

ASSESSMENT OF PROMOTIONAL ACTIVITY IN CASE OF
COMMERCIAL BANK OF ETHIOPIA IN GUBRE BRANCH



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ENDORSEMENT

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ABSTRACT

This research focuses on the assessment of promotional activities in commercial bank of Ethiopia Gubre branch. In current competitive business situation, customers are being in mind as kings and always right in every aspect. Customers have several alternatives to make decisions among different products, and they exercise a high level of pressure in the market with respect to product size, quality and price. Hence, it is important for producers to meet the needs of customers in order to stay competitive. Even if Commercial bank of Ethiopia have long promotional practice, it is not vivid either it leads to success or only spend money. One of the marketing communication tools that is used in attracting the interest of the customer and build their loyalty is promotion. The objective of this paper therefore, is to determine the assessment of promotional practice in the case organization. For this, Simple random sampling methods was used to select a sample size of 10652 customer from 124 population size, while descriptive analyzes were conducted with the help of SPSS software. Here, the study found that Producers spend a large part of their total marketing communication expenses on promotion; however, the effects of promotion doesn't determine either increasing or decreasing sales volume of the case study. The paper also found that, promotion is so significant to tackle competitions and there is positive relationship between promotion and customer loyalty because, it was discovered that customers are more prone to switch to competing products as a result of promotion. There are also a number of recommendations given after results were found at the end of the analysis part of the paper. Among these, Commercial bank of Ethiopia consult be forwarded its message through different promotional medias with planed at the beginning, follow up at the process, evaluated after promotion is takes place and should take corrective action following customers reaction.

Key words: marketing, Promotion, promotion mix, publicity, sales

ACRONYMS

CBE- (Commercial bank of Ethiopia)

SP- (Sales promotion)

IMC- (Integrated marketing communication)

CHAPTER ONE

INTRODUCTION

1.1 Back ground of the study

Today's customer-oriented market environment is characterized by a countless number of products and brands. Globalization causes: increased competition, disappearance of national boundaries, increased customers demand, and the pressure on producers to efficiently and effectively fulfill to customer's expectations keeps increasing.

For organizations to survive, these challenging conditions and to secure their growth and market share figures, proper marketing mix techniques are of greatest importance. The primary focus of this study is on one element of marketing mix; the promotional variable. However, the promotional program must be part of a practical marketing mix strategy and coordinated with other marketing activities. The ultimate goal of any business establishment is to remain in business profitably through maximum production and high sales volume of products or services. Without best profit, a business company cannot survive in this competitive marketing environment. One of the fundamental activities in a business organization is having a well-developed marketing as well as promotional mix strategy. The critical success or failure of a business organization depends on its marketing strategies (Chelliah and Kwon, 2011).

According to (Onditi A.A., 2012) the need of promotion arises because of the presence of information gap between producers (of goods, services and ideas) and potential customers. The customers need information to be aware of the existence of substitute products, its prices, availability of supply, location, etc. (Abhijit, 2012) Agreed that Company uses promotional tools to inform, reach and persuade the existing and potential customers to buy the product for resale or ultimate consumption. One should note that benefits from promotional strategy get only when it operates properly. To be effective, the strategy must consistent with the needs of customers and integrated with other marketing mix elements (product, price, and place). In contrast, ineffective operation of promotion can waste millions of dollars and actually damage the image of company and its products. Thus, this study tries to assess the promotional activity of commercial bank of Ethiopia.

Promotion is the communication of information between sellers and potential buyers or other channels of influence attitudes and behaviors. The marketing manager's main promotion jobs to tell the target customer that the right product is available at the right place, at the right price (D.perreaut, 2000)

The promotional function of any service giving for the company involves the transmission of message to the customers. If the product is new, the promotion effort was probably rely heavily on advertising, sale promotion, personal selling and public relation, in order to; make potential buyers aware of the product; information of these buyers about the benefit associated with the product; buyers to purchase the product is the product is more established, but the objective is stabilize sales during a weak season, the promotion activities was most likely contain short term incentive for people to buy the product immediately. If the product is the high technical and needs a lot explanation, the promotional activities was probably containing more personal selling, so that potential buyers can ask questions of a sales person (kotler, 2003)

Promotion is also asset of channel information and persuasion to sell goods and services or promote idea (Belch G.E. Moreover, 2003) Assessing the effectiveness of advertising and promotion dollars is an important understanding for the producer groups that find such programs.

1.2 Statement of the problem

Today, most business organizations competing in continuous dynamic environment, because everything is changing fast. They are competing for better quality, market position, good was and to get positive consumer awareness for their product and services. Therefore, companies would use promotion in order to create good image in the minds of its customer, because promotion is among the marketing tools, which facilitate the marketing activities (Kotler, 2003 principle of marketing).

The purpose of this study was to assess the promotional activities of commercial bank of Ethiopia. In previously, the researcher tries to examine the promotional activities such as advertising, sales promotion, personal selling, public relation and direct marketing. Likewise, CBE might face with some problems while practicing/implementing its promotion strategies. Having this idea, commercial bank of Ethiopia spends millions of dollars in promoting their goods, service and ideas in this competitive period.

The reason that I am going to do on this title is the most cases of commercial bank of Ethiopia, it does not evaluate the promotion activities whether their promotion packages attract customers or not. In fact, it is very difficult to evaluate the effectiveness of promotion, because promotion may have influenced by other factors. The promotional tools the bank using currently is compatible with its mission and objectives, as well as which promotional tool was be more use full to achieve expect of long-term relationship with customers. Most of the time do not evaluate/assesses the effects of their promotion activities whether the promotion of the organization increase its performance or not particularly in sales. In line with the above study of the problem, the following research questions are formulating to be answer the above gaps identify.

1.3 Research Question

In order achieve the research purposes and look into the issues mentioned in the statement of the problem, the study poses the following main and specific research questions.

1. Which type of promotional strategy is used by the bank?
2. What are the main challenges of Commercial banks of Ethiopia in its promotional activity?
3. Which kind of media is used by the bank?

1.4. Objectives of the study

1.4.1 General Objectives study

The overall objectives of this study are to assess the promotional activities of commercial bank of Ethiopia.

1.4.2 Specific Objectives

1. To assess kind of promotional strategy currently used by the bank.
2. To examine major challenges that affects the Commercial bank of Ethiopia when implemented its promotional activity.
3. To assess the media used by the bank to convey messages to its customers.

1.5 Significance of the study

This study aims to assess the promotional activities of commercial bank of Ethiopia in Gubre branch and it would help the bank to get good acceptance more by its customers and develop best communication system through understanding which tool is effective to the bank. As any research assist marketing managers and offers to think and act in scientific to tackle and solve their problems, this study also would go to assess promotional activities and make prompt actions on situation.

1.6 Definition of the Term or Concept

Marketing: is the process of planning executing the conception, pricing, promotion and distribution of ideal, goods, and services to create exchange that satisfy individual and original objectives.

Promotion: is the function of informing, persuading and influencing the customers purchase decision.

Promotion Mix: is the combination of one or more of the promotions in choosing to use.

Publicity: is non-personal stimulation of demand for a product, service, or business unit by Planting commercial significant news about it in published medium or obtained favorable presentation of it upon radio, television, or stage that is not paid for by the sponsor.

1.7 Delimitation /Scope of the study

Even though the bank has many branches in different area of the country, but this study would undertake particularly on commercial bank of Ethiopia in Gubre branch due to time and money constraints.

1.8 Limitation of the study

In this study, the researcher faced different problems to collect data and investigate the gaps. Some of these are:

- ✓ Lack of researcher's experience to conduct research.
- ✓ Lack of employees' knowledge about questionnaire.
- ✓ Unwillingness of respondents to fill the questionnaire.
- ✓ The sampling method that researcher would take may not exactly represent the overall study.

- ✓ The researcher also focuses on specific area due to different constraints such as lack of experience, time and budget.

1.9 Organization of the paper

The study was comprising of five chapters. The first chapter deals with the background of the study, objective of the study, scope data sources, and son. The second chapter Review of related literature: The third chapter focuses on Research Methodology: This chapter describes the approaches and design of research, the population of the study, Sampling techniques, the sources of data, the data collection and the methods of data analysis used. The fourth chapter focuses on Data presentation, analysis, and interpretation: The last chapter focuses on Summary, Conclusion, and Recommendation: This chapter comprises three sections, which include a summary of major findings, conclusions and recommendations.

CHAPTER TWO

REVIEW OF THE RELATED LITERATURE

2.1 Theoretical review

Promotional mix elements

Marketing communication is also known as promotion mix consists of five promotion mix elements such as advertising, sales promotion, personal selling public relations and direct marketing (Onditi; Adeisi, 2012,2006) Effective implementation of promotion mix helps the organization in achievement its target consumers, informing, influencing and persuading them for buying products or services.

Promotion can also be referred to as any incentive used by manufacturer or retailer to provoke trade with other retailer or with other channel member, or with consumers to buy brands apart from encouraging the sales force to aggressively sell the items (Aaker,J., Fournier, S. and Brasel, S.A., 2004). Promotion is more immediate oriented and capable of influence behavior. Aaker and A.D stated that term promotion refers to many kinds of selling incentive and technique intended to produce immediate or short-term sales effect (Aaker, 2004). Promotions can good-looking for extremely promotions prone consumers for reason outside price saving. These extremely promotions prone consumer might change brand toward accept “particular” deal to return and support their well-dressed shopper self-perceptions. Extremely promotions prone consumer may attempt to innovative products that have promotions ((Cravens & Binder, 2003).

Promotion when implemented effectively often results in an increase in short term sales figure. This explains the inclination of corporations to put in a large percentage of their funds in carrying out various promotion activities. However, variations occur in assessments of promotion based on the attractiveness of the concerned brand ((Hanssens & Risso, 2009). Promotions are useful tools, which act as demand booster that do not sustain the risk associated with the new products. Promotion is defined as a special offer or a part of marketing communication activities. Promotion is an independent variable and on the other hand, social surroundings, buying behavior, free sample, price reduction and discount level are dependent variables on promotion. ((Parsons & Schultz, 2001). Promotion plays an important role in the marketing programs of the company and it can

have a significant impact when customer makes their purchasing decision (Fill, 2008) and it provides an extra incentive to consumer who make purchasing decision based on the promotion.

2.2 Target promotion

Sales promotion activities are directly towards four different target groups. These are final consumers, retailers, whole sellers and industrial customers. The size of each group and their respective need condition type of promotion blend to be used by the marketer for mass selling and personal communication is the only way to consumer the information they required is compared with the final consumers.

2.3 Promotion Mix

Promotion is defined as the coordination of all sell-initiated effort to set up channel information and persuasion to sell goods and services or promote an idea while implicit communication occurs through the various mix of marketing. Most of an organization communication with the market place as part of carefully planned and controlled promotional program. The basic (Belch and Belch , 2009) Promotion is the marketing function concerned with persuasively communicating the target audience. The components of marketing

2.3.1 Advertising

Advertising is one of the promotional mixes, which are considered prominently in the overall marketing mix. Advertising involves making decisions on the five M'S; mission, message, media, money and measurement ((kotler, 2001)). An advertising program can be measured in terms of both communication and sales effect.

According to (Kotler& Armstrong , 2010) an identified sponsor defines Advertising as “any paid form of non-personal presentation and promotion of ideas, goods and services”. It is the dissemination of information by marketer relating to a product, service or an idea through different (Akanbi and Adeyeye , 2011).

2.3.1.1 Advertising Objectives

Advertising objectives can be classified as according to weather to inform, persuade and remind.

- **Informative advertising:** - communicating customer dealing the market about new product explaining how to the product works suggesting new using for the product. It informs the marketing of price change, describing available services.
- **Reminder advertising:** -maintain customer relationship through reminding product may be needed into near future. It reminding customer to buy the product, keeping brand in customer's mind during offseason (. Kotler, 2007).
- **Persuasive advertising:** -Building brand preference, encouraging, switching to your brand. Changing customer's perception of product attributes. It persuades customer through talking about the brand.

2.3.1.2 Developing Advertising strategy

Advertising strategy consists of two major elements: creating advertising messages and selecting advertising media. Good advertising messages are important into day's costly advertising message and cultured advertising environment. Advertising strategy is what the advertiser says about the brand being advertised. To develop a message strategy, advertisers go through three steps:

Message generation and evaluation

Creative development and execution

Social responsibility review. (Kotler P. and Armstrong G., 2004)

2.2.1.3 Selecting advertising media

The steps in media selection are:

Deciding on reach, frequency and impact

Choosing among major media types

Selecting specific media vehicle

Deciding media timing (Philip Kottler, 2004).

2.3.2Sales promotions

Sales promotions are short-term incentives to encourage purchase or sale of products. It is any activities intended to generate a temporary boost in sales. Includes, communicational activities

persuade in attempts providing added value or incentives to customers, whole sellers, retailers, and other organizational customers to stimulate immediate sales. Sales promotion benefits the organization at all stages of life cycle of a product and in particular at initial and growth stage. Their study additionally concludes that there is positive relationship between the effective execution of sales promotion and organizational sales, which leads to increase in profitability ((Odunlami & Ogunsiji, , 2011)

2.3.2.1 Sales promotion objectives

Sales promotion objectives vary widely. Sellers may use consumers' promotions to increase short-term sales or to help building long market share. Objectives for trade promotional include getting retailers to carry new items and more inventories getting them to advertising, the product and give it more shelf space, and getting them buy is a head. For the sale force, objectives include getting more sales force support for current or new product or getting sales people to sign up new accounts. Sales promotion is usually used together with advertising, personal selling, or other mix elements.

2.3.2.2 Sales promotion tools

Sales may be consumers' sales promotion tools or trade sales promotion tools. Consumers sales promotion is targeted to the ultimate user of the product or service and including company sampling, coupon, premiums, contests, sweepstakes, cash returned offer(rebate), price pack (cent of ideal), advertising specialty, patronage reward, point of purchase(pop) promotion contests, sweepstakes, games and other materials. Companies can use sales promotion in conjunction with other promotional mix elements to overcome the competitors' promotional activity (Kotler (2004).

2.3.4 Publicity and Public relation

Publicity is the dissemination of information by personal means that is not directly paid by the organization, nor is the organization the source. (Grass, 2000) describes publicity as the use of media to provide free coverage in their stories related to their product. Unlike advertising that relays on purchasing power to get message across, publicity relay solely on the quality of contents to persuade others to get the message out. There are three major roles public relation play with in the communications program of an organization and its various key stockholders. Second is to support the marketing of the organizations product and its task is to integrate with the other elements of promotional mixes. Third is to provide the means by which relationships can be developed. However, the objectives of public relation tend to be broader than those of the other

components of promotional strategy. It is concerned with the prestige and image of organization as whole among groups whose attitude and behavior affect up on the performance of the organization.

2.3.5 Personal selling

This can be described as an interpersonal influence process involving business promotional presentation conducted on a person basis with prospective buyer. (Kotler P. , 2006) Defines personal selling as face-to-face interaction with one or more prospective purchaser for the purpose of presentations, answering question and procuring orders. Jobber (2007) also describes personal selling as marketing task that involves face-to-face contact with customer. Unlike the others tools with in the communication mix, Personal selling permitted direct interaction between buyers and sellers.

2.3.6 Direct marketing

Direct marketing is the reverse of mass marketing. Mass marketing is targeting broadly with Standardized messages and marketing offers. Mass marketers have typically sought to reach Millions of buyers with a single product and a standard message delivered through the mass media. According to Kotler (2005), direct marketing focuses on carefully targeted consumers in order to create an immediate response and to nourish already created customer relationships. Direct marketing is done mainly through telephone, email, mail or the Internet. Today, there is a trend toward more narrowly targeted or one-to-one marketing called Promotion Management.

2.4 Developing effective communication

There are eight steps in developing effective total communication and promotion program.

1. Identify the target audience.
2. Determining communication objectives.
3. Designing the message.
4. Selecting communication channel.
5. Establishing total promotional budget.
6. Deciding on promotional mix.

7. Measuring the promotional results.
8. Managing and coordinating integrated marketing communication.

2.5. Setting promotional budget

One of the hardest marketing decisions taking accompany is how much to spend on promotion. How does accompany decide on its promotion budget? There are four common methods used to set budget for advertising. These are:

Affordable method: In this method, the company set promotion budget as the level they think the company can afford. Because of that, the company cannot spend on advertising, small business is used. This method helps to achieve marketing objectives (Kotler, 2003).

Percentage of sales method: setting promotional budge as the level at certain percentage of units of sales price, (kotler, 2003). This approach is based on fixed percentage of previous year of an anticipated year. One advantages of this method is that expenditure is directly related to fund available the more the company sold last year, the it presumably has available for promotion this year (Burnett,2003).

Competitive party method: This technique has the advantage in recognizing the importance of competition in the promotion and helps to minimize market welfare. It is also simple to use since the only information required the dollar amount expanded by the competitor (Burnett, 2003).

Objective and task method: it is a method for budgeting accompany based on what it wants to accomplish with promotion. This budgeting method entails defining specific promotion objective” determining the task needed to achieve that objective and estimate the cost performing the task. The sum of this cost is the proposed promotion budget ((Kotler, 2003).

2.6. The role of promotion on customer awareness, changing attitudes, perception and beliefs and reinforcing and attitudes

At various times in the life of brand, it is important to raise the level of awareness among target customers, in inevitability; this is most often associated with the introduction of new product. However, either because of competitive or other pressures (perhaps the reduction in the level of advertising support), the level of awareness of a particular brand may fall and advertising was sought to improve the levels. In some instances, although the consumer aware of the products it

self, he or she was needing information as to where to purchase it (particularly if it is in limited distribution). Advertising was sought to identify stockiest or the product. Advertising affects consumer's daily lives informing them about the products and services, and influencing their attitudes, belief and ultimately their purchase while advertising cannot change consumers deeply rooted value and attitude, advertising may succeed in transforming person's negative attitude toward a product in to a positive one.

2.7 Challenges of Promotion Practices

I. Extensively causes people to buy more than they can afford

Marketing critics voice the concern that promotional communications efforts persuade individuals to purchase goods and services they do not need and cannot afford. People seeking immediate gratification tend to live beyond their means.

II. Promotion overemphasizes materialism

Closely tied to the notion that people buy too many goods and services are the criticism that promotion has created a materialistic society. The debate centers on one issue: Has the promotion of goods and services created an attitude of materialism, or has marketing merely responded to the materialistic desires of society.

III, Promotion increases the costs of goods and services

Another reason people find fault with promotional communications is that it increases the cost of merchandise. Indeed, advertised goods do cost more and allow producers to charge higher prices.

IV, Promotion creates offensive

Many citizens believe that promotions are becoming more offensive. Sex and nudity are the most troubling and controversial issues. What is offensive to one individual or group may not be to another. Company leaders must decide on a comfort level when it comes to promotion emphasizing sexuality or utilizing nudity. The ultimate judges, however, are consumers and how they respond to the content of promotions.

V, Promotion may prepare deceptive and misleading information

Another criticism of marketing communications' messages is that they are too often deceptive and misleading. Certainly, some companies and marketing firms are guilty of this offense. At the same time, members of the marketing community are quick to point out that deceptive and misleading ads are rare. It is not in a firm's best interests to create deceitful advertisements.

Factors affecting effectiveness of promotional mix.

1. Availability of funds

The funds available for promotion are the basic determinant of the promotional mix. In the absence of adequate finance, company cannot afford a costly promotional strategy even if it an effective one. It has to rely most on personal selling, dealer displays and cooperative advertising. Thus, lack of adequate funds disturbs the efficiency of promotional program of an organization. Awesome INC. (Template Powered by Blogger, 2023.)

2. Nature of product

Promotion strategy may differ from product to product depending on product features and its usage. For example, the strategy suitable for consumer products may not have the same results in case of industrial products. Template Powered by Blogger, (Nov.16, 2023).

3. Nature of the market

Nature of the market is directly associated with the promotional decisions. It can influence the decision process in number of ways. For example, advertising may not prove an effective promotional campaign if the market is concentrated in a particular group or localized in a particular area. Under this situation, a company has no alternative except to rely on personal selling. Template Powered by Blogger, (Nov.16, 2013).

4. Company policies

Sometimes marketing executives have to strictly follow the company policies while designing the promotional mix of the company. As such sometimes, they show inability to formulate an appropriate promotional strategy if it goes against company's traditional policies built over the years.

5. Stages in product life cycle

Each stage of product life cycle requires a different promotional strategy to suit the respective features (condition) of each stage. Accordingly, marketing executives have to keep in mind the particular stage of product life cycle while framing the promotional mix of a concern. In the introduction target, promotion aims to create awareness of the product among the customers that can be sufficiently done through advertising. Template Powered by Blogger, (Nov.16, 2023).

6. Push and pull strategy.

A) Push strategy

Push promotional strategy makes use of a company sales force and trade promotion activities to create consumer demand for a product: it takes the product to the customer the customer knows about the product when they buy it. Producer promotes product wholesalers>wholesalers promote product to retailers>retailers promote product to consumer. Example; Trade shows and direct selling.

B) Pull strategy

Pull promotion strategy is one that requires high spending on advertising and consumer promotion to build up consumer demand for a product: it brings the customer to the product the consumer is motivated to buy it. Consumers ask retailers for product >retailers ask wholesalers for product> wholesalers ask producers for product. Example: Advertising, Referral (word of mouth), promotion and discount. Good promotion strategy was combined both push and pull factors.

2.8. The problems of promotion on the society

Promotion is one of the most often criticized areas of marketing and many of the criticisms focus on whether communications are honest and fair. Markets must sometimes make ethical judgments in considering these changes and in planning their promotion. Critics raise similar concerns about the use of celebrities in advertisement, a person who play role of an honest and trustworthy person on popularly serious may be a person accordable message source in advertising, but is using such a person means leading to consumers? Some creates believe it is others argue that consumers recognize advertising when they face it and no the celebration are paid for them. The most

inducement, common criticizes of promotion that relate to promotional message that makes exaggerated claims for some promotional message due misrepresent the benefit of the product.

2.9. Empirical review

(Abiodun, 2011), the major aim of this thesis was to demonstrate the impact of advertising on the sales and profit of a business organization taking Starcomms Plc as a case. Good advertising requires competent personnel including a number of specialists to enable it thrive in the ever dynamic and competitive business environment. It is therefore imperative that key personnel in departments that are directly involved to be carefully selected and positioned to ensure continuous success. In recognizing, the role of advertising can play a growing number of companies and establishments have to embark on a nationwide advertising campaign. He found that advertising campaigns obviously informed by depressed consumer demand thrive by persuading the consumer on the need for consumptions. At the completion of this thesis, the impact of advertising at Starcomms was clearly defined and states it should have become a continuous practice for Starcomms.

Having this concept from the empirical study, the two studies have been seen the effect of sales promotions and advertising on brand equity and brand awareness in a narrow way. However, my study focuses on assessment of promotion: in the case of commercial bank of Ethiopia in wide range. From these two empirical studies, my study was be different in methodology, scope and other important elements.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research design

The study uses descriptive research methods because it is one of the types of research methods that use both qualitative and quantitative expressions and enable to obtain the general overview of the fact. This involves personal interviews, questionnaire and telephone contact when even necessary. To collect the intend data key people like manager of marketing department, head of distribution department and other essential people was interview.

3.2. Target Population of the study

The target group of this study would be the 10652 current account holder customers of commercial bank of Ethiopia in Gubre branch. In addition to this, the researcher would take all 30(thirty) employees of the bank as a target group of the study. Top manager of the bank is also another target population of the researcher's study.

3.3. Sample Size and Sampling technique

3.3.1 Sampling technique

The method of sampling techniques use in this study was non- probabilistic sampling techniques. Non-probability sampling is a subjective procedure in which the probability of selection for each population unit is known beforehand. From non-probability, sampling technique the researcher was use convenience-sampling technique to collect the data. Because convenience-sampling technique involves including in the sample whoever happens to be available at time.

3.3.2 Sample Size

The study population was 10652 customers and 30 employees in commercial bank of Ethiopia in Gubre branch. From this target population the researcher was collect data from 100 out of 10652 customers, and 24 out of 30 employees of commercial bank of Ethiopia in Gubre branch. The number of samples was need for the study; the researcher was determine based on the general formula projected by *Yamane (1967)*.

Where: n =Total sample size

N=Total population

e=Measure of error

e= the error of 10% points

By using Yamane's formula of sample size with an error term 10% and confidence coefficient of 90% the sample is calculated as follows.

Thus, at 10% error and 90% of confidence coefficient;

$$n = N / (1 + N(e)^2) \quad n = 10652 / (1 + 10652(0.1)^2)$$

$$n = 10652 / 107.52 = 100 \text{ from customers and } n = N / (1 + N(e)^2) \quad n = 30 / (1 + 30(0.1)^2)$$

$$n = 30 / 1.3 = 23.076 \sim 24 \text{ from employees}$$

Total sample size is use from commercial bank of Ethiopia in gubre town out of 10652 customer account holder and employee are $n = 100 + 24 = 124$

3.4. Data type and Source

To conduct this study, the researcher was using both the primary and secondary sources of data. The primary data were collected from employees, manager of the bank and customers. The secondary data was collected from both published and unpublished documents such as magazines, newspapers and websites.

3.5. Data collection instrument

The data is collected by using questionnaires from employees, customers and interview for manager of the bank. The researcher to collect the data uses both close ended and open-ended questionnaires.

3.7 Methods of data analysis

The collect data would be process manually and data would be analyzing by using simple analytical tools such as: tabulation and percentage to represent the analyze data.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

In this chapter, data collected from the employees and customers through distributing questionnaires presented and analyzed by using tables of frequency and percentage. The first parts of this analysis contain the response of the employees of the commercial bank of Ethiopia gubre branch. The second part includes responses of the customer of the bank. Finally, the third part describes of findings from manager interview.

4.1 Employees Response

In this part, Responses provide by the employees are presented and analyzed accordingly. During survey, 24 questionnaires were distributed to customers. Not all 24 distributed questionnaires were returned, only 20 were returned. So, the analysis was made based on 20 responded questionnaires.

Note: In all tables, the researcher used "no" to represent the number of respondents and "%" to represent the percentage. Thus, the number of the respondents represented by "No" and the percentage "%" used to indicate the total number of respondents answered for each question. **Table**

4.1.1, Demographic question (sex)

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Male</i>	<i>12</i>	<i>60</i>
<i>Female</i>	<i>10</i>	<i>50</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data Survey (2023)

By observing the above table, it is possible to understand that the numbers of male respondents is greater than the numbers of female employee respondents. From this finding, it is possible to conclude that the number of male employees' those are aware about the promotion are greater than that of females.

Table 4.1.2 (Age)

<i>Age</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>20-30</i>	<i>6</i>	<i>30</i>

31-40	8	40
41-40	4	20
Above 50	2	10
TOTAL	20	100

Source: primary data Survey (2023)

As show in the above table, 6(40%), 8(30%), 4(20%) and 2(10%) of the respondents found between the age of 31-40, 20-30, 41-50 and above 50 respectively. On other hand, there is the small number of respondents above 50 (fifty) years. It is possible to understand that, majority of the respondents are found between the ages of 31-40.

Table 4.1.3 Educational level

Response	Number	Percentage (%)
Masters	4	20
Degree	10	50
Diploma	4	20
Certificate	2	10
TOTAL	20	100

Source; primary data survey (2023)

As looking on the above table, 4(20%), 10(50%), 4(20%) and 2(10%) of the respondents give responses respectively. From this, one can conclude that and the findings shows that as the majority of the employees of the bank are degree.

Table 4.1.4, kind of promotional tools strategy

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>13</i>	<i>65</i>
<i>No</i>	<i>9</i>	<i>45</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

From the table above it is possible to understand the 13(65%) of employees said the bank use promotional strategy while 9(45%) of respondents said No. Therefore, it is easy to understand that the majority of the employee of the bank response and assure as the bank use promotional strategy.

Table 4.1.5, promotional strategy

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Pull strategy</i>	<i>10</i>	<i>50</i>
<i>Push strategy</i>	<i>6</i>	<i>30</i>
<i>Both strategy</i>	<i>4</i>	<i>20</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

As can be observed from the above table, employees who respond the questionnaire of the study are 10(50%), 6(30%) and 4(20%) respectively. Therefore, we can understand that from the above table the most respondents are answering pull strategy. From this finding, it is possible to conclude that the number of respondents for pull strategy is greater than all other strategies.

Table 4.1.6, promotional activities of the bank.

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>17</i>	<i>85</i>
<i>No</i>	<i>5</i>	<i>15</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

In the above table, 15(85%) of respondents, said yes, that means the bank use promotional activities. While 5(15%) of respondents said No. Therefore, we can easily conclude that that the promotional activity conducted by the bank is satisfactory.

Table 4.1.7, promotional tools mainly used by the bank

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Advertising</i>	<i>9</i>	<i>45</i>
<i>Sale promotion</i>	<i>7</i>	<i>35</i>

<i>Personal selling</i>	-	-
<i>Public relation</i>	-	-
<i>Direct marketing</i>	-	-
<i>Internet marketing</i>	4	20
<i>TOTAL</i>	20	100

Source: primary data survey (2023)

The above table show that 9(45%) 7(35%) and 4(20%) Of respondents are said. Advertising, sale promotion and internet marketing respectively. So that, one can understand from this response, the majority of the respondents said advertising is the tools that mainly practiced by the bank. However, other tools such as personal selling, public relation and direct marketing does not get response.

Table 4.1.8, advertising tools among promotion

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	16	80
<i>No</i>	4	20
<i>TOTAL</i>	20	100

Source: primary data survey (2023)

From the table above, it is possible to understand that, 16(80%) of respondents said the bank use advertising tools to promote its product or services, while 4(20%) of respondents oppose or said no. therefore, we can easily conclude that as the majority of the respondents give answer as the bank use advertising media.

Table 4.1.9, The Media that the bank used to advertise its products or services.

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Television</i>	10	50
<i>Radio</i>	5	25
<i>Newspaper</i>	4	20
<i>Magazine</i>	1	5
<i>Billboard</i>	-	-

<i>TOTAL</i>	<i>20</i>	<i>100</i>
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Source: primary data survey (2023)

The above table indicates that the media that the commercial bank of Ethiopia Nazareth branch used to advertise its products and services. In this process 10(50%) of employees' response to television, while 5(25%) of employees said radio and 4(20%) of employees are response to newspaper while 1(5%) of employee said magazine. However, other like billboard no response. Therefore, from the finding, one can conclude Television is the most finding. One can conclude Television is the most advertising media for the bank.

Table 4.1.10, advertising objectives

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>14</i>	<i>70</i>
<i>No</i>	<i>6</i>	<i>30</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

In the above table 14(60%) of the respondents said that yes i.e. the company would use advertising objectives and 6(30%) of the respondents are said No. Therefore, we can easily conclude that the bank use advertising objectives.

Table 4.1.11, Type of advertising objective used by the bank

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Informative objective</i>	<i>10</i>	<i>50</i>
<i>Reminder objective</i>	<i>4</i>	<i>20</i>
<i>Persuasive objective</i>	<i>6</i>	<i>40</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

Looking the above table, it is possible to understand that 10(50%), 4(20%) 6(30%) of employees respond to informative, reminder and persuasive objectives, respectively. Therefore, to conclude the results the majority of the respondents provide answer to persuasive advertising objectives.

Table 4.1.12, sales promotion used by the bank

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>12</i>	<i>60</i>
<i>No</i>	<i>8</i>	<i>40</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

From the table above, it is possible to understand that 12(60%) of respondents said "yes" and 8(40%) of respondents said "No". Therefore, we can easily conclude that, the bank use sales promotion.

Table 4.1.13, type of sales promotion by the bank.

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Incentive</i>	<i>10</i>	<i>50</i>
<i>Sponsorship</i>	<i>7</i>	<i>35</i>
<i>Premium</i>	<i>3</i>	<i>15</i>
<i>Product sample</i>	<i>-</i>	<i>-</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

The above table show that 10(50%) of the respondents are said incentive 7(35%) of the employees are said sponsorship and 4(15%) of the respondents are provide answer to premium. However, the majority of the employees give response to the incentives, this implies that as the bonk mainly used sales promotion tools through providing various incentives to its customer.

Table 4.1.14, Public relation

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>18</i>	<i>90</i>
<i>No</i>	<i>2</i>	<i>10</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

In the above table, 18(90) of the respondents said the bank use public relation. While 2(10%) of the respondents said No. Therefore, one can easily understand and conclude that, CBC (Commercial bank of Ethiopia) uses the public relation.

Table 4.1.15, types of public relation used by the bank

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Special event</i>	8	40
<i>Audio visual</i>	4	20
<i>Written material</i>	6	30
<i>Exhibition</i>	2	10
<i>TOTAL</i>	20	100

Source: primary data survey (2023)

The above table indicate that, the majorities of the respondents give answer for special events through 8(40%) 4(20%), 6(30%), and 2(10%) of respondents respectively. Therefore, we can conclude that as the bank use public relation through special events.

Table-4.1.16, personal selling

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	8	40
<i>No</i>	12	60
<i>TOTAL</i>	20	100

Source: primary data survey (2023)

Looking the above table 8(40%) of the respondents are said the personal selling is used by the bank, while 12(60%) of the respondents (employees) said “No”. therefore, we can easily conclude that, the personal selling do not practiced or used by the bank become the majority of the respondents (employees) give their answer for “No” option.

Table- 4.1.17, mainly used personal selling device

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
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<i>Tele marketing</i>	9	45
<i>Sales person</i>	4	20
<i>Mail order</i>	7	35
<i>TOTAL</i>	20	100

Source: primary data survey (2023)

The table above indicates that 9(45%), 4(20%) and 7(35%) of employee’s response respectively. How the majority of the employees were providing response to telemarketing. Therefore, it is possible to understand that the finding clearly shows that the bank use telemarketing from personal selling tools.

Table 4.1.18, direct marketing

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	3	15
<i>No</i>	17	85
<i>TOTAL</i>	20	100

Source: primary data survey (2023)

From the table above, it is possible to understand that, 3(15%) of respondents said direct marketing is used by the bank, However the majority of the respondents (employees) didn’t provide respond to direct marketing through 17(85%) oppose the former idea.

Table 4.1.19, types of direct marketing used by the bank

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Direct mail marketing</i>	3	15
<i>Catalog marketing</i>	10	50
<i>Door-to-door</i>	7	35
<i>TOTAL</i>	20	100

Source: primary data survey (2023)

The above table show that 3(15%) of employees said that direct marketing mail, while 10(50%) of employees said the catalog marketing. On the other hand, 7(35%) of employees said door-to-door

marketing. As one can easily conclude, the finding shows that, the majority of the employee's response to catalog marketing.

Table 4.1.20, Factors affecting promotional activity of the bank (external factor)

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>11</i>	<i>55</i>
<i>No</i>	<i>9</i>	<i>45</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

In the above table, 11(55%) of the respondents said external factor affect the bank promotional activity, while 9(45%) of the respondents said “no”. so that it is easily concluded that this finding indicate that the majority of employees are given answer for external factors.

Table 4.1.21, types of external factors mainly affect the bank.

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Economic factor</i>	<i>5</i>	<i>25</i>
<i>Technological factor</i>	<i>7</i>	<i>35</i>
<i>Cultural factor</i>	<i>5</i>	<i>25</i>
<i>Political factor</i>	<i>3</i>	<i>15</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

The above table indicates that 5(25%), 7(35%), 5(25) and 3(15%) of employee's response. Economic, technological, cultural and political factor respectively. Therefore, as shown on the above table 7(35%) of respondents said the technology factor affect the promotional activity of the bank. So, it is possible to understand from this finding that majority of the employees provide answer to technological factor.

Table 4.1.22, Internal factor affect the bank

<i>Response</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>13</i>	<i>65</i>

<i>No</i>	<i>7</i>	<i>35</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

The table above show that, 13(65%) of respondents said that the internal factor affects the promotional activity of the bank; while 7(35%) of respondents said No. Therefore, this can be easily concluded that, the internal factors can be affecting the promotional activity of the bank.

Table 4.1.23, kinds of internal factors affect the bank

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Availability of fund</i>	<i>5</i>	<i>25</i>
<i>Company policies</i>	<i>7</i>	<i>35</i>
<i>Nature of the market</i>	<i>5</i>	<i>25</i>
<i>Nature of market</i>	<i>4</i>	<i>20</i>
<i>TOTAL</i>	<i>20</i>	<i>100</i>

Source: primary data survey (2023)

Observing the above table, 3(15%), 2(10%), 11(55%) and 4(20%) of respondents said that internal factors affect the banks are, Availability of the fund, company policies Nature of the market and nature of the services respectively. The finding show that the majority of the employees said the nature of the market is the internal factor affects the bank promotional activity.

4.2, Customer responses

In this part, responses given by the customers are presented and analyzed accordingly. During survey, 100 questionnaires were distributed to customers. Not all 100 distributed questionnaires were returned, only 90 were returned. So, the analysis was made based on 90 responded questionnaires.

Note: In all tables the researcher used "no" to represent the number of respondents and "%" to represent the percentage. Thus, the number of respondents represented by "No" and the percentage (%) used indicate the total number of the percentage (%) used indicate the total number of the respondent who answered for each question.

Table 4.2.1, Demographic question (sex)

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Male</i>	48	53.33
<i>Female</i>	42	46.67
<i>TOTAL</i>	90	100

Source: primary data survey (2023)

Looking at the above table, it is possible to understand that the number of males is greater than the number of female customers. From this finding, it is possible to conclude that the number of mall customers are the users of the bank.

Table 4.2.2, (age)

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>18-25</i>	28	31.11
<i>26-35</i>	42	46.67
<i>36-50</i>	15	16.67
<i>Above 50</i>	5	5.56
<i>TOTAL</i>	90	100

Source: primary data survey (2023)

as show in the above table, 28(31.15%), 42(46.67%), 15(16.67%) and 5(5.56%) of the respondents found between the age of 18-25, 26-35, 36-50, and above 50 respectively on the other hand, there are majority of the customers who response greatly found between the age of 26-35. It is possible that to understand the majority of the respondents are 46.67%.

Table 4.2.3, education level

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Elementary</i>	15	16.67
<i>High school</i>	25	27.78
<i>Certificate</i>	10	11.11
<i>Diploma</i>	12	13.33
<i>Degree</i>	28	31.11

<i>TOTAL</i>	<i>90</i>	<i>100</i>
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Source: primary data survey (2023)

As can be observed in the above table, one can easily understand that 15(16.67%), 25(27.78), 10(11.11%), 12(13.33%) and 28(31.11) of the customers are elementary, high school, certificate, diploma and degree respectively. it is possible to conclude that, from the finding, majority of the respondents of education level are degree.

Table 4.2.4, customer of the CBE

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>54</i>	<i>60</i>
<i>No</i>	<i>36</i>	<i>40</i>
<i>TOTAL</i>	<i>90</i>	<i>100</i>

Source: primary data survey (2023)

As we can observed from the table above, it is possible to understand that 54(60%) of respondents (customers) said the customer of the bank while 36(40%) of the respondents said Ni; in order to oppose the former idea.

Table 4.2.5, Factor initiated customer to be the user of CBC

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Fast service delivery</i>	<i>52</i>	<i>57.78</i>
<i>Convenience location</i>	<i>28</i>	<i>31.11</i>
<i>Brand image</i>	<i>10</i>	<i>11.11</i>
<i>Other</i>	<i>-</i>	<i>-</i>
<i>TOTAL</i>	<i>90</i>	<i>100</i>

Source: primary data survey (2023)

The table above indicates that, 52(57.78%) of the customers respond to fast service delivery while 28(31.11%) of customers said, convenience location of the bank. on the other hand, 10(11.11%) of the customer said that its brand image, from the finding one, can conclude the fast service delivery of the bank initiate customer to be the user of the bank.

Table 4.2.6, promotional message about CBE

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>60</i>	<i>66.67</i>
<i>No</i>	<i>30</i>	<i>33.33</i>
<i>TOTAL</i>	<i>90</i>	<i>100</i>

Source: primary data survey (2023)

In the above table, 60(66.67%) of respondents said we are here messages about the bank while 30(33.33) of respondents (customers) said no. Therefore, we can conclude that as majority of the customer heard the message.

Table 4.2.7 media that used by the bank to advertise its product or services

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Television</i>	<i>46</i>	<i>51.11</i>
<i>Radio</i>	<i>24</i>	<i>26.67</i>
<i>Newspaper</i>	<i>14</i>	<i>15.56</i>
<i>Magazine</i>	<i>6</i>	<i>6.67</i>
<i>TOTAL</i>	<i>90</i>	<i>100</i>

Source: primary data survey (2023)

By observing the table, 46(51.11%), 24 (26.67), 14(15.56%) and 6(6.67%) of respondents said that, television, radio, newspaper, and magazine media respectively. The finding shows that the majority of the respondents said television is the media mostly used by the bank to advertise its products or services. So, this the media that always customers hear about the bank.

Table 4.2.8, promotional tool that is attractive and useful to the customer

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Sales promotion</i>	<i>20</i>	<i>22.22</i>
<i>Advertising</i>	<i>48</i>	<i>53.33</i>
<i>Publicity</i>	<i>12</i>	<i>13.33</i>
<i>Personal selling</i>	<i>8</i>	<i>8.89</i>

<i>Direct marketing</i>	2	2.22
<i>TOTAL</i>	90	100

Source: primary data survey (2023)

As shown in the above table, 20(22.22%), 48(53.33%), 12(13.33%), 8(8.89%) and 2(2.22) of customers response to sales promotion, advertising, publicity, personal selling and direct marketing respectively. it is possible to understand from. this finding that majority of customers provide response to advertising. This shows that as the bank more use advertising tool to promote its service. This is attractive for customer.

Table 4.2.9, the incentives that the customer gain from the CBE.

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Yes</i>	74	82.22
<i>No</i>	16	17.78
<i>TOTAL</i>	90	100

Source: primary data survey (2023)

As we can observe from the table above, it is possible to understand that 74(82.22) of the respondents said the bank provide incentives, while 16(17.78) of respondents said no.

Table 4.2.10, type of incentives the bank provides

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Coupons for reward</i>	72	80
<i>Free sample</i>	8	8.89
<i>Premium</i>	6	6.67
<i>Warranty</i>	4	4.45
<i>Other</i>	-	-
<i>TOTAL</i>	90	100

Source: primary data survey (2023)

looking at the above table, 72(80%), 8(8.89%), 6(6.67%) and 4(4.44%) of the respondents said coupons for reward free sample, premium, warranty and other respectively. it is possible to

conclude that, from the finding, majority of the respondents' said coupons for reward provide by the bank to customers for promotion.

Table 4.2.11, promotional activity of the bank compared with its competitors

<i>Responses</i>	<i>Number</i>	<i>Percentage (%)</i>
<i>Very high</i>	40	44.44
<i>High</i>	42	46.67
<i>Medium</i>	2	2.22
<i>Low</i>	6	6.67
<i>Very low</i>	-	-
<i>TOTAL</i>	90	100

Source: primary data survey (2023)

By observing the above table, 40(44.44%), 42(46.67%), 2(2.22%) and 6(6.67%) of respondents said that the degree of appropriateness of the bank's communication with customer expectation, is very high, moderate, low, and very low respectively. The finding show that the majority of customer's said high, i.e., the degree of appropriateness of the bank's communication with customers is high.

4.3 Interview analysis

In this part, the results and responses of an interview are interpreted and analyzed. The manager of commercial bank of Ethiopia Gubre branch conducted this interview. The interviews are asked seven questions that are related with bank's promotional activities (see appendix II).

Questions.1. What are the promotional strategies used by the bank?

For this question the manager of commercial bank of Ethiopia Gubre branch forwarded his answer as follows; - The manager said the bank, pull strategy is the main strategy used by the bank.

The manager forwarded, put strategy as the main strategy that the bank used.

Questions.2. How do you evaluate the overall promotional activities of the bank?

According to the response of the manager of commercial bank of Ethiopia for warded: the overall evaluation of promotional activities conducted through taking the target group of customers and ask certain question about the bank's promotional message and take the feedback from them.

Questions.3. what are the promotional tools used by the bank?

For this question, manager of the bank answered the question as the bank used mainly advertising and sales promotion of promotional tools effectively.

Questions.4. Which media does the bank used to advertise its products or services?

According to the response of the manager of the commercial bank of the Ethiopia, the bank mainly used television and radio to advertise its product or services. On other hand, the manager said the bank also use another medial such as newspaper and magazine.

Questions. 5. Which types of advertising objectives does the bank use?

For this question, the manager of commercial bank of Ethiopia answered the question as flow: -
The manager give response by said that the bank use persuasive and remind advertising objectives in order to aware the bank's service to its customer.

Questions.6. which sales promotion device is used by the bank effectively?

According to the manager of commercial bank of Ethiopia answered, the bank used mainly incentives and coupons for reward. On other hand, the bank also used sponsor ship to various program.

Questions.7. Which factors affect the banks promotional activity?

According to the manager of commercial bank of Ethiopia responses. The bank affected external and internal factor. The factor that affects the bank internally are nature of the market, service highly affect the wellbeing of the bank, and the external factors that affect the bank are technological factors and political factors.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of Findings

The purpose of this study was to investigate assessment of promotion at Commercial bank of Ethiopia in Gubre branch. The data were gathered mainly through questionnaire and interview from the respondents of the study. The data obtained from questionnaires were analyzed in percentages.

- ❖ From this finding, it is possible to conclude that the number of male 12(60%) employees' those are aware about the promotion are greater than that of females 10(50%).
- ❖ From this finding it is possible to understand that, majority of the respondents are found between the ages of 31-40.
- ❖ To understand the 13(65%) of employees said the bank use promotional strategy while 9(45%) of respondents said No. Therefore, it is easy to understand that the majority of the employee of the bank response and assure as the bank use promotional strategy.
- ❖ The employees who respond the questionnaire of the study are 10(50%), 6(30%) and 4(20%) respectively. Therefore, we can understand that from the above table the most respondents are answering pull strategy.
- ❖ Out of 11(55%) of the respondents said external factor affect the bank promotional activity, while 9(45%) of the respondents said "no". so that it is easily concluded that this finding indicate that the majority of employees are given answer for external factors.
- ❖ Out of 52(57.78%) of the customers respond to fast service delivery while 28(31.11%) of customers said, convenience location of the bank. on the other hand, 10(11.11%) of the customer said that its brand image,
- ❖ The finding shows that the majority of the respondents said television is the media mostly used by the bank to advertise its products or services. So, this the media that always customers hear about the bank.

- ❖ To understand from this finding that majority of customers provide response to advertising. This shows that as the bank more use advertising tool to promote its service. This is attractive for customer.
- ❖ The result of the findings indicates that the highest percentage of the respondent, the reason to choose the product were quality they provide and followed by proximity to their residence. Most of the respondents the source of information (first motivator) to purchase the company's product were their families and friends.
- ❖ The company's 'promotional activities, communication coverage to reach an identifiable target audience (customers) were good. On the other hand, CBE does not promote their service frequently, rather on the seasonable base. Most of the customers were compared promotion campaign of other companies but they did not give value.
- ❖ CBE had not formal promotion plan and worked by experience. They were using objective, task, and competitive party methods to establish the promotion budget. As a result, they face problems like hesitation in choosing Medias and the Medias were costly. CBE was not evaluating their effectiveness even by sells increment.
- ❖ The results on the quality of the messages were not as such good. Even if the messages were clear and understandable, artistic and ethical, most quality of the messages was responded negatively.

5.2 Conclusion

From the complete data collection, the researcher concluded that the problem appears in commercial Bank of Ethiopia with related to promotional activities and its effect on the bank image. The research was conducted in Commercial Bank of Ethiopia Gubre branch. The major objective was to assess the promotional activities practiced and used effectively by the bank in order to gain customer attention for their product or services. Thus, from the analysis, it is possible to conclude that as follows:

- ❖ The bank uses the promotional strategy; pull strategy is the most likely used promotional strategy for the commercial bank of Ethiopia Gubre Branch.
- ❖ The bank uses the promotional activities properly.

- ❖ In the bank, advertising is the most likely used promotional tool for the commercial bank of Ethiopia Gubre branch.
- ❖ Television, Radio and New paper are the most likely used medial in promoting the bank's service.
- ❖ The main advertising objectives in the bank and most likely used are persuasive
In addition, informative objectives respectively, in order to aware about the bank service.
- ❖ The bank use sales promotion tool techniques, the major techniques used by the bank are coupons given for costumer in the form of incentives and sponsorship.
- ❖ Special event and written material like broacher and other techniques are the major public relation tool used by the bank to inform its service delivery.
- ❖ The bank used telemarketing and mail order communication mechanism through personal selling activities.
- ❖ Catalog marketing and direct mail marketing are the major techniques of direct marketing used by the bank to reach its customer and satisfy their need and wants.
- ❖ The factor that affects the wellbeing of the bank can be raised internally and externally.
- ❖ The overall promotional practice (activities) of the bank is very high, whenever compared with other competitor banks.
- ❖ From the manager's response, there also some information to the most of the research is question manager said that using advertising alone is not enough to meet the company (banks) objectives.
- ❖ Manager said using other techniques such as strategy that push the customer to the service offered by the bank and evaluation over all promotional activities and change as it possible is makes the bank profitable and an acceptable among its customer.

5.2 Recommendation

The research would like to recommend the bank based on his/her findings. Because it helps the bank to improve its promotional activities and to be strong competitors more in the researcher has given the following recommendation.

- The bank should try to use other promotional tools rather than focusing only on advertising such as internet marketing, direct marketing and public relation effectively.

- The bank should try to use other promotional strategy at side of pull strategy. Such as push strategy in order to reach its customer immediately.
- The bank should try to maintain and develop the fast network system that used for different modern technologies such as ATM more than before used.
- The company also must reform its incentive tools to make them more attractive in order to satisfy the potential customers, due to the existed insensitive tools cannot fully address to all customers, so the company should increase incentive tools types, amount and frequencies distribution.
- I recommend that if the bank tries to maintain autonomies of network coverage to all its branches.

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APPENDIX I
WOLKITE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

Questionnaires prepare for employees of the commercial bank of Ethiopia Gubre branch

Dear respondent;

First, I would like to forward my deepest gratitude for your reserved co-operation in filling this questionnaire. The purpose of this questionnaire is to gather adequate information on the promotional activity in commercial bank of Ethiopian in Gubre branch. In order to make the study more fruitful response to the given question would be necessary.

All of your response used for writhing a senior essay in partial fulfillment of bachelor of degree in marketing management.

Note that; the aim of this study is not to abuse the company secret rather it is only to know the role of promotion in business organization.

General guideline

- Please put “X” on the box provided
- Try to give short and precise response by writing on the on the space provided.

PART ONE: Personal background

1. Sex: Male Female

2. Age: 20-30 31-40 41-50 above 50

3. Education level

Master's degree diploma certificate

PART II: kind of promotional tools information

1. Does the bank use the promotional strategy? Yes No

2. If your answer for question no.2 is yes, which promotional strategy is used by the bank?

Pull strategy Push strategy both strategies other

3. Does the bank use promotional activities? Yes No

4. If your answer for question no. 3 is yes, which promotional tool is mainly uses by the bank?

Advertising Sales promotion personal selling public
relation Direct, marketing Internet marketing

5. Does the bank use advertising among promotional tools?

6. If your answer question no. 5 is yes, which media does the bank use to advertise its products and services effectively?

Television Radio Newspapers Magazine Billboard

7. Does the bank use advertising objectives? Yes No

7. If your answer for question no.6 is yes, which type of advertising objective is used by the bank?

Informative objective Reminder objective Persuasive objective

8. Does the bank use sales promotion tool? Yes No

9. If your answer for question no. 8 is yes, which sales promotion device is used by the bank effectively?

1. Incentives Sponsorship premium product sample
Others

10. Does the bank use the public relation tool? Yes No

11. If your answer for question no. 10 is yes, which public relation tool is effectively used by the bank?

Special event Audio visual Written materials Exhibitions
Others

12. Does the bank use personal selling tool? Yes No

13. If your answer for question no. 12 is yes, which personal selling device is mainly used by the bank?

Telemarketing salesperson mail order

14. Does the bank use direct marketing? Yes No

15. If your answer for question no. 14 is yes, which direct marketing tool is effectively used by the bank?

Direct mail marketing Catalog marketing Door-door marketing others

PART III: Factors affecting the promotional activity of the bank

16. Is the bank's promotional activity affected by the external factors? Yes No

17. If your answer for question no. 16 is yes, which external factor mainly affects the promotional activity of the bank?

Economic factor Technological factor cultural factor
Political factor

18. Is the bank's promotional activity affected by the internal factors?

19. If your answer for question no.18 is yes, which internal factor mainly affects the promotional activity of the bank?

Availability of funds company policies Nature the market
Nature of the service

20. please, write your general opinion about promotional activity of this bank if you have more--

APPENDIX II
WOLKITE UNIVERISTY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

Questionnaires prepare for customers of the commercial bank of Ethiopia Gubre branch

Dear respondent;

First, I would like to forward my deepest gratitude for your reserved co-operation in filling this questionnaire. The purpose of this questionnaire is to gather adequate information on the promotional activity in commercial bank of Ethiopia in Gubre branch. In order to make the study more fruitful response to the given question would be necessary.

All of your response used for writhing a senior essay in partial fulfillment of bachelor of degree in marketing management.

Note that; the aim of this study is not to abuse the company secret rather it is only to know the role of promotion in business organization.

General guideline

- Please put “X” on the box provided
- Try to give short and precise response by writing on the on the space provided.

PART ONE: Personal background

1. Sex: Male Female

2. Age: 18-25 26-35 36-50 above 50

3. Educational level:

Elementary High school Certificate Diploma Degree and above

PART II: Promotional Information

1. Are customer of commercial bank of Ethiopia? Yes

2. If your answer for question no.1 is yes, what initiated you to be the customer of CBE?

Fast service delivery convenience location Brand image

3. Have you heard any promotional message about CBE?

4. If your answer for question no.3 is yes, by which media you always hear about CBE.

Television Radio Newspapers

5. Which promotional mix is more useful and attractive for you?

Sales promotion advertising publicity personal selling
direct marketing

6. Have you get any incentives from the commercial bank of Ethiopia? Yes No

7. If you say yes for question no. 6, what type of incentives that the bank provides you?

Coupons for reward free sample premium guarantee others

8. How do you see CBE'S promotional activity compared with its competitor's banks?

Very high High Medium Low Very low

9. Does promotional image of the CBE continuously reach to you? Yes No

10. If your answer for question no.9 is yes, how do you rate the degree of appropriateness of the bank's communication with your expectation?

Very high High Moderate low

11. please, write your general opinion about promotional activity of this bank if you have more--

