



St. MARRY UNIVERSITY

School of Graduate Students

Department of Marketing Management

Marketing Research Proposal

***THE EFFECT OF ADVERTISEMENT ON BRAND IMAGE (THE CASE OF BANK OF
ABYSSINIA)***

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St. Mary's University
School of Graduate Studies
MBA in Accounting and Finance

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STATEMENT OF DECLARATION

I, **ZEKARIAS SAID**, have carried out a research project on the Effect of Advertisement on Brand Image (The Case Of Bank of Abyssinia) independently in partial fulfillment of the requirement for the award of master degree in marketing management with the guidance and support of the research advisor. I, also declare that this research project is my original work and that all sources of materials used for the research project have been duly acknowledged.

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Abstract

Advertisement is crucial in convincing, educating, and reminding both current and potential customers about a company's brand and services. The objective of this study was to examine the effect of advertisement on brand image in the case of Bank of Abyssinia. In this study a quantitative research method was employed and primary data sources were collected through questionnaire. The study purposively selected eight branches of the bank and sampled 384 customers using random sampling method from the selected branches. The findings from the descriptive analysis in the study revealed that the majority of the customers agreed that the advertisement practice of the bank conveys the right information, is interesting and is easy to understand. In contrast, results showed respondents' opinion about the media factor is close to neutral. Furthermore, Pearson Correlation Coefficient was used to assess the relationship among variables (independent and dependent variables). The correlation results showed all three independent variables (Message content, Source factor and Media factor) have a positive, strong and significant relationship with brand image. The collected data was then analyzed using multiple linear regressions so as to predict the effects of advertisement message content, advertisement source factor and advertisement media factor on brand image. The findings showed that advertisement message content, advertisement source factor and advertisement media factor have positive and statistically significant effect on brand image. The study recommended organizations to consider creative advertising methods that are easy to understand and are well informing to the audience.

Key words: Advertisement, advertisement message content, advertisement source factor, advertisement media factor, brand image

ACRONYMS

Ad - Advertising

AIDA- Awareness, interest, desire and Action

BoA – Bank of Abyssinia

DAGMAR- Defining Advertising Goals for Measuring Advertising Goals

SPSS- Statistical Package for Social Science

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Organizations spend millions of monetary resources each year on advertising in a variety of media, including magazines, radio, television, and more, in an effort to portray their goods as superior to those of their competitors in the minds of consumers and to shape their behavior. Advertising is crucial in convincing, educating, and reminding both current and potential customers to make a purchase. It is essential for developing, launching, and maintaining brands. It is essential in forming dreams and goals and assisting consumers in making thoughtful selections about brands and products (Ingavale, 2013).

Advertising is a vital instrument and a strong force for communication. By educating and convincing people, it helps marketers sell products, concepts, and images. Most organizations now rely heavily on advertising. Everyone is exposed to commercial messages every day as they open newspapers, browse through magazines, listen to the radio, watch television, go online, or stroll down a busy street. Therefore, it is almost impossible to avoid coming into exposure to advertising in one way or another (Abiodun, 2011).

According to Robbs (2009) advertising success is significantly influenced by its effectiveness. Only if advertising focuses on being effective can it continue to exist and expand. The effectiveness of the communication aspect and the resulting behavioral change in audiences determine if an advertisement is successful. For any marketer, understanding how advertisements affect consumers' purchasing decisions is crucial. All of the resources i.e. money, time, and effort devoted to advertising will be useless if it has no positive influence on consumers' purchase decisions.

One of the goals or objectives of advertisement is to create a positive brand image among customers. Brand image can be considered as a kind of association that arises in the minds of consumers when considering a particular brand. Advertisement by conveying the right message, utilizing effective sources and employing the correct medium can create a strong association and positive feeling among customers about ones brand (Yelbert, 2010). In this regard, the purpose

of this study focused on examining the effect of advertisement on brand image in the case of Bank of Abyssinia (BoA).

1.2 Statement of the Problem

Businesses can use a variety of tools to inform consumers about the benefits of their goods and services, increase brand awareness among people, and boost levels of sales, according to Vasiliu (2013) advertisement is one of the most crucial aspects of businesses since buyers can't purchase items unless they know what they are and where to get them.

Several factors have been identified as vital points to increase and maintain efficient advertisement strategy and create a positive brand image. The first one is message factor; in this regard Kotler and Armstrong (2008) suggested that the advertisement message should grab attention, hold interest, pique desire, and elicit action. It is stated that the advertising entity must select both the content of the message and its structure and format before putting the message together.

Another point stated in this regard is the source factor. It speaks to the apparent knowledge, objectivity, or reliability of a source. This trait refers to consumers' perceptions of a communicator's competence and willingness to offer the details required to properly assess rival products. It is stated that the degree to which the recipient views the source as possessing pertinent knowledge, talent, or experience and trusts the source to provide unbiased, objective information can have an effect on the success or failure of the advertisement scheme (Belch and Belch, 2013).

Furthermore, the medium in which the advertisement is channeled is also an area of concern in devising a successful advertisement regime. The selected channel should be the one that can reach the target audience, so that it can inform about the brand and offers that are available at the enterprise (Kotler and Armstrong, 2008).

There are several studies that showed a relationship between advertisement and brand image and product sales increase. According to a 2015 study by Awan and Nawaz on Pakistan's expanding fast food market, advertising in media is extremely important for luring in new and high-quality food products. Their research showed that consumers were motivated by the media to purchase fast food in order to save time rather than spend that time cooking.

Similar research by Anjum et al. (2015) demonstrated a favorable correlation between consumer purchasing behavior and television advertising. Clark et al. (2009) came to the conclusion that advertisements have the ability to persuade listeners, readers, and viewers to make a purchase of goods or services.

In Ethiopia, as the economy is growing and new businesses are arising, competition among business enterprises is becoming crucial to recruit new customers and retain the existing ones. Several studies carried out in the countries context have found advertisement to be essential creating awareness and informing potential customers. For instance, one such study by Lema (2016) revealed that among advertising media, TV advertising, because of its visual, sound, and motion effect, has high degree of influence. Another study by Amtataw (2017) revealed that consumers are interested to be informed about the quality of the product and its benefit through advertising. The result indicates that among advertising media, TV advertising has high degree of influence than other media do, because of its sight, sound, and motion effect.

However, there is a lack of research in investigating the effect of message, source and media factors in advertisement and their effect in Ethiopian context. Most of the studies carried out in Ethiopian context focused on comparing the effects of different types of advertisement media. Most of the studies carried out in Ethiopia's case compared and investigated which among the different media types were more effective in enhancing a company's brand and image. This study attempted to fill this gap by investigating the effect of message, source and media factors in advertisement and their effect on brand image in the case of Bank of Abyssinia (BoA).

1.3 Objectives of the study

1.3.1 General Objective

The general objective of the study was to examine the effect of advertisement on brand image in the case of Bank of Abyssinia.

1.3.2 Specific objectives

The study had the following specific objectives.

1. To assess the effect of message factor of advertisement on brand image.
2. To examine the effect of source factor of advertisement on brand image.
3. To look into the effect of media factor of advertisement on brand image.

1.4 Research Questions

- 1 What is the effect of advertisement message factor on brand image?
- 2 What is the effect of advertisement source factor on brand image?
- 3 What is the effect of advertisement media factor on brand image?

1.5. Significance of the Study

This study was conducted in order to investigate effect of advertisement on brand image in the case of Bank of Abyssinia. The study provides important contribution to the understudy organization in particular and to business enterprises in Ethiopia which are and aim to engage in advertisement scheme in general. The study will provide insights for different stakeholders like advertisement agencies and personals to look into the factors that affect effectiveness and make adjustments to increase the effectiveness of advertisement. This study will also helps for further research as reference.

1.6. Scope of the Study

Many factors can be considered to analyze effect of advertisement on brand image, but in this study, the researcher will observe only the three factors which are advertisement message factor, advertisement source factor and advertisement media type. Geographically, the study was scoped to Addis Ababa by studying Bank of Abyssinia at selected branches. Methodologically, the study utilized descriptive and explanatory research design and collected primary data using questionnaires from randomly sampled customers at purposively selected branches of the bank.

1.7. Organization of the Paper

This paper consists three chapters. Chapter one is introduction. The second chapter focuses on literature review. The third chapter deals with research design and methodology. Chapter four is data presentation and analysis. The final chapter which is chapter five presents the conclusions and recommendations of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1. Theoretical Review

2.1.1 Definition and Concepts of Advertisement

Advertising is the process of influencing people's behavior or point of view by purchasing space in a publication, such as time on television, radio, or in the movies. Posters and other outdoor advertising mediums may also fall under this interpretation (Wilmshurst, 1985).

Advertising as a salesmanship in print, as the father of advertising Albert Lasker put it. But he offered this definition at a period when advertising's nature and reach were extremely constrained, long before the development and widespread usage of the radio, television, and internet. Wijaya (2012) proposed a contemporary definition of advertising that took crucial elements like media, audience, and aims into account. In his journal, the term "advertising" was used to describe a form of sponsored persuasion that involved using mass and interactive media to reach large audiences in order to connect a known sponsor with potential customers (the "target audience") and disseminate details about a product (goods, services, and ideas).

Arens (2005) defines advertising as a method of communication that attempts to influence a target audience to purchase or take action about goods, information, or services. Additionally, advertising is described by Bulla and Scott (1994) as a sort of marketing communication that promotes the selling of goods and services. Usually, it conveys a message that mentions the brand of the good or service being advertised as well as how the consumer could profit from it.

Advertising has historically been one of the most effective marketing communication techniques used by businesses to interact with their various target audiences. Due to declining levels of brand differentiation, proliferation, and consumer understanding, the use of advertising to perhaps promote positive brand association may be receiving more attention (Kotler & Keller, 2006).

Consumers in market-based economies have come to rely on advertising and other forms of promotion for information that will help them make judgments about what to buy (Belch and Belch, 2013). Advertising frequently gives consumers a cause to purchase (Keller, 2004).

Aynawale, Alimi, and Ayanbimipe (2005) claim that advertising aids in conveying to customers the worth and quality of a product. As a result, it significantly affects customers' brand preferences.

Advertising has the ability to transform markets, impact consumer behavior, and increase profit margins (Jerry, 2007). Additionally, a number of studies revealed that advertising has the ability to spread new information, raise awareness, and develop a reputation and image in the minds of potential and even current clients. One of the most obvious marketing strategies is advertising. Academicians contend that advertising generally succeeds in establishing consumer-based brand equity, having a sustaining and cumulative impact on this asset (Wang et al., 2009).

Kotler and Armstrong (2012) added to the literature on advertising by categorizing advertising goals according to whether they are intended to inform, convince, recall, or reinforce. Organizations in both the public and private sectors have discovered how crucial it is to their success to be able to effectively and efficiently connect with their target audiences (Vithya, 2010). When done properly, advertising can serve a number of purposes for any kind of business and have a significant impact.

According on what the organization wants it to do, the role of advertising fluctuates. It aids in the identification of items, their sources, and the differentiation of them from rivals. It also conveys information about the products, their attributes, and the store where they are sold. It aids in the attempt to encourage the production of new products and makes suggestions for reuse. It can encourage the local or international distribution of goods or services. In other words, advertising is only a form of economic activity with the single goal of boosting both customer demand for the product and sales (Arens, Schaefer & Weigol, 2009).

The need for advertising is highlighted by Latif et al., (2011) as primary tool to reach prospective customers and by so doing, influence their attitudes, awareness and buying behavior. Advertising helps shift demand away from peak periods, increase utilization during slow periods, or it can help companies develop consumers' awareness to an unmet need or introduce a product that consumers may see as valuable. This influence is often present when new products enter the market. Customer awareness is often low for these items until companies promote them and attempt to drive customer demand through advertising (Dinu&Dinu, 2012).

Advertising is also used to create images and symbolic appeals for products and services. This is quite useful for companies that are selling products and services that are very difficult to differentiate. Even when other elements of the marketing program have not been successful, advertisement has the ability to strike a responsive chord with consumers (Belch & Belch, 2013).

The basic role of advertising can also be seen from the side of customers, as it provides the right amount of information regarding the product or services that is of interest to the customer, hence delivering consumer satisfaction. In this view, the level of advertising affects the consumer who is the focus of the organization (Park, 1996) while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option.

Advertisements tend to be highly informative and present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for a rational brand preference. People get information from the advertisement through the attractiveness it holds, the attention it creates and the awareness it gives (Arens, 1996).

Advertising allows communicating important message to a large audience at once than any other form of communication (Sharma, 2012). It can also create favorable, strong and unique brand associations (Cobb-Walgren et al., 1995; Keller, 2007). Like brand awareness, brand associations arise from consumer-brand contact. As such, advertising can contribute to brand associations through its ability to create, modify or reinforce associations with each new contact (Bravo et al., 2007).

In today's world, there are a myriad of media outlets in order to achieve the functional goals of advertising. These media outlets are competing for consumers' attention.

Print Media Advertising – Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of

entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (Sharma, 2012).

Outdoor advertising: It has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5,000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003). Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshow organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby (Omcreddy, 2010).

Broadcast Advertising generally speaking includes radio, television, and Internet advertising. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television and radio advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the channel on which the advertisement is going to be broadcasted. Whatever the mode of advertising broadcast advertising is an inherent part of any advertising campaign these days (Tailor, 2013). A radio ad must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be taken keeping in mind the type of audience and the type of commercial (Management Study Guide, 2013). The radio might have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers (Merugu, 2009).

As it is costly compared to other media advertisements, the television advertising is usually considered the advertising for the corporate giant, though even the small businesses can benefit from it. It has often been said that television is the ideal advertising medium where the consumer spends the most "attentive" time. A strong audio and video combination is a must for the success

of the commercial. But it is also important that the audio and video should function well without each other (Nartey, 2008).

Internet or online advertising uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing and so on. Online advertising has its benefits, one of them being immediate publishing of the commercial and the availability of the commercial to a global audience. But along with the benefits come the disadvantages too. These days, advertisers put distracting flashing banners or send across email spam messages to the people on a mass scale. This can annoy the consumers and even the real ads might get ignored in the process. Therefore, ethics in advertising is very important for it to be successful (Tailor, 2013).

Covert Advertising – Advertising in movies. Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show (Management Study Guide, 2013).

Surrogate Advertising – Advertising indirectly. Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising (Manohar, 2013).

Public Service Advertising –Advertising for social causes. Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on (Alina, 2010).

Celebrity Advertising - Although the audience is getting smarter and smarter and the modern-day consumer is getting immune to the exaggerated claims made in a majority of advertisements,

there exists a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements (Manohar, 2011).

2.1.2 Functions of Advertising

Informing

Brand promotion is one of advertising's most crucial roles. In other words, advertising introduces customers to new brands, informs them of the unique qualities and advantages of a brand, and aids in the development of favorable brand perceptions. Advertising helps introduce new brands and boosts demand for current brands because it is an effective form of communication that can reach large audiences at a low cost per contact. This is primarily accomplished by raising consumers' top-of-mind awareness (TOMA) for established brands in mature product categories. By demonstrating new uses for established goods, advertising serves as a valuable information source for both the advertised company and the consumer (Kotler & Armstrong, 2008).

Influencing

Potential clients are persuaded to try the offered goods and services through effective advertising. Advertising can sometimes affect primary demand, which is the process of generating demand for an entire product category. Advertising frequently aims to increase demand for a company's brand, or secondary demand. Both B2C and B2B organizations use advertising to persuade consumers and customers to try one brand over another using rational justifications and emotive appeals (Kotler & Keller, 2006).

Adding Value

Advertising enhances brands by changing consumers' views. Effective marketing makes brands appear more upscale, fashionable, prestigious, of greater quality, etc. In fact, studies including over 100 brands from five non-durable (such as paper towels and shampoo) and five durable (such as televisions and cameras) categories have shown that higher ad spending causes consumers to view marketed brands as having a better level of quality. Therefore, effective

advertising can increase market share and profitability attributes by influencing perceived quality and other perceptions (Tsai & Tsai, 2006).

Advertising may increase sales volume, revenue, and profit for brands while lowering the risk of erratic future cash flows. The term discounted cash flow (DCF) is used in finance to describe all of this. Advertising creates incremental DCF through raising a brand's value. One advertising professional succinctly summarizes the value-adding function of advertising with the following statement: "Advertising builds brands. Businesses are built on brands. Let the discounted cash flow!, and it is very important for advertising to produce profitable results in a world of accountability (Shimp, 2008).

2.1.3 Components of Effective Advertising

2.1.3.1 Message Content

It is common knowledge that there is no one approach to persuade individuals to adopt positive brand attitudes or to behave in ways that marketing communicators find desirable. Instead, the most effective influence strategy depends on both brand strengths and consumer characteristics, such as their motivation, opportunity, and capacity to process marketing communication messages. It is evident what persuasion strategy to use when customers are curious about a product and a company's brand has distinct benefits over rival brands: create a message that explains why your brand is better. The outcome should be equally obvious: Customers are likely to be persuaded by your arguments, which will result in a comparatively lasting attitude change and a high likelihood that they will choose your brand over competing products (Tsai & Tsai, 2006).

Nevertheless, the truth is that most product categories have similar brands, and as a result, consumers are typically not eager to expend mental energy processing messages that offer little novel information. Therefore, the marketing communicator must find ways to sufficiently enthruse consumers so that they will listen to or read the communicator's message when faced with this double whammy (only marginally involved consumers and a me-too brand). Therefore, any actions marketing communicators take to improve the MOA factors (motivation, opportunity, and ability) will probably lead to increased communication effectiveness (Shimp, 2008).

Appeals to Consumer Fears

Advertisers try to persuade consumers to comprehend information and take action by appealing to their concerns after discovering that people have anxieties, both logical and irrational. The negative effects of either not using the advertised brand or engaging in risky conduct (such as drinking and driving, smoking, using drugs, consuming unhealthy foods, operating a vehicle without a seat belt, or having unprotected sex) are identified through appeals to anxieties in advertising (Shimp, 2008).

The fundamental assumption is that appealing to audience members' concerns would increase their engagement with a communication and help them embrace its ideas. The threat of physical harm or social rejection may be used to appeal to customer concerns. For instance, mouthwashes, deodorants, toothpastes, and other items play on our concerns by highlighting the social rejection we can experience if our breath isn't fresh, our underarms aren't dry, or we have cavities in our teeth. Advertisers have employed a variety of products and topics to evoke feelings of physical danger or impending issues, including smoke alarms, car tires, dangerous sex, impaired driving, and driving without insurance (Tsai and Tsai, 2006).

Appeals to Consumer Guilt

Like appeals to fear, appeals to guilt attempt to trigger negative emotions. People feel guilty when they break rules, violate their own standards or beliefs, or behave irresponsibly. Appeals to guilt are powerful because they motivate emotionally mature individuals to undertake responsible action leading to a reduction in the level of guilt. Advertisers and other marketing communicators appeal to guilt and attempt to persuade prospective customers by asserting or implying that feelings of guilt can be relieved by using the promoted product (Shimp, 2008).

Evidence, albeit limited, suggests that appeals to guilt are ineffective if advertisements containing guilt appeals lack credibility or advertisers are perceived as having manipulative intentions. When ads are perceived as lacking credibility or attempting to manipulate the receiver, feelings of guilt are mitigated rather than increased. Thus, appeals to guilt when the advertising is perceived as lacking in credibility or being manipulative have little opportunity to positively influence beliefs, attitudes, or message-relevant behaviors (Tsai and Tsai, 2006).

Symbolism in Advertising

There is mounting evidence in the area of advertising ethics that a large portion of human action is not under conscious control but rather happens almost automatically (without cognitive intervention). People's subconscious thoughts can be primed or activated by communicators utilizing delicate methods and subliminal messaging, for instance. The primed topic needs to be appropriate for the individual's present need levels in order for subconscious priming to be effective. In other words, unless a person has a need to act in that way, they cannot be subtly influenced to do so. Furthermore, a primed need has a finite span of influence and ceases to be a long-term active influencer of judgments and behavior (Kotler & Armstrong, 2008).

Therefore, even if a brand-related thought or emotion were subtly activated by an advertisement, a consumer who is not actively looking to buy a related product would not act on that thought or emotion. Given that exposure to ads and decision-making are typically separated by time, it would generally be expected that mass-media advertising would be ineffective in this regard. However, point-of-purchase advertising, such as in-store radio programming, may offer a useful (though unethical) medium for persuading customers to buy particular goods and brands (Kotler & Armstrong, 2008).

2.1.3.2 Source Factor

The likelihood that a communication will be accepted can, in most cases, be greatly influenced by its source. The selection of a source to promote attitude adjustment might draw on a variety of factors. The source may be picked because they are qualified, appealing, well-known, or even just "typical" consumers who are likable and reliable. Credibility and appeal are two aspects of sources that are very crucial (Solomon et al., 2006).

Source Credibility

The degree to which the recipient views the source as possessing pertinent knowledge, talent, or experience and trusts the source to provide unbiased, objective information is described as source credibility. It speaks to the apparent knowledge, objectivity, or reliability of a source. This trait refers to consumers' perceptions of a communicator's competence and willingness to offer the details required to properly assess rival products. When a consumer hasn't yet learned much

about a product or formed an opinion about it, a reliable source can be especially compelling (Solomon et al., 2006).

According to research, a message's acceptability depends greatly on the credibility of the source. Expertise, dependability, and likeability are the three qualities most frequently cited as sources of credibility. Expertise, trustworthiness, and likeability are the three criteria that determine a source's credibility. As a result, some advertisers use celebrities as spokesmen. Attractive or well-liked sources can deliver messages that garner greater attention and memory (Kotler and Keller, 2006).

Source Expertise

According to Kotler and Keller (2008), expertise is the specialized knowledge the communicator has to support the assertion. According to Hoyer and MacInnis (2010), we are more inclined to believe a message coming from someone who is seen as an authority on the subject than from someone who is unfamiliar with it.

Source Trustworthiness

Source trustworthiness is the attribute of dignity, believability and honesty possessed by the endorser and observed by the customers. Trustworthiness was found to be an important forecaster of source credibility. The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message. While expertise is important, the target audience must also find the source believable. Someone perceived as trustworthy is more likely to be believed than someone who is not (Hoyer and Macinnis, 2010).

2.1.3.3 Advertising Media Factor

The media is the vehicle for conveying the message of the marketer to the target audience. The message gets to the intended person through a medium which could be visual, audio or text or a combination. Newspaper, magazines, radio, television, and outdoor, transports are among the commonly used media used by marketers to convey their message to the target audience (Owusu and Nyarku, 2015).

The interaction between media and communications is like a hand in a glove; they need to work well together. Advertising creative are reportedly unable to move unless they speak with a media

strategist. Media experts and creative must work together to create advertising that successfully and efficiently convey the proper brand concept to the targeted target audience. The most crucial factor to take into account when choosing an advertising medium is, in fact, efficiently addressing a specific audience (Shimp, 2008).

Media planning is receiving more attention from advertisers than ever, and its status has never been higher. This is due to the fact that an advertising message can only be effective when it is used in the media and on the vehicles that can most effectively reach the intended audience. Due to the diversity of choices that must be made, the selection of media and vehicles is, in many ways, the most difficult of all marketing communications selections. The media planner must choose specific vehicles within each medium in addition to deciding which general media categories to use (television, radio, magazines, newspapers, outdoor, the Internet, or alternative media), as well as how to divide the available budget among the various media and vehicle options. Additional decisions involve choosing geographical advertising locations and determining how to distribute the budget over time (Kotler & Armstrong, 2008).

Target audience, cost, and creative considerations are the most crucial elements when choosing media types. By determining which media vehicles will reach the specified target demographic, satisfy financial restrictions, and be compatible with and enhance the creative message of the advertiser, media planners make their selections. Although there are many different ways to schedule media insertions, media planners typically use some kind of pulsed or lighted schedule where advertising is occasionally on and occasionally off but never continuously. The principle of recentness, also referred to as the shelf-space model of advertising, challenges the use of pulsed advertising schedules and purports that weekly efficient reach should be the decision criterion of choice because this approach ensures that advertising will be run at the time when consumers are making brand selection decisions (Shimp, 2008).

2.1.4 Brand Image

The maintenance of the brand on a product is necessary because actions to present and offer a product or service are inextricably linked to the brand imprinted on products. This shows that the brand distinguishes one product from another. Managing a brand involves establishing associations with these marks in order to imbue a good impression of a product or brand in the minds of consumers. A strong brand image is one of the company's assets since it affects how

consumers perceive products, resulting in a favorable perception of the brand in general (Keller, 2007).

Brand image is an association active in memory when one thinks of a certain brand (Shimp, 2010). Brand image can be interpreted as the perception of the brand as reflected by the brand associations held in consumer memory. Brand image consists of the knowledge and confidence of consumers on the brand. Consumers who have a positive perception of a brand, meaning that the brand has a strong message as compared to a competitor's brand message. Another understanding of the brand image is a set of beliefs about certain brands (Meenaghan, 1995). While understanding the brand image according to (Rangkuti, 2009) is a set of brand associations formed in the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency with the brand.

Brand image can be thought of as a type of association that people make while thinking about a specific brand. The relationship may simply manifest as a specific idea or image that is connected to a brand, much like how we see other people. The concepts of type, support, strength, and originality can be used to this association. A brand's image is how consumers perceive it and reflects their associations with it. The public's opinion of a company's corporate identity is referred to as its image. Based on what individuals know or believe about the company in question, this perception has been formed. Consequently, the same company may not always project the same image to others (Yi Zhang, 2015).

Brand image conveyed the general opinion of a brand and was created through knowledge and prior experiences. The brand's reputation is linked to behaviors that reflect the values and preferences of a common brand. Customers that use a certain brand have a propensity to consistently embody the brand identity. From an understanding of the aforementioned, it is clear that the brand image is a collection of associations that consumers hold against particular brands.

The first stage in creating a brand product is raising brand awareness. The first type of information that is stored in the memory is the most crucial component of brand awareness. Before a brand association may establish, brand awareness is necessary. The ability of the consumer to connect a brand with a product category is how brand awareness is defined. Brand awareness is a process that starts with a consumer feeling familiar with the brand and ends with

them being certain that the brand is the only one offering the class of particular goods or services. In this situation, it will be tough for a brand to maintain its position if it has managed to capture a place that customers remember it (Keller, 2007).

Another component of brand image is brand association, which can be defined as anything linked in memory to a brand and brand image as a set of associations, usually in some meaningful way (Pitta & Katsanis, 1995).

Brand association involves attributes, benefits, and attitudes can be stored in consumers' minds after brand awareness is in their memory (Keller, 2007). Brand associations are one of the most significant constituent parts of brand equity. A brand association conceptualized to denote anything that has memory links to the brand. These links grow and develop as a consumer repeatedly exposed to the brand.

Keller (2007) expresses that brands endowed with several positive brand associations have positive customer based brand equity. Brand associations are fundamentally essential in positioning and differentiating brands. They rekindle the interest of consumers to purchase a brand and create a positive attitude towards a brand. Brand associations are central to brand equity. In conceptualizing brand equity, Keller (2007) depicts attitudes as the most abstract and highest level of brand association. Everything you do in terms of marketing and actions creates brand associations (Pitta & Katsanis, 1995).

A brand association is the most accepted aspect of brand equity. Associations represent the basis for purchase decision and for brand loyalty (Aaker, 1991). Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and are anything linked in memory to a brand (Kotler & Keller, 2006; Keller, 2007).

Chen (2001) identify different types of association that contribute to the brand equity. He categorized two types of brand associations - product associations and organizational associations.

Product associations include functional attribute associations and non-functional associations (Chen, 2001). Functional attributes are the tangible features of a product (Keller, 2007). While

evaluating a brand, consumers link the performance of the functional attributes to the brand (Pitta & Katsanis, 1995; Lassar, 1995).

If a brand does not perform the functions for which designed, the brand will has low level of brand equity. Performance defined as a consumer's judgment about a brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction (Lassar, 1995). Non-functional attributes include symbolic attributes which are the intangible attributes that meet customer' needs for social approval, personal expression or self-esteem (Aaker, 1991; Keller, 2007).

Customers linked social image of a brand, trustworthiness, perceived value, differentiation and country of origin to a brand. Organizational associations include corporate ability associations, which are those associations related to the company's expertise in producing and delivering its outputs and corporate social responsibility associations, which include organization's activities with respect to its perceived societal obligations (Chen, 2001).

According to Aaker (1996), consumers consider the organization is the people, values, and programs that lies behind the brand. Brand-as-organization can be particularly helpful when brands are similar with respect to attributes, when the organization is visible (as in a durable goods or service business), or when a corporate brand is involved.

2.2 Empirical Review

Rai (2013), has conducted a study titled "impact of advertising on consumer behavior and attitude with reference to consumer durables" In his research, it was concluded that consumer behavior and attitude formation are influenced by advertisements not only in India but also globally. The study argued that adverts serve as a source of motivation for consumers of durable goods and the promotion of adverts encourages such purchases. It was further pointed out that when the focus is on quality and price, adverts have a tremendous impact on customers. Ads that include brand awareness and product evaluation can have an impact on your purchasing attitude and behavior.

Yelbert (2010) studied how advertisements for hair products affected students' purchasing behaviors. According to this study, some people have a bad opinion of advertising. They defined

advertising as a strategy for marketing subpar goods in order to boost sales. Additionally, advertisers did not provide comprehensive product information. The study's conclusions showed that many students are persuaded to copy hairstyles from advertisements. They purchase a specific product as a result of the advertisement's portrayal of the product's quality. Accordingly, Yelbert comes to the conclusion that there are both good and bad effects of advertising on consumers.

A study on effective advertising and its impact on customer purchasing behavior were undertaken by Niazi et al. (2012). This study proved that advertising is a powerful technique for luring customers and changing their perception of a product for the better. According to the study, there is a moderate association between environmental elements, emotional components, and customer buying attention. The consumer is more likely to purchase a product if they have an emotional connection to it.

Abiodun (2011) carried out a study on the subject of effect of advertising on the amount of sales of a product. According to this research, advertising plays a significant effect in a product's sales volume since people are compelled to purchase products based on what they have seen, heard about, or really utilized. Advertising is beneficial because it spreads the messages to a dispersed target population that the marketer or producer could not have easily reached all at once. According to the study, the company is unwavering in its efforts to provide an efficient advertising program for their range of services and goods, based on the responses of respondents who answered his questionnaire. Customers perceived the business as employing advertising tactics that were appropriate for both the business and the markets it served. Moreover, the research reveals that a product or service's advertising position is strong in the consumer's mind in order to promote repeat purchases of the product and prevent competitors from having an advantage over them. Additionally, it promotes product differentiation and brand loyalty.

A study by Kotwal et.al, (2008) showed that teenage girls were influenced by TV advertisements and tended to purchase the products they saw in commercials. The information an advertisement gave about sales, freebies, brands, and product quality was the key factor in people like it. The non-informative elements, in descending order of importance, that contributed to appreciating an advertising included celebrities, catchy slogans, humorous visual effects, good music, and action. The majority of respondents thought that watching TV advertisements helped them to make

better shopping decisions. After seeing an advertisement, the majority of the respondents wanted to purchase the new brand that had just been introduced to the market.

Sonkusare (2013) on the study exploring the force of TV advertising on purchasing manners of women consumers' revealed that TV advertising has great impact on buying behavior of women customers. The study stipulated before buying any merchandise customers/ consumers collect information for their proper purchasing decision making activities' hence advertising is mostly adopted to get information about products.

Ansari and Joloudar (2011) conducted a study and discovered that while media and advertising did play a substantial effect in purchase decisions, satisfaction is crucial for repurchasing. They initially anticipated a favorable effect of TV advertisements on consumers' attention to advertisements, interest in making purchases, desire to make purchases, action to make purchases, and happiness with their purchases. Their research also showed that there are additional factors that affect consumer attention to advertisements, interest in making purchases, desire to make purchases, action to make purchases, and customer happiness.

Till and Baack (2005) observed the influence of advertisement content creativity on audience attitude towards brand and their purchase intention. The study concluded that creativity used in advertisements had an effect on audience attitudes and their intention to purchase the advertised product. This study showed that creative ad content has a positive effect on audience purchase intention and can be employed as a method of reaching desired level persuasiveness, which is why it should be considered when measuring the effectiveness of advertisements.

Yoo et al. (2000) found that there is a strong and positive correlation between advertisement message and brand equity over time in their studied panel data, providing empirical support for the relationship between advertisement message content and brand awareness. Their research confirms that while the content of advertising messages may not directly influence purchases, they do help to build brand equity.

Source Dynamic Logic carried out a survey in 2009. The emphasis was on how consumers responded to different kinds of television, web, and magazine advertisements. The survey found that despite awareness of advertising in all forms of media, consumers' behavior has been altered by marketing to the point where they exclusively favor certain brands.

Clave (2014) linked many active buying decisions made by newspaper readers with their satisfaction levels with regard to the print news content and print advertising. A discriminate analysis of the data obtained enables the conclusion that people who were motivated to make a purchase after reading local newspapers and paying attention to print advertisements were driven primarily by the impressiveness and attractiveness of the deal offered in the advertisement, the level of influence exercised by the newspaper where the advertisement is run, and the level of the quality of information provided by the news outlet. As a result, this study will present substantial evidence of the strong correlation between powerful and alluring advertising and its commercial significance in influencing customers' purchasing decisions.

2.3 Conceptual Framework

2.3.1 Advertising and Brand Image

Advertising in various media outlets essentially aims to catch the audience's attention by outlining the benefits of each of its constituent parts. The fact that each ad element will be utilized as a weapon to grab consumers' attention and hence is anticipated to create a positive perception of their brand must be taken into account by the advertisers. In order to create a favorable perception in the eyes of consumers and to influence consumers in the purchase decision process, which can ultimately lead to loyalty to a brand-specific product, image is one effective way to attract consumers.

2.3.1.1 Advertising Message content and Brand Image

Any type of advertisement's content, strategy, and creativity are thought to be essential components of any advertisement campaign, especially when gauging how effective it is. According to Keller (2007) explanation of brand image, is presented as types of knowledge resultantly generated from advertisement message. Clark et al. (2009) empirically reported that the imagery content of advertisement functionally yield a positive attitude of the audience towards the advertised brand. Ang and Low (2000) and Stone et al, (2000) also argued that creativity used in advertisement have an impact on audience attitude and intention to buy the advertised product. Their study affirms that advertisement message's content contribute towards the development of brand image. Hence, the first hypothesis states:

H1: Advertisement Message Content has a positive and significant effect on brand equity.

2.3.1.2 Advertising Source Factor and Brand Image

The importance of using expert, credible and trustworthy sources was shown in studies by (Ohanian, 1990; Hoyer and MacInnis, 2010 and Kotler and Keller, 2008), who showed that the perceived expertise of celebrity endorser was significant in explaining purchase intentions. It was suggested that spokespeople that partake in advertisement of a product are most effective when they are credible, well-informed, and qualified to talk about the product they are endorsing.

H2: Advertisement Source Factor has a positive and significant effect on brand equity.

2.3.1.3 Advertising Media Type and Brand Image

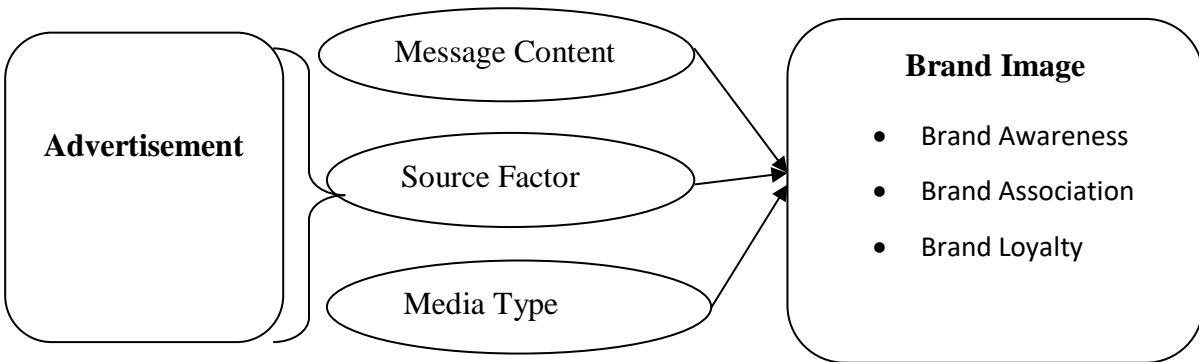
Attempts to capture effects of media vehicles on the messages transmitted have been pursued both from media scholars and advertising researchers. It was early acknowledged that a transfer effect exists between the media vehicle image and the advertised brand that this was known among media buyers, and that it would have implications for the execution of advertising campaigns depending on communication goals (Yoo et. al., 2002).

Target audience, cost, and creative considerations are the most crucial elements when choosing media types. By determining which media vehicles will reach the specified target demographic, satisfy financial restrictions, and be compatible with and enhance the creative message of the advertiser one can obtain the maximum benefits of advertisement and amass a bulky audience that have the awareness about the company and its product (Shimp, 2008 and Kotler & Armstrong, 2008).

H3: Advertisement Media Factor has a positive and significant effect on brand equity.

Based on the related literature review and the above points with regard to each element the conceptual framework is developed. The framework shows the variables of the study which include Advertisement message content, Advertisement source factor and advertisement media factor as the independent variable that affect the brand image (dependent variable) of the case company.

Figure 2.1: Conceptual framework



Source: (Hoyer and MacInnis, 2010; Tsi and tsi, 2006 and Yoo et. al., 2002)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. This research used descriptive and explanatory research design. Explanatory which is sometimes referred to as analytical research is a type of cross-sectional research used to identify any causal links between the factors or variables that pertain to the research problem. Explanatory research was employed in this study to examine the effect of advertisement on brand image. As described by Suryabrata (2003) explanatory method is a method that describes the study systematically, factually and accurately utilizing facts, behaviors and relationship between the phenomena's being studied.

This study explained the effects of advertisement on brand image. The study utilized correlation and regression analysis for the hypotheses testing. As it is typical of case based correlation study, the research administered questionnaire and the results was analyzed.

3.2. Research Approach

There are three basic approaches to research, quantitative approach, qualitative and mixed approach. In order to investigate the problem, a quantitative approach was used in this study. Quantitative approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. This usually means survey research where a sample of population is studied (questioned or observed) to determine its characteristics, and it is then inferred that the population has the same characteristics (Kothari, 2004).

Consequently, the study required analyzing the relationship between variables and testing using statistical procedures. Due to this nature of the study the quantitative research approach was adopted.

The strengths of the quantitative methodology are- it follow scientific approach; bias from the researcher's influence is less; it can employ large sample size; it can test the validity and

reliability of the instrument. So, the results can be believed and generalized for larger population. This study will employ a quantitative approach to analyze quantitative data that will be gathered from systematic questionnaires that will be used to perform the analysis.

3.3 Target population

The study basically targeted customers of Bank of Abyssinia. Customers of the bank were contacted at selected branches found in Addis Ababa town.

3.4. Sample Procedure and Sampling Size

According to the company’s 2023 report Boa has more than 800 branches in the country of which 256 are located in Addis Ababa. As it is difficult to contact customers in all of the branches in Addis Ababa the researcher conveniently selects eight branches.

Table 3.1: Branches Selected for the Study

	Name of Branch
1	Aware Branch
2	Balderas condominium branch
3	Bambis branch
4	Churchil road branch
5	Cinema ras branch
6	Derartu tulu branch
7	Fiwuha branch
8	Kidist Mariam branch

To administer the questionnaires as the number of consumers is infinite and is difficult to prepare source list, the researcher used survey from the sample population. In this case, the researcher generated samples from the sample population using sample size formula, which is presented in (Bill Godden, 2004.)

Sample Size – for Infinite Population (where the population is greater than 50,000)

$$\frac{SS = Z^2 * (p) * (1 - p)}{C^2}$$

Whereas,

SS = Sample Size

Z = Z-value(e.g., 1.96 for a 95 percent confidence level)

P = Percentage of population picking a choice, expressed as decimal (0.5 standard deviation)

C = Confidence interval, expressed as decimal (e.g., .05 = +/- 5 percentage points)

A Z-value (Cumulative Normal Probability Table) represents the probability that a sample will fall within a certain distribution.

The Z-values for confidence levels is 1.96 = 95 percent confidence level

$$Ss = \frac{(1.96)^2 * 0.5 * 0.5}{0.5^2}$$

Sample size = 384.16 \cong 384

As a result, based on the formula this study used a sample of 384 customers of the bank. Consequently, the researcher distributed questionnaire for three hundred eighty four (384) sampled respondents i.e. 48 questionnaires at each selected branch.

3.5 Data Source and Data Collection Instruments

In order to gather the data from the sources, the study used primary data collection instruments. The primary data was conducted in the form structured questionnaires that are distributed to customers at the branch offices.

The items of the questionnaire were adopted from the prior literature ((Hoyer and MacInnis, 2010: Tsi and Tsi, 2006 and Yoo et. al., 2002)). The adopted items were slightly modified according to the context of the study. The questionnaire that was used in this study has two parts. The first part was designed to collect the demographic information from each respondent. The second part contains information to assess variables and is prepared on five-point Likert scale ranged from "1=Strongly Disagree" to "5=Strongly Agree".

3.6 Method of Data Analysis

The study analyzed the data from respondents through questionnaire by using SPSS version 20.0 software tool. The study first presented collected data from primary sources by using tables which are expressed in the form of mean and standard deviation. To examine the relationship between brand image and each of the advertising factors, the study used Pearson's Correlation coefficient. Moreover, the study conducted multiple regressions to analyze the data after conducting reliability test, descriptive statistics and Pearson correlation.

3.7. Model Description

According to the conceptual framework presented in Chapter 2, the regression equation on the variables can be stated as follow;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + E_i$$

Where:

Y is the response or dependent variable- brand image

X1 = Advertising Message Content,

X2 = Advertising Source Factor,

X3 = Advertising Media Factor,

E_i = Error term set up to demonstrate the unexplained portion of the dependent variable through the above exogenous variables.

Besides β_0 indicates constant which shows the magnitude or the value of satisfaction when the coefficient for the above four explanatory variables become zero.

3.8 Reliability

The reliability of tools tests the accuracy of tools. The reliability of the tools is viewed by Creswell (2003) as the degree of accuracy demonstrated by the tools or method. A standardized test's reliability is typically expressed as a coefficient of correlation, which calculates the intensity of the association between variables

Before progressing to the main analysis, the researchers performed a reliability test. The importance of the reliability test was to assess the possible limitations of the testing instrument so that it could influence steps to mitigate the errors found.

The Cronbach's alpha was used to assess the reliability of the scales used for this research.

Table 3.2; Reliability Test Statistics

Variables	No of Items	Cornbach's Alpha result
Message Content	6	0.741
Source Factor	6	0.758
Media Factor	5	0.861
Brand Image	6	0.786

Source; own survey & SPSS output (2023)

In order to achieve internal reliability, various authors accept different values from this test, but the most widely accepted value is 0.70, as it should be equal to or greater than internal reliability (Hair et al., 2003). The Cronbach Alpha values for each area in the questionnaire are shown in Table 3.3 above. As can be seen from the table, Cronbach's Alpha is in the range of 0.741-0.861 for each field value. This range is considered high; the result ensures that each area of the questionnaire is accurate.

3.9 Validity of Instruments

Validity is defined as the degree to which an instrument accurately measures what is supposed to measure. It is concerned with how well the concepts are defined by the measures (Hair et al., 2007). In this study, structured questionnaire was developed based on the conceptual framework of the study designed to address the intended assessment questions and objectives. To establish the validity of the data collection instrument, the researcher examined previous research works and developed the questionnaires based on the reviewed literatures.

3.10 Ethical Consideration

According to Collin F, 2007, when conducting research, treating people unfairly and using or encouraging others to use the knowledge gathered during the research work to hurt people is unethical. Reasonable research ethics are taken into account in this report.. The respondents are told that they are required to provide accurate information and that they have the right to privacy, not to be misled, and to be informed about all aspects of the study. According to Creswell (2003) a researcher has a duty to respect the informants' privileges, needs, values, and wishes, so the rights, needs, values, and interests of respondents are respected. Throughout the study method, the researcher followed legal and morally correct procedures. The data was obtained with the participants' full consent, and the researcher explicitly explained the intent of the study, maintained objectivity, and protected the subject's rights and confidentiality.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

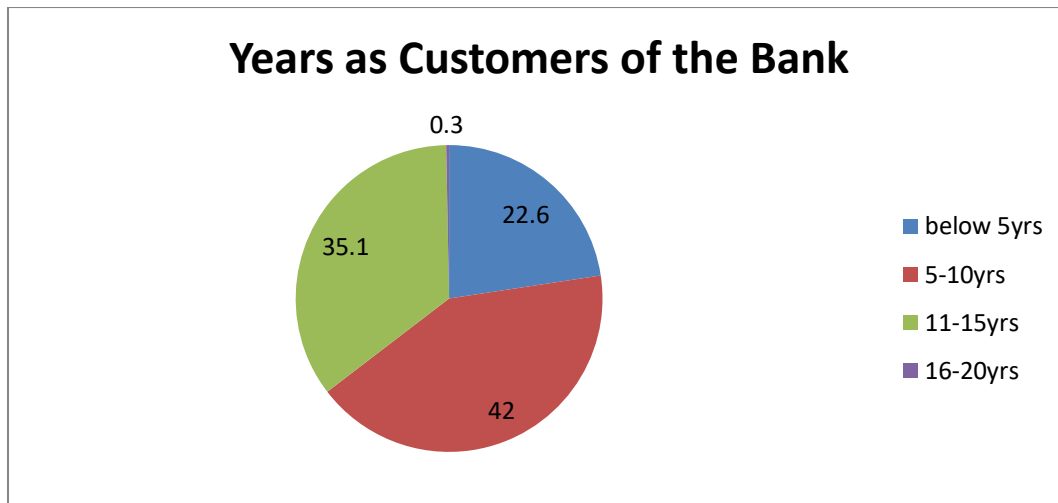
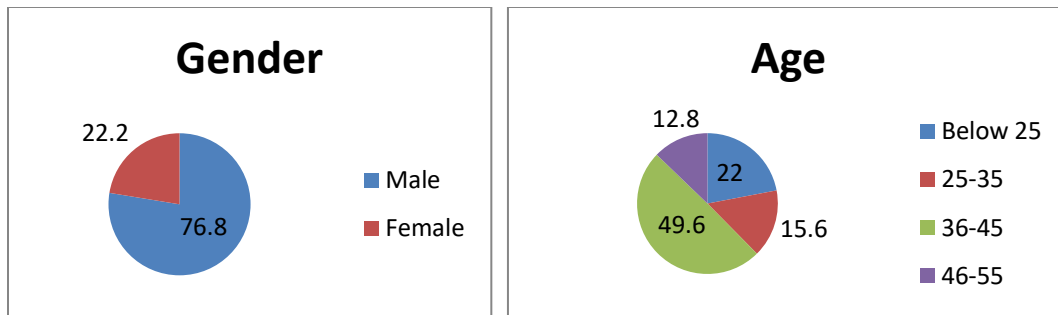
The general objective of the study was to examine the effect of advertisement on brand image in the case of Bank of Abyssinia. To attain the objective of the study, data from primary source was collected through questionnaires distributed to sampled customers at eight selected Bank of Abyssinia (BoA) branches.

In this chapter data presentation, interpretation and discussion are presented. As stated in the previous chapter the study took a sample size of 384 customers of the bank as a primary data source to conduct the study. Thus, 384 questionnaires were given to customers at the selected branch offices. Of which 345 questionnaires were correctly filled in and returned which makes a response rate of 90%. This response rate was good enough to make conclusions for the study. The data of the respondents is analyzed by using appropriate statistical tools. The first part of this chapter discusses about the demographic characteristics of respondents, while the rest deals with the analysis and interpretation of findings of the study.

4.1 Demographic Characteristics of the Respondents

Figure 4.1 below was designed to display the respondent's general characteristics. When we look at the gender of respondents 76.8% and 23.2% were male and female respectively. This result reveals the majority of customers are male. As it is shown on figure 4.1 below respondents were also requested to indicate their age category, the findings revealed that 22% of the respondents indicate their age to be less than 25 years, 15.6% were aged between 26 to 35 years, 49.6% of the of the respondent indicated they were aged between 36 to 45 years, whereas the remaining 12.8% of the of the respondent indicated they were aged between 46 to 55 years. This is an indication that majority of the customers (62.4%) are middle age men above 36 years of age.

Figure 4.1; Demographic characteristics of the target respondent



Source; Own Survey (2023)

As presented on Figure 4.1 above, the study also requested the respondents to indicate how long they have been the customers of the bank. Their responses' revealed that 22.6% of the respondents have been a customer of the bank for less than five years, 42.0% of the respondents had been a customer ranging 5 to 10 years, 35.1% of the respondent indicated that they had been a customer for a period ranging between 11 to 15 years, 0.3% of the respondents had a customer experience with the bank ranging between 16 to 20 years. This implies that most of the customers (77.4%) have at least 5years of experiences as customers of the bank. This result adds recognized value for this study, as most of the respondents have enough customer experience that can enable them to give valuable responses to the issues raised in the questionnaires distributed.

4.2. Descriptive Statistics

This study has appraised the effect of advertisement on brand image in the case of Bank of Abyssinia. The data collected was analyzed by using descriptive statistics, inferential statistics

and multiple regressions. In this part of chapter four descriptive analysis of the variables is presented.

The respondents were asked to rate their response on a five point Likert scale ranging from one (strongly disagree) to five (strongly agree). Based on this, each independent variable is first analyzed descriptively using percentile, mean and standard deviation (SD).

The resulting Mean score values were interpreted using the scale proposed by Best (1977). That is, mean score values between 1 to 1.8 represent high level of disagreement; mean score value between 1.81 to 2.6 represent disagreement; mean values between 2.61 to 3.40 represent neutral level towards the proposed statement; mean values between 3.41 to 4.20 show disagreement; and mean score value greater than 4.21 show high level of agreement with the proposed statement.

4.2.1 Message Content

The study sought to establish the view of the respondents regarding the advertising message content. To do so the study asked respondents questions related with the message content of the advertising carried out by Bank of Abyssinia. The responses are presented in table 4.1 below.

As presented in table 4.1 below, the first statement sought to establish the degree to which respondents agreed to existence of creative wordings in Bank of Abyssinia advertisements. About 14.5% of the respondents strongly disagreed or disagreed, 35.9% of the respondents felt neutral and 49.6% of the respondents agreed or strongly agreed. This shows that most respondents agreed that BoA uses creative wordings in its advertisements.

According to table 4.1 below, more than half of the respondents (51.6%) either agreed or strongly agreed that Bank of Abyssinia advertisements gives necessary information about the company. In addition, customers were asked to show their opinion whether Bank of Abyssinia advertisements are easy to understand. Majority of the respondent customers (47.2%) agreed or strongly agreed with this regard. In contrast, with regard to advertisements presenting consistent information about the image of the company, majority of the respondents (45.5%) felt neutral.

Table 4.1; Respondents opinion about message content

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
The wordings of Bank of Abyssinia advertisements are creative.	1.2	13.3	35.9	45.8	3.8
Bank of Abyssinia advertisements gives necessary information about the company/brand	.6	13.6	34.2	48.1	3.5
Pictures and images make Bank of Abyssinia advertisements interesting	.9	14.8	35.9	47.2	1.2
Bank of Abyssinia advertisements are easy to understand	.9	13.9	38.0	45.5	1.7
Bank of Abyssinia advertisements presented consistent information about the image of the brand/company	1.2	16.5	45.5	34.8	2.0
After seeing Bank of Abyssinia advertisements, I am well informed about the brand/company	1.2	16.2	35.9	44.6	2.0
Item Mean	3.48				
Item S.D	0.782				

Source: Own Survey and SPSS output (2023)

In general, as could be observed in table 4.1 above, the overall mean of the set of items was 3.48. This implies that customers agreed the advertisement regime of BoA is creative, well informing and easy to understand. The overall standard deviation for the items presented above was less than 1.00, suggesting that the respondent's perception were relatively similar.

4.2.2 Source Factor

According to Solomon et.al (2006), the likelihood that a communication could be accepted can, in most cases, be greatly influenced by its source. With this in mind the next set of items in the questionnaire inquired respondents' opinion about the advertisement source factor. Results are presented in table 4.2 below.

Table 4.2; Respondents opinion about source factor

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
Bank of Abyssinia uses a well known celebrity to advertise its company and services	1.7	15.4	31.6	46.7	4.6
The persons and characters that appear in Bank of Abyssinia advertisements are well informed about the company and its services	1.2	15.4	31.9	43.2	8.4
The persons and characters used by Bank of Abyssinia For advertisement are credible	1.2	13.6	29.9	50.4	4.9
The persons and characters used by Bank of Abyssinia For advertisement looks qualified to endorse the company	2.9	23.2	27.8	41.2	4.9
The persons and characters used by Bank of Abyssinia For advertisement looks sincere	2.3	19.1	33.0	41.2	4.3
The persons and characters used by Bank of Abyssinia For advertisement are appealing.	1.2	15.9	36.2	42.0	4.6
Item Mean	3.42				
Item S.D	0.852				

Source: Own survey & SPSS output (2023)

As it can be observed from Table 4.2 above, 51.3% of the respondents either agreed or strongly agreed that Bank of Abyssinia uses a well known celebrity to advertise its company and services. Similarly, 51.6% and 55.3% of the respondents agreed or strongly agreed with the statements; persons and characters that appear in Bank of Abyssinia advertisements are well informed about the company and productivity and persons and characters used by Bank of Abyssinia For advertisement are credible. In addition, majority of the respondents also agreed (in cumulative term) about the remaining statements presented in table 4.2 above.

In general, as could be observed in table 4.2 above, the overall mean of the set of items was 3.42. These results show respondent customers believe that the advertisement sources used by the bank are reliable, appealing and are informed about the company and its services. The overall standard deviation for the set of statements presented above was less than 1.00, suggesting that the respondent's perception were similar.

4.2.3 Media Factor

Advertising message gets to the intended person through a medium which could be visual, audio or text or a combination. According to Owusu and Nyarku (2015), the advertisement medium used by an organization should be easily available, well known and trustworthy in order to meet its intended goal. In this regard, responses regarding media factor are presented below.

Table 4.3; Respondents opinion about media factor

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
Bank of Abyssinia uses most available medias to present its advertisement consumers	1.2	20.3	27.5	45.2	5.8
Bank of Abyssinia uses a well-known medium to present its advertisement	1.4	14.8	36.2	41.2	6.4
Bank of Abyssinia advertisement Medias effectively convey advertising messages to Bank of Abyssinia customers	2.3	19.4	47.0	29.0	2.3
Bank of Abyssinia uses advertisement medias that are trustworthy and legitimate	3.5	15.4	29.6	44.6	7.0
The advertising media used by Bank of Abyssinia has significantly contributes to my choice	2.0	19.4	39.7	33.6	5.2
Item Mean	3.32				
Item S.D	0.812				

Source: Own survey & SPSS output (2023)

As presented in table 4.3 above, the majority of the respondents agreed (in cumulative term) for the statement that Bank of Abyssinia uses most available Medias to present its advertisement consumers (51%). Similarly, 47.6% and 51.6% of the respondents agreed (in cumulative term) with the statements; Bank of Abyssinia uses a well-known medium to present its advertisement and Bank of Abyssinia uses advertisement Medias that are trustworthy respectively. In contrast, most of the respondents felt neutral with the statements; Bank of Abyssinia advertisement Medias effectively convey advertising messages (47%) and advertising media used by Bank of Abyssinia has significantly contributes to my choice (39.7%).

In general, as could be observed in table 4.3 above, the overall mean of the set of items was 3.28. This implies that respondents' opinion about the media factor is close to neutral. The overall standard deviation for the set of statements was less than 1.00, suggesting that the respondent's perception were alike.

4.2.4 Brand Image

Table 4.4; Respondents opinion brand image

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
Bank of Abyssinia provide good value services	.3	9.3	38.8	46.1	5.5
Bank of Abyssinia creates a favorable image in my mind.		7.2	40.3	46.7	5.8
In my opinion bank of Abyssinia is one of the leading brands in the market.		7.2	37.1	47.2	8.4
Bank of Abyssinia has a better service quality when compared to other banks		9.0	36.2	48.4	6.4
Bank of Abyssinia has credibility	1.7	14.8	42.3	38.6	2.6
Among several banks Bank of Abyssinia would be my first choice	.6	13.0	52.5	32.5	1.4
Item Mean	3.54				
Item S.D	0.721				

Source: Own survey & SPSS output (2023)

Table 4.4 above presents opinions' of respondents about the brand image of the bank. As it is presented in the table, in all the items except the last two in the above table most respondents agreed (in cumulative term), with the proposed statement concerning the issue. Moreover, the mean score value for the statements was 3.54. This implies respondent customers have a positive image concerning the bank.

4.3 Correlation Analysis

Correlations measure the direction and association between two variables. The correlation coefficient, which ranges from +1 to -1; a correlation coefficient of +1 describes a perfect positive relationship in which every change of +1 in one variable is associated with a change of +1 in the other variable. A correlation of -1 describes a perfect negative relationship in which every change of -1 in one variable is associated with a change of -1 in the other variable. A correlation of 0 describes a situation in which a change in one variable is not associated with any particular change in the other variable (Field, 2005). Accordingly, Person's rho correlation coefficient was employed to find out the relationship between the independent variables and the dependent variable.

To interpret the strengths of relationships between variables, the guidelines suggested by Field (2005) is followed. His classification of the correlation coefficient (r_{ho}) is as follows: if correlation coefficient (r_{ho}) is between 0.1 and 0.29 there is a weak correlation, if correlation coefficient (r_{ho}) is between 0.3 and 0.49 there is a moderate correlation and if correlation coefficient (r_{ho}) is greater than 0.5 there is a strong correlation. Table 4.6 exhibits the results of the correlation analysis made using correlation data analysis technique.

As per table 4.5 below, Pearson Correlation Coefficient was used to assess the relationship among variables (independent and dependent variables). The result of the correlation coefficient show that all independent variables are positively related with dependent variable (Brand image) within the range of 0.584-0.737 and all are significant at $p < 0.01$ level.

As can be seen from the table below, Media factor formed the highest Pearson Correlation value of $r = 0.737$, indicating that media factor of advertisement has positive, strong and significant correlation with brand image. It was followed by Source factor ($r_{ho} = 0.598$) also interpreted to have positive and strong correlation with brand image. Message content of advertisement has a

correlation value of $r = 0.584$, depicting that positive, strong and significant correlation with brand image.

Table 4.5; Pearson's rho correlation coefficient

		Message content	Source factor	Media factor
Message content	Pearson Correlation	1		
	Sig. (2-tailed)			
Source factor	Pearson Correlation	.420**	1	
	Sig. (2-tailed)	.000		
Media factor	Pearson Correlation	.344**	.520**	1
	Sig. (2-tailed)	.000	.000	
Brand Image	Pearson Correlation	.584**	.598**	.737**
	Sig. (2-tailed)	.000	.000	.000

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

Source: Own Survey & SPSS output (2023)

The above correlation result implies that the three independent variables have positive and strong association with brand image. This implies there is significant association between the independent variables and brand image (Message content, Source factor and media factor of advertisement), indicating that they have an effect on brand image.

Table 4.5 also shows the correlation of the independent variables within themselves. It can be noted that all variables are positively correlated with each other and all correlation among the independent variables were significant at $p < 0.01$ level. The highest positive correlation goes between Source and Media factor at $r_{ho} = 0.520$, followed by Message content and source factor at $r_{ho} = 0.420$. As it can be seen in table 4.5 above, the three independent variables exhibited a positive correlation among each other.

4.4 Regression Analysis

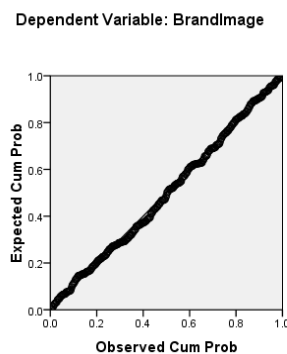
4.4.1 Diagnostic Tests

Before to test the regression model and discussion of its result, diagnostic tests were carried out to make sure that the data fit the basic assumption or not. Test of normality, Heteroscedasticity and multi-co-linearity are conducted before regression was carried out.

4.4.1.1 Test of Linearity

Linearity refers to the degree to which the change within the dependent variable is related to the change in the independent variables. To see whether the link between the dependent variable, behavioral intention of drivers and the independent variables is linear; plots of the regression residuals through SPSS software had been used.

Figure 4.2: Test of linearity



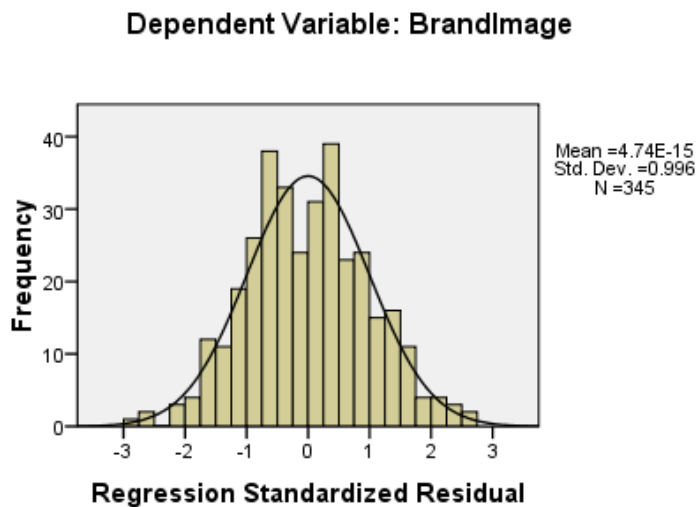
Source: SPSS output (2023)

The plot of residuals shows no large difference in the spread of the residuals as you look from left to right on figure 4.2. This result suggests the relationship we are trying to predict is linear.

4.1.1.2 Test of Normality

Another important diagnostic test conducted in this paper is the normality assumption (i.e. normally distributed errors). According to (Park, 2006), Statistical methods are based on various underlying assumptions. One common assumption is that a random variable is normally distributed. In many statistical analyses, normality is often conveniently assumed without any empirical evidence or test. But normality is critical in many statistical methods.

Figure 4.3: Test of normality



Source: SPSS output (2023)

If the residual is normally distributed, the histogram should be bell shaped. And the figure above points has a bell shape which confirms that the model is free from normality problem.

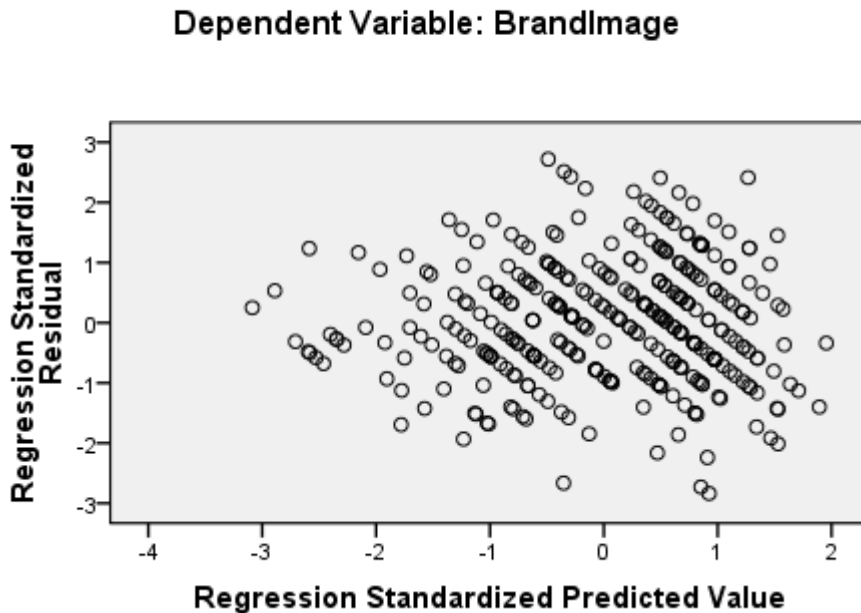
4.1.1.3 Test of Heteroskedasticity

This assumption can be used to check whether the variance of error is constant or not. If the assumption of constant variance is violated, the standard error could be wrong and any inference made from them became misleading. In other word, if the errors do not have a constant variance, they are said Heteroskedastic (Brook, 2014).

To check Heteroskedasticity there are a number of methods are used, this study employed the visual inspection of residual scatter plot graph. The residual scatter plot is a figure that depicts one axis for the standardized residuals and the other axis for the predicted values. If the Heteroskedasticity assumption is met, the standardized residuals will scatter randomly around a horizontal line which represents the standardized residuals equaling zero (Stevens, 2009).

Based on the Scatter plot output in figure 4.3 below, it appears that the spots are diffused and do not form a clear specific pattern. So it can be concluded that the regression model does not occur Heteroskedasticity problem.

Figure 4.2; Heteroskedasticity Test



Source: SPSS output (2023)

4.1.1.4 Test of Multicollinearity

Multicollinearity means that there is a linear relationship between explanatory variables which may cause the regression model biased. It is used to check whether there is a linear relationship between explanatory variables included in the model. If such relationship is there, the regression model could be biased. The primary concern for this test is that as the degree of Multicollinearity increases, the regression model estimates of the coefficients become unstable and the standard errors for the coefficients can get wildly inflated (Gujarati, 2003).

To test multicollinearity, this study used VIF values. Variance Inflation Factors (VIFs) is a method of measuring the level of co linearity between the repressors in an equation. VIFs show how much of the variance of a coefficient estimate of a repressor has been inflated due to collinearity with the other repressors. O'Brien (2007) recommended that well-known VIF rules of thumb (e.g., VIFs greater than 10) should be treated with caution when making decisions to reduce collinearity (like eliminating one or more predictors). Therefore it can be concluded that there is no evidence of multicollinearity in the data set, since all VIFs are less than the 10.

Table 4.6: Co-linearity Statistics

	Tolerance	VIF
Message content	.802	1.247
Source factor	.664	1.507
Media factor	.711	1.407

Source: SPSS output (2023)

4.4.2. Regression Results

4.4.2.1 Determination of the Model goodness of fitness

Table 4.7; Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.691	.688	.28934
a. Predictors: (Constant), Media Factor, Message Content, Source Factor				
b. Dependent Variable: Brand Image				

Source; SPSS output (2023)

From the above table 4.8, It can be observed that the coefficient of determination i.e. the adjusted R-square (R^2) value is 0.691, representing 69.1% variation of the dependent variable (:Brand Image) is due to the independent variables;), Media Factor, Message Content and Source Factor while, the remaining 20.9% could be due to the effect other of extraneous variables that were not considered in this study. Furthermore, the R- Value suggested that there is a strong effect of these independent variables on brand image.

4.4.2.2 Analysis of Variance (ANOVA)

Table 4.8; ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.777	3	21.259	253.933	.000 ^a
	Residual	28.548	341	.084		
	Total	92.326	344			

a. Predictors: (Constant), MediaFactor, MessageContent, SourceFactor

b. Dependent Variable: BrandImage

The F-ratio in the ANOVA (Table 4.8) tests whether the overall regression model is a good fit for the data. The table shows that the independent variables can significantly predict the dependent variable, $F(3,341) = 253.933$, $p(.000) < .05$ (i.e., the regression model is a good fit of the data).

4.4.2.3 Determination of Coefficients

Table 4.9; Coefficient

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.532	.115		4.627	.000
	Message Content	.323	.034	.323	9.601	.000
	Source Factor	.165	.032	.188	5.081	.000
	Media Factor	.387	.026	.529	14.809	.000

a. Dependent Variable: Brand Image

Source: SPSS output (2023)

In order to establish the impact that each independent variable has on the dependent variable, the study checked the Un-Standardized Coefficients. As indicated in the above table 4.10, all of the independent variables were significant at P-values less than 0.05 indicating that the three independent variables considered are statistically significant.

From the above model summary table 4.10, the regression equation is:-

$$Y = + 0.532 + 0.323X_1 + 0.165 X_2 + 0.387 X_3 + E_i$$

Where:

X₁ = Message content

X₂ = Source factor

X₃ = Media Factor and

E_i = Error term

Furthermore, the standardized coefficients are useful to know which of the different independent variables is more important. They are used in comparison of impact of any independent variable on the dependent variable. As indicated in the regression coefficients table 4.10, Media Factor had the highest standardized coefficient (0.529) followed by Message Content (0.323) Source Factor (0.188). This explains that Media Factor has higher relative effect on brand image.

[. 4.5 Hypothesis Testing and Discussions](#)

The above section of this chapter presents the overall results of the study. In this section of the study, the researcher presents a further detail discussion on each of the signs and significant relationship between the dependent variable and explanatory variables.

4.5.1 Advertisement Message Content and Brand Image

The coefficient of advertisement message content was equal to 0.323 and a p – value of 0.000. The study hypothesized a significant positive relationship between advertisement message content and brand image. The findings suggest that there is a significant (p<0.01) relationship between advertisement message content and brand image. Therefore the study hypothesis that

there is a significant positive relationship between advertisement message content and brand image is accepted.

As mentioned in the literature part of this study explanation of brand image, is presented as types of knowledge resultantly generated from advertisement message. The result of the study is consistent with the consensus among researches in the area that stipulated the content of advertisement functionally yield a positive attitude of the audience towards the advertised brand. It is also argued that creativity used in advertisement have an impact on audience attitude and intention to buy the advertised product (Clark et al. 2009: Ang and Low, 2000 and Stone et al, 2000).

Moreover, as Tsai & Tsai (2006) showed in their study advertisement that possesses the right strategy, creativity and that conveys the needed information will result in a comparatively lasting attitude change and a high likelihood that customers will choose one's brand over competing products. The results in the study and the above discussions shows that advertisement content that considers creativity and that conveys the needed information will create a positive attitude among customers and can positively affect brand image.

4.5.1 Advertisement Source Factor and Brand Image

The regression result of this study points that Advertisement source factor is positively (Beta = .165) associated with brand image and it is statistically significant ($P < .001$). So, employing the right advertisement sources has positive and significant effect on brand image.

This result does support the consensus among researchers, who stated the importance of using expert, credible and trustworthy sources. It is argued in a number of studies (Ohanian, 1990; Hoyer and MacInnis, 2010 and Kotler and Keller, 2008) that spokespeople that partake in advertisement of a product are most effective when they are credible, well-informed, and qualified to talk about the product they are endorsing. Based on this result, the hypothesis formulated at the start of the study is accepted.

4.5.1 Advertisement Media Factor and Brand Image

The results obtained from the study indicated, a positive (Beta=0.387) and significant ($P < 0.001$) relationship between advertisement media factor and brand image.

The result is consistent with the studies of Belfield and Shimp (2008), Kotler & Armstrong (2008) and MacInnis, (2010), who all concluded that by determining the media vehicles that reach the target demographic, and be compatible with and enhance the creative message of the advertiser one can obtain the maximum benefits of advertisement and amass a bulky audience that have the awareness about the company and its product. Therefore the study hypothesis that there is a significant positive relationship between advertisement media factor and brand image is accepted.

Table 4.10 Summary of the hypothesis result

Hypothesis	Relationship	Result	Decision
H1	Advertisement Message Content & Brand Image	Positive & significant	Accepted
H2	Advertisement Source Factor & Brand Image	Positive & significant	Accepted
H3	Advertisement Source Factor & Brand Image	Positive & significant	Accepted

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This study was intended to examine the effect of advertisement on brand image in the case of Bank of Abyssinia. In this chapter is intended to draw the summary of major findings, conclusions and recommendations are presented.

5.1 Summary of Major Findings

To meet the objectives of the study the study collected primary data from sampled customers at selected branch offices of Bank of Abyssinia. The data collected was analyzed by using descriptive statistics, inferential statistics and multiple regressions. Based on the results of the study the summary of major findings are as follows.

The findings from the descriptive analysis in the study revealed that the majority of the customers agreed that the advertisement practice of the bank conveys the right information, is interesting and is easy to understand. The results in the study also showed a satisfaction among customers with regard to the credibility and qualification of advertisement sources used by the bank. In contrast, results showed respondents' opinion about the media factor is close to neutral.

Furthermore, Pearson Correlation Coefficient was used to assess the relationship among variables (independent and dependent variables). The correlation results showed all three independent variables (Message content, Source factor and Media factor) have a positive, strong and significant relationship with brand image.

Furthermore, a multiple regression was run to predict the effects of advertisement Message content, Source factor and Media factor on Brand image. The model statistically significantly predicted tax brand image. The three independent variables added statistically significance to the model. The highest contributing predictor was advertisement Media factor (Beta=0.387) followed by Message content (Beta=0.323) and Source factor (Beta=0.165).

5.2 Conclusions

The study's objective was to determine the effects of advertisement message content; source factor and media factor have on brand image. The findings of the regression analysis showed

advertisement message content to be one of the major reasons behind attaining expected level of brand image. It showed a positive and significant association between advertisement message content and brand image. This result would imply the need to follow advertisement that possesses the right strategy, creativity and that conveys the needed information. The result obtained from this study about the effect of advertisement message content on brand image is consistent with the consensus among researches in the area that stipulated an advertisement that is easy to understand, interesting and well informing will result a comparatively lasting attitude change and a high likelihood that customers will choose one's brand over competing products. From the result and the literature reviewed in the study it can be said that advertisement content that considers creativity and that conveys the needed information will create a positive attitude among customers and can positively affect brand image.

As shown in the regression results, advertisement source factor has a positive and significant effect on brand image. This is consistent with the result of several studies which found out advertisement schemes with credible, well-informed, and qualified sources would prevail in achieving a positive image among the audience. So, it is imperative for organizations to properly evaluate and select the appropriate advertisement sources.

Moreover, results showed that advertisement source factor has a significant positive effect on brand image. Thus, it can be concluded that a positive change in the quality of the medium employed for advertisement can bring positive improvement on brand image. This result is in line with the concept that determining the correct media vehicles that reach the target demographic, and be compatible with and enhance the creative message of the advertiser one can obtain the maximum benefits of advertisement and amass a bulky audience that have the awareness about the company and its product. In general, the results in the study and related literature shows that conveying the right message, examining the right sources and medium in advertisement can result a positive change in brand image, thus benefiting the organization to achieve its marketing goals.

5.3 Recommendations

The study recommends the following points based on the findings;

This study has demonstrated that the content of an advertisement message has a positive effect on brand image. It is noted that creativity in advertisement and an advertisement that conveys the needed information will help an organization to achieve the expected results. Hence, it is important to consider creative methods that are easy to understand and are well informing to the audience.

Results in the study showed that brand image is significantly impacted by the selection of the relevant and adequate advertising medium for promoting the brand. The majority of businesses squander money on advertising because of poor media choices, which also kills the advertised product. Therefore, when choosing the advertisement medium, organizations should consider the reliability, accessibility, coverage, quality, and technology of the media.

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St. Mary University
School of Postgraduate Studies
(Questionnaire filled by customers of Bank of Abyssinia)

Dear Respondent,

I am Zekarias Said, a post graduate student at St. Mary University. This questionnaire is prepared in order to conduct a study for the partial fulfillment of the requirements for the Award of a Master's Degree in Marketing Management at the University. The title of the research work is, *“The Effects Of Advertisement On Brand Image (The Case Of Bank Of Abyssinia.”* Hence, to gather information, I kindly request your assistance in responding to the questions listed below. Any information you present will be kept absolutely confidential and will only be used for academic purpose. Your cooperation and prompt response will be highly appreciated.

NB

- Writing your name is not necessary
- Please put **“X”** for your choice in the box

Part I. General background of the employee

1. Sex/Gender/: Male (____) Female (____)

2. Age (in year): below 25 (____), 25 to 35 (____), 36 to 45 (____), 46 to 55 (____), above 55 (____)

3. How long have you been the customer of the bank; Below 5 yrs (____), 5-10 yrs (____), 11-15yrs (____), 16-20 (____) above 20 (____)

Part 2 Questions related to the study

Answer the following questions and put “X” in the box that is given in each of the cell below

The values of scales are

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

No	Question	1	2	3	4	5
Questions related to Message Content (MC)						
1	The wordings of Bank of Abyssinia advertisements are creative.					
2	Bank of Abyssinia advertisements gives necessary information about the company/brand					
3	Pictures and images make Bank of Abyssinia advertisements interesting					
4	Bank of Abyssinia advertisements are easy to understand					
5	Bank of Abyssinia advertisements presented consistent information about the image of the brand/company					
6	After seeing Bank of Abyssinia advertisements, I am well informed about the brand/company					
Questions related to Source Factor (SF)						
1	Bank of Abyssinia uses a well known celebrity to					

	advertise its company and services					
2	The persons and characters that appear in Bank of Abyssinia advertisements are well informed about the company and its services					
3	The persons and characters used by Bank of Abyssinia For advertisement are credible					
4	The persons and characters used by Bank of Abyssinia For advertisement looks qualified to endorse the company					
5	The persons and characters used by Bank of Abyssinia For advertisement looks sincere					
6	The persons and characters used by Bank of Abyssinia For advertisement are appealing.					
Questions related to Advertising Media Factor (MF)						
1	Bank of Abyssinia uses most available medias to present its advertisement consumers					
2	Bank of Abyssinia uses a well-known medium to present its advertisement					
3	Bank of Abyssinia advertisement Medias effectively convey advertising messages to Bank of Abyssinia customers					
4	Bank of Abyssinia uses advertisement medias that are trustworthy and legitimate					

5	The advertising media used by Bank of Abyssinia has significantly contributes to my choice					
Questions related to Brand Image (BI)						
1	Bank of Abyssinia provide good value services					
2	Bank of Abyssinia creates a favorable image in my mind.					
3	In my opinion bank of Abyssinia is one of the leading brands in the market.					
4	Bank of Abyssinia has a better service quality when compared to other banks					
5	Bank of Abyssinia has credibility					
6	Among several banks Bank of Abyssinia would be my first choice					