



ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
FACULTY OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT

EFFECTS OF INTEGRATED MARKETING COMMUNICATION ON BRAND LOYALTY: THE CASE OF ETHIOPIAN AIRLINES

BY
MAHDER ALEMAYEHU
ID: SGS/0010/2013/B

ADVISOR
Dr. EPHREM ASSEFA

JUNE, 2023
ADDIS ABABA, ETHIOPIA

**EFFECTS OF INTEGRATED MARKETING
COMMUNICATION ON BRAND LOYALTY: THE
CASE OF ETHIOPIAN AIRLINES**

**BY
MAHDER ALEMAYEHU
ID: SGS/0010/2013/B**

**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY,
SCHOOL OF GRADUATE STUDIES FACULTY OF
BUSINESS: IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR MASTER OF ART IN
MARKETING MANAGEMENT**

JUNE, 2023

ADDIS ABABA, ETHIOPIA

ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
FACULTY OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT

**EFFECTS OF INTEGRATED MARKETING
COMMUNICATION ON BRAND LOYALTY: THE
CASE OF ETHIOPIAN AIRLINES**

BY
MAHDER ALEMAYEHU
ID: SGS/0010/2013/B

APPROVED BY BOARD OF EXAMINERS

Dean, Graduate Studies (Name and Signature)

Advisor (Name and Signature)

Internal Examiner (Name and Signature)

External Examiner (Name and Signature)

Statement of Declaration

I, Mahder Alemayehu, declare that this research paper entitled **“Effects of Integrated Marketing Communication on Brand Loyalty: The Case of Ethiopian Airlines”** is my original work, prepared under the guidance and support of my research advisor Ephrem Assefa (PHD). All sources of information in this study have been appropriately acknowledged. I further confirm that this thesis has not been submitted either in part or in full for any other requirements to any other higher learning institution.

Student's Name and Signature

St. Mary's University

February, 2023

Statement of Certification

I certify that Mahder Alemayehu has finalized his research entitled **“Effects of Integrated Marketing Communication on Brand Loyalty: The Case of Ethiopian Airlines”**. This research work is original in nature and is suitable for submission for the award of Master’s Degree in Marketing Management.

Advisor’s Name and Signature

St. Mary’s University

June, 2023

Acknowledgments

First and foremost, I would like to praise and thank God, the almighty, who has granted countless blessing, knowledge, and opportunity to the writer, so that I have been finally able to accomplish the thesis.

Secondly, I would like to give my deepest gratitude to my insightful advisor Ephrem Assefa(PHD) for his constructive advice, comments and expert guidance during the whole process of the research writing.

I would also like to thank my husband Zinabu Endale for his all support, my daughters for their patience, my boss Solomon Lingerih who has given me permission at work until end of my lesson and all my families that encourage me to my destiny.

Finally yet importantly, I would like to thank the employees and customers of EAL for their cooperation in filling out the questionnaires and providing the necessary data for this study.

Table of Contents

Statement of Declaration	i
Statement of Certification	ii
Acknowledgments	iii
List of Figures	viii
List of Tables	ix
List of Acronyms	x
Abstract	xi
 Chapter 1	 1
 1 Introduction	 1
1.1 Background of the Study	1
1.2 Problem Statement	4
1.3 Research questions	5
1.4 Objectives of the Study	5
1.4.1 General Objective	5
1.4.2 Specific Objectives	6
1.5 Rationale for the study	6
1.6 Scope of the study	6
1.7 Significance of the study	7
1.8 Definition of key terms	7
1.9 Organization of the study	8
 Chapter 2	 9

2	Literature Review	9
2.1	Theoretical literature reviews	9
2.1.1	The concept of marketing	9
	Product	9
	Price	10
	Place	10
	Promotion.....	10
2.1.2	Integrated Marketing Communication	11
2.1.3	Tools of Integrated Marketing Communication.....	11
	Advertising.....	11
	Sales Promotion	13
	Personal Selling	14
	Direct marketing	14
2.1.4	Brand Loyalty	15
	Attitudinal Loyalty.....	16
	Behavioral Intent.....	17
	Behavioral Loyalty.....	17
	Brand Building Activities	17
	Trust and Loyalty	17
2.2	Empirical literature reviews.....	18
2.3	Conceptual Framework of the Study	20
2.4	Research hypotheses	20
Chapter 3		21
3	Research Methodology	21
3.1	Research approach and design.....	21

3.2	The Study Population and Sampling Strategy	22
3.2.1	Study Population	22
3.2.2	Sample Size	22
3.2.3	Sampling Strategy	23
3.3	Data sources and collection techniques	23
3.3.1	Data source	23
3.3.2	Data collection techniques	24
3.4	Data analysis technique	24
3.5	Validity and Reliability analysis.....	25
3.5.1	Validity	25
3.5.2	Reliability.....	25
3.6	Ethical consideration	25
Chapter 4		26
4 Introduction		26
4.1	Data Analysis and Presentation	26
4.1.1	Sample and Response Rates.....	26
4.1.2	Reliability Test.....	26
4.2	Descriptive Analysis	27
4.2.1	Respondents Profile	28
4.2.2	Frequency statistics	31
4.2.3	Integrated Marketing Communication Practices.....	32
4.2.4	Brand Loyalty	38
4.3	Inferential Analysis.....	41
4.3.1	Correlation Analysis	41
4.3.2	Assumptions of Classical Linear Regression Model	42

4.3.3	Regression Analysis	47
4.4	Hypothesis Testing	50
Chapter 5		52
5	Conclusions and Recommendations	52
5.1	Summary of Findings	52
5.2	Conclusions.....	53
5.3	Recommendations.....	54
5.4	Limitations and Future Research Direction	55
5.4.1	Limitations	55
5.4.2	Future Research Direction	55
	References.....	56
	Appendix.....	60

List of Figures

2.1	Conceptual Framework.....	20
3.1	Sample size determination.	22
4.1	Linearity test result.	43
4.2	Homoscedasticity test result.	44
4.3	Autocorrelation test result.....	44
4.4	Multicollinearity test result.	45
4.5	Normality test result.....	46

List of Tables

4.1	Reliability test result.	27
4.2	Gender of respondents.	28
4.3	Age of respondents.	28
4.4	Education level of respondents.	29
4.5	Monthly income of respondents.	29
4.6	Transportation cost coverage	30
4.7	Purpose of travel	30
4.8	Frequency Table	31
4.9	Descriptive Statistics of Integrated Marketing Communication.....	33
4.10	Descriptive analysis of advertising.....	34
4.11	Descriptive Statistics of sales promotion.....	35
4.12	Descriptive Statistics of direct marketing.....	36
4.13	Descriptive Statistics of Personal Selling Activities.....	37
4.14	Descriptive Statistics of brand loyalty	39
4.15	Correlation Analysis.	41
4.16	Regression Model Summary.....	48
4.17	Analysis of Variance.....	48
4.18	Test on Individual Regression Coefficients.....	49

List of Acronyms

EAL = Ethiopian Airlines

GDS = Global Distribution System

IMC = Integrated Marketing Communication

MRO = Maintenance, repair, and overhaul

KPI = Key Performance Indicators

SPSS = Statistical Package for the Social Sciences

RMP = Risk Management Plan

CLRM = Classical Linear Regression Model

VIF = Variance Inflation Factor

NPP = Normal Probability Plot

ANOVA = Analysis of Variance

TOR = Terms Of Reference

Abstract

This study intended to examine the effect of Integrated Marketing Communication (IMC) on Brand Loyalty of Ethiopian Airlines (EAL) and identify which IMC practices significantly predict Brand Loyalty. This study employs both descriptive and explanatory re- search designs, as well as a mixed research approach. Interview and questionnaire were employed for qualitative and quantitative data, respectively. Questionnaire was used to gather data from 149 samples drawn from the total population of 250 using simple random sampling method. Moreover, interview was 5 respondents chosen using purposive sampling method. SPSS version 26 was used to process quantitative data and analyzed using descriptive and inferential statistics. The results of regression analysis indicate that brand loyalty is significantly impacted by IMC practices. The study reveals that the R-square value is 0.617, which explains 61.7% of the variation in brand loyalty is explained by IMC practices. From the total of four study variables, advertising and personal selling had a statistically significant positive effect on brand loyalty. However, direct marketing and sales promotion did not cause a statistically significant effect on brand loyalty. Based on the findings, it is recommended that the industry should consider prioritizing the above-mentioned four significant IMC practices while attempting to build brand loyalty. However, further research is necessary to consider other factors in predicting brand loyalty.

Keywords: *Integrated Marketing Communication, Advertising, Direct Marketing, Personal Selling, Sales Promotion, Brand Loyalty*

Chapter 1

Introduction

1.1 Background of the Study

A marketing strategy is a coherent and agreed upon plan designed to increase revenue and market share. Broadly speaking, marketing strategies refer to the set of actions designed to meet business goals. It is a tool that can be used to develop both long-term strategies and short-term tactical programs (Palmer, 2004). Marketing strategy has become one of the most important tools worldwide for any business to remain in competitive market environment. (Owomoyela et al., 2013) viewed marketing strategy as way of providing quality product that satisfies customer needs, preferences, demands proposing attractive and affordable price ensuring wider distribution and back up with effective promotion strategy.

Integrated marketing communication (IMC) is application of consistent brand messaging across myriad marketing channels. It is an approach used by organizations to brand and coordinate their communication efforts. IMC is a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact. It was developed mainly to address the need for businesses to offer clients more than just standard advertising.

IMC recommends that marketers focus at the customer first, preferences of the customers, buying patterns, media exposure, and other factors and then customer is exposed to the products that fits its need through mix of communication methods which the customer find more attractive and credible. The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The core image and messaging of brands are reinforced as each marketing communication channel works together as parts of a unified whole rather than in isolation. IMC enables firms to link their offerings to other. (Keller and Richey, 2006),

The main reasons the marketing mix is a powerful concept are that it makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists; And the components of the marketing mix can change a firm's competitive position (Grönroos, 1994).

Integrated Marketing Communication (IMC) is defined by (Naeem et al., 2013), as "concept of marketing communication planning that combine and evaluate strategic role of different communication discipline to get the clarity, consistency and greater impact"

According to Belch (Easton et al., 2003), the tools for IMC which are considered as promotion mixes are advertising, direct marketing, interactive/internet marketing, sales promotion, publicity/public relations and personal selling.

The importance of IMC in contemporary business environment has been growing and its impact has been observed in various aspects of firm performance and in meeting various objectives of a firm. It is considered as a key element in creating a firm's competitive advantage and hence increases sales and profit while saving time and money (Naeem et al., 2013).

On the other hand, branding has emerged as a more recent orientation that provides marketers with that balance of creativity and knowledge. Branding has surfaced as a primary tool used to distinguish a company's products from the competition's products. Branding has three main purposes: product identification, repeat sales (loyalty) and enhancing new products (Kidist Getachew, 2015).

Firms have recognized the importance of brand loyalty. The concept of brand loyalty first appeared as a uni-dimensional construct, later the bi-dimensional construct or composite model presented by (Jacoby and Chestnut, 1978) combined both the attitudinal and behavioral construct signaling the beginning of much interest in brand loyalty research. Using the composite model as a base, several models have emerged since offering new dimensions and influences in various industries. Brand loyalty is built over time through a collection of positive experiences that requires consistent effort and attention to detail. Loyal customers are repeat customers who choose a brand or company without even considering other options. They buy more, and they buy more regularly, and they frequently recommend the brand to others.

(Aaker, 1996) conceives that brand loyalty reflects the probability that a customer will switch to another brand, especially when that brand makes a change in its marketing mix. With the increased interest in a more relational approach to marketing, the focus was now on building long-term relationships with customers.

Customer brand loyalty is the result of successful marketing strategy that creates competitive value for consumers, as South west Airlines and Harley-Davidson have been able to achieve (Tewodros Hunegnaw, 2016).

In airlines, the most widely used marketing mix are the 7Ps i.e. product, price, place, promotion, people, process, and physical environment, from which Ethiopian Airlines(EAL)is no exception.

Ethiopian Airlines, the national flag carrier of Ethiopia, has been in business for the last 75 years. It is one of Ethiopia's major industries serving more than 100 international and 21 domestic destinations. It has established hubs in Lome, Togo; Lilongwe, Malawi and a cargo hub in Leige, Belgium.

It has signed strategic partnerships with a number of African carriers and is also a member of the star alliance, a global network of 28 airlines. Ethiopian Airline's major activity and source of revenue is transportation of people and cargo both within and across countries and continents. The other sources of revenue are aircraft maintenance; aviation training; Ground handling and logistics services, and hotel services.

EAL vision reads 'to become the most competitive and leading aviation group in Africa by providing safe, market driven and customer focused passenger and cargo transport, aviation training, flight catering, MRO and ground services by 2025'. Its mission is to become the leading Aviation group in Africa by providing safe and reliable passenger and cargo air transport, Aviation Training, Flight Catering, MRO and Ground Services whose quality and price "value proposition" is always better than its competitors, To ensure being an airline of choice to its customers, employer of choice to its employees and an investment of choice to its Owner, To contribute positively to socio economic development of Ethiopia in particular and the countries to which it operates in general by undertaking its corporate social responsibilities and providing vital global air connectivity.

The Group is one of the largest Airline in Africa and investing to achieve its vision and mission by advancing it's marketing competitiveness. Currently, Ethiopian Airlines Bringing Africa Together makes use of the marketing mix strategically to achieve not only the marketing objectives but also the broader organizational objectives. The EAL theme that reads 'Marketing Mix Ethiopian Airlines Bringing Africa Together' makes use of the 7Ps which are; Product, price, place, promotion, people, process, and physical evidence.

The immense benefit of integrated marketing communication to an airlines industry, implementation of these strategies by Ethiopian Airlines, and significance of integrated marketing communication strategies to the airlines has motivated the researcher to carry out this study. In addition, EAL's integrated marketing communication strategy practices made it the ideal case company.

1.2 Problem Statement

The market is a dynamic place that is ever changing. The business environment is fast growing, where companies get to dictate the types of products and services produced.

These days where competition among businesses is rife and consumers are attracted by multiple choices, it is important for any company that hopes and aims to maximize profit to get its marketing strategies right. Marketing Mix is a strategy and the set of controllable variables that the firm can use to influence the customer's response (Keller and Richey, 2006).

For companies operating in increasingly competitive market, the importance of brand loyalty is extremely crucial to business sustainability. It is believed that a truly loyal customer not only buys consistently from a company but also actively engages in positive word of mouth communication. Soliciting brand loyalty has never been more challenging with intense competition that is coming through from global players in to the local market.

Brand loyalty cannot be isolated from integrated marketing communication strategy in the service sector (Rundle-Thiele and Bennett, 2001).

Ethiopian Airlines has implementing integrated marketing communication strategies to increase its brand loyalty, in recent years. Hence Ethiopian Airlines is now engaged in various marketing activities in order to create loyal customers (Tewodros, 2016)

Studies elsewhere as well as on EAL, have shown that integrated marketing communication have positive relationship with brand loyalty (Mohammed Dawed, 2017), (Naeem et al., 2013), and (Arsema Negassi, 2020). (Mohammed Dawed, 2017) designed to understand the effect of integrated marketing communication programs on the performance of the Ethiopian insurance industry by undertaking a case study on the leading insurer in the industry, the Ethiopian Insurance Corporation. The study found that advertising and sales promotions practiced though have positive relationship with performance but failed to register significant contribution.

On the other hand direct marketing activities and personal selling influenced the company performance positively as well as significantly.

On the other hand, (Arsema Negassi, 2020), conducted a study to identify effect of Integrated Marketing Communication elements on Brand Awareness at Habesha Beer. The result indicated that IMC has positive effect on brand awareness of the beer. Advertising, sales promotion, and personal selling has positive effect on brand awareness about the beer.

Recently, the IMC have come to include Advertising, personal selling, publicity/public relation and sales promotion as they all have considerable influence on the marketing perspective of Ethiopian Airlines. Thus, there are no recent studies found on the effect of integrated marketing communication (IMC) programs on brand loyalty of Ethiopian Airlines, while it's of a critical importance.

Therefore, this study intends to establish the effects of integrated marketing communication elements on brand loyalty of Ethiopian Airlines, by taking an in-depth assessment of the pioneer and airlines company in Africa.

1.3 Research questions

1. What is the perception of customers towards the Integrated Marketing Communication of Ethiopian Airlines?
2. What is the brand loyalty status of Ethiopian Airlines customers?
3. What are the effects of Integrated Marketing Communication elements (Advertising, Sales promotion, Personal Selling, and Direct Marketing) on brand loyalty of Ethiopian Airlines?

1.4 Objectives of the Study

1.4.1 General Objective

The general objective of this research is to study the effect of Integrated Marketing Communication on brand loyalty of Ethiopian Airlines.

1.4.2 Specific Objectives

- To determine the perception of customers towards the Integrated Marketing Communication of Ethiopian Airlines;
- To examine the brand loyalty status of Ethiopian Airlines customers;
- To examine the effects of Integrated Marketing Communication elements (Advertising, Sales promotion, Personal Selling, and Direct Marketing) on brand loyalty of Ethiopian Airlines.

1.5 Rationale for the study

Nowadays, airlines industries specifically Ethiopian Airlines is providing services that are demanding than the services they are currently running, because of the advancement in technology and the increase in peoples' need for better services.

Integrated Marketing Communication strategy has become very important to organisations, as it uplifts their brand. As a result, it is necessary to apply the concept of Integrated Marketing Communication to every business sector to maximize its performance and thus help the brand grow in the process.

1.6 Scope of the study

The scope of the study are discussed in terms of conceptual scope, geographical scope and methodological aspects.

Conceptual Scope - The Integrated Marketing Communication strategy has many aspects that can benefit organisation's performance based on their specific setup. In this research the researcher was specifically focused on independent variables; Advertising, Sales promotion, Personal Selling, and Direct Marketing, which are relevant IMC practices and dependent variable; brand loyalty of EAL.

Geographical Scope - The study is delimited to the head office of EAL found in Bole, Addis Ababa.

Methodological Scope - Both qualitative and quantitative approaches are employed for collecting and analyzing the data.

1.7 Significance of the study

This research provided evidence that Integrated Marketing Communication have an effect on brand loyalty of EAL. The main beneficiary of this study is EAL, specifically marketing managers and teams under them.

Besides, the study is significant for any airlines industry, in such a way that, by giving an insight on the benefit of Integrated Marketing Communication elements to brand loyalty. Moreover, the study will add knowledge to the existing literature on the effective implementation of Integrated Marketing Communication. Finally, the researcher hopes that, the findings of this study will initiate further research to be conducted in depth and comeup with better understanding on the issues.

1.8 Definition of key terms

- (A) **Integrated Marketing Communication** - IMC is comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact.
- (B) **Brand Awareness** - Brand awareness is the ability of prospective buyer to identify that a brand is a component of a certain product category (Aaker, 1996).
- (C) **Advertising** - (Terence, 2007), defined advertising as a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.
- (D) **Sales Promotion**- According to (Anuraj, 2018) sale promotions are short term promotional techniques to induce the customers to respond for the new product in market or the product that have not received the lots of attention.
- (E) **Personal Selling** (Kotler, 2005) defines personal selling as face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

1.9 Organization of the study

This study is organized in five chapters. Chapter one presents an introduction which contains; background of the organization, problem statement, research questions, objectives of the study, scope of the study, significance of the study, and definition of key operational terms. Chapter two portrays a literature review, which includes; Theoretical literature review, empirical literature review, conceptual framework of the study, and research hypotheses. Chapter three elaborate research methodologies. It contains; Research approach and design, the study population and sampling strategy, data sources and collection techniques, data analysis technique, validity and reliability analysis of data collection instruments, method of analysis, and ethical consideration. The findings of the study and discussion are presented in Chapter four, whereas Chapter five is about summary of findings, conclusions and recommendation.

Chapter 2

Literature Review

2.1 Theoretical literature reviews

There are different theoretical approaches towards the concept of integrated marketing communication and brand loyalty. There are two theories to this approach, integrated marketing communication and brand loyalty.

2.1.1 The concept of marketing

(Grönroos, 1994) clarified the main reasons of the marketing mix as a powerful concept to make marketing seem easy to handle, to allow the separation of marketing from other activities of the organization, to delegate the marketing tasks to specialists, and to change an organization's competitive position by activating the components of the MM. According to the marketing literature, the marketing mix elements have come to include other 4Ps; namely People, Process, Productivity Quality and Physical Environment.

Product

Product is defined as a physical product or service to the consumer that he is prepared to pay for. It includes half of the material goods that users buy (Garg et al., 2016), such as furniture, clothing and grocery items and intangible products, such as services.

In a marketing program the product is a crucial element. Many marketing techniques may have an impact on product strategy. Product as something that can be provided for interest, purchase, use or use to a customer and that can fulfill a need or need (Kotler, 2005); "A product is anything that can be offered to the market to look for, own, use, or consume that is capable of satisfying your needs and desires. A physical entity, resources, individuals, locations, organizations and ideas are part of the product".

Price

Price, which is an enduring element of the original Ps of the marketing mix, may generally be perceived in terms of the specific monetary value that a customer attaches to goods and services (Kent and Omar, 2003).

In distribution channel, there are third party companies who act as the wholesaler, transporter, and retailer: the intermediaries. The basis role of the intermediaries is simplifying the channel transactions by reducing the total amount of works that the producers and consumers supposed to do.

There are different ways that the companies can choose to provide products and services to customers. Among them, the two typical types of distribution channels are direct and indirect marketing channels (Kotler, 2005).

Place

Another very important marketing element is a place also known as distribution, defined as the process and methods by which products or services reach customers.

(Kotler, 2005) defined marketing channel (distribution channel) as: A set of interdependent organizations that help make a product or service available for user or consumption by the consumer or business user. Third, it must identify channel alternatives regarding the number of intermediaries, their types, and what each channel member should do and finally assess those alternatives that meet the goals of the organization and satisfy the needs of the customer (Kotler, 2005).

Promotion

After planning and developing a good product, setting a suitable product price, and making it available to customers, the companies now need to communicate their value propositions to customers (Kotler, 2005). The aim is to increase the consumers' awareness in terms of their products, leading to the increase in sales, and also creating brand loyalty.

2.1.2 Integrated Marketing Communication

Different researchers have proposed theoretical approaches towards Integrated Marketing Communication. (Naeem et al., 2013) illustrates the IMC as a marketing concept relating to its communication planning sect and involves combining and evaluating the strategic roles of various communication disciplines to get a greater impact through clarity and consistency in messages. It is a conceptual framework that identifies the key decisions made by managers when designing products and services to suit the needs of customers.

Integrated marketing communication is a process that passes through various stages to achieve its objective. The steps in the process of the communication programs demonstrate the components of IMC. Broadly speaking, there are three basic components of IMC programs (Naeem et al., 2013) and these are consumers, communication channels and results.

2.1.3 Tools of Integrated Marketing Communication

Advertising

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler, 2005). This is done through the various media.

Another definition put forward by (Martínez et al., 2009), considers advertising as any non-personal and paid for communication intended towards targeted audiences through various media outlets with the purpose of presenting and promoting a product, idea or service. The distinction between advertising and their forms of promotional is that the former is designed to reach large target group which makes it impersonal as well as it is transmitted through a mass media across various channels rather than communicating to a particular audience on a narrower platform. Furthermore, advertising is done through a paid channel rather than unpaid forms of communication in other mixes.

Advertising's corporate influence can spread far beyond the brand. As a device of marketing strategy, advertising and promotion can also be both subtle and precise. The UK Institute for Practitioners in Advertising (IPA) (Brown et al., 2018) claims that among other business aims, advertising can: Defend brands against own-label growth, Effect change internally as well as externally to the company, Increase the efficiency of recruitment, Transform entire businesses by generating new markets for a brand, Revitalize a declining brand, Reinvigorate a market, Stop line extensions cannibalizing existing sales, Change behavior, Influence share price, Make other communications more cost-effective, Generate rapid sales increases, Increase growth of a mature brand in a declining market, and Address crises in public relations.

Advertising is the most visible activity of business. What a company may have doing privately for many years suddenly becomes public the moment it starts to advertise. Advertising is widely criticized not only for the role it plays in selling products or services but also for the way it influences our society. As a selling tool, advertising is attacked for its excesses. Some critics charge that, at its worst, advertising is downright untruthful, and at best, it presents only positive information about products. Others charge that advertising manipulates people psychologically to buy things they can't afford by promising greater sex appeal or improved social status. Still others attack advertising for being offensive, in bad taste, or simply too excessive (Arens, 1996).

A firm's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The firm's goal is to get enough relevant market data to develop accurate profiles of buyers to find the common group for communications (Arens, 1996).

Sales Promotion

According to (Muniz and O'guinn, 2001), sales promotions is media and non-media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial and impulse purchases, increase consumer demand or improve product quality. A dominant figure (Kotler, 2005), defines sales promotion as a collection of incentive tools mostly short term, designed to stimulate quicker or great purchase of a particular product or services by consumers or trade. With the purpose of stimulating behavior of customers to directly impact they are action focused marketing events that are closer to the decision making process than the advertisement activities. They are also more attractive to the customers as coupons, discounts, refunds, demonstrations, contests and prizes grab more attention than traditional advertising. According to (Brassington and Pettitt, 2000) sales promotion is different tactical marketing techniques with mostly short term incentives, which are designed to add value to the product or service, in order to achieve specific sales or marketing objectives.

(Brassington and Pettitt, 2000) defines sales promotion as marketing activities usually specific to a period, place or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits.

According to (Kotler, 2005), unlike advertising and personal selling, sales promotion has short impact act as the short-term technique work for the impulsive buying effect on consumers but cannot last long. It is dependent technique and must blend with two promotional ingredients; advertising and personal selling for making its impact. This work as bridge or link for these plus promotional ingredients. It may damage the brand image of the product by creating doubt on the mind of the customers. The consumers may have doubt about the capability of the products with many incentives and concessions for praising. Too much of praising with the other promotional ingredient may dismiss the brand image of the product.

The importance of sales promotion has increased with the increasing competition globally. The reason for increasing importance of the sales promotion is the changing marketing environment as promotional activities with the new and creative ideas flowing for the favorable sales and future expansion of the sales. It has become the part of the marketing strategy for the survival at any obstacles or with the new birth of products or brands. The sales promotion has become as equal important to the advertising. Reasons for rapid growing importance of sales promotion are changing customers markets (Brassington and Pettitt, 2000).

Personal Selling

(Kotler, 2005) defines personal selling as face-to-face interaction or contact with one or more prospective purchasers or consumers for the purpose of making presentations, answering questions, and procuring orders by creating a great and trustworthy relationship. Selling, the art of persuasion is defined as a one-on-one interaction whereby a tangible or intangible item of value is exchanged for a different item, usually with money in an amount of equal or greater value of the item being sold. Selling is part of the promotional mix. It is systematic, repetitive, and measurable. When properly analyzed, sales data will offer objections to overcome and help to predict sales patterns and projection.

Personal selling is defined as face to face interaction with one or more prospective customers for the purpose of making sales and building customer relationships (Kumar et al., 2006). (Brassington and Pettitt, 2000) on the other hand define the concept as a two-way communication tool between a representative of an organization and an individual or group, with the intention to inform, persuade or remind them, or sometimes serve them to take appropriate actions. It is a crucial element in ensuring post-purchase satisfaction, and in building long term relationship built on trust and understanding. This is especially critical in companies where the post purchase element of the business is a very critical element of the service; in fact, the service starts after purchase of the company policy. On top of the nature of airlines business, the increase competition within fast changing environments of services has triggered companies to develop and maintain comprehensive relationships with their customers (GIRMA, 2021). Hence, long term personal relationship is important in creating a relatively sustainable competitive advantage over competitors (Julian and Ramaseshan, 2004).

Direct marketing

Direct marketing is defined as the use of consumer-direct (CD) channels to reach and deliver goods and services to customers without using marketing middlemen (Kotler, 2005). It allows marketers a more direct response from consumers (generally an order), allows marketers to better target niche markets, and allows marketers to sell a product without the expensive and lengthy process of getting it into traditional channels.

Direct marketing also presents many benefits to consumers, including avoiding the hassles of traffic congestion, parking headaches, lack of time, shortage of retail help, and lines at checkout counters. Consumers can browse through a larger selection of products than retail outlets generally carry and price shop by browsing through mail catalogs and online shopping while in the comfort of their home or office

Direct marketing is important element in integrated marketing communication as it allows companies to communicate directly with customers using numerous channels. According to (Endo et al., 2006), it emphasis on trackable, measurable responses from customers regardless of the medium of communication used. The message in direct marketing seeks to call customers to specific action. Practiced by organizations of all size, direct marketing uses direct mail, telemarketing, direct selling, text messages, emails, interactive consumer websites, fliers, promotional letters and outdoor advertising as mediums among other channels.

On interview conducted with sales people and managers representing B2B organizations, (Zallocco et al., 2009), were able to conclude that the understanding of measuring sales performance is still inconsistent and differs among the two major groups that work together.

The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. (McCarthy and Perreault Jr, 1964) introduced the MM as the (4Ps) which are price, place, product and promotion, as a type of clarifying marketing planning into practice.

2.1.4 Brand Loyalty

Over the past years, many authors have defined the concept of brand loyalty. According to (Amine, 1998), Brand loyalty is a measure of the extent to which consumers are loyal to a particular brand over a period of time, which emphasizes a consistent repurchase of the same brand.

The importance of brand loyalty has been recognized in the marketing literature for at least three decades (Shipley and Howard, 1993). In this connection, (Aaker, 1996) has discussed the role of loyalty in the brand equity process and has specifically noted that brand loyalty leads to certain marketing advantages such as reduced marketing costs, more new customers, and greater trade leverage. In addition, (Dick and Basu, 1994) suggest other loyalty-related marketing advantages, such as favorable word of mouth and greater resistance among loyal consumers to competitive strategies. Yet despite the clear managerial relevance of brand loyalty, conceptual and empirical gaps remain.

The concept of brand loyalty has been extensively discussed in traditional marketing literature with the main emphasis on two different dimensions of the concept: behavioral and attitudinal loyalty. (Oliver, 1999) has presented a conceptual framework of brand loyalty that includes the full spectrum of brand loyalty based on a hierarchy of effects model with cognitive, affective, conative (behavioral intent), and action (repeat purchase behavior) dimensions.

A definition integrating this multidimensional construct has been given (Oliver, 1999) as: "a deeply held commitment to re buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior."

Attitudinal Loyalty

Conventional brand loyalty development efforts have relied substantially on brand image building through mass media communications. In e-marketplaces, however, database technology makes it possible to put more emphasis on the cognitive dimension by offering customized information. As for strengthening the effective dimension, in e-loyalty the roles of trust, privacy, and security come into sharper focus. Generally speaking, loyalty implies satisfaction, but satisfaction does not necessarily lead to loyalty.

Consequently, there is an asymmetric relationship between loyalty and satisfaction (Waddell, 1995, Oliver, 1999). This phenomenon is particularly important in e-marketplaces, since (dissatisfied) customers face a greater variety of choices.

Behavioral Intent

Behavioral intent is an intermediary between attitude and behavior, it represents the intention to act in the buying decision process. Behavioral intent appears in various forms such as a predisposition to buy a brand for the first time or a commitment to repurchase a current brand. Brand loyalty research has focused on factors related to maintaining and augmenting this repurchase commitment (Oliver, 1999) and converting behavioral intent to an actual purchase (Kuhl, 1985). In e-loyalty, which has a relatively compressed buying cycle time, the main emphasis is on converting behavioral intent to immediate purchasing action (Gommans et al., 2001).

Behavioral Loyalty

Traditionally, behavioral loyalty has been defined in terms of repeat buying behavior. Examples of conceptual and measurement issues related to behavioral loyalty can be found in (Chaudhuri and Holbrook, 2001) and (Dick and Basu, 1994). Behavioral loyalty can be expressed in different ways. For example, customers can be loyal to brands and/or they can be loyal to stores as discussed in (Corstjens and Lal, 2000).

Brand Building Activities

Brand building activities are divided into two major areas: brand image building and frequency programs. Short-term marketing activities such as promotional tools are traditionally used to shape a brand's image (Knox, 1998). These short-term tools have to be balanced with long-term activities, e.g. product development to create a favorable brand image.

Trust and Loyalty

The role of trust in building and maintaining brand loyalty has been researched extensively in both consumer and business-to-business buying situations (Chaudhuri and Holbrook, 2001). Trust plays a central role in augmenting both behavioral and attitudinal loyalty which in turn influences marketing outcome related factors like market share maintenance and price elasticity.

2.2 Empirical literature reviews

Several Researchers, in Ethiopia as well as in the rest of the world, have placed their empirical evidences on Integrated Marketing Mix, brand loyalty and relevant factors.

In Ethiopia, (Arsema Negassi, 2020) examine the effects of Integrated Marketing Communication elements on Brand Awareness of Habesha Beer. The descriptive analysis was conducted by using mean and standard deviation and the regression analysis was conducted by using Ordinary Least Square regressions method. The result indicated that IMC has positive effect on brand awareness of the beer. Advertising, sales promotion, and personal selling has positive effect on brand awareness about the beer.

On the other hand, (Wasihun seid, 2017) examined the influence of integrated marketing communication on brand preference in case of Coca-Cola in Ethiopia. The result of the study shows that integrated marketing communication has a favorable influence on brand preference of Coca-cola since it allows customers to have awareness about the brand and built a positive attitude as well.

Furthermore, (Mohammed Dawed, 2017) designed the study to understand the effect of integrated marketing communication programs on the performance of the Ethiopian insurance industry by undertaking a case study on the leading insurer in the industry, the Ethiopian Insurance Corporation. Specifically, the effect of specific integrated marketing communication tools advertising, sales promotion, direct marketing and personal selling activities on performance of the Corporation.

The study found that advertising and sales promotions practiced by EIC though have positive relationship with performance but failed to register significant contribution. On the other hand direct marketing activities and personal selling influenced the company performance positively as well as significantly. The regression analysis shows an increase in a unit of increase in direct marketing activities overall performance of the Corporation by 0.165 and 0.296 units. The study found that the trend new policy issuance and profitability have improved while gross written premium remain constant and market share and policy retention rate has been declining over the years.

Internationally, (Othman et al., 2019) carried out a study to identify the relationship between marketing mix and customer's loyalty towards Umrah travel agents in Malaysia. The results of the research confirm that all "service marketing mix" elements ("price, product, place, promotion, process, people, and physical evidence") show significant positive effects on customer loyalty.

As per the article (Kumar and Gogoi, 2011) on Assessing the Relationship between Marketing Mix and Loyalty through Tourists Satisfaction in Jordan Curative Tourism: mentioned the feelings and perceptions have a pervasive influence on attracting new customers and retaining existing customers. One of the key goals in marketing is stimulating and enhancing brand.

In a similar study Impact of Services Mix Variables in building Customer Brand Loyalty: (Mellens et al., 1996). Services Mix comprising of Product, Place, Price, Promotion, People, Process and Physical Evidence plays an important role in building Customer Brand Loyalty. On his study (Mellens et al., 1996) “The Effect of Perceived Value on Brand Loyalty”: in case of Hand Phone users, implied insignificant relationship between perceived value and brand loyalty in positive note, the finding identifies a significant relationship between perceived value and customer satisfaction.

Despite the above mentioned empirical approaches, no researcher has given empirical evidence on the effects Integrated Marketing Communication elements on brand loyalty of Ethiopian Airlines.

2.3 Conceptual Framework of the Study

Depending on the overall related literature and the theoretical framework, the following conceptual model is formulated. This model measures the effect of Integrated Marketing Communication elements on brand loyalty of EAL.

The conceptual framework for this study incorporated independent and dependent variables. The variables can be shown in the figure.

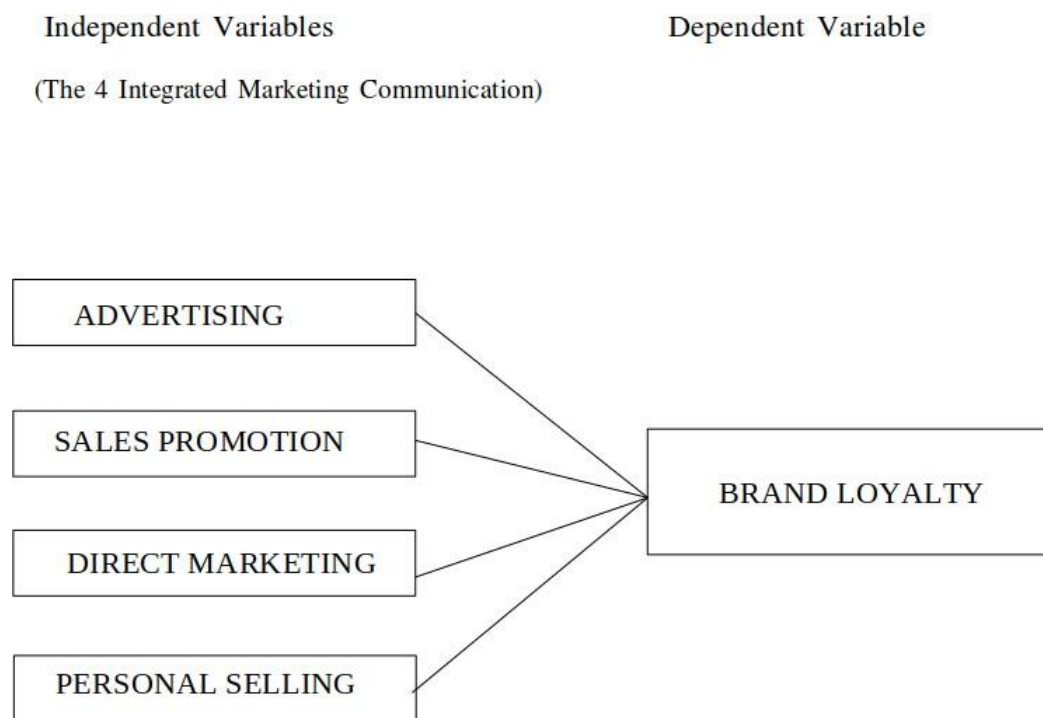


Figure 2.1: Conceptual Framework.

Source: Developed by the Researcher

2.4 Research hypotheses

- **H1:** Advertising has positively and significantly affects brand loyalty at EAL.
- **H2:** Sales Promotion has positively and significantly affects brand loyalty at EAL.
- **H3:** Direct Marketing has positively and significantly affects brand loyalty at EAL.
- **H4:** Personal Selling has positively and significantly affects brand loyalty at EAL.

Chapter 3

Research Methodology

3.1 Research approach and design

The study are employed a mixed method approach, i.e, it made use of both quantitative and qualitative methods, because mixed method explores a research problem better. Mixed research methods represent research that involves collecting, analysing, and interpreting quantitative and qualitative data in a study that investigate the same underlying phenomenon (Creswell, 2014). In order to acquire an in depth understanding of facts and reasons of the occurrence, this research adopted qualitative approach and for the reason of explaining and predicting the phenomena on larger sample size, it adopted quantitative approach.

Due to limitation of time, quantitative data and qualitative data was collected and used concurrently. To this effect, the main data for the study was the quantitative data collection method through questionnaire. Furthermore, qualitative data, which has been collected through In-depth interviews, was used to supplement data obtained through questionnaire.

Research design addresses important issues relating to a research project such as purpose of study, location of study, type of investigation, extent of researcher interference, time horizon and the unit of analysis (Sekaran and Bougie, 2016). Both descriptive and explanatory research design was employed. Descriptive research design was used to to answer the first and second questions, along with explanatory research design which emphasizes on discovering relationship between digital marketing and EAL performance, to answer the third and fourth research questions.

3.2 The Study Population and Sampling Strategy

3.2.1 Study Population

The target populations of this research are customers, employees and management staff of Ethiopian Airlines who are working under the Integrated Marketing and Communication Division marketing. The number of study population considered in this research was 250.

3.2.2 Sample Size

The sample size is determined using sample size determination method provided by (Yamane, 1967).

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

Figure 3.1: Sample size determination.

Source: (Yamane, 1967)

Where;

- **n** is the sample size to be calculated.
- **N** is the population size, which is 250.
- **e** is the level of precision, the desired precision is 5%, thus $e = 0.05$.

Therefore, using the above formula, the sample size of the study was 154, because the total study population is 250, with 5% acceptable error in the estimate.

3.2.3 Sampling Strategy

This research employed purposive sampling method for qualitative data collection because the research was conducted directly with marketing managers.

According to (Morse and M, 1991) purposive sampling helps to find those interviewees (informants) who have available knowledge and experience that the researchers need, are capable of reflection, are articulate, have time to be interviewed and are willing to take part in the research. The researcher interviewed 5 marketing managers. Simple random sampling technique was used for quantitative data. 149 samples were selected using simple random sampling from the total population of 250.

3.3 Data sources and collection techniques

3.3.1 Data source

In order to achieve the stated objectives, this study used appropriate data collection techniques. The data was collected from both primary and secondary sources.

a) Primary data sources

A qualitative data was collected from In-depth interviews with marketing managers to answer research question 1 and 2. In-depth interview is a qualitative data collection instrument which allows the researcher to collect rich information in much more depth (Kothari, 2004). Quantitative data was collected questionnaires distributed to customers of EAL to answer research question 3 and 4. The researcher used this method because it is the most economical way of data collection compared to others in the sense that it is used to collect data from a big population within a small period of time that the researcher has chosen (Mugenda and Mugenda, 2003).

b) Secondary data sources The secondary data was collected from published and unpublished materials like; books, research papers, literature, written document, internet, websites, journal articles, reports and thesis papers. This helps to crosscheck and validate the result of the primary data.

3.3.2 Data collection techniques

The Data collection was performed after the confirmation of the sampling criteria. An in-depth interview, which helps to explore the underlying theory further, was employed to marketing managers, which was selected by purposive sampling. Most of the interview questions were constructed as open-ended questions.

A questionnaire was distributed for customers to complete quantitative data. Questionnaires were close-ended questions using 5-Point Likert scale. The questionnaire incorporated demographic information, with the specific purpose of drawing comparisons between integrated marketing communication and EAL brand loyalty. The questionnaire was prepared in English through Google Forms. Google Forms is a cloud-based data management tool used for designing and developing web-based questionnaires; it is provided by Google and freely available on the web to anyone to use and create web-based questionnaires (Vasanth Raju and Harinarayana, 2016). The researcher then distributed the questionnaires that are prepared through Google forms to the target population using their email. The emails are collected directly in person from respondents. The researcher finally collected the responses from the Google form.

3.4 Data analysis technique

Once the data is collected, it is necessary to employ statistical techniques to quantitative data to analyze the information. Data was analyzed using Statistical Package for the Social Sciences (SPSS) software version 26.

Descriptive statistics are used to describe the data collected in research studies and to accurately characterize the variables under observation within definite sample. Descriptive statistics such as, frequencies and percentage were used to examine effectiveness of IMC activities and EAL brand loyalty. An attempt was made to employ interpretive analysis for the qualitative data obtained through interviews. Furthermore, inferential statistics such as correlation and regression statistic were used to show the relationship between the variables.

Specifically, Pearson Coefficient of Correlation was used as a measure of finding correlation between the two variables. Multiple Linear Regression model was conducted in this study in order to predict the value of dependent variable (EAL brand loyalty) based on the value of independent variable (integrated marketing communication).

3.5 Validity and Reliability analysis

The validity and reliability of the data was checked carefully.

3.5.1 Validity

This research used questionnaires that their validity are checked. An approval from advisor and other consultants were also applied in order to increase the face/content validity.

3.5.2 Reliability

To ensure the reliability of the instrument this research tested the reliability using Cronbach's Alpha. Cronbach's Coefficient is calculated to estimate the internal consistency of reliability of a measurement scale. The acceptable value for Cronbach's alpha coefficient fall within a range of 0.70 to 1.00 (Sun et al., 2007).

3.6 Ethical consideration

This study obtained ethical clearance and permission from the institution. Permission was also obtained from Ethiopian Airlines through formal letter. Before the data collection process, all the necessary information about the study, like who is conducting the study and for what purpose it was conducted and other necessary information that respondents like to know was provided to all respondents, to help them decide whether to participate in the study or not. Name and other identifying information was not used. The researcher was also safeguarded all information related to the participants.

Chapter 4

Introduction

4.1 Data Analysis and Presentation

This chapter covers analysis, interpretation and presentation of the data used for the study. It is examined in light of the study's overall research objectives. To achieve the stated aims, both qualitative and quantitative research methods were chosen. Three key research topics were identified. Survey-questionnaire and in-depth interview were employed under the mixed approaches as research methods to collect the necessary data and information in accordance with the mentioned research questions. SPSS version 26 is used for statistical testing and result interpretation.

Qualitative data is presented first to explore the underlying theory further, then quantitative data is analysed and presented next. Qualitative data is analysed nearly based on thematic analysis. This chapter of the paper presents descriptive and inferential analysis following qualitative data presentation.

4.1.1 Sample and Response Rates

Based on the methodologies specified in chapter three (simple random and purposive sampling), to get response from sample size of 154, 5 interviews and 149 questionnaires were distributed. From the total of 154, 146 questionnaires were returned and all of 5 interviews were conducted, totaling 151 responses, which yielded 94.8 % response rate.

4.1.2 Reliability Test

To test reliability this study used Cronbach's alpha so as to assess the internal consistency of variables in the research instrument.

Cronbach's alpha measures the extent to which item responses obtained at the same time correlate highly with each other and the widely accepted for social science cut off is that alpha should be 0.70 or higher for a set of items to be considered a scale (Field, 2009). Cronbach's alpha is represented as a number between 0 and 1. Basing this, the researcher carried out the reliability analysis by measuring Cronbach's alpha for all variables as a whole and for each variables independently.

If alpha is high (.70 or higher) (Sun et al., 2007)., 2007), then this suggests that all of the items are reliable and the entire test is internally consistent. The overall result showed that 0.889 value of Cronbach's alpha, which is above the minimum cut off alpha of 0.7. The calculated Cronbach's alpha coefficient for each study variable is shown in the table below.

Table 4.1: Reliability test result.

Reliability Statistics			
	Items	Cronbach's Alpha	N of Items
Cases	Integrated Marketing Communications	.822	16
	Advertising	.530	4
	Direct Marketing	.385	4
	Personal Selling	.498	
	Sales Promotion	.364	4
	Brand Loyalty	.798	10

Source: Survey Data, 2023.

4.2 Descriptive Analysis

The descriptive analysis is to summarize the data to be more manageable without losing any important information therefore making it easier to have a better understanding on variables (Field, 2009). This section presents, after qualitative analysis, the descriptive statistics of dependent and independent variables used in this study. The dependent variable used in this study is EAL brand loyalty and the independent variable is Integrated Marketing Communication. The result of the descriptive statistics which includes mean, maximum, minimum, standard deviation and others statistics value and its interpretations are presented below following respondents profile.

4.2.1 Respondents Profile

Demographic characteristics of respondents of this study are summarized and major findings of each of demographic variables are presented below.

Table 4.2: Gender of respondents.

		Gender			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Male	81	55.5	55.5	55.5
	Female	65	44.5	44.5	100.0
	Total	146	100.0	100.0	

Source: Survey Data, 2022.

From total of 146 respondents, 81 (55.5 %) were found to be Males and the remaining 65(44.5 %) of the respondents were Females.

Table 4.3: Age of respondents.

		Age Group			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	18 - 29	55	37.7	37.7	37.7
	30 - 49	74	50.7	50.7	88.4
	50 - 70	15	10.3	10.3	98.6
	Above 70	2	1.4	1.4	100.0
	Total	146	100.0	100.0	

Source: Survey Data, 2023.

The highest percentage of respondents that accounts for 74 (50.7 %) constitutes people of 30-49 years of age. The next higher groups of 37.7 % of respondents were within the age of 18-29 and 10.3 % of respondents were within the age of 50-70. The lowest groups of 1.4 % of respondents were the age of above 70. The age of respondent's shows that majority of the respondents were young.

Table 4.4: Education level of respondents.

		Education			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Diploma	6	4.1	4.1	4.1
	Bachelor Degree	101	69.2	69.2	73.3
	Master's Degree	38	26.0	26.0	99.3
	PHD	1	.7	.7	100.0
	Total	146	100.0	100.0	

Source: Survey Data, 2023.

With regard to educational background, B.A/B.Sc. Degree holder respondents constitute the highest number 62.2 % (101), followed by master's degree 26.0 % (38), the third highest number 4.1 % (6) and the remaining 0.7 % (1) respondent where PhD holder.

Table 4.5: Monthly income of respondents.

		Your Monthly income in US dollar			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Less than 1000 USD	60	41.1	41.1	41.1
	1000 – 2999 USD	32	21.9	21.9	63.0
	3000 – 4999 USD	26	17.8	17.8	80.8
	5000 USD and above	28	19.2	19.2	100.0
	Total	146	100.0	100.0	

Source: Survey Data, 2023.

With terms of to the respondents' monthly income, less than 1000 US dollar respondents constitute the highest number 41.1 % (60), followed by between 1000 and 2999 US dollar 21.9 % (32), the third highest number 19.2 % (28) respondent have 5000 USD and above monthly income and the remaining 17.8 % (26) respondent have between 3000 and 4999 US dollar monthly income.

In terms of respondents' transportation cost coverage, the majority of respondents pay for their own transportation 71.2 % (104), followed by My company option 20.5 % (30), the remaining 8.2 % (12) respondents fall under 'Other' option.

Table 4.6: Transportation cost coverage

Who often covers your cost of transportation while using Ethiopian airlines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Myself	104	71.2	71.2	71.2
	My Company	30	20.5	20.5	91.8
	Other	12	8.2	8.2	100.0
	Total	146	100.0	100.0	

Source: Survey Data, 2023.

Table 4.7: Purpose of travel

What is your purpose of visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	65	44.5	44.5	44.5
	Pleasure	18	12.3	12.3	56.8
	Study	23	15.8	15.8	72.6
	Religious	14	9.6	9.6	82.2
	Diplomatic mission	5	3.4	3.4	85.6
	Medical	13	8.9	8.9	94.5
	Other	8	5.5	5.5	100.0
	Total	146	100.0	100.0	

Source: Survey Data, 2023.

The study shows the purpose of traveling of the respondents. Accordingly, 65 (44.5 %) of the total respondents travel for business purpose, followed by Study 23 (15.8 %). The third highest number of respondents are 18 (12.3 %) for pleasure, followed by Religious traveler 14 (9.6 %). 13 (8.9 %) respondents are for Medical purpose and 5 (3.4 %) are for Diplomatic mission. The remaining 8 (5.5 %) respondents are travel for other purposes.

4.2.2 Frequency statistics

The frequency of five point likert scale responses for the four IMC activities as well as brand loyalty are presented below.

Table 4.8: Frequency Table

Mean Frequency and Percentage									
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree
Advertising	105	18%	445	76.17%	34	5.82%	-	-	-
Direct Marketing	84	14.4%	436	75.15%	64	10.95%	-	-	-
Personal Selling	98	16.8%	450	77.05%	36	6.15%	-	-	-
Sales Promotion	110	18.82%	424	72.63%	49	9.5%	1	0.7%	-
Brand Loyalty	513	35.13%	947	64.87%	-	-	-	-	-

Source: Survey Data, 2022.

Majority of the respondents are affirmative about the company's IMC practices and brand loyalty as it can be seen from table 4.8 above. More than 76 percent of the respondents agreed and 18 percent of them strongly agreed with advertising activities of Ethiopian Air- lines. However, among the four questions presented in this category, only 5.82 percent fall under neutral and no one respondents disagreed. In the case of direct marketing activities of the organization, 75.15% of the respondents agreed and 14.4 percent of them strongly agreed. However, among the four questions presented in this category, only 10.95 percent fall under neutral and there have never been any disagreements in this category.

Next, 77.05 percent of the respondents agreed and 16.8 percent of them strongly agreed with personal selling activities of Ethiopian Airlines. However, among the four questions presented in this category, only 6.15 percent fall under neutral.

72.63 percent of the respondents agreed and 16.8 percent of them strongly agreed with sales promotion of EAL. However, among the four questions presented in this category, only 9.5 percent fall under neutral and the remain 0.7% respondents are disagreed.

Finally, in the case of EAL brand loyalty, 64.87 percent of the respondents agreed and 35.13 percent fall under strongly agreed. However, among the four questions presented in this category, there have never been any disagreements in this category with Ethiopian Airlines brand loyalty.

4.2.3 Integrated Marketing Communication Practices

Following a qualitative examination of the four IMC activities, descriptive analysis of IMC practices is offered in this section.

Regarding Integrated Marketing Communication practices of Ethiopian Airlines, different interview questions were employed with 5 selected marketing managers of the industry.

The respondents concur that IMC has numerous advantages in terms of resource conservation, providing a laid-back working environment, and promoting integrity with various stakeholders and customers.

According to the respondents the organization has reportedly engaged in various forms of integrated marketing communication, including advertising, digital marketing, sales promotion, personal selling, public relations, exhibitions and trade shows, direct marketing, sponsorship, and packaging through a variety of channels, including social media, mass media, magazines, and IMC instruments. The organization collaborates with numerous national and international television networks to create brand recognition, according to the main sources. The company works closely with its clients to meet their communication needs and encourage brand loyalty of the customers.

One respondent stated that the company's integrated marketing communication efforts help it keep and maintain relationships with its present clients. Keeping clients, commonly referred to as customer retention, is crucial for obtaining passive income for a business. Selling to existing clients typically requires less time, effort, and resources than acquiring new clients. By boosting customer retention rates and reducing the need for acquisition activities, increased brand loyalty helps in the company's ability to remain relevant to its target market.

In conclusion, the company engages in all of the IMC practices mentioned by the researcher based on the interview. The majority of respondents said that the company mostly engages in advertising and direct marketing integrated marketing communication activities. The next most often performed actions, according to the key informants, are those related to personal selling. Sales promotion is the least regular activity for the organization, according to interviewees.

On the other hand, for quantitative analysis of each activities of IMC, a set of questions has been presented to the respondents to rate their perception, knowledge, feelings and attitudes about different IMC activities of the company on a five point Likert scale ranging from one (strongly disagree) to five (strongly agree). the Likert scale questionnaire items are developed by the researcher and use the IMC and brand loyalty measures of different researchers(Mellens et al., 1996) (Reinold and Tropp, 2012). Thus the four IMC variables are ordinal variables.

Under this analysis the mean scores of each practices of corporate social responsibility as well as the mean scores of each item under each dimension were calculated and presented below along with their respective standard deviation.

Table 4.9: Descriptive Statistics of Integrated Marketing Communication.

	N	Descriptive Statistics			
		Minimum	Maximum	Mean	Std. Deviation
Advertising	146	4	5	4.12	.287
Direct Marketing	146	4	5	4.03	.290
Personal Selling	146	4	5	4.11	.274
Sales Promotion	146	4	5	4.10	.296
Valid N (listwise)	146				

Source: Survey Data, 2023.

The mean score values of integrated marketing communication practices of Ethiopian Airlines found to be in the range 4.03 to 4.12 with standard deviation ranging from 0.274 to 0.296.

Accordingly, advertising is the highest because it has the greatest mean value of 4.12 and standard deviation of 0.287 followed by personal selling which has mean of 4.11 and standard deviation of 0.274, then sales promotion and direct marketing practice follows with mean of 4.1 and standard deviation 0.296, and mean of 4.03 and standard deviation of 0.29 respectively.

The all four IMC practices (advertising, direct marketing, personal selling and sales promotion) have minimum value of 4 and the maximum values for each integrated marketing communication practices are the same 5.

The overall result shows that there is a good practice of integrated marketing communication by the company in an effort to boost the brand loyalty.

Descriptive statistics for each element of Integrated Marketing Communication are presented below.

a) Descriptive analysis of advertising

Table 4.10: Descriptive analysis of advertising.

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
I like the Ads by Ethiopian Airlines better than competing brands	146	3	5	4.27	.649
I believe the EAL advertisings are creating awareness & attract international customers.	146	4	5	4.29	.454
Advertisement of Ethiopian Air Lines are provide clear information regarding the services.	146	3	5	3.91	.388
Advertisement of Ethiopian Airlines are changed my attitude to its services.	146	4	5	4.01	.117
Valid N (listwise)	146				

Source: Survey Data, 2023.

The table 4.10 above shows that, the statement, I believe the Ethiopian Airlines advertising's are creating awareness & attract international customers, is perceived well because it has the highest mean value of 4.29.

The first statement takes the second rank has 4.27 mean value and the statement is I like the Ads by Ethiopian Airlines better than competing brands. The fourth statement, Advertisement of Ethiopian Airlines are changed my attitude to its services, took the third rank with mean value of 4.01.

Finally, the third statement, Advertisement of Ethiopian Airlines are provide clear information regarding the services, has the mean value of 3.91.

The above result shows that Ads by Ethiopian Airlines better than competing brands and changed costumer's attitude to its services and creating awareness & attract local and international customers.

b) Descriptive analysis of sales promotion

Table 4.11: Descriptive Statistics of sales promotion.

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
The Ethiopian Airlines do good promotions through different medias	146	3	5	4.25	.652
The Ethiopian airlines promotion always attract me to use the airline again	146	3	5	4.12	.557
I believe the message transferred through various methods of promotions have consistency/uniformity?	146	3	5	3.97	.454
Sales promotions of Ethiopian Airlines are enabled to switch brand.	146	3	5	4.07	.279
Valid N (listwise)	146				

Source: Survey Data, 2022.

The table 4.11 above shows that, the statement with highest mean value is the first statement with 4.25 mean values. The statement is; The Ethiopian Airlines do good promotions through different medias, and the second ranked statement is second statement, The Ethiopian airlines promotion always attract me to use the airline again, the standard deviation is 0.557 and mean value 4.12 respectively. The third ranked statement, Sales promotions of Ethiopian Airlines are enabled to switch brand, has mean value of 4.07 and standard deviation of 0.279.

The fourth and final ranked statement, I believe the message transferred through various methods of promotions have consistency/uniformity, has mean of 3.97. It has the lowest value compared to the other three statements.

Descriptive statistics of sales promotion indicates that the message transferred through various methods of promotions have consistency and also Ethiopian Airlines are doing good promotions through different Medias.

c) Descriptive analysis of direct marketing

Table 4.12: Descriptive Statistics of direct marketing.

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Ethiopian Airlines exerts effort to create more services (without agents and Brokers)	146	3	5	4.17	.625
The direct text messages sent by Ethiopian Airlines are attractive.	146	3	5	4.14	.520
Ethiopian Airlines direct mail marketing are brief and motivational.	146	3	5	3.92	.415
Ethiopian Airlines Social media marketing are more effective than competitors	146	3	5	3.91	.351
Valid N (listwise)	146				

Source: Survey Data, 2023.

The table 4.12 above shows that, the statement with highest mean value is the first statement; Ethiopian Airlines are effort to create more services (without agents and Brokers), with mean value of 4.17 and standard deviation of 0.625. Second ranked statement; The direct text messages sent by Ethiopian Airlines are attractive, has mean value of 4.14 and standard deviation of 0.52.

The next statement is; Ethiopian Airlines direct mail marketing are brief and motivational, with mean of 3.92 and standard deviation of 0.415. The last ranked statement; Ethiopian Airlines Social media marketing more effective than competitors, has mean of 3.91. It has the lowest value and more convenient compared to last statements of the other activities.

The result shows that Ethiopian Airlines highly work on direct marketing communication activities and effort to create more services without other agents.

d) Descriptive analysis of personal selling activities

The table 4.13 above shows that, the statement with highest mean value is the second statement with mean value of 4.29 and standard deviation of 0.457; Sellers of Ethiopian Airlines are maintain a good relationship with customers and accepts feedbacks.

Table 4.13: Descriptive Statistics of Personal Selling Activities.

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Ethiopian Airlines sellers have good Approach to the client	146	3	5	4.26	.654
Sellers of Ethiopian Airlines are maintain a good relationship with customers and accepts feedbacks.	146	4	5	4.29	.457
Ticket sellers of Ethiopian Airlines are effective in persuading customers	146	3	4	3.87	.338
Ethiopian Airlines ticket sellers are have good behavior	146	4	4	4.00	.000
Valid N (listwise)	146				

Source: Survey Data, 2023.

Second ranked statement is the first listed statement; Ethiopian Airlines sellers have good Approach to the client, has mean value of 4.26 and standard deviation of 0.54. The third ranked statement is the fourth listed statement; Ethiopian Airlines ticket sellers are having good behavior, with the mean value of 4.0. The last ranked statement has mean of 3.87 and standard deviation of 0.338. It has the lowest mean value and thus it's the least convenient compared to any statement of the other personal selling activities.

Descriptive statistics of personal selling activities indicates that Ethiopian Airlines sellers have good approach to the clients, customers are persuaded by Ethiopian Airlines ticket sales agents well and the result shows that Ethiopian Airlines' sellers maintain positive relationships with their consumers and welcome feedback.

4.2.4 Brand Loyalty

In this part, descriptive analysis of brand loyalty is presented following qualitative analysis of brand loyalty and brand level of EAL.

Regarding brand loyalty of Ethiopian Airlines, different interview questions were also employed with 5 selected marketing managers of the company.

Key informants presented that marketing activities by the industry is implemented to support activities, gaps and needs of the industries, thus a marketing have a huge importance to the industry. According to most of the respondents, brand loyalty of the industry is determined by consumer perceptions and experiences with the brand. it is also expressed by the extent that people think highly of a brand.

According to the respondents, a lot of Integrated Marketing Communication practices have been done by Ethiopian Airlines in the last years and many of these works are directly related to brand loyalty.

Above all, according to the respondents the factor that impact brand loyalty level of the company is the integrated marketing communication performance of the company compared to another competent. To improve brand loyalty, continuous meetings and engagement with marketing and other operational staffs are held to make sure what is defined on marketing activities are met per a customer satisfaction and brand loyalty of the company.

On the other hand, when we come to descriptive analysis of brand loyalty, a set of questions have been presented to the respondents to rate their perception, knowledge, feelings and attitudes about brand loyalty of the company on a five point Likert scale ranging from one (strongly disagree) to five (strongly agree), same as in Integrated Marketing Communication section. Under this analysis the mean scores of each items of brand loyalty were calculated and presented below. The researcher wants to make clear that there is only onedependent variable, brand loyalty.

The mean score values of brand loyalty of Ethiopian Airlines found to be in the range 4.1 to 4.64 with standard deviation ranging from 0.24 to 0.50. The all of indicator items have minimum value of 4 and all of items have 5 maximum values.

The overall result shows that there is a well awareness, image, feeling and loyalty of the company with consumers. Descriptive statistics for each brand equity indicator of Ethiopian Airlines are presented below.

Table 4.14: Descriptive Statistics of brand loyalty.

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Ethiopian Airlines would be my first choice	146	4	5	4.42	.496
I have experience of purchasing Ethiopian Airlines services.	146	4	5	4.39	.490
I consider myself to be loyal to Ethiopian Airlines	146	4	5	4.28	.451
I would recommend Ethiopian Airlines for other people.	146	4	5	4.49	.502
I recall this brand easily from other competing brand.	146	4	5	4.39	.490
This brand is more than a service to me.	146	4	5	4.64	.481
I shall continue to use the brand in the future	146	4	5	4.12	.330
I often tell positive things about the Airline to other people.	146	4	5	4.62	.488
The brand perfectly fits my expectation	146	4	5	4.10	.295
I shall continue to use the brand in the future even no advertisement.	146	4	5	4.06	.241
Valid N (listwise)	146				

Source: Survey Data, 2023.

The table 4.14 above shows that, the statement with highest mean value is the sixth statement; This brand is more than a service to me, with mean value of 4.64 and standard deviation of 0.48. Second ranked statement; I often tell positive things about the Airline to other people, has mean value of 4.62 and standard deviation of 0.488. The third ranked statement is the fourth listed statement; I would recommend Ethiopian Airlines for other people, has mean of 4.49 and standard deviation value 0.5.

The next fourth ranked statement is; Ethiopian Airlines would be my first choice, which listed on the first list has mean of 4.42 and standard deviation value 0.496. The next ranked statements are both second and fifth listed statements; I have experience of purchasing Ethiopian Airlines services, and I recall this brand easily from other competing brand, has mean of equal 4.39 and standard deviation value 0.49. The statement ranked on sixth is the third listed statement; I consider myself to be loyal to Ethiopian Airlines, has mean value of 4.28 and standard deviation value 0.45. The seventh ranked statement; I shall continue to use the brand in the future, has mean value of 4.12 and standard deviation value 0.33.

The statement listed on ninth list position has mean value of 4.1 and standard deviation value 0.29 is ranked on the eighth position. The ninth listed statement; I shall continue to use the brand in the future even no advertisement, has the lowest value and more convenient compared to last statements of the other indicators with mean value of 4.06 and standard deviation value 0.241. The result shows that brand loyalty of EAL are well achieved.

The overall result shows that brand loyalty of the Ethiopian Airlines is well achieved. The results also confirm positive association between integrated marketing communication and brand equity.

Finally, the researcher thought it would be useful to offer a qualitative study of the sectors' brand loyalty and IMC from the viewpoint of relevant informant marketing managers before continuing into referential analysis.

When asked the benefit of IMC to a branding, most of the respondents explained that IMC has a huge benefit to a brand loyalty directly and indirectly. Directly; IMC will help increase the implementation of the marketing by building brand reputation and positive feelings. According to the research a strong brand loyalty can be built with IMC practices and uses a consistent communication strategy. Consistent IMC practices prevents confusion, reinforces the brand over time with consumers, and increases awareness and loyalty.

Contrastingly, most respondents agreed that, IMC have immense benefit to the branding directly in such a way that, since IMC have a huge benefit to the industry, that benefit pushes the industry to concentrate more on the brand loyalty as well as on implementation of more IMC marketing.

4.3 Inferential Analysis

This section presents inferential statistics of dependent and independent variables used in this study. The result of correlation analysis and multiple regression analysis along with its assumption tests are presented.

4.3.1 Correlation Analysis

Correlation is the most basic and useful measure of association between two or more variables (Marczyk et al., 2010). In this part, the researcher has tried to analyse the correlation between the dependent and the independent variables by applying Pearson's correlation, which is the most widely used method of measuring the degree of relationship between variables.

Table 4.15: Correlation Analysis.

		Correlations				
		Advertising	Direct Marketing	Personal Selling	Sales Promotion	Brand Loyalty
Advertising	Pearson Correlation	1	.525**	.725**	.670**	.689**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	146	146	146	146	146
Direct Marketing	Pearson Correlation	.525**	1	.622**	.666**	.532**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	146	146	146	146	146
Personal Selling	Pearson Correlation	.725**	.622**	1	.641**	.765**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	146	146	146	146	146
Sales Promotion	Pearson Correlation	.670**	.666**	.641**	1	.597**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	146	146	146	146	146
Brand Loyalty	Pearson Correlation	.689**	.532**	.765**	.597**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	146	146	146	146	146

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

Source: Survey Data, 2023.

Correlation between IMC components; Advertising, direct marketing, personal selling and sales promotion practices, and brand loyalty are presented. Table 4.13 below illustrates the correlation between brand loyalty and all the independent variables. Correlation coefficient (r) closer to -1 or +1 means that variables are negatively and positively strongly related respectively; in contrast, when r is close to 0, it means the two variables are weakly correlated (Sheridan, 2005). Therefore, the correlation coefficient (r) was examined to see if there is a strong or weak relationship between the variables.

As we can observe from the above table, there is a positive relationship between the study variables. Accordingly, personal selling was the most correlated variable with the dependent variable (brand loyalty) with a coefficient value of ($R=0.765$, $p \leq 0.01$). The result of the Pearson correlation analysis also showed that there is a positive correlation between brand loyalty and advertising activities ($R=0.689$, $p \leq 0.01$) and also with sales promotion ($R=0.597$, $p \leq 0.01$), which indicates a strong relationship between the mentioned variables.

Brand loyalty is also found to be positively correlated with direct marketing activities with a Pearson correlation coefficient of ($R=0.532$, $p \leq 0.01$). Therefore there is a low relationship between brand loyalty and the independent variable, with direct marketing having the lowest correlation compared to others.

4.3.2 Assumptions of Classical Linear Regression Model

Before performing regression analysis, a number of presumptions must be verified to make sure the data satisfies the requirements for validity and reliability. Accordingly, five diagnostic tests of assumptions of classical linear regression model (CLRM) (Zeng, 2019) were presented and discussed below. The five assumptions are Linearity, Homoscedasticity, Auto-correlation, Multicollinearity and Normality.

- i) **Linearity Test:** Linear is an assumption that there must be a linear relationship between the dependent variable and the independent variables. Since multiple linear regressions require at least two independent variables, the relationship between the predictors and the dependent variable should be linear.

The following plot shows linearity assumption between variables. It can be seen that the relationship between the independent variables and the dependent variable is molded by a straight line suggesting that the relationship between these variables are linear.

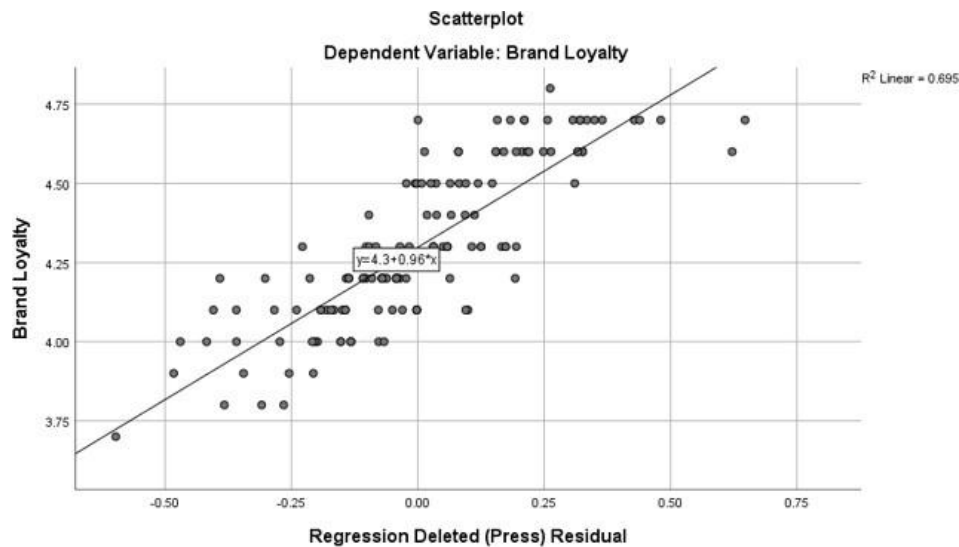


Figure 4.1: Linearity test result.

Source: Survey Data, 2023.

ii) Homoscedasticity Test:

Homoscedasticity is the assumption that the variation in the residuals (or amount of error in the model) is similar at each point across the model.

A plot of standardized residuals versus predicted values can show whether points are equally distributed across all values of the independent variables. It assumes that different samples have the same variance, even if they came from different populations so it has a mean of residual zero.

A plot of standardized residuals versus predicted values can show whether points are equally distributed across all values of the independent variables. It assumes that different samples have the same variance, even if they came from different populations so it has a mean of residual zero.

The following graph shows a plot of regression standardized residuals and standardized predicted values. It can be concluded that the assumption of homoscedasticity has been met, since there is no sign of a funnel shape on the graph which is an indication that the assumption was violated (Heteroscedasticity).

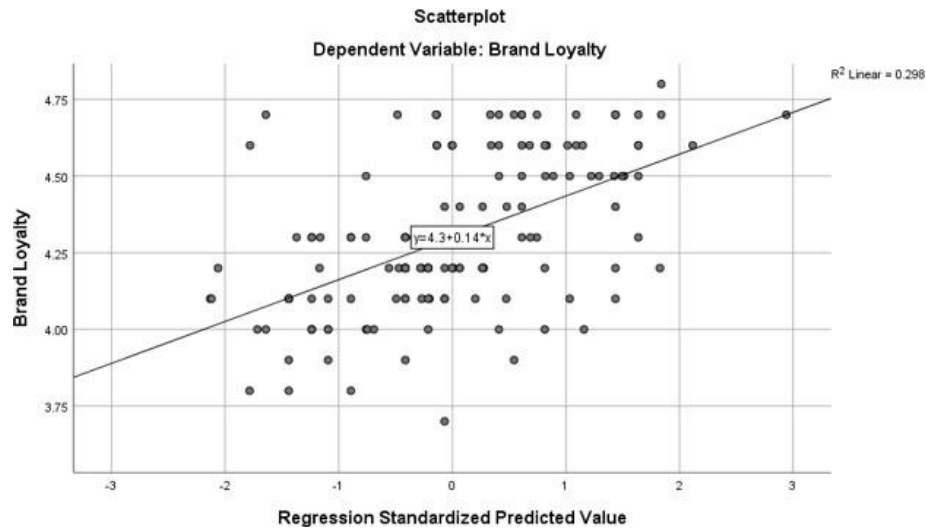


Figure 4.2: Homoscedasticity test result.

Source: Survey Data, 2023.

- iii) **Autocorrelation Test:** Autocorrelation is a test for whether the errors of adjacent observations are highly correlated which may underestimate the standard error of the coefficient; Multiple linear regression models assume the residuals are independent of one another. The Durbin-Watson statistic is the common method used to test for the presence of serial correlation among the residuals. The test statistic varies from 0 to 4, a value of 2 indicates that there is no autocorrelation. However, a value below 2 i.e. nearing zero indicates a positive autocorrelation and value above 2 i.e. nearing four indicates negative autocorrelation. (Field, 2013) suggests that values less than 1 or more than 3 is a cause of concern.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.792 ^a	.628	.617	.161	1.648

a. Predictors: (Constant), Sales Promotion, Personal Selling, Direct Marketing, Advertising

b. Dependent Variable: Brand Loyalty

Figure 4.3: Autocorrelation test result.

Source: Survey Data, 2023.

The Durbin-Watson statistic in the above table showed that the assumption has met, because the obtained value of Durbin-Watson is 1.648.

iv) Multicollinearity Test: According to (Ramadan et al., 2017), Multicollinearity is defined as the degree to which the independent variables used in multiple regression analysis are correlated. Multicollinearity occurs when the predictor variables in the regression model are highly correlated with each other while measuring the same thing. One way to assess multicollinearity is by examining correlations between the independent variables.

To evaluate multicollinearity, both indicators of Variance Inflation Factor (VIF) and tolerance were considered. (Myers and Myers, 1990) recommended that VIF value which is greater than 10 is a cause of concern. The tolerance statistic, which is the reciprocal of the VIF (i.e. $1/VIF$), is another important consideration when testing multicollinearity.

As suggested by (Sekaran and Bougies, 2013), to determine if the study suffers from multicollinearity problem or not, the researcher relied on a common cut off value i.e. 0.10 for tolerance, and a value of less than 10 for VIF.

		Coefficients^a	
		Collinearity Statistics	
Model		Tolerance	VIF
1	Advertising	.402	2.485
	Direct Marketing	.491	2.037
	Personal Selling	.388	2.578
	Sales Promotion	.408	2.451

a. Dependent Variable: Brand Loyalty

Figure 4.4: Multicollinearity test result.

Source: Survey Data, 2023.

The table above indicates the tolerance and VIF values for the independent variables used in this study. Accordingly, The VIF value for the predictors in the multiple regression was 2.485, 2.037, 2.578 and 2.451 with tolerance value of 0.402, 0.491, 0.388, and 0.408 for advertising, direct marketing, personal selling and sales pro- motion respectively.

This indicates that the problem of multicollinearity is not a concern in the model, because all the VIF values are below 10 and all the tolerance values are above 0.10.

- v) **Normality Test:** The normality assumption test is applied to determine if the data is normally distributed or not. The normality assumption undertakes a critical role when a study is dealing with a small sample size, data less than 100 observation (Gujarati, 2014).

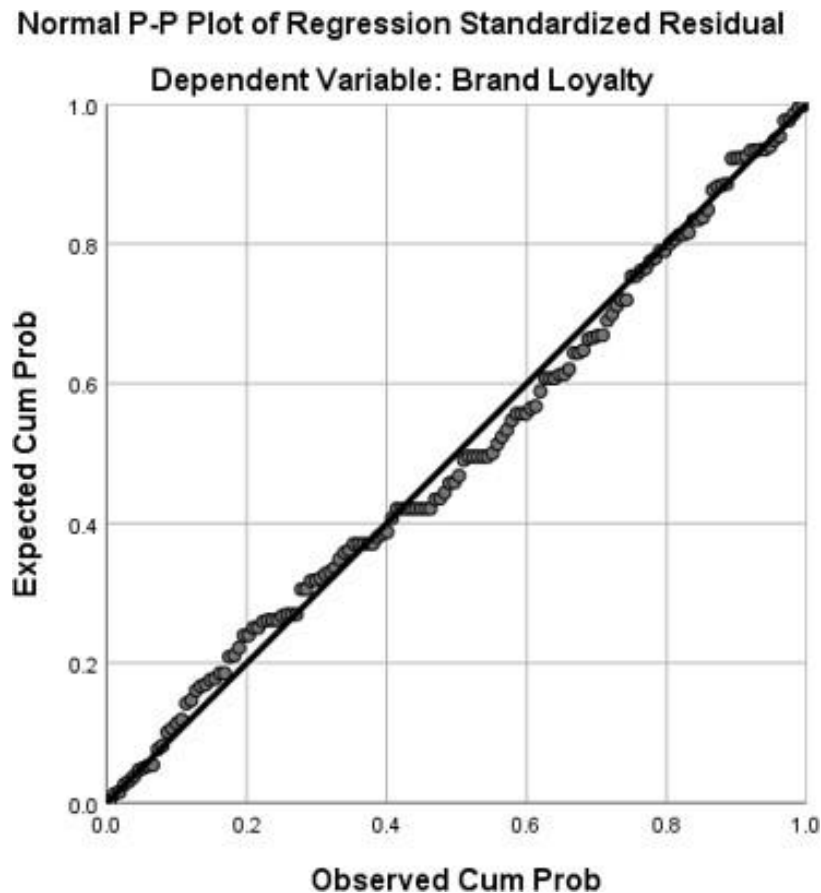


Figure 4.5: Normality test result.

Source: Survey Data, 2023.

The researcher used normal probability plot (NPP) to test the normality assumption. The decision rule is, if the fitted line in the NPP is approximately a straight line, one can conclude that the variables of interest are normally distributed (Gujarati, 2014). In the above figure, the result of the NPP plot shows that residuals of the models were normally distributed, given that the fitted line on the NPP is approximately a straight line, which indicates a small or no deviation from normality and there are no extreme cases observed.

To appropriately analyze data and provide valid results using multiple linear regression models, this study discussed five major assumptions. Consequently, the researcher examined the collected data using correlation and multiple linear regression models and found all of the five assumptions of classical linear regression model valid and appropriate.

4.3.3 Regression Analysis

Regression analysis is a statistical method to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the values of dependent variable, given the values of the independent variable (Kothari, 2004).

In addition to correlation analysis multiple linear regression analysis is applied in this research to explain association between IMC and brand loyalty. The result of multiple regression is presented below since the above five assumptions of CLRM has been met.

- i) **Model Summary:** In model summary, brand loyalty was used as the dependent variable while activities of integrated marketing communication were used as the independent variables. The findings are presented in the table below.

The table below shows that R-square value is 0.628, which shows the goodness of the model. This explains, 62.8 % of the variation in the dependent variable, brand loyalty, is explained by the independent variables, the four IMC practices. Adjusted R-square of 0.617 reveals that model (the IMC practices altogether) has accounted for 61.7 % of the variance in the criterion variable (brand loyalty). This implies that there exist other factors and constructs that influence brand loyalty; hence further research is essential in this regard.

- ii) **Analysis of Variance (ANOVA):**

ANOVA implies that the independent variables in fact have an impact on the dependent variable.

The above table shows that, p-value is 0.000, which is less than $p < 0.05$ (here we considered 95 % confidence interval), which indicates the overall significance or acceptability of the model from a statistical perspective.

The F value serves to test how well the regression model fits the data. If the probability associated with the F statistics is small, the hypothesis that R-square = 0 is rejected. For this study, the computed F statistic is 59.47, with an observed significance level of $P < 0.001$.

Table 4.16: Regression Model Summary.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.792 ^a	.628	.617	.161	1.648

a. Predictors: (Constant), Sales Promotion, Personal Selling, Direct Marketing, Advertising

b. Dependent Variable: Brand Loyalty

Source: Survey Data, 2023.

Table 4.17: Analysis of Variance.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.143	4	1.536	59.471	.000 ^b
	Residual	3.641	141	.026		
	Total	9.785	145			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Sales Promotion, Personal Selling, Direct Marketing, Advertising

Source: Survey Data, 2023.

Thus, the assumption that there is linear relationship between the predictors and dependent variable is verified and the independent variables significantly affected brand loyalty. This shows the regression equation is strong enough to explain the relationship between the dependent and independent variables.

iii) Test on Individual Regression Coefficients: It's, so far, presented that there is a relationship between the dependent variable and the independent variables. Furthermore, the hypotheses test on the individual regression coefficients are presented, because it is helpful in determining the value of each of the independent variables in the model.

It can be shown from the below table that four practices of Integrated Marketing Communication, significantly predicted brand loyalty of Ethiopian Airlines.

Table 4.18: Test on Individual Regression Coefficients.

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.025	.224		4.570	.000
	Advertising	.221	.073	.244	3.015	.003
	Direct Marketing	.024	.066	.027	.368	.714
	Personal Selling	.491	.078	.517	6.270	.000
	Sales Promotion	.073	.071	.084	1.039	.301

a. Dependent Variable: Brand Loyalty

Source: Survey Data, 2023.

Out of the four IMC practices only two namely advertising and personal selling have caused a statistically significant positive effect on brand loyalty. The contribution of the two independent variables; Personal selling ($B = 0.491$) and advertising activities ($B = 0.221$) of the industry respondents view have a very strong significant relation with the dependent variable (brand loyalty) as exhibited in the p value ($p = 0.000$). Therefore, it can be interpreted that, a one percent increase in advertising leads to a 22.1% increase in brand loyalty. Moreover, a one percent increases in personal selling leads to a 22.1% increase in brand loyalty.

However, in this study, direct marketing and sales promotion didn't cause a statistically significant effect on brand loyalty. In other words, sales promotion practices caused a positive but statistically insignificant effect on brand loyalty ($B = 0.073$, $p = 0.301$). Likewise, direct marketing had a positive but insignificant effect on brand loyalty ($B = 0.024$, $p = 0.714$).

4.4 Hypothesis Testing

- **Hypothesis 1: Advertising has positively and significantly affects brand loyalty at EAL.**

As seen in table 4.18 integrated marketing communication explained by advertising has significant relationship with brand loyalty comprising a p-value of 0.001 which is smaller than 0.05. Hence, hypothesis 1 is accepted. The beta coefficient for advertising was 0.221 meaning that when there is one unit increase in product marketing mix strategy, there will be a 22.1% increase in brand loyalty.

- **Hypothesis 2: Sales Promotion has positively and significantly affects brand loyalty at EAL.**

When assessing the effect of sales promotion marketing on brand loyalty of Ethiopian Airlines, the value of coefficient was found to be 0.071 with a p-value of 0.301 which is higher than 0.05. Therefore, taking the p-value in consideration, sales promotion of garment EAL does not have statistically significant effect on brand loyalty. However, the relationship is positive bearing the value of coefficient in mind. According to the value of coefficient, it can be inferred that whenever there is a one unit increase in sales promotion, there will be a 7.1% increase in brand loyalty.

- **Hypothesis 3: Direct Marketing has positively and significantly affects brand loyalty at EAL.**

The result of test on individual regression coefficients as presented in Table 18 illustrate there is a positive but insignificant relationship between direct marketing and brand loyalty with a beta value of 0.074 with a p-value of 0.714 which is higher than 0.05, at 95% confidence level. From this the researcher concludes that the alternative hypothesis that direct marketing will have significant and positive effect on brand loyalty is not supported by the data set. When assessing the effect of sales promotion marketing on brand loyalty of Ethiopian Airlines, the value of coefficient was found to be 0.071 with a p-value of 0.301 which is higher than 0.05. Therefore, taking the p-value in consideration, sales promotion of garment EAL does not have statistically significant effect on brand loyalty. However, the relationship is positive bearing the value of coefficient in mind. According to the value of coefficient, it can be inferred that whenever there is a one unit increase in sales promotion, there will be a 7.1% increase in brand loyalty.

- **Hypothesis 4: Personal Selling has positively and significantly affects brand loyalty at EAL.**

This study found that there is a statistically significant relationship between personal selling and brand loyalty with a p-value of 0.000 (p-value less than 0.05). Not only there was a significant relationship, but also the relationship is positive. The value of coefficient was found to be 0.491 meaning that the independent variable (personal selling) positively and significantly influence brand loyalty by 49.1%. Hence, hypothesis 4 is accepted.

Chapter 5

Conclusions and Recommendations

5.1 Summary of Findings

The major objective of this research was to investigate the effects of IMC practices of Ethiopian Airlines on its brand loyalty. The specific objectives were also established to analyse the effect of IMC (advertising, direct marketing, personal selling and sales promotion) on brand loyalty. In addition, the researcher also tried to answer the research questions which stated as part of the introduction. Hence the major findings are presented as follows:

- The total reliability statistics of the scale for each variable; Advertising, direct marketing, personal selling, sales promotion and brand loyalty indicator's result of cronbach's alpha coefficient is more than 0.7 which exhibits the expected standard.
- The finding, from descriptive statistics as well as interviews shows that all four of the mentioned IMC activities (advertising, direct marketing, personal selling and sales promotion) are practiced by the industries with total mean value of 4.09.
- On the same hand, from descriptive statistics the brand loyalty of the industries as a mean value of 4.35.
- The Pearson correlation coefficient and multiple liner regression was computed for the purpose of determining the relationship between the independent variables and the dependent variable. Correlation result shows that there is a statistically significant relationship between the dependent variable (brand loyalty) and independent variables (the four IMC activities). Regression analysis output showed that IMC activities explained 61.7% of the variance in brand loyalty.

In summary, the above findings provide the answer to the three research questions.

5.2 Conclusions

The study has examined the effect of integrated marketing communication activities on brand loyalty of Ethiopian Airlines (EAL). Hence, on the basis of the major findings, the following conclusions are drawn.

Based on the analysis of the result, Ethiopian Airlines implements various forms of integrated marketing communication, including advertising, digital marketing, sales promotion, personal selling, public relations, exhibitions and trade shows, direct marketing, sponsorship, and packaging through a variety of channels, including social media, mass media, magazines, and IMC instruments.

The findings from Interview, descriptive as well as inferential statistics showed that there is a significant relationship between Integrated Marketing Communication activities and brand loyalty of Ethiopian Airlines. Correlation and Regression inferential statistics are carried out. As for correlation, there was a positive and statistically significant relationship between the dependent variable and independent variables. Accordingly the substantial Pearson correlation results are $r=0.689$, $r=0.532$, $r=0.765$ and $r=0.597$ for advertising, direct marketing, personal selling and sales promotion respectively. Thus from these four IMC practices, personal selling and advertising activities was the most correlated variables with brand loyalty followed by sales promotion and direct marketing activities.

In the case of multiple linear regression, the output of the regression analysis showed all the four IMC dimensions explained 61.7% of the variance in brand loyalty ($R^2=0.617$, $p=0.000$). The fact that the four predictor variables explain 61.7% of the variance on the outcome variable implies that other factors and constructs could potentially influence brand loyalty in the company, hence further research is essential in this regard.

From the analyzed data, we can infer that there is a significant relationship between Integrated Marketing Communication practices and brand loyalty ($R=0.792$; $p<0.05$). It was also found out that, the personal selling and advertising had a greatest significant effect on brand equity ($B=0.491$, $p<.000$) and ($B=0.221$, $p<.000$) respectively. Sales promotion and direct marketing also positively affect brand loyalty with the beta value of ($B= 0.073$; $p < 0.301$) and ($B=0.024$, $p<0.714$) respectively.

The show that all variables are has significant effect on brand loyalty and had a positive relationship with brand loyalty.

Looking at the beta and p values of the first three ranked integrated marketing communication practices (personal selling and advertising and sales promotion) proved to have a significant positive effect on brand equity except for direct marketing practices; which infers that attractiveness of Ethiopian Airlines social media marketing, direct mail marketing of the Ethiopian Airlines, direct text messages sent by Ethiopian Airlines direct text messages sent by Ethiopian Airlines, creating more services (without agents and Brokers) may not be the key to increase the loyalty of a brand in the company. Subsequently, the findings are supported by (?).

5.3 Recommendations

According to the study, brand loyalty and integrated marketing communication activities have a direct and advantageous relationship. Based on the study's findings, the following suggestions are made as potential solutions:

- The results demonstrate that there are additional factors besides IMC practices that influence brand loyalty. It is unrealistic to claim that integrated marketing communication practices alone may predict brand loyalty given the complexity of marketing operations and the sophisticated nature of IMC activities. In order to progress its marketing performance level and boost its brand loyalty, the company must ex-amine and conduct research.
- The researcher was able to find out from interview with marketing managers that, following consideration of their proposal, direct text and email from the company is not clear and attractive and too formal. The company should send highly personalized messages to its target customer. This will make the customers friend to the company that will have significant effect on brand loyalty of the company.
- Two IMC practices are discovered to have a strong association with brand equity. Based on this, the researcher recommends that company give the aforementioned key IMC obligations priority when conducting and implementing marketing campaigns.

5.4 Limitations and Future Research Direction

5.4.1 Limitations

There are a lot of constraints that might be listed for this study, but these limits can also be opportunities for future research.

- The main drawback is the lack of solid empirical evidence and the insufficient theoretical support for IMC actions and brand loyalty as a whole. As a result, it was challenging to find a well-developed body of literature and a study topic that adequately addressed the problem.
- This study focused on the aviation sector, specifically at the headquarters of Ethiopian Airlines. The results do not, therefore, necessarily apply to other industries in the nation or the world in general.

5.4.2 Future Research Direction

This study made an effort to fill the knowledge gap about IMC practices and brand loyalty. By using a variety of statistical techniques and carefully following to the study method- ology, the researcher tried to address the specified research objectives. As a result, this study addressed the research issues, came to conclusions, and provided useful advice.

However, based on the study's findings and methodology, the researcher is of the opinion that some of the problems identified in this study should be addressed in follow-up research to bring more comprehensive understanding to the field. Consequently, the next point is used to guide future study.

- * This study could be applied to other industries and organizations so that the direct impact of IMC on brand loyalty can be fully measured and the statistical power can be increased by the variation of the respondents in different work environments. Aviation industry (EAL) was considered in this research, focusing only on marketing that are implemented dependently to support the operation of the aviation industries.

References

- (Aaker, 1996) Aaker, D. (1996). Building strong brands—the free press. a division of simon & schuster. *Inc./D. Aaker.—NY*.
- (Amine, 1998) Amine, A. (1998). Consumers’ true brand loyalty: the central role of commitment. *Journal of strategic marketing*, 6(4):305–319.
- (Arens, 1996) Arens, W. F. (1996). Contemporary advertising. usa: Richard d. irwin, a. *Times Mirror Higher Education Group*.
- (Arsema Negassi, 2020) Arsema Negassi, T. M. (2020). *The Effect of Integrated Marketing Communication Elements on Brand Awareness of Habesha Beer*.
- (Brassington and Pettitt, 2000) Brassington, F. and Pettitt, S. (2000). *Principles of marketing*, volume 134. Financial Times/Prentice Hall.
- (Brown et al., 2018) Brown, S., Hackley, C., Hunt, S. D., Marsh, C., O’Shaughnessy, N., Phillips, B. J., Tonks, D., Miles, C., and Nilsson, T. (2018). Marketing (as) rhetoric: paradigms, provocations, and perspectives. *Journal of Marketing Management*, 34(15-16):1336–1378.
- (Chaudhuri and Holbrook, 2001) Chaudhuri, A. and Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2):81–93.
- (Corstjens and Lal, 2000) Corstjens, M. and Lal, R. (2000). Building store loyalty through store brands. *Journal of marketing research*, 37(3):281–291.
- (Creswell, 2014) Creswell, J. W. (2014). *A concise introduction to mixed methods research*. SAGE publications.
- (Dick and Basu, 1994) Dick, A. S. and Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22(2):99–113.
- (Easton et al., 2003) Easton, G., Easton, A., and Belch, M. (2003). An experimental investigation of electronic focus groups. *Information & management*, 40(8):717–727.

- (Endo et al., 2006) Endo, M., Johkoh, T., Kimura, K., and Yamamoto, N. (2006). Imaging of gefitinib-related interstitial lung disease: multi-institutional analysis by the west japan thoracic oncology group. *Lung cancer*, 52(2):135–140.
- (Field, 2009) Field, A. (2009). *Discovering statistics using SPSS*. Sage publications.
- (Field, 2013) Field, A. (2013). *Discovering statistics using IBM SPSS statistics*. sage.
- (Garg et al., 2016) Garg, S. A., Singh, H., and De, K. K. (2016). Direct and indirect effects of marketing mix elements on satisfaction. *Academy of Marketing Studies Journal*, 20(1):53.
- (GIRMA, 2021) GIRMA, H. (2021). *THE EFFECT OF PROMOTIONAL MIX ON BRAND IMAGE: THE CASE OF FIKER SPRING WATER COMPANY*. PhD thesis, ST. MARY'S UNIVERSITY.
- (Gommans et al., 2001) Gommans, M., Krishnan, K. S., and Scheffold, K. B. (2001). From brand loyalty to e-loyalty: A conceptual framework. *Journal of Economic & Social Research*, 3(1).
- (Grönroos, 1994) Grönroos, C. (1994). Quo vadis, marketing? toward a relationship marketing paradigm. *Journal of marketing management*, 10(5):347–360.
- (Gujarati, 2014) Gujarati, D. (2014). *Research methods for business*. six edition. page 806.
- (Jacoby and Chestnut, 1978) Jacoby, J. and Chestnut, R. W. (1978). *Brand loyalty: Measurement and management*. John Wiley & Sons Incorporated.
- (Julian and Ramaseshan, 2004) Julian, C. C. and Ramaseshan, B. (2004). Marketing performance of international joint ventures: An empirical investigation.
- (Keller and Richey, 2006) Keller, K. L. and Richey, K. (2006). The importance of corporate brand personality traits to a successful 21st century business. *Journal of Brand management*, 14(1):74–81.
- (Kent and Omar, 2003) Kent, T. and Omar, O. (2003). Marketing functions in retailing. In *Retailing*, pages 151–179. Springer.
- (Kidist Getachew, 2015) Kidist Getachew, G. A. (2015). *THE EFFECT OF THE MARKETING MIX ELEMENTS (PRODUCT, PRICE, PLACE/DISTRIBUTION AND PROMOTION) ON BRAND LOYALTY*.

- (Knox, 1998) Knox, S. (1998). Loyalty-based segmentation and the customer development process. *European Management Journal*, 16(6):729–737.
- (Kothari, 2004) Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
- (Kotler, 2005) Kotler, P. W. (2005). V., saunders, j., and armstrong, g.(2005). principles of marketing. fourth european edition.
- (Kuhl, 1985) Kuhl, J. (1985). Volitional mediators of cognition-behavior consistency: Self-regulatory processes and action versus state orientation. In *Action control*, pages 101–128. Springer.
- (Kumar and Gogoi, 2011) Kumar, B. and Gogoi, M. (2011). A case study on consumers' buying behaviour and brand loyalty with regard to processed liquid packed milk in guwahati, assam. *Indian Journal of Marketing*, 41(5):48–52.
- (Kumar et al., 2006) Kumar, R., Luthra, A., and Datta, G. (2006). Linkages between brand personality and brand loyalty: a qualitative study in an emerging market in the indian context. *South Asian Journal of Management*, 13(2):11.
- (Marczyk et al., 2010) Marczyk, G. R., DeMatteo, D., and Festinger, D. (2010). *Essentials of research design and methodology*, volume 2. John Wiley & Sons.
- (Martínez et al., 2009) Martínez, E., Montaner, T., and Pina, J. M. (2009). Brand extension feedback: The role of advertising. *Journal of Business Research*, 62(3):305–313.
- (McCarthy and Perreault Jr, 1964) McCarthy, E. J. and Perreault Jr, W. D. (1964). Basic marketing, richard d. Irwin, Homewood, IL, 181.
- (Mellens et al., 1996) Mellens, M., Dekimpe, M., and Steenkamp, J. (1996). A review of brand-loyalty measures in marketing. *Tijdschrift voor economie en management*, (4):507–533.
- (Mohammed Dawed, 2017) Mohammed Dawed, T. B. (2017). *EFFECTS OF INTEGRATED MARKETING COMMUNICATION PROGRAMS ON PERFORMANCE OF INSURANCE BUSINESS*.
- (Morse and M, 1991) Morse and M, J. (1991). Approaches to qualitative-quantitative methodological triangulation. *Nursing research*, 40(2):120–123.
- (Mugenda and Mugenda, 2003) Mugenda, O. and Mugenda, A. G. (2003). Research methods: Qualitative and quantitative methods.

- (Muniz and O'guinn, 2001) Muniz, A. M. and O'guinn, T. C. (2001). Brand community. *Journal of consumer research*, 27(4):412–432.
- (Myers and Myers, 1990) Myers, R. H. and Myers, R. H. (1990). *Classical and modern regression with applications*, volume 2. Duxbury press Belmont, CA.
- (Naeem et al., 2013) Naeem, B., Bilal, M., and Naz, U. (2013). Integrated marketing communication: a review paper. *Interdisciplinary journal of contemporary research in business*, 5(5):124–133.
- (Oliver, 1999) Oliver, R. L. (1999). Whence consumer loyalty? *Journal of marketing*, 63(4_suppl1):33–44.
- (Othman et al., 2019) Othman, B., Harun, A., Rashid, W., Nazeer, S., Kassim, A., and Kadhim, K. (2019). The influences of service marketing mix on customer loyalty towards umrah travel agents: Evidence from malaysia. *Management Science Letters*, 9(6):865–876.
- (Owomoyela et al., 2013) Owomoyela, S., Oyeniyi, K., and Ola, O. (2013). Investigating the impact of marketing mix elements on consumer loyalty: An empirical study on nigerian breweries plc. *Interdisciplinary journal of contemporary research in business*, 4(11):485–496.
- (Palmer, 2004) Palmer, A. (2004). Introduction to marketing-theory and practice. uk: Oxford university press. shanahan, m.(2015). the technology singularity.
- (Ramadan et al., 2017) Ramadan, B. M., Dahiyat, S. E., Bontis, N., and Al-Dalahmeh, M. A. (2017). Intellectual capital, knowledge management and social capital within the ict sector in jordan. *Journal of intellectual capital*.
- (Reinold and Tropp, 2012) Reinold, T. and Tropp, J. (2012). Integrated marketing communications: How can we measure its effectiveness? *Journal of marketing communications*, 18(2):113–132.
- (Rundle-Thiele and Bennett, 2001) Rundle-Thiele, S. and Bennett, R. (2001). A brand for all seasons? a discussion of brand loyalty approaches and their applicability for different markets. *Journal of Product & Brand Management*.
- (Sekaran and Bougie, 2016) Sekaran, U. and Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- (Sekaran and Bougies, 2013) Sekaran, U. and Bougies, R. (2013). Research methods for business. six edition. *United Kingdom: John Wolfley & Sons Ltd*.

- (Sheridan, 2005) Sheridan, J. C. (2005). *SPSS: analysis without anguish: version 12.0 for windows*. John Wiley & Sons.
- (Shipley and Howard, 1993) Shipley, D. and Howard, P. (1993). Brand-naming industrial products. *Industrial Marketing Management*, 22(1):59–66.
- (Sun et al., 2007) Sun, W., Chou, C.-P., Stacy, A. W., Ma, H., Unger, J., and Gallaher, P. (2007). Sas and spss macros to calculate standardized cronbach's alpha using the upper bound of the phi coefficient for dichotomous items. *Behavior research methods*, 39(1):71–81.
- (Tewodros Hunegnaw, 2016) Tewodros Hunegnaw, R. N. (2016). *THE EFFECT OF MARKETING MIX PROGRAM ON BRAND LOYALTY*.
- (Vasanth Raju and Harinarayana, 2016) Vasanth Raju, N. and Harinarayana, N. (2016). Online survey tools: A case study of google forms. In *National Conference on Scientific, Computational & Information Research Trends in Engineering, GSSS-IETW, Mysore*.
- (Waddell, 1995) Waddell, H. (1995). Getting a straight answer. *Marketing Research*, 7(3):4.
- (Wasihun seid, 2017) Wasihun seid, T. M. (2017). *The influence of integrated marketing communication on brand preference in case of Coca-cola Ethiopia*.
- (Yamane, 1967) Yamane, T. (1967). Statistics: An introductory analysis. Technical report.
- (Zallocco et al., 2009) Zallocco, R., Pullins, E. B., and Mallin, M. L. (2009). A re-examination of b2b sales performance. *Journal of Business & Industrial Marketing*.
- (Zeng, 2019) Zeng, Y. (2019). Classical linear regression model: Assumptions and diagnostics test.

Appendix

Research Questionnaire and Interview

Questionnaire

2/21/23, 11:28 PM

EFFECTS OF INTEGRATED MARKETING COMMUNICATION ON BRAND LOYALTY: THE CASE OF ETHIOPIAN AIRLINES (...)

EFFECTS OF INTEGRATED MARKETING COMMUNICATION ON BRAND LOYALTY: THE CASE OF ETHIOPIAN AIRLINES (Questionnaire for Customers)

Questionnaire prepared for Customers of Ethiopian Airlines. The questionnaire takes less than 15 minutes to complete.

* Required

ST. MARY'S UNIVERSITY
SCHOOL OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT

Part 1:
General
Information



Dear Respondents;

I (**MAHIDER ALEMAYEHU**) would like to express my deepest gratitude for your cooperation to express your real feeling in this questionnaire. I am a student of Marketing Management at St. Mary's University. The objective of this questionnaire is to support a research being conducted under the title **"EFFECTS OF INTEGRATED MARKETING COMMUNICATION ON BRAND LOYALTY: THE CASE OF ETHIOPIAN AIRLINES"** for partial fulfilment of master's degree in Marketing.

Your honest response and returning the questionnaire on time are highly appreciable and very helpful.

You don't need to mention your name and all other information you provide will be kept confidential. Should you require any further information, please feel free to contact the researcher via; **Mobile Number (+251) 911108035**, or **E-mail address: mapye@yahoo.com**

https://docs.google.com/forms/d/1BFG-By2e6zd_LsHR97koM7ogrPwK_coiThaNre-_W7E/edit

1/8

Please choose an appropriate response to the following question.

1. Gender *

Mark only one oval.

- ☐ Female
☐ Male
☐ Prefer not to say

2. Age group (in years) *

Mark only one oval.

- ☐ 18 - 29
☐ 30 - 49
☐ 50 - 70
☐ Above 70

3. Education level *

Mark only one oval.

- ☐ Diploma
☐ Bachelor degree
☐ Master's degree
☐ PhD
☐ Other: _____

4. For how long have you been customer of the EAL? *

Mark only one oval.

- ☐ Less than 1 year
☐ 1-2
☐ More than 2 years

Part 2: Customers perception towards the company's Integrated Marketing Communication activity

https://docs.google.com/forms/d/1BFG-By2e6zd_LsHRS7koM7ogrPwK_coi1haNre-_W7E/edit

Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guideline. 1= strongly agree 2= Agree, 3= Undecided, 4 =Disagree, 5= strongly Disagree

5. Advertising *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I like the Ads by Ethiopian Airlines better than competing brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you believe the EAL advertisings are creating awareness & attract international customers?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisement of Ethiopian Air Lines are provide clear information regarding the services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisement of Ethiopian Airlines are changed my attitude to its services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Sales Promotion *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The Ethiopian Airlines do good promotions through different medias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Ethiopian airlines promotion always attract me to use the airline again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you believe the message transferred through various methods of promotions have consistency/uniformity?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales promotions of Ethiopian Airlines are enabled to switch brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

https://docs.google.com/forms/d/1BFG-By2e6ad_LaHR97xoM7ogPwK_co1haNre_W7E/edit

4/8

7. Direct Marketing *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Ethiopian Airlines are effort to create more services (without agents and Brokers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethiopian Airlines direct text messages are attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethiopian Airlines direct mail marketing are brief and motivational.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethiopian Airlines Social media marketing more effective than competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

https://docs.google.com/forms/d/1BFG-By2e6ad_LaHR97xoM7ogPwK_co1haNre_W7E/edit

5/8

8. Personal Selling *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Ethiopian Airlines sellers have good Approach to the client	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sellers of Ethiopian Airlines are maintain a good relationship with customers and accepts feedbacks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ticket sellers of Ethiopian Airlines are effective in persuading customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethiopian Airlines ticket sellers are have good behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 3: Questions regarding Ethiopian Airlines Brand Loyalty Dimensions

This section is the questions that are related to Ethiopian Airlines Brand Loyalty. Please give an appropriate response on the statements under the category, that best describes your judgment about performance.

9. Brand Loyalty *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Ethiopian Airlines would be my first choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have experience of purchasing Ethiopian Airlines services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself to be loyal to Ethiopian Airlines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend Ethiopian Airlines for other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I recall this brand easily from other competing brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is more than a service to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shall continue to use the brand in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often tell positive things about the Airline to other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand perfectly fits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

my
expectation

I shall
continue to
use the brand
in the future
even no
advertisement.

☐ ☐ ☐ ☐ ☐

10. Thank you in advance for your cooperation, are there any thoughts you'd like to share?

This content is neither created nor endorsed by Google.

Google Forms

https://docs.google.com/forms/d/1BFG-By2e6zt_1aHRS7koMTogPwK_coi1haNre-_W7E/edit

8/8

The questionnaire was collected using google forms, thus questionnaire responses can be seen using this link <https://forms.gle/w3NPV1bTuesiWfub8>

Interview

1. How do you express integrated marketing communication of your organization?
2. How do you measure the branding level within your organization? What actions are taken to improve service branding?
3. What are the recent implications regarding service branding?
4. How do you explain the benefits of integrated marketing communication practices to brand loyalty?
5. As a marketing manager, in which IMC activities your team has participated in?
6. Based on your experience, which IMC activities have a direct impact on organizational brand loyalty?
7. Do you think customers can be affected by IMC activities to choose your services?

Thank you for your Cooperation!

Reliability test Output

Reliability Statistics			
Items		Cronbach's Alpha	N of Items
Cases	Integrated Marketing Communications	.822	16
	Advertising	.530	4
	Direct Marketing	.385	4
	Personal Selling	.498	
	Sales Promotion	.364	4
	Brand Loyalty	.798	10

Frequency Output

Mean Frequency and Percentage											
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		
Advertising	105	18%	445	76.17%	34	5.82%	-	-	-	-	-
Direct Marketing	84	14.4%	436	75.15%	64	10.95%	-	-	-	-	-
Personal Selling	98	16.8%	450	77.05%	36	6.15%	-	-	-	-	-
Sales Promotion	110	18.82%	424	72.63%	49	9.5%	1	0.7%	-	-	-
Brand Loyalty	513	35.13%	947	64.87%	-	-	-	-	-	-	-

Inferential Statistics Output

Correlation

		Correlations				
		Advertising	Direct Marketing	Personal Selling	Sales Promotion	Brand Loyalty
Advertising	Pearson Correlation	1	.525**	.725**	.670**	.689**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	146	146	146	146	146
Direct Marketing	Pearson Correlation	.525**	1	.622**	.666**	.532**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	146	146	146	146	146
Personal Selling	Pearson Correlation	.725**	.622**	1	.641**	.765**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	146	146	146	146	146
Sales Promotion	Pearson Correlation	.670**	.666**	.641**	1	.597**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	146	146	146	146	146
Brand Loyalty	Pearson Correlation	.689**	.532**	.765**	.597**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	146	146	146	146	146

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

Regression

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.792 ^a	.628	.617	.161	1.648

a. Predictors: (Constant), Sales Promotion, Personal Selling, Direct Marketing, Advertising

b. Dependent Variable: Brand Loyalty

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.143	4	1.536	59.471	.000 ^b
	Residual	3.641	141	.026		
	Total	9.785	145			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Sales Promotion, Personal Selling, Direct Marketing, Advertising