was computed. The mean values were found to be 4.25 and 4.18, which are above the average (4.0 over a 5-point scale) brand awareness and service choice level respectively (see table 4.8)

Therefore, BoA brand Awareness result is more than 4 points from 5 points implies the overall brand awareness of BoA is in very good position and its effect up on customers service choices are also high. Hence, in this regard BoA is advised to keep in touch with it, even to make better than the current position.

4.4.2. Brand Performance

The product itself is at the heart of brand equity, as it is the primary influence of what consumers experience with a brand, what they hear about a brand from others, and what the firm can tell customers about the brand in their communications. Designing and delivering a product that fully satisfies consumer needs and wants is a prerequisite for successful marketing, regardless of whether the product is a tangible good, service, or organization. Hence, the following descriptive analysis has been done to assess respondents' response regarding brand performance of Bank of Abyssinia.

Table 4.9: Descriptive statistics of brand performance and customers' service choice

Descriptive Statistics			
	N	Mean	Std. Deviation
Customer Service Choice	362	4.1800	.37120
Brand Performance	362	4.2072	.29178

Using descriptive statistics the mean value of overall brand performance and its effect upon customers' services choice was computed. The mean values overall brand performance and its effect upon customers' services choice were 4.2, which are high (4.0 over a 5-point scale) (see above table 4.2). Therefore, BoA brand performance result is more than 4 points from 5 points implies the overall brand performance of BoA is in very good position and its effect up on customers service choices are also high. Hence, in this regard BoA is advised to keep in touch with it, even to make better than the current position.

4.4.3. Brand Image

Brand image deals with the intrinsic property of the product or service, including the way in which the brand attempts to meet customers' psychological or social needs. It is about how people think about a brand abstractly rather than what they think the brand actually does. Thus, imagery refers to more intangible aspects of the brand. Hence, the following descriptive analysis has been done to assess respondents' response on brand imagery dimension of brand equity of Bank of Abyssinia.

Table 4.10: Descriptive statistics of brand imagery and customers' service choice

Descriptive Statistics			
	N	Mean	Std. Deviation
Customer Service Choice	362	4.1800	.37120
Brand Imagery	362	4.2965	.43244

(Source: Own computation, 2022)

Using descriptive statistics the mean value of overall brand imagery and the influence of brand imagery upon customers' services choice was computed. The mean values were found to be 4.18 and 4.29, which are above the high (4.0 over a 5-point scale) brand imagery and service choice level (see the above table 4.3). Therefore, BoA brand image result is more than 4 points from 5 points implies the overall brand image of BoA is in very good position and its effect up on customer's service choices is also

high. Hence, in this regard also BoA is advised to keep in touch with it, even to make better than the current position.

4.4.4. Brand Judgments

Brand judgments focus upon customers' personal opinions and evaluations with regard to the brand. Brand judgments involve how customers put together all the different performance and imagery associations for the brand to form different kinds of opinions. Hence, the following descriptive analysis has been done to assess respondents brand judgments of Bank of Abyssinia

Table 4.11: Descriptive statistics of brand judgments and customers service choice

Descriptive Statistics			
	N	Mean	Std. Deviation
Customer Service Choice	362	4.1800	.37120
Brand Judgment	362	4.2615	.38062

(Source: Own computation, 2022)

Using descriptive statistics the mean value of overall brand judgments and the influence of brand judgments upon customers' services choice was computed. The mean values were found to be 4.12 and 4.26, which are high (4.0 over a 5-point scale) brand judgments and service choice level respectively (see the above table 4.4).

Therefore, BoA brand judgments result is more than 4 points from 5 points implies the overall brand judgment of BoA is in very good position and its effect up on customers' service choices is also high. Hence, once again in this regard also BoA is advised to keep in touch with it, even to make better than the current position.

4.4.5. Brand Feeling

Brand feelings are customers' emotional responses and reactions with respect to the brand. Brand feelings also relate to the social currency evoked by the brand. The following descriptive analysis shows the results of respondents brand feeling about Bank of Abyssinia.

Table 4.12: Descriptive statistics of brand feeling and customers' service choice

Descriptive Statistics			
	N	Mean	Std. Deviation
Customer Service Choice	362	4.1800	.37120
Brand Feelings	362	4.4945	.35449

(Source: Own computation, 2022)

Using descriptive statistics the mean value of overall brand feeling and its influence upon customers' services choice was computed. The mean values were found to be 4.49 and 4.18, which are very high (4.0 over a 5-point scale) brand feeling and service choice level respectively (see table 4.5).

Therefore, BoA brand feeling result is more than 4 points from 5 points implies customers overall brand feeling of BoA is in very good position and its effect up on customers' service choices is also high. Hence, again in this regard also BoA is advised to keep in touch with it, even to make better than the current position.

4.4.6. Brand Resonance

According to the Customer Base Brand Equity Model (CBBE), brand relationships are the final step of the model that focuses upon the ultimate relationship and level of identification that the customer has with the brand. Brand resonance refers to the nature of the relationship that customers have with the brand and the extent to which they feel that they are "in synch" with the brand. Hence, the following descriptive analysis has been done to assess respondents brand resonance level with Bank of Abyssinia.

Table 4.13: Descriptive statistics of brand resonance and customers' service choice

Descriptive Statistics			
	N	Mean	Std. Deviation
Customer Service Choice	362	4.1800	.37120
Brand Resonance	362	4.2431	.30989

(Source: Own computation, 2022)

Using descriptive statistics the mean value of overall brand resonance and its influence upon customers' services choice was computed. The mean values were found to be 4.243 and 4.180, which are high (4.0 over a 5-point scale) brand resonance and service choice level respectively (see table 4.6).

Therefore, BoA brand relationships with its customers more than 4 points from 5 points implies customers overall brand relationships with BoA is in very good position and its effect up on customers' service choices is also high. Hence, again in this regard too BoA is advised to keep in touch with it, even to make better than the current position.

Table Descriptive statics Summary of BA, BP, BI, BJ, BF, BR and CSC

Descriptive Statistics			
	N	Mean	Std. Deviation
Brand Awareness	362	4.2541	.36980
Brand Performance	362	4.2072	.29178
Brand Imagery	362	4.2965	.43244
Brand Judgment	362	4.2615	.38062
Brand Feelings	362	4.4945	.35449
Brand Resonance	362	4.2431	.30989
Customer Service Choice	362	4.1800	.37120

4.5. Correlation Analysis

Correlation coefficients can be used to quantitatively describe the strength of the association between two variables. According to Hair et al. (2002, p.568) the Pearson correlation coefficient measures the degree of linear association between two variables. It varies between –1.00 and +1.00, with 0 representing absolutely no association between two variables, and –1.00 or +1.00 representing a perfect link between two variables. The level of association between the service quality dimension variables will be stronger if the correlation coefficient is higher or vice versa. The correlation coefficient can be either positive or negative, depending on the direction of the relationship between two variables.

Correlation coefficient between ±0.81 to ±1.00, ±0.61 to ±0.80, ±0.41 to ±0.60, ±0.21 to ±0.40 and ±0.00 to ±0.20 are considered very strong, strong, moderate, weak and none respectively. Below Table 4.18 describes the Pearson correlation coefficients obtained between various variables used in the study. It has been reported that all brand equity dimensions were associated each other and also associated with customers service choices.

4.6. Test for Assumptions of Linear Regression Model/Regression Diagnostics

Before conducting the regression analysis and testing the research hypotheses, regression diagnostic tests were conducted to verify the assumptions of classical linear regression model such as linearity, normality, multi-co linearity, and homoscedasticity tests/assumptions.

4.6.1. Normality

The classical normal linear regression model (CNLRM), an extension of CLRM, assumes that the error term (u_i) in the regression model is normally distributed. This assumption is critical if the sample size is relatively small, for the commonly used tests of significance, such as t and F, are based on the normality assumption. It is thus important that to check whether the error term is normally distributed (Gujarati, 2011).

This assumption can be tested by looking at the P-P plot for the model. The closer the dots lie to the diagonal line, the closer to normal the residuals are distributed (Open University n.d.). There is another useful graph that we can inspect to see if a distribution is normal called a P–P plot (probability–probability plot). This graph plots the cumulative probability of a variable against the cumulative probability of a particular distribution (in this case we would specify a normal distribution). What this means is that the data are ranked and sorted.

Then for each rank the corresponding z-score is calculated. This is the expected value that the score should have in a normal distribution. Next the score itself is converted to a z-score. The actual z-score is plotted against the expected z-score. If the data are

normally distributed, then the actual z-score will be the same as the expected z-score and to get a lovely straight diagonal line. This ideal scenario is helpfully plotted on the graph and our job is to compare the data points to this line. If values fall on the diagonal of the plot, then the variable is normally distributed, but deviations from the diagonal show deviations from normality (Field, 2005).

Moreover, the histogram is bell shaped which lead to infer that the residual (disturbance or errors) are normally distributed for the model. Thus, we can infer that the assumption of normally distributed error term was not violated (look below Figer 4.8)
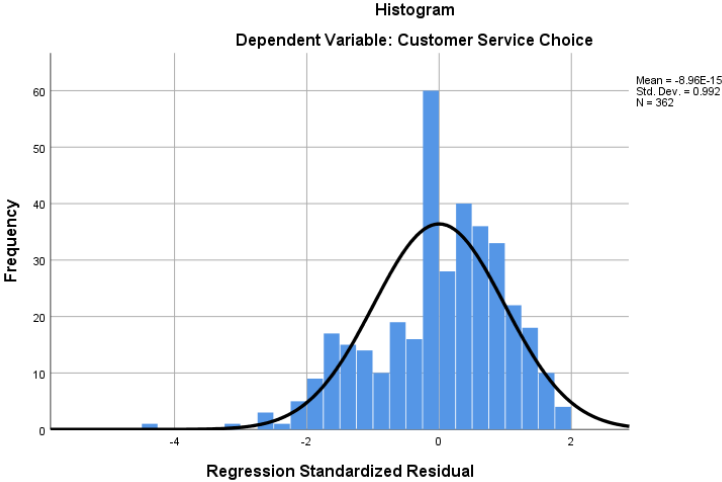
4.6.2. Linearity

The first assumption is linearity, and it is a primary assumption. The assumption of linearity states that conditional means of Y fall in a straight line. Recall that a conditional mean is a mean conditioned on a value of the repressors in the model (Darlington and Hayes, 2017).

The scatter plot of residuals (see figure) indicates that the points lie in a reasonably straight line from bottom left to top right. Therefore, it can conclude that the assumption of linearity was not violated.(see below Figure 4.9)

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Customer Service Choice
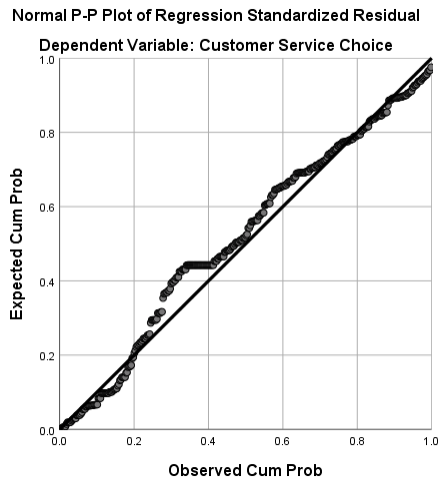
4.6.3 Testing Multicollinearity

One of the assumptions of the classical linear regression model (CLRM) is that there is no exact linear relationship among the repressors. If there are one or more such relationships among the repressors, we call it multi-collinearity or collinearity, for short (Gujarati, 2011). Multi-collinearity will occur if some or all of the independent variables are highly correlated with one another. It shows the regression model has difficulty in explaining which independent variables are affecting the dependent variable (Brooks, 2008).

Multi-co linearity can be tested either from correlation coefficient results or from the Value of Tolerance and VIF. According to Sekaran and Bougie (2016), the acceptable value of tolerance and Variance Inflation Factor (VIF) is above 0.10 and below 10 respectively.

As we can see from below table 4.14, the Tolerance Values for Brand Awareness, Brand Performance, Brand Imagery, Brand Judgment, Brand Feeling, and Brand Resonance were above the tolerance threshold of 0.10 (0.852, 0.83, 0.860, 0.728, 0.920, and 0.813) of the variables respectively and the VIF values (1.157, 1.227, 1.031, 1.417, 1.142, 2.068, 2.047) were also below the threshold of 10. Therefore, it concluded that there was no collinearity issue between the independent variables.

	Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	.181	1.643		
BA	-.157	.041	.852	1.174
BP	.025	.230	.830	1.205
BI	-.055	.114	.860	1.163
BJ	-.054	.154	.728	1.373
BF	.080	.279	.920	1.087
BR	.335	.577	.813	1.230
a. Dependent Variable: Customer Service Choice				

4.6.4. Homosedscatcity

To test the assumption, we need to plot the standardized values our model would predict, against the standardized residuals obtained. The graph plots the standardized values the model would predict, against the standardized residuals obtained. As the predicted values increase (along the X-axis), the variation in the residuals should be roughly similar. If all are good, this should look like a random array of dots. If the graph looks like a funnel shape, then it is likely that this assumption has been violated (Open University, n.d.).

Thus the scatter plot show that majority of the point plot are concentrated around 0 which shows that no violation of homoscedasticity see below figure 4.10

Partial Regression Plot
Dependent Variable: Customer Service Choice
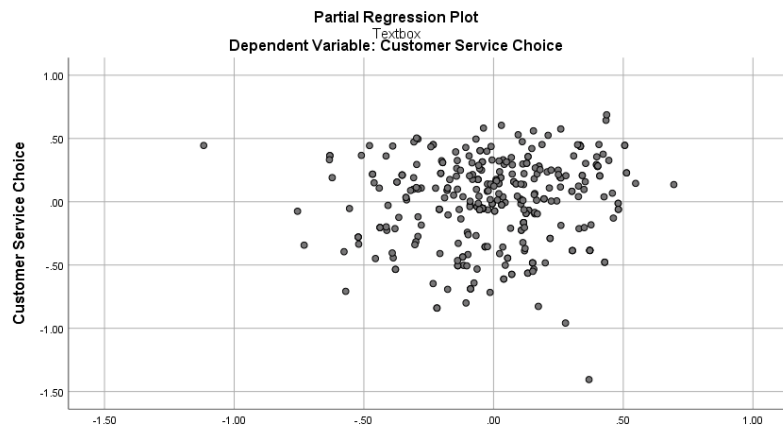
4.7. Regression Analysis

4.7.1. Multiple Regression Analysis

Multiple regression analysis was performed using all brand equity dimensions as independent variable and overall effect of customers' service choice as dependent variable. The main aim was to see the extent to which customers service choices is affected by brand equity dimensions shown in terms of coefficient of determination (R squire value), the regression coefficients (Beta coefficient) and the p-values for the significance of each relationship.

To explore the relationship between the overall brand equity and its effect up on customers service choices, the each brand equity dimensions effects up on customers service choices as perceived and rated by customers were used as a dependent variable.

The mathematical representation of the above relationship is displayed as.

$Y=a+\beta1x1+\beta2x2+\beta3x3+\beta4x4+\beta5x5+\beta6x5$

Where, Y= Customers Service Choice effect

X1, X2, X3, X4, X5, X6 = Dimensions of brand equity

β1, β2, β3, β4, β5, β6 = Coefficients of the dimensions of brand equity

Table 4.15 multiple regression analysis: Overall Customer Service Choice effect as dependent variable and each Brand Equity dimensions as independent variable

Table 4.15 Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.719[a]	.529	.521	.52475

a. Predictors: (Constant), Brand Resonance, Brand Imagery, Brand Feelings, Brand Awareness, Brand Performance, Brand Judgment

The R Square value in the model summary of the Above table 4.15 is an indication of how much of the variance in the dependent variable is expressed by the model. Thus, as indicated in the table the model explains 52.9% of the variance in the dependent variable, Customer service choice

4.7.2 ANOVA Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
ANOVA[a]						
1	Regression	41.893	6	7.982	18.593	.000[b]
	Residual	53.848	356	.407		
	Total	95.634	362			
a. Dependent Variable: Customer Service Choice						
b. Predictors: (Constant), Brand Resonance, Brand Imagery, Brand Feelings, Brand Awareness, Brand Performance, Brand Judgment						

As we can see the above table 4.16 the ANOVA analysis shows that the statistical significance of the result (the model). As depicted in the table under its Sig. column the result is statistically significant at 0.000

Table 4.17 multiple regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
Coefficients[a]									
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	.912	.372		2.453	.015	.181	1.643		
BA	.058	.050	.057	1.143	.254	-.157	.041	.852	1.174
BP	.102	.065	.081	1.584	.004	.025	.230	.830	1.205
BI	.029	.043	.034	.682	.495	-.055	.114	.860	1.163
BJ	.050	.053	.052	.952	.342	-.054	.154	.728	1.373
BF	.180	.051	.172	3.558	.000	.080	.279	.920	1.087
BR	.456	.061	.380	7.410	.000	.335	.577	.813	1.230
a. Dependent Variable: Customer Service Choice									

(Source: Own computation, 2022)

Regression Equation

$Y = a + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \beta_6 x_6$

CSC=.912 +.058 BA +.102 BP+.029 BI+.050 BJ+.180 BF +.456BR

The above table 4.18 shows analysis presents the results of separate simple regression analysis of overall customers' service choice on each of the six brand equity dimensions. All the regression coefficients (Beta coefficient) between brand equity dimensions and overall customers' service choice have positive value. Thus, there is no inverse relationship between all brand equity dimensions and customers' service choices.

The result of the multiple regression analysis shows that significant relationships exist between all the brand equity dimensions with customers' service choice. R square is the squire of this measure of correlation and indicates the proportion of the variance in the criterion variable which is accounted for by our model- in this project the proportion of variance in the customers' service choice and accounted for by our set of brand equity dimensions.

Adjusted R Square, 0.521, indicates that 52.1% of observed variations in customer service choice is explained by BA, BP, BI, BJ, BF and BR. Brand Resonance is found to be the strongest relationship with customers service choice (β=0.380, $p<0.05$). Followed by Brand feeling (β=0.172, $p<0.05$), Brand judgment (β= 0.52, $p<0.05$), Brand Imaginary ($\beta = 0.034$, $p>0.05$), Brand Performance ($\beta = 0.081$, $p>0.05$), Brand Awareness ($\beta = 0.057$, $p>0.05$). The beta values show that the relationship of the strength is high for Brand resonance which is (0.38) followed by brand feeling (0.172), brand performance (0.081), brand awareness (0.057), brand judgment (0.052), brand image (0.034), and (see table 4.9). In addition, as shows in table 4.9, there is not observed multicollinearity problem in the study this is because all the independent variable is Tolerance >0.1 and VIF, <10

Table 4.18 Pearson correlation coefficient or multiple regression analysis

Correlations	

		BA	BP	BI	BJ	BF	BR	CSC
BA	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	362						
BP	Pearson Correlation	.233**	1					
	Sig. (2-tailed)	0						
	N	362	362					
BI	Pearson Correlation	.148**	.247**	1				
	Sig. (2-tailed)	0.005	0					
	N	362	362	362				
BJ	Pearson Correlation	.284**	.338**	.336**	1			
	Sig. (2-tailed)	0	0	0				
	N	362	362	362	362			
BF	Pearson Correlation	0.052	0.065	.151**	.239**	1		
	Sig. (2-tailed)	.000	0.005	.004	0			
	N	362	362	362	362	362		
BR	Pearson Correlation	.310**	.262**	.150**	.322**	.188**	1	
	Sig. (2-tailed)	0	0	0.004	0	0		
	N	362	362	362	362	362	362	
CSC	Pearson Correlation	.471*	.504**	.746**	.613**	.689**	.438**	1
	Sig. (2-tailed)	0.004	0	0.005	0	0	0	
	N	362	362	362	362	362	362	362
** Correlation is significant at the 0.01 level (2-tailed).								
* Correlation is significant at the 0.05 level (2-tailed).								

Source: SPSS data analysis output, 2022

Brand awareness is found to be significantly and positively correlated with Customer service choice at 5% level of significant(r =0.471, p< 0.05). Followed by brand performance significantly and positively correlated with Customer service Choice at 1% level of significant (r = 0.504, p< 0.01), brand imagery(r = 0.746, p< 0.01, Brand Judgment (r = 0.613, p< 0.01), Brand Feeling (r = 0.689, p< 0.01) and Brand performance (r = 0.438, p< 0.01) are significantly and positively correlated with customer service choice at 1% level of significant.

The correlation's result indicate that all the independent variables (predictor variables) (BA,BP,BI,BJ,BFand BR) are positively and significantly correlation with the dependent variable(CSC). There is no strong correlation coefficient among the predictor variable which is not greater than 0.746 and this clearly show that there is no multicollinerity problem in the predictor variable. These imply that the data is suitable for conducting regression analysis.

4.7. Summary of hypothesis testing

The following table below shows the six hypothesis, statistical test and empirical results. The regression analysis results revel that all brand equity dimensions and overall brand equity have positive and significant relationship with customers' service choice.

Brand Image is (r=0.746) has strongly correlated with customers service choice, followed by Brand Felling (r=0.689, strongly correlated), Brand judgment (r=0.613, strongly correlated), brand performance (r=0.504, strongly correlated), brand Awareness (r=0.471, moderately correlated), and Brand Resonance (r=0.438, moderately correlated.

Table 4.19 Summery of Hypothesis test

Hypothesis of The Study	Beta and P value	Decision
H1:Brand awareness has a significant and positive effect on customers service choice	β=058 P=.254	Not Supported
H2: Brand performance has a Significant and Positive Effect On Customer's Service Choice.	β.102; P=.004	Supported
H3: Brand imagery has a Significant and Positive Effect On Customer's Service Choice.	β=.029; P=495	Not Supported
H4: Brand judgments have a Significant and Positive Effect On Customer's Service Choice.	β=.050; P=342	Not Supported
H5: Significant and positive relationship between brand feeling and customers service choice	β=.180;P=.000	supported
H6: Brand resonance has a Significant and Positive Effect On Customer's Service Choice.	β=.058; P=000	Supported

Chapter five: - Summary of Findings, Conclusion and Recommendations

This chapter presents the findings of the study. Additionally, a conclusion is drawn in the light of research objectives and recommendations forwarded to the decision-making body of the bank to improve further brand equity and associated effects upon customer service choices.

5.1. Major Findings

The main objectives of the study were to identify and examine the effect of brand equity upon customers' service choice. In addition to this, assess and identifying which of the brand equity dimensions are significantly contributes to the overall customer service choice.

The study was conducted by distributing 400 questionnaires to bank customers of BoAs, Out of 400 set of questionnaires, 362 were returned with complete information, yielding a 90.2% of response rate and used for the purpose of data analysis. In order to know the internal consistency and validity of questions in questionnaire Cronbach-alpha coefficients was computed. The overall scale reliability of brand awareness, brand performance, brand imagery, brand judgments, brand feeling and brand resonance scale was found to be 0.686, which is much higher than the cutoff value of 0.6.

The specific objectives raised in the beginning of this study was to establish if any relationship exists between brand equity and customers' service choice, to identify the most influential factors that BoA need to consider in building strong brand equity, to evaluate the current level of awareness and perception of customers towards BoA's brand, to analyze the role of brand in the minds of customers' when they make service choices, and to assess the effectiveness of BoA's brand strategy and communication.

The results of the survey would seem to suggest that respondents' service choices effects by all brand equity dimensions are above ''high'' (4.0 over a 5-point scale).This implies that BoA has very good brand equity that have an impact on its customer's

service choices in general. Therefore, in objective of the survey, which was to analyze the role of brand in the minds of customers' when they make service choices, is attained.

In addition, by Using of descriptive statistics the mean value of overall service quality was computed the mean value of OSQ was found to be 3.89 which is above the average (3.0 over a 5-point liker scale) service quality level, Therefore, as the result show that, BoA needs to improve its service quality in order to provide excellent services to enhance customers satisfaction as based on the above analysis, in general, the overall service quality of BoA is found to be very good.

The overall service excellence level of DB was measured using five point Likert scale ranging from strongly disagree (1) to strongly agree (5). Seventy five point six percent (75.6%) of the respondents are agreed and 6.9% are disagreed and the remaining 17.2% are neither disagreed nor agreed.

The overall Service quality level of the bank was measured using five point Likert scale ranging from strongly disagree (1) to strongly agree (5). Out of 362 respondents, forty point zero six (40.06) of the respondents are agreed and 34.25% are strongly agreed, 10.77% disagree, 4.42 % strongly disagree and the remaining 10.50 % are neither disagreed nor agreed with quality banking service of BoA.. This indicates that customer's perception about overall service excellence is good. Hence, as the result shows that there is some service quality gap was seen or some customers are not satisfied with the bank services, there for to fulfill, the service gap BoA needs to give a special emphasis on over all service quality excellency.

The Multiple regression analysis shows that positive and significant relationships exist between brand performance, brand resonance, and brand feeling with overall customers' service choice. While, brand judgment, brand awareness, and brand image have positive but insignificant relationships with overall customers' service choice.

Thus, BoA needs to give a special emphasis on brand judgment, brand awareness and brand image.

The correlation analysis also shows that all brand equity dimensions were significantly and positively correlated or associated each other and also associated with overall customers' service choice. Previous research by Isabel Buil, Eva Martínez, and Leslie de Chernatony, (2013), the result indicate that brand equity dimensions inter-relate. Brand awareness positively impacts perceived quality and brand associations. Brand loyalty is mainly influenced by brand associations. Findings also corroborate the positive impact of brand equity on consumers' responses. In addition, previous research by Artur Baldauf, Karen S Cravens, and Gudrun Binder, (2003), result also indicate that all three measures are significant predictor of performance measures for all three indicators of performance: brand profitability, brand sales volume, and customers' perceived value. Hence, here can be concluded that objective which was, to establish if any relationship exists between brand equity and customers' service choice is attained.

In order to improve the brand equity of Bank of Abyssinia and ensure satisfied customers, accessibility, service quality, and reliability and service efficiency features of the bank services are the critical points that those bank customers' wants from the services of BoA.

The brand equity dimension associated with brand awareness that is recognize BoA's brand easily from competing brands, brand performance dimension that is branch locations convenience and accessibility of a Bank, Brand judgment dimension like unique and better than other brands, brand resonance like BoA is more than a product to me and in customer service choice dimension that is BoA giving services 24/7 via alternate channels and I am highly satisfied with BoA's Digital Banking services are the critical point that needs improvements by BoA.

Analysis also shows that (9.39) percent of respondents do not know what Bank of Abyssinia's logo looks like and more than half (42.54) percent of respondents also do

not know BoA's logo meaning. Therefore, in this regard BoA needs to work more to enhance knowledge of clients to improve its brand awareness. Hence, it can be said objective, which was to evaluate the current level of awareness and perception of customers towards BoA's brand is attained.

The brand equity dimension associated with brand awareness like the advertisement & other promotional campaign, brand performance dimension like logo attractiveness, timely service delivery, employees understanding and courteousness, and Customer service choice , brand imagery dimension that are brand reliability and influence , brand judgment dimension like good performance and image of the Bank that influence to choose the service, brand feeling dimension like feeling of safety and trust, and also brand resonance dimension of brand equity that are customer loyalty, frequent usage and strong personal attachment, customers love to talk about BoA with others, provide customer satisfaction service and the bank multiple service choice, and employees gives prompt service to the customer all are critical points that have high effects upon customers choosing of BoA services.

Therefore, in this regard, BoA is advised to keep in touch with it, even to make better than the current position. Hence, here can be concluded that objective which was to identify the most influential factors that companies need to consider in building brand equity is attained.

Generally, the findings of the study indicates that brand performance and feeling and resonance are the most significant brand equity dimension that influences overall customers service choice of BoA, followed by Brand judgment, brand imagery and brand awareness respectively.

5.2. Conclusion

The practitioners and academicians both are known about the significance of brand equity on the performance of business organization in terms of boosting image, brand loyalty,   acquire customer satisfaction,   maximize company profit, enhance the

performance the marketing activities, cost advantage in promotion related cost, commanding higher price than normal, reducing search cost to customers, indicate the source, others so that each activity related to brand will be carefully scrutinized to protect the brand against any potential risk.

It is evident from analyses that that the overall quality of service offered by Bank of Abyssinia is good that to a bigger proportion of respondents are (74.31%) agree with the performance of BoA and as result of the research analysis about 15.19% the customers are dissatisfied or disagree with the current services quality of bank of Abyssinia. Analysis shows that mean value of overall service quality and customer service choice is high and which shows that the level of overall service quality of the BoA is found to be 3.89 which is above the average (3.0 over a 5-point scale) service quality level. Based on the analysis result it can be concluded that, over all service quality of BoA is found to be very good and keep it this touch and continuously improve its service quality in order to provide excellent services to enhance customer satisfaction.

The study identified that significant relationship between customer service choice and Brand equity dimensions. Brand performance, feeling, and resonance are all factors having significant and direct influence on overall customer service choice of BoA. It was found that brand Feeling and performance is the strongest predictor of customer service choice and resonance is moderate predictor of customer service choice of bank of Abyssinia while there was no significant relationship between brand awareness, brand imagery and judgment with overall customer service choice. This implies that the appearance of the environment is less concern for customers rather they give emphasis for service items like less created of brand awareness, and consistent service delivery and quality.

Since brand equity is new concept in Ethiopia, Bank of Abyssinia should introduce the new concept that will contribute to the performance of its marketing presentation that

will transform from old paradigm that deals with transactional marketing and tend to give lesser attention to brand equity to new paradigm which focuses on conducting research in order to identify the needs and wants of target customers, offer those solutions and make sure them if they have the right perceptual entity in their mind regarding brand that will eventual leads to strong brand equity.

Branding plays a special role in service companies because strong brands increase customers' trust of the invisible purchase. Strong brands enable customers to better visualize and understand intangible products. They reduce customers' perceived monetary, social, or safety risk in buying services, which are difficult to evaluate prior to purchase. Strong brands are the surrogates when the company offers no fabric to touch, no trousers to try on, no apples to scrutinize, no automobile to test-drive. Service marketers must have a good understanding of their special competitive situation to achieve long-term competitive advantage.

In my concluded , in order to satisfy and affect customers' service choices, every organizations needs to have or build strong brand equity that deliver value upon which consumers can rely to be consistent over long periods of time.

5.3. Recommendation

The following recommendations can be forwarded based on the analysis and conclusions made.

In order to improve the brand equity of the bank and to make its services choice effect more effective, BoA should work strong across all the brand equity dimensions being reported by the study e.g. brand resonance, awareness, judgment, brand performance, brand feeling and brand imagery based on the given sequence.

According to the finding, quality is one of the main points that BoA should take into a consideration when it wants to improve its service quality. Despite BoA expands its branch network capacity, it only partially met the demand of increasing number of customer base of the company. The study recommends that BoA should invest more

funds into Branch and digital Banking service expansion and maintenance in order to ensure reliable banking services at all times without disruption.

Even if the brand resonance is the list correlated with the overall customers' service choice, at least in the context of this study, it cannot be ignored as may help in establishing the proper brand identity. Building a strong brand, according to the Customer-Based Brand Equity model, can be thought of in terms of a sequence of steps, in which each step is contingent upon the successful completion of the previous step. All steps involve accomplishing certain objectives with customers, both existing and potential. Therefore, BoA should not ignore this brand equity dimension to improve its brand equity and services choose effects.

The All brand equity dimensions results also shows high reliability as measured using Cronbach's alpha. The fact that all the six brand equity dimensions are interrelated indicates that all dimensions should be fulfilled concurrently in order to assure loyal and satisfied customers. So that can achieve strong brand equity that could able to convince its customers to stick on it. Thus, it can be said it reaches the apex of the pyramid that is called brand resonance.

The result of the analysis shows that BoA logo description & meaning and tagline knowledge among Bank of Abyssinia's clients are slightly limited. Therefore, in this regard BoA needs to work more to enhance knowledge of clients to improve its brand awareness. The knowledge of clients can be enhanced by reinforcing it through jingle music or song, which used to convey an advertising slogan. In addition, it is recommended to increasing the familiarity of the brand through repeated exposure (for brand recognition).

Finally, the higher officials of BoA should give their direct attention towards the improvements in advertisement & other promotional campaign attractiveness, visually appealing of physical facilities (Buildings, Chairs, Tables, Parking lots and others) and convenience of branch locations expansion, digital alterative service and accessibility of a Bank. In addition, emphasis should be given to service accessibility, quality and

reliability features of the bank services as they are critical points that those bank customers' wants from the services of BoA.

According to the result obtained from the analysis that the brand equity values in BoA is high (above the average) and because of this reason the bank customers are satisfied with the services provided by BoA and rated its service excellence as good. Therefore, BoA is advised to keep it, even to make better than the current position to enhance brand equity effects upon customers' service choices.

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Appendix 1: Questionnaire in English Saint Marry University
School of Graduate studies

Dear Sir/Madam

My Name is Sisay Alemu and I am a post graduate student at Saint Mary University in Art of Marketing Management. Currently, I conducting a final thesis survey study entitled "The Effect of BrandEquity upon Customers' Service Choices: The Case of Bank of Abyssinia S.C in Addis Ababa. Therefore, you are kindly requested to participate in the survey intended to assess the level of awareness and perception towards BoA's brand and its effect on service choices.

Please feel free to share your comments about any specific issues you think and your level of agreement about Bank of Abyssinia brand equity. The information is totally required for academic purpose only and shall be kept strictly confidential. Thank you very much in advance for your kind cooperation.

Sincerely yours

Sisay Alemu
Postgraduate student

Please circle one from each statement.

1. Gender

1/ Male   2/ Female

2. Your Age

3. 18-25 years   2/ 26 - 33 years   3/ 34 - 50 years   4/ Above 50 years

4. Please Indicate your education status

1/Illiterate   2/ Read & write   3/ Primary (1-8)   3/ High school (9-10)

4/ Preparatory (11-12)   5/ Diploma   6/ Degree and above

5. Occupation status

1/ Government Employee   2/ Private Employee   3/ Self employee   4/ Student

5/ Trader   6/ other -------------

6. For how many year/s have you been as customer of BoA?

1/ Below 1 year   2/ 1 - 3 years   3/ 3 - 5 years   4/ Over 5 years

7. What kind of account do you open in any of Bank of Abyssinia Branch?

1/ Saving Account   2/ Current Account   3/ Fixed Time Deposit   4/ other-------

8. which service is do you use frequently

1/ Deposit and Withdrawal   2/ Local Transfer   3/ Foreign Transfer

4/ Loan   5 Over Draft

9. which word is can best describe Bank of Abyssinia

1/ Bank with trained staff   2/ Technology driven Bank   3/ Reliable Bank

4/ Bank with Fast Service   5/ other -------

10. Do you know what BoA logo looks like? 1/ Yes

2/ No   If your answer is yes, Please state/Draw,_____

11. Do you understand the meaning of BoA logo? 1/ Yes 2/ No   If your answer is

yes, Please state,_____

12. Do you know Bank of Abyssinia Tagline/Moto? 1/ Yes 2/ No If your answer is

yes, Pleasestate,_____

14. What is the most important feature you want in a bank you use?

1/ Accessibility   2/ Reliability   3/ Service Efficiency

4/ Service Quality   5/ Others_____

15. The overall banking service quality of BoA is Excellent.

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

PART TWO: DIMENSIONS OF BRANMD EQUITY

Directions:-*You are kindly requested to put your level of agreement with each of the following statements describing the elements of brand equity against BoA. Please select an appropriate option by encircling the number in relation to   your level of agreement against each statement. Where, 1=Strongly Disagree (SDA); 2=Disagree (DA); 3= Neutral (N); 4=Agree (A) 5=Strongly Agree (SA)*

No	Brand Equity Dimensions	SDA	DA	N	A	SA
1.	**Brand Awareness**					
1.1	BoA has better image, compared to competing Banks	1	2	3	4	5
1.2	I can recognize BoA's brand easily from competing brands	1	2	3	4	5
1.3	BoA advertisement & other promotional campaign are attractive	1	2	3	4	5
1.4	The brand awareness created by the Bank has influenced me to choose BoA's services	1	2	3	4	5
	Brand Performance					
2.1	BoA delivers service on promises in a timely manner	1	2	3	4	5
2.2	BoA's employees are consistently courteous with me	1	2	3	4	5
2.3	The environment of BoA is conducive as compared to others	1	2	3	4	5
2.4	The physical facilities (Buildings, Chairs, Tables, Parking areas and others) of a Bank are visually appealing	1	2	3	4	5
2.5	BoA's logo color(Deep Yellow or Adey Abeba color) is	1	2	3	4	5

	attractive					
2.6	BoA has convenient branch locations and good accessibility to the public	1	2	3	4	5
2.7	BoA's employees understand the specific needs of their customers	1	2	3	4	5
2.8	BoA charges reasonable fees for the administration of the Accounts	1	2	3	4	5
2.9	I am fully satisfied with the quality of service BoA provides	1	2	3	4	5
2.10	When using banking service, BoA is my first choice	1	2	3	4	5
2.11	The performance of BoA brand influence me to choose the Service	1	2	3	4	5
	Brand Imagery					
3.1	BoA has a reliable brand, compared to competing Banks	1	2	3	4	5
3.2	BoA's brand can distinctively identified	1	2	3	4	5
3.2	The good reputation the Bank has influence me to choose BoA's Services	1	2	3	4	5
		SDA	DA	N	A	SA
	Brand Judgments					
4.1	BoA service quality is excellent, compared to competing Banks	1	2	3	4	5
4.2	BoA is innovative and a market leader	1	2	3	4	5
4.3	BoA is dependable brand and sensitive to the interests of Customers	1	2	3	4	5
4.4	I have favorable brand attitudes towards BoA's brand	1	2	3	4	5
4.5	BoA is unique and better than other brands	1	2	3	4	5
4.6	The good performance and image the Bank has influenced me to choose the service	1	2	3	4	5
5.	**Brand Feelings**					
5.1	I feel safe in all transactions of the Bank	1	2	3	4	5
5.2	BoA has public trust	1	2	3	4	5
5.3	I feel a sense of pride when using BoA's services	1	2	3	4	5
5.4	The positive and favorable feeling towards BoA brand influence me to choose the services	1	2	3	4	5
	Brand Resonance					
6.1	I consider myself loyal to BoA	1	2	3	4	5
6.2	BoA is more than a product to me	1	2	3	4	5
6.3	I am using BoA as long as it provides me satisfaction	1	2	3	4	5
6.4	I love to talk about BoA with others	1	2	3	4	5
6.5	I would love to recommend BoA's services to my friends	1	2	3	4	5

6.6	I would prefer to use BoA even if others do the same	1	2	3	4	5
6.7	I frequently use BoA services	1	2	3	4	5
6.8	I have a strong personal attachment with BoA	1	2	3	4	5
6.9	I am willing to invest my time, energy, money, or other resources to build BoA brand	1	2	3	4	5
6.10	The relationship I have with Bank of Abyssinia's brand has influenced me to maintain using BoA services	1	2	3	4	5

PART TREE; Customer service choice

7.	**Customer service choice**	**SDA**	**DA**	**N**	**A**	**SA**
7.1	BoA has multiple service choice	1	2	3	4	5
7.2	BoA giving services 24/7 via alternate channels	1	2	3	4	5
7.3	I am highly satisfied with BoA's Digital Banking services	1	2	3	4	5
7.5	BoA has resolving customer issues quickly	1	2	3	4	5
7.6	BoA has better Service choice than other Competing Bank's	1	2	3	4	5
7.7	Employees of a bank should give prompt service to customers	1	2	3	4	5

Thank you for cooperation.

Appendix II: Means and standard deviation of brand equity dimensions and services choices

Descriptive Statistics

	N	Mean	Std. Deviation
BoA has better image, compared to competing Banks	362	4.33	.678
I can recognize BoA's brand easily from competing brands	362	4.28	.772
BoA advertisement & other promotional campaign are attractive	362	4.40	.656
The brand awareness created by the Bank has influenced me to choose BoA's services	362	4.35	.751
BoA delivers service on promises in a timely manner.	362	4.48	.568
BoA's employees are consistently courteous with me.	362	4.43	.559
The environment of BoA is conducive as compared to others	362	4.44	.569
The physical facilities (Buildings, Chairs, Tables, Parking areas and others) of a Bank are visually appealing	362	4.40	.612
BoA's logo color(Deep Yellow or Adey Abeba color) is attractive	362	4.53	.567
BoA has convenient branch locations and good accessibility to the public	362	4.34	.689
BoA's employees understand the specific needs of their customers	362	4.44	.589
BoA charges reasonable fees for the administration of the Accounts	362	4.37	.623
I am fully satisfied with the quality of service BoA provides	362	4.38	.603
When using banking service, BoA is my first choice	362	4.50	.601
The performance of BoA brand influence me to choose the Service	362	4.47	.577
BoA has a reliable brand, compared to competing Banks	362	4.46	.531
BoA's brand can distinctively identified	362	4.38	.580
The good reputation the Bank has influence me to choose BoA's Services	362	4.43	.588
BoA service quality is excellent, compared to competing Banks	362	4.40	.671
BoA is innovative and a market leader	362	4.43	.659
BoA is dependable brand and sensitive to the interests of Customers	362	4.32	.712

I have favorable brand attitudes towards BoA's brand	362	4.42	.623
BoA is unique and better than other brands	362	4.31	.697
The good performance and image the Bank has influenced me to choose the service	362	4.46	.595
I feel safe in all transactions of the Bank	362	4.56	.660
BoA has public trust	362	4.33	.727
I feel a sense of pride when using BoA's services	362	4.38	.736
The positive and favorable feeling towards BoA brand influence me to choose the services	362	4.38	.652
I consider myself loyal to BoA	362	4.58	.596
BoA is more than a product to me	362	3.81	.939
I am using BoA as long as it provides me satisfaction	362	4.45	.599
I love to talk about BoA with others	362	4.54	.595
I would love to recommend BoA's services to my friends	362	4.38	.608
I would prefer to use BoA even if others do the same	362	4.36	.681
I frequently use BoA services	362	4.49	.548
I have a strong personal attachment with BoA	362	4.31	.670
I am willing to invest my time, energy, money, or other resources to build BoA brand	362	4.21	.711
The relationship I have with Bank of Abyssinia's brand has influenced me to maintain using BoA services	362	4.36	.638
BoA has multiple service choice	362	4.48	.734
BoA giving services 24/7 via alternate channels	362	3.71	1.139
I am highly satisfied with BoA's Digital Banking services	362	3.81	1.100
BoA has resolving customer issues quickly	362	4.32	.699
BoA has better Service choice than other Competing Bank's	362	4.14	.813
Employees of a bank should give prompt service to customers	362	4.45	.669
Valid N (listwise)	362		

6. Time Schedule

Thesis one

S/N	Activity	Nov 1	2	3	4	Jan 1	2	3	4	Feb 1	2	3	4	Mar 1	2	3	4	Apr 1	2	3	4	May 1	2	3	4	Jun 1	2	3	4
1	Thesis Title and Concept not Submission		■	■																									
2	Proposal Writing				■	■	■	■																					
3	Deadline for Submitting Thesis I final document to the advisor and reporting to the SGS student Support service officer							■	■																				
4	Refining thesis I Literature Review and Developing Data collection instrument									■	■	■	■																
5	Submitting data collection instrument to advisor and refining the instrument based on feed back													■	■														
6	Thesis II Registration													■	■														
7	Thesis II																												
8	Data Collection															■	■												
9	Analysis, Interpretation of result, Conclusion and Recommendation																	■	■	■									
10	Submitting 1st draft of thesis II to Advisor and Improving it Based on feedback																				■								
11	Writing the final version of the research report																					■	■	■					
12	Submitting final research paper signed by the advisor to the representative school 3 hard and soft copy pdf format on CD																							■					
13	Thesis Defense Period																									■	■	■	
14	Submitting Final Version of the paper soft copy in pdf format on CD and one bound hard copy to the representative school/ institute																												