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Department of Marketing management

**The effect of customer based brand equity on customer satisfaction: the case
of Abyssinia bank**

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MASTER OF ARTS DEGREE IN MARKETING

**THE EFFECT OF CUSTOMER BASED BRAND EQUITY ON
CUSTOMER SATISFACTION: THE CASE OF ABYSSINIA BANK**

Approved by Board of Examiners

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DECLARATION

I, Rebeka Yared, the undersigned person declare that the thesis entitled “*The Effect of Customer Based Brand Equity on Customer Satisfaction: the Case of Abyssinia Bank*” is my original and submitted for the award of Master Degree in Marketing, St. Mary University at Addis Ababa and it hasn’t been presented for the award of any other degree. Under this study, fellowship of other similar titles of any other university or institution of all sources of material used for the study has been appropriately acknowledged and notice.

Rebeka Yared

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Date

CERTIFICATION

This is to certify that Mrs. Rebeka Yared has properly completed her research work entitled “*The Effect of Customer Based Brand Equity on Customer Satisfaction: the Case of Abyssinia Bank*” with our guidance through the time. In my suggestion, her task is appropriate to be submitted as a partial fulfilment requirement for the award of Degree in Master of Marketing.

Research Advisor

Mulugeta G/Medhin (PhD)

Signature and Date

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LIST OF ACRONYMS/ ABRIVATION

ANOVA	Analysis of variance
BBE	Consumer-Based Brand Equity
FBBE	Firm-Based Brand Equity
SD (sd)	Standard deviation
SPSS	Statistical Package for the Social Sciences

ABSTRACT

With the adoption of effective brand equity strategies, many companies may compete effectively and efficiently. This study, therefore, set out to investigate the influence of brand equity on customer satisfaction in banking sector. A cross-sectional explanatory design was used. The target population in this study was 384 banking customers and marketing managers and in branches in Addis Ababa. The study was conducted in the context of the private financial institutions in Ethiopia. Purposive sampling was used to select the branches and systematic sampling was conducted to select customers. Both primary and secondary data were used. Primary data were collected using semi-structured questionnaires and an interview guide. Descriptive statistics were used to summarize the properties of the mass data. Inferential statistics were derived using Pearson's correlation and multiple regression. The findings show that all the objectives of the study were significant at 95% confidence level; there was significant impact of brand awareness, perceived quality, brand loyalty and brand association on customer satisfactions. Furthermore it shows perceived quality as the most dominant factor established whose platform should be built by the other three dimension of brand equity to enable a firm to influence choice habits amongst consumers. Then, this study concluded that brand awareness, perceived quality, brand loyalty and brand association have significant effect on customer satisfactions. Accordingly, the study suggests that brand equity should be used to play a leading role among product related strategies in establishing a marketing strategy in banking services or sector.

Keywords: Brand Awareness, Perceived Quality, Brand Loyalty, Brand Association, Customer Satisfactions

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Assumed the increasingly competitive nature of business environments, service firms must find new ways to deliver value to their customers. The broad range of products and services on offer make the overall customer experience key to understanding customer-based brand equity (CBBE) and customer satisfaction. Hence, firms must pay close attention to all marketing activities aimed at providing customized experiences throughout the relationship for example brand management (Jesús, Fuentes-Blasco and Rocío, 2021). According to Lee (2019), the CBBE model has four major steps namely brand identity, brand image, brand response and brand relationship (Aaker,1991) and by taking advantage of the Aaker's model (1991) introduced the dimensions of brand equity these dimensions that affect the customer's satisfaction are: physical quality, staff behavior, ideal self-congruence, brand identification and lifestyle congruence.

Branding has been around for centuries as a means to differentiate the goods of one producer from those of another. In the fine arts, branding began with artists signing their works. Brands today play a number of important roles that improve consumers' lives and enhance the financial value of firms (Kotler & Keller, 2012). In creating and building process of solid brands through brand equity, marketing managers in terms of strength and weakness measures the conditions of their brands. Brand equity is defined as the added value endowed on products and services (Kim, Kim and Kim, 2019).

As per Obilo, Chefor and Saleh (2020) stated that there are mainly use two perspectives to study brand equity: Financial one and consumer –based one. From a financial perspective, brand equity is seen as a monetary figure and used to estimate the brand for the accounting purposes (in terms of assets valuation for the balance sheet) of for merger, acquisition, or divesture proposes. A number of authors (Stein and Ramasesshan 2020; Jesús, et al., 2021) suggest that aforementioned experiences influence intangible resources such as brand equity and reputation, as well as future decisions and experiences. When experiences are appropriately provided and managed, firms will be in a position both to boost customer satisfaction and build and bolster market positioning based on a solid reputation (Kim, et al., 2019). According to Hollenbeck (2018), corporate

reputation—connected to brand equity is an intangible, hard-to-imitate strategic asset, as long as an excellent opportunity to respond to stakeholder expectations and foster successful experiences. Along these lines, feelings, memories, and images can be effectively linked to the brand.

Notwithstanding the effect of experiential factors on corporate reputation, Jesús, et al., (2021) stated that the literature on the topic remains scarce, especially in emerging economy contexts. They indicated that such analysis is limited to developing economies—and existing research clearly indicates that marketing strategies and approaches are not necessarily effective in emerging markets.

Annual Report of Abyssinia bank in 2020/21 loudly reported on the FY 2020/21, a year of success for the Bank of Abyssinia in which a remarkable performance in all financial and non-financial objectives was registered. During the reported year, a number of challenges surfaced with phenomenal implications, ranging from the effects of the global pandemic to numerous socio-political developments. Nevertheless, the Bank has performed well throughout, indicating that its strategy is being implemented on a grounded and strong footing to warrant even higher results ahead (Abyssinia Bank, 2021).

Having identified this gap in the literature and the actual performance of Abyssinia bank, the aim of the present research is to analyze consumer perceptions regarding brand equity in highly experiential service contexts (e.g., private bank) and on the other, to assess the effect on customer satisfaction. CBBE reflects how consumers think and feel about a brand; when discussing about CBBE it is demanding to mention about customer satisfaction because, when the brand equity increases, it will also give impact to customer satisfaction. Customer satisfaction is “a person’s feelings of pleasure or disappointment that result from comparing a product perceived performance (or outcome) to expectation (Kim, et al., 2019). Measuring the dimensions of the customer based brand equity in relation to customer satisfaction will help the Bank to know its strongest and weakest customer based brand equity dimensions and assist the company to develop proper strategies and build strong brand equity. Insights about customer based brand equity dimensions and their importance to customers and will benefits more for overall customer satisfaction. Hence, this study anticipated that CBBE drives a chain of effects impacting customer satisfaction.

1.2 Statement of the Problem

Branding of financial services in Ethiopia has been a recently phenomenon. For example, Annual report of Abyssinia bank in 2020/21 indicated that following the directives issued by the National Bank of Ethiopia (No. SBB/51/2011) allowing banks to operate Interest-free banking business, this Bank opened its first IFB-dedicated branch, “Hilal Branch“, while the business line has been branded and named “Ameen” in the FY 2019/20. This showed that branding in Ethiopia is relatively weak, with many brands lacking saliency and true customer based brand equity.

Kalkidan (2018) stated Ethiopian banks suffered from a lack of guidance due to a limited number of published studies concerning the transformation of branding strategies into CBBE and its effectiveness in creating market brand value. Annual report of Abyssinia bank in 2020/21 concerned about creating value for the brands in the market. The Bank endeavours to overcome foreseeable marketing related challenges such as branding, explores opportunities and mitigates business risks so as to heighten its strong growth and profitability (Abyssinia bank, 2021). At the time of undertaking this study, several banks remain relatively poorly known to foreign and diaspora markets such as Abyssinia bank. As per the preliminary observation of the researcher, several branches of this bank have been vacant on rush hours in Ethiopia business time although the unoccupied business may not be directly attributed to diminished CBBE, this bank was not largely known within the Ethiopian market. The annual report proposed that the bank’s accessibility also expanded through strategically located branch outlets as well as digital means. Accordingly, 97 additional branches and 9 sub-branches were opened in 2020/21 FY, raising the total number of branches to 608. The Bank has deployed 740 ATMs in 2020/21 increasing its ATM network to 969, which has led to a strong and sustained use of non-branch channels to access banking services. This study proposed it asses its customer based brand equity on customer satisfaction.

Extant studies conducted were mainly conducted on service quality on brand equity Kalkidan (2018), product brands in developed economies like Stein and Ramaseshan (2020) and others like Hollenbeck (2018) involved in online reputation mechanisms and the decreasing value of chain affiliation. Considerably several preceding researches (like Kim, et al., 2019) have largely concentrated on tangible brands and little research has been directed towards building service brands equity. Particularly, the banking industry in Ethiopia has encountered erratic performance partly

attributable to weak and in some instances diminished customer based brand equity (Muhammad, Shahid and Muhamamd, 2017). Several banks and other firms in service industry in Ethiopia command relatively small mental share among customers due weak customer based equity. Further, other factors held constant, banks that customers largely resonated with have been repositioned while others have been either liquidated or acquired by other banks or merged with other banks with high brand equity.

1.3 Research Questions

1.3.2 Main Research Question

- What of the effect of customer-based brand equity on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank?

1.3.3 Specific Research Questions

- 1 To what extent does brand awareness affect customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank?
- 2 What is the effect of brand association on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank?
- 3 What is the effect of perceived quality on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank?
- 4 What is the effect of customer brand loyalty on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank?

1.4 Objectives of the Study

1.4.1 General Objective of the Study

- The general objective of this study was to examine the effect of customer-based brand equity on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank.

1.4.2 Specific objectives

The study sought to achieve the following specific objectives:

- 1 To examine the effect of brand awareness on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank

- 2 To ascertain the effect of brand association on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank
- 3 To determine the effect of perceived quality on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank
- 4 To establish the effect of customer brand loyalty on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank

1.5 Significance of the Study

The existing business environment has become more competitive, customers and non-customers become more demanding after COVID-19 consequences. For service firms to gain competitive advantage and achieve constructive market performance of their brands, they will need to develop service and corporate brands to meet stakeholders' expectations. This research will be noteworthy to the following:

Considerate the organizational relationships between consumer-based brand equity metrics and market performance of the brand will enable service marketing managers to better understand how brand equity metrics based on the consumer mind-set affects actual market brand performance. Moreover, banking marketing practitioners will gain a stranded sympathetic of how measures of consumer brand perceptions or attitudes translate into more tangible, market outcome measures such as market share or revenue, and the usefulness of such consumer-mind-set measures in predicting service demand and the corresponding market performance of their services. From a larger perspective, marketing managers may be interested in understanding how strategic marketing actions on their part affect these measures of consumer-based brand equity and what they can do, through their marketing activities, to improve these measures and their brands' corresponding market performance.

The study also presents an insight to researchers on the need to direct research attention towards Service Customer Based Brand Equity (SCBBE) as a fast growing sector within and beyond Ethiopia particularly in east Africa. Abyssinia bank is poised to embrace renewed commitment and dedication towards realizing its bank's vision by building on the remarkable performance of the year just ended and bridging over areas of improvements. Distinction is desirable in the service sector in Ethiopia particularly as the country is geared towards achieving vision in future.

Bankers anticipate numerous opportunities as well as possible challenges to be met by the banking business in the days ahead.

1.6 Delimitation/Scope of the Study

Geographically, conceptually and methodologically are the major scopes of the study. Geographically, this study was limited to some selected branches of bank of Abyssinia that are found in Addis Ababa.

The studies focused on the role of customer-based brand equity on customer satisfaction within the private banking services sector in Ethiopia. Although theoretical literature indicated that CBBE is a multi-dimensional construct, the study was confined to the use of the most dominant constructs used in previous studies namely brand awareness, brand associations, perceived quality and customer brand loyalty and their relationships with brand market performance metrics.

In terms of organization and sector coverage, the study was restricted to the banking financial services sub-sector which comprises one private commercial in Ethiopia. A sample of 384 customers of these commercial banks was scientifically approximated to constitute a representative sample to provide data upon which findings could be generalized to the target population. This study applied qualitative research approach and explanatory and descriptive research design. It used a systematic research method for collecting data from a representative sample of individuals using two instruments; a five point Likert scale questionnaire that includes closed ended and open ended questions and in depth interview.

1.7 Conceptual Definitions and Terms

- **Brand:** can be defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors (Kim, et al., 2019).
- **Brand Equity:** defined a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers (Lee, 2019).

- **Customer Based Brand Equity:** The differential effect that brand knowledge has on consumer response to the marketing of that brand (Peary, 2017).
- **Customer Satisfaction:** Customer satisfaction means customer can get something beyond their expectation (Kotler & Keller, 2012)

1.8 Organization of the Study

The study comprises of five chapters. The first chapter presents introduction of the study where by background of the study, statement of the problem, objectives of the study, research questions, significance of the study, definition of terms and scopes of the study are included. The second chapter devotes to reviewing related literatures followed by the third chapter that discusses the methodology used to undertake the study. In chapter four presents the data analysis & discussion of results, and chapter five deals with conclusions & recommendations are presented sequentially. Finally, references and copy of the questionnaires are annexed.

CHAPTER TWO

RELATED LITERATURE REVIEW

2.1 Introduction

This chapter presents an overview and critical analysis of relevant literature on the topic. It covers customer satisfaction concepts, theories and models, customer based brand equity concepts and models, and customer satisfactions. It includes related theoretical and empirical literatures including conceptual framework and research gap.

2.2 Theoretical Literature Review

2.2.1 Concepts and Definitions

The concept of brand was first used by the ancient Egyptian brick-makers who drew symbols on bricks for identification. Other examples of the use of brands were found in Greek and Roman times; at this time, due to illiteracy shopkeepers identified their shops using symbols. Moreover, in the Middle-Ages, craftsmen marked their goods with stamps as a trademark by which to differentiate their skills. The next milestone of brand evolved in North America with the growth of cattle farming as a kind of legal protection, proof of ownership and quality signals. It was also stated that the word brand is derived from “brander,” which means “to burn,” as brands were and still are the means by which owners of livestock mark their animals to identify them (Peary, 2017).

The definition of brand in various marketing literature has various perspective. Therefore it is difficult to find a concise definition. Obilo et al., (2020) defined it as a name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. It is defined as a sign or set of signs certifying the origin of a product or service and differentiating it from the competition.

The term brand has multiple connotations, at one end of the spectrum, brand constitutes a name, a logo, a symbol, and identity, or a trademark on the other end, and brand embraces all tangible and intangible attributes that the business stands for. Brand present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them (Lee, 2019).

2.2.1.1 Brand Equity Concepts

Brands and brand equity need to be recognized as the strategic assets they really are, the basis of competitive advantage and long-term profitability. It is vital to align brand and business strategy, something that can only effectively be done if the brand is monitored and championed closely by the top management of an organization (Kotler & Keller, 2012). The concept of brand equity generally is meant to capture the value of a brand. According to Felix (2015) who cited Anderson and Narus and stated that it can be reflected in various preferential action or responses of customers included greater willingness to try a product or service, less time needed to close the sale of an offering, greater likelihood that the product or service is purchased, willingness to award a larger share of purchase requirement, willingness to pay a price premium, less sensitive in regard to price increases and less inducement to try a competitive offering.

Brand equity is a multi-dimensional and complex concept (Lee, 2019). Intrinsically, it is significant to comprehend the concept of brand equity for both researchers and practitioners. Obilo et al., (2020) defined brand equity as the added value endowed by the brand to the product. In the same way, Nguyen, et al., (2019) provided a definition of brand equity: “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers”. Drawing upon a cognitive psychology approach, Lee (2019) also viewed brand equity as the differential effect of brand knowledge on consumer response to the marketing of the brand.

Brand equity is the incremental utility with which a brand endows a product. It is referred to brand equity as a brand value and brand meaning, where brand meaning implies brand saliency, brand association and brand personality and where brand value is the outcome of managing the brand meaning. The difference between overall brand preference and multi attributed brand preference based on objectively measured attribute level. Brand equity is recognized in the name and symbols associated with a company, and the very act of social responsibility is believed to be a significant driver for building brand equity. Brand equity is the added value endowed by the brand name; it is the difference between overall brand preference and multi-attributed preference based on objectively measured attribute levels and overall quality and choice intention (Stein and Ramaseshan, 2020).

Peary (2017) mentioned Solomon and Stuart (2002) who elucidated brand equity as the value that a Brand has for a particular organization or company. For a firm, brand equity provides a competitive advantage because it gives the brand the power to capture and hold onto a larger share of the market and to sell at prices with higher profit margins. Besides, there are many definitions for the concept of brand equity which are summarized in the following table. They are primarily inherited from the definition of Aaker (1991), which is cited and applied frequently by researchers (Nguyen, et al., 2019). This research study is also based on Aaker’s definition.

Table 1 Definitions of Brand Equity

Farquhar (1989)	The added value gifted by the brand to the product.
Aaker (1991)	A set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers.
Keller (1993)	The differential effect of brand knowledge on consumer response to the marketing of the brand.
Lassar et al. (1995)	The enhancement in the perceived utility and desirability a brand name confers on a product.
Yoo et al. (2000)	The difference in consumer choice between the focal-branded product and an unbranded product given the same level of product features.
Vázquez et al., (2002)	The utility that the consumer associates to the consumption and use of the brand.
Kotler and Keller (2006)	A bridge between the marketing investments in the company’s products to create the brands and the customers’ brand knowledge.
Christodoulides and De Chernatony (2010)	A set of perceptions, attitudes, knowledge, and behaviors on the part of consumers that results in increased utility and allows a brand to earn greater volume or greater margins than it could without the brand name.

Source: Nguyen, et al., 2019

2.2.1.2 Customer Satisfactions

Several definitions have been offered for customer satisfaction over the past three decades. It is suggested two definitions of customer satisfaction, following the two broad classes of customer experiences identified by the literature – transaction - specific experiences and cumulative experiences. With a transaction-specific experience, customer satisfaction is defined as the post-choice evaluative judgment of a specific purchase occasion. Whereas a cumulative experience, customer satisfaction is determined as a result of a customer’s evaluation of his or her total purchase and consumption experience over time and finally it was defined satisfaction as the consumer’s fulfilment response (Mudanganyi, et al., 2019).

Customer satisfaction can be defined in different ways, for example,) it is expressed customer satisfaction as “customer satisfaction is generally described as the full meeting of one’s expectation. It is described customer satisfaction as the level of a person’s felt state resulting from comparing a product’s perceived performance or outcome in violation to his/her expectations. Consequently, customer satisfaction might be regarded as a relative behavior among inputs beforehand and post-obtainments. Customer satisfaction is defined as a customer’s general valuation of the performance of an offering to date. This overall satisfaction has a solid positive impact on customer loyalty plans across a broad range of product and service groups (Felix, 2015). Generally, customer satisfaction is essentially the judgment a consumer makes in relation to his/her sense of fulfilment related to his/her choices about the purchase and use of specific products and services. The concept of satisfaction emerging from past research shares three recurrent elements: the fact of being a (either cognitive or emotional) response to an evaluation process; the fact that such a response depends on a specific focus (constituted by individual expectations, standards of comparison, and consumption experience); and the fact that it depends on the specific timing in which such a response takes place (Kalkidan, 2018).

2.2.2 Theories and Models related to this Study

2.2.2.1 Investigation Theory

Peary (2017) stated about this theory that provides the steps in which that companies need to embrace in order to build a long-term brand relationship between with customers its customers. What is anticipated with this investigation model in general terms is to analyse the separate steps

in order to create a strong brand, where brand owners have a key role in determining the brand strategy and its elements, which managed in a sustainable way will contribute to achieving higher brand equity, reinforced by the brand communication at the other hand. Both, brand strategy and brand communication are significant tools in creating brand equity. In this process brand equity and its components are the core in creating a brand that will build a long-term relationship-an unshakeable bond-between the company and its customers. Such a strong brand creates value to the customer, increases corporate profits over the long term, and this way enhances the overall corporate value.

2.2.2.2 Consumer Utility Theory

Ndege and Kegoro (2019) stated that this theory was established by Catoiu et al. (1997) and is grounded on the notion that consumers are rational decision makers who seek to satisfy their needs using the economic means. Consumers are more likely to make rational decisions before buying products or brands in the market. It was emphasized that consumers are always price sensitive and they will always seek all means and ways to satisfy their means in a rational manner. The tendency of price comparison may be minimized by companies if they develop quality products or services that conform and exceed customer expectation. The theory acknowledge that organizations will seek to maximize profits and minimize costs using all means while consumers will seek to maximize satisfaction of products and services by paying the low prices.

2.2.2.3 Other Models and Theories

Brand equity is therefore a vital strategic bridge from the past to the future and a set of stored values that consumers associate with a product or service. These associations add value beyond the basic offering based on past investments in marketing the brand. They can be captured according to Keller's Customer-Based Brand Equity (CBBE) model. Mudanganyi, Muposhi and Shamhuyenhanzva (2019) stated that the concept of brand equity has gained considerable attention from researchers and marketing practitioners in recent years. It refers to a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm or to that firm's customers. Therefore, the concept of brand equity may be viewed from the resource-advantage theory perspective to argue that

customer based brand equity constitutes a superior, intangible market-based asset that offers an organisation sustainable competitive advantage. Apart from limited emulation by competitors, customer-based brand equity is inherently associated with performance metrics such as customer loyalty, customer satisfaction and improved financial performance.

The financial and customer perspectives are evident from the brand equity definition. The financial-based brand equity examines the short-term and long-term contribution of the brand to the financial performance of an organisation (Lee, 2019). According to Mudanganyi, et al., (2019), customer-brand equity, which is the focus of this study, refers to the value attached to a brand by consumers and is the foremost driver of the brand's profitability. Moreover, it was proposed that customer-based brand equity is the differential effect of brand knowledge on consumer response to the marketing of the brand.

Nguyen, Truong, Tran and Tran (2019) stated that brand equity has been one of the main priorities in marketing research and it has been considered from two main perspectives: that of the firm and of the consumer. Similarly, they defined Firm-based brand equity (FBBE) as the incremental cash flows which accrue to branded products over and above the cash flows which would result from the sale of unbranded products. Though, FBBE is only a consumer response outcome to a brand name. From the perspective of the consumer, brand equity emphasizes the consumer's evaluation of a particular brand name, a phenomenon represented as consumer-based brand equity (CBBE).

The conceptualizations of CBBE have been mostly derived from cognitive psychology and information economics. The perspective of the consumer is obviously perceived as more favourable than that of the firm itself, as there is little to no significance if a particular brand has no value for the customer (Obilo et al., 2020). This study limits its focus to the consumer perspective; henceforth, the concept of consumer-based brand equity will simply be referred to as "brand equity". From a consumer-based perspective, brand equity is viewed from the individual consumer's perspective and is used to help marketers develop effective strategy to understand, meet, and influence consumer behaviour. In this way, marketers could measure the consumer reactions toward a brand name. In recent years; customer-based brand equity has garnered considerable attention.

2.2.3 Customer Based Brand Equity in Banking Industry

The service sector has become a central force in the economy in both developed and developing countries in today's market place. One of the most important service industries is the banking sector. This sector has gone through strong competitive pressures because of the integration and globalization of financial markets, and the advancement of technological developments. The situation of Banking industry have been undergoing a rapid changes reflected by the intense growth of competition between banks and increased expectation of current and potential customers. Most banks come to believe, for achieving competitive advantage and long term survival in the market they should establish and develop powerful brand because, Brand equity is an important source of competitive advantage, it is important because it relates to the value gained from the brand by the firm in terms of increased efficiency and effectiveness of marketing programs, greater customer loyalty, more resistance to competitive promotional activity, greater barriers to competitive entry, higher perceived product quality, and customer satisfaction (Nguyen et al., 2019).

As a result, this similar, competitive and global banking era leads banks to differentiate their services in order to stand out. This can be achieved through the development of brands and active promotion to customers. By developing bank brands, financial institutions can achieve a noticed sustainable competitive advantage, leading to a critical success factor. Branding plays many roles for companies. Brands are important valuable intangible assets for companies, a distinctive tool that builds a long-term relationship with the consumers, and protects its' rights. For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. In addition, brands reflect consumer's experiences and knowledge; thus, simplify the processing of information accumulated over time about the company and its products or brands. Consequently, brands act as signals for products of high quality and low perceived risk, thus, enable the consumers to capture both cognitive and non-cognitive values expressed in the positive feelings or self-expression experienced (Obilo et al., 2020). Thus, the brand experience in the service sector is totally driven by what happens at points of contact, where customers meet the company's staff, sales people and so on. A service brand has to be based on a clear competitive

position, which in turn has to be derived from the corporate strategy. This requires a holistic approach and the involvement of the entire company. The brand positioning and benefits should then be communicated to the target market segments and real evidence has to be delivered of the brand's ability to satisfy customer needs (Ndege and Kegoro, 2019).

2.2.4 Demission of Brand Equity and Relationship With Customer Satisfactions

Peary (2017) stated that firms aspire to achieve strong brand equity because brand equity is believed to be an important measure of brand success. Strong brand equity is critical because its perceptions affect both financial and non-financial performance results of an organization. A plethora of theoretical literature suggests that customer-based brand equity (CBBE) attracts new customers to the firm, remind the customers about the organization's products and services and is a customer's emotional tie to the organization ultimately contributing to the overall performance of the brand in the market.

Ndege and Kegoro (2019) supported that brand equity is basically determined by customer satisfaction in the long term period. The idea of brand rejuvenation is endorsed if organizations dedicate their efforts in brand value co-creation. Brand revitalization process can lead to improved services, improved service process and emphasize customer endogenous to value creation. Moreover, it is perceived that effective brand management among modern enterprises has a direct relationship with financial performance. It is highlighted that modern marketing profession can use the model to position their brands in the market. Saša Veljković Djordje and Kaličanin (2016) recognized that organizations were likely to experience a decrease in profits if they distorted advertisement messages. Then again, it was also noted that customer brand equity was directly linked to firm profitability. Further, the study pointed out that, companies that embrace direct marketing, personal selling and public relations to a larger extent can enhance customer satisfaction thus sustainable relationships. Though, the results of the study were confined to aspects of improving business performance through brand management elements.

2.2.4.1 Brand Awareness

Awareness is a key determinant identified in almost all brand equity models and it is defined as the customers' ability to recall and recognize the brand as reflected by their ability to identify the

brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. Satvati, Rabie and Rasoli (2016) mentioned Aaker (1996) who recognized other higher levels of awareness besides recognition and recall. It included top-of-mind, brand dominance, brand knowledge and brand opinion. Brand knowledge is the full set of brand associations linked to the brand. According to Aaker (1996), for new or niche brands, recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall. Aaker conceptualizes brand awareness must precede brand associations. That is where a consumer must first be aware of the brand in order to develop a set of associations.

- **H₁ : Brand Awareness has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia**

2.2.4.2 Brand Associations

A brand association is the most accepted aspect of brand equity. Associations signify the basis for purchase decision and for brand loyalty. Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes (Kotler and Keller, 2012) and is anything linked in memory to a brand. Obilo et al., (2020) revealed several researchers (Farquhar & Herr 1993, Chen, 1996, Brown & Dacin 1997, Biel 1992) identify different types of association that contribute to the brand equity. It was considered two types of brand associations - product associations and organizational associations. Product associations include functional attribute associations and non-functional associations. Functional attributes are the tangible features of a product. Whereas evaluating a brand, consumers link the performance of the functional attributes to the brand. If a brand does not perform the functions for which it is designed, the brand will have low level of brand equity. Performance is defined as a consumer's judgment about a brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction. Non-functional attributes include symbolic attributes which are the intangible features that meet consumers' needs for social approval, personal expression or self-esteem (Muhammad et al., 2017). Consumers linked social image of a brand, honesty, perceived value, differentiation and country of origin to a brand. Organizational associations include corporate ability associations, which are those associations related to the company's

expertise in producing and delivering its outputs and corporate social responsibility associations, which include organization's activities with respect to its perceived societal obligations.

According to Aaker (1996), consumers contemplate the organization that is the people, values, and programs that lies behind the brand. Brand-as-organization can be particularly helpful when brands are similar with respect to attributes, when the organization is visible (as in a durable goods or service business), or when a corporate brand is involved. Corporate social responsibility (CSR) must be mentioned as another concept that is influencing the development of brands nowadays, especially corporate brands as the public wants to know what, where, and how much brands are giving back to society. Both branding and CSR have become crucially important now that the organizations have recognized how these strategies can add or detract from their value. CSR can be defined in terms of legitimate ethics or from an instrumentalist perspective where corporate image is the prime concern (Satvati, et al, 2016).

- **H₂ : Brand Association has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia**

2.2.4.3 Perceived Quality

Perceived quality is observed as a dimension of brand equity rather than as a part of the overall brand association. It is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Obilo et al., 2020). Objective quality refers to the technical, measurable and verifiable nature of products/services, processes and quality controls. High objective quality does not necessarily contribute to brand equity. Since it's impossible for consumers to make complete and correct judgments of the objective quality, they use quality attributes that they associate with quality. Perceived quality is therefore moulded to judge the overall quality of a product/service (Obilo et al., 2020).

Quality is directly influenced by perceptions. Consumers use the quality attributes to 'infer' quality of an unfamiliar product. It is therefore important to understand the relevant quality attributes are with regard to brand equity as Satvati, et al, (2016) who cited Zeithaml (1988) and Steenkamp (1997) categorize the concept of perceived quality in two groups of factors that are intrinsic attributes and extrinsic attributes. The intrinsic attributes are associated to the physical aspects of a product (e.g. colour, flavour, form and appearance); on the other hand, extrinsic attributes are related to the product, but not in the physical part of this one (e.g. brand name,

stamp of quality, price, store, packaging and production information. It's difficult to simplify attributes as they are specific to product categories.

- **H₃ : Product Quality has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia**

2.2.4.4 Brand Loyalty

Loyalty is a core dimension of brand equity. Lee (2019) cited Aaker (1991) who defines brand loyalty as the attachment that a customer has to a brand. It is designated different levels of loyalty. Behavioural loyalty is linked to consumer behaviour in the marketplace that can be indicated by number of repeated purchases or commitment to rebuy the brand as a primary choice (Nguyen, et al., 2019).

Cognitive loyalty which means that a brand comes up first in a consumers' mind, when the need to make a purchase decision arises, that is the consumers' first choice. The cognitive loyalty is thoroughly connected to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Brand loyalty is directly related to brand price. It was identified price premium as the basic indicator of loyalty. Price premium is defined as the amount a customer will pay for the brand in comparison with another brand offering similar benefits and it may be high or low and positive or negative depending on the two brands involved in the comparison. Therefore, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly (behavioural loyalty).

- **H₄ : Brand Loyalty has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia**

2.3 Empirical Review

Brand equity is one of the crucial components that enable banks to get superior advantage over their competitors. Various study researches have been organized and classified as follows:

Mudanganyi, et al., (2019) examined the influence of customer-based brand equity on customer satisfaction and brand loyalty in South Africa. To this end, the influence of perceived quality, brand awareness, brand associations on customer satisfaction and brand loyalty in the South

Africa was investigated. A quantitative approach was undertaken with data collected by a survey from 240 Generation Y respondents through a structured self-administered questionnaire. This study found that significant positive relationships were established between perceived quality, brand awareness, brand associations and customer satisfaction as well as brand loyalty. Perceived quality had the strongest influence on customer satisfaction, followed by brand awareness and brand association respectively. Results also showed a significant positive relationship between customer satisfaction and brand loyalty. The implication from the findings was that service providers in South Africa should focus on customer satisfaction and its antecedents to develop a cadre of loyal customers.

Peary (2017) explored the link between the dimensionality of customer-based brand equity metrics and customer satisfaction and brand market performance in banking sector in Kenya. The general objective of this study is to examine the role of customer-based brand equity on the customer satisfaction and market brand performance in the services sector in Kenya. Specifically, the study analyses the effects of, brand awareness, brand association, perceived quality and customer brand loyalty on customer satisfaction and. Two sets of quantitative survey questionnaires, one for the corporate customers and the other for branch managers were used to collect primary data. The corporate customers' questionnaire was validated through piloting on a sample small sample of 40 customers and 4 on branch managers, who were not be part of the actual sample. The predictor powers and moderation effect of the CBBE variables on brand market performance was tested by conducting a moderated regression analyses. Results show that relationship between overall brand awareness as a component of CBBE and customer satisfaction and was positive and significant, brand associations were positively and significantly correlated to customer satisfaction and, the relationship between perceived quality and customer satisfaction and was positive and statistically significant and overall brand loyalty had positive and significant relationships with customer satisfaction. Generally, the study concludes the customer based brand equity plays a significant role in overall market brand performance as measured on the basis of brand awareness, brand association, perceived quality and customer brand loyalty.

Ndege and Kegoro (2019) investigated the effect of brand equity dimensions on customer loyalty of savings and cooperative societies in Embu County, Kenya. The study was anchored on consumer utility theory. The study adopted cross-section research. The target population of the study

comprised of 4,014 customers from 30 Sacco's operating in Embu. Data was analysed using descriptive and regression analysis methods. The analysed data was presented in form of Table and Figures. The results revealed that there existed a positive relationship between brand loyalty and customer loyalty. Brand awareness was significant. This study concluded that Sacco's were experiencing deteriorating performance in terms of customer loyalty due to inability to create maximum awareness of their products and services. This study recommends that top marketing managers of Sacco's should utilize modern technologies such as social media to enhance customer loyalty.

This study is intended to investigate the effect of service quality on customer based brand equity. So, the objective of this research is: to analyze the effect of service quality on customer based brand equity, to compare and evaluate each service quality dimensions in relation to brand equity dimensions, to analyze the level of performance of Abay Bank S.C regarding proper awareness and implementation of service quality dimensions, and to evaluate and review the position of customers associated with Abay Bank brand equity. The finding of this research clearly states that Service quality is considered as a significant instrument for a firm's great effort in order to differentiate itself from its competitors and effective implementation of those five dimensions of service quality have a significant effect on customer based brand equity. Service quality is vital to the development and infuses strong and dominant brands because it enhances perceived superiority of the brands or customer based brand equity on side of existing and potential customers and helps to distinguish brands from other similar service providers in competitive markets.

Teshome (2018) examined the customer based brand equity dimensions and how they interact within the context of Awash Bank customers' based on most commonly cited model of Aaker's (1996). Both descriptive and linear multiple regression analysis used to evaluate the relationship between (dependent variable) brand equity against with the independent variables (perceived quality, brand awareness, brand association, and brand loyalty). The researcher has selected samples of 384 from the total population of Awash Bank customers of thirteen branches located in Addis Ababa city and collected the primary data from these respondents using questionnaire. The findings of this study shows that all four dimensions of customer based brand equity (perceived quality, Brand awareness, Brand association, and Brand loyalty) has a significant and

positive effect on customer-based brand equity of Awash Bank. The study further reveals that the R-square value is 0.69, which means 69% of the variation in customer based brand equity of Awash Bank is explained by the explanatory variables namely perceived quality, brand awareness, brand association, and brand loyalty. The overall customer based brand equity affected by four dimensions of the variables.

Zekarias (2016) examined the effect of selected customer based brand equity dimensions on customer satisfaction in commercial bank of Ethiopia. For this a Descriptive design was used. A total of 383 questionnaires were distributed to the customers in the selected branches of the bank. The results are investigated in terms of descriptive statistics followed by inferential statistics on the variables. Hypotheses were developed to see the effect of all the independent variables (brand awareness, perceived quality, brand association, and brand loyalty) on the dependent variable (customer satisfaction). The findings gained indicated that CBBE have a positive influence on customer satisfaction. Besides, it provided suggestions to improve customer satisfaction. Like enhancing brand awareness as its perception and recognition among present and potential customers is contributing to the customer satisfaction and consequently better business results.

2.4 Research Gap

Although few studies have investigated branding theory from the retailing perspective, it is significant to identify some of the key points in this context. First of all, the important role of brand in the banking industry context has been confirmed by Pearly (2017). These are consistent with Nguyen, et al., (2019) findings, whereby relationship management is a key aspect of brand equity in terms of the inter-organizational exchange from the supply chain perspective. They mentioned relationship variables are outcomes of the branding model in the banking context, which is relevant to the reseller attitude towards brands’.

Lee (2019) stated that brand equity is a concept born in 1980s and it has stimulated intense interest among business strategists from a wide variety of industries as brand equity is closely related with brand loyalty and brand extensions. Also, successful brands provide competitive advantages that are critical to the success of companies. However, there is no common viewpoint emerged on the content and measurement of brand equity. Brand equity has been examined from

financial and customer-based perspectives. This study only considered the customer-based brand equity which refers to the consumer satisfactions. Further, previous studies were involved customer based brand equity dimensions and how they interact within the context of Awash Bank customers' based on most commonly cited model of Aaker's like Teshome (2018) (1996). The majority of the studies examined the effect of selected customer based brand equity dimensions on customer satisfaction in commercial bank of Ethiopia long time ago like Zekarias (2016) using descriptive design only. The aims of the study are to examine the effect of customer-based brand equity on customer satisfaction in private banking sector in Ethiopia by drawing together strands from various literature and empirical studies made within the area of customer-based brand equity.

2.5 Conceptual framework

A conceptual framework for measuring customer based brand equity is developed to provide a more integrative conceptualization of brand equity.

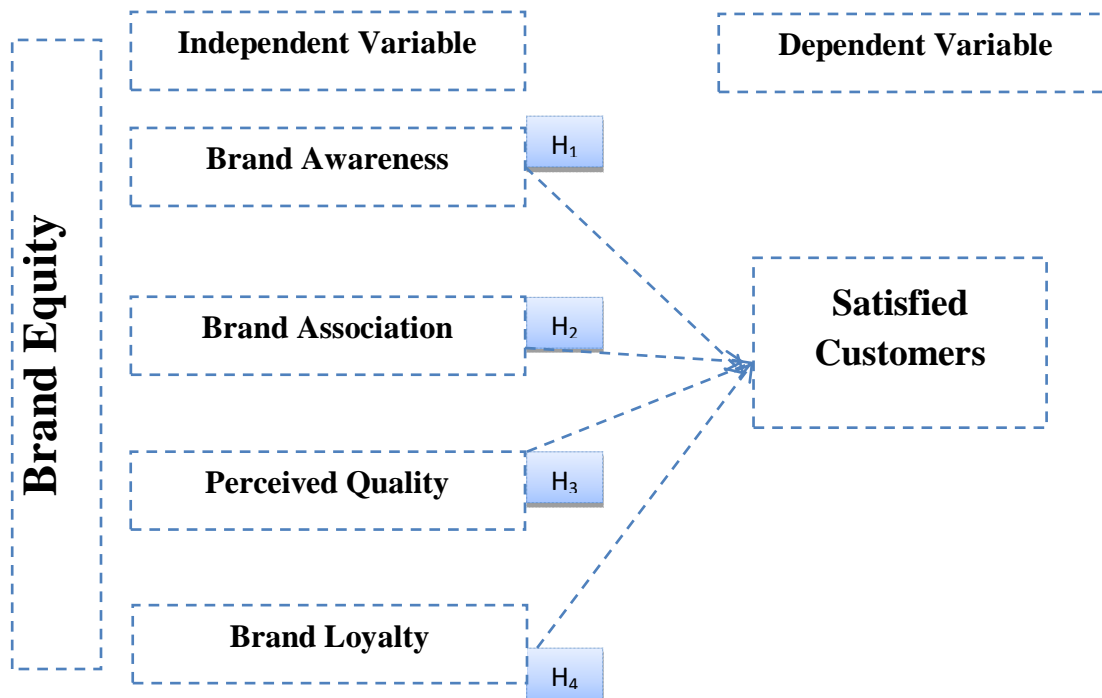


Figure 1 Conceptual Framework

Adapted from to Mudanganyi, et al., (2019) and Ndege and Kegoro (2019)

This study examined the effect of brand equity on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank. This study is distinct from earlier published papers as it devotes to investigate the relationship between customer based brand equity and customer satisfaction. Therefore the first four dimensions of customer the effect of customer based brand equity on customer satisfaction the case of private commercial bank of Ethiopia based brand equity are meaningful for the scope of the current research. Developed from Aaker's work, this study sets out to test a framework for evaluation and measurement of customer based brand equity and its effect on customer satisfaction on banking sector. The study uses independent and dependent variables in order to put into practice the study. These dependent and independent variables are shown in the conceptual framework. Therefore the independent variables are brand awareness, perceived quality, brand association, and brand loyalty and the dependent variables is customer satisfaction.

To differentiate its offerings from others, a company must build a strong brand image in customers' mind, as a successful brand can add value to a product (i.e., brand equity). Brands and the power they possess are critically important to today's service firms, and are fundamentally linked to the concept of relationship marketing (Ndege and Kegoro, 2019). Service marketers' understanding of how to measure and manage brand power has occurred primarily through the investigation of brand equity. Building brand equity is considered an important part of brand building its relevance is related to the recognition that branding is often essential to firm success, particularly in highly competitive business environments, and may become one of the most valuable assets of firms. It has been studied for two reasons. The first reason is to evaluate a brand, especially to estimate the value of a brand for financial purposes or business arrangements (Mudanganyi, et al., 2019).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents details of the research design and methodology. That includes research design, research approach, research hypothesis, target population and sample size determination, data type and source, procedure for data collection, method of data collection and data analysis, questionnaire design and reliability.

3.2 Description of the Study Area

3.2.1 Study Site

This study was conducted in Addis Ababa. Addis Ababa, also spelled Addis Ababa, capital and largest city of Ethiopia. It is located on a well-watered plateau surrounded by hills and mountains, in the geographic centre of the country. Addis Ababa is the financial, educational and administrative centre of Ethiopia. It is a unique city in East Africa. The city is located almost in the centre of the nation in the foothills of Mount Entoto about 2,500 m (8,200 ft) above sea level.

3.2.2 Study Organization Profile

Bank of Abyssinia (“the Bank”) was established in 1996 and registered as a public owned share holding company in accordance with the provision of the Licensing and Supervision of Banking Business Proclamation No. 84/94 (as amended by 592/2008) and the 2021 Commercial Code of Ethiopia. In 2020/21, the Bank’s equity has shown considerable growth which reached Birr 8.65 billion, registering an overall increase of Birr 2.97 billion (52.35%) over that of the previous year. Likewise, the Bank’s paid-up capital reached Birr 5.18 billion with a growth amount of Birr 2.03 billion (64.6%) from the preceding Fiscal Year’s amount. The Bank’s capital adequacy measured in terms of capital-to-risk-weighted assets reached 9.8%, which is above the minimum 8% requirement set by the supervisory authority. The asset of the Bank grew significantly, that has not matched with the total capital growth, and hence the Bank was forced to call for additional capital increase so as to fulfil the stipulated requirement (Abyssinia Bank, 2021).

3.3 Research Design

There are three types of research design based on the study's purpose: exploratory, descriptive and causal (Creswell, 2014). Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group like describing their age, gender, educational level and whether they purchase or not, and analysing the response on respondents agreement state on factors influencing users intention to adopt the service.

This study investigated the effect of brand equity on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank. Because the research was conducted to test the effect of brand equity on customer and explain the relationships between brand awareness, association, perceived quality, and loyalty and customer satisfactions. The study explains the causal relationships among brand equity factors influencing satisfaction to facilitate generalization and to predict the future. It also employed mathematical models and theories pertaining to consumer behaviour and brand equity. The research is quantitative and data was collected on the brand equity dimensions using specified model. This used explanatory study to explain the relationship between the independent variables, (brand equity dimensions) and the dependent variable (customer satisfaction). The research is cross sectional in a sense that data was collected at one point in time.

3.4 Research Approach

Research can be categorized as qualitative and quantitative or mixed when approach to research has been considered as the criterion of classification. Qualitative research is more subjective in nature than quantitative research and involves examining and reflecting on the less tangible aspects of a research subject, e.g. values, attitudes, perceptions. While, the emphasis of quantitative research is on collecting and analysing numerical data; it concentrates on measuring the scale, range, frequency etc. of phenomena. Moreover, mixed method integrates quantitative and qualitative data collection and analysis in a single study or a program of enquiry (Creswell, 2014).

The methodology applied qualitative approach to examine the effect of brand equity on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank. It is

considered as a research design and method of inquiry that dictates the direction of the collection and data analysis whereby the collection and analysis of data has a mix of quantitative and qualitative research processes. The data analysis for this research has largely been qualitative. This study, therefore, collected and analyzed numerical data and included measuring the scale, range, frequency etc. of phenomena. The study focused on highly detailed and structured and results can be easily collected and presented statistically. Overall, the study employed qualitative research approach.

3.5 Target Population and Sample Size Determination

3.5.1 Target Population

Population refers to full set of groups from which a sample is taken (Creswell, 2014). It is a well-defined or set of people, services, elements, and events, group of things or households that are being investigated. Accordingly, population of this study comprised of 84, 000 customer from selected branch of the surveyed bank (Abyssinia Bank) in Addis Ababa.

3.5.2 Sample Frame

The population of this study comprised of selected customers of the studied private commercial bank in Ethiopia. Therefore, the researcher targeted to consider selected branches based on their performance (to saving amount per year).

3.5.3 Sample Size

Sample size was computed using single population proportion formula with assumptions of 95% confidence level, 5% margin of error and proportion of 50% for effect of Customer Based Brand Equity on Customer Satisfaction: The Case of Abyssinia Bank. The formula to find out the sample size (n) of infinite population is

Given as under:

$$\mathbf{n = z^2 \cdot p \cdot q / e^2}$$

Where,

n= sample size,

z = the value of standard variation at a given confidence level and to be worked out from table showing area under normal curve.

p = sample proportion (50%);

q = $1-p$ (50%) and

e = given precision rate or acceptable error.

$$n = (1.96)^2 (0.50) (0.50) / (0.05)^2$$

$$= 384$$

To get sample proportion the researcher uses the following formula:

$$nh = (Nh / N) * n$$

Where; nh is the sample size for stratum h i.e. respective banks; Nh the population size for stratum h i.e. respective banks; N is the total population size; n is the total sample size. The following table depicts the proportion of the sample size for each Branch;

Table 2 Sample Size Determination

Branch	Target population estimation	Proportion	Sample size
Bole Corporate,	21581	0.004571	99
Bole Medhanialem	20584	0.004571	94
Misrak,	16521	0.004571	76
Beshale	13542	0.004571	62
Salite Mihret	11772	0.004571	54
Total	84,000		384

Source: Survey result, 2022

3.5.4 Sampling Techniques

The study undertook to examine the impact of brand equity on customer satisfaction and the factors that influence in selected branches of the Bank of Abyssinia, East Addis District. Among the 660 branches of Abyssinia Bank throughout Ethiopia, 5 branches from Addis Ababa - East

Addis District was selected for this study using convenience sampling methods from the available population. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach at a certain point in time. The reason for using convenience sampling is because the population is too large and it is impossible to include every individual and because of their convenient accessibility to the researcher. The sample respondents were selected using a non-probability (convenience) sampling technique to which the prepared questionnaires were distributed to be filled in a self-administered manner. The selection of the five branches was selected based on proximity for data collection, and the willingness of branch managers to cooperate for data collection by liaising with customers at the counter.

3.6 Data Type and Source

The researcher used both primary and secondary data. Primary data was collected through questionnaires which was prepared in a way that is relevant to the situation so as to decrease invalid responses. The other form of data collection was based on interview-based on that a structured interview to enable discussion with the respondents. Secondary data was collected from the reports, surveys, and case studies regarding the subject area. The data type was also both quantitative and qualitative type.

3.7 Method of Data Collection

To attain the objective of the study and answer the research questions; the researcher adopts qualitative research approach. The rationale of using such a mixed approach is to gather data that could not be obtained by adopting a single method and for triangulation (Creswell 2014). The method of data collection techniques consisted of surveys, interviews, and document analysis. Concerning the survey, the questionnaire was distributed to the 384 customers under East Addis District branches, to identify their intention on the Impact of quality service on customer's satisfaction. Interviews were conducted with 10 city branch managers. Collecting of data by using questionnaires and interviews was supported by different documents obtained from records and reports of the industry, from the website, books, articles, and Journals.

3.8 Data Collection Procedure

Prior to data collection, the researcher sought the consent of the business department in from the university. The researcher further asked for clearance from this bank Human Resource office to be allowed to collect the data. The research questionnaires were afterwards distributed to the various respondents by the researcher himself and two data collectors. The questionnaire was issued to customers as they visited the service halls, they were required to fill and the questionnaire retrieved before they left the hall. This enhanced the response rate since there was no case of unreturned questionnaires.

3.9 Data Analysis Method

3.9.1 Method of Data Collection and Analysis

The data obtained from the survey was analyzed by using descriptive statistics; statistical package for social science (SPSS) version 23.0 Software. Statistical Package for Social Sciences (SPSS), data analysis software, was used to analyze the quantitative data. The researcher used customer satisfaction as the dependent variable and two independent variables i.e. brand equity dimensions and customer satisfaction.

Data analysis is a process used to make sense of the collected raw data. Both descriptive statistics and inferential analysis (regression and correlation) was employed to analyze quantitative data obtained from the distributed questionnaire of factors affecting customer's satisfaction of brand equity. Descriptive statistics such as arithmetic mean, frequency distribution, standard deviation and percentages was used to assess the demographic profile of the respondents to make the analysis more meaningful, clear and easily interpretable. Descriptive statistics allow the researchers to present the data acquired in a structured, accurate and summarized manner.

3.9.2 Study Model

The empirical model to be used in the study to test the effect of service quality on customer satisfactions was presented as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e_i$$

Where:

- Y = Customer Satisfaction
- β_1 = The constant
- $\beta_2 - \beta_5$ = Coefficients of independent variables
- X_1 = Brand Awareness
- X_2 = Brand Association
- X_3 = Perceived Quality
- X_4 = Brand Loyalty
- e = error

3.9.3 Model Assumptions

The following diagnostic tests were carried out to ensure that the data suits the basic assumptions of classical linear regression model and this assumption was adapted from Flex (2015).

- **Normality:** To check the normality, descriptive statistics was used. A normal distribution is not skewed and is defined to have a coefficient of kurtosis of. Normality is defined as the "shape of the data distribution or an individual metric variable and its correspondence to the normal distribution, which is the benchmark for statistical methods
- **Tests for Autocorrelation:** Assumption that is made of the CLRM's disturbance terms is that the covariance between the error terms over time (or cross-sectional, for that type of data) is zero. In other words, it is assumed that the errors are uncorrelated with one another. If the errors are not uncorrelated with one another, it would be stated that they are "auto correlated" or that they are "serially correlated".
- **Heteroscedasticity** – It means that error terms do not have a constant variance. If heteroscedasticity occur, the estimators of the ordinary leastsquares method are inefficient and hypothesis testing is no longer reliable or valid as it underestimated the variances and standard errors.
- **Multicollinearity:** any correlation coefficient above 0.7 could cause a serious multicollinearity problem leading to inefficient estimation and less reliable results.

3.10 Data Reliability and Validity

3.10.1 Validity

Validity is the extent to which difference found with measuring instrument reflecting true differences among those being tested. To ensure the quality of the research design content and construct validity of the research was checked. Construct validity establishing correct operational measures for the concepts being studied (Flex, 2015). The literature review was conducted and thoroughly examined to make sure that the content of measuring is relevant to the study. Experts who are specialized knowledge and experience on marketing, quality services, customers' management and managers' opinion was taken.

3.10.2 Pilot Study

A pilot survey was conducted on 10 respondents prior to administrating the questionnaire to the selected sample size. The pilot survey was conducted to check if the questionnaire is clear, easy to understand and straightforward to ensure that the respondents could answer the questions with no difficulty. Based on the feedback from the pilot survey, necessary changes was made on the questionnaire before administering to the selected sample size.

3.10.3 Reliability

This study used Cronbach's alpha to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale. According to Peary (2017), scale with coefficient alpha between 0.6 and 0.7 indicate fair reliability so for this study a Cronbach's alpha score of 0.70 or higher is consider adequate to determine reliability.

Table 3 Reliability test Result

Variables	Cronbach's alpha	No Items
Brand Awareness	.897	4
Brand Association	.762	6
Perceived Quality	.822	6
Brand Loyalty	.754	5
Customer Satisfaction	.845	6

Source: Survey result, 2022

Chronbach’s alpha is a coefficient of reliability used to measure the internal consistency of the scale. According to Senait (2018), scale with coefficient alpha between 0.6 and 0.7 indicate fair reliability so for this study a Chronbach’s alpha score of > 0.70 or higher is consider adequate to determine reliability. Thus, it was checked as the data collection tool was reliable.

3.11 Ethical Consideration

Research is the collection of information and material that is provided to the researcher on the basis of trust and confidentiality, and it is vital that the participant's feelings, interests and rights are protected at all times. The study maintained the organizations policy in relation to any intellectual property rights of the organization. Regarding privacy of the respondents, their responses are strictly confidential and only used for academic purposes. It cannot be ethical to access some confidential documents of the organization. So, the organizations code of ethics taken in to account without significantly compromising the findings of the study. Concerning references, all the materials and sources are properly acknowledged.

3.12 Operational Definitions of Variables

Table 4 Summary of variables definition and scale of measurement

Variables incorporated	Unit of measurement	Sign Expected
Customer Satisfaction – satisfied with the security of the bank services, respectful behavior of the bank staff and efforts into maintaining this relationship for a long time (Flex ,2015)	Likert scale	
Brand awareness: It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Kim, et al., 2019).	Likert scale	+
Brand association: Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand (Lee, 2019).	Likert scale	+

Perceived quality: Perceived quality is defined as “the consumer’s subjective judgment about a product’s overall excellence or superiority (Satvati, et al., 2016).	Likert scale	+
Brand loyalty as the attachment that a customer has to a brand and describes different levels of loyalty (Jesús, et al., 2021).	Likert scale	+

Source: Own survey, 2022

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION AND DISCUSSION

4.1 Introduction

This chapter presents the study' data presentation, analysis and discussion part which contains research model and demographic profile of respondents. As was discussed in Methodology Chapter, the aim of the data collection exercise in the study was to collect data from customers and ten managers from the leading private commercial bank (Abyssinia Bank) in Addis Ababa, Ethiopia.

4.2 Response Rate

The information about collected data and the related response rated are presented and summarized in the below here.

Table 5 Response Rate by Branches

Branch	Sample size	Returned Questionnaire	Response Rate
Bole Corporate,	98	75	77%
Bole Medhanialem	94	78	83%
Misrak,	76	61	80%
Beshale	62	53	85%
Salite Mihret	54	43	80%
Total	384	310	81%

Source: Survey result, 2022

Having respondents from a cross-section of leading private commercial bank was important to ensure that the sample was representative of the population of Ethiopia commercial banks' customers. A total of 384 questionnaires were distributed, 310, were correctly filled and returned, and in addition 10 managers and employees of supermarkets were interviewed. Out of the returned questionnaire, 19 % of them were excluded due to incompleteness and from five non responsive bank branches. This resulted to an effective sample of 310 usable completed questionnaires which represented more of dispatched questionnaires. In effect, this 81 % was the

response rate. As for the branch personnel's' interview, five branches participated in the survey, representing 83.3% of the commercial banks-two branch managers declined; this represented a 81 % response rate which was above the adequate 50% as recommended by Peary (2017). The following sections represents the demographic profile of respondents based on gender, age and income and others and responses analysis.

4.3 Respondents Profile

This part presents the respondents' profile about their education, gender, age, marital status, others to understand the potential and cooperative competency of the respondents to response about customer based brand equity on customer satisfaction in surveyed bank.

Table 6 Respondents Demography Characteristics

	Variables (Category)	Count	Column N %
Gender	Male	166	53.5%
	Female	144	46.5%
Age	18 - 29	91	29.4%
	30 - 40	161	51.9%
	41 - 49	58	18.7%
Educational level	High school	92	29.7%
	Diploma	140	45.2%
	First Degree	40	12.9%
	Masters and above	38	12.3 %
How long did you work in the bank	1 – 3 years	0	0.0%
	4 – 7 years	25	8.1%
	8-10 years	85	27.4%
	11- 15years	139	44.8%
	above 16 years	61	19.7%
Do you know Abyssinia bank brand?	No	33	10.6%
	Yes	277	89.4%
Do you like Abyssinia bank brand?	No	20	6.5%
	Yes	290	93.5%
Do you use digital banking technologies of this bank? Tick as appropriate.	No	9	2.9%
	Yes	301	97.1%
Do you see Abyssinia bank brand everywhere?	No	9	2.9%
	Yes	301	97.1%

Source: Survey result, 2022

The above table depicts sampled respondents' demographic characteristics such as gender participation and age category. About demographic features, nine questions were presented in order to describe the sample characteristics of the respondents: sex; age; level of education; brand choices and experience in years of operating the bank account and; average monthly income.

As can be seen, the final sample had a higher number of male (166) respondents than female (144), representing a ratio of 53.5 % and 46.5%, respectively. This signifies that men are heavier consumers of bank products than female probably double as much. This is consistent with the fact that there is generally more men bank user than women. Thus, most respondents were from both gender categories, in active age group, as having variety of income group

In addition, the modal age group was 18 to 29 years to which 29.4 % of the respondents belonged, followed by the 30 to 40 age group that covered 51.9 % of the respondents. Therefore, majority of bank users are relatively young an observation that is consistent with the average age group of banker users (Lee, 2019).

In terms of the respondents' level of education, Table 6 indicates that the highest percentage (29.7 %) had secondary school level of education, 45.2 % were diploma holders, 12.9 % were undergraduate degree graduates, and 12.3% had post graduate education qualifications. The majority of them had known the bank sector in depth and it helped to collect data from these respondents.

The above table portrays that among 235 collected questionnaires conducted research on, 48 % of them are not married or single and 38 % married and others around 14 % divorced and widowed. Moreover, few or almost 6 % of them have less than 1000 monthly income and 67% of them have more than 5, 000 Birr per month income. For that reason, it is understood that they were from various income group, marital status and able to respond the questionnaire and to provide pertinent data for this study.

The above table portrays the majority of the respondents have experienced many times to work in the bank. Respondents' first priority when it comes to work in the bank, 27.4 % indicated 4 to 7 years and 44.8 % preferred to the category 11 to years category. This implies that this study can collect pertinent banking experience and associated information from these respondents.

The above table shows that the majority of the respondents' (98.4%) have known Abyssinia bank brand; 93.5 % like Abyssinia bank brand, 97.1 % use digital banking technologies of this bank and 97.1 % of them look at Abyssinia bank brand everywhere. Most respondents including interviewees' result show that not only are this sampled bank dominant market leaders on the Ethiopia private banking, but this bank is also one of the most notable and widely recognized commercial banking brand in the country.

4.4 Level of Customer-Based Brand Equity

The response analysis was done using mean and standard deviation to present the various characteristics for data sets. In this study, descriptive statistics helps to enables us to present the data in a more meaningful way, which allows simpler interpretation of the data. Mean scores rating was taken from Reham (2011) that studied on similar area as 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor.

4.4.1 Level of Brand Awareness

Table 7 Respondents' Reponses on Brand Awareness (N = 310)

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
	Count	Count	Count	Count	Count		
When I think of banking service Abyssinia Bank come to my mind quickly.	10	21	22	79	178	4.27	1.066
I can recognize Abyssinia Bank quickly among other competing Brands.	6	28	27	75	174	4.24	1.064
I am familiar with Abyssinia Bank's brand.	11	26	25	67	181	4.23	1.127
Abyssinia Bank comes up first in my mind when I need to make a purchase decision on the product.	11	33	23	67	176	4.17	1.167
Grand Mean						4.23	

Source: Survey result, 2022

A brand is intended to signify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. While brand awareness means consumers' ability to recall and recognize the brand under different circumstances and relate it to the logo, jingle, brand name and other linked measures. Brand recall and brand recognition are parts of brand awareness (Obilo et al., 2020). Consequently, this study found that the mean average score was 4.23 and it also found that 4.17 as minimum itemized mean, 4.27 as maximum and below one standard deviation as per Table 7. The mean result of level of brand awareness responses was rated as very good. This table also shows that one sample test result of itemized variables; which exhibited greater than 0.05. So, it can be concluded that the mean scores for all latent variables are significantly different. This implies that sampled employees more aware about this bank brand, consumers can easily recognize the brand and recall it among products or services category. According to Aaker (1991) that mentioned Stein and Ramaseshan (2020), brand awareness has two main dimensions, i.e. brand recall and brand recognition. It also indicates that this creates brand quality and brand commitment.

The highest mean score (4.27) show that Abyssinia Bank come to their mind quickly when they think of banking service. The next mean score (4.24) shows sampled customers can recognize Abyssinia Bank quickly among other competing Brands. This implies that the customers' ability helps them to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. When a consumer becomes familiar with the brand, customers were committed to purchase the product or service. Accordingly, brand awareness is related to the potential thinking ability to identify a particular brand under different circumstances (Mudanganyi et al., 2019).

4.4.2 Level of Brand Association

Brand association is the results of brand awareness that further affects brand loyalty. Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand. Associations represent the basis for purchase decision and for brand loyalty

Table 8 Respondents' Reponses on Brand Association (N = 310)

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
	Count	Count	Count	Count	Count		
I am vastly aware about Abyssinia Bank	8	24	20	84	174	4.26	1.049
I can quickly recall the logo of Abyssinia Bank.	8	26	25	83	168	4.22	1.071
I am customer of Abyssinia Bank because it is the largest private bank in the country.	8	8	37	130	127	4.16	0.917
I consider the company and people who stand behind the brand are very trustworthy.	8	23	32	113	134	4.10	1.028
I consider the company and people who stand behind the brand have the required expertise to deliver the service.	9	5	33	110	153	4.27	0.926
Abyssinia Bank brand has unique image compared to other competing	13	6	27	113	151	4.24	0.988
Grand Mean						4.2	

Source: Survey result, 2022

This study found that the mean average score was 4.20 and it also found that 4.10 as minimum itemized mean, 4.27 as maximum and below one standard deviation as per Table 8. The mean result of level of brand association responses was rated as very good. This table also shows that one sample test result of itemized variables; which exhibited greater than 0.05. Subsequently, it can be concluded that the mean scores for all latent variables are significantly different. This implies that sampled employees more aware about this bank brand, consumers can easily recognize the brand and recall it among products or services category. Their banking brand associations help sampled customers process or retrieve information, are the basis for differentiation and extensions, provide a reason to buy, and create positive feelings. Brand association include product attributes, customer benefits, uses, users, life-styles, product classes, competitors and countries. The highest mean (4.27) exhibits they consider the company and people who stand behind the brand have the required expertise to deliver the service. Ndege and Kegoro (2019) stated that consumers use brand associations to process, organize, and retrieve

information in memory and this helps them to make purchase decisions. This shows that this bank understand the core dimensions of brand image, which is brand personality, this it can be said that this bank strongly build brand equity in the market.

4.4.3 Level of Perceived Quality

Perceived quality provides value by providing a reason to buy, differentiating the brand, attracting channel member interest, being the basis for line extensions, and supporting a higher price. In other words, perceived quality is the consumer’s judgment about a product’s overall excellence or superiority (Peary, 2017).

Table 9 Respondents’ Reponses on Perceived Quality (N = 310)

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
	Count	Count	Count	Count	Count		
This bank has modern looking equipment.	17	1	43	79	170	4.24	1.068
The physical facilities at this bank are visually appealing.	62	25	21	68	134	3.60	1.573
When this bank promised to do something by a certain Time, it will do it.	22	15	43	107	123	3.95	1.17
When customers have problems, this bank shows a genuine Interest in solving them.	58	2	6	67	177	3.98	1.519
I can expect superior service from this bank.	34	5	37	81	153	4.01	1.292
This bank is better as compared to other banks in performance, customer service and safety.	2	23	12	87	186	4.39	0.917
Grand Mean						4.02	

Source: Survey result, 2022

This study revealed that the mean average score was 4.02 and it also found that 3.60 as minimum itemized mean, 4.39 as maximum and below one standard deviation as per Table 9. The mean result of level of perceived quality responses was rated as very good. This table also displays that one sample test result of itemized variables; which exhibited greater than 0.05. Consequently, it

can be concluded that the mean scores for all latent variables are significantly different. This implies that this bank is better as compared to other banks in performance, customer service and safety. This also implies that this bank brand is distinctive or unique. This is because as per Hollenbeck (2018) who stated perceived quality is included as an asset distinct from brand. It has become a significant business push for many firms and can be the motivation for programs designed to enhance brand equity. Perceived quality is an adequately vital and accepted strategic consideration. Bu the lowest mean (3.6) shows that the physical facilities at this bank are not that much visually appealing. As per the majority of the interview responses this bank brand and its physical facilities do not much or comparable. Service brands are predominantly different since service characteristics are different from those of physical goods and that they rely on employees' actions and attitudes. This difference is realized to focus around the belief that services are conceptually different from products; services are seen to have a number of unique characteristics including intangibility, inseparability of production and consumption, heterogeneity of quality and perishability (Peary, 2017).

4.4.4 Level of Brand Loyalty

Brand loyalty is defined as a willingness to switch brands and referring other customers to the preferred brands (Lee, 2019).

Table 10 Respondents' Reponses on brand loyalty (N = 310)

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
	Count	Count	Count	Count	Count		
I will spread a word of mouth of Abyssinia Bank brand.	5	6	20	129	150	4.33	0.814
I always choose Abyssinia Bank compare to other brand	9	22	15	99	165	4.25	1.032
I always want to try this bank new products	12	18	5	109	166	4.29	1.026
I trust this bank brand products and service quality	23	2	43	81	161	4.15	1.155
I will recommend Abyssinia Bank to my family and friends	40	19	26	84	141	3.86	1.39
Grand Mean						4.18	

Source: Survey result, 2022

This study revealed that the mean average score was 4.18 and it also found that 3.86 as minimum itemized mean, 4.33 as maximum and below one standard deviation as per Table 10. The mean result of level of brand loyalty responses was rated as very good. This table also displays that one sample test result of itemized variables; which exhibited greater than 0.05. Therefore, it can be concluded that the mean scores for all latent variables are significantly different. This implies that sampled customers are committed towards the organization and its brands such that he or she will re-buy and give priority to the specific brand. The top three highest mean scores stated that sampled respondents will spread a word of mouth of Abyssinia Bank brand, they always choose Abyssinia Bank compare to other brand and they always want to try this bank new products. As per the Behavioural perspective of brand loyalty, these sampled customers are committed towards the brand or reason to buy the brand or to use this bank effectively. This is because as per Mohsin, Naveed, Sany and Mokhtar (2017) outlines brand loyalty as the attachment that a consumer has towards a brand” and an important asset of brand equity.

4.5 Level of Customer Satisfaction

Table 11 Respondents’ Reponses on Customer Satisfaction (N = 310)

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
	Count	Count	Count	Count	Count		
I am satisfied with the security of the bank services.	20	18	18	59	195	4.26	1.198
I am satisfied with respectful behavior of the bank staff	18	2	16	66	208	4.43	1.043
I put the efforts into maintaining this relationship for a long time I am satisfied with the communicative ability of the employee of the bank	15	13	20	67	195	4.34	1.09
I am satisfied with the performance of the employee of the bank	16	16	18	73	187	4.29	1.12
I am satisfied with various rang of service of the bank	18	2	15	83	192	4.38	1.035
Doing business with Bank of Abyssinia makes me very happy	2	29	20	72	187	4.33	0.996
Grand Mean						4.33	

Source: Survey result, 2022

This study revealed that the mean average score was 4.33 and it also found that 4.26 as minimum itemized mean, 4.43 as maximum and below one standard deviation as per Table 11. The mean result of level of brand loyalty responses was rated as very good. The highest mean (4.43) displays that they are satisfied with respectful behavior of the bank staff. They are satisfied with the security of the bank services. They are also satisfied with respectful behavior of the bank staff and they put the efforts into maintaining this relationship for a long time they are satisfied with the communicative ability of the employee of the bank. In addition, they are satisfied with the performance of the employee of the bank and satisfied with various rang of service of the bank. This also implies that this bank has a respectable key business strategy and a benchmark against which it has set its banking standards. Customer satisfaction results from either the quality of banking services (product), quality of service, engagement of the customer, price factors and meeting or exceeding customers“ expectations, consuming products and services (Munyao, 2017). Keeping the importance of customer satisfaction in mind, banks need to maintain stable and close relationships with their customers.

4.6 Inferential Analysis

4.6.1 Correlation Analysis

A simple bi-variate relationship analysis between the dependent and independent variables is briefly presented below. A simple bi-variate relationship analysis between the dependent and independent variables is briefly presented below. This study used the rating of relationship between two variables based Kalkidan (2018) on Analytic posteriors for Pearson’s correlation coefficient for the relationship between two variables will be from 0.01 up to 0.09 negligible association, 0.10 up to 0.29 low association, from 0.30 up to 0.49 moderate association, from 0.50 up to 0.69 substantial association from 0.70 and above very strong association. The correlation ratio is able to detect almost any functional dependency and the entropy-based mutual information, total correlation and dual total correlations are capable of detecting even more general dependencies. In this study, the Pearson Correlation (r) was conducted to indicate the strength of a linear relationship between two variables but the value does not completely characterize their relationship and the P-value of significance to show the degree and significance of the relationship and measure the hypotheses of the study. The findings are presented in the below table.

Table 12 Result of Correlation Analysis

		Brand awareness	Brand association	Perceived quality	Brand Loyalty	Customer Satisfaction
Brand awareness	Pearson Correlation	1	.335**	.245**	.320**	.509**
	Sig. (2-tailed)		.000	.000	.000	.000
Brand association	Pearson Correlation		1	.535**	.427**	.540**
	Sig. (2-tailed)			.000	.000	.000
Perceived quality	Pearson Correlation			1	.481**	.598**
	Sig. (2-tailed)				.000	.000
Brand Loyalty	Pearson Correlation				1	.522**
	Sig. (2-tailed)					.000
Customer Satisfaction	Pearson Correlation					1
	Sig. (2-tailed)					

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

Survey result, 2022

Correlation analysis attempts to quantify the direction of association between two variables. Thus, an assessment of the correlation matrix between all the independent variables and customer satisfaction are positively related. A Pearson’s Product Moment Correlation was conducted to establish the strength of the relationship between the variables. As a result, an assessment of the correlation matrix between all the independent variables and customer satisfaction are positively related. Though the above simple correlational and mean analysis gives an important insight to the simple relationship between the dependent and independent variables, therefore, there is a positive and significant (Sig. (2-tailed) .000 with correlation is significant at the 0.01 level (2-tailed).) There is a relationship between *brand awareness* (.509) and customer satisfaction. In line with this study, Ndege and Kegoro (2019) and Muhammad et al., (2017) showed that brand awareness ($r=0.689$, $p<0.01$) is positively and significantly related with customer satisfaction. This means an increase or decrease in brand awareness will bring corresponding change in customer satisfaction.

An assessment of the correlation matrix between all the independent variables and customer satisfaction are positively related. Though the above simple correlational and mean analysis gives an important insight to the simple relationship between the dependent and independent variables, therefore, there is a positive and significant (Sig. (2-tailed) .000 with correlation is significant at the 0.01 level (2-tailed).) There is a relationship between *brand association* (.540) and customer satisfaction. Similarly, Mudangany et al., (2019) and Felix (2015) observed that brand association is positively and significantly related with customer satisfaction. This means that customer's good brand image and / or association with the brand will have a corresponding change on the satisfaction of customers.

A valuation of the correlation matrix between all the independent variables and customer satisfaction are positively related. Consequently, there is a positive and significant (Sig. (2-tailed) .000 with correlation is significant at the 0.01 level (2-tailed).) There is a relationship between *perceived quality* (.598) and customer satisfaction. This result is consistent with the findings of Kalkidan (2018) who displayed that perceived quality is positively and significantly related with customer satisfaction. This implies that, a change in customer perception about the overall excellence or superiority of banks'service and/or products will have a corresponding change on customer satisfaction.

An assessment of the correlation matrix between all the independent variables and customer satisfaction are positively related. Consequently, there is a positive and significant (Sig. (2-tailed) .000 with correlation is significant at the 0.01 level (2-tailed).) There is a relationship between *brand loyalty* (.522) and customer satisfaction. This result is consistent with the findings of Ndege and Kegoro (2019) and Peary (2017) reported that brand loyalty is positively related with customer satisfaction. Implying that increase or decrease in banking customer's loyalty has a corresponding effect on customer satisfaction.

4.6.2 Regression Analysis

Multiple regression exhibits how much of the variance in the dependent variable can be explained by the independent variables. It also gives an indication of the relative contribution of each independent variable. Tests allow determining the statistically significant of the results, both in terms of the model itself and the individual independent variables (Stephanie, 2018). A

multiple linear analysis was conducted to see the predictive power of individual customer satisfaction dimensions and customer satisfaction system practices. The assumption test was done based on theoretical and empirical multiple regression concepts. The test results show that the normality, Multicollinearity, autocorrelation and test for average value of the error term were met the assumptions of regression analysis. This section contains diagnostic tests for testing the regression assumptions such as multi collinearity test, homoscedasticity, normality test, sampling adequacy, normality test and cusum test for parameter stability were performed.

4.1.1.1 Assumptions and Diagnostic Test

Efforts have been conducted to test normality, multicollinearity, autocorrelation and test for average value of the error term are found in appendices part; next to the data collection instrument in this study. It embraces the data was normally distributed with no Multicollinearity and autocorrelation problems (Frost, 2017).

Multicollinearity Test

Table 13 Result of VIF Test Result Analysis

		Coefficients ^a	
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Brand awareness	.849	1.178
	Brand association	.647	1.545
	Perceived quality	.635	1.574
	Brand Loyalty	.701	1.426

a. Dependent Variable: Customer Satisfaction
Survey result, 2022

The Variance inflation factor (VIF) was tested in all the analysis which is not a cause of concern according to Stephanie (2018) who indicated that a VIF greater than 10 is a cause of concern. The simple assumption is that the error terms for different observations are uncorrelated (lack of autocorrelation).

Normality Test

The present study employed the descriptive statistic of Kurtosis and Skewness statics calculation and demonstrates that the distribution is normal because Kurtosis and Skewness are in between -

2 and +2, thus data is normally distributed and had a reasonable variance to use subsequent analysis.

Table 14 Kurtosis and Skewness statics Result Analysis

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Brand awareness	310	-1.464	.138	2.157	.276
Brand association	310	-.933	.138	.371	.276
Perceived quality	310	-1.559	.138	3.543	.276
Brand Loyalty	310	-1.904	.138	3.586	.276
Customer Satisfaction	310	-2.264	.138	5.621	.276
Valid N (listwise)	310				

Survey result, 2022

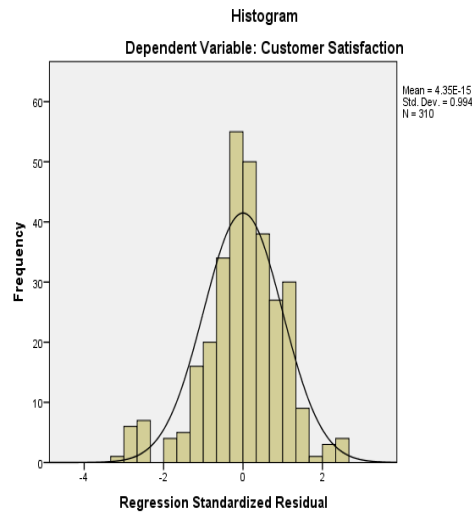


Figure 2 Histogram

Survey result, 2022

From the finding on the histogram test on normality, the study found that significance in both test were less than 0.05 which is leads to the rejection of the null hypothesis that that data on the all variables were not normally distributed this is an indication that data on the variables were normally distributed.

Test for Autocorrelation

The lack of independence is called autocorrelation if the observations have a natural sequence in time or space. Supposition that is made of the multiple linear regressions disturbance terms is that the covariance between the error terms over time (or cross-sectional, for that type of data) is zero. To test the presence of autocorrelation, the popular Durbin-Watson Test was employed in this study. The Durbin-Watson statistic is 1.856, representing that the residuals are uncorrelated; therefore, the independence assumption is met for this analysis.

Table 15 Result of Durbin-Watson (N=310)

Model Summary ^b	
Durbin-Watson	
	1.856

a. Predictors: (Constant), Brand Loyalty , Brand awareness , Brand association, Perceived quality

b. Dependent Variable: Customer Satisfaction

Survey result, 2022

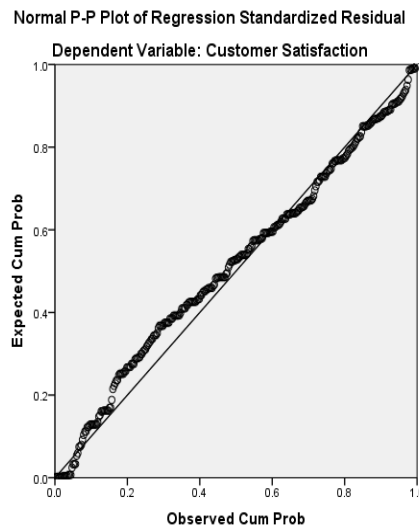


Figure 3 Normal PP Diagram

Survey result, 2022

A special mention is mostly made for the linearity assumption in the regression analysis. A causal relation may consequence in any one of an infinite number of systematic and important relations between two variables.

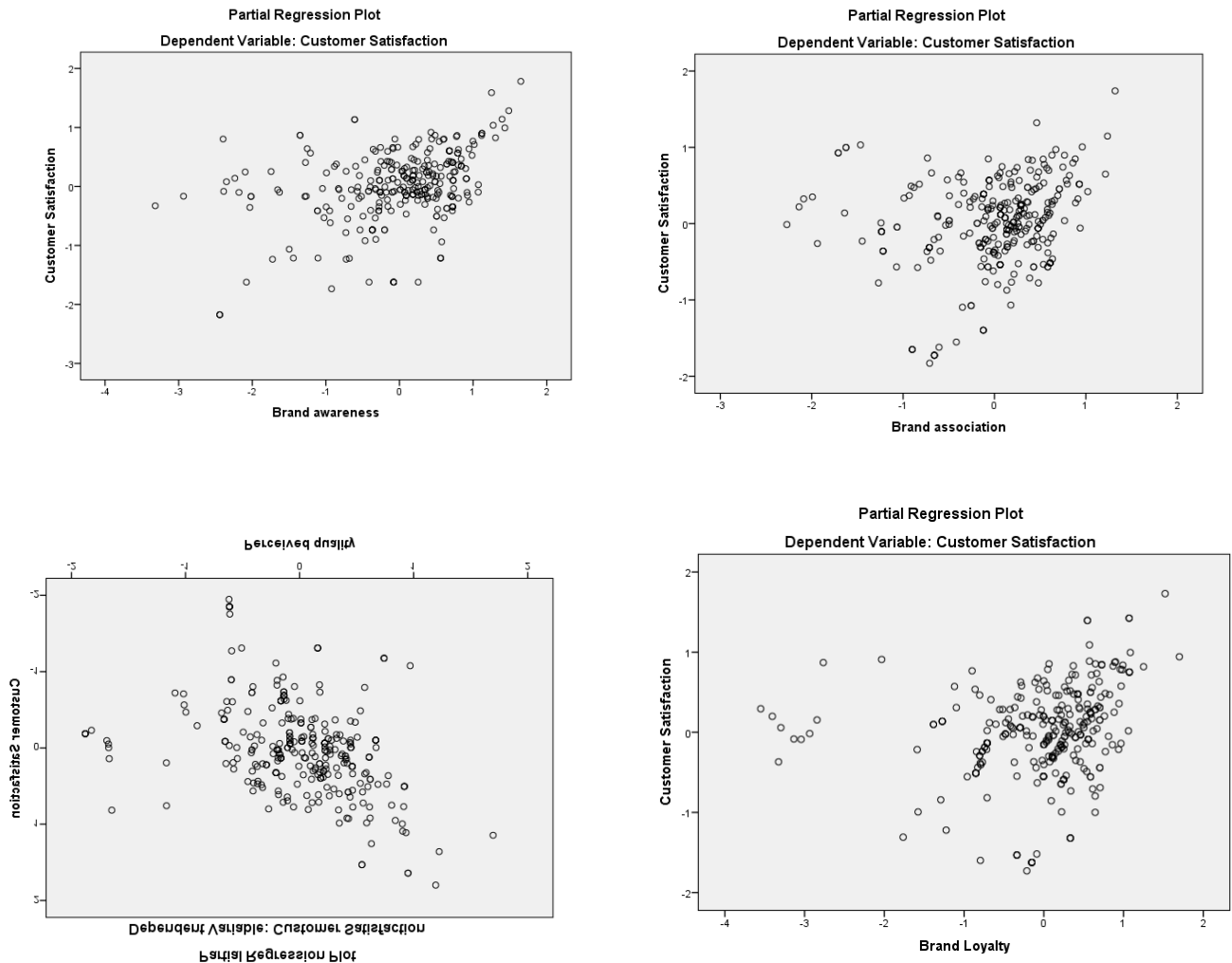


Figure 4 Scatter Plot

Survey result, 2022

When the homoscedasticity assumption has been encountered, the residuals will present as being randomly scattered around the horizontal line depicting $r_i=0$. The above figure portrays the test result of a residual plot demonstrating a relative equal clustering of residuals along the horizontal line in a rectangular shape, therefore, the homoscedasticity assumption seems to have been met. It refer to homogeneity of variances that is, all of the treatment groups have the same variance. The homoscedasticity assumption can be tested through the visual examination of the same

residual plots of the standardized residuals and predicted values depicted in the assumption of linearity. When the homoscedasticity assumption has been met, the residuals will present as being randomly scattered around the horizontal line depicting $r_i=0$. The study found the test result of a residual plot demonstrating a relative equal clustering of residuals along the horizontal line in a rectangular shape, therefore, the homoscedasticity assumption seems to have been met.

Error Term

The leading assumption required is that the average value of the errors is zero when the test for average value of the error term is zero ($E(u_t) = 0$). Consequently, since the constant term (i.e. α) was included in the regression equation, the average value of the error term in this study is expected to be zero.

4.1.2 Regression Test Results

The first table of interest is the model summary (Table 12). This table offers the R, R², adjusted R², and the standard error of the estimate, which can be used to determine how well a regression model fits the data:

Table 16 Model Summary (N= 310)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.545	.558

a. Predictors: (Constant), Brand Loyalty , Brand awareness , Brand association, Perceived quality

Survey result, 2022

In this test, R can be considered to be one measure of the quality of the prediction of the dependent variable; in this case, *customer satisfaction*. The "R" column represents the value of R , the *multiple correlation coefficient*. A value of .742 in this study indicates a good level of prediction. This study found the value of .551 that this study's independent variables explain 55.1 % of the variability of this study's dependent variable, *customer satisfaction*. And 44.9 %

(100%-55.1%) of the variation is caused by factors other than the predictors included in this model.

According to Frost (2017) warnings about R² is: small R-squared values are not always a problem, and high R-squared values are not necessarily good. A good model can have a low R² value. On the other hand, to accurately report the data interpretation of "Adjusted R Square" (*adj. R²*) is another important factor. A value of .545 (coefficients table) in this study indicates true 54.5 % of variation in the outcome variable is explained by the predictors which are to keep in the model.

High discrepancy between the values of R-squared and Adjusted R Square indicates a poor fit of the model and Adjusted R² will always be less than or equal to R². Adjusted R² therefore, adjusts for the number of terms in a model. As R² always increases and never decreases, it can appear to be a better fit with the more terms added to the model and the adjusted R² penalizes one from being completely misleading.

Table 17 ANNOVA - Statistical significance of the model (N= 310)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116.643	4	29.161	93.556	.000 ^b
	Residual	95.066	305	.312		
	Total	211.709	309			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Brand Loyalty , Brand awareness , Brand association, Perceived quality

Survey result, 2022

The F-ratio in the ANOVA (Table 16) tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(4, 305) = 93.557, p(.0001) < .05$ (i.e., the regression model is a good fit of the data).

Table 18 Statistical Significance of the Independent Variables (N=310)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.065	.229		-.284	.777
	Brand awareness	.285	.039	.307	7.380	.000
	Brand association	.191	.052	.176	3.694	.000
	Perceived quality	.408	.058	.340	7.064	.000
	Brand Loyalty	.160	.040	.184	4.023	.000

a. Dependent Variable: Customer Satisfaction

Survey result, 2022

Statistical significance of each of the independent variables tests whether the unstandardized (or standardized) coefficients are equal to 0 (zero) in the population (i.e. for each of the coefficients, $H_0: \beta = 0$ versus $H_a: \beta \neq 0$ is conducted). If $p < .05$, the coefficients are statistically significantly different to 0 (zero). The practicality of these tests of significance is to investigate if each explanatory variable needs to be in the model, given that the others are already there (Frost, 2017).

Accordingly, standardized coefficients are called beta weights, given in the “beta” column. The beta weight measure how much the outcome variable increases (in standard deviations) when the predictor variable is increased by one standard deviation assuming other variables in the model are held constant. These are useful measures to rank the predictor variables based on their contribution (irrespective of sign) in explaining the outcome variable. Hence in this case, **Perceived quality** is the highest contributing (.340) predictor to explain **customer satisfaction** and the next is **Brand Awareness** (.307) as Stephanie (2018) explains.

Assumed that, the *t*-value and corresponding *p*-value are in the "t" and "Sig." columns (Table 16), respectively, in this study, the tests tell us that **Brand Awareness** $p(.0001) < 0.05$ is significant. This means that the explanatory variable **Brand Awareness** is more useful in the model; it implies that *it has* more adds a substantial contribution to explaining **customer**

satisfaction. This result is consistent with the findings of Stein and Ramaseshan (2020) and Kalkidan (2018) observed that brand awareness positively affecting customer satisfaction. They elucidated the awareness and recall of a name that like a special file folder in the mind which can be filled with name-related facts and feelings. Without such a file readily accessible in memory, the facts and feelings become misfiled, and cannot be readily accessed when needed. This is measured by the ability of consumers to recall and recognize brands for a certain category and brand awareness provides a foundation for brand equity.

Presumed that, the *t*-value and corresponding *p*-value are in the "t" and "Sig." columns (Table 16), respectively, in this study, the tests tell us that *Brand Association* $p(.0001) < 0.05$ is significant. This means that *Brand Association* in the model, *it has* more adds a substantial contribution to explaining *customer satisfaction*. This result is consistent with the findings of Lee (2019) state that brand association represents anything connected to the memory of a brand. It forms brand image which shows the consumers perception towards the brand from the associations gathered in their memory when the associations become signification. Brand Association are information in the form of nodes which contains meaning for consumers. Several researchers like Obilo et al., (2020) and Hollenbeck (2018) perceived that brand association positively affecting customer satisfaction.

Based on the *t*-value and corresponding *p*-value are in the "t" and "Sig." columns (Table 16), respectively, in this study, the tests tell us that *Perceived quality* $p(.0001) < 0.05$ is significant. This implies that the explanatory variable *Perceived quality* is in the model, *it has* more adds a substantial contribution to explaining *customer satisfaction*. In line with this study, Peary (2017) and Mudanganyi et al., (2019) perceived that perceived quality of the brand positively affecting customer satisfaction. It is related to the consumer's judgment (perception) about product's overall excellence or superiority with reference to substitutes.

Considering the *t*-value and corresponding *p*-value are in the "t" and "Sig." columns (Table 16), respectively, in this study, the tests tell us that *Brand Loyalty* $p(.0001) < 0.05$ is significant. This shows that the explanatory variable *it* is in the model, *it has* more adds a substantial contribution to explaining *customer satisfaction*. In line with this study, Stein and Ramaseshan (2020) and Kalkidan (2018) found that brand loyalty has a significant positive effect on customer satisfaction. They labeled brand loyalty is prime enduring dimension of brand equity. Brand

loyalty is resistance to switch the brand, rather, consumers continue to buy the brand even in the face of competitors with superior features, and price, and convenience, substantial value exists in the brand and perhaps; it is widely said that brand loyalty is at the of heart brand equity.

4.7 Discussion

Using correlation analysis, this study established the relationship between *Brand Awareness* and customer satisfaction ($r=.509$, .000), and tested the influence *Brand Awareness* on customer satisfaction in banking sector (*Sig*, **0.0001**) by applying multiple regression analysis. Then, the result of the regression analysis displays that it has a positive and significant effect on dependent variable; this assure that the hypothesis is accepted. Similarly, several studies like Felix (2015) and Ndege and Kegoro (2019) concluded that there exists a positive significant effect of brand awareness on customer satisfaction. Nguyen et al., (2019) also deal with that businesses which tend to endorse their brands using media personalities or celebrities can suffer from sale objection if the individual promoting the product commits a social crime. Additionally, brand awareness is understood to be a complex concept since most of the companies that advertise their products do not record increased profits due to customer perceptions with the product or brand. Jesús et al., (2021) stated that customer-based brand equity happens when the consumer has a higher level of awareness and familiarity with the brand and holds some strong, favourable, and unique brand associations in memory. Nguyen et al., (2019) also cited Keller views brand building in terms of a series of logical steps: establishing the proper brand identity, creating the appropriate brand meaning, eliciting the right brand responses and forging appropriate brand relationships with customers.

This study also employed correlation analysis and established the relationship between *Brand Association* and customer satisfaction ($r=.540$, .000), and tested the influence *Brand Association* on customer satisfaction in banking sector (*Sig*, **0.0001**) by applying multiple regression analysis. Then, the result of the regression analysis displays that *Brand Association* has a positive and significant effect on dependent variable, customer satisfaction; this assure that the hypothesis is accepted. Since brand association is the significant dimension of brand equity ad it is everything associated in memory with a brand, several studies found that Stein and Ramaseshan (2020), Nguyen et al., (2019) and Kalkidan (2018) perceived that brand awareness positively affecting customer satisfaction. Particularly, Nguyen et al., (2019) stated that brand association

of organizations might be observed in numerous varieties and reflect characteristics of the product or aspects independent of the product itself. It is the thoughts that have associations with the brand name in consumer memory (Kalkidan, 2018).The significance of brand name associations, for instance, are emphasized in obtaining differential advantages. Product or service links and organizational links are used as the two mostly referred groups in accordance with brand name relationship typology (Jesús et al.,(2021).

Using correlation analysis, this study established the relationship between *Perceived quality* and customer satisfaction ($r=.598$, .000), and tested the influence *Perceived quality* on customer satisfaction in banking sector (**Sig, 0.0001**) by applying multiple regression analysis. Then, the result of the regression analysis shows that *Perceived quality* has a positive and significant effect on dependent variable; this assure that the hypothesis is accepted. This result is consistent with the findings of Peary (2017) and Mudanganyi et al., (2019) perceived that perceived quality of the brand positively affecting customer satisfaction. It is related to the consumer' s judgment (perception) about product' s overall excellence or superiority with reference to substitutes. However, Reuben (2014) found that although perceived quality does not directly affect customer satisfaction, it does so indirectly via customer equity and value perceptions. The study also found that past purchase loyalty was not directly related to customer satisfaction or current brand preference and that brand preference is an intervening factor between customer satisfactions and re-purchase intentions. Perceived quality has a positive effect on satisfaction and loyalty of the brand. There is a positive effect of high perceived quality on customer satisfaction and loyalty with the brand (Muhammad et al., 2017).

This study also employed correlation analysis and established the relationship between *Brand Loyalty* and customer satisfaction ($r=.522$, .000), and tested the influence *Brand Loyalty* on customer satisfaction in banking sector (**Sig, 0.0001**) by applying multiple regression analysis. Then, the result of the regression analysis displays that *Brand Loyalty* has a positive and significant effect on dependent variable, customer satisfaction; this assure that the hypothesis is accepted. Several studies found similar results and it affirms other research findings, Stein and Ramaseshan (2020), Nguyen et al., (2019) and Mudanganyi et al., (2019), to the effect that brand loyalty is the strongest element of brand equity as far as influencing consumer choice is

concerned. Brand loyalty is the addition or maybe strong commitment to your company Brand. Muhammad et al., (2017) cited Aaker (1991) who identifies manufacturer Brand loyalty being a Predicament which usually reflects just how probable a customer will be to transition to a new brand, particularly when that brand can make a change, often with cost or maybe with item specifications. The previous study shows that substantial degrees of observed good or perceived quality in addition to constructive links can improve brand name commitment. This explanation f brand loyalty spot to a direct connection between brand loyalty and brand equity where brand loyalty is often known to be a core element of brand equity

Table 19 Summary of Findings

Variables	Hypothesis	r	Sig.	Decision
Brand awareness	H ₁ : Brand Awareness has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia	.509**	.0001	<i>Supported</i>
Brand association	H ₂ : Brand Association has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia	.540**	.0001	<i>Supported</i>
Perceived quality	H ₃ : Product Quality has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia	.598**	.0001	<i>Supported</i>
Brand Loyalty	H ₄ : Brand Loyalty has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia	.522**	.0001	<i>Supported</i>

Survey result, 2022

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This part of the study presents closing chapter of the study which includes summary of findings, conclusion and appropriate recommendations regarding the study findings.

5.2 Summary of Key Findings

Using descriptive and explanatory research design, this study found that

- Band Awareness has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia
- Band Association has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia
- Product Quality has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia
- Band Loyalty has a positive and significant effect on customer satisfaction in private banking sector in Ethiopia
- it revealed that perceived quality as the most dominant factor established whose platform should be built by the other three dimension of brand equity to enable a firm to influence choice habits amongst consumers.

Most banks and other service organizations have invested in ensuring that once a consumer purchases their product, they will continue practicing the same repurchasing habits, over a period of time, whereas delivering satisfaction to consumers. It should be distinguished that even though most of the financial institutions exhibit aspects of brand equity, not all of them invest in ensuring building a brand, rather they emphasize on sales promotion only an aspect of brand awareness, which ultimately builds on a short term gain for the product. In this study, all the four brand equity factors were found to significantly predict the influence of customer satisfaction. Those that had a positive influence include; brand awareness, brand loyalty; perceived quality and brand association. Nothing had a negative significance influence on customer satisfaction.

5.3 Conclusions

This study concluded that customer-based brand equity has a positive and significant effect on customer satisfaction in private banking services sector in Ethiopia particularly in Abyssinia Bank. The study also found that banking sector have utilized the use of brand equity, whose strength in their products is exhibited by the consumers brand awareness, brand loyalty, perceived quality and brand association.

Brand equity is an important aspect of consumer choice for a fast moving consumer good, in this study; the researcher examined the brand equity influence on consumer satisfaction and the following conclusions were inferred in the study. Brand awareness was found to be statistically significant in this study as an aspect that influences consumer satisfaction. Brand loyalty was found to be the most positive and statistically significant factor of brand equity in influencing consumer satisfaction, whose findings had the highest indicator. The growth of brand loyalty emerges as a result of the marketing transformation of awareness, knowledge, and perception of quality, purchase situation and satisfaction of the product. The main factors of these elements bring out the process of customer perceptions, attitude formation and level of satisfaction in a brand of banking. Perceived quality was found to be also positive and statistically significant factor contributing to consumer satisfaction in the branded financial institution. Brand association was found to be positive and significant, and finally, all factors were found to be positive and significant effect on consumer satisfaction in banking sector.

5.4 Recommendations

- This study commends that top bank marketing leaders should seek to detect alternative channels of communication that can promote existing and new banking products and services. Bankers or marketing managers should ensure that effective marketing plans are developed and implemented in order to measure the progress of the surveyed bank in the changing business environment.
- Based on the results from this research finding, banking marketers should arrange brand equity constructs as their strategy to attract potential customers because it does show significant direct and indirect relationships between the dimensions of brand equity and brand equity. Marketers ought to recall that there are some factors influence consumer's choice towards brand equity.

- This study suggest that bankers particularly the surveyed bank should be a continuous effort by marketers to enhance customer based brand equity. Banks should bear in mind that old familiar brands die as a result of poor management of the brand, overextension and lack of investment in developing brand equity and values.
- This study also suggests bankers should identify the needs and transaction trends of customers in all regions. For instance, those in the cities or big towns prefer e-banking presence while those in the remote areas prefer availability of branches. This enables banks to strategize on the best possible way of delivering their services and products in order to improve levels of satisfaction in the banking industry.
- This study suggests that the combined effect of all the variables having an impact on customer satisfaction means that all variables can be used simultaneously to enhance brand image, customer satisfaction and others. In other words, to enhance the positive image in the mind of banking products and service consumers, organizations need to enhance brand experience along with perceived service quality. On the other hand, the results of this study also suggests that the combined effect of perceived quality and brand image on brand factors shows that all variables are important to enhance customer satisfaction in banking services.

5.5. Implications

Ethiopian banking services managers have to establish the most relevant brand input in consumers' mind. The focus on the identification of the brand position and sequential use banking services served as a necessity and crucial marketing plan in creating banking brand equity. Most of the Ethiopian banks programs focused on providing advisory services, market access, infrastructure facilities, financial assistance, and business and networking opportunities. This study provides an alternative approach for the growth of Ethiopian banking brand, which is based on the development of fundamental knowledge among local financial institutions to achieve sustainable competitive advantage. The characteristic for each of the brand equity dimensions has to be communicated obviously. Consequently, local bank administrators would have the ability to identify the antecedents and consequences of brand equity dimensions, consequently will have better blueprint for their branding strategy.

5.6 Limitations of the study

It is to be recalled that the study is not free of limitations, which could be engaged into consideration to fully explore further scopes of research. More diverse range of respondents' particularly regional branches could be reached in order to enrich the data. In addition, more variables could help to analyze buying behavior of Consumer to obtain a wider view on the subject matter. These limitations may arise from two sides that are limitations arise from the researcher and limitations arise from organizations. To start up from the organizational level the company as the researcher is not an employee of the surveyed organizations under consideration, it may face the problem of getting some data. Secondly, from the researcher's end the time constraint makes it hard to undertake a detailed and wide study concerning the case. On other hand, some respondents did not be corporative and this may be serious limitation of this study due to fear of Covid 19 by the respondents, and the respondents were not interested and willing to fill and return the questionnaire timely. As a result, the research may have geographical, technical and conceptual limitations.

5.7 Future Studies

Consequently, further and regress study in wider scope may provide a better outcome. In addition, it suggests that future research should be directed towards validating the results of this study by conducting a similar research in other sectors in Ethiopia by collecting data from different sources. Furthermore, future research should consider using a longitudinal survey. Furthermore this study can also be extended to other types of products and services which have different decision process and purchase intentions amongst consumers, it might merit further investigation to demonstrate the effect of brand equity influence on consumers in terms of short, mid and long term benefits and in the context of return on brand equity investments.

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ANNEX

Annex -I Questioner for Bank of Abyssinia Customers



(Customer Survey)

Dear Respondents,

This questionnaire is intended to gather primary data on *“The Effect of Customer Based Brand Equity on Customer Satisfaction: The Case Of Abyssinia Bank”*. The purpose of the study is to fulfil a thesis requirement for the partial fulfilments of MBA at St Marry University. Your genuine responses for the questions are very important for the success of completing this study. All information collected through the questionnaire will be used only for the purpose of the study and will be kept confidential. And thus, I would like to thank you in advance for your kindly cooperation.

Note

- Please put “” mark in the box to the point which highly reflect your idea;
- Your honest and unbiased response will greatly contribute for the research to achieve its objective and there is no need to write your name.

Thank you, for your support!!

Rebka Yared

Tel - 0913 230394

Part-I: Questions Related to Demographic Factors (General information)

Direction: Please put a check mark (√) on the appropriate box

1. Gender: Female Male

2. Age: 18-29 30-40 40-50 above 50

3. Educational level High school Diploma Degree Masters Above

4. How long did you work in the bank?

1 – 3 years [] 4 – 7 years [] 8-10 years []

11 – 15years [] above 16 years []

5. Do you know Abyssinia bank brand?

a) Yes ()

b) No ()

6. Do you like Abyssinia bank brand?

a) Yes ()

b) No ()

7. Do you use digital banking technologies of this bank? Tick as appropriate.

a) Yes ()

b) No ()

8. Do you see Abyssinia bank brand everywhere?

a) Yes ()

b) No ()

Part II: Survey on Brand Equity and Customer Satisfactions

Direction: This part of the questionnaire intends to find your perception towards consumer based brand equity of Bank of Abyssinia S.C. please circle the number which reflects your perception. Please put tick mark (✓) & rate the following questions from “**Strongly Disagree**” to “**Strongly Agree**” . In responding the under listed questions please consider 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. Put a tick mark (✓) in their respective box.

	Service quality Constructs	Corresponding Items	Measuring Scale				
			1	2	3	4	5
Brand awareness	BAW1	When I think of banking service Abyssinia Bank come to my mind quickly.					
	BAW2	I can recognize Abyssinia Bank quickly among other competing Brands.					
	BAW3	I am familiar with Abyssinia Bank’s brand.					
	BAW4	Abyssinia Bank comes up first in my mind when I need to make a purchase decision on the product.					
Brand association	BAS1	I am vastly aware about Abyssinia Bank					
	BAS2	I can quickly recall the logo of Abyssinia Bank.					
	BAS3	I am customer of Abyssinia Bank because it is the largest private bank in the country.					
	BAS4	I consider the company and people who stand behind the brand are very trustworthy.					
	BAS5	I consider the company and people who stand behind the brand have the required expertise to deliver the service.					
	BASS6	Abyssinia Bank brand has unique image					

		compared to other competing					
Perceived quality	PEQ1	This bank has modern looking equipment.					
	PEQ2	The physical facilities at this bank are visually appealing.					
	PEQ3	When this bank promised to do something by a certain Time, it will do it.					
	PEQ4	When customers have problems, this bank shows a genuine Interest in solving them.					
	PEQ5	I can expect superior service from this bank.					
	PEQ6	This bank is better as compared to other banks in performance, customer service and safety.					
Brand Loyalty	BAL1	I will spread a word of mouth of Abyssinia Bank brand.					
	BAL2	I always choose Abyssinia Bank compare to other brand					
	BAL3	I always want to try this bank new products					
	BAL4	I trust this bank brand products and service quality					
	BAL5	I will recommend Abyssinia Bank to my family and friends					
Customer Satisfaction	CS1	I am satisfied with the security of the bank services.					
	CS2	I am satisfied with respectful behavior of the bank staff					
	CS3	I put the efforts into maintaining this relationship for a long time I am satisfied with the communicative ability of the employee of the bank					
	CS4	I am satisfied with the performance of the					

	employee of the bank					
CS5	I am satisfied with various rang of service of the bank					
CS6	Doing business with Bank of Abyssinia makes me very happy					

Do you think there is a need for upgrading its brand and any perceived service delivery at this bank?

What enhancements do you think in the area of customer satisfaction would you like to be included at this bank?

Thank you again for your cooperation and finalizing the questionnaire!!

Appendix II - Interview Checklist

Dear Sir/Madam,

I really appreciate for your valuable responses to the following checklists. It will not take much of your time. Shall I proceed with my questions?

Thank you

1. Please also rate it creates its brand awareness of this bank. Is this bank handle customer band properly? If yes, how this bank responds to customer brand?

2. Do you think the customers delivered services at the right time and place in this bank?

3. Do you think all facilities are available in this bank that helps to match between its brand and banking services?

4. Do you believe that this bank associates its band with customer need? Moreover, is that the way employees contact with customers is appropriate and satisfying one?

5. And do you think the customers are loyal in this bank brand.

Thank you again!!