

**ASSESSMENT OF PROMOTIONAL PRACTICE OF COMMERCIAL BANK OF  
ETHIOPIA IN (GUBRYE BRANCH)**



**COLLEGE OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MARKETING MANAGEMENT**

**A RESEARCH PAPER SUBMITTED TO THE DEPARTMENT OF MARKETING  
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## **Abstract**

*This research focuses on the assessment of promotional activities in commercial banks of Ethiopia (gubrye branch). The objective of the study is to access a problem that affects promotional activity.. To achieve this objective the study use both primary and secondary data sources including reports, manual, and other documents. Primary data are collected from customers and marketing manager by using questioner and interview. The researcher use yeman's formula to collect data by from customer and census technique for employee technique. As a result, the researcher able to get full and correct information from 90 selected individual customers.and, 22 employees and one of marketing manager. The data analysis and interpretation is using descriptive data analysing method. Finally based on the major finding of the study logical conclusion would draw along with feasible recommendations instrumental alleviate problems?*

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## **Acronyms**

CBE-(Commercial bank of Ethiopia)

IMC-(Integrated marketing communication)

WWW-(World Wide Web)

## List of Tables

Table 4.1.1 Demographic question (sex) -----	19
Table 4.1.2 (Age) -----	20
Table 4.1.3 Educational level-----	21
Table 4.1.4, kind of promotional tools-----	21
Table 4.1.5, promotional strategy-----	22
Table 4.1.6, promotional activities of the bank-----	23
Table 4.1.7, promotional tools mainly used by the bank-----	24
Table 4.1.8, advertising tools among promotion-----	25
Table 4.1.9, The Media that the bank used to advertise its products or services.-----	26
Table 4.1.10, advertising objectives-----	27
Table 4.1.11, Type of advertising objective used by the bank-----	27
Table 4.1.12, sales promotion used by the bank-----	28
Table 4.1.13, type of sales promotion by the bank-----	29
Table 4.1.14, Public relation-----	30
Table 4.1.15, types of public relation used by the bank-----	31
Table-4.1.16, personal selling-----	32
Table- 4.1.17, mainly used personal selling device-----	32
Table 4.1.18, direct marketing-----	33
Table 4.1.19, types of direct marketing used by the bank-----	34
Table 4.1.20, Factors affecting promotional activity of the bank) -----	35
Table 4.1.21, types of external factors mainly affects the bank. -----	35
Table 4.1.22, Internal factor affect the bank-----	36
Table 4.1.23, kinds of internal factors affect the bank-----	37
Table 4.2.1, Demographic question (sex) -----	38
Table 4.2.2 (age) -----	38
Table 4.2.3 education level-----	39
Table 4.2.4 customer of the CBE-----	40
Table 4.2.5, Factor initiated customer to be the user of CBE-----	40
Table 4.2.6, promotional message about CBE-----	41
Table 4.2.7 media that used by the bank to advertise its product or services-----	42
Table 4.2.8, promotional tool that is attractive and useful to the customer-----	43
Table 4.2.9, the incentives that the customer gains from the CBE. -----	44
Table 4.2.10, type of incentives the bank provide-----	45

## Table of Contents

<b>Abstract</b> .....	i
<b>Acknowledgement</b> .....	ii
<b>Acronyms</b> .....	iii
List of Tables .....	iv
Table of Contents.....	v
<b>CHAPTER ONE</b> .....	1
<b>1. Introduction</b> .....	1
<b>1.1 Background of the study</b> .....	1
<b>1.2 Statement of the problem</b> .....	2
<b>1.3 Research Question</b> .....	3
<b>1.4. Objectives of the study</b> .....	3
<b>1.4.1 General Objectives study</b> .....	3
<b>1.4.2 Specific Objectives</b> .....	3
<b>1.5 Significance of the study</b> .....	3
<b>1.6 Scope of the study</b> .....	4
<b>1.7 Organization of the paper</b> .....	4
<b>CHAPTER TWO</b> .....	5
<b>2. Literature review</b> .....	5
<b>2.1 Target promotion</b> .....	5
<b>2.2 Advertising</b> .....	5
<b>2.2.1 Advertising Objectives</b> .....	6
<b>2.2.2 Developing Advertising strategy</b> .....	6
<b>2.2.3 Selecting advertising media</b> .....	7
<b>2.3 sales promotions</b> .....	8
<b>2.3.1 Sales promotion objectives</b> .....	9
<b>2.3.2 Sales promotion tools</b> .....	9
<b>2.4 Publicity and Public relation</b> .....	10
<b>2.5 personal selling</b> .....	10
<b>2.6 Sponsorship</b> .....	11
<b>2.8 Developing effective communication</b> .....	11
<b>2.9. Setting promotional budget</b> .....	12

<b>2.10. The problems of promotion on the society</b> .....	15
<b>2.11.promotional strategies</b> .....	16
<b>CHAPTER THREE</b> .....	17
<b>3. Research methodology</b> .....	17
<b>3.1 Population of the study</b> .....	17
<b>3.2 Sample size and sampling Method</b> .....	17
<b>3.2.1 Data sources</b> .....	17
<b>3.2.2 Data collection method</b> .....	18
<b>3.2.3 Data analysis</b> .....	18
<b>CHAPTER FOUR</b> .....	19
<b>4. Data presentation and analysis</b> .....	19
<b>4.1 Employees Response</b> .....	19
<b>4.3 Interview analysis</b> .....	46
<b>CHAPTER FIVE</b> .....	49
<b>5. Conclusion and Recommendation</b> .....	49
<b>5.1 Conclusion and summary</b> .....	49
<b>5.2 RECOMMENDATION</b> .....	50
<b>APPENDIX1</b> .....	53
<b>APPENDIX 2</b> .....	56

# CHAPTER ONE

## 1. Introduction

### 1.1 Background of the study

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 (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 would 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 will 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 would probably contain more personal selling, so that potential buyers can ask questions of a sales person (kotler, 2003 )

Promotional activities include those activities which are aimed for creating the coordination or stimulating demand. It has been defined as "creating the coordination of all sells initiated effort to set up channels of information persuasion to facilitate a sale of goods or services" (petter, 1997 ).

The promotion objectives are to informing, persuading and reminding customer about company product or services (McCarthy, 1993 ).

Promotion is also asset of channel information and persuasion to sell goods and services or promote idea and assessing the effectiveness of advertising and promotion dollars is an important understanding for the producer groups that find such programs.(Duncan,T 2002)

Commercial Bank of Ethiopia, also attempt to create awareness and position itself in the minds of its target customer through using various promotional practices and the bank using promotional activities which inform about its services and performances (ato Abie sano)

This study would try to assess the promotional activities that the commercial Bank of Ethiopia in gubrye branch. Promotional activities would help the bank by attracting customers to its service and create strong relationship, as well as it would create good brand image.

## **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 will 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)

However, since our country one of the most growing economy it would be very interesting to know to what extent the rapid development has affected promotional activity of banks operated with this so banks in Ethiopia are to great extent public owned and their is not been enough significant research concerning the challenge facing abank when promoting their service in this country.my main motive or conducting this study was due to fact that limited research was available with in area. in case I think that this is ever so interesting to study know.

The purpose of this study would assess the promotional practice in case of commercial bank of Ethiopia in gubry branch. By this research, the researcher would try to assess the promotional activities such as advertising, sales promotion, personal selling, public relation and direct marketing. The researcher also would assess whether the commercial bank of Ethiopia was communicating to its customer effectively or not and promotional tools the bank using currently was compatible with its mission and objectives, as well as which promotional tool would be more use full to achieve expected of long term relationship with customers would be raise in this research study.

This study tries to fill such a gap by showing the relationship between selected promotional activities by taking commercial banks of Ethiopia in Gubrye branch by assessing these promotional elements including television and radio advertising, and sponsorship programs.

### **1.3 Research Question**

1. Which type of promotional strategy would be used by the CBE?
2. What factors would affect the promotional activities in CBE?
3. Which kind of most important promotional media would be used by the CBE?

### **1.4. Objectives of the study**

#### **1.4.1 General Objectives study**

The overall objective of the study was to assess the promotional practice in case of commercial banks of Ethiopia in Gubrye branch

#### **1.4.2 Specific Objectives**

- To assess what kind of promotional strategy currently used by the commercial banks of Ethiopia.
- To identify the factors that affect the promotional activities in commercial banks of Ethiopia.
- To assess the most important promotional media used by the bank to convey messages to its customers.

### **1.5 Significance of the study**

This study would aim to assess the promotional activities in case of commercial banks of Ethiopia in Gubrye town and it would help the bank to get good acceptance more by its customers and develop the best communication system through understanding which tool is effective to the bank.

As any research assist marketing manager and offer 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.

This study would expect to make the following contribution.

- It would contributes the researcher for the partial fulfilment of bachelor degree in marketing management.
- The study would also hope to contribution idea for other researcher who wants to conduct further studies in bank service or promotion that used for consumers
- The study also help to suggest some idea on the finding for the CBE as references in developing and implementing different strategies

### **1.6 Scope of the study**

This study would delimitate geographically, in only gubrye town and methodologically and conceptually research paper would be focus on assessing promotional practice in case of commercial bank of Ethiopia in gubrye branch, using census for employee and by taking yemans formula for customers, the scope of present study is confined to promotional practice in commercial bank of Ethiopia in gubrye town.

### **1.7 Organization of the paper**

This research paper would be organized in to five chapters; the first chapter would contains back ground of the study, statement of the problem, research question and objective of the study, significance of the study, scope of the study and organization of the paper. The second chapter would deals with related review literature, and the third chapter would include, research methodology. The fourth chapter would contain data analysis and interpretation, chapter five would contain summary, conclusion and recommendation.

## **CHAPTER TWO**

### **2. Literature review**

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 communications with the market place as part of carefully planned and controlled promotional program. The basic tools used to accomplish an organization communications are often referred as the promotional mix. Promotion is the marketing function concerned with persuasively communicating the target audience (Duncan, T.2002)

#### **2.1 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. The numbers of retailers are less and the whole numbers are also less than retailers. The promotions to retailers are considered as the idea of the extra service such as promotional and advertising allowance. (Shimp,T 1997)

#### **2.2 Advertising**

Advertising is one of the promotional mixes which are considered prominently in the overall marketing mix. This attribute a result its visibility and pervasiveness in all other marketing communication element. Advertising as social event results in key changes in value, belief, behavior and buying pattern of a person is economic transformation and certain marketing opportunity. 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.

Measuring communication effect can be done before or after advertising is printed or broadcast. Measuring advertising after broad cast evaluate how it affected consumer and

product awareness, knowledge, preference. In the same manner, sales persons' performance can also be measured by gathering information from different sources. This source includes sales reports, personal observation, customer services and talk with other sales person services (Norris, 1984) found that the importance of advertising is an information provider leads to greater marketing share and positive image in market as it is better able to much consumer needs and wants against the product offering.(Smith,p.R(1998)

### 2.2.1 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 customers 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 telling about the brand.

### 2.2.2 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 and Armstrong 2004)

### 2.2.3 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 (Kotler 2004).

When selecting advertising media, the marketing management needs to be media planning. Media planning is a series of decisions involved in delivering the promotional message to the prospective purchaser and users of the product or brand. It is a process, which means a number of decisions are made, each of which may be already or abundant or specific media objectives and media strategies designed to attain these objectives. There are problems in media planning: insufficient information, inconsistent terminologies, time pressure and difficulty to measure effectiveness (Philip Kotler, p. (2003)).

Kotler (2004)

**Table 2.1 major media type**

Medium	Advantages	Disadvantages
News paper	Flexibility, timeliness, good local market coverage, brand acceptability, high believability.	Short life, poor reproduction quality, small pass along audience
Television	Good mass market coverage, low cost per exposure combine site, sound and motion, appealing to the senses	High absolute cost, high clutter, feeling exposure sale audience selectivity

Direct mail	High audience selectivity, flexibility, no competition with the same medium, allows personalization	Relatively high cost per exposure
Radio	Good local acceptance, high geographic and demographic selectivity, low cost	Audio only feeling exposure , low attention fragmented audience
Magazen	High geographic and demographic selectively, credibility and prestige, high quality reproduction, long life and good pass along readership	Long as purchase lead time ,high cost, no guarantee of position
out door	Flexibility, high repeat exposure, low cost, low message, completion good positional selectivity	Little audience selectivity, creative limitation
internet	High selectivity, low cost, immediately interactive capability	Small demographically and geographically audience, relativity low impacts and audience control exposure

Kotler (2004)

### 2.3 sales promotions

Sales promotions are short term incentives to encourage purchase or sale of a product. 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. Such efforts are usually geared

towards stimulating product interest, trials or purchases. It is specifically designed to boost quick sales and ultimately create loyalty.(Rowley ,j.(1998).

### **2.3.1 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's 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. Consumer promotion must usually be advertised and can excitement and pooling power to advertising trade and sales force promotions support the firms personal selling process kotler (2004).

### **2.3.2 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. Thus promotional tools encourage consumers to make an immediate purchase and these can stimulate short term sales, trade sales promotion tools are targeted towards markets intermediaries such as: wholesalers, retailers and distributors. Trade sales promotion tools include promotional and merchandise allowance, price deals, and sales contest and trade shows of the promotional tools used to encourage the trade to stock and promote a company's product. Companies can use sales promotion in conjunction with other promotional mix elements to overcome the competitors' promotional activity kotler (2004).

It can advertise its incentive types by using radio, television, newspaper and other media types to the customers. Companies use sales promotion rapidly. There are several factors contributing to the rapid growth of sales promotion particularly in the consumer market. Inside the company product manager face greater pressure to increase their current sales and sales promotion is viewed as an effective short run sales tool. Extremely the company faces more competition and

competing brands are less differentiate consumers has become more deal oriented and ever larger retailer are demanding more deal from manufacturers kotler (2004)

Sales promotion profitability is depending on consumer deal responsiveness within particular product category. It is used to create consumer loyalty. Loyalists are consumers who are purchase patterns reflect that they buy the same brand over and over when no brands are on deal. Satisfaction is the base to keep and create loyal customers. These satisfactions made by the company by giving incentives and serve the customer what they want.

#### **2.4 Publicity and Public relation**

Publicity is the dissemination of information by personal means which is not directly paid by the organization, nor is the organization the source. Grass by etal (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 stock holders. 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 impact up on the performance of the organization. Rowley. (1998).

#### **2.5 personal selling**

This can be described as an interpersonal influence process involving business promotional presentation conducted on a person basis with prospective buyer. Kotler (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. Thus communicating and convincing customers to buy service or product is by far more

challenging than selling in turn, has the potential and opportunity to persuade those who can come to the companies office with the back ground information about the service from the company advertisement by responding to the customers questions and doubts about the services. The interaction nature of personal selling also make it the most successful promotional method for building relationship with the customers, personal selling is the most communications tools at certain stage of buying process, particularly in building buyers first choices, certainty and proceedings .Tri-media(2003)

## **2.6 Sponsorship**

According to Arens (1999), sponsorship is cash or any kind of fee pay to a property (which may be sport, entertainment, or nonprofit events of the organization) in turn for access to the exploitable commercial potential associated with the property. It is getting involved in events in order that an organization can be achieve objective such as increased awareness levels, enhanced reputation and thus build company's brand image.

## **2.7 Direct marketing**

Direct marketing has defined as interaction system of marketing that uses on more advertising media in acquiring measurable response and or transaction at any location .Similarly ,direct marketing is described as the use of mail, fax , e-mail or internet to communicate directly with or solicit response or dialogue from specific customer and prospects. It is aimed as creating and exploiting direct relationship between producers or sellers as well as buyers. Direct is much more than direct mail, internet and order catalogue. It involves variety of activity including: data base management, direct selling, telemarketing and direct response advertising, through direct mail, internet, and various broadcast and print media(Belch, 2009). So direct marketing one of the promotional mix elements which organizations communicate directly with target customers to generate a response. Kotler,p(1997)

## **2.8 Developing effective communication**

Now days, for many business organizations play a very important role for the means of facilitating their all over activities and to attract many customers, because of effectiveness the

company's promotion, it is the return on investment also increase a short period of time with In high market share of the company resulting from creating good relation with respect customers.

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.

### **2.9. Setting promotional budget**

One of the hardest marketing decisions taking accompany is how much to spend on promotion. It is not surprising that industries and companies vary widely in how much they spend on promotion. How does accompany decide on its promotion budget? There are four common method used to set budget for advertising. These are:

- Affordable method.
- Percentage of sales method.
- Competitive party method
- Objective and task method
- **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 are used. This method helps to achieve marketing objectives (Kotler, 2003).

- **Percentage of sales method:** setting promotional budget 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 advantage of this method is that expenditures are directly related to funds 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 warfare. It is also simple to use since the only information required the dollar amount expended by the competitor (Burnett, 2003).

**Objective and task method:** it is a method for budgeting a company 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).

### **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, a company cannot afford a costly promotional strategy even if it is 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. [www.Awesome INC. Template Powered by Blogger](http://www.AwesomeINC.com), (Nov. 16, 2013).

#### **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. Within the category of consumer goods, a promotional mix is influenced by whether the product in question is a convenience, shopping or specialty item.

Advertising can make a strong contribution in the marketing of consumer goods while personal selling in industrial products. Firms dealing in convenience goods generally get more benefit from manufacturers advertising. Template Powered by Blogger,(Nov.16, 2013).

### **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. The particular area or group can be served effectively by employing the services of official sales men. 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. Thus, some firms take pride in advertising their products through some particular media, even though advertising results of such media are poor as compared to others.

### **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 which can be sufficiently done through advertising. In the last stage when sales are declining, the promotional activities may become less effective and as such should be slowed. Template Powered by Blogger,(Nov.16, 2013).

### **6. Push and pull strategy.**

**A) Push strategy:** it describes the work of a manufacturer of a product needs to perform to get the product to the customer.

**B) Pull strategy:** it refers to the customer actively seeking out your product and retailers placing orders for stock due to direct consumer demand. Template Powered by Blogger,(Nov.16, 2013).

## **2.10. 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. Marketers 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 plays the role of an honest and trustworthy person on popularly serious may be a person of credible message source in advertising, but is using such a person means leading to consumers? Some critics believe it is others argue that consumers recognize advertising when they face it and not the celebrities are paid for their. The most common criticism of promotion that relates to promotional message that makes exaggerated claims for some promotional message due to misrepresent the benefit of the product. However most marketing managers want to develop ongoing relationships with and repeat purchase from their customers. Further consumers are becoming more skeptical about all claims they hear and see. As a result, most marketing managers work to make promotion claims specific and believable. By law, companies must avoid false or deceptive advertising must not make false claims, such as a claim that a product cures something when it does not. They must avoid advertising that has the capacity to deceive even though no one actually may be deceived. Sellers must avoid bait and switch advertising that attracts buyers under false pretenses. Beyond simply avoiding legal pitfalls such as deceptive or bait and switch advertising. Companies can use advertising to encourage and promote socially responsible programs and actions. A company's salespeople must follow their rule of "fair competition" most states have enacted deceptive sales act that spell out what is not allowed for example, salespeople may not lie to consumers may lead them about the advantage of buying a product. To avoid bait and switch practices, salespeople's statements must match advertising claims (Shimp.T,1997)

## 2.11.promotional strategies

Promotion is the direct way an organization to reach to its existing as well as potential customers. This performed through five elements of promotion mix i.e. advertising, personal selling, direct marketing, sales promotion and public relation(czinkota and ronkainen, 2004).

- Advertising: it is a non personal communication process to promote product and service Such as television, news paper and radio for fee to influence the behaviour of people to Deal with the bank (ashen,1997)
- Personal selling: according to brassington and pettitt (2000) define personal selling is A two way communication tool between representative of an organization and an Individual or group, with the intention to inform, persuade or remained them or sometime Serve them to take appropriate action.
- Sales promotion: it involves any marketing or non marketing activity which is used atSpecific time to increase the demand for good service, such as price discount and free Subscription(abdu and abdul, 1996).
- Public relation:brassington and pettitt (2000) argue that the essence of public relation Is to look after the nature and quality of the relationship between the organization andIts different publics and to create mutual understanding.
- Direct marketing: prassington and pettitt (2000) define direct marketing as an interactiveSystem of marketing, using one or more advertising media to achieve measurable response Anywhere, forming, a basis for creating and further developing an ongoing direct Relationshipbetween organization and its customers.

## CHAPTER THREE

### 3. Research methodology

The researcher would be use the descriptive research design, because it would be designe to obtain information about the current status of phenomena and to draw conclusion from the fact discoveries.

#### 3.1 Population of the study

The target group of the study would be the manager of commercial bank of Ethiopia in gubrye branch, estimates number of 900 current account holder would be customers of commercial bank of Ethiopia in gubrye town in addition to this the researcher would took all 22 employees of the bank as a target group of the study. The managers of the bank would be also another target population of the researchers study.

#### 3.2 Sample size and sampling Method

The researcher would be took sample size of the population by using taking yemens formula)

$$n = \frac{N}{1 + N(e)^2}$$

where n= sample size

N= total population

e = level of precision (sample error ) = 0.1 at 0.9 confidence level

$$n = \frac{900}{1 + 900(0.1)^2} = 90 \text{ for customers and}$$

Employees by using census method due to in an organizational small in number the researcher would took all employees of the bank. time and due to each sampling unit would not know.

##### 3.2.1 Data sources

In the process of obtaining relevant data, the researcher wouldl be use both primary and secondary data sources. Primary data sources include: questionnaires and interviews would be

use. Secondary data sources include: books, literatures, web pages and various documents would be use.

### **3.2.2 Data collection method**

The researcher would collect primary data by distributing structural and un structural questioners for employees and customers and also asking interview for manager.

### **3.2.3 Data analysis**

After the data would be gathered by using questionnaire, the data would be analyse through tabulation,feriequancy and percentages.

The data analysis method is undertaken based on the nature of the data the necessary information collected from the element of the study the data would be analysis through tabulation feriquancy and percentage.

## CHAPTER FOUR

### 4. 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 (in Gubrye branch) while the second part includes responses of the customer of the bank. Finally, the third part describes findings from manager interview.

#### 4.1 Employees Response

In this part, responses provided by the employees are presented and analyzed accordingly. The total number of the employees, who filled and returned the questionnaire, were 22, (i.e. all samples).

This part of the questionnaire consists of 17 items excluding the demographic question (refer Appendix. I).

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)*

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Male</b>	<b>14</b>	<b>64%</b>
<b>Female</b>	<b>8</b>	<b>36%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

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)**

<b>age</b>	<b>No</b>	<b>%</b>
<b>20-30</b>	<b>10</b>	<b>45.4%</b>
<b>31-40</b>	<b>6</b>	<b>27.2%</b>
<b>41-50</b>	<b>4</b>	<b>18%</b>
<b>above 50</b>	<b>2</b>	<b>9%</b>
<b>Total</b>	<b>22</b>	<b>100%</b>

*Source: primary data*

As show in the above table, 10(45.4%), 6(27.2%), 4(18%) and 2(9%) of the respondents found between the age of 20-30, 31-40, 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 20-30.

***Table 4.1.3 Educational level***

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Masters</b>	<b>2</b>	<b>9%</b>
<b>Degree</b>	<b>8</b>	<b>36.3%</b>
<b>Diploma</b>	<b>8</b>	<b>36.3%</b>
<b>Certificate</b>	<b>4</b>	<b>18%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

As looking on the above table, 2(9%), 8(36.3%),8.(36.3%) and 4(18%) 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 and diploma.

*Table 4.1.4, kind of promotional tools*

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>14</b>	<b>63.6</b>
<b>No</b>	<b>8</b>	<b>36.3%</b>
<b>Total</b>	<b>22</b>	<b>100 %</b>

*Source: primary data*

From the table above it is possible to understand the 14(63.6%) of employees said the bank use promotional strategy while 8(36.3%) 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**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Pull strategy</b>	<b>9</b>	<b>40.9%</b>
<b>push strategy</b>	<b>11</b>	<b>50%</b>
<b>Both strategy</b>	<b>2</b>	<b>9%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

As can be observed from the above table, employees who respond the questionnaire of the study are 9(40.9%), 11(50%) and 2(9%) respectively. Therefore we can understand that from the above table the most respondents are answer push strategy. From this finding it is possible to conclude that the number of respondents for push strategy is greater than all other strategies.

**Table 4.1.6, promotional activities of the bank**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>15</b>	<b>68%</b>
<b>No</b>	<b>7</b>	<b>31.2%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

In the above table, 15(68%) of respondents, said yes, that means the bank. use promotional activities. While 7(31.2%) 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*

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Advertising</b>	<b>10</b>	<b>45.5%</b>
<b>Sale promotion</b>	<b>4</b>	<b>18.2%</b>
<b>Personal selling</b>	<b>4</b>	<b>18.2%</b>
<b>Public relation</b>	<b>-</b>	<b>-</b>
<b>Direct marketing</b>	<b>2</b>	<b>9%</b>
<b>Internet marketing</b>	<b>2</b>	<b>9%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

The above table show that 10(45.5%), 4(18.2%),4(18.2%),2(9%),2(9%)of respondents are said. Advertising, sale promotion, personal, selling, direct marketing, 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. But other tool such as public relation doesn't get response.

**Table 4.1.8, advertising tools among promotion**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>16</b>	<b>72.7%</b>
<b>No</b>	<b>6</b>	<b>27.3%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

From the table above, it is possible to understand that, 16(72.7%) of respondents said the bank use advertising tools to promote its product or services, while 6(27.3%) 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.*

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Television</b>	<b>10</b>	<b>45.5%</b>
<b>Radio</b>	<b>9</b>	<b>41%</b>
<b>Newspaper</b>	<b>3</b>	<b>13.6%</b>
<b>Magazine</b>	<b>-</b>	<b>-</b>
<b>Billboard</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

The above table indicates that the medial that the commercial banks of Ethiopia (gubry branch) used to advertise its products and services. In this process 10(45.5%) of employees response to television, while 9(41%) of employees said radio and 3(13.6%) of employees are response to newspaper while . But other like Magazine, 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*

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>13</b>	<b>59%</b>
<b>No</b>	<b>9</b>	<b>40.9%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

In the above table 13(59%) of the respondents said that yes i.e. the company would use advertising objectives and 9(40.9%) 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*

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Informative objective</b>	<b>8</b>	<b>36.4%</b>
<b>Reminder objectives</b>	<b>4</b>	<b>18%</b>
<b>Persuasive objective</b>	<b>10</b>	<b>45.5%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

Looking the above table, it is possible to understand that 8(36.4%), 4(18%) 10(45.5%) of employees respond to informative, reminder and persuasive objectives, respectively. So 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**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>15</b>	<b>68.2</b>
<b>No</b>	<b>7</b>	<b>31.8</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

From the table above, it is possible to understand that 15(68.2%) of respondents said "yes" and 7(31.8%) 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.*

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Incentive</b>	<b>11</b>	<b>50%</b>
<b>sponsorship</b>	<b>9</b>	<b>40.9%</b>
<b>premium</b>	<b>3</b>	<b>13.6%</b>
<b>product sample</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

The above table show that 11(50%) of the respondents are said incentive 9(40.9%) of the employees are said sponsorship and 3(13.6%) of the respondents are provide answer to premium. However, the majority of the employees give response to the incentives; this implies that those bank mainly used sales promotion tools through providing various incentives to its customer.

**Table 4.1.14, Public relation**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>13</b>	<b>59</b>
<b>No</b>	<b>9</b>	<b>40.9</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

In the above table, 13(59) of the respondents said the bank use public relation. While 9(40.9%) of the respondents said No.

Therefore one can easily understand and conclude that, the public relation is used by the Commercial bank of Ethiopia.

*Table 4.1.15, types of public relation used by the bank*

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Special event</b>	<b>9</b>	<b>40.9</b>
<b>Audio visual</b>	<b>8</b>	<b>36.4</b>
<b>Written material</b>	<b>3</b>	<b>13.6</b>
<b>Exhibition</b>	<b>2</b>	<b>9</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

The above table indicate that, the majorities of the respondents give answer for special events through 9(40.9) 8(36.4%), 3(13.6%), and 2(9%) of respondents respectively. Therefore we can conclude that as those bank use public relation through special events.

**Table-4.1.16, personal selling**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>8</b>	<b>36.4%</b>
<b>No</b>	<b>14</b>	<b>63.6%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

Looking the above table 8(36.4%) of the respondents are said the personal selling is used by the bank, while 14(63.6%) 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**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Tele marketing</b>	<b>11</b>	<b>50</b>
<b>Sales person</b>	<b>8</b>	<b>36.4</b>
<b>Mail order</b>	<b>3</b>	<b>13.6</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

The table above indicates that 11(50%), 8(36.4%) and 3(13.6%) of employees response respectively. How every the majority of the employees were provide response to telemarketing. Therefore it is possible to understand that the finding clearly show that these three banks use telemarketing from personal selling tools.

**Table 4.1.18, direct marketing**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>6</b>	<b>27.3</b>
<b>No</b>	<b>16</b>	<b>72.7</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

From the table above, it is possible to understand that, 6(27.3%) 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 16(72.2%) oppose the former idea.

**Table 4.1.19, types of direct marketing used by the bank**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Direct mail marketing</b>	<b>3</b>	<b>13.6%</b>
<b>Catalog marketing</b>	<b>12</b>	<b>54.5%</b>
<b>Door-to-door</b>	<b>7</b>	<b>31.8%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

The above table show that 3(13.6%) of employees said that direct marketing mail, while 12(54.5%) of employees said the catalog marketing. On the other hand, 7(31.8%) 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)**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>13</b>	<b>59</b>
<b>No</b>	<b>9</b>	<b>40.8</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

In the above table, 13(59%) of the respondents said external factor affect these three bank promotional activity, while 9(40.8%) 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 affects the bank.**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Economic factor</b>	<b>7</b>	<b>31.8%</b>
<b>Technological factor</b>	<b>8</b>	<b>36.4%</b>
<b>cultural factor</b>	<b>3</b>	<b>13.6%</b>
<b>political factor</b>	<b>4</b>	<b>18%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

The above table indicates that 7(31.8%), 8(36.4%), 3(13.6) and 4(18%) of employees response. Economic, technological, cultural and political factor respectively. Therefore as shown on the above table 8(36.4%) of respondents said the technology factor affect the promotional activity of these 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***

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>16</b>	<b>72.8%</b>
<b>No</b>	<b>6</b>	<b>27.2%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

The table above show that, 16(72.8) of respondents said that the internal factor affect the promotional activity of the banks; while 6(27.2%) of respondents said No. Therefore this can be easily concluded that, the internal factors can be affects the promotional activity of thes bank.

**Table 4.1.23, kinds of internal factors affect the bank**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Availability of funds</b>	<b>3</b>	<b>13.6%</b>
<b>Company policies</b>	<b>3</b>	<b>13.6%</b>
<b>Nature of the market</b>	<b>9</b>	<b>40.9%</b>
<b>Nature of market</b>	<b>7</b>	<b>31.8%</b>
<b>Total</b>	<b>22</b>	<b>100</b>

*Source: primary data*

Observing the above table, 3(13.6), 3(13.6%), 9(40.9%) and 7(31.8%) of respondents said that internal factors affect the bank 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 most internal factor affects the bank promotional activity.

#### **4.2 Customer responses**

In this part, responses given by the customers are presented and analyzed accordingly. The total numbers of customers who filled and returned the questionnaire were:

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)**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Male</b>	<b>48</b>	<b>53.33</b>
<b>Female</b>	<b>42</b>	<b>46.67</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

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

**Table 4.2.2 (age)**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>18-25</b>	<b>28</b>	<b>31.11</b>
<b>26-35</b>	<b>42</b>	<b>46.67</b>
<b>36-50</b>	<b>15</b>	<b>16.67</b>
<b>Above 50</b>	<b>5</b>	<b>5.56</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

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**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Elementary</b>	<b>15</b>	<b>16.67</b>
<b>High school</b>	<b>25</b>	<b>27.78</b>
<b>Certificate</b>	<b>10</b>	<b>11.11</b>
<b>Diploma</b>	<b>12</b>	<b>13.33</b>
<b>Degree</b>	<b>28</b>	<b>31.11</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

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**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>54</b>	<b>60%</b>
<b>No</b>	<b>36</b>	<b>40%</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

As we can observed from the table above, it is possible to understand that 54(60%) of respondents (customers) said the customer of these banks while 36(40%) of the respondents said No; in order to oppose the former idea.

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

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Fast service delivery</b>	<b>52</b>	<b>57.78</b>
<b>Convenience location</b>	<b>28</b>	<b>31.11</b>
<b>Brand image</b>	<b>10</b>	<b>11.11</b>
<b>Other</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

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 banks. 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*

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>60</b>	<b>66.67</b>
<b>No</b>	<b>30</b>	<b>33.33</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

In the above table, 60(66.67%) of respondents said we are hear 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**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Television</b>	<b>46</b>	<b>51.11</b>
<b>Radio</b>	<b>24</b>	<b>26.67</b>
<b>Newspaper</b>	<b>14</b>	<b>15.56</b>
<b>Magazine</b>	<b>6</b>	<b>6.67</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

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 show that the majority of the respondents said television is the media mostly used by the bank to advertise its products or services. So this media that always customers hear about these bank.

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

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Sales promotion</b>	<b>20</b>	<b>22.22%</b>
<b>Advertising</b>	<b>48</b>	<b>53.33%</b>
<b>Publicity</b>	<b>12</b>	<b>13.33</b>
<b>Personal selling</b>	<b>8</b>	<b>8.89</b>
<b>Direct marketing</b>	<b>2</b>	<b>2.22</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

As shown in the above table, 20(22.22%), 48(53.33%), 12(13.33%), 8(8.89%) and 2(222) 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 these bank more use advertising tool to promote its service. This is attractive for customer.

**Table 4.2.9, the incentives that the customer gains from the CBE.**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Yes</b>	<b>74</b>	<b>82.22</b>
<b>No</b>	<b>16</b>	<b>17.78</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

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 provide**

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Coupons for reward</b>	<b>72</b>	<b>80%</b>
<b>Free sample</b>	<b>8</b>	<b>8.89%</b>
<b>Premium</b>	<b>6</b>	<b>6.67%</b>
<b>Warranty</b>	<b>4</b>	<b>4.445</b>
<b>Others</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

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, form the finding, majority of the respondents said coupons for reward provide by these bank to customers for promotion.

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

<b>Responses</b>	<b>No</b>	<b>%</b>
<b>Very high</b>	<b>75</b>	<b>88.33</b>
<b>High</b>	<b>5</b>	<b>5.56</b>
<b>Medium</b>	<b>4</b>	<b>4.44</b>
<b>Low</b>	<b>6</b>	<b>6.67</b>
<b>Very low</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>90</b>	<b>100</b>

*Source: primary data*

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 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 these bank communication with customers is high.

### **4.3 Interview analysis**

In this part, the results and responses of an interview are interpreted and analyzed. This interview was conducted by the manager of commercial banks of Ethiopia ( Gubrye branch) in Gubrye town. The interviews are asked seven questions that are related with bank promotional activities (see appendix II).

Conducting interview with the manager of the bank is used to check the validity of collected data through the questionnaires from the respondents (employees and customers) of the company on the appendix I and II respectively.

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

For this question the manager of commercial bank of Ethiopia in Gubrye town for warded his answer as follows;-

The manager said the bank, pull strategy is the main strategy used by the bank.

The manager for warded, 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 customer 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, managers 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 media such as newspaper and magazine.

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

For this question, the manager of the commercial bank of Ethiopia answered the question as follows: - The manager give response by said that the bank use persuasive and remind advertising objectives in order to aware the bank 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 bank promotional activity?

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

# CHAPTER FIVE

## 5. Conclusion and Recommendation

### 5.1 Conclusion and summary

From the complete data collection, the researcher concluded that the problem appear in commercial Bank of Ethiopia in( gubrye) branch in gubrye town with related to promotional practice on the bank image. The research was conducted in Commercial Banks of Ethiopia in gubrye town. The major objective was to assess the promotional practice and used effectively by these 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 in( gubrye branch) I gubrye town.
- These bank use the promotional activities properly.
- In the bank, advertising is the most likely used promotional tool for the commercial bank of Ethiopia in gubrye town.
- Television, Radio and News paper are the most likely used medial in promoting the bank service.
- The main advertising objectives in these bank and most likely used are persuasive And informative objectives respectively, in order to aware about the bank service.
- Those bank uses 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 these bank to inform its service delivery.
- These 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 customers and satisfy their need and wants.
- The factor that affects the wellbeing of thse bank can be raised internally and externally.

- Nature of the market and nature of the service and the factor most likely affect these bank internal activities; whereas, technological and economic factors are the major factors that affect the bank external activities.
- Fast service delivery and convenience location of the bank also other factor that initiated customer to be the loyal customer of the bank.
- The overall promotional practice (activities) of these bank is very high, whenever compared with other competitor bank.
- From the bank manager response there also the some information to the most of the research is question manager said that using advertising alone is not enough to meet the company (bank) objectives.
- As 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 these bank based on his/her findings. Because it helps the commercial bank Ethiopia in Gubrye town to improve its promotional activities and to be strong competitors more in the researcher has gave 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.
- These 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.
- These 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 increases incentive tools types, amount and frequencies distribution.
- I recommend that if the bank try to maintain autonomies of network coverage to all those commercial bank of Ethiopia.

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**APPENDIX1**  
**WOLKITE UNIVERSITY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**DEPARTMENT OF MARKETING MANAGEMENT**

**Questionnaires prepared for employees of the commercial banks of Ethiopia in Gubrye town.**

**Dear respondent;**

First of all, I will 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 banks of Ethiopia in Gubrye town. In order to make the study more fruitful response to the given question would necessary.

All of your response used for writhing a senior essay in partial fulfilment 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    ve 50

3. Education level

Master's  degree  diploma  certificate

**PART II:** kind of promotional tools information

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

2. Which promotional strategy is used by the banks?

Pull strategy  Push strategy  both  strategies

3. Does the banks use promotional activities?  Yes  No

4. Which promotional tool is mainly used by the banks?  
promotion  personal selling  advertising  public relation  Sales   
marketing  Internet marketing  Direct

5. Does the banks use advertising among promotional tools?  Yes  No

6. Which media does the banks use to advertise its products and services effectively?

Television   Newspapers  Magazine  Bill board

7. Does the banks use advertising objectives?  Yes  No

8. Which type of advertising objective is used by the banks?

Informative objective  Reminder objective  Persuasive objective

9. Does the banks use sales promotion tool?  Yes  No

10. Which sales promotion device is used by the banks effectively?

Incentives  Sponsorship  price  price  sample   
others

11. Does the banks use the public relation tool? Yes  No

12. Which public relation tool is effectively used by the banks?

Special event        Audio visual       Wr  materials   
Exhibitions      Others

13. Does the banks use personal selling tool?   No

14. Which personal selling device is mainly used by the banks?

Telemarketing       salespers       m  er

15. Does the banks use direct marketing?  Yes

16. Which direct marketing tool is effectively used by the banks?

Direct mail marketin       Catalog m  hg      Door-door  ng   
others

**PART III: Factors affecting the promotional activity of the bank**

17. Is the banks promotional activity affected by the external factors?

18. Which external factor mainly affects the promotional activity of the banks?

Economic factor       Technological factor       cultural factor   
Political factor

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

No

20. Which internal factor mainly affects the promotional activity of the banks?

Availability of funds       Company Policies       Nature of the market

Nature of the service

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

**APPENDIX 2**  
**WOLKITE UNIVERSITY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**DEPARTMENT OF MARKETING MANAGEMENT**

**Questionnaires prepared for customers of the commercial banks of Ethiopia in Gubrye town.**

**Dear respondent;**

First of all, I will like to forward my deepest gratitude for your reserved co-operation in filling this questionnaire to gather adequate information on the promotional activity in commercial banks of Ethiopia in Gubrye town. In order to make the study more fruitful, the response to the given question would be necessary.

All of your response will be used for writing a senior essay in partial fulfillment of a bachelor's degree in marketing management.

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

**General guideline** box provided

- Try to give short and precise response by writing 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. What initiated you to be the customer of Commercial banks of Ethiopia?

Fast service delivery  Convenience local  Brand image  others

2. Have you heard any promotional message about Commercial banks of Ethiopia?

Yes  No

4. By which media you always hear about Commercial banks of Ethiopia? Television

Radio  Newspapers  Magazine

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 banks of Ethiopia? Yes  No

7. What type of incentives that the banks provide you?

Coupons for reward  free sample  premium  Warranty   
others

8. How do you see Commercial banks of Ethiopia promotional activity compared with its competitor's banks?

Very high  High  Medium  Low  Very low

9. Does promotional image of the Commercial banks of Ethiopia continuously reach to you?

Yes  No

10. How do you rate the degree of appropriateness of the bank's communication with your expectation?

Very high  High  Moderate   Very low

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

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