

**ST. MARY'S UNIVERSITY COLLEGE**

**BUSINESS FACULTY**

**DEPARTMENT OF MARKETING MANAGEMENT**

**BUILDING A CORPORATE IMAGE VIA BRAND  
MANAGEMENT: A FOCUS ON ZEMEN BANK**

**BY**

**YOSEPH AREGA**

**JUNE 2010  
SMUC  
ADDIS ABABA**

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**BY**

**YOSEPH AREGA**

**A SENIOR ESSAY SUBMITTED TO  
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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1. BACKGROUND OF THE STUDY**

As we know in the 21<sup>st</sup> century every marketing activity must be lead by principles and systematic way (approach) of marketing. Marketing is a process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler, 2006:6) outstanding marketing companies go to great lengths to learn about and understand their customer's needs, wants and demands.

A firm to be successful in the activity, it needs strategic planning, Which is developing and maintaining fit between organizations goals and capabilities and its changing marketing opportunities: by a clear cut company mission, objectives and coordinating functional strategies (Kotler, 2006:37). Among basic or functional strategic process is branding. Branding is a fundamental strategic process that involves all parts of the firm in its delivery, the brand must always deliver value and the value must be defined in consumer terms (Randall, 2004:2).

Brands have a continuing relationship with its buyers and users: this may change over time, but the firm must always work to maintain it. Brands, then, have an existence that is more than an actual product or service but can also carry its value and identity in to new product areas. Brands are the guarantee that the brand as delivered will always be what is expected. Brands also contain words such as 'unique', 'name', 'identity', 'differentiation', 'quality' and 'guarantee' (Randall, 2004:95).

A corporate image is now everything, consumers make buying decisions based on the perception of the brand rather than the going on facts, branding is no longer simply a way of averting failure; it is everything companies live or die on the strength of their brand.

In Ethiopia, after the declaration of liberalization in 1992, so many sole and corporate firms emerged around business and related fields among those; the financial sector is a leader and major one from those firms and sectors. Zemen Bank S.C. is the ninth private bank to join the Ethiopian Banking Industry. Zemen S.C. tries to give service by its single branch as a business model unprecedented in Ethiopia's banking industry. Zemen Bank is unique and has special characteristics for an innovative; dynamism to the financial and banking sector by segmented the market and try to follow the principles of market and finance.

Zemen Bank, introducing innovative services tailored to the need of the customer with superior customer service, supported by advanced technology, making banking easier and more convincing than ever. Zemen bank has chosen to offer its service by market segmentation. I.e. banking: - personal banking, prestige banking, Z club banking and international banking.

Research indicates the Ethiopian financial sector is the least developed in Sub-Saharan Africa; with its 95 million birr paid up and 149.6 million Birr subscribed capital Zemen entered to the market of Infant industry in August 2007.

## **1.2. STATEMENT OF THE PROBLEM**

A strong brand is a valuable asset. Brands are more than just names and symbols. Brand represents consumer's perceptions and feeling about a product and its performance so the real value of a strong brand is a power to capture consumer preference loyalty (Kotler, 2006: 249). So there is a need of brand management skill to see that each consumer is offered the service of the firm from that the consumer will build the brand as brand owner would prefer (Geoffrey, 2004:2).

It's obvious that the banking industry is growing year to year, among the banks which is found in Ethiopia - Zemen bank is the one and vital by its approach but the service given by the bank has a problem in case of

brand management. From the scratch the bank had tried to approach the targets by the name 'Access Bank'. However after the name "Access bank" had been advertised and promoted to the public ,the bank has changed the name 'Access' to 'zemen' bank .Beside that the bank decided to use 'black bull' logo by considering the logo shown its strength ,endurance etc even if the logo showed the above facts, the 'black bull' emblem was placed in its head quarter branch without considering the culture of Ethiopians regarding its appearance like being black ,aggressive ,hefty and other related cultural issues.

Based on the fact that the student researcher had entertained a focus group discussion with selected representatives of the society in order to investigate firstly, the change in brand name from 'access' to 'zemen' had created brand failurity to the current banking operation of zemen bank and secondly the focus group members were assessed if the zemen bank emblem(black bull) had reflected western image than Ethiopian culture on the mind set of Ethiopians, so the final finding drown from the focus group had revealed that the change in brand name i.e 'access' to 'zemen' had created some kind of miss trust to the respondents in order to make them clients of the bank and simultaneously, the findings revealed that the emblem erected at the gate of zemen bank was not able to cope up with the culture, color, customs and taboo of ethiopianism. Accordingly, this paper tried to seek answers for the following research questions.

1. How does the brand management affect the all corporate image of the bank?
2. What kind of integration seen between the bank logo, emblem or symbol with Ethiopian culture?
3. Is the perception of marketing professionals and customers found to be on the right position when they remember the brand, symbol and logo of the bank?

### **1.3 OBJECTIVES OF THE STUDY**

The general objective of the study is intended to see and describe the brand management of Zemen Bank in cause of corporate image. Moreover, the research highlights the following specific objectives:

- To assess the brand management of the bank for the overall corporate image.
- To evaluate the brand management of the bank in the cause of Ethiopianism image or cultural image.
- To analyze the perception of marketing professionals and consumers regarding the bank's image or brand.

### **1.4. SIGNIFICANCE OF THE STUDY**

The researcher believes that the study will contribute the following:-

- To improve the system and brand management of the bank for it's over all images.
- To create awareness by indicating the problem of brands & brand management on corporate image building on the part of marketing management and give viable information for the CEO (Chief Executive Officer) and Board Directors of Zemen bank.
- Moreover, the student researcher also believes that such kind of study will be a back ground for other researchers who would like to study the brand management of other banks or companies to use it as a secondary data

### **1.5. DELIMITATION OF THE STUDY**

The following delimitations affected the final conclusion and recommendations on brand management practice of Zemen Bank S.C.

**Content Delimitation:** the student researcher delimited the study on the corporate image building of Zemen Bank brand: due to the wide

range of the elements of brand and insufficient time availability the student researcher will be forced to focus only on brand name and logo (symbol).

**Area Delimitation:** due to the nature of market segmentation of the bank, it has only one and main headquarter so the research has been conducted and studied only on the main and one head quarter of Zemen Bank.

**Time Delimitation:** since Zemen bank started it's operations at the beginning of 2007, the research conduct and study starting from 2007 - 2010 fiscal year of Zemen Bank S.C.

## **1.6 DEFINATION OF TERMS**

**Personal banking** - provides for every customer with an ATM card and a pin (personal identification number) number to access the account it needs an ATM card and a PIN for all transactions. (Zemen Bank, 2009).

**Prestige banking** -provides for every customer with an ATM card and a pin to apply for Internet , mobile and phone banning. (Zemen Bank, 2009).

**Z-club banning-** A bank assigned a personal banker, equipped with latest Technology. The customer also have VIP floor with private banking and entrance for all banking needs. (Zemen Bank, 2009).

**Internet banking-** the customer have an access to transfer funds and pay bills on line with just a click of a mouse or a button for 24/7 hours, day of a week. (Zemen Bank, 2009).

**Mobile banking** -the customer can have an access by using SMS (short messaging service) to check the account balance and transfer funds. (Zemen Bank, 2009).

**Phone banking**-customers have a possibility of checking balances or make account enquiries over the phone and also able to access current interest rates, forex rates and transfer funds. (Zemen Bank, 2009).

**International banking**-have a communication with reliable business partners live a service of Import and export Trade services, foreign exchange services, foreign check services and Non resident Accounts. (Zemen Bank, 2009).

## **1.7. RESEARCH DESIGN AND METHODOLOGY**

### **1.7.1. Research method**

The research was conducted under descriptive research method it helps to use both quantitative and qualitative measurement methods. So the student researcher used descriptive research method in order to describe the use of brand, brand management to corporate image, identity and other relevant information from the research study.

### **1.7.2. Population , sample size and sampling technique**

#### **1.7.2.1. Population**

In this study: customers, marketing professionals and marketing director of zemen Bank were considered as participant of the study

#### **1.7.2.2. Customers**

Due to the usage of technological application most clients were not able to come to the bank physically rather they use internet, ATM, mobile banking to create, transfer and follow their account progress, beside that the nature of questionnaire needs a time to gain adequate response from customers so based on the above facts the student researcher used non-probability sampling approach, specifically snowball sampling technique.

Thus, the student researcher depended on the recommendation set by Malhotra (2006:339) in setting of 150 respondent customers as a representative sample in order to get relevant information.

### **1.7.2.3. Marketing professionals**

For marketing professionals, due to they were found in different spots of the city, the student researcher used non-probability sampling approach, specifically-convenient type of sampling technique its used to access their response easily

Thus, the student researcher depended on the recommendation of the above mentioned scholar, in setting of 200 respondent marketing professionals as a representative sample in order to get relevant information.

**1.7.3. Types of Data Collected** – the student researcher collected data from primary and secondary sources.

**1.7.4. Method of Data Collection** - the student researcher has collected primary data through questionnaire to Zemen bank marketing proccessionals, customers and interview made with marketing director of the company. Beside, the secondary data were collected from company profiles, related books, Internet reviews, bulletins and also reports presented by the company has been used.

**1.7.5. Data Analysis Method** – the student researcher used the techniques of descriptive data analysis method namely, percentages and mean to overcome the problem stated.

## **1.8 ORGANIZATION OF THE STUDY**

Chapter One: focused on background of the study, statement of the problem and significance of the study. Chapter Two: focused on the discussion part of theoretical issues and the researchers view and stand point. Chapter Three: discussed on the analyzing and interpreting of data that have been investigated. Chapter Four: discussed and gave the research summary, conclusion and recommendation of the facts found from the research.



# **CHAPTER TWO**

## **REVIEW OF RELATED LITERATURE**

This research paper reviews relevant literatures written by different authors on Brand and Brand Management and their use to conduct detail analysis and discussion on each and every element found in Brand and Brand Management.

### **2.1. OVERVIEW OF BRAND/BRANDING**

The Word “Brand” is derived from the Old Norse brander, meaning “to burn”. It refers to the practice of producers burning their mark (or brand) on to their products. Through different changes and challenges, manufacturers of European and Americans have begun to build their Brand identity and personality. This begins the practice we know now as “Branding” today, where the consumers buy “the brand” instead of the product or beside the product or services. The trend continued to the 1980s, and builds a concept of “brand name” (James, 2003:10).

Although it is connected with the history of trademarks brands in the field of mass-marketing originated in the 19<sup>th</sup> century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. When shipping their items, the factories would literally brand their logo or insignia on the barrels used, extending the meaning of “brand” to that of trademark (Naomi, 2000:2).

Bass & Company, the British brewery, claims their red triangle brand was the world’s fist trademark. Lyle’s Golden Syrup makes a similar claim, having been named as Britain’s oldest brand, with its green and gold packaging having remained almost unchanged since 1885 (Naomi, 2000:2).

Cattle were branded long before this; the term “maverick”, originally meaning an unbranded calf, comes from Texas rancher Samuel Augustus Maverick who, following the American Civil War decided that since all other cattle were branded, his would be identified by having no markings at all (Naomi, 2000:3).

Factories established during the Industrial Revolution, generating mass produced goods and needed to sell their products to a wider market, to a customer base familiar only with local goods.

It quickly became apparent that a generic package of soap had difficulty competing with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product. Campbell soup, Coca Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats were among the first products to be branded; in an effort to increase the consumer’s familiarity with their products. Many brands of that era, such as Uncle Ben’s rice and Kellogg’s breakfast cereal furnish illustrations of the problem (Naomi, 2000:3).

Around 1900, James Walter Thompson published a house ad explaining trademark advertising. This was an early commercial explanation of what we now know as branding. Companies soon adopted slogans, mascots and jingles which began to appear on radio and early television. By the 1940s, manufacturers began to recognize the way in which consumers were developing relationships with their brands in a social/psychological/anthropological sense (Pierce, New media group:16).

From there, manufacturers quickly learned to build their brand’s identity and personality, such as youthfulness, fun or luxury. This began the practice we now know as “branding” today where the consumers buy “the brand” instead of the product. This trend continued to the 1980s, and is now quantified in concepts such as brand value and brand equity. Naomi

Klein has described this development as “brand equity mania”. In 1988, for example, Philip Morris purchased Kraft for six times what the company was worth on paper; it was felt that what they really purchased was its brand name (Naomi, 2000:3).

A brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of others (Parathasarathy, etal, 2009:20).

Beside the above meaning of brand a famous scholar (Aaker, David) said a brand is a distinguishing name and/or symbol intended to identify a product or producer, some people distinguish the psychological aspect of a brand and from the experiential aspect by calling brand image and brand experience respectively (David, 1991:16).

Again a brand is one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the market place. A strong brand can confer enormous power; it is not eternal or immune from attack. It must be carefully built and maintained with fierce commitment and unwavering focus (Randall, 2004:2).

Additionally, Brand is what is bought by a customer, customers may look on branding as an important value added aspect of products or services; as it often serves to denote a certain attractive quality or characteristic so consumer may often select the more expensive branded product or services on the basis of the quality of the brand or the reputation of the brand owner, so the name of the brand must be selected carefully of course the brand name is quite often used interchangeably with in “Brand”, so a “brand name” constitutes a type of trade mark, i.e. the part of the brand that is given legal protection for exclusive use by a seller is known as the trade mark (Randall, 2004:16).

Moreover, Philip Kotler maintained the brands as more than just names and symbols, brands repeat consumers' perceptions and feelings about a product and its performance. Kotler added, the value of a strong brand is its power to capture consumer preference and loyalty (Kotler, 2008: 230).

## **2.2. OBJECTIVES AND ADVANTAGES OF BRANDING**

The basic objective of branding is the same everywhere in the world. The major objectives are as follows:

- i. Create identification and brand awareness
- ii. Guarantee a certain level of quality, quantity and satisfaction
- iii. Help in the promotion of the product/service

Besides that, Brands are treated by consumers as guide to quality, service etc. Generally, consumers associate each brand with certain quality, service etc. Hence, it becomes easy for consumers belonging to segments to associate certain brands with their requirements and exercise choice. Brands also satisfy the status need of the customers; It has been noticed that people tend to use certain brands to identify themselves with certain strata of society and it develops customer loyalty and may provide a monopolistic situation in the market enabling him charge higher price (Parathasarathy & etal, 2009:20).

Brands give legal protection to the manufacturer particularly if the brand name and brand symbol are registered as the sole propriety of a company, of course branding on the moment costly to exercise it (Parathasarathy & etal, 2009:20).

## **2.3. OVERVIEW OF BRAND MANAGEMENT**

The brand must always deliver value, and the value must be defined in consumer terms so it deliver the value of a service/product it needs a cooperative of Brand Management (Randall, 2004:2).

Brand Management starts with understanding what "Brand" really means. Brand management is the application of marketing techniques to a specific product, product line, or brand. As Philip Kotler agreed, there

is a need of managing a brand. He said, “Companies must manage their brands carefully” (Kotler, 2008:239).

Brand management it seeks to increase the product’s perceived value to the customer and thereby increase brand franchise and brand equity. It may/or increase sales by making a comparison with competing products/services more favorable (Kotler, 2008:238).

Besides that Brand management is a total approach to managing brands that is sometimes extended, by those who understand the power of brands.

Totally brand management is the total approach of the company from the leaders who define the brand and control till to the one who deliver a service. The Brand management performed by the all departments specially the CEO always and the brand leader of the company. As we know branding is creating a promise, a good brand promise evoke feelings, memorable desirable and making the promise by keeping the promise by managing the capability, and other related issues(Randall, 2004:5).

#### **2.4. BRAND NAME**

The brand name is quite often used interchangeably within “brand”, although it is more correctly used to specifically denote written or spoken linguistic elements of any product. A good name can add greatly to a service/product success. It begins with a careful review of the product and its benefits, the target market, and proposed marketing strategies (Kotler, 2008: 232). So, the name of the brand must be selected carefully, when the selecting starts the following features of brand name should be taken in to consideration.

- A. The brand name should be short, simple, and easy to read, spell, remember and pronounce in all languages.
- B. It should be pronounceable in only one way, not be offensive, or negative or disagreeable sounding

- C. It should be free for use by the company without any legal restriction
- D. The feature of “Uniqueness” should be related
- E. It should be rhyming, if possible – it’s helpful to make the brand name easy to remember (Parathasarathy & etal, 2009:24).

#### **2.4.1 TYPES OF BRAND NAMES**

Brands are so fundamentally important to the survival and success of many firms so that it need to manage and name it correctly (Randall, 2004:2). There are a number of (kind of) Brand names among those the following are the main ones.

Acronym: A name made of initials such as UPS or IBM, Descriptive: Names that describe a product benefit or Function like Air Bus, Alliteration and Rhyme: Names that are fun to stay and stick in mind like dunkin dounts, Evocative: Names that evoke a relevant vivid image like Amazon or Crest, Neologisms: Completely made up words like Kodak, Foreign word: Adaptation of a word from another language like Volvo or Samsung, Founders Names: Using the names of real people like Disney & Geography: Many brands are named for regions and land marks like Fuji Film.

To put it in a net shell, Brands lead or Branding shifts the focus from transaction to relationship .Branding helps attain market share through mind share (Randall, 2004:2-3).

#### **2.5. BRAND IDENTITY**

A product identity, or brand image are typically the attributes one associated with a brand, how the brand owner wants the consumer to perceive the brand—and by extension the branded company, organization, product or service. The brand owner will seek to bridge the gap between the brand image and the brand identity. Effective brand names build a

connection between the brand personalities as it is perceived by the target audience and the actual product/service. The brand name should be conceptually on target with the product/service (what the company stands for) (Birkin, 1994:15).

Furthermore, the brand name should be on target with the brand demographic. Typically, sustainable brand names are easy to remember, transcend trends and have positive connotations. Brand identity is fundamental to consumer recognition and symbolizes the brand's differentiation from competitors (Birkin, 1994:15).

Brand identity is what the owner wants to communicate to its potential consumers. However, over time, a products brand identity may acquire (evolve), gaining new attributes from consumer perspective but not necessarily from the marketing communications an owner percolates to targeted consumers. Therefore, brand associations become handy to check the consumer's perception of the brand (Shedroffn & etal, 2006:56).

Brand image are typically the attributes one associates with a brand, how the brand owner wants the consumer perceive the brand and by extension the branded company or service the brand owner will seek to bridge the gap between the brand image and the brand identity. Effective brand names build a connection between the brand personalities as it is perceived by the target audience and the actual product/service. Sustainable brand names are easy to remember, transcend trends and have positive connotations. So brand identity is fundamental to consumer recognition and symbolizes the brand's differentiation from competitors (Shedroffn & etal, 2006:56).

Brand identity needs to focus on authentic qualities – real characteristics of the value and brand promise being provided and sustained by organizational and/or production characteristics (Kunde, J., 2002:31).

## 2.6. BRAND PARITY

Brand parity is the perception of the customers that all brands are equivalent. (Richardson & etal, 1994:28).

## 2.7. BRAND CULTURE

Brand Culture is a company culture in which employees “live” to brand values, to solve problems and make decision internally, and deliver a branded customer experience externally. It is the desired outcome of an internal branding, internal brand alignment or employee engagement effort that elevates beyond communication and training (Hahn, 2009:4)

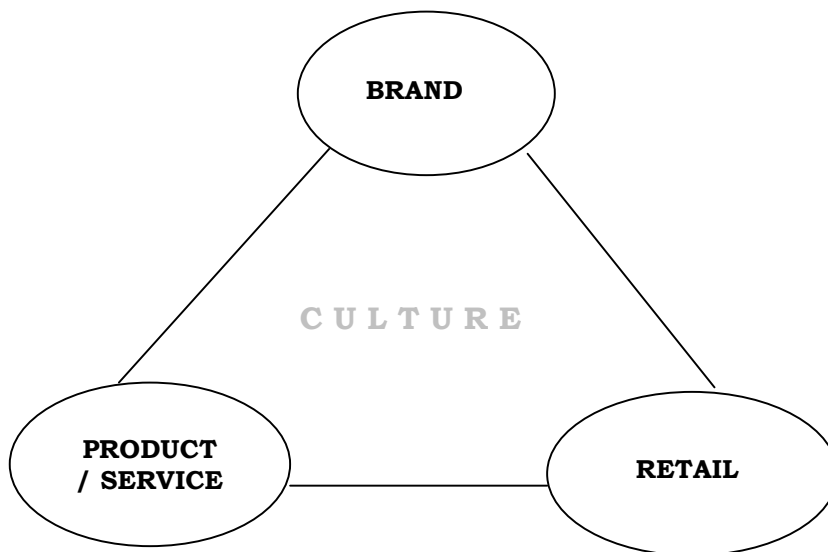


Fig 1 – Brand culture – Triangle

It's define culture as “who we are and how we do things” In terms of the Brand Triangle or interest lies with how culture affects a person's view of the brand. It's believe that culture is the glue that hold brands together (Hahn, 2009:15).



Brand Culture replaces the current model of the external brand image. This new theory recognizes that people no longer merely consume products and services. Instead, people seek out brands which embody their own values, and adopt these brands as part of the statement of who they are and what they stand for (Hahn, 2009:15).

Brands are part of the rich mix of symbols, which includes music, art, careers, religions and philosophies, which people use in the creation of the self (Hahn, 2009:15).

## **2.8. BRAND EQUITY**

Taker defines brand equity as: ‘a set of assets and liabilities linked to a brand, its name and symbol, that add value or subtract from the value provided by a product or service to a firm and/or to that firm’s customers’ (Taker, 1991:15).

The above mentioned scholar mentioned these assets and liabilities can be grouped under five categories:

Brand loyalty, Name awareness, Perceived quality, Brand associations in addition to perceived quality and Other proprietary brand assets – patents, trademarks, channel relationships, etc...(Randall, 2004:26).

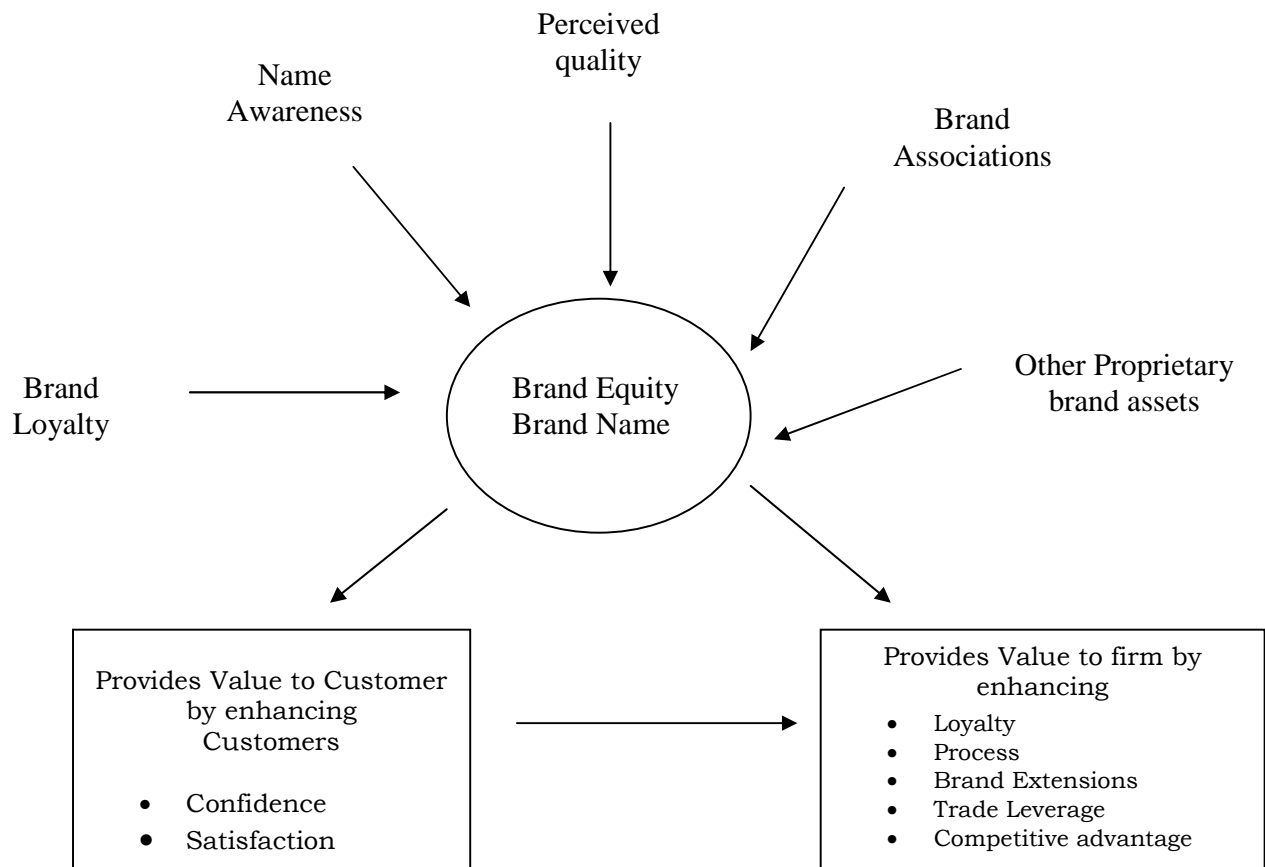


Fig 2 – Brand equity relationship

A powerful brand has high brand equity – that is the positive differentiate effect that knowing the brand name has on customer response to the product or service. The measure of brand equity is seen the extent to which customers are willing to pay more for the brand (Kotler, 2006:250) therefore brands perform five main functions

1. Identify - which the brand must identify itself clearly and unambiguously/ legal protection and design elements.
2. Shorthand summary – act as a summary of all the information the customers hold about the brand.
3. Security – reassuring (should guarantee to provide the benefits expected)

4. Differentiation – brand must differentiate itself from its competitors and show buyers how it is unique.
5. Added value – offer more than the generic products (Randall, 2004:14) beyond those brands image also visible and vital for the any kind of firm, it deals about what exists in the minds of consumers. In brand selection and specification if it is possible to transmit the need perception and message of the firm to the target group because brands are more than just names and symbols (Randall, 2004:7).

To sum up, Brand clearly have a value, and the concept of brand equity is used in different ways to try to capture the idea that a brand has the value (Randall, 2004:26).

## **2.9. BRAND FAMILIARITY LEVELS**

Generally there are considered to be four levels of brand familiarity they are:

- I. Brand non-recognition; some brands are not recognized by the customers, though this may not be the case in respect of many products.
- II. Brand recognition, customers remember having seen or heard of the brand.
- III. Brand preference, customers choose a particular brand out of past experience or habit or deliberately, after collecting information, and
- IV. Brand insistence, customers insist on having a particular brand and are willing to search and wait for it (Parathasarathy & etal, 2009:16).
- V. The ideas objective of every manufacturer should be to ensure that its products attain the fourth level i.e. brand insistence; the main objective being that their brands do not pass in to a level of non recognition among the consumers (Parathasarathy & etal, 2009:16).

## **2.10. BRANDING IN SERVICE BUSINESS**

Many people today argue that all businesses are service businesses. Before and after sales service, reliable supply, timely delivery, responsiveness, development of Electronic data interchange (EDI) systems or extra net and so on all are services, it's used to differentiate the firm from others (Randall, 2004, 92).

Service Business is different from products in several ways that affect the brand and branding situation. Service's are intangible, perishable, inseparable and variable. To some extent everyone is involved in some way of delivering the quantity of service it implies that internal marketing of the brand's core values be to part of the total brand – building effort (Randall, 2004: 9).

Beside the above mentioned the famous marketing scholar Philip Kotler mentioned, the service companies i.e. the banks must work hardly differentiating their images through symbols and branding (Kotler, 2008: 244).

Of course, Randall also agree the service giver firms must try to be different from others but there is no branding without its problems (Randall 2004 : 93) even if the problem is seen the firms (Service gives)try to be the brand is tangible, through brand they must gives a drawing attention to quality and reminding customers of the brand's values above in all the service firms be empowered and have/are on control spectrum need to recruit and train staff with at most care, if they want to be proud by their service and brand (Randall, 2004:93).

## **2.11. BRAND NAME, LOGO AND CORPORATE IMAGE**

It's very clear that, if the service want a good or corporate image the brand name and its logo or symbol are vital and necessary.

A corporate image refers to how a corporation or firms perceived. It is a generally accepted image of what a company stands for and forms of promotion to suggest a mental picture to the public. Typically, a corporate image is designed to be appealing to the public, create share of mind and generate brand equity (John M.T, 1991:66).

Consumer perception of the corporate entity behind a brand and known the image has positive influence. In the process of managing corporate image there are fundamental variables: corporate identity, corporate communication and corporate image (Young, 1996:24).

- Corporate identity is the reality of the corporation i.e. the unique, individual personality of the company that dedifferentiates it from other companies.
- Corporate communication is the aggregate of sources, messages, and media by which the corporation conveys its uniqueness or brand to its various audiences.
- Corporate image is in the eye of the beholder the impression of the overall corporation held by its several audiences (Young, 1996:24).

### **2.11.1. CORPORATE IMAGE**

The objective in managing corporate image is to communicate the company's identity to those audiences or constituencies that are important to the firm, in such a way that they develop and maintain a favorable view of the company. This process involves fashioning a positive identity, communicating this identity to significant audiences, and obtaining, feedback from the audiences to be sure that the message is interpreted positively and an unsatisfactory image can be improved by modifying corporate communication, reshaping the corporate identity, or both (Young, 1996:24).

Specially to build a corporate image through logo and brand name it needs a link between corporate identity and corporate image i.e.

corporate communication, some of the principal sources by corporate communication include company and product names and logos, formal statements, advertising and company slogans (Young, 1996:24).

Generally, corporate images – is a mental picture that springs up at mention of a firm's name. If it a composite psychological impression that continuously changes with the firm's circumstances, media coverage, performance, pronouncements etc (Conlon, 2003:30).

Of all the factors that comprise corporate image, the most significant one is that of integrity. Integrity, in itself, has components: honesty, loyalty, determination, strength, completeness, dependability (Conlon, 2003:30).

Another element that is important for a corporate or product image is value; the consumer must perceive that they will be receiving something of worth for their money (Conlon, 2003:30).

Leadership is another factor; it connotes knowledge of the marketplace and the ability to conduct business in such a manner that others in the field acknowledge this company's worth (Conlon, 2003:32).

Innovation is another important component of image. Image-makers want their company to be seen as creative, knowledgeable and able to meet consumer needs with the newest and best products and services (Conlon, 2003:32).

To build such an image through logo design requires the use of all of the tools a graphic artist has in hi harmony: fonts, color, placement, size, pictures and design motifs (Conlon, 2003:32.)

Any entrepreneur seeking a logo for his company or product should first choose the elements he or she wants to present as a communicator of the corporate image. Take the four key image elements and rank them in importance: Integrity, Value, Leadership & Innovation (Conlon, 2003:33).

Knowing the relative weight of each factor, a logo designer can them create a logo that catches the public eye and imagination, sends a

subliminal message about your company's image and indelibly imprints the logo in the consumer's memory (Conlon, 2003:33).

Acquiring a logo has all of the commitment of acquiring a mate. Ideally, it is for the long term; it will speak for you; convince people to deal with you a like all good mates, it will have lasing beauty threat doesn't dim for you over the years (Conlon, 2003:33).

## **2.12. LOGO**

In the marketing world, a lot of attention is being given to concept of "Image", researchers know the perception of a product or service can be vastly different from activity.

Every company, every branded product or service needs a logo for the specific (reputation, image) purposes.

Logo is a term used to refer to a graphic symbols, emblem or design to aid and promote instant public recognition for any firm logo is essential and vital of course the communication link also build by logs. At the level of mass communication or simply in the high street a company's logo is today often synonymous with its trademark or brand (Wheeler, 2006: 4).

Numerous inventions and techniques have contributed to the contemporary logo, including cylinder seals (c.2300 BCE), coins (c.600 BCE), and trans-cultural diffusion of logographic languages, coats of arms, watermarks, silver hallmarks and the development of printing technology (Stothard, 1946:2).

As the industrial revolution converted western societies from agrarian to industrial in the 18<sup>th</sup> and 19<sup>th</sup> centuries, photography, and lithography contributed to the boom of an advertising industry that integrated typography and imagery together on the page. Simultaneously, typography itself was undergoing a revolution of form and expression that expanded beyond the modest, serif typefaces used in book, to bold, ornamental typefaces used on broadsheet posters (Meggs, 1998: 138-159).

The arts were expanding in purpose from expression and decoration of an artistic, storytelling nature, to a differentiation of brands and products that the growing middle classes were consuming. Consultancies and trade-groups in the commercial arts were growing and organizing; by 1890 the US has 700 lithographic printing firms employing more than 8,000 people. Artistic credit tended to be assigned to the lithographic company, as opposed to the individual artists (Meggs, 1998: 126-134).

Innovators in the visual arts and lithographic process – such as French printing firm Rouchon in the 1840s, Joseph Morse of New York in the 1850s, Frederick Walker of England in the 1870s, and Jules Cheret of France in the 1870s developed an illustrative style that went beyond tonal, representational art to figurative imagery with section of bright, flat colors. Playful children’s books, authoritative newspapers, and conversational periodicals developed their own visual and editorial styles for unique (Meggs, 1998: 148-159).

By the 1950s, Modernism had shed its roots as an avant-grade artistic movement in Europe to become an international, commercialized movement with adherents in the United States and elsewhere. The visual simplicity and conceptual clarity that were the hallmarks of Modernism as an artistic movement formed a powerful tool set for a new generation of graphic designers whose logos embodied Ludwig Mies van der Rohe’s dictum, “Less in more.” Modernist-inspired logos proved successful in the ear of mass visual communication ushered in by television, improvements in printing technology, and digital innovations (Meggs, 1998: 162-167).

Today there are many corporations, products, brands, services, agencies and other entities using an ideogram (sign, icon) or an emblem (symbol) or a combination of sign and emblem as a logo. As a result, only a few of the thousands of ideograms people see are recognized without a name. It



is sensible to use an ideogram as a logo, even with the name, if people will not duly identify it. Currently, the usage of both images (ideograms) and the company name (logotype) to emphasize the name instead of the supporting graphic portion and making it unique, by its non-formulaic construction via the designed use of its letters, colors and any additional graphic elements (Bierut, 1997 : 162-165).

Ideograms (icons, signs, and emblems) may be more effective than a written name (logotype), especially for logos being translated in too many alphabets; for instance, a name in the Arabic language would be of little help in most European markets (Bierut, 1997: 164-165).

An ideogram would keep the general proprietary nature of the product in both markets. In non-profit areas, the Red Cross (Which goes by Red Crescent in Muslim countries) is an example of an extremely well known emblem which does not need an accompanying name. Accordingly, branding aims to facilitate cross-language marketing. The Coca Cola logo can be identified in any language because of the standard color and the well known “ribbon wave” design (Bierut, 1997: 165).

Some countries have logos, e.g. Spain, Italy, Turkey and the islands of the Bahamas, which identify them in marketing their country solely for tourism purposes. Such logos often are used by countries whose tourism sector makes up a large portion of their economy (Bierut, 1997: 165).

### **2.12.1. LOGO DESIGN**

Logo design is an important area of graphic design, and one of the most difficult to perfect. The logo (ideogram), is the image embodying an organization. Because logos are meant to represent company’s brands or corporate identities and foster their immediate customer recognition, it is counterproductive to frequently redesign logos (Rawsthorn, 2007:30).

Color is considered important to brand recognition, but it should not be an integral component to the logo design, which could conflict with its functionality. Some colors are formed /associated with certain emotions

that the designer wants to convey. For instance loud primary color, such as red, are meant to attract the attention of drivers on highways are appropriate for companies that require such attention. In the United States red, white and blue are often used in logos for companies that want to project patriotic feelings. Green is often associated with the health and hygiene sector, and light blue or silver is often used to reflect diet foods. For other brands, more subdued tones and lower saturation can communicate reliability, quantity, relaxation or other traits (Rawsthorn, 2007:30).

Logo is only one piece of branding strategy. Logo is a symbol that can provide consumers with instant and powerful brand recognition of your business and the services or products that you offer (Conlon, 2003:38).

Logo is like a small ad for the company, without the strategy behind it a logo can put across the wrong message and in return weaken strategy. It use to keep brand message consistent to help increase consumer recognition (Conlon, 2003:38).

The process of having logo created the mission of logo is to portray the values and goals of the company, make sure that these are clearly established before venturing out to find a logo designer, be clear about the message what the brand want to convey so that the logo can clearly reflect that message must have a strong association between brand and logo. Remember it is only one piece of branding strategy.

Besides, logo should reflect professionalism and growth no matter how small company is. If it's designing the logo in-house to save money be sure to market-test efforts. Make sure that the logo selection be not dated but can be used effectively by keep in mind it is how consumers will recognize the company (Conlon, 2000:38).

The conclusion of the role of logo plays in branding strategy can be summed up in the following statement. Confident branding and a strong branding strategy uses design to communicate a message that attracts

the target audience that want to attract – a message that creates confidence in brand while differentiation between competitors (Conlon, 2003:38).

Small business, entrepreneurs and startup companies need bold, clean and effective brand identity, made up of a logo and strong marketing materials. And, there materials need stand out from the competition's materials so it can get potential clients' attention: So, logo Design and brand identity services will Make small business look larger: Professional logo design and marketing materials enable to build a brand that's larger than "just you" and be equally compensated, convey a sense of stability: if it is invested in a corporate identity package, it will reassure the clients that plan to stay in business and will deliver on promises, show that the firm are serious about the business and about the services and products that deliver to the clients. A logo and brand identity can help to attract more clients, create a quicker sales cycle, and enable to increase your rates and your revenue (Conlon, 2003:38).

The arts and crafts movement of late 19<sup>th</sup> century is a renewal of interest in craftsmanship and quality provided the artists and companies with a greater interest leading to the creation of unique logos and marks (Meggs, 1998: 159-161).

The current era of logo design began in the 1950'; a paradigmatic cotemporary logo is the chase Bank logo designed in 1960 it's considered as pioneers of the first logo and it's called 'the first truly abstract logo' of the contemporary era (Bierut, 1997: 71-79) mass media advertising we used to link the logo with the bank in the public mind, while it's simple, distinctive form, free of specific cultural or other connotations, was welsuited to represent a complex, multinational corporation (Meggs, 1998:407).

The world communication and interlinkage is increase time to time; corporations, products, brands, services, agencies and other entities use

an ideogram (sign, icon) or an emblem (symbol) or a combination of sign and emblem as a logo. Currently, the usage of both images and company name or ideograms and logo type respectively emphasize and supporting graphic portion (Meggs, 1998:407).

### **2.12.2. LOGOS IN SUBVERTISING**

The wide recognition received by the most famous logos provides the brand's critics with the possibility of meme-hacking, a process also known as subverting, turning the marketing message carried by the logo (either in its pristine form, or subtly altered) into a vehicle for an alternative message, frequently highly critical to the brand in question. An example is the AdBuster's corporate flag, a U.S. flag with the stars replaced by major corporate logos virtually all distinctive design elements Related to brands or logos can be subject to subverting. Two groups known for subverting established logos and brand are @TMark and AdBusters (Wheeler, 2006:4).

# **CHAPTER THREE**

## **DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

This chapter deals with the presentation, analysis interpretation of the data gathered from both customers of the bank, marketing professionals i.e scholars which have direct or indirect relation with marketing and banking knowledge ,VP and marketing manager of the Zemen bank S.C. The data were obtained through questionnaires and interview. The questionnaires were distributed to customers of Zemen bank S.C, marketing professionals and the interview were held with vice president, board director and marketing manger of the Zemen bank S.C.

Among the bank customers who were found on different spot 132 i.e. 88% of 150 were taken as sample respondent beside that from different marketing professional scholar 180 i.e. 90% of 200 were taken as a sample respondents. Thus, 132 copies of questionnaires of customers and 180 copies of marketing professionals containing both open of close ended questions were distributed filled and returned; this implies that out of the total 350 questionnaires distributed that of return were around 89.142 percent.

### **3.1. General Characteristics of the Respondents**

This part of the paper presents general characteristics of the respondents I.e. customers and marketing professionals.

**Table 1. Below shows the general characteristics of the respondents which include Gender age, educational background.**

No	Item	Marketing professional Respondents		Customer Respondents	
		Number	Percent (%)	Number	Percent (%)
1	<b>Gender</b>				
	Male	<b>121</b>	<b>67.2</b>	<b>72</b>	<b>54.5</b>
	Female	<b>59</b>	<b>32.8</b>	<b>60</b>	<b>45.5</b>
	<b>Total</b>	<b>180</b>	<b>100</b>	<b>132</b>	<b>100</b>
2	<b>Age</b>				
	18-27 Years	<b>31</b>	<b>17.2</b>	<b>24</b>	<b>18.2</b>
	28-37 years	<b>61</b>	<b>33.9</b>	<b>16</b>	<b>12.1</b>
	38-47 years	<b>56</b>	<b>31.1</b>	<b>84</b>	<b>63.6</b>
	48-57 years	<b>22</b>	<b>12.2</b>	<b>8</b>	<b>6.1</b>
	58 years & above	<b>10</b>	<b>5.6</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>180</b>	<b>100</b>	<b>132</b>	<b>100</b>	
3	<b>Educational Background</b>	<b>Number</b>	<b>Percent (%)</b>	<b>Number</b>	<b>Percent (%)</b>
	10 <sup>th</sup> complete	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	Certificate	<b>0</b>	<b>0</b>	<b>3</b>	<b>2.3</b>
	Diploma	<b>31</b>	<b>17.2</b>	<b>41</b>	<b>31.1</b>
	First degree	<b>95</b>	<b>52.8</b>	<b>71</b>	<b>53.7</b>
	Above first degree	<b>14</b>	<b>8</b>	<b>17</b>	<b>12.9</b>
	Others	<b>40</b>	<b>22</b>	<b>0</b>	<b>0</b>
	<b>Total</b>	<b>180</b>	<b>100</b>	<b>132</b>	<b>100</b>

The first section of table 1 summarizes the gender of the respondents. From the total marketing professionals respondents 121 (67.2%) were male, while the rest 59(32.8%) were females are from the total customer respondents 72(54.5%) were male and the remaining 60(45.5%) were females. This showed that, the gender distribution of the respondents of both groups were almost proportional.

In relation to item 2 of table 1 summarize different age groups of the total number of the respondents of male and female groups. Almost 31(17.2%) of marketing professional respondents were in the age of 18-27years,

61(33.9%) of were in the age of 28-37 years, and the 22(12.2%) of the respondents covers the age between 48-57 years of age and 10(5.6%) of were in the age of 58 years and above. Beside that 24(18.2%) of customers respondents were in the age of 18-27 years, 16(12.1%) of them between the age of 28-37 years, 84(63.6%) were found in the age of 38.47 years. The remaining respondents 84(63.6%) and 8(6.1%) were between 48-57 years and 58 years and above respectively almost the age distribution of the respondents of both groups was balanced and proportional.

Moreover from item 3 of table 1 summarize and present the educational background of marketing professionals and customer respondents. From the total respondents of marketing professionals and customers, 31(17.2%) and 41(31.1%) were having a diploma respectively. Accordingly, 95(52.8%) and 71(53.7) were of fist degree level respectively. The remaining 14(8%) and 17(12.9%) were above first degree respectively. For marketing professionals 40(22%) categorized in different educational level and skill.

**Table 2 Relationship with marketing management knowledge**

No	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Relationship with marketing management knowledge in years</b>		
	1-5 years	<b>70</b>	<b>38.9</b>
	6-10 years	<b>39</b>	<b>21.7</b>
	11-15 years	<b>55</b>	<b>30.6</b>
	16 and above years	<b>16</b>	<b>8.8</b>
	<b>Total</b>	<b>180</b>	<b>100</b>

Table 2 indicates and summarize that the relationship of the marketing professionals with marketing knowledge so that from the total 180 respondents of marketing professionals 70(38.9%) have stayed on

marketing professional field form 1-5 years, 39(21.7%) were have a relation with marketing profession between 6-10 years, 55(30.6%) were stayed for 11-15 years and lastly 16(8.9%) were a 16 and above year relation in marketing profession's skill this implies that their knowledge and professions on marketing found to be in great depth and we can understand that most of them (respondents) are experienced. So we can get relevant analysis and information from the respondent.

**Table 3. Relationship with Zemen Bank**

No	Item	Customer Respondents	
		Number	Percent (%)
1	<b>Relationship with Zemen bank as a customer</b>		
	4-6 months	<b>16</b>	<b>12.1</b>
	6-12 months	<b>48</b>	<b>36.4</b>
	1 year and above	<b>68</b>	<b>51.5</b>
	<b>Total</b>	<b>132</b>	<b>100</b>
2	<b>A service from the bank used by the customers</b>		
	Prestige banking	<b>52</b>	<b>39.4</b>
	International banking	<b>4</b>	<b>3.0</b>
	Personal banking	<b>76</b>	<b>57.6</b>
	<b>Total</b>	<b>132</b>	<b>100</b>

Table 3, item 1, indicates customers relationship with zemen bank and 16(12.1%) of respondents have said they were members of the bank between 4-6 months, 48(36.4%) and 68(51.5%) replied they have relationship with the bank between 6-12 months and 1 year and above respectively. It indicates that most of the respondents have been members of zemen bank for long duration enough. So, we can get adequate technical information from the respondents.

Table 3, item 2, elaborates the service of the bank used by customers and 52(39.4%) of them replied the service they gained from zemen as prestige banking, 4(3.0%) and 76(57.6%) of them implied they used international and personal banking respectively. So that it indicates the majority of the respondents used prestige and personal banking.



### 3.2. Analysis of the findings of the study

This analysis tries to investigate the overall building of a corporate image via brand management of zemen bank from customers, marketing professionals and marketing managers point of view, so in this section responses of customers and marketing professionals;

Very High = 5, High = 4, Medium = 3, Low = 2 and Very Low = 1.

#### 3.2.1 Response of marketing professionals towards zemen bank

**Table 4. Respondents view on the brand integrity of zemen bank**

No	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Do you think zemen bank brand name integrated with branding standards ?</b>		
	Yes	<b>34</b>	<b>18.9</b>
	No	<b>141</b>	<b>78.3</b>
	I don't know	<b>5</b>	<b>2.8</b>
<b>Total</b>		<b>180</b>	<b>100</b>

The item of table 4 summarize the responses of marketing professional regarding the integration and coordination of the brand of the bank 34 (18.9%) of out of the respondents replied yes the brand of the bank is integrated and coordinated, 141(78.3%) among the respondents said no the brand of the bank is not integrated with sign, symbol design and term and 5(2.8%) of the remaining respondents rated that they don't know it implies that the brands and brand name needs integration with sign symbol etc as scholar mentions brand name, term, sign, symbol or design or a combination of them intended to identify the services of one seller to differentiate them from others.

**Table 5. Respondents view on effort exerted from zemen bank to create awareness on its brand to the public**

No	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Effort of zemen bank in order to aware the public on its brand?</b>		
	Very high	<b>0</b>	<b>0</b>
	High	<b>9</b>	<b>5.0</b>
	Medium	<b>21</b>	<b>11.7</b>
	Low	<b>127</b>	<b>70.5</b>
	Very low	<b>23</b>	<b>12.8</b>
<b>Total</b>		<b>180</b>	<b>100</b>
<b>Mean</b>		<b>2.08</b>	

The item of table 5 implies that the awareness of zemen bank as a brand to the public or specifically to business people among the total respondents of marketing professionals. 9(5.0%) rated high awareness of the public 21(11.7%) of them were rated medium awareness, 127(70.5%) and 23(12.8%) of the rest respondents rated low and very low awareness of the public respectively here the implication that the brand awareness of Zemen bank in the public is low and very low, the mean is 2.08 this shows in average the level in brand awareness to the public (business people) is less low. It implies that the bank should strive to create awareness to the public because scholars mentioned brands & brand names awareness are fundamental to the survival & success of their future endeavor. Specifically, according to young, the objective of managing corporate image is to communicate the company's identity to those audiences or constituencies on this regard brand awareness of zemen bank should strive more than the current one.

However, marketing director interviewee mentioned their bank corporate image brand awareness is focused on consistency of the visions promoted to shareholders, delivery of services that was promised to customers communicating by different modes.

**Table 6 Respondents of view on–rateing the level of zemen bank brand communicate with potential customer**

No	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Is the brand identify by the potential customer easily ?</b>		
	Very high	<b>0</b>	<b>0</b>
	High	<b>6</b>	<b>3.3</b>
	Medium	<b>19</b>	<b>10.6</b>
	Low	<b>125</b>	<b>69.4</b>
	Very low	<b>30</b>	<b>16.7</b>
	<b>Total</b>	<b>180</b>	<b>100</b>
	<b>Mean</b>	<b>2.00</b>	

The emphasis of the table 6 rating the brand identity /communication/ by potential customers, out of the total respondents of marketing professionals 6(8.3%) of rated total respondents of marketing professionals 19(10.6%) rated medium, and the majority's 125(69.4%) in addition to 30(16.7%) of respondents replied low and very low brand identity existed respectively. So as indicated in the above table the result implies that the majority's of potential customers i. e in the nearby to be a customer and zemen Bank didn't know (communicate) each other. As scholars mentioned effective brand names build a connection between the brand personality, as it's perceived by the target audience so the result shows Zemen Bank luck brand identity on the potential customers. The mean is 2.00 this shows in average the number of respondents agree the brand identity (communication) with potential customers is low.

**Table 7. Respondents view regarding the bank at the time of building its brand based on standards**

No	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Did the bank gave due attention to refer brand standards ?</b>		
	Yes	<b>56</b>	<b>31.1</b>
	No	<b>103</b>	<b>57.2</b>
	I don't know	<b>21</b>	<b>11.7</b>
<b>Total</b>		<b>180</b>	<b>100</b>

To the extent of brand standards in cause of building the zemen bank brand of table 7 clearly seen that out of the total respondents 103 (57.2%) measured and implied no zemen bank is refereed branding standards, 56(31.1%) of marketing professional respondents evaluate yes and finally the rest 21(11.7%) of the respondents evaluate themselves and implies they don't know. It implies the majority of the respondents agree zemen bank was build its brand based on brand standards

**Table 8. Respondents perceptions on Zemen Bank corporate image and identity (unique personality)**

No	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Zemen bank corporate identity (unique personality)</b>		
	Yes	<b>135</b>	<b>75.0</b>
	No	<b>23</b>	<b>12.8</b>
	I don't know	<b>22</b>	<b>12.2</b>
	<b>Total</b>	<b>180</b>	<b>100</b>
2	<b>Zemen bank acceptance (corporate image)</b>	<b>Number</b>	<b>Percent (%)</b>
	Very high	<b>3</b>	<b>1.7</b>
	High	<b>17</b>	<b>9.4</b>
	Medium	<b>34</b>	<b>18.9</b>
	Low	<b>106</b>	<b>58.9</b>
	Very low	<b>20</b>	<b>11.1</b>
	<b>Total</b>	<b>180</b>	<b>100</b>
<b>Mean</b>	<b>2.31</b>		
3	<b>Zemen bank effort to build corporate image by using electronic and print media</b>	<b>Number</b>	<b>Percent (%)</b>
	Very high	<b>0</b>	<b>0</b>
	High	<b>6</b>	<b>3.3</b>
	Medium	<b>38</b>	<b>21.1</b>
	Low	<b>109</b>	<b>60.6</b>
	Very low	<b>27</b>	<b>15.0</b>
	<b>Total</b>	<b>180</b>	<b>100</b>
<b>Mean</b>	<b>2.12</b>		
4	<b>Zemen bank effort to build its corporate image by using other promotional tools</b>	<b>Number</b>	<b>Percent (%)</b>
	Very high	<b>0</b>	<b>0</b>
	high	<b>0</b>	<b>0</b>
	Medium	<b>38</b>	<b>21.1</b>
	Low	<b>126</b>	<b>70.0</b>
	Very low	<b>16</b>	<b>8.9</b>
	<b>Total</b>	<b>180</b>	<b>100</b>
<b>Mean</b>	<b>2.12</b>		

First item of table 8 tries to summarize the responses of marketing professionals regarding zemen bank corporate identity (unique personality) out of the total respondents 135(75.0%) of them rated yes

zemen bank have unique personality (identity), the remaining 23(12.8%) and 22(12.2%) rated No and I don't know respectively about corporate identity of zemen bank this implies that zemen bank corporate identity is unique and gave special personality on the industry. As scholars mentioned corporate identity is the reality of the corporation i.e. the unique, individual personality of the company that differentiates it from other companies on this regard according to the implication Zemen Bank have good corporate identity.

The second item of table 8 implies the responses of marketing professionals on corporate image of Zemen bank by society. Out of the total respondents 3(1.7%) of them rated very high, 17(9.4%) of them rated high, 34(18.9%) of replied medium and 106(58.9%) and 20(11.1%) of rated low and very low of corporate image of Zemen bank in the society respectively. Here the implication that 126(70.9%) of the respondents the image of the bank found in low and very low position. Its known corporate image is a mental picture that springs up t mention of firm's name it's linked with firm's circumstances, media coverage, performance etc on this regard as the result shown the corporate image of the bank in the society is below low. The mean is 2.31; it shows that the acceptance (corporate image) of the bank found in around low range manner.

The emphasis of item 3 of table 8 is that the level of building corporate image by using media's out of the total respondents of marketing professionals 6(3.3%) of the respondents replies that high level of building corporate image by using medias, 38(21.1%) replied medium level of building corporate image by using medias, 109(60.6%) and 27(15.0%) of the respondents implied that the level of building corporate image is low and very low respectively. As scholars mentioned to build corporate image it needs a link between corporate image & communication. The corporate communication is the aggregate of sources, messages and Medias by which to convey its uniqueness so that on this regard the implication that Zemen Bank still didn't use Medias

Aggressively in order to build its corporate image. The mean is 2.12 it shows clearly the using of Medias in cause of building corporate image is low and very low.

The extent of zemen bank using aggregate promotional tools for building of corporate image is the concern of item 4 of table 8; out of the total respondents 38(21.1%) implied that medium level of using promotional tools, 126(70.0%) and 16(8.9%) of marketing professionals respondents replied that low and very low respectively of zemen bank using of aggregate promotional tools. The mean is 2.12, it shows that the zemen bank using of promotional tools to build its corporate image is less than medium level. According to Conlon (2003) corporate images need to be with media coverage, performance and pronouncements to build a mental picture and springs up a firm's name. So that the results implies that Zemen Bank have a room in cause of using promotional tools for building of corporate image.

**Table 9. Resondents view on the banks efficiency in building its image**

No	Item	Marketing professional respondents	
		Number	Percentage
1	<b>Efficiency of the bank to build its image as a service firm</b>		
	Very high	4	2.3
	High	89	49.5
	Medium	43	23.9
	Low	44	24.4
	Very low	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
	<b>Mean</b>	<b>3.29</b>	

Table 9 is shows the efficiency of the bank in building of its image based on the bank's organizational goal. Out of the total respondents of 4(2.2%)

of them replied very high 89(49.5%) rated high efficiency on organizational goal to building image, 43(23.9%) replied medium the remaining 44(24.4%) rated as low. Obviously the bank has unique market segmentation and approach on its organizational goal. The replies imply that the efficiency in building its image based on the organizational goal is found on highest position. The mean is 3.29 it shows that zemen bank efficiency in building its image based on organization goal is lied on low rate level.

**Table 10. Respondents view on Zemen bank brand name power to capture consumer preference (loyalty)**

NO	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Brand name power to capture consumer preference(loyalty)</b>		
	Yes	<b>68</b>	<b>37.7</b>
	No	<b>102</b>	<b>56.7</b>
	I don't know	<b>10</b>	<b>5.6</b>
<b>Total</b>		<b>180</b>	<b>100</b>

Regarding answering questions of table 10 is summarizes the result gathered from the respondents, out of the total respondents of marketing professionals 68(37.7%) rated yes the name zemen bank have a power to capture consumer preference (loyalty) 102(56.7%) rated no- the name zemen bank doesn't have a power to capture consumer preference the remaining respondents which covers 10(5.6%) said they don't know. This implies that the name (brand name) doesn't have a power to capture consumer preference (loyalty) but Philip Kotler (2008) argued that if you have a strong brand name if it's helpful or have a power to capture consumer preference & loyalty. As a result above shown doesn't mean that the bank select a good name rather it refers its power.



**Table 11. Did the bank select a good brand name?**

NO	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Selection of good brand name</b>		
	Yes	<b>123</b>	<b>68.4</b>
	No	<b>51</b>	<b>28.3</b>
	I don't know	<b>6</b>	<b>3.3</b>
<b>Total</b>		<b>180</b>	<b>100</b>

The results gathered from the respondents regarding the issue expressed on table 11 out of the total respondents of marketing professionals 123(68.4%) replied that yes- the name zemen is a good brand name 51(28.3%) replied no and 6(3.3%) mentioned they don't know. This implies that the zemen bank select a good brand name, according to Randall (2004) brand name should manage and use it correctly because brands are fundamental to the survival and success of firms.

**Table 12. Respondents view on the feeling exists when the zemen bank remind**

NO	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Feeling when you remind zemen bank</b>		
	Positive	<b>24</b>	<b>13.3</b>
	Negative	<b>132</b>	<b>73.4</b>
	Neutral	<b>24</b>	<b>13.3</b>
<b>Total</b>		<b>180</b>	<b>100</b>

According to the respondents of marketing professionals summarizes in table 12 out of the total respondents 24(13.3%) of them replied their feeling is positive when they remind zemen bank, 24(13.3%) replied neutral and the remaining respondents which have greater portion 132(73.4%) rated negative feeling when they remind the zemen bank, here the implication is that the marketing professionals have a negative feeling when they remind zemen bank due to different cons, i.e the bank didn't participate in social support or activity like other similar firm did, less or local level media usage etc; so it shows the bank didn't manage

its brand properly as Philip Kotler (2008) argued, he mentioned companies must manage their brands carefully.

**Table 13 Respondent view on the brand name competitiveness in banking industry of Ethiopia**

No	Item	Marketing professional respondents	
	The brand competitiveness in banking industry	Number	Percent (%)
1	Very high	18	10
	High	25	13.9
	Medium	59	32.8
	Low	78	43.3
	Very low	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
	<b>Mean</b>	<b>2.90</b>	

Regarding zemen bank brand competitiveness in the banking industry of Ethiopia the results gathered from the respondents clearly shown in table13 Among the total number of respondents of marketing professionals 18(10.0%) of the respondents replied very high regarding the competitiveness, 25(13.9%) ad 59(32.8%) implied high and medium respectively and 78(43.3%) replied low. The result implies that most of the respondents mentioned the brand competitiveness in the industries medium so that zemen Bank must strive to be competitive in the banking industry. The mean is 2.90 it show that the competitiveness of the bank in Ethiopian banking industry less than the average level medium.

**Table14. Respondents view regarding the information and public announcement when the name “access”changed to “zemen”bank.**

No	Item	Marketing professional respondents	
		Number	Percent (%)
1	<b>Do you have any information when “access” changed to “zemen”bank ?</b>		
	Yes	<b>130</b>	<b>72.2</b>
	No	<b>45</b>	<b>25.0</b>
	I don't know	<b>5</b>	<b>2.8</b>
	<b>Total</b>	<b>180</b>	<b>100</b>
2	<b>Do you think when the name “access”changed to “zemen”bank had get enough public announcement?</b>	<b>Number</b>	<b>Percent (%)</b>
	Yes	<b>21</b>	<b>11.7</b>
	NO	<b>131</b>	<b>72.7</b>
	I don't know	<b>28</b>	<b>15.6</b>
	<b>Total</b>	<b>180</b>	<b>100</b>

The first item of table 14 try of summarize the information which was the former ‘Access’ changed to the present day ‘zemen bank’ out of the total respondents130(72.2%) replied that ‘yes’ they know Access and zemen bank were the same brand name, 45(25.0%) and5(2.8%) replied No and I don’t know respectively. The implication here even if they (bank)didn’t inform the older name was replaced by the new brand name, most of the respondents know the above case by their own effort i.e. reading news paper, follow-up different medias etc. in fact the respondent implied’ yes’ but the zemen bank marketing manger didn’t agree to inform the new name to the public by mentioning “when we use the name access we are under formation so it’s sensible to conclude that the general public did not need to be overly concerned by a small issue of legal requirement needed for establishing the bank” but according to Kotler, brand name should be given careful review of its benefits, the target market and proposed marketing strategies.

The second item of table 14 summarized the responds of marketing professionals regarding when the name ‘access’ changed to ‘zemen’ bank

the bank effort to public announcement advertising etc. out of the total respondents 21(11.78%) of them replied yes the bank made enough public announcement 131(72.7%) are replied no the bank didn't made enough public announcement and the remaining 28(15.6%) replied they don't know. The result indicates that the bank didn't use a public announcement at large that is why most of the respondents replied no – the Zemen bank effort to public announcement, advertising etc was less.

### 3.2.2. Responses of customers

**Table 15 Respondents view on the over all relationship of the bank and its customers**

No	Item	customer respondents	
		Number	Percent (%)
1	<b>Rateing the relationship between the bank and the customers</b>		
	Very high	52	39.4
	High	60	45.4
	medium	12	9.1
	Low	8	6.1
	Very low	0	0
	<b>Total</b>	<b>132</b>	<b>100</b>
	<b>Mean</b>	<b>3.06</b>	

The table summarizes the relationship between the bank & its customers. From the total respondents of customers 52(39.4%) of them replied very high relationship, 60(45.4%) of replied high and the remaining 12(9.1%) and 8 (6.1%) implied medium and low respectively. The results summarizes that the relationship of customers and the zemen bank found that at very high rate. It implies that one's customers become the clients of the bank; the bank has made a good relationship with its customers. The mean is 3.06 it shows that of above medium position i.e. the relationship of customers and the bank.

**Table 16 Respondents view on the efficiency of the bank in building its image**

No	Item	Customer respondents	
		Number	Percent (%)
1	<b>Rating the efficiency of the bank in building its image</b>		
	Very high	<b>72</b>	<b>54.5</b>
	High	<b>52</b>	<b>39.4</b>
	Medium	<b>8</b>	<b>6.1</b>
	<b>Total</b>	<b>132</b>	<b>100</b>
	<b>Mean</b>	<b>3.28</b>	

Regarding the issue of efficiency of the bank building its image based on the bank's organizational goal summarizes in table 16 out of the total respondents 72(54.5%) replied very high the efficiency of the bank, 52(39.4%) and 8(6.1%) implied high and medium rate efficiency of the bank respectively.

Here the implication that the efficiency of the bank in building its image is in good position or above medium rate level. In fact consumer perception of corporate image behind a brand known the image has positive influence. The mean is 3.28 it shows that the efficiency is in above medium level position.

**Table 17 Respondents view regarding zemen bank effort to create favorable image to it's brand**

No	Item	customer respondents	
		Number	Percent (%)
1	<b>Creating favorable image in customers mind</b>		
	Very high	<b>92</b>	<b>69.7</b>
	High	<b>32</b>	<b>24.2</b>
	Medium	<b>8</b>	<b>6.1</b>
	Low	<b>0</b>	<b>0</b>
	Very low	<b>0</b>	<b>0</b>
	<b>Total</b>	<b>132</b>	<b>100</b>
	<b>Mean</b>	<b>3.3</b>	

The table summarized the extent of the bank to create a favorable image in customer's mind. Out of the total respondents 92(69.7%) implied very high extent exist, the remaining 32(24.2%) and 8(6.1%) replied high and medium respectively the implication that highest range of customers have favorable image on their bank. Beside this, scholars also agree that if a firm create favorable image in its customers mind – indirectly it will get honesty, loyalty & determination etc from the customers side so as the implication indicate highest (most) of Zemen Bank customers have a good (favorable) image on their bank or the bank's achieve good result to create favorable image effectively. The mean is 3.3, it shows that the extent of the bank to create favorable image in customer's mind is very high average.

**Table 18 Respondents view regarding on the Brand name power and capturing consumer loyalty ?**

No	Item	Customer respondents	
		Number	Percent (%)
1	<b>Do yo think the brand name has the power of capturing consumer loyalty?</b>		
	Yes	<b>68</b>	<b>51.6</b>
	No	<b>32</b>	<b>24.2</b>
	I don't know	<b>32</b>	<b>24.2</b>
	<b>Total</b>	<b>132</b>	<b>100</b>

The table18 summarized the brand name and power of capturing consumer preference and loyalty. Out of the total respondents 68(51.6%) replied yes, the brand have a loyalty or preference and the remaining 32(24.2%) and 32(24.2%) implied no and I don't know respectively. This implies the bank's customers have loyalty or preferences on their bank brand name. As scholars mentioned brands lead to attain market share through mind share so that the result implies that they have i.e. customers a loyalty / 1<sup>st</sup> preference of the brand.

**Table 19 Respondents view regarding on the selecting of good brand name**

No	Item	Customer respondents	
		Number	Percent (%)
1	<b>Did the bank select a good brand name</b>		
	Yes	<b>76</b>	<b>57.6</b>
	No	<b>44</b>	<b>33.3</b>
	I don't know	<b>12</b>	<b>9.1</b>
	<b>Total</b>	<b>132</b>	<b>100</b>

Regarding the issue of selecting a good brand name i.e. zemen summarizes on table 19 out of the total respondents 76(57.6%) implied yes the bank was select good brand name, the remaining 44(33.3%) and 12(9.1%) replied No and I don't know respectively. The implication that the customers of the bank still believe the bank was selected a good brand name. i.e. when it's change the name 'Access' to 'Zemen' beside

that scholar mentioned brands are so fundamentally important to the survival and success of many firms so that it need to manage and name it correctly.

**Table 20 Respondents view on the Competitiveness of the bank in the industry**

No	Item	Customer respondents	
		Number	Percent (%)
1	<b>The brand name competitiveness in the banking industry</b>		
	Very high	<b>8</b>	<b>6.1</b>
	high	<b>20</b>	<b>15.1</b>
	medium	<b>16</b>	<b>12.1</b>
	low	<b>76</b>	<b>57.6</b>
	very low	<b>12</b>	<b>9.1</b>
	<b>Total</b>	<b>132</b>	<b>100</b>
<b>Mean</b>	<b>1.84</b>		

The table summarizes the brand name competitiveness in the banking industry. Out of the total respondents 8(6.1%) replied very high, 20(15.1%) and 16(12.1%) of them replied high and medium ratings respectively, the remaining 76(57.6%) and 12(9.1%) of respondents rated as low and very low on the above issue. The implication that the customer of the bank themselves belief the brand name (i.e. Zemen bank) didn't compete with the other brand name of banking industry. The mean is 1.84 it shows that the competitiveness of the brand is averagely low.



**Table 21 Respondents view on public announcement, promotion and information about the former “access” and “zemen”bank**

No	Item	Customer respondents	
		Number	Percent (%)
1	<b>Did you know zemen bank was the former ‘Access bank’?</b>		
	Yes	<b>88</b>	<b>66.6</b>
	No	<b>36</b>	<b>27.3</b>
	I don’t know	<b>8</b>	<b>6.1</b>
	Total	<b>132</b>	<b>100</b>
2	<b>Did the bank made enough public announcement promotion of the time of changing ‘Access’ to zemen</b>	<b>Number</b>	<b>Percent (%)</b>
	Yes	<b>48</b>	<b>36.4</b>
	No	<b>80</b>	<b>60.6</b>
	I don’t know	<b>4</b>	<b>3.0</b>
	<b>Total</b>	<b>132</b>	<b>100</b>
	<b>Mean</b>	<b>1.36</b>	

The results gathered from the respondents regarding the issue expressed item 1 of table 21 out of the total respondents 88(66.6%) implied yes we know zemen bank was the former under name Access, 44(33.4%) of the customer respondents implied No, the implication that majority of the zemen bank customer know the name ‘Access’ replaced by ‘Zemen’. It implies that from the beginning the bank served high communication and brand awareness relationship with its majority founders & customers of the bank.

The results summarizes on item 2 table out of the total respondents 48(36.4%) implied yes the bank made enough public announcement, 80(60.6%) replied No the bank didn’t made enough public announcement and the remaining 4(3.0%) implied they don’t know. The result indicates that the bank didn’t make enough public announcements. Even if the

bank customers know the two names but they believe that the bank didn't made enough public announcement, advertising & promotion to the society at large.

**Table 22 Respondent view regarding on the service of Zemen Bank**

	Item	Customer respondents	
		Number	Percent (%)
<b>1</b>	<b>Rating the overall service of Zemen bank</b>		
	Very high	<b>0</b>	<b>0</b>
	high	<b>44</b>	<b>33.3</b>
	medium	<b>56</b>	<b>42.4</b>
	low	<b>24</b>	<b>18.2</b>
	Very low	<b>8</b>	<b>6.1</b>
	<b>Total</b>	<b>132</b>	<b>100</b>
<b>Mean</b>	<b>2.91</b>		
<b>2</b>	<b>Bank's approach when it delivers a service of keeping the name?</b>		
	Very high	<b>28</b>	<b>21.2</b>
	High	<b>60</b>	<b>45.4</b>
	Medium	<b>28</b>	<b>21.2</b>
	Low	<b>8</b>	<b>6.1</b>
	Very low	<b>8</b>	<b>6.1</b>
	<b>Total</b>	<b>132</b>	<b>100</b>
<b>Mean</b>	<b>2.71</b>		

Regarding the issue on table 22 item 1, the overall service of zemen bank, the respondents expressed 44(33.3%) implied very high on the overall service of zemen bank, and 56(42.4%) of the majority's expressed high; 24(18.2%) replied medium; and the rest 8(6.1%) implied low. The result indicated the overall service of zemen bank is high. The mean is 1.97 which shows that the average service of zemen bank found to be at highest average rate. As scholars mentioned the brand value in all services, firms should be able to empower and have a control spectrum if they want to be proud by their service and brand (Randall, 2004:93). As per the interview gained from marketing director of zemen bank, he mentioned the bank promoted a new financial services and application of state-of-the-art technology to render the services.

Based on the result summarized on item 2 of table 22, out to the total respondents 28(21.2%) implied very high approach when it delivers a service in case of keeping its name; 60(45.4%) of them replied high; 20(21.2%) responded medium; and the remaining 16(12.2%) replied low; and very low. The mean is 2.30 which indicate that the delivery of service in its approach to keep the brand name is in the high average.

# CHAPTER FOUR

## SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter is the last part of the study which deals with summary of the major findings, conclusions and recommendations.

### 4.1. SUMMARY

- To summarize the characteristics of the respondents of both groups, the majority of the respondents were male. In the case of their age, the majority of marketing professionals group which covers 33.9% of total respondents were between in the age range of 28-37 years where as in the case of customers group 63.6% of total respondents age were found between 38-47 years. Concerning the educational background 52.8% of marketing professionals and 63.6% of customer respondents were well educated and have a first degree in relation to marketing management knowledge 38.9% have from 1-5 years experience whereas, in the case of customer's relationship with the bank 51.5% have 1 year and above.

#### 4.1.1. Summary on the response of marketing professionals

- Regarding marketing professionals responded the term, sign and design integration of zemen bank based on the principles. The majority that is 78.3% of them replied that no integration and coordination and 31.7% for both no and I don't know were replied by the respondents.
- Concerning zemen bank brand awareness to the public the majority 70.5% and 12.8% them replied that low and very low brand awareness in the public.
- In relation to zemen bank brand identity by potential customers, 69.4% the majority's implied low and 16.7% of the replied very low.

- Regarding the brand identity (communication) of zemen bank with potential customers, the majority of the respondents replied low and very low i.e. 69.4% and 16.7% respectively.
- In relation to building (maintaining) its brand by referring standards, the majority that is 57.2% of them replied no, 21.1% and 11.7% of implied yes and I don't know respectively.
- Concerning the Zemen bank corporate identity (unique personality), the majority that is 75% implied yes, 12.8% and 12.2% replied no and I don't know respectively.
- Regarding the level of Zemen bank's corporate image (accepted image) by the society, 11.1% of the evaluate very high and high, 18.9% of them as medium, 58.9% of them evaluate low and 11.1% of them evaluate very low .
- In relation to zemen banks using proper (aggregate) message through media's to build its corporate image, 3.3% of them replied high, 21.1% of them replied medium, 60.6% of them replied as low and 15.0% of the replied very low.
- Concerning in building of corporate image by using other promotional tools 21.1% replied as medium, 70.0% of them evaluate as low and 8.9% of replied as very low.
- Regarding the efficiency of the bank in building its image based on the bank's organizational goal, 2.2% of them replied very high, 49.5% of them replied high, 23.9% of them evaluate medium and 24.4% of them replied low.
- Concerning the brand name 'Zemen bank' power to capture consumer preference or loyalty, 37.7% of them implied yes, 56.7% of them replied no, and 5.6% of them replied as they don't know about it.

- Regarding the bank select a good brand name i.e. zemen, 68.4% of the respondents replied yes, 28.3% of them replied no, and the rest of them replied as they don't know about it.
- In relation to the feeling they do have when they remind zemen bank, 13.3% of them replied positive feeling, 73.3% of them replied negative feeling, and the rest of them replied to neutral.
- Concerning the brand name competitiveness in the banking industry of Ethiopia, 10.0% of the respondents replied very high, 13.9% of them replied high, 32.8% of them evaluate as medium and 43.3% of them replied as low.
- Regarding the information that they know when the name 'access' changed to 'zemen' bank, 72.2% of the respondents replied yes, 25.0% of them evaluate no, and the rest of them replied as they don't know about it.
- In relation to if the bank has made enough public announcement i.e. advertising and promotion at the time of changing its name from 'access' to 'zemen' , 11.7% of them replied yes, 72.7% of the replied no, and the rest 15.6% replied they don't know about it.

#### **4.1.2. Summary on the response of customers**

- Concerning the relationship with zemen bank 12.1% of them have a relationship period of 4-6 months, 36.4% of the respondents have a period of 6-12 months and the rest 51.5% of them have a relationship of one year and above.
- Regarding the service which they use currently 39.4% of them use a service of prestige banking, 3.0% of them replied international banking, and the rest 57.6% of them replied personal banking.

- In relation to the relationship of the bank and its customers 39.4% of them replied very high, 45.5% of them replied high and 9.1% and 6.1% of the evaluate medium and low respectively.
- Concerning the efficiency of the bank in building its image based on organizational goal, 54.5% of the respondents replied very high, 39.4% of them replied high and 6.1% of them evaluate as medium.
- Regarding creating favorable image in its customer's mind 69.7% of them replied very high, 24.2% of the respondents evaluate as high and 6.1% the rest replied low.
- In relation to the name of the bank i.e. zemen bank power to capture consumer preference or loyalty, 51.5% of them replied yes, 24.2% of the respondent replied no and the rest 24.2% of them replied as they don't know.
- Concerning the selection of good brand name, 57.6% of them replied yes, where as 33.3% of them replied no, and the rest 9.1% replied as they don't know about it.
- In relation to the brand name competitiveness in banking industry of Ethiopia, 6.1% of them replied very high, 15.1% them evaluate as high, 12.1% of them replied medium and 57.6% of majority respondents replied as low and the rest 9.1% replied as very low.
- Concerning zemen bank approaches on delivery of the service to keep the brand name, 21.2% of them replied very high, 45.5% of them replied as high i.e. the majority, 21.2% of them replied medium and the rest 6.1% and 6.1% replied low and very low respectively.
- Regarding the information that they know when the 'access' changed to 'zemen' bank, 66.6% of them replied yes, 27.3% of the respondents replied no, and the rest 6.1% of them replied as they don't know about it.

- In relation to the bank made enough public announcement , advertising and promotion at the time of changing its name from “access” to “zemen” 36.4% of respondents replied yes, the majorities 60.6% of them replied no and the rest 3.0% of them replied as they don’t know about it.
- Concerning the overall service of zemen bank 33.3% of them replied very high 42.4% of them replied high and 18.2% evaluate as medium and the rest 6.1% replied as low.

## **4.2. CONCLUSION**

After the completion on the analysis of both marketing professionals and customer’s responses, the student researcher has reached at the following conclusions.

### **4.2.1. Brand Management And All Corporate Image of the Bank**

- Based on the findings majority of the respondents have evaluated the brand identity, corporate image and usage of medias and promotional tools. In fact, the activities done by zemen bank were reasonable, however the extent of activity to create a good and favorable brand identity to the upcoming potential customers and the public at large was found at lowest level.
- The study also indicated that the corporate identity or unique personality of zemen bank is highly appreciated and have specialty from others, whereas, the corporate image perceived by the society at large found at negative level and position due to improper usage of medias and promotional tools. As a result, the company has failed to build its brand and brand management and lead to its brand image to be accepted by the society. Of course the findings indicate once the customers became clients of the bank, they would end up by being loyal customers due to attractiveness of the bank’s customer handling service



#### **4.2.2. The Bank Logo, Symbol, and Ethiopianism Image**

- As it is revealed in research findings, the symbol of zemen bank does not represent the cultural integration of the Ethiopians' at all due to the custom, color, and taboo of the society and the erected brand symbol representation is not properly studied. In fact, the name of the bank and its trade mark has a good perception on viewer's mind, the capability of by capturing customer's loyalty was not efficient due to the bank has changed its name for the 2<sup>nd</sup> time without enough public announcement, promotions and other related reasons which eventually lead the firm to lose its potential customers trust on the bank's performance and sustainability.

#### **4.2.3. Marketing professionals and consumers perception and attitude on the brand of zemen bank**

- The study indicates the majority's of customer respondents evaluate their feeling ,perception and attitude about the brand name creating favorable image in over all service in fact they like the brand name. moreover, marketing professionals responded that the bank has only targeted a high class society and neglect the future middle classes as a potential customers additionally, they admitted that still now there are people who don't know that zemen as a bank, and former access and zemen were not the same, beside that when they feel the brand name majority's perceive negatively due to the brand management and related problems.

#### **4.3. RECOMMENDATIONS**

According to the major findings that have been discussed so far the following points are recommended by the student researcher.

- Even if, the marketing department of the bank tries to build the bank image through different modes of communication, Zemen bank executives or marketing directors must increase the amount and kinds of promotional expenditures to retain number of customers and

to build the bank image more than the present (recent) one, especially on internal market (in the given country)

- The other major failure of Zemen Bank marketing department was the brand symbol (i.e. emblem of the black bull) when they erect at the front gate of Zemen Bank i.e. it's a distinguishing mark (which is found at the premise) doesn't have any kind of integration with Ethiopian culture and express hefty or aggressiveness so the bank should be enforced to advertise the implication. I.e. strength, new power, etc. exclusive advertisement and change the perception of the public about what the symbol want represent rather than they feel (think).
- The market segmentation of the bank i.e. niche market, and its respected service is appreciable, due to the competition of banking industry in Ethiopia, the bank should open some more branches in other regions of the country i.e. out of Addis in order to target the high class potential customers.
- The firm should reassess its branding strategy and brand management in order to create better connection and enhance its image by publicizing to the society and to make them feel sense of belongingness i.e. in participating public services, sponsorship etc. as all to create identification, to guarantee a level of quality and satisfaction.
- The firm should strive to improve its brand identity to communicate its potential customer's corporately i.e. aggregate usage of sources, messages and medias by which in order to convey its uniqueness or brand to its various audiences.
- Finally, this study is not an end in the area of brand management so the student researcher recommend that further study should be carried out by the case company and other interested researcher in this area due to its significant influence on the overall service, image and profitability of the given company (bank).

# **APPENDICES**

## APPENDIX -1

**ST MARY'S UNIVERSITY COLLEGE**  
**FACULTY OF BUSINESS**  
**DEPARTMENT OF MARKETING MANAGEMENT**  
**Questionnaire to Be Filled By Marketing Professionals**

**Dear respondents:-**

This questionnaire is prepared by a student researcher, prospective graduate of year 2010GC in the field of marketing management for partial fulfillment of a senior essay. This questionnaire is prepared to assess the overall building of a corporate image via brand management of Zemen Bank.

You are requested to fill this questionnaire honestly with due care because the correctness of the answers will have a paramount importance for the outcome of the research. All information that you provide to this study will be kept strictly confidential.

Thank you in advance for your sincere cooperation.

**Remarks:-**

- Writing your name on the questionnaire is not necessary.
- If the question has all alternative answers, put  $\times$  or  $\checkmark$  on the space provided beside your answer.
- If the question is related to your personal opinion, write it shortly on the space provided.

**I. General Characteristics Of The Respondents:-**

1. Gender      A. Male                       B. Female
2. Age      A. 18-27 Years       B. 28-37 Years       C. 38-47 Years
- D. 48-57 Years                       E. 58 Years & Above

3. Educational background?

A. Diploma  C. Second Degree

B. First Degree  D. Other  \_\_\_\_\_

4. Relationship with marketing management knowledge?

A. 1-5 Years  C. 11-15 Years

B. 6-10 Years  D. 16 Years & Above

**II. Questions Directly Related To The Study:-**

1. Do you think the brand of the name (Zemen Bank) term, sign, symbol, and design are integrated or coordinated based on the principles?

A. Yes  B. No  C. I don't know

2. If your answer for question 1 is 'No', can you specify the points that lack combination in the brand of Zemen Bank? \_\_\_\_\_

3. How do you rate the level of Zemen Bank's involvement in creating brand awareness to the public (business people)?

A. Very High  C. Medium  E. Very Low

B. High  D. Low

4. How do you rate the brand identity or communication of Zemen Bank with its potential customers?

A. Very High  C. Medium  E. Very Low

B. High  D. Low

5. Did Zemen Bank give due attention while building its brand by maintaining (referring) branding standards?

A. Yes  B. No  C. I don't know

6. If your answer for question 5 is 'No', can you explain some of the problems?

\_\_\_\_\_  
\_\_\_\_\_

7. Do you think that Zemen Bank has corporate identity (unique personality)?
- A. Yes                       B. No                       C. I don't know
8. If your answer for question 7 is 'No', can you specify how the company has not able to acquire corporate identity? \_\_\_\_\_  
\_\_\_\_\_
9. How is the level of Zemen bank's corporate image (accepted image) by the society?
- A. Very High                       C. Medium                       E. Very Low   
B. High                       D. Low
10. How is the level of building its corporate image by using proper (aggregate) message through Media's?
- A. Very High                       C. Medium                       E. Very Low   
B. High                       D. Low
11. How do you rate the level of building its corporate image by using aggregate messages by using other promotional tools?
- A. Very High                       C. Medium                       E. Very Low   
B. High                       D. Low
12. How do you rate the efficiency of the bank in building its image based on the bank's organizational goal?
- A. Very High                       C. Medium                       E. Very Low   
B. High                       D. Low
13. What is the extent of the bank's effort in creating favorable image in its customers mind?
- A. Very High                       C. Medium                       E. Very Low   
B. High                       D. Low
14. Does the name 'Zemen Bank' have a power to capture consumer preference or loyalty?
- A. Yes                       B. No                       C. I don't know
15. If your answer is 'No' to question 14, please explain your reasons. \_\_\_\_  
\_\_\_\_\_

16. Did the bank select a good brand name? I.e. Zemen.

A. Yes                       B. No                       C. I don't know

17. When you remind Zemen bank on your mind, what kind of feeling do you have?

A. Positive                       B. Negative                       C. Neutral

18. How do you rate the brand name (Zemen bank) competitiveness in banking industry of Ethiopia?

A. Very High                       C. Medium                       E. Very Low   
B. High                       D. Low

19. Did you know the 'Zemen Bank' was the former 'Access Bank'?

A. Yes                       B. No                       C. I don't know

20. If your answer is 'Yes' to question 19, please specify how you did know? \_\_\_\_\_  
\_\_\_\_\_

21. Do you think the bank has made enough public announcement, advertising, and promotion at the time of changing its name from 'access' to 'Zemen'?

A. Yes                       B. No                       C. I don't know

22. If your answer is 'No' to question 21, please explain your reasons? \_\_\_\_\_  
\_\_\_\_\_

23. When you see the bank's logo (black bull) which is erected at the head quarter of the bank, how do you perceive it in relation with the Ethiopianism reflection (Ethiopian culture)? Can you specify it? \_\_\_\_\_

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## APPENDIX-2

**ST MARY'S UNIVERSITY COLLEGE**  
**FACULTY OF BUSINESS**  
**DEPARTMENT OF MARKETING MANAGEMENT**  
**Questionnaire to Be Filled By Customers**

**Dear respondents:-**

This questionnaire is prepared by a student researcher, prospective graduate of year 2010GC in the field of marketing management for partial fulfillment of a senior essay. This questionnaire is prepared to assess the overall building of a corporate image via brand management of Zemen Bank.

You are requested to fill this questionnaire honestly with due care because the correctness of the answers will have a paramount importance for the outcome of the research. All information that you provide to this study will kept strictly confidential.

Thank you in advance for your sincere cooperation.

**Remarks:-**

- Writing your name on the questionnaire is not necessary.
- If the question has all alternative answer, put × or ✓ on the space provided beside your answer.
- If the question is related to your personal opinion, write it shortly on the space provided.

**I. General Characteristics Of The Respondents:-**

1. Gender      A. Male                       B. Female
2. Age      A. 18-27 Years       B. 28-37 Years       C. 38-47 Years
- D. 48-57 Years                       E. 58 Years & Above

3. Educational background?

- A. 10<sup>th</sup> complete  C. Diploma  E. Above First Degree   
B. Certificate  D. First Degree

4. Relationship with Zemen Bank?

- A. 2-4 Months  C. 6-12 Months   
B. 4-6 Months  D. 1 Years and Above

5. As a customer of Zemen Bank, which service do you use exhaustively?

- A. Banking  D. Personal banking   
B. Prestige Banking  E. Z club banking   
C. International Banking  F. Others

## II. Questions Directly Related To The Study:-

1. How do you rate the extent of relationship between the bank and its customers?

- A. Very High  C. Medium  E. Very Low   
B. High  D. Low

2. How do you rate the efficiency of the bank in building its image based on the bank's organizational goal?

- A. Very High  C. Medium  E. Very Low   
B. High  D. Low

3. What is the extent of the bank in creating favorable image in its customers mind?

- A. Very High  C. Medium  E. Very Low   
B. High  D. Very Low

4. Does the name 'Zemen Bank' have a power to capture consumer preference or loyalty?

- A. Yes  B. No  C. I don't know

5. If your answer is 'NO' to question 4, please explain your reasons shortly. \_

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6. Did the bank select a good brand name? I.e. Zemen.

A. Yes  B. No  C. I don't know

7. When you remind the name 'Zemen bank' on your mind, what kind of feeling do you have?

A. Very High  C. Medium  E. Very Low

B. High  D. Low

8. How do you rate the brand name (Zemen Bank) competitiveness in banking industry of Ethiopia?

A. Very High  C. Medium  E. Very Low

B. High  D. Low

9. How do you rate the bank's approach when it delivers a service in case of keeping the name?

A. Very High  C. Medium  E. Very Low

B. High  D. Low

10. Did you know the 'Zemen Bank' was the former 'Access Bank'?

A. Yes  B. No  C. I don't know

11. If your answer is 'Yes' for question 10, please specify how you did know. \_

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12. Do you think the bank has made enough public announcement, advertizing, and promotion at the time of changing its name from 'Access' to 'Zemen'?

A. Yes  B. No  C. I don't know

13. If your answer is 'No' for question 12, please explain your reasons. \_\_\_\_\_

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14. When you see the bank's logo or emblem (black bull) which is erected at the head quarter of the Bank, how do you perceive it in relation with the Ethiopians reflection (Ethiopian culture)? Would you explain it specifically? \_\_\_\_\_

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15. How do you rate the overall service of Zemen bank?

- A. Very High       C. Medium       E. Very Low   
B. High       D. Low

16. Since your relationship with the company is based on the mutual benefit of you two, if you have any kind of compliant or suggestion towards enhancing the bank's brand management on corporate image building, you can specify it. \_\_\_\_\_

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17. Finally, if you have any additional comments, please try to mention it shortly?

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## **APPENDIX-3**

**ST MARY'S UNIVERSITY COLLEGE  
FACULTY OF BUSINESS  
DEPARTMENT OF MARKETING MANAGEMENT**

### **INTERVIEW CHECK LIST**

This interview is prepared to ask the Zemen bank S.C. vice president and marketing director in order to get inputs for the student researcher's paper that aimed at to assess the brand management and corporate image building of Zemen bank.

1. When and how the former 'access bank', the current 'Zemen bank' was established or formed?
2. How Zemen bank practice the building of corporate image in case of brand management, awareness, and parity, etc.?
3. Did the bank provide enough information to the public when it changed the name 'Access' to 'Zemen'? Do you believe what you did was enough?
4. How do you study, evaluate, and analyze the banking industry of Ethiopia? I.e. when you start the banking sector business.
5. Did the bank stud and consult on the time of constructing the emblem (brand symbol) of the bank? I.e. the 'black bull' which is erected in front of the headquarters' office. Can you elaborate that what kind of relation exist between the emblem and Ethiopian culture?
6. Do you believe the 'Zemen Bank' is known by the public? If it's 'Yes', how do you evaluate and rate it? If it's 'No', why?
7. What is the effort done by the bank to build a corporate image of the bank? I.e. supporting the community service and activities, sponsorship, etc.?



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