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**THE EFFECT OF ADVERTISING ON ADOPTION OF  
NEW BANKING TECHNOLOGY: THE CASE OF CBE**

By

**BIRHANU BEZABIH**

JUNE, 2021

ADDIS ABABA, ETHIOPI

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By

**BIRHANU BEZABIH**

**A THESIS SUBMITTED TO ST. MARY'S UNIVESITY SCHOOL OF  
GRADUATE STUDIES DEPARTMENT OF MARKETING, IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF MARKETING**

**Advisor: Mulugeta G/Medhin. (Ph.D)**

**JUNE, 2021**

**ADDIS ABABA, ETHIOPIA**

## STATEMENT OF DECLARATION

I declare that the thesis entitled “The Effects of Advertising on adoption of new banking technology the case of CBE” submitted for the partial fulfillment of the requirements for the Degree of Master in Marketing Management at st.mary University School of graduated students is my original work and it hasn’t been presented for the award of any other Degree, Diploma, or other similar titles at this or any other university or institution.

**Declared by**

Birhanu Bezabih

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Confirmed by Advisor**

Dr. Mulugeta G/Medhin

Signature \_\_\_\_\_

Date \_\_\_\_\_

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**BY**  
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**Approved by the Board of Examiners**

\_\_\_\_\_  
**Dean School of Business**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

Mulugeta G/Medhin. (Ph.D)  
**Advisor**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**External Examiner**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Internal Examiner**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

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## LIST OF ACRONYMS

ANOVA	Analysis of Variance
CBE	Commercial Bank of Ethiopia
CA	Customer Adoption
SC	Source Credibility
SA	Source Attractiveness
MR	Message Relevance
MO	Message Originality/creativity
MI	Message Impact
MC	Media Choice
VIF	Variance Inflation Factor

## ***ABSTRACT***

*The study seeks to examine the effects of CBE's advertising on customer's adoption of new banking technology. To achieve such objective, both primary and secondary data sources were used. In this study, advertisement was treated as an independent variable and customer's adoption was considered as dependent variable. Advertisement was further expressed using specific variables such as source credibility, source attractiveness, message relevance, message originality/creativity, and message impact and media choice. Descriptive as well as inferential statistics were used to analyze the data and interpret results. The findings indicate that CBE's advertising has positive and significant effects on customer's adoption of new banking technology. Specifically, media choice, message impact, message originality/creativity and source attractiveness have a positive and significant effect on customers new banking technology adoption. Thus, it is important for the bank to continue advertising by improving current media usage, message and source attractiveness of CBE advertisement and also give attention on message impact that have an influence on customer's new banking technology adoptions. In addition, it is advisable for the bank to conduct a survey on source attractiveness like the existing source which has a strong public acceptance like television and radio advertiser (Alemayehu Tadese) for other media channel to improve advertising influence.*

***Key words:*** *advertising, Media choice, Source credibility, Source attractiveness, Message relevance, Message originality/creativity, Message impact, customer adoption, new banking technology.*

## CHAPTER ONE

### 1. INTRODUCTION

#### 1.1 Back Ground of the Study

Advertising is one of the elements in the marketing mix containing a variety of methods which company could use to reach out and communicate with current and potential consumers. Its high visibility and pervasiveness made it as an important social and economic topic. Advertising is a non-personal form of mass communication directed at target audiences through various media in order to present or promote products and services.

Advertising has become greatly popular and even common place in today's world. Market is controlled by consumers and hence companies have to persuade and attract the consumers for selling their products and services. Thus, advertising has crucial role for communication. It seems to be in everything for people and everywhere people go, and become increasingly popular as more and more individuals and companies turn to it as a tool for getting their products or services known by consumers (Terkan, 2014). Advertising is always present, though people may not be aware of it. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand (Nirmala & Pais, 2016).

To be effective, advertising must have an appeal, attract attention, command interest, inspire conviction and must provoke interest (Frank, 2005). In the same vein, Okeji (2008) as cited in Jalang'o (2015) posited that a good advert message should not be boring rather it should reflect the lifecycle of the product. He concluded that advertising must be exposed in the right medium as this will enable organization to reach the right people with the right message (Jalang'o, 2015).

Banks spend a lot of money on advertising activities every year with the aim of highlighting their services and create a distinct and desirable image in the customers mind as well as imparting information about the new and diverse services provided by the bank. Moreover, they use advertising to keep their loyal customers and improve their communications with them, and reducing the number of lost customers. When banks increase their advertising, a more favorable image of the brand is formed in the customer's mind that leads to customer satisfaction and loyalty (Gashti, 2017).

Due to the abundance of advertising options and the rise of new technology such as internet, banks are heavily under pressure for more efficient and effective allocation of their advertising expenses and hence determining the impact of advertising on the optimal communication in marketing. Moreover, effective advertising in financial services is viewed as a relationship that a client establishes with the service provider in the course of time according to the frequency of use of services (Gashti, 2017).

Commercial Bank of Ethiopia (CBE), the pioneer in the banking industry and currently celebrating the 75th years of anniversary, has been working aggressively on advertising of its products and services. The strategic plan developed by the bank broadly addressed the importance of advertising to mobilize additional resources from the existing as well as potential customers to support the development agenda of the country through availing funds for private and public investments. Thus, CBE has been aggressively working on raising awareness to its products and services and building a cultural transformation towards bank based saving, use of formal financial channels for remittance and modern electronic banking. The bank has been employing different advertising activities suitable to reach out the public particularly using mass media advertising. In this regard, conventional media like television and radio are familiar to reach a wider spread of audiences as CBE does not segment customers for promotion purpose and focuses on the mass population (CBE, 2018). On the other hand, print advertisements (magazines, brochures and pamphlets), display advertisements (signage and screens) and billboard advertisements are also used by the bank (CBE, 2018). This study is, therefore, focuses on the effectiveness of CBE's advertising specifically the effects of media choice, source credibility, source attractiveness, message relevance, message originality/creativity and message impact effects on its customers' adoption towards new banking technology.

This study is, therefore, focuses on the effectiveness of CBE's advertising specifically the effects of media choice, source credibility, source attractiveness, message relevance, message originality/creativity and message impact effects on its customers' adoption towards new banking technology.

## **1.2 Statement of the Problem**

Advertising is one of the essential media tool to convey all latest messages to viewers and its impact depends entirely on how one presenting it in front of audience which in return give

positive or negative result. At present, customers are very conscious towards branded products and service easily gets affected by attractive and creative advertisements, and which affects the preference and purchase decisions also. Hence, for effective advertising, it is very necessary to change the customer's behavior and attitude towards their purchasing pattern.

The financial services such as banks and insurance companies are the most important part of business. In traditional financial services customers, do not have variety of options in terms of selecting financial services and channels. Inflexibility of financial service providers and alliances' operation forced customers to accept financial services' price and style (Sadeh, et al., 2012). Conversely, nowadays there is heavy competition in this industry because there are so many financial institutions and they produce a lot of services to absorb customers and hence organizations are investing a lot of money in advertising. The success of this promotional activity is therefore important; otherwise a firm might end up spending a lot of money that will not yield anything, putting the organization at risk (Sadeh, et al., 2012).

Recently, Ha, John, Janda and Muthaly (2011) as cited on (Eze & Lee, 2012) revealed that spending on advertising is an imperative for firms to retain customers and hence many corporations budget large amounts of resources for advertising annually. The worldwide expenditures on advertisement were \$401.2 billion in year 1997. It then increased to \$602 billion in 2006. Unfortunately, some of these corporations did not conduct in-depth research on advertising strategies before they made advertising decisions. Consequently, this created barriers for corporations to achieve the effectiveness of advertising (Tai, 2007).

Commercial Bank of Ethiopia was the bank that provides commercial banking services in the country and most customer are rely on that were forced to use the products and services of CBE. But, in the past two decades many private commercial banks have joined the banking industry due to the emerging of free market economy. This increase the competition among commercial banks and contest among banks become stiff due to offering of similar products and services, which makes it easy for customers to move from one bank to another. This situation gave rise to the importance of advertising of new products and services to the existing and prospective consumers.

CBE considers advertising as an important tool for promoting its products and services to build a brand in the minds of the public and distinguish it from other banks. Hence, the bank has been

spending large sum of money for advertisements. As per the data obtained from annual reports of the bank, advertising and publicity expenses registered a continuous increment mainly since June 2014 and stood at Birr 63.3 million as of June 2017. The bank adopts 60 second /365 days TV ads using multiple TV channels and aggressive ads of products and services in other media to attract customers and influence their consumption attitude (CBE, 2018). Despite this fact, there is no previous study in the area of advertising effects on consumer's adoption. Therefore, this study aims to measure the effects of CBE advertising on its customer's adoption towards using new products and services.

## **1.3 Research Question**

This paper was studied to found answers for the following research questions;

### **1.3.1 Basic Research Question**

The main research question is how does advertising affect customers' adoption of new banking technologies of CBE?

### **1.3.2 The Specific Research Question**

This study seeks to find answers for the following specific questions

- i.** To what extent does source credibility affect customers' adoption of new banking technologies of CBE?
- ii.** What is the effect of source attractiveness on customers' adoption of new banking technologies of CBE?
- iii.** What is the effect of message relevance on customers' adoption of new banking technologies of CBE?
- iv.** To what extent does message originality or creativity affect customers' adoption of new banking technologies of CBE?
- v.** What is the effect of message impact on customers' adoption of new banking technologies of CBE?
- vi.** What is the effect of media usage on customers' adoption of new banking technologies of CBE?

## **1.4 Research Objectives**

### **1.4.1 General Objective**

The general objective of this study is to examine the effect of advertising on customers' adoption of new banking technologies of CBE found at addis ababa branch's and offer solutions on advertising expenditure in a profitable way to achieve corporate objectives and goals.

#### **1.4.2 Specific objectives**

In assuring that the above general objectives can be achieved, there are few specific objectives that need to be accomplished in the case of Commercial Bank of Ethiopia that help to achieve the companies overall performance. So the specific objectives were the following.

- i.** To determine the effect of source credibility on customers' adoption of new banking technologies of CBE.
- ii.** To analyze the effect of source attractiveness on customers' adoption of new banking technologies of CBE.
- iii.** To examine the effect of message relevance on customers' adoption of new banking technologies of CBE.
- iv.** To evaluate the effect of message originality or creativity on customers' adoption of new banking technologies of CBE.
- v.** To examine the effect of message impact on customers' adoption of new banking technologies of CBE.
- vi.** To analyze the effect of media usage on customers' adoption of new banking technologies of CBE.

### **1.5 Significance of the Study**

Commercial bank of Ethiopia has a vision of “to become a world class commercial bank by the year 2025” by surpassing the service excellence and business growth. Moreover, the bank is striving to deploy the state of the art technology and continue with changes and technological developments.

On the other hand there is so many customer waiting service for a long time at branches of CBE, in fact the bank employed different promotional tools to ensure products/services and to use new banking technologies that solves suffocation at branch by making awareness to the existing and potential customers. Therefore, this study provides evidence regarding the effects of advertisement variables that influence the adoption of new banking technology.

In addition, this study provides a direction for CBE to better reposition its advertising strategy to promote the banks new technology adoption by existing and new customers. And for researchers who may be interested in conducting similar studies would find this paper useful as it would serve as a frame of reference

## **1.6 Scopes of the Study**

The promotional mix elements comprise of advertising, sales promotion, personal selling, direct marketing and public relations. However, this study is carried out only on the effects of CBE's advertising on adoption of new banking technology on CBE customers of Addis Ababa branches; particularly media choice, source factor and message factors effects. As the bank do not yet fully utilized website, mobile, internet and social media advertising, they are excluded from the study.

In terms of geographical coverage, this study covered only branches located in Addis Ababa and the sampled branches are selected based on systematic sampling assuming homogeneity from the eight districts found in Addis Ababa. Similarly, the study focused only in CBE's Addis Ababa customers.

## **1.7 Limitation of the Study**

The findings of this study should be viewed with certain limitations in mind. The study was conducted only at 24 branches of CBE for the reason that including all customers of CBE all over the country is difficult. Results might have been different if the number of branches were increased.

The respondents' attitude to fill questionnaires at branches when they are in use of services may lead to respond carelessly as they are not ready to waste time and at the same time answering questions would not have any reward. This limits obtaining of intensive and conclusive information. Lack of adequate empirical literature in the area under study is also the major limitation of the study.

## **1.8 Organization of the Study**

The research paper is divided into five chapters. Chapter one is the introduction part, which contain back ground of the organization, back ground of the study, statement of problem, objectives of the study, research question, significance of the study, scope & limitations of the study. Chapter two presents the literature review regarding the research area of the paper and sets out the theoretical frameworks for the research. Chapter Three explains research design and methodology. Chapter Four presents analysis and interpretation of the data. Finally provides the conclusions of the research findings, implications, and recommendations for the future research.

## CHAPTER TWO

### **2. LITERATURE REVIEW**

#### **2.1 Theoretical literature Review**

##### **2.1.1 Promotion**

Promotional activities as an element of marketing communication processes are continuous exchange of information messages and inform the company with immediate and wider vicinities. Promotion is the process of communication between the company and the environment (consumers) in order to create positive attitudes about products and services that lead to their favor in the process of buying the market. Communication can be mass and individual, personal and impersonal, according to which the promotional activity involved in the process of communicating with certain recipients (Novak, 2011).

A company wants to communicate with the current and future customers, the people who sell and offer its products and services, with distributors, suppliers, vendors, business partners, and with the public at large. Therefore, the promotion activity is a combination of different activities which the company interacts with individuals, groups or the public in the form of personal and impersonal messages to coordinate the mutual interests and needs (Novak, 2011).

Promotion brings an interactive dialogue between an organization and its customers, and it takes place during the pre- selling, selling, consuming and post- consuming stage (Afande & Maina, 2015). As one of the marketing mix elements, promotion includes all the activities directed to the targeted consumers that lead to facilitate the process of contacting with them for the purpose of formatting a sense of importance of the commodity in achieving a high degree of consumer's satisfaction comparing with the competitors' commodities (Familmaleki, et al., 2015). The promotional mix is the combination of different channels that can be used to communicate the promotional message to the consumers (Kotler & Armstrong, 2012). The channels to be used are:

- ❖ Advertising: Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

- ❖ Personal selling: Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
- ❖ Sales promotion: Short-term incentives to encourage the purchase or sale of a product or service.
- ❖ Public relations: Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.
- ❖ Direct marketing: Direct communications with carefully targeted individual consumers to obtain an immediate response, the use of mail, telephone, fax, e-mail, and other non-personal tools to communicate directly with specific consumers or to solicit a direct response.

### **2.1.2 Advertising**

Advertising is a key component of promotion and is usually one of the most visible elements of an integrated marketing communications program. It involves paying to disseminate a message that identifies a brand (product or service) or an organization being promoted to many people at one time. Advertising is any paid form of non-personal presentation and promotion of ideas, communication goods, or services from the sponsor evident by the print media newspapers and magazines, radio and television, network communications (mobile devices, cable, satellite, wireless), social media (Facebook, blogs, Twitter) and display media (billboards, signs, posters). Companies ranging from large multinational corporations to small retailers increasingly rely on advertising to market their products and services (Kotler & Armstrong, 2012). Advertising, therefore, aims to communicate specific information to a particular target audience in order to persuade the audience to react in a particular manner and to make repeat usage of the product and service for the existing customers.

Modern advertising developed with the rise of mass production in the late 20th and early 21st centuries. In today's world, advertising uses every possible media to get its message through. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. It does this via television, print (newspapers, magazines, journals etc.), radio, press, internet, etc. (Nirmala & Pais, 2016).

Advertisers have a number of alternative means of advertising and can exercise control over the content of the advertising message, its design, time and place of the broadcast. Advertising formed a certain degree of awareness and knowledge about the existence of a product and brand that makes possible the application of modern forms of sale, such as self-service (Todorova, 2015). Advertising can be used to create brand images and symbolic appeals for a company or brand that was assist the consumer to make informed purchase decision. Therefore, the importance of advertising as a promotional strategy depends on its capability to influence consumers not only to purchase but to continue to repurchase and eventually develop brand loyalty (Eze & Lee, 2012).

On the other hand, the nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for its product or service over a longer period (Yang, 2009).

Although the effectiveness of different forms of advertising varies due to such a wide selection of advertising medium, advertising is a highly flexible form of promotion. For example, websites and magazines which attract certain viewers/customers can be used for advertisements which more specifically target those customers, while more general advertisements can be designed to reach a much larger group for magazines or websites that have a much larger and varied client base (such as news websites) (Yang, 2009). Recently, Ha, John, Janda and Muthaly (2011) as cited on (Eze & Lee, 2012) revealed that spending on advertising is an imperative for firms to retain customers and hence many corporations budget large amounts of resources for advertising annually. The worldwide expenditures on advertisement were \$401.2 billion in year 1997. It then increased to \$602 billion in 2006. Unfortunately, some of these corporations did not conduct in-depth research on advertising strategies before they made advertising decisions. Consequently, this created barriers for corporations to achieve the effectiveness of advertising (Tai, 2007).

### **2.1.3 Purposes of Advertising:**

Mortimer (2009) states that an important part of advertising is to make the service tangible in the mind of the consumer so as to reduce perceived risk and provide a clear idea of what the service comprises. Furthermore, it is important to advertise consistently with clear brand image in order

to achieve differentiation and encourage word-of-mouth communication. In general, advertising is valued because it is recognized as performing the following critical communications functions (Shimp & Andrews, 2013).

**Informing:**

One of advertising's most important functions is to publicize brands. That is, advertising makes consumers aware of new brands, educates them about a brand's distinct features and benefits, and facilitates the creation of positive brand images. Because advertising is an efficient form of communication capable of reaching mass audiences at a relatively low cost per contact, it facilitates the introduction of new brands and increases demand for existing brands, largely by increasing consumers' top-of-mind awareness for established brands in mature product categories. Advertising performs another valuable information role, both for the advertised brand and the consumer, by teaching new uses for existing brands (Shimp & Andrews, 2013).

**Influencing:**

Powerful and captivating advertisements influence consumers to purchase advertised products, try out services, and fulfill voids they feel are present in their lives. Sometimes advertising influences primary demand that is, building demand for an entire product category. In fact, persuasion is one of the main functions of advertising, which is why many firms strive to create powerful impacts that reach customers on emotional and physical levels (Shimp & Andrews, 2013).

**Reminding and Increasing Salience:**

Advertising keeps a company's brand fresh in the consumer's memory. When a need arises that is related to the advertised product, the influence of past advertising makes it possible for the advertiser's brand to come to the consumer's mind as a purchase candidate. This has been referred to as making a brand more salient; that is, enriching the memory trace for a brand such that the brand comes to mind in relevant choice situations. Effective advertising also increases the consumer's interest in mature brands and thus the likelihood of purchasing brands that otherwise might not be chosen. Advertising has been demonstrated, furthermore, to influence brand switching by reminding consumers who have not recently purchased a brand that the brand is available and that it possesses favorable attributes (Shimp & Andrews, 2013).

**Adding Value:**

Advertising adds value to brands by influencing perceptions. Effective advertising causes brands to be viewed as more elegant, more stylish and more prestigious. One advertising practitioner eloquently captured advertising's value-adding role with this claim: "Advertising builds brands." In a world of accountability, it is absolutely imperative that advertising deliver positive financial results. It has even been demonstrated that firms that invest greater percentages of their sales revenues in advertising can reduce the risk that their stock values will fall during a period of general declines in stock market valuations (Shimp & Andrews, 2013).

**Assisting Other Company Efforts:**

Advertising is just one member of the marketing communication team. Advertising's primary role is at times to facilitate other marketing communication efforts. Advertising may be used as a vehicle for delivering coupons and sweepstakes and attracting attention to these and other promotional tools. Another crucial role is to assist sales representatives. Advertising pre-sells a company's products and provides salespeople with valuable introductions prior to their personal contact with prospective customers. Sales effort, time and costs are reduced because less time is required to inform prospects about product features and benefits. Moreover, advertising legitimizes or makes more credible the sales representative's claims (Shimp & Andrews, 2013).

Advertising also enhances the effectiveness of other marketing communication tools. Consumers can identify product packages in the store and more readily recognize a brand's value following exposure to advertisements for it on television or in a magazine. Advertising also can augment the effectiveness of price deals. Customers are known to be more responsive to retailers' price deals when retailers advertised that fact compared to when retailers offer a deal absent any advertising support (Shimp & Andrews, 2013).

**2.1.4 Source, Message and Channel Factors in Advertising:**

Advertising includes the three major elements, source, message and channel. They are essential when delivering message to the consumer. However, the receiver of the message impacts the decisions regarding these variables. The characteristics of each element briefly discussed below.

**1. Channel Factors:**

The channel or medium in the communication process is the method by which the communication travels from the source or sender to the receiver or audience. At the broadest level, channels of communication are direct interpersonal (face-to-face) contact with target individuals or groups. Salespeople serve as personal channels of communication when they deliver their sales message to a buyer or potential customer. Social channels of communication such as friends, neighbors, associates, co-workers or family members are also personal channels. They often use word-of-mouth communication, a powerful source of information for consumers (Pandey & Bandana, n.d.).

Non personal channel of communications are those that carry a message without inter-personal contact between the sender and receiver. It is generally referred as the mass media or mass communication since the message is sent to many individual at one time. The advertising communication channel consists of media like print media (newspaper, magazine and billboards), electronic media (radio, television), etc. All these media have their specific strengths and weaknesses and all of them are capable of creating impact on the target audience in varying degrees depending on the audience profile and the communication message used (Pandey & Bandana, n.d.)

## **2. Source Factors:**

In order to develop an effective advertising campaign, a right spokesperson has to be selected to deliver the irresistible message through the chosen media. Source, in advertising, means the person involved in communicating a marketing message directly or indirectly. A direct source is a spokesperson that is delivering the message and/or endorsing the product or service whereas an indirect source is a model, is not actually delivering the message but is drawing attention or enhancing the appearance of the advertisement. In some cases the source is not either direct or indirect so the organization being the source with the message to communicate to the audience (Belch & Belch 2009) as cited in (Kivinen, 2012).

Companies are putting a lot of effort into selecting spokespersons and individuals to deliver their advertising messages. Some companies are using big amounts of money to hire a specific person to endorse their offerings. This is due to the receiver's perceptions of the source influence how the communication is received. Marketers should select individuals possessing traits that can maximize the message influence. The source can be celebrity, popular, well known person or just

physically attractive. He or she can represent the typical target audience or have power over the message receiver (Belch & Belch 2009) as quoted in (Kivinen, 2012).

Celebrity endorsement in advertising refers to the use of a famous person's image to sell products or services by embracing the individual's wealth, popularity, or fame to endorse the products or services. Celebrity is a means of brand communication whereby the celebrity acts as a brand's spoke's person and endorses a brand's claims and position by spreading his or her personality, popularity and status in the field of the brand. Celebrity endorsement has the influence to initiate, inspire, inform, infuriate, amuse and inform the consumer (Ndlela & Chuchu, 2016).

Celebrity endorsement if used effectively makes the brand stand out, enhances brand recall and facilitates instant awareness. Celebrity endorsement is a way to get the brand noticed amidst the rush that is there in the market place. Celebrities like film stars and cricketers have not only been successful in gathering huge public attention, but also in increasing sales volume (Zipporah & Mberia, 2014). Celebrities endorsed advertisements draw more attention as compared to those of non-celebrity ones, helps the company in re-positioning its product/brand and empowers the company when it is new in the market or plans to go global. However celebrity endorsement does not hold sole key to success. It also presents the company with potential hazards such as overshadowing, overexposure and controversy (Zipporah & Mberia, 2014).

There are three basic categories of source attribute which a marketer must bear in mind. These are:

#### **A. Source Credibility:**

Source credibility refers to a source's perceived, objectivity expertise, or trustworthiness. This relates to the consumers' beliefs that a communicator is competent, and she or he is willing to provide the necessary information to adequately evaluate competing products.

A source that is credible can be particularly persuasive when the consumer has not yet learned much about merchandise or formed an attitude of it. Credibility can be enhanced if the source's credentials are perceived as somehow applicable to the product being endorsed. This association can overcome other objections people may have to the endorser or the product (Pelsmacker, et al., 2007).

Credibility includes two dimensions; expertise and trustworthiness. Shimp (2007) as cited in (Kivinen, 2012), defines expertise as the knowledge, experience, or skills possessed by the endorser as they relate to the brand, meaning they are experts in their own special area. The knowledgeable source, meaning someone with expertise, is usually more persuasive than one with less expertise. However, this source has to also be seen as trustworthy, honest, ethical and believable to have the influence over the audience (Belch & Belch, 2003).

The fact whether the source of the message is actually an expert in the area concerned is unimportant. However, what is important is that the audience perceives and considers that source possessing expertise. According to the study by Roobina Ohanian (1991), the perceived expertise of celebrity endorsers was more important in explaining purchase intentions than attractiveness or trustworthiness. This means that celebrity spokespeople are more effective when they are seen as knowledgeable, experienced, and qualified to talk about the endorsed offering (Belch & Belch 2009) as cited in (Kivinen, 2012).

Trustworthiness refers to the honesty, integrity, and believability of a source. The trustworthiness depends how the audience see that endorser and how much they have faith in what the source is expressing (Shimp 2007) as cited in (Kivinen, 2012). The influence of a source can be weakened or rejected if consumers think that the endorser is biased or has underlying motives for endorsing a product or brand in presenting the information, such as being paid (Belch & Belch, 2009) as cited in (Kivinen, 2012).

### **B. Source Attractiveness:**

Source attractiveness relates to the source's perceived social value. This quality can originate from the person's physical appearance, social status, personality, or his or her similarity to the receiver. A persuasive source has great value and endorsement deals are continuous in the works. A physically attractive source has a tendency to facilitate attitude change. His or her extent of attractiveness puts forth modest effects on consumers' purchase intentions. Beauty can also work as a source of information. An attractive representative or spokesperson is an effective source when the merchandise is related to attractiveness (Pelsmacker, et al., 2007).

The use of (by corresponding standards) attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful

in influencing customers' attitudes and beliefs than unattractive spokespersons. This behavior mainly goes back to a halo effect, whereby persons who perform well on one dimension, e.g. physical attractiveness, are assumed to excel on others as well, e.g. happiness and coolness Solomon (2002) as cited in (Schlecht, 2003). According to Shimp (2007), source attractiveness covers similarity, familiarity and likability. Consequently, each attributes of source attractiveness are briefly discussed below.

#### ❖ Similarity

Similarity refers to the resemblance between the source and the message receiver, familiarity to knowledge of the source through exposure. Similarity is used in influencing the receiver by choosing the source to be someone towards who the receiver can feel a sense of similarity. In order for the audience to like the source and better understand the message, the communicator and the source should possess similar needs, goals, interests and lifestyles. Similarity as a source attribution is also used to create situations where the message receiver is feeling empathy and make the consumers to think they could see themselves being in that situation. Studies showed that the use of similarity is important when the audience is more heterogeneous regarding the taste and attribute preferences of theirs. However, when the audience is more homogeneous similarity does not play as important role (Shimp) 2007 as cited in (Kivinen, 2012).

#### ❖ Likability

Likability is affection for the source as a result of physical appearance, behavior or other personal effects. Even when the sources are not athletes or movie stars, consumers often admire their physical appearance, talent, and personality.

Results of research concerning attractiveness and likability are inconsistent. Wilson and Sherrell (1993) argued that consumer attitude change is not related to the attractiveness of the source whereas other research shows that physically attractive sources are more successful in terms of changing beliefs and generating purchase intentions (Erdogan, Baker & Tagg, 2001). Joseph (1982) found that physically attractive source or models in the field of advertising are consistently liked more, are viewed as more favorable terms, and have positive effect on the products with which they are associated compared with unattractive sources. Also Chaiken (1986) argued that message presented by a physically attractive spokesperson is more persuasive than less physically attractive ones.

#### ❖ Familiarity

According to Belch & Belch (2003), familiarity is the knowledge of the endorser deriving from repeated or prolonged exposure. A good example of source familiarity is celebrity endorsers. In order to find the familiar endorser, marketers can use their own intuition or exploit research that measures the familiarity and appeal among the target audience. Many of these researches take into consideration the respondent's demographic characteristics such as age, occupation, education, and race to match the endorser with the target group. Different groups of people, especially national cultures, are familiar with different endorsers (Kivinen, 2012).

#### **C. Source Power:**

One of the source attributes is source power. The source is seen to have power over receiver when he or she can actually administer rewards and punishments to the receiver. Through this power the source is able to persuade the receiver of the advertising message to respond to the request or position that he/she is advocating (Belch & Belch 2009) cited on (Kivinen, 2012). There are few important factors affecting on source power. The source must possess perceived control meaning that the source needs to be able to administer positive or negative sanctions to the message receiver. In addition perceived concern needs to be reflected so the receiver feels that the source cares whether or not the receiver conforms (Kivinen, 2012).

Finally, the receiver's estimation on whether the source is able to observe conformity affects source power. Through the process of compliance the receiver accepts the persuasion of the source and acquiesces to his or her position in hopes of obtaining favorable reaction or avoiding punishment. Through this process, the source is perceived as having power. The process can be superficial and last for the time the receiver sees that the source can administer some rewards or punishments (Kivinen, 2012).

#### **3. Message Factors:**

The message refers to the content and form of the advertisement which enters into the perception process of the receiver. Here the creative aspect of advertising operates for formulating appropriate messages for reception in right degree and context by the target audience. The message may be verbal or non-verbal, oral or written, or symbolic. Message must be put into a transmittable form that is appropriate for the channel of communication being used.

The message should be presented in such a way that can easily be translated from the language of the advertiser into the language of the consumer. The symbols and signals used should be understood in the same way by both 'source' and 'receiver'. And 'the message' must be formulated in the manner so that it gains maximum attention of the 'receiver'. Besides, the message must be creative and able to arouse the awareness of needs in the 'receiver' and should suggest some method of satisfying these needs to make the desired response (Pandey & Bandana, n.d.). From this

Message creativity can be defined as the production of something original and valuable. Creativity involves coming up with new and fresh ideas or plans. It is characterized by the use of the imagination and expression. Some scholars view creativity as a natural gift while others view it as a talent that can be learnt and developed. However, creativity seems to be a combination of both. Research in psychology reveals that creativity arises through the confluence of knowledge, creativity thinking skills and motivation (Adams, 2005). Knowledge here refers to all what a person knows. Creative thinking skills refer to how flexible and imaginatively people approach problems while motivation refers to the passion and interest in the work itself (Terkan, 2014). Based on this;

## **2.2 Theoretical Framework**

### **2.2.1 Adoption**

There are several definition, concept and model that have used adoption; this review set is not on any particular field of definition on adoption, but the general customer adoption concept. According to Rogers (1983) adoption as a process composed of learning, deciding and acting over some time, till a decision to continue full use of an innovation. Adoption may be both an economic necessity and the result of peer pressure. The process of adopting innovation has well been studied, and one of the most popular adoption models described by Rogers, Diffusion of Innovations, Sherry et al. and Rogers have used the term "Innovation-decision

Many researchers have been used different theoretical frame works in the study of adopting new technological innovation. Among frameworks that have been developed based on the past studies includes, Technology Acceptance Model(TAM) (Davis, 1989), which posit the two sets of beliefs, i.e., perceived ease of use (PEOU) and perceived usefulness (PU) to determine

individual's acceptance of a technology. Theory of Reasoned Action (TRA) (Fishbein & Ajzen 1975), Theory of Planned Behaviour (TPB) (Ajzen 1991), which deals with the intention of adopting and the factors affect the use technology such as attitude, subjective norms and perceived behavioral control. The Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkateshet al 2003) Diffusion of Innovations Theory (DIT) developed by Rogers (1995) to explain how the diffusion of innovations takes place in the social system.

### **2.2.1.1 Technology Acceptance model (TAM)**

TAM was developed by Davis (1986) to explain the computer-usage behavior. According to the model, in explaining the adoption of any information system, perceived ease of use (PEOU) and perceived usefulness (PU) are the two most important determinants.

Perceived usefulness: - refers to the degree to which a person that using a particular system would enhance or improve his or her job performance (Davis 1986).

Perceived ease of use: - refers to the degree to which a person that using a particular system would be free from effort (Davis 1986). According to Masrom and Hussein (2008) the adoption of whether to use an information system for a particular individual is very much dependent on the perceived usefulness and perceived ease of use of the information system.

As noted by Davis (1989), future research of Information system (System consisting of the network of all communication channels used within an organization) usage has to address the other variables which affect usefulness, ease of use and user acceptance. Consequently these two determinants may not fully explain the factors which predict the acceptance of a technology application such as mobile banking. Prior studies have extended the original TAM with added constructs such as perceived playfulness (Moon & Kim, 2001), perceived enjoyment (Koufaris, 2002) and perceived credibility (Wang et al., 2003).

Luarn and Lin (2005) extended the existing TAM model by adding four new constructs to understand mobile banking adoption in Taiwan. These are Perceived credibility, Perceived self-efficacy, perceived cost and perceived risk

Perceived Credibility: In mobile banking context perceived credibility is defined as one's judgment on the privacy and security issues of mobile banking (Ba & Pavlou, 2002). Perceived

credibility relies on information and reputation as defined by others. Luran & Lin (2005) note the correlation between perceived credibility and the readiness to adopt mobile banking.

**Perceived Self-efficacy:** The concept of perceived self-efficacy is concerned with judgments of how well one can execute courses of action required to deal with prospective situations (Bandura, 1982). The self-efficacy of mobile banking is defined as a judgment of one's ability to use a mobile banking service (Lurn & Lin, 2005) Self-efficacy could include the knowledge, ability and skills needed to use the new Information Technology.

**Perceived Cost:** The degree to which an individual views that utilizing mobile banking will incur cost is defined as perceived cost (Lurann & Lin 2005). These costs could typically include the cost of the mobile devise, network charges, and transaction charges for bank costs as well as costs for data sent via the network infrastructure

**Perceived risk:** Perceived risk is viewed as a hesitation regarding the result (good or bad) regarding using a product/service. It is defined as a combination of uncertainty plus seriousness of outcome involved and the expectation of losses associated with purchase acts as an inhibitor to purchase behavior (Bauer, 1960).

### **2.2.1.2 The Theory of reasoned action (TRA)**

The original framework of this model was developed by Fishbein and Ajzen (1975). TRA explained that the actual behavior follows from behavioral intention and that behavioral intention is formed by one's attitude towards behavior and subjective norm (Masrom and Hussein, 2008).

Fishbein and Ajzen (1975) defined attitude towards behavior's the individual's feelings about performing behavior. On the other hand, subjective norm was explained as an individual's perception of whether the behavior should be performed. This would be driven by the motivation that an individual has to comply with opinions from people who are important to the individual (Fishbein & Ajzen 1975).

Behavioral intentions were assumed to indicate how hard people would be willing to try, and how much of an effort they would be planning to exert, in order to perform the behavior. As a general rule, the stronger the intention to engage in behavior, the more likely should be its

performance (Sheppard et al. 1988). Subsequent to the original TRA theory, Ajzen (1991) extended the TRA theory establishing theory of planned behavior (TPB).

### **2.2.1.3 Theory of planned behavior (TPB)**

The Theory of Planned Behavior is derived from the Theory of Reasoned Action (TRA). TPB added a perceived behavioral control construct to the TRA. Ajzen (1991) argued that behavioral intention can find expression in behavior only if the behavior in question is under volitional control, (e.g. if the person can decide at will to perform or not to perform the behavior). In many instances behavior would be influenced by non-motivational factors such as availability of resources (Ajzen 1991).

In TPB (Ajzen 1985) a third factor called perceived behavioral control is added. It suggests that the actual behavior of a person is influenced by behavioral intention, and it is influenced by either attitude, subjective norms or perceived behavioral control, or all the factors mentioned above. Attitude refers to the degree to which the person has a favorable or unfavorable evaluation of the behavior in the study, subjective norm refers to the perceived social pressure to perform or not to perform the behavior while perceived behavioral control refers to the individual's belief in the ease to execute behavior (Ajzen 1985).

### **2.2.1.4 Unified Theory of Acceptance and Use of Technology (UTAUT)**

The Unified Theory of Acceptance and Use of Technology (UTAUT) was developed through consolidation of eight models that previous research had employed to explain IS usage behavior. To develop the theory, Venkatesh et al. (2003) firstly reviewed user acceptance literature. This review included the previously discussed theories, TRA, and TAM as well as the motivational model, theory of planned behavior (TPB).

This analysis illustrated that seven constructs appeared to be significant direct determinants of intention or usage (performance expectancy, effort expectancy, and social influence, facilitating conditions, attitude toward using technology, self-efficacy, and anxiety). Of these, Venkatesh et al. (2003) found that the first four constructs played a significant role as direct determinants of user acceptance and usage behavior. Afterwards, a unified model UTAUT was formulated by integrating different elements across the eight models. Using the original data from the aforementioned theories, the UTAUT model outperformed the eight individual models. A

subsequent empirical validation using data gathered from two additional organizations confirmed the theory (Venkatesh, et al. 2003).

#### **2.2.1.5 Diffusion of Innovations Theory (DIT)**

Diffusion of Innovations Theory (DIT) was developed by Rogers (1983) to explain how the diffusion of innovations takes place in the social system. Mobile banking adoption can be examined using the Technology Adoption Life Cycle (TALC) which describes how new ideas and technologies spread in different cultures. According to TALC the stages by which a person adopts an innovation includes awareness of the need for an innovation, decision to adopt or reject the innovation, initial use of the innovation to test it and continued use of the innovation. Through these stages diffusion is accomplished. There are five different categories of adopters namely innovators, early adopters, early majority, late majority and laggards. Innovators are those people, who want to be the first to try the innovation, are interested in new ideas and are willing to take risks. Early adopters are people who represent opinion leaders; they enjoy leadership roles, embrace change opportunities and do not need convincing for them to change. Early majority adopt new ideas before the average person but they typically need to see the innovation work before they are willing to adopt it. Late majority are people who are skeptical of change and will only adopt an innovation after it has been tried by the majority. Laggards are bound by tradition and are very conservative; hence they fear innovation (Rogers, 1983).

Rogers (1983) identifies three characteristics of innovations: relative advantage, compatibility, and complexity. Adopters have invariably been found to have different perceptions about these characteristics in comparison with non-adopters. According to Kotler (2000), the characteristics of an innovation affect its rate of adoption. Some products catch on immediately, whereas others take a long time to gain acceptance. If the innovation is perceived to be better than the existing system (a measure of its relative advantage), is consistent with the needs of the potential adopter (a measure of its compatibility), and is easy to understand and use (a measure of its complexity), it is more likely that a favorable attitude towards the innovation will be formed (Ching and Ellis, 2004).

Relative advantage: describes the degree to which an innovation is perceived as being better than its precursor (Rogers, 1983). According to Kotler (2000) when individuals pass through the innovation-decision process, they are motivated to seek information in order to decrease

uncertainty about the relative advantage of an innovation. Potential adopters want to know the degree to which a new idea is better than an existing practice. Hence relative advantage is often the content of network messages with regard to an innovation. Relative advantage, in one sense, indicates the strength of the reward or punishment resulting from the adoption of an innovation. There are a number of sub-dimensions of relative advantage such as the degree of economic profitability; decrease in discomfort; time saving; and effort (Rogers, 1983). This construct is similar to the perceived usefulness in the Technology Acceptance Model, defined as the degree to which a person believes that a particular information technology would enhance his or her job performance.

**Compatibility:** is defined as the degree to which an innovation is perceived as being consistent with the existing values, past experiences and the needs of potential adopters. An innovation can be compatible or incompatible with socio-cultural values and beliefs; with previously introduced ideas; or with client needs for innovations (Rogers, 1983). The compatibility of an innovation, as perceived by members of a social system, is positively related to its rate of adoption (Rogers, 1983). The term compatibility refers to the fact that an innovation is more likely to be adopted when it is compatible with an individual's job responsibilities and value system (Agarwal and Prasad, 1998).

**Complexity:** is defined as the degree to which an innovation is perceived to be easy to understand and use. Adoption will be less likely if the innovation is perceived as being complex or difficult to use (Rogers, 1983). Complexity can be considered as the exact opposite of ease of use in the Technology Acceptance model, which has been found to directly impact the adoption of the Internet (Leaderer, et al., 1999). Consumers will reject an innovation if it is very complex and not user friendly. In this context, Cooper and Zmud (1997) report ease of use of innovative products or services as one of the three important characteristics for adoption from the customer's perspective. Several researches on mobile banking adoption have combined Technology Acceptance Model and Diffusion of Innovation theory (Riquelme & Rios 2010). In their investigation on mobile banking, Puschel et al. (2010) have integrated elements of the Technology acceptance model (TAM) of Davis with Roger's innovation diffusion theory Wessels and Drennan (2010) extended TAM by adding compatibility and perceived risk as constructs for their investigation on customer's acceptance of mobile banking. Akturan and Tezcan (2012) have integrated TAM, perceived benefits and perceived risks to investigate

mobile banking adoption. Chong et al. (2010) affirm that, it is better to use TAM as a base model and extend it by including additional variables based on the study that is being carried out. This study therefore combines extended TAM model (Luarn and Lin, 2005) along with Relative advantage to investigate factors influencing mobile banking adoption in commercial bank of Ethiopia. As a result for this study the factors influencing mobile banking adoption are perceived self-efficacy, perceived risk, cost and relative advantage. Usefulness, perceived ease of use, perceived credibility, perceived self-efficacy, perceived risk, perceived cost and relative advantage.

## **2.3 Empirical Literature**

### **2.3.1 Review of Previous Study on Advertising Effect**

In order to strengthen the study, various research reports were reviewed. As mentioned earlier there is no such related literature on the title but for giving some insight use alternatively related empirical some of the studies emphasized on the effectiveness of advertising as a whole on consumer's attitude and few of them concentrated on specific factors of advertising such as the effects of advertising credibility. The empirical evidences are summarized and presented below.

Fatima & Lodhi (2015) conducted a research on the impact of advertisement on buying behaviors of the consumers: a case Study of Cosmetic Industry in Karachi City. Accordingly, their survey result revealed that advertisements are very useful in creating the awareness among the people but failed to build strong perceptions in the mind of consumers.

Verstraten (2015) on her research on the effects of advertising credibility on consumers' attitude and purchase intentions, she confirmed that consumers trust a brand more, believe a brand is more authentic and are able to affirm themselves with a brand more easily when they are exposed to brand oriented advertisements. Moreover, she found that brand oriented advertisements are more effective in creating the perception of a trustworthy, authentic and affirmable brand. Another interesting finding in the research was that attitude can change with consumers' age. The older a consumer age is, the better their attitude towards the brands. In their study, focused on the impact of advertising on consumer behavior in the Resita city population, Gabriel & Loredana (2012) concluded that advertising plays an important role on the

behavior of buying and consuming products. Also the findings showed that most of the consumers were interested in brand products.

Based on the above argument, the following hypothesis is formulated

*H1: Source credibility has a positive and significant effect on customers' adoption of new banking technologies.*

Anwar & Jalees (2017) on their study on Celebrity Endorsement and Consumer Purchase Intentions the researchers reported that celebrities have a significant impact on the buying behavior of customers. In addition, the survey finding is also supported by Nyarko, et al., (2015) who conducted a research on the influence of celebrity endorsement on the buying behavior of the Ghanaian youth: a study of fan milk Ghana ads. The result revealed that celebrity endorsements positively impact the purchase intention of the Ghanaian youth. The findings of Dzisah & Ocloo (2013) conducted on Celebrity Endorsement and Consumer Buying Behavior indicates that there is a positive relationship between celebrity endorsement and consumer behavior. Hence, hypothesis 2 is developed.

*H2: Source attractiveness has a positive and significant effect on customers' adoption of new banking technologies.*

Haider (2014) on his research on prioritization of Factors Affecting Consumer attitude towards Mobile Advertisement on Pakistani youth indicates that message credibility significantly affects consumers' attitude. Similar result was obtained from the findings of Punyatoya & Durgesh (2011) who conducted a study on factors that affects consumers' acceptance of mobile advertising. The finding showed that message credibility has a positive impact on attitude towards mobile advertisings. Following this outcome,

*H3: Message relevance has a positive and significant effect on customers' adoption of new banking technologies.*

Sameti & Khalili (2017) who found that creative out-of-store advertising has influence primarily on attitude towards the advertised brand, then on attitude towards the advertised product. Moreover, it is inconsistent with the findings of Verma & Mishra (2016), who concluded that

that creative advertising strongly affects the perception of consumers with respect to their purchasing behavior. Therefore we develop hypothesis four.

*H4: Message originality/creativity has a positive and significant effect on customers' adoption of new banking technologies.*

Olusola, (2011) conducted a research on the impact of advertising on sales volume of a product focusing Starcomms Plc, Nigeria as a case. The findings showed that the advertising had a positive impact on sales volume of Starcomms Plc. The findings also indicated that advertising creates brand loyalty and product differentiation. Abubakar (2014) was conducted a research on the impact of marketing communication on financial performance of banks with emphasis on First Bank of Nigeria PLC. The result revealed that there is a positive and significant relationship between marketing communication methods and financial performance as measured by ROA. Scutaru (2010) conducted a research to evaluate the effectiveness of advertising on Moldovan bank advertising campaign. The result indicated that unconventional advertising has the highest impact on awareness and does not depend on the country or industry particularities. However, in Moldova conventional ways of advertising have a significant impact on awareness.

Bagul (2009) argued that effective advertisement drag the consumers to change their traditional purchase decisions. Effective advertising change their attitudes to particular products which they hadn't any ideas and force them to make purchase frequently. In a prior study of college students' attitude towards advertising's ethical, economic and social consequences, (Beard, 2003) found that college students believe strongly that advertising can cause people to buy things that they should otherwise not buy. From this ground we develop a hypothesis of;

*H5: Message impact has a positive and significant effect on customers' adoption of new banking technologies.*

Rai (2013) conducted a research on identifying the influence of advertising on the consumer behavior and attitude with reference to consumer durables in India. The findings of the study indicated that advertisement influence the behavior and attitude formation of consumers in India. In addition, the study showed that advertisement motivates consumers to materialize the purchase of durables. Örs (2003) carried out a study on the role of advertising in U.S commercial banks. The results suggested that advertising plays a pro-competitive role in banking. An

increase in advertising appears to increase in profitability. Results of the study also indicated that advertising was higher for consumer-oriented banks, but lower for efficient, older, and minority owned banks.

Aliata, et al., (2012) conducted a study on the influence of promotional strategies on the performance of National Bank of Kenya. Result of the study showed that increasing the amounts of money spent on different promotional strategies individually had little effect on the improvement of performance of National Bank of Kenya. However, when the amount spent on the promotional strategies was done simultaneously for all the promotional strategies, the performance of the bank increased significantly.

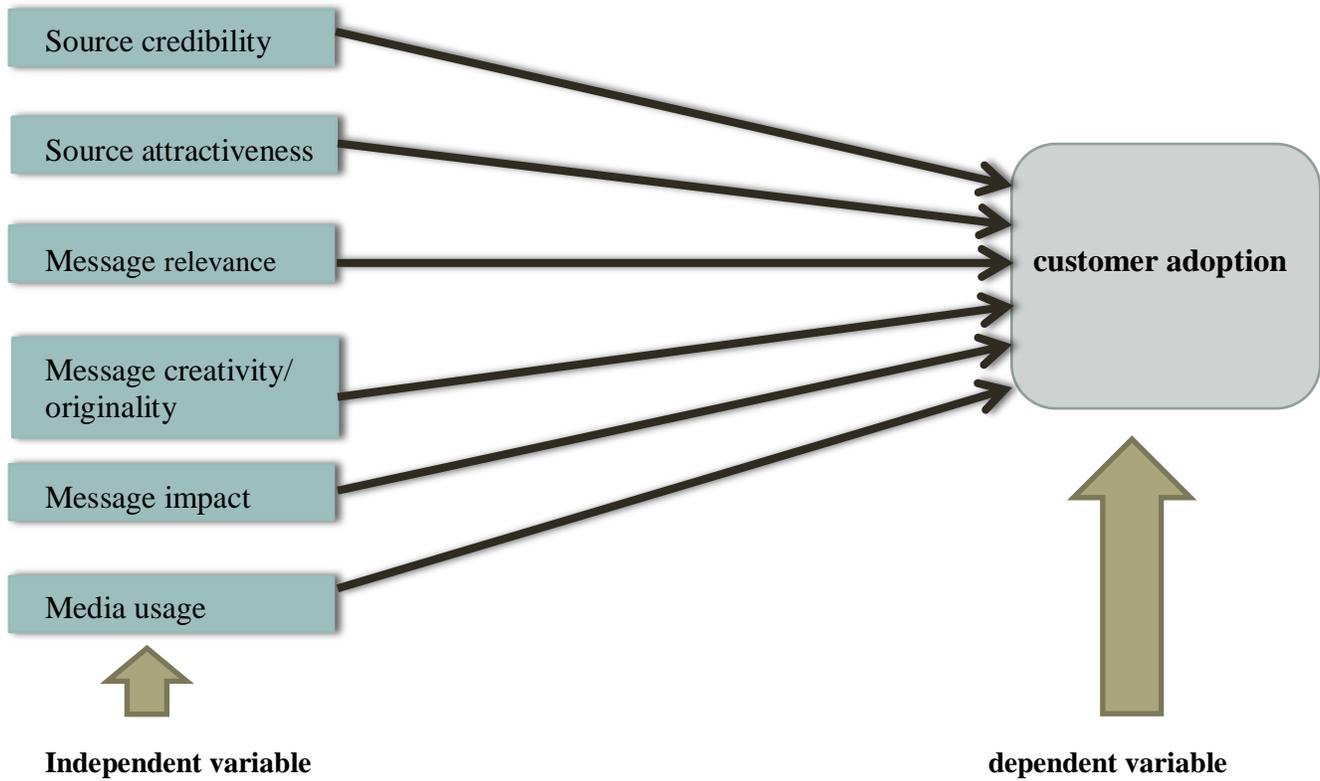
Finally there is no a direct literature on media choice but we understand from the context of different research we can develop the last hypothesis.

*H6: Media usage has a positive and significant effect on customers' adoption of new banking technologies.*

## **2.4 Conceptual Framework**

Moskal and Leydens (2000) states that conceptual a framework is a written or visual presentation that explains either graphically or in narrative form. Reichel and Ramey (1987) added that a conceptual framework is a set of broad ideas and principles taken from relevant fields of enquiry and used to structure a subsequent presentation sometimes a conceptual framework sometimes is referred to as a theoretical framework. The elements/variables considered in this conceptual framework were dependent and independent variable. In this research, it is tried to explain the effects of media choice, source factor; source credibility, source attractiveness, and message factors; message creativity/originality, message relevance and message impact on customer adoption of new banking technology.

Figure 1 - Conceptual Framework



Source: Ling, et al., (2010) and Sundarapandiyan, et al., (2015)

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

#### **3.1 Description of Study Area**

##### **3.1.1 Location**

The study area is in Addis Ababa city which is capital city of Ethiopia. The altitude of city is an altitude of 2400 meter above sea level.

##### **3.1.2 Climate**

Addis Ababa has a pronounced rainfall peak during the boreal summer (July to august) and exhibit rainfall minimum during the boreal winter (December to February). The city has a temperate climate due to its high altitude location in the sub-tropics. Average monthly temperature vary between 10 and 20 degree centigrade and are the lowest during summer, due to the prevailing cloud cover experienced during this season.

##### **3.1.3 Population**

A population consists all elements (individuals, items or objects) whose characteristics are being studied (Mann, 1995). The total population of this study was customers of CBE that are found in Addis Ababa. As per the information obtained from CBE database, as of June 30, 2017 there were 5,676,851 customers across the four districts of Addis Ababa (CBE, 2017).

Since this research is confine to commercial bank of Ethiopia Addis Ababa city; the population was consist only individuals who have currently use banking services in commercial bank of Ethiopia Addis Ababa city. The sampling frame of the study was incorporates all CBE customers located in four districts (north, south, east and west based on the previous structure of CBE) and six branches from each district were selected by accessibility of transport, number of transaction (two branch from grade 1, grade 2 and grade 3 branch's) and by considering cost.

#### **3.2 Research Design**

This study employed both descriptive and casual research design. Descriptive research design is selected because it is a powerful form of quantitative analysis and enables to describe the area of

the research, characteristics of the variables and analyze data logically. Moreover, the method permits description of the collected data in words, pictures, charts, or tables.

As this study establishes causal relationships between variables to determine the relationship between the dependent (Customers adoption) and independent variables (media choice, source credibility, source attractiveness, message relevance, message originality/creativity and message impact), and address the effects on the adoption of CBE customer's. In order to meet the objectives, to find the factors and also the relationship between these factors, variables are selected, relevant questionnaires are prepared and appropriate sample are consider in the bases of literature review and used previous studies.

### **3.3 Data Source and Gathering Method**

#### **3.3.1 Data Source**

This study relied on both primary and secondary data types. Primary data sources were customers of CBE, by way of responding structured questionnaires and observation designed to carry out the study. In addition, annual reports and different performance reports of the bank (2017) were used as secondary data sources in Commercial Bank of Ethiopia Addis Abeba branches.

#### **3.3.2 Data gathering Method**

This research is descriptive (fact finding) and casual (show variable relationship) research design, as it major purpose is to get a better understanding of the effect of advertising on adoption of new banking technology. For this and related research type cross sectional information or data was gathered by using structured questionnaire and observation test.

Face to face deep observation was made with customer at branch this method is use full for generating new idea otherwise couldn't have been obtained adequate data by means of structured data alone.

Additional supporting data was collected using actual observations on time of service delivery at different selected branches in Addis Ababa to get real picture and understanding. Such data gathering methods is preferable because it is reliable, comprehensive, timely and relevant

information on CBE's customer about advertisement effect on their adoption with new banking technology. And secondary data was collected from performance reports of different processes and annual reports of the bank.

In design the questionnaire, a five point Likert-type scale was used. Considering the large population of CBE service users and it is difficult to make sample frame so, systematic sampling method was used to collect data in view of time and cost constraints and also to get highly representation of the sample with the same sample size and to simplify data collection method..

### 3.4 Sample Size and Sample Technique

#### 3.4.1 Sample size

Determining sample size is very important issue because samples that are too large may waste time, resource and money. While samples that are too small may lead to inaccurate results. According to Saunders, (2007) researchers normally work to a 95% level of certainty. According to (Israel, 1992), for the population that are infinite. The resulting sample in this study is determined as follows:

Skip interval ( $i^{\text{th}}$ ) =  $\frac{\text{population list size (average population list size)}}{\text{Sample size}}$ , were

- Skip interval ( $i^{\text{th}}$  element) = successively selected element from sample size
- Population list size = average daily total population present at CBE branch
- Sample size = number of respondent that select from one CBE branch

Based on the above formula systematic sampling method were used because in considering a large population of CBE service user it is difficult to have an access to make a sample frame of the population. And also systematic sampling method is best for increasing representative and easy to implement.

In order to meet the above formula sample size of 384 respondents are selected (six branch's from each district \* four district = 24 branch's, and sixteen respondents was selected from each twenty four branch's so our sample size =  $24 \times 16 = 384$ ).

#### 3.4.2 Sampling Technique

In order to determine the sample size of customers of CBE branches, a systematic sampling method was employed. In this case, samples were classified in to strata across geographical classification of CBE i.e., North Addis Ababa, South Addis Ababa, West Addis Ababa and East Addis Ababa districts.

The CBE assigns grades to all branches from I to IV and Special based on their performance and customer base (CBE, 2018). Accordingly, sampled branches from each district were selected using purposive sampling so as to maintain branch representativeness and hence, one branch from each grade from each district i.e. 6 branches from four districts was included in the sample, making the total number of branches included in the sample 24.

The number of customers included in the sample was determined equally from each district to maintain district representativeness. As indicated in Table 1 below, the average questionnaires distributed to the sampled branches were 384. Specific branches and individual samples were selected using convenient sampling technique as it was the most appropriate sampling technique considering the time and resources that the researcher had. Convenient sampling chooses samples from the population based on their convenient accessibility and proximity to the researcher.

**Table 3.1:** Number of Questionnaires Distributed to Customers

<b>district</b>	<b>No. of customer (A)</b>	<b>Share (%) (B)</b>	<b>Number of Branches (C)</b>	<b>Number of Sampled Branches (D)</b>	<b>Number of Questionnaires Distributed to each Branch E=16</b>	<b>Number of Sampled Customers F=(D*E)= 384</b>
North	1,663,710	0.29	101	6	16	96
South	1,374,647	0.24	86	6	16	96
East	1,326,459	0.23	111	6	16	96
West	1,312,035	0.23	95	6	16	96
<b>total</b>	<b>5,676,851</b>	<b>1.00</b>	<b>393</b>	<b>24</b>	<b>384</b>	<b>384</b>

**Source:** - Column (A, B and C); Tigist Degefu (the effects of advertising on customers' attitude), 2018.

- Column (D, E and F); own computation

### 3.5 Method of Data Analysis

The data was analyzed using both descriptive and inferential statistics. The data collected from questionnaires were systematically organized in a manner to facilitate the analysis.

The data was analyzing using SPSS to analyze and present the data. The statistical tools is used for this study, namely **descriptive statistics, regression and correlation analysis**. Descriptive and casual analysis method (Liner regression) was used to explain demographic variables and multiple regression is used to analysis the relationship between dependent and independent variables and also correlation analysis was used to know the relationship between influential factors such as message factor, source power, source attractiveness, source factor and cannel factor effects on adoption of new banking technology on CBE at Addis Abeba city branches.

According to (Stenbacka, 2001), analyze the relationship between dependent and independent variables and he develops the following model specification:

$$CA = f(A) \text{-----}(1)$$

$$A = f(SC, SA, MR, MO/C, MI, MC) \text{-----}(2)$$

From (1) and (2)

$$CA = f(SC, SA, MR, MO/C, MI, MC) \text{-----}(3)$$

Hence, the regression equation is:

$$A = \beta_0 + \beta_1 SC + \beta_2 SA + \beta_3 MR + \beta_4 MO/C + \beta_5 MI + \beta_6 MC + \varepsilon \text{-----}(1)$$

$$CA = A + \varepsilon \text{-----}(2)$$

Therefore,

$$CA = \beta_0 + \beta_1 SC + \beta_2 SA + \beta_3 MR + \beta_4 MO/C + \beta_5 MI + \beta_6 MC \text{-----}(3)$$

Where:

A = advertisement, CA = customer adoption,

$\beta_0$  = Regression constant,  $\beta_1 - \beta_6$  = Regression Coefficients,

SC = source credibility, SA = source attractiveness, MR = message relevance, MO/C = message originality/creativity, MI = message impact, MC = media choice and

$\varepsilon$  = model's error term.

### 3.6 Data Validity

Validity can be assessed using theoretical or empirical approaches. Theoretical assessment of validity focuses on how well the idea of theoretical construct is translated into or represented in an operational measure (Anol, 2012). In this regard the validity of the current study was addressed through the review of related literatures and adapting instruments used in previous research.

The clarity of the instrument items to the respondents was established so as to enhance the instrument's validity. According to Sekaran (2003), validity is the most critical criterion and indicates the degree by which the sample of test items represents the content the test is designed to measure. To establish the validity of the research instrument the researcher required opinions of experts in the field of study especially the researcher's advisor.

### 3.7 Data Reliability

Reliability refers to the absence of random error enabling subsequent researcher to arrive at the same insights if they conduct the study along the same steps again. The term 'Reliability' is a concept used for testing or evaluating quantitative research, through the idea is often used in all kinds of research. The most important test of any qualitative study is its quality. Reliability is a concept to evaluate quality in quantitative study with a "purpose of explaining" while quality concept in qualitative study has the purpose of "generating understanding" (Stenbacka, 2001).

Reliability of the questionnaire is tested by pre-testing the questionnaire with a selected sample. The pre-testing assisted in enhancing the clarity of the questionnaire. A pilot study was conducted to find the instruments reliability and the procedures of administration. To ensure reliability, the Cronbach's alpha is expected to be greater than or equal to 0.70.

Table 4.1 Reliability Statistics of Cronbach's alpha

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
transSC	20.7873	10.406	.847	.822	.903
transSA	20.9520	13.710	.285	.118	.949
transMR	20.7591	10.769	.850	.792	.903
transMO	20.7411	10.836	.829	.742	.905
transMI	20.7896	11.636	.687	.586	.919
transMC	20.6899	10.490	.933	.905	.894
transCA	20.6696	10.871	.879	.804	.900

Source, own survey, 2021

The above Table 3.1 shows that the values of Chronbach's Alpha for each variables of the Questionnaire. For the fields, values of Chronbach's Alpha were in the range from above 0.8.

This value indicates that ensures the reliability of each field of the questionnaire. Therefore, it can be said that it is proved that the questionnaire is valid, reliable.

### 3.8 Ethical Considerations

Leedy & Ormrod (2005) suggest that ethical issues are possible whenever research engages people and identified the most important ethical issues to be addressed during a study are protection from harm, harm include among others financial and reputational consequences for the people being studied; right to privacy which means participants remain anonymous and in no way have their individual responses been linked to them as persons; informed consent informing participants about the true nature of the study; and honesty with professional colleagues i.e. presenting findings in a complete and honest manner

This study therefore, ethically cleared from department of marketing management and school of undergraduate study. Since the researcher used the data from customers which was collected through questionnaire, permission was obtained from the customers. To maintain the confidentiality of the information provided by the respondents, the respondents were instructed not to write their names on the questionnaire and assured of that the responses would be used only for academic purpose and kept confidential. Brief description of the central objectives or purpose of the study and the potential benefit of the research outcome to respondents and

Commercial Bank of Ethiopia were clearly given in the introductory part of the questionnaire so as to motivate them and participate in the study and provide pertinent information about the company under study. Finally, respondents were included in the study based on their freewill.

## CHAPTER FOUR

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

This chapter deals with analysis and interpretation of the collected data through questionnaires distributed to customers of Commercial bank of Ethiopia. The total questionnaires distributed to customers of Commercial bank of Ethiopia were 384 copies. Out of the total questionnaires distributed 335 have been filled out thoroughly and returned, the rest could not be collected for different reasons. The data, which was gathered through questionnaires, were analyzed using the statistical methods, which included the analysis of Demographic information, descriptive statics, reliability analysis, a correlation, Factor validity and Regression analysis are presented through SPSS.

#### **4.1 Descriptive Statistics**

##### **4.1.1 Demographic Information**

This sub section was discusses about gender, Age group, Marital status, education qualification, and length of year the respondents uses the banks services from the CBE the respondents by using descriptive statistics:

Table 4.1 Demographic information

<b>Demographic characteristics</b>		<b>Frequency</b>	
Gender		frequency	percentage
	Male	221	57.6
	Female	114	42.4
	<b>total</b>	<b>335</b>	<b>100%</b>
Age group	18-20	28	8.3
	21-30	70	21.2
	31-40	171	51.0
	41-50	66	19.5
	<b>total</b>	<b>335</b>	<b>100%</b>
Martial status	Single	249	74.2
	Married	86	25.8
	<b>total</b>	<b>335</b>	<b>100%</b>
Education	primary	105	31.5
	high school	100	29.8

	certificate	77	22.9
	first degree	50	14.9
	second degree and above	3	0.90
	<b>total</b>	<b>335</b>	<b>100%</b>
Length of the year the respondents uses the bank service	Below 1 years	99	29.5
	2-3	110	32.7
	4-5	83	24.9
	6-7	37	11.2
	Above 8 years	6	1.7
	<b>total</b>	<b>335</b>	<b>100%</b>

Source: Own, computed from survey data, 2021

Table 4.1 indicated that most of the respondent are male when we see the gender of the respondents male are 221 (57.6 %) while 114 (42.4%) were female.

The respondent's age, shown in the Table 4.1 Shows that 171 (51%) of the total respondents were in the age group of 31-40 years, followed by respondent in the age group between 21-30 years and 41-50 and that accounted 70 (21.2%) and 66 (19.5%) respectively The remaining respondents where under the age group of 18-20 that account 28(8.3%). This indicates that majority of the respondents were in the economically active population.

Concerning, the marital status of respondents also shows the above (table 4.1) indicate 249 (74.2 %) were single and 86 (25.8%) were married. This indicates that most of the respondents of this study were single.

Regarding the education qualifications of respondent as stated in table 4.1.From the total respondents, 105 (31.5%) were attained primary education, followed by the those attained secondary education were accounted 100 (29.8%)the remain respondents were certificate holders, first degree holder and second degree and above holder that account 77 (22.9%), 50 (14.9%) and 3(9%) respectively. This indicates that most of them higher education minimum and primary.

Concerning the length of year stay as a customer's in Commercial bank of Ethiopia or the length of as user of bank service from Commercial bank of Ethiopia presented in the table 4.1 As it is

shown in the table, 110 (32.7%) of the respondents have used for 2-3 years, 99 (29.5%) of the respondent were respond on below one year that start using the bank service from CBE. 83 (24.9%) have used the banks services for 4-5 years. On the other hand 37 (11.7%) and 6 (1.7%) of the respondents have used the banks services from CBE.

#### 4.1.2 Descriptive Statistics

Table 4.2 provides a summary of the descriptive statistics of all variables for this study with 335 observations. The table reports the mean, standard deviation, number of observations (N) of all variables to give an overall description of data used From the Table 4.2 indicates descriptive statistics of source credibility (SC), source attractiveness (SA), message relevance (MR), message originality/creativity (MO), message impact (MI), media choice (MC) and customer adoption (CA) computed based on the 335 observations recorded for the total sample,

Table 4.2 Descriptive statistics

Descriptive Statistics			
Variable	N	Mean	Std. Deviation
Source credibility	335	3.4442	.75674
Source attractiveness	335	3.2794	.53188
Message relevance	335	3.4724	.69279
Message originality/creativity	335	3.4903	.69516
Message impact	335	3.4418	.65172
Media choice	335	3.5416	.68692
Customer adoption	335	3.5618	.65768

Source own survey, 2021

Source credibility (SC) had a mean value of 3.4442 (SD=0.75674) the result indicate that most of the respondents agree on Source credibility. Source attractiveness (SA) had a mean value of 3.2794 (SD=0.53188) the result indicate that most of the respondents agree on Source attractiveness. Message relevance (MR) had a mean value of 3.4724 (SD=0.69279) the result

indicate that most of the respondents agree on Message relevance. Message originality/creativity (MO) had a mean value of 3.4903 (SD=0.69516) the result indicate that most of the respondents agree on Message originality/creativity. Message impact (MI) had a mean value of 3.4418 (SD=0.65172) the result indicate that most of the respondents agree on Message impact. Media choice (MC) had a mean value of 3.5416 (SD=0.68692) the result indicate that most of the respondents agree on Media choice. Customer adoption (CA) had a mean value of 3.5618 (SD=0.65768) the result indicate indicates that most of resonates shows that most customers of CBE are agreed on advertising effect on new banking technology adoption.

## 4.2 Correlation Analysis

Correlation is a measure of association between two variables. According to Kothari (2004), positive values indicate positive correlation between the two variables (i.e., changes in both variables take place in the stated direction), whereas negative values indicate negative correlation i.e., changes in the two variables taking place in the opposite directions. A zero value of indicates that there is no association between the two variables. When  $r = (+) 1$ , it indicates perfect positive correlation and when it is  $(-) 1$ , it indicates perfect negative correlation. In the same way relation, and  $r$  ranging from 0.50 to 1.00 may be regarded as a high degree of correlation.

Table 4.3 correlation analysis where, number of population (N) = 335

correlation		Source credibility (SC)	Source attractiveness (SA)	Message relevance (MR)	Message originality/creativity (MO)	Message impact (MI)	Media choice (MC)	Customer adoption (CA)
Source credibility (SC)	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	335						
Source attractiveness (SA)	Pearson Correlation	.194**	1					
	Sig. (2-tailed)	.000						

	N	335	335					
Message relevance (MR)	Pearson Correlation	.846**	.246**	1				
	Sig. (2- tailed)	.000	.000					
	N	335	335	335				
Message originality /creativity (MO)	Pearson Correlation	.805**	.225**	.775**	1			
	Sig. (2- tailed)	.000	.000	.000				
	N	335	335	335	335			
Message impact (MI)	Pearson Correlation	.568**	.293**	.570**	.573**	1		
	Sig. (2- tailed)	.000	.000	.000	.000			
	N	335	335	335	335	335		
Media choice (MC)	Pearson Correlation	.892**	.261**	.876**	.851**	.680**	1	
	Sig. (2- tailed)	.000	.000	.000	.000	.000		
	N	335	335	335	335	335	335	
Customer adoption (CA)	Pearson Correlation	<b>.761**</b>	<b>.319**</b>	<b>.771**</b>	<b>.768**</b>	<b>.754**</b>	<b>.861**</b>	<b>1</b>
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	
	N	335	335	335	335	335	335	335

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

Source: Own, computed from survey data, 2021

Cohen (1998), cited by (Warokka et al. 2012), also interpreted the coefficient of correlation between 0 and 1 as in the following manner. The correlation coefficient ® ranging from 0.10 to

0.29 may be regarded as indicating a low degree of correlation,  $r$  ranging from 0.30 to 0.49 may be considered as a moderate degree of correlation, and  $r$  ranging from 0.50 to 1.00 may be regarded as a high degree of correlation. Based on this the above table 4.3 shown coefficient for this study that presented Source credibility (SC) and Customer adoption (CA) correlation Coefficient is ( $r=0.761$ ), this explain that there is strong and positive relationship between the two variables. Source attractiveness (SA) and Customer adoption (CA) correlation Coefficient is ( $r=0.319$ ), this explain that there is strong and positive relationship between the two variables. Message relevance (MR), and Customer adoption (CA) correlation Coefficient is ( $r=0.771$ ), this explain that there is strong and positive relationship between the two variables. Message originality/creativity (MO), and Customer adoption (CA) correlation Coefficient is ( $r=0.768$ ), this explain that there is strong and positive relationship between the two variables. Message impact (MI), and Customer adoption (CA) correlation Coefficient is ( $r=0.754$ ), this explain that there is strong and positive relationship between the two variables and also Media choice (MC), and Customer adoption (CA) correlation Coefficient is ( $r=0.861$ ), this explain that there is strong and positive relationship between the two variables.

This shows that there are strong and positive relationships between the two variables. According to (Thomas & Wonnacott, 1990), in the classical linear regression model it need to be test the classical linear regression model assumptions in order to maintain the data validity and robustness of the regressed result of the research. As result, this study tested the following classical linear regression model assumptions

### **4.3 Assumptions Test Results**

According to Field (2006), multiple linear regression uses to estimate the effect of more than one independent variables over dependent variable or it estimates the coefficient of determination on the predicted one explained by the predictors. Multiple linear regressions also use to compare which independent variable has more effect than other independent variables. Moreover, to have valid multiple regressions analysis, the important assumptions should be satisfied. These are: normality of the distribution, linearity, homoscedasticity and multicollinearity. For this study, before discussing the regression model these assumptions were tested. The results of these assumptions are briefly summarized and presented below.

### 4.3.1 Normality Assumptions Test

According to Thomas & Wonnacott, (1990) one of the most commonly applied tests for normality is tested graphically using a histogram and the residuals are normally distributed with a mean of zero if the histogram is bell-shaped.

Thus, the study was tested for the assumption of Normality and as it can be seen from the below figure 4.1, the histogram and kernel density are likely to be bell-shaped; this implies that the residuals are normally distributed. Hence, the normality assumption is fulfilled and the data were consistent with a normal distribution assumption.

#### Dependent variable customer adoption

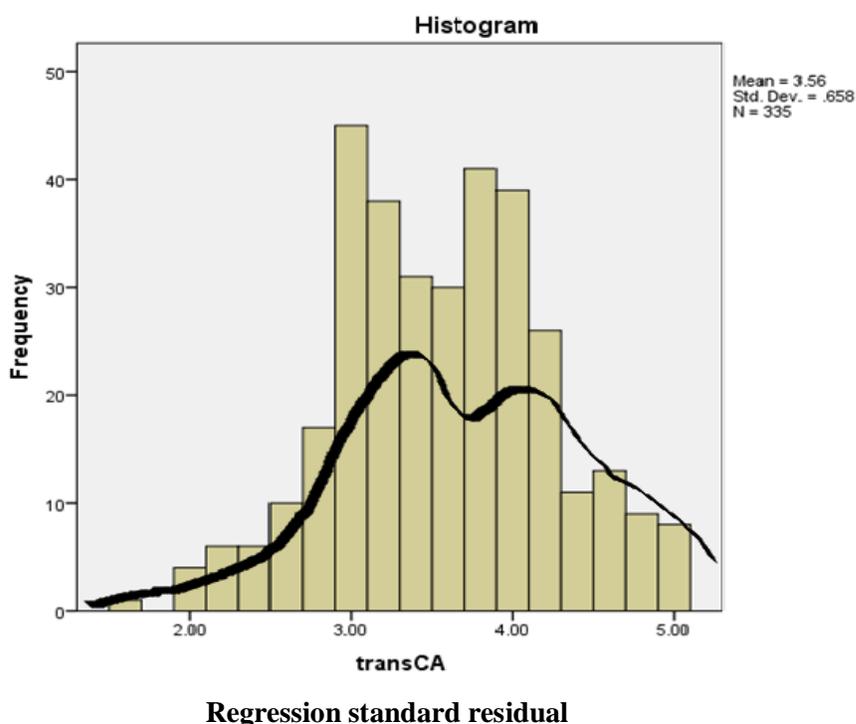
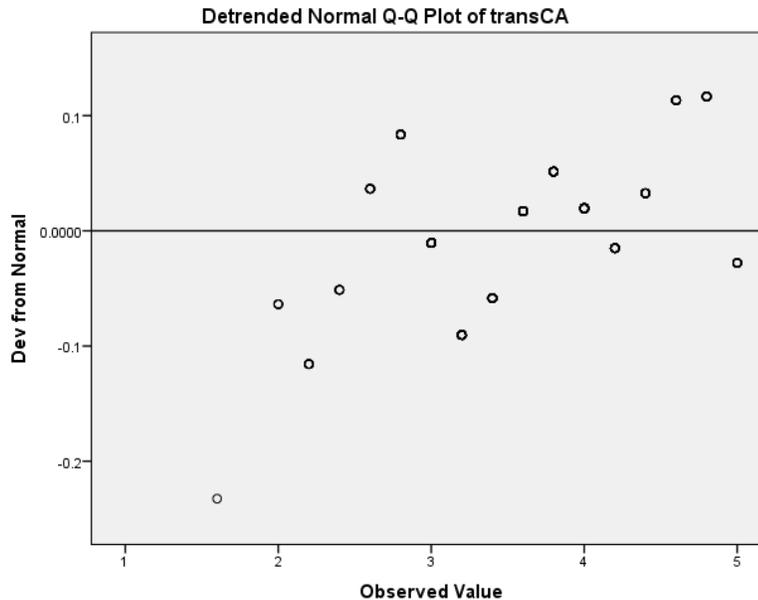


Figure 2 – Normality test for residuals

### 4.3.2 Linearity Assumptions Test

Multiple regressions assume a linear relationship between the independent and dependent variables. The bivariate plot of the predicted value against residuals can help us infer whether the relationship of the predictors to the outcome is linear. Hence using visual inspection of the scatter plot, it can be suggested about the linearity. Looking at the scatter plot of each independent variable using a Loess curve, it appears that the relationship of standardized predicted to residuals is roughly linear around zero (Annex 4.2). Hence, we can conclude that the

relationship between the response variable and predictors is around zero suggesting that the relationships between these variables are linear.



Fig; 3 linearity assumption test

### 4.3.3 Multicollinearity Assumption Test

Multicollinearity refers to the situation in which independent variables are highly correlated; resulting in a paradoxical effect, whereby the regression model fits the data well, but none of the independent variables has a significant impact in predicting the dependent variable. The existence of multicollinearity is tested by calculating the Variance Inflation Factor (VIF) where a VIF coefficient greater than 10 indicates the presence of multicollinearity (Thomas and Wonnacott, 1990).

Table 4.4 Variance Inflation Factor (VIF) of the explanatory variables

variable	Collinearity Statistics
	vif
Source credibility (SC)	5.613
Source attractiveness (SA)	1.115
Message relevance (MR)	4.761

Message originality/creativity (MO)	3.792
Message impact (MI)	1.940
Media choice (MC)	9.444

Source own survey, 2021

The results in above Table 4.4 indicate the VIF value of the explanatory variables and all independent variable are lower than the upper limit of VIF that is 10. Hence, the multicollinearity assumption is fulfilled.

#### 4.3.4 Homoscedasticity Assumption Test

Homoscedasticity refers to the assumption that the variation in the residuals (or amount of error in the model) is similar at each point across the model. In other words, the spread of the residuals should be fairly constant at each point of the predictor variables (or across the linear model). Just as for the assessment of linearity, a commonly used graphical method is used

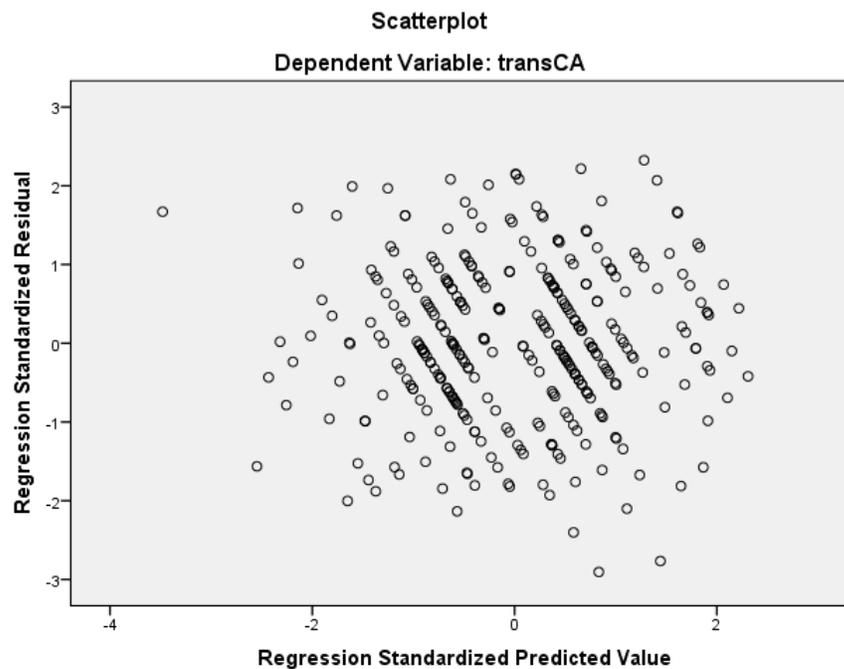


Figure 4 Homoscedasticity test

From the above figure 4 we can conclude that regression standardized predictor value and standard residual value scattered nearly equal in the Y axis and X axis so there is no Homoscedasticity problem

## 4.4 Inferential Statistics

This section presents a discussion of the results of inferential statistics. Correlation analysis was used to measure the strength of the relationship between the independent variables i.e. the relationship between source credibility (SC), source attractiveness (SA), message relevance (MR), message originality/creativity (MO), message impact (MI), media choice (MC) and customer adoption (CA) towards adoption of new products and services. Regression analysis established the relative significance of each of the variables on consumers' adoption. The summary of the inferential statistics results are presented below.

### 4.4.1 Analysis of Variance (ANOVA)

The key purpose of ANOVA test is to show whether the model is significantly better at predicting the dependent variable or using the means.

Table 4.5 ANOVA

Anova						
Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	116.190	6	19.365	224.590	.000b
	Residual	28.281	328	.086		
	Total	144.471	334			
a. Dependent Variable: CA						
b. Predictors: (Constant), MC, MI, SA, MO, MR, SC						

Source: Own, computed from survey data, 2021

From the above table 4.5, we concluded that the model is a good and fit. Since, the p-value, 0.000 is less than  $\alpha = 0.05$ . This result indicates a linear relation between the dependent variable Customer adoption (CA) and the independent variables, Source credibility (SC), Source attractiveness (SA), Message relevance (MR), Message originality/creativity (MO), Message impact (MI), Media choice (MC).

### 4.4.2 Result of regression analysis

In this section, the researcher used multiple regression analysis to detect the relationship between the dependent (customer adoption) and independent variables (advertisement factors; source, message and media choice). Multiple regressions is not just one technique but a family of techniques that can be used to explore the relationship between one continuous dependent variable and a number of independent variables or predictors usually continuous (Julie and Pallant, 2005).

For the purpose of determining the extent to which Customers new banking technology adoption (CA) affected by the explanatory variables advertisement factors; source, message and media choice that are source credibility (SC), source attractiveness (SA), message relevance (MR), message originality/creativity (MO), message impact (MI), media choice (MC) researcher used multiple regression analysis models below table 4.6

Table 4.6 Model summary of multiple regression analysis

Model Summary				
Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.897a	.804	.801	.29364
a. Predictors: (Constant), transMC, transMI, transSA, transMO, transMR, transSC				

Source: Own, computed from survey data, 2021

Table 4.6 above indicates R, R Square, Adjusted R Square and standard error of the estimate. Further, it lists the independent variables that are entered in to the regression model. R (0.897) is the correlation of independent variables with the dependent variables after all the inter correlation are taken into account. The model summary, in the above table 4.6 shows the R Square is 0.804 This tells us how much of the variance in the dependent variable (customer adoption) is explained by the independent variables / Source credibility (SC), Source attractiveness (SA), Message relevance (MR), Message originality/creativity (MO), Message impact (MI), Media choice (MC)/. This means that the model (independent variables) explains 80.4% of the (dependent variable).

#### 4.4.3 Regression Coefficient

A two-tail test at 95% confidence level ( $\alpha=0.05$ ) showed that the positive beta values for all variables (except source credibility) suggesting a positive influence of the independent variables

on the dependent variable. But, source credibility relevance emerged with a negative beta value, suggesting that a negative influence on the adoption towards advertisement opposite to the hypothesis and the argument presented earlier. The results of significant value show independent variables that are source attractiveness (SA), message originality/creativity (MO) message impact (MI) and media choice (MC) have significant value to explain Customers new banking technology adoption because their p-value is less than the 0.05 significance level. But source credibility (SC) and message relevance (MR), value has an insignificant value to explain Customers new banking technology adoption because their p-value is higher than the 0.05 significance level.

Table 4.7 Coefficients table

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	sig
		B	Std. error	beta		
1	(Constant)	.011	.122		.094	.925
	Source credibility (SC)	-.016	.050	-.019	-.322	.748
	Source attractiveness (SA)	.075	.032	.061	2.354	.019
	Message relevance (MR)	.086	.051	.091	1.704	.089
	Message originality/creativity (MO)	.122	.045	.129	2.703	.007
	Message impact (MI)	.308	.034	.305	8.961	.000
	Media choice (MC)	.445	.072	.465	6.194	.000

a. Dependent Variable: CA

Source: Own, computed from survey data, 2021

#### 4.4.4 Discussion of Regression Coefficient

From table 4.7 Coefficients table independent variables that are source attractiveness (SA), message originality/creativity (MO) message impact (MI) and media choice (MC) have

significant value to explain Customers new banking technology adoption. But source credibility (SC) and message relevance (MR), value has an insignificant value to explain Customers new banking technology adoption. This result is inconsistency with the hypothesis test and some study (Tigest Degefu, 2018; The Effects of CBE's Advertising on Customers Attitude on page 67) result also show that media accessibility sig at 0.258, media credibility sig. at 0.723 and message creativity sig. at 0.118 that is inconsistent with the hypothesis developed by the researcher so, in some case some variable may exist with unexpected value that may need additional study on the area.

According to (Julie Pallant, 2005 pp 153-154) we need to look in the column labeled B under Unstandardized Coefficients interpret the regression result that depicted on the above table 4.7;

$$(CA) = 0.011 + 0.061 (SA) + 0.129 (MO) + 0.305 (MI) + 0.465 (MC) + \epsilon$$

The interpretation of the above regression, as increases by one unit the advertisement activity of Commercial bank on new banking technology of Source credibility, as percentage of Customers adoption decreased by 0.016 units. Source credibility has a negative and statistically insignificant at the conventional levels of significant. Hence this result is inconsistent with the hypothesis of the study which is a positive and statically significant relationship between source credibility advertisement of commercial bank of Ethiopia and Customers adoption. The finding of this study implies that source credibility, has a negative impact on the Customers adoption.

And also, as a one unit increases on advertisement activity of CBE's new banking technology of source attractiveness, as percentage of Customers adoption increasing by 0.075 units. Source attractiveness has a positive and statistically significant at 0.05 levels of significant. Hence this result is consistent with the hypothesis of the study which is a positive and statically significant relationship between source attractiveness of commercial bank of Ethiopia and Customers adoption to new banking technology. The finding of this study implies that source attractiveness, has a positive impact on the Customers new bank technology adoption.

Regarding, the interpretation of the activity of commercial bank of Ethiopia that is new banking technology advertising of message relevance, as increases by one unit message relevance, as percentage of Customers new banking technology adoption increasing by 0.086 units. Message relevance has a positive and statistically insignificant at 0.05 levels of significant. Hence this

result is consistent with the hypothesis of the study which is a positive and statically insignificant relationship between message relevance of new banking technology advertisement of commercial bank of Ethiopia and Customers new bank technology adoption. The finding of this study implies that message relevance has a positive impact on the Customers adoption but statistically insignificant.

However, the finding of the study implies that message originality/creativity has significance relationship with the Customers new bank technology adoption at 0.05 levels of significant. Hence this result is inconsistent with the hypothesis of the study which is a positive and statically significant relationship between new banking technology advertising of commercial bank of Ethiopia and Customers adoption.

Finally the interpretation of message impact and media choice has a significant relationship with Customers new bank technology adoption at 0.05 levels of significant. And also, as increases by one unit the advertisement activity of Commercial bank on new banking technology of message impact and media choice as percentage of Customers adoption increasing by 0.308 and 0.445 unit respectively. Hence this result is consistent with the hypothesis of the study which is a positive and statically significant relationship between message impact and media choice of new banking technology advertisement of commercial bank of Ethiopia and Customers adoption to new banking technology. The finding of this study implies that message impact and media choice, has a positive impact on the Customers new bank technology adoption.

#### 4.4.5 Summary of Hypothesis Analysis

Table 4.9 Summary of Hypothesis result

Hypothesis no	hypothesis	Statistical result	Result
H1 <sub>a</sub>	Source credibility has a negative and insignificant effect on customers' adoption of new banking technologies.	beta Coefficients = -0.016 level of= 0.748	rejected
H2 <sub>a</sub>	Source attractiveness has a positive and significant effect on customers' adoption of new banking technologies.	beta Coefficients = 0.075 level of sig= 0.019	supported

H3 <sub>a</sub>	Message relevance has a positive and insignificant effect on customers' adoption of new banking technologies.	beta Coefficients = 0.086 level of sig = 0.089	rejected
H4 <sub>a</sub>	Message originality/creativity has a positive and significant effect on customers' adoption of new banking technologies.	Since, beta Coefficients = 0.122 level of sig = .007	supported
H5 <sub>a</sub>	Message impact has a positive and significant effect on customers' adoption of new banking technologies.	beta Coefficients = .305 level of sig = 0.000 sig	supported
H6 <sub>a</sub>	Media usage has a positive and statistically significant effect on customers' adoption of new banking technologies.	beta Coefficients = 0.445 level of sig = 0.000	supported

Source own survey, 2021

## CHAPTER FIVE

### 5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary of Major Finding

The present study measured the effect of advertisement on customer new banking technology adoption in Commercial Bank of Ethiopia in city branch. The research distributed 384 questionnaires to the target respondents. The collected data were analyzed by using SPSS out of 384 samples distributed, the researcher managed to collect back 335 which is around 87.24% based on the analysis made on chapter four the following major findings were summarized based on how the research question was answered.

##### I. Finding one

- RQ1 is To what extent does source credibility affect customers' adoption of new banking technologies of CBE?.
- MF1 is the mean value of source credibility (SC) had a mean value of 3.4442 (SD=0.75674), and from correlation table source credibility had statistically significant relationship with dependent variable however regression analysis show that (SC) has a negative and statistically insignificant value on customer adoption.

##### II. Finding two

- RQ2 is what is the effect of source attractiveness on customers' adoption of new banking technologies of CBE?
- MF2 is source attractiveness (SA) had a mean value of 3.2794 (SD=0.53188) and from correlation table source attractiveness has statistically significant relationship with dependent variable and from regression analysis show that (SA) has a positive and statistically significant value (0.075 unit increase at sig= 0.019) on customer adoption.

##### III. Finding three

- RQ3 is what is the effect of message relevance on customers' adoption of new banking technologies of CBE?
- MF3 is the mean value of message relevance (MR) was 3.4724 with SD =0.69279 and from correlation table message relevance has statistically significant relationship with dependent variable however regression analysis show that (MR) has a positive effect on customer adoption but statistically insignificant value on customer adoption.

##### IV. Finding four

- RQ4 is to what extent does message originality or creativity affect customers' adoption of new banking technologies of CBE?
- MF4 is Message originality/creativity (MO) had a mean value of 3.4903 (SD=0.69516) and from correlation table message originality/creativity has statistically significant relationship with dependent variable and from regression analysis show that (MO) has a positive and statistically significant value (0.122 unit increase at sig= 0.007) on customer adoption.

#### V. Finding five

- RQ5 is what is the effect of message impact on customers' adoption of new banking technologies of CBE?
- MF5 is message impact (MI) had a mean value of 3.4418 (SD=.65172) and from correlation table message impact has statistically significant relationship with dependent variable and from regression analysis show that (MI) has a positive and statistically significant value (0.305 unit increase at sig= 0.000) on customer adoption.

#### VI. Finding six

- RQ6 is what is the effect of media usage on customers' adoption of new banking technologies of CBE?
- MF6 is media choice (MC) had a mean value of 3.5416 (SD=0.68692) and from correlation table media choice has statistically significant relationship with dependent variable and from regression analysis show that (MC) has a positive and statistically significant value (0.445 unit increase at sig= 0.000) on customer adoption.

Finally The strength of their relationship of beta's coefficient range from - 0.016 source credibility to 0.445 Media choice with regard to the effect of each independent variable to the beta coefficient show that media choice has a strong effect on the dependent variable, While source credibility explaining the variable of the dependent to less.

## 5.2 Conclusions

The main purpose of this study was to identify the effects of advertisement on new banking technology adoption in Commercial Bank of Ethiopia.

The formulated objective of this study was to; To determine the effect of source credibility (SC) on customers' adoption of new banking technologies of CBE, To analyze the effect of source attractiveness (SA) on customers' adoption of new banking technologies of CBE, To examine the

effect of message relevance (MR) on customers' adoption of new banking technologies of CBE, To evaluate the effect of message originality or creativity (MO) on customers' adoption of new banking technologies of CBE, To examine the effect of message impact (MI) on customers' adoption of new banking technologies of CBE, and To analyze the effect of media usage (MC) on customers' adoption of new banking technologies of CBE.

From the findings of the study it may concluded most of customers are influenced by media choice (MC), message impact (MI), message originality/creativity (MO) and source attractiveness (SA) which have a positive and significant effect on customer adoption and statistical result also supports our conclusion. But from our finding source credibility and message relevance has not statistically significant value on customer adoption.

Generally, it was observed that most of the bank customer are affected by CBE's advertisement in there new banking technology adoption. Most of the customer use new serves or products because most of media choice, message impact, message originality/creativity and source attractiveness factors of the bank advertisements have a positive and significant effect on their adoption. Therefore, it is concluded that CBE has to continue investing on advertising as it has a positive and significant effects on its customers adoption.

### **5.3 Recommendations**

Based on the findings and conclusions of the study, the researcher forwards the following recommendations for the marketing department of commercial bank of Ethiopia and other concerned body.

- ❖ Media choice is identified as one of the most important factors that influence customer's new banking technology adoption. Therefore, the bank has to continue advertising and using the chosen media reputedly so as to undertake its promotion.
- ❖ The conclusions brought out from the findings shows that message originality/creativity and message impact has positively affect customers new banking technology so the bank should give better concern to develop its advertising message creativeness and impact timely on customers adoption that increase adoption rate of new banking technology usage.

- ❖ Source attractiveness has significant value to affect customers adoption on new banking technology so the bank has need to continue its advertising of new banking technology and improve its source attractiveness to all media channel in addition to the existing source (e.g. Alemayehu Tadese).
- ❖ Commercial Bank of Ethiopia marketing department make a deep survey by using large sample size on source credibility and message relevance before final expenditure on them in order to use its resource effectively and to understand core causes of the variables inconsistency value.
- ❖ The bank has to keep the commitments engaged while advertising its new products and services. Investment in advertisement is found significant to change customer adoption of the new banking technology. Thus, further effort is expected to maximize the scale of advertisement

#### **5.4 Suggestions for Future Research**

The current study leaves room for further future research in the field of CBE's advertising effects on its customers new banking technology adoption. There is an opportunity for researchers to either explore the same variables of this study in greater depth or to add new variables that could potentially predict customers adoption in relation to CBE's advertisements more accurately or differently. This study utilized respondents residing in Addis Ababa only and the researcher would recommend that similar studies as to the current study be conducted on a larger scale that is a larger sample size and larger geographic regions. This would allow for more diversity in the sample and more informed results. The study suffered literatures on some of the independent variables and the researcher believed that if these challenges are addressed it would result in a more meaningful and superior contribution to the study on effectiveness of advertising on CBE's customers new banking technology.

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## Annexes

### Annexes 1 demographic statics

Demographic characteristics		Frequency	
Gender		frequency	percentage
	Male	193	57.6
	Female	142	42.4
	<b>total</b>	<b>335</b>	<b>100%</b>
Age group	18-20	28	8.3
	21-30	70	21.2
	31-40	171	51.0
	41-50	66	19.5
	<b>total</b>	<b>335</b>	<b>100%</b>
Marital status	Single	249	74.2
	Married	86	25.8
	<b>total</b>	<b>335</b>	<b>100%</b>
Education	primary	105	31.5
	high school	100	29.8
	certificate	77	22.9
	first degree	50	14.9
	second degree and above	3	0.90
	<b>total</b>	<b>335</b>	<b>100%</b>
Length of the year the respondents uses the bank service	Below 1 years	99	29.5
	2-3	110	32.7
	4-5	83	24.9
	6-7	37	11.2
	Above 8 years	6	1.7
	<b>total</b>	<b>335</b>	<b>100%</b>

## gender

	Frequency	Percent	Valid percent	Cumulative percent	Sig.
Male	193	57.6	57.6	57.6	.000 <sup>b</sup>
Valid Female	142	42.4	42.4	100	
Total	335	100	100		

## Annex 2: descriptive statistics

## Statistics

	transSC	transSA	transMR	transMO	transMI	transMC	transCA
N Valid	335	335	335	335	335	335	335
Missing	0	0	0	0	0	0	0
Mean	3.4442	3.2794	3.4724	3.4903	3.4418	3.5416	3.5618
Std. Deviation	.75674	.53188	.69279	.69516	.65172	.68692	.65768
Minimum	1.20	1.80	1.50	1.00	1.00	1.60	1.60
Maximum	5.00	4.60	5.00	5.00	5.00	4.97	5.00

## Annexes 3 Correlations

## Correlations

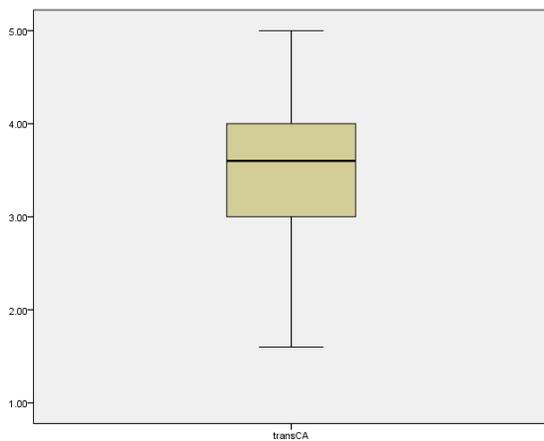
		transSC	transSA	transMR	transMO	transMI	transMC	transCA
transSC	Pearson Correlation	1	.194**	.846**	.805**	.568**	.892**	.761**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	335	335	335	335	335	335	335
transSA	Pearson Correlation	.194**	1	.246**	.225**	.293**	.261**	.319**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	335	335	335	335	335	335	335
transMR	Pearson Correlation	.846**	.246**	1	.775**	.570**	.876**	.771**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	335	335	335	335	335	335	335
transMO	Pearson Correlation	.805**	.225**	.775**	1	.573**	.851**	.768**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	335	335	335	335	335	335	335
transMI	Pearson Correlation	.568**	.293**	.570**	.573**	1	.680**	.754**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	335	335	335	335	335	335	335

transMC	Pearson Correlation	.892**	.261**	.876**	.851**	.680**	1	.861**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	335	335	335	335	335	335	335
transCA	Pearson Correlation	.761**	.319**	.771**	.768**	.754**	.861**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	335	335	335	335	335	335	335

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

## Annexes 4

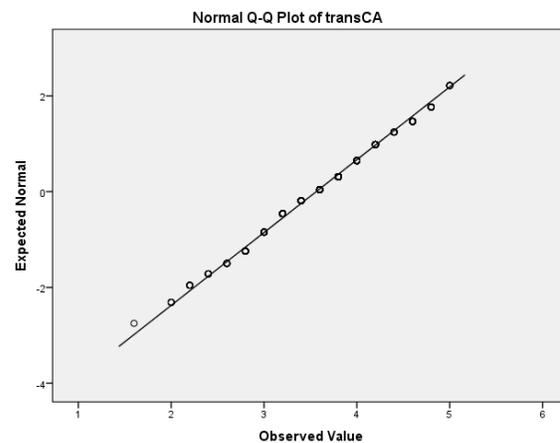
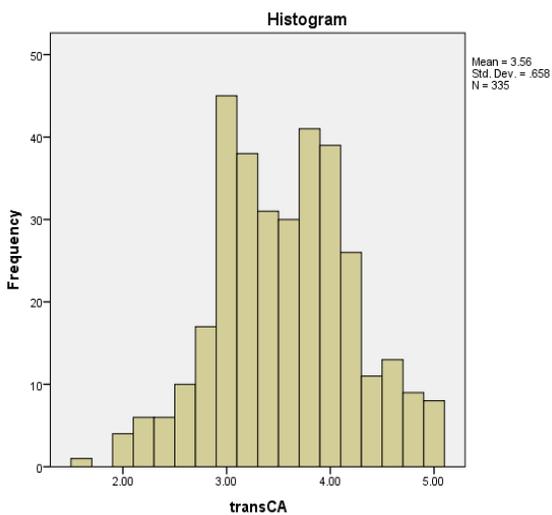
### Annexes 4.1 normality test



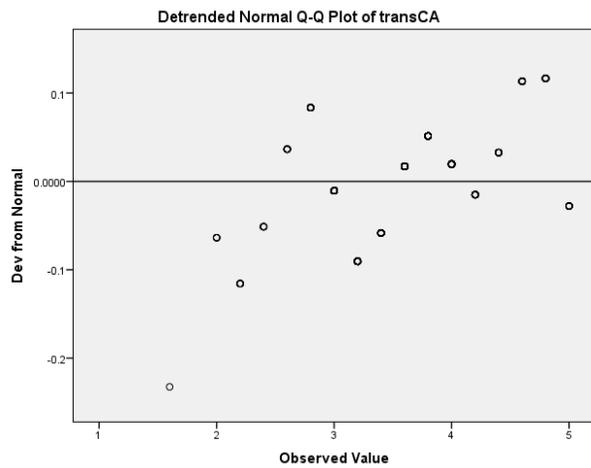
#### Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
transCA	.088	335	.000	.985	335	.001

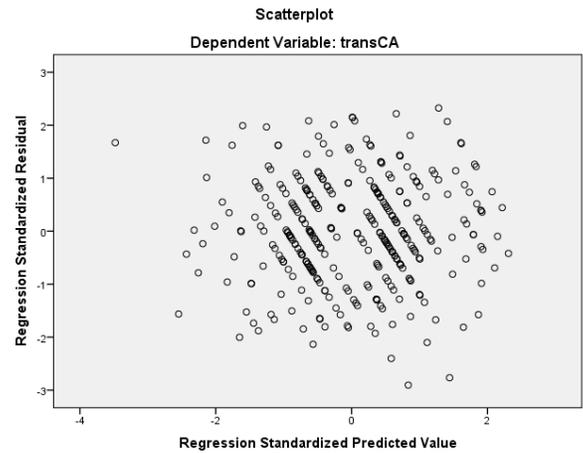
a. Lilliefors Significance Correction



Annexes 4.2 test of linearity



Annexes 4.3 test of homoscedasticity



Annexes 4.4 test of multicollinearity

variable	Collinearity Statistics
	vif
Source credibility (SC)	5.613
Source attractiveness (SA)	1.115
Message relevance (MR)	4.761
Message originality/creativity (MO)	3.792
Message impact (MI)	1.940
Media choice (MC)	9.444

## Annexes 5

Annex 5.1 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 <sup>a</sup>	.804	.801	.29364

a. Predictors: (Constant), transMC, transSA, transMI, transMO, transMR, transSC

Annexes 5.2 ANOVA

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116.190	6	19.365	224.590	.000 <sup>b</sup>
	Residual	28.281	328	.086		
	Total	144.471	334			

a. Dependent Variable: transCA

b. Predictors: (Constant), transMC, transSA, transMI, transMO, transMR, transSC

Statistics

## Annexes 5.3 coefficient table

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.011	.122		.094	.925		
	transSC	-.016	.050	-.019	-.322	.748	.178	5.613
	transSA	.075	.032	.061	2.354	.019	.897	1.115
	transMR	.086	.051	.091	1.704	.089	.210	4.761
	transMO	.122	.045	.129	2.703	.007	.264	3.792
	transMI	.308	.034	.305	8.961	.000	.516	1.940
	transMC	.445	.072	.465	6.194	.000	.106	9.444

a. Dependent Variable: transCA



St. Mary's University ቅድስት ማርያም  
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*Committed to Excellence*

## Questionnaire

### Appendix 1: Questionnaire (English Version)

#### St.mary University-School of graduated student

#### Questionnaire for Commercial Bank of Ethiopia Customers

#### Dear Respondents:

I am a student of Master Degree in Marketing Management in St.mary University - School of graduated student. I am currently undertaking a research on “The Effects CBE advertisement on adoption of new banking technology. This questionnaire is prepared for the partial fulfillment of a Master program. The information gathered using this questionnaire is used for academic purpose only and respondents are not expected to disclose their identity. Your answers will be kept confidential and will not be released to any third party. Please put a “✓” mark in the boxes of your choice.

I appreciate your willingness to participate in this survey. Thank you very much!

#### Researcher

Birhanu Bezabih

Mobile: 0913-14-13-52

E-mail: [berhanubezabih@gmail.com](mailto:berhanubezabih@gmail.com)



<b>6.1</b>	<b>Credibility</b>	1	2	3	4	5
6.1.1	CBE's new banking technology advertiser have a good public image					
6.1.2	CBE's new banking technology advertiser are a right person to advertise the new product					
6.1.3	CBE's new banking technology advertiser provide real information in a proper way about the new product					
6.1.4	CBE's new banking technology advertiser have a potential to initiate customers to use the new product					
6.1.5	after I watching CBE's new banking technology advertiser's credibility I start to use the new product					
<b>6.2</b>	<b>Attractiveness</b>					
6.2.1	CBE's new banking technology advertiser are popular and favorable					
6.2.2	CBE's new banking technology advertiser are a right person to represent the new product					
6.2.3	CBE's new banking technology advertiser can get customers attention by their attractive way of advertisement to use new product					
6.2.4	CBE's new banking technology advertiser can make new product preferable by their attractive way of advertisement					
6.2.5	after I watching CBE's new banking technology advertiser attractiveness I start to use the new product					

**Part three: Question about Message Factors (message relevance, message Originality/creativity and message impact)**

7. Put your answer about the effect of message relevance, message originality/creativity and message impact on customer adoption of CBE's new banking technology by putting "✓" symbol in the box

Rating Levels: (1) = Strongly Disagree (2) = Disagree (3) = No Comment (4) = Agree (5) = Strongly Agree

No.	Message source	Rating level				
		1	2	3	4	5
<b>7</b>						
<b>7.1</b>	<b>Relevance</b>					
7.1.1	CBE's new banking technology advertisement message contain relevant information					
7.1.2	CBE's new banking technology advertisement message can give a proper awareness about the new product					
7.1.3	following CBE's new banking technology advertisement message is necessary in order to use the new product					
7.1.4	after I follow CBE's new banking technology advertisement message I start to use the new product					
<b>7.2</b>	<b>Originality/creativity</b>					
7.2.1	CBE's new banking technology advertisement message are creative and original					
7.2.2	CBE's new banking technology advertisement message contain clear and new idea about the new product					
7.2.3	CBE's new banking technology advertisement message necessarily contain new and creative idea in order to use the new product					
7.2.4	CBE's new banking technology advertisement creative					

	message affect me to use the new product					
<b>7.3</b>	<b>Impact</b>					
7.3.1	CBE's new banking technology advertisement message is easy to understand					
7.3.2	CBE's new banking technology advertisement message initiate you to use new product					
7.3.3	CBE's new banking technology advertisement message necessarily influence you to use new product					
7.3.4	CBE's new banking technology advertisement message influence me to start using new product					

#### Part four: Question about Media Choice

8. Put your answer about the effect of media choice on customer adoption of CBE's new banking technology advertisement by putting "✓" symbol in the box

Rating Levels: (1) = Strongly Disagree (2) = Disagree (3) = No Comment (4) = Agree (5) = Strongly Agree

No.	Media choice	Rating level				
		1	2	3	4	5
<b>8</b>						
<b>8.1</b>	<b>Television</b>					
8.1.1	I follow television advertisement of CBE's new banking technology					
8.1.2	television are preferable and comfortable to follow CBE's new banking technology advertisement					
8.1.3	television advertisement of CBE on new banking technology are accessible					
8.1.4	it is easy to follow television advertisement of CBE's new					

	banking technology					
8.1.5	television advertisement about new banking technology help me to use CBE's new banking technology					
<b>8.2</b>	<b>radio</b>					
8.2.1	I follow radio advertisement of CBE's new banking technology					
8.2.2	radio are preferable and comfortable to follow CBE's new banking technology advertisement					
8.2.3	radio advertisement of CBE on new banking technology are accessible					
8.2.4	it is easy to follow radio advertisement of CBE's new banking technology					
8.2.5	radio advertisement about new banking technology help me to use CBE's new banking technology					
<b>8.3</b>	<b>Newspaper and magazine</b>	1	2	3	4	5
8.3.1	I follow newspaper and magazine advertisement of CBE's new banking technology					
8.3.2	Newspaper and magazine are preferable and comfortable to follow CBE's new banking technology advertisement					
8.3.3	Newspaper and magazine advertisement of CBE on new banking technology are accessible					
8.3.4	it is easy to follow newspaper and magazine advertisement of CBE's new banking technology					
8.3.5	Newspaper and magazine advertisement about new banking technology help me to use CBE's new banking technology					

<b>8.4</b>	<b>LEDs &amp; Billboards</b>					
8.4.1	I follow LEDs & Billboard advertisement of CBE's new banking technology					
8.4.2	LEDs & Billboard are preferable and comfortable to follow CBE's new banking technology advertisement					
8.4.3	LEDs & Billboard advertisement of CBE on new banking technology are accessible					
8.4.4	it is easy to follow LEDs & Billboard advertisement of CBE's new banking technology					
8.4.5	LEDs & Billboard advertisement about new banking technology help me to use CBE's new banking technology					
<b>8.5</b>	<b>Indoor poster</b>	1	2	3	4	5
8.5.1	I follow indoor poster advertisement of CBE's new banking technology					
8.5.2	Indoor poster are preferable and comfortable to follow CBE's new banking technology advertisement					
8.5.3	Indoor poster advertisement of CBE on new banking technology are accessible					
8.5.4	it is easy to follow indoor poster advertisement of CBE's new banking technology					
8.5.5	Indoor poster advertisement about new banking technology help me to use CBE's new banking technology					
<b>8.6</b>	<b>Brochures and Pamphlets</b>					
8.2.1	I follow brochures & pamphlet advertisement of CBE's new banking technology					

8.2.2	Brochures & pamphlets are preferable and comfortable to follow CBE's new banking technology advertisement					
8.2.3	Brochures & pamphlets advertisement of CBE on new banking technology are accessible					
8.2.4	it is easy to follow brochures & pamphlet advertisement of CBE's new banking technology					
8.2.5	Brochures & pamphlets advertisement about new banking technology help me to use CBE's new banking technology					

### Part five: Question about Adoption factor

9. Please rate the effect of CBE advertisement on customer adoption of CBE's new banking technology by putting "✓" symbol in the box

Rating Levels: (1) = Strongly Disagree (2) = Disagree (3) = No Comment (4) = Agree (5) = Strongly Agree

No	description	1	2	3	4	5
9						
9.1	CBE advertisement have an Influence to understand about new banking technology					
9.2	CBE advertisement have an Influence to understand the usefulness of new banking technology					
9.3	CBE advertisement have an Influence to use new banking technology e.g. mobile banking, internet banking and ATM service in addition to the existing banking service					
9.4	CBE new banking technology advertisement have an					

	Influence to use the new product continuously					
9.5	I prefer to use CBE's new banking technology after following the banks new banking technology advertisement					

❖ Any different point you want to rise, that you think it's helpful for this study please state.

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**Thank you in Advance!!!**

**Appendix 2: Questionnaire (Amharic Version)**

**ቅድስተ ማርያም ዩኒቨርሲቲ - የንግድ ሥራ ትምህርት ቤት**

**በኢትዮጵያ ንግድ ባንክ ደንበኞች የሚሞላ መጠይቅ**

እኔ የዚህ መጠየቅ አዘጋጅ በቅድስተ ማርያም ዩኒቨርሲቲ በገበያ ሥራ አመራር ትምህርት ክፍል የድህረ ምረቃ ተማሪ ስሆን በአሁኑ ሰዓት የመመረቂያ ጽሁፌ በማዘጋጀት ሆላይ እገኛለሁ። የመመረቂያ ጽሁፉ በዋናነት የሚያተኩረው የኢትዮጵያ ንግድ ባንክ ማስታወቂያ ስራ ደንበኞቹ አዳዲሲስ የባንክ አገልግሎቶችን እንዲጠቀሙ ለማድረግ ያለው አስተዋጽኦ (the effect of advertising on adoption of new banking technology) ላይ ነው። በመጠይቁ የሚገኘው መረጃ ለጥናቱና ለትምህርታዊ ዓላማ ብቻ የሚውል ሲሆን የመረጃው ሚስጥራዊነት በከፍተኛ ጥንቃቄ የሚያዝ መሆኑን በአክብሮት እገልጻለሁ። የእርስዎን ማንነት መግቢያዎ አስፈላጊ አይደለም። ከዚህ በታች ለቀረቡት ጥያቄዎች ሃሳቤን ይገልጻልኛል በሚለት ሳጥን ውስጥ የ “✓” ምልክት በማድረግ ምላሽ ይስጡ። መጠይቁን ለመሙላት ፍቃደኛ በመሆንዎ በቅድሚያ አመሰግናለሁ።

**ክፍል አንድ: የደንበኞች ግለ ታሪክ**

- 1. ያታ:
  - 1.1. ወንድ
  - 1.2. ሴት
- 2. ዕድሜ:
  - 2.1. ከ 14 - 24
  - 2.2. ከ 25 – 35
  - 2.3. ከ 36-46
  - 2.4. ከ47 - 57
  - 2.5. 58 እና ከዚያ በላይ
- 3. የትምህርት ሁኔታ:
  - 3.1. አንደኛ ደረጃ እና ከዚያ በታች
  - 3.2. ሁለተኛ ደረጃ
  - 3.3. ስርተፍኬት ወይም ዲፕሎማ
  - 3.4. የመጀመርያ ዲግሪ እና ከዚያ በላይ
- 4. የሥራ ሁኔታ:
  - 4.1. የመንግሥት ሠራተኛ
  - 4.2. የግል ድርጅት ተቀጣሪ
  - 4.3. የቀን ሠራተኛ
  - 4.4. የንግድ ሥራ
  - 4.5. ተማሪ
- 5. የባንኩ ደንበኛ ከሆኑ ምን ያህል ጊዜ ይሆንዎታል:
  - 5.1. 5 ዓመት እና ከዛ በታች
  - 5.2. ከ5-10 ዓመት
  - 5.3. 10 ዓመት እና ከዛ በላይ

**ክፍል ሁለት፡ መልክቱን የሚያስተዋውቅ አቅራቢዎች ያላቸው ታማኝነትና ሳቢነትን በተመለከተ**  
**(Source Credibility & Source Attractiveness)**

6. የኢትዮጵያ ንግድ ባንክ ለሚሰጣቸው አዳዲስ የባንክ አገልግሎቶችን የሚያስተዋውቁ አቅራቢዎች ያላቸውን ተዓማኒነት እና ሳቢነት በተመለከተ እርስዎ አገልግሎቶቹን እንዲጠቀሙ ያላቸውን አስተዋጽኦ ከዚህ በታች ለቀረቡት ጥያቄዎች ያለዎትን ምላሽ የ “✓” ምልክት በማድረግ ይግለጹ፡፡

የመገምገሚያ ደረጃዎች፡ (1) = በጣም አልሰማማም (2) = አልሰማማም (3) =አስተያየት የለኝም (4) = እስማማለሁ (5) = በጣም እስማማለሁ

No.	አስተዋዋቂ አቅራቢዎች	መገምገሚያዎች				
		1	2	3	4	5
<b>6</b>						
<b>6.1</b>	<b>ተአማኒ ናቸው</b>					
6.1.1	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎች ጥሩ ስም ያላቸው ናቸው					
6.1.2	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎች አገልግሎቱን ለማስተዋወቅ ተገቢ ናቸው					
6.1.3	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎች ስለ አገልግሎቶቹ ትክክለኛውን መረጃ በተገቢው መንገድ ያቀርባሉ					
6.1.4	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎች አገልግሎቶቹን እንዲጠቀሙ የማነሳሳት አቅም አላቸው					
6.1.5	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎችን ታማኝነት ካየሁ በሁዋላ አገልግሎቶቹን መጠቀም ጀምሯልሁ					
<b>6.2</b>	<b>ሳቢ ናቸው</b>					
6.2.1	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎች ታዋቂና ተወዳጅ ናቸው					
6.2.2	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎች አገልግሎቱን ወክለው ለማስተዋወቅ አርአያ መሆን የሚችሉ ናቸው					

6.2.3	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎች አቀራረባቸው ሳቢ በመሆኑ የሰዎችን ትኩረት ማግኘት ይችላሉ					
6.2.4	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎች አቀራረባቸው ማራኪ በመሆኑ አገልግሎቶቹ እንዲወደዱ ማድረግ ይችላሉ					
6.2.5	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎት ማስታወቂያዎችን የሚያስተላልፉ አቅራቢዎች ሳቢነት ካየሁ በሁዋላ አገልግሎቶቹን መጠቀም ጀምራለሁ					

**ክፍል ሶስት: የመልክት ይዘቶች (አስፈላጊነት፣ የፈጠራ ሀሳብና ተጽእኖ ፈጣሪነት) ሚናን በተመለከተ (message relevance, message originality/creativity and message impact) እንዴት ይገመገሙታል።**

7. የኢትዮጵያ ንግድ ባንክ አዳዲስ የባንክ አገልግሎቶች ማስታወቂያዎች የያዙት መልክት አስፈላጊነት፣ አዲስና የፈጠራ ሀሳባቸውንና ለውጥ ወይም ተጽእኖ መፍጠር ጋር በተያያዘ እርስዎ አገልግሎቶቹን እንዲጠቀሙ ያላቸውን ሚና ያለዎትን አሳብ በተመለከተ ይሆናል። ከዚህ በታች ለቀረቡት ጥያቄዎች ያለዎትን ምላሽ የ “✓ ” ምልክት በማድረግ ይግለጹ።

የመገምገሚያ ደረጃዎች: (1) = በጣም አልሰማማም (2) = አልሰማማም (3) = አስተያየት የለኝም (4) = እስማማለሁ (5) = በጣም እስማማለሁ

No.	የመልቶቹ ይዘት	መገምገሚያዎች				
		1	2	3	4	5
<b>7.1</b>	<b>አስፈላጊ ናቸው</b>					
7.1.1	የኢትዮጵያ ንግድ ባንክ የአዳዲስ አገልግሎት ማስታወቂያዎች መልክት ጠቃሚ መረጃን የያዘ ነው					
7.1.2	የኢትዮጵያ ንግድ ባንክ የአዳዲስ አገልግሎት ማስታወቂያዎች መልክት ስለ አገልግሎቱ በሚገባ ያስረዳል					
7.1.3	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶችን ለመጠቀም መልክቶችን መከታተል አስፈላጊ ነው					
7.1.4	የኢትዮጵያ ንግድ ባንክ የአዳዲስ አገልግሎት ማስታወቂያዎች መልክት ከሰማሁ በሁዋላ አገልግሎቶችን መጠቀም ጀምራለሁ					
<b>7.2</b>	<b>አዲስና የተለዩ ናቸው</b>					

7.2.1	የኢትዮጵያ ንግድ ባንክ የአዳዲስ አገልግሎት ማስታወቂያዎች መልክት ፈጠራ የተላበሱ ናቸው					
7.2.2	የኢትዮጵያ ንግድ ባንክ የአዳዲስ አገልግሎት ማስታወቂያዎች መልክት ግልጽና የተለየ አቀራረብ የተላበሱ ናቸው					
7.2.3	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶችን ለመጠቀን መልክቶቹ አዲስና የተለዩ መሆናቸው አስፈላጊ ነው					
7.2.4	የኢትዮጵያ ንግድ ባንክ የአዳዲስ አገልግሎት ማስታወቂያዎች መልክት አዲስ ፈጠራን በመያዛቸው አገልግሎቶቹን እንድጠቀም አስችለውኛል					
<b>7.3</b>	<b>ተጽእኖ ፈጣሪ ናቸው</b>					
7.3.1	የኢትዮጵያ ንግድ ባንክ የአዳዲስ አገልግሎት ማስታወቂያዎች መልክትን በቀላሉ መረዳት ይቻላል					
7.3.2	የኢትዮጵያ ንግድ ባንክ የአዳዲስ አገልግሎት ማስታወቂያዎች መልክት አገልግሎቶቹን ለመጠቀም የሚያነሳሱ ናቸው					
7.3.3	የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶችን ለመጠቀም በጎ ተጽእኖ የሚፈጥሩ መልክቶች አስፈላጊ ናቸው					
7.3.4	የኢትዮጵያ ንግድ ባንክ የአዳዲስ አገልግሎት ማስታወቂያ መልክቶች ተጽእኖ ስላሳደሩብኝ ገልግሎቶቹን እንድጠቀም አስችለውኛል					

**ክፍል አራት: የሚዲያ ምርጫን በተመለከተ (media choice)**

8. ከዚህ በታች የተዘረዘሩትን የኢትዮጵያ ንግድ ባንክ ለሚሰጣቸው አዳዲስ የባንክ አገልግሎቶችን ማስተዋወቂያዎችን ከሚያስተላልፍባቸው የመልእክት ማስተላለፊያ ዘዴዎች (ሚዲያዎች) በተመለከተ ይገምግሙ የመገምገሚያ ደረጃዎች: (1) = በጣም አልስማማም (2) = አልስማማም (3) = አስተያየት የለኝም (4) = እስማማለሁ (5) = በጣም እስማማለሁ

No.	የመልእክት ማስተላለፊያ መንገዶች	የመገምገሚያ ደረጃዎች				
<b>8</b>						
<b>8.1</b>	<b>ቴሌቪዥን</b>	1	2	3	4	5
8.1.1	በቴሌቪዥን የሚተላለፉ አዳዲስ የኢትዮጵያ ንግድ ባንክ አገልግሎቶችን					

	ማስታወቂያን እከታተላለሁ					
8.1.2	በቴሌቭዥን የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያን ለመከታተል ምቹና ተመራጭ ነው					
8.1.3	በቴሌቭዥን የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎች ተደራሽ ናቸው					
8.1.4	በቴሌቭዥን የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን ለመከታተል ቀላል ነው					
8.1.5	በቴሌቭዥን የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን በመከታተሉ አገልግሎቶቹን እንድጠቀም እረድተውኛል					
<b>8.2</b>	<b>ሬዲዮ</b>					
8.2.1	በሬዲዮ የሚተላለፉ አዳዲስ የኢትዮጵያ ንግድ ባንክ አገልግሎቶችን ማስታወቂያን እከታተላለሁ					
8.2.2	በሬዲዮ የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያን ለመከታተል ምቹና ተመራጭ ነው					
8.2.3	በሬዲዮ የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎች ተደራሽ ናቸው					
8.2.4	በሬዲዮ የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን ለመከታተል ቀላል ነው					
8.2.5	በሬዲዮ የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን በመከታተሉ አገልግሎቶቹን እንድጠቀም እረድተውኛል					
<b>8.3</b>	<b>ጋዜጣና መፅሄቶች</b>	1	2	3	4	5
8.3.1	በጋዜጣና መፅሄቶች የሚተላለፉ አዳዲስ የኢትዮጵያ ንግድ ባንክ አገልግሎቶችን ማስታወቂያን እከታተላለሁ					
8.3.2	በጋዜጣና መፅሄቶች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያን ለመከታተል ምቹና ተመራጭ ነው					

8.3.3	በጋዜጣና መፅሄቶች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎች ተደራሽ ናቸው					
8.3.4	በጋዜጣና መፅሄቶች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን ለመከታተል ቀላል ነው					
8.3.5	በጋዜጣና መፅሄቶች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን በመከታተል አገልግሎቶቹን እንድጠቀም እረድተውኛል					
<b>8.4</b>	<b>ተንቀሳቃሽ በሆኑ እና ተንቀሳቃሽ ባልሆኑ የውጪ ሰሌዳዎች</b>					
8.4.1	በተንቀሳቃሽ በሆኑ እና ተንቀሳቃሽ ባልሆኑ የውጪ ሰሌዳዎች የሚተላለፉ አዳዲስ የኢትዮጵያ ንግድ ባንክ አገልግሎቶችን ማስታወቂያን እከታተላለሁ					
8.4.2	በተንቀሳቃሽ በሆኑ እና ተንቀሳቃሽ ባልሆኑ የውጪ ሰሌዳዎች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያን ለመከታተል ምቹና ተመራጭ ነው					
8.4.3	በተንቀሳቃሽ በሆኑ እና ተንቀሳቃሽ ባልሆኑ የውጪ ሰሌዳዎች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎች ተደራሽ ናቸው					
8.4.4	በተንቀሳቃሽ በሆኑ እና ተንቀሳቃሽ ባልሆኑ የውጪ ሰሌዳዎች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን ለመከታተል ቀላል ነው					
8.4.5	በተንቀሳቃሽ በሆኑ እና ተንቀሳቃሽ ባልሆኑ የውጪ ሰሌዳዎች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን በመከታተል አገልግሎቶቹን እንድጠቀም እረድተውኛል					
<b>8.5</b>	<b>የውስጥ ተለጣፊ ፖስተሮች</b>	1	2	3	4	5
8.5.1	በየውስጥ ተለጣፊ ፖስተሮች የሚተላለፉ አዳዲስ የኢትዮጵያ ንግድ ባንክ አገልግሎቶችን ማስታወቂያን እከታተላለሁ					
8.5.2	በየውስጥ ተለጣፊ ፖስተሮች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ					

	አዳዲስ አገልግሎቶች ማስታወቂያን ለመከታተል ምቹና ተመራጭ ነው					
8.5.3	በየውስጥ ተለጣፉ ፖስተሮች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎች ተደራሽ ናቸው					
8.5.4	በየውስጥ ተለጣፉ ፖስተሮች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን ለመከታተል ቀላል ነው					
8.5.5	በየውስጥ ተለጣፉ ፖስተሮች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን በመከታተል አገልግሎቶቹን እንድጠቀም አረድተውኛል					
<b>8.6</b>	<b>በራሪ ወረቀቶች</b>					
8.2.1	በበራሪ ወረቀቶች የሚተላለፉ አዳዲስ የኢትዮጵያ ንግድ ባንክ አገልግሎቶችን ማስታወቂያን እከታተላለሁ					
8.2.2	በበራሪ ወረቀቶች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያን ለመከታተል ምቹና ተመራጭ ነው					
8.2.3	በበራሪ ወረቀቶች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎች ተደራሽ ናቸው					
8.2.4	በበራሪ ወረቀቶች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን ለመከታተል ቀላል ነው					
8.2.5	በበራሪ ወረቀቶች የሚተላለፉ የኢትዮጵያ ንግድ ባንክ አዳዲስ አገልግሎቶች ማስታወቂያዎችን በመከታተል አገልግሎቶቹን እንድጠቀም አረድተውኛል					

**ክፍል አምስት: የባንኩ ማስታወቂያዎች አገልግሎቶቹን ለመጠቀምና ለማላመድ ያላቸው ሚና (Adoption factor)**

9. የኢትዮጵያ ንግድ ባንክ ለአዳዲስ የባንክ አገልግሎቶች የሚሰራቸው ማስታወቂያዎች ደንበኞች አገልግሎቶችን እንዲጠቀሙና እንዲላመዱ የፈጠረውን ተጽእኖ በተመለከተ ከዚህ በታች ለቀረቡት ጥያቄዎች ያለዎትን ምላሽ የ “✓ ” ምልክት በማድረግ ይግለጹ፡፡

የመገምገሚያ ደረጃዎች: (1) = በጣም አልስማማም (2) = አልስማማም (3) =አስተያየት የለኝም (4) = እስማማለሁ (5) = በጣም እስማማለሁ

ተ. ቁ	መግለጫ	1	2	3	4	5
9.1	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፈው ማስታወቂያዎች በባንኩ ውስጥ እየተሰጡ ያሉ አዳዲስ አገልግሎቶችን እንዳውቅ ረድተውኛል።					
9.2	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፈው ማስታወቂያዎች አዳዲስ የባንክ አገልግሎቶችን ጥቅም እንድረዳ አስችለውኛል።					
9.3	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፈው ማስታወቂያዎች በፊት ከምጠቀማቸው አገልግሎቶች በተጨማሪ የተለያዩ አዳዲስ አገልግሎቶች (ለምሳሌ የኤቲኤም ካርድ፣ የሞባይል ባንኪንግና የኢንተርኔት ባንኪንግ) ከነባር አገልግሎቶች በተሻለ እንድጠቀም አስችለውኛል።					
9.4	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፈው የአዳዲስ አገልግሎት ማስታወቂያዎች አገልግሎቶችን በተደጋጋሚ እንድጠቀም ተጽእኖ ፈጥረውብኛል።					
9.5	የኢትዮጵያ ንግድ ባንክ የሚያስተላልፋቸውን የአዳዲስ የባንክ አገልግሎት ማስታወቂያዎችን ከተከታተልኩ በሁዋላ አገልግሎቶቼን ለመጠቀም መርጫለሁ።					

❖ በመጨረሻም ለጥናቱ ይጠቅማሉ የሚሉትና እስካሁን ያልተነሳ ሀሳብ ካለዎት ይጥቀሱ።

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**ስለትብብረዎ እናመሰግናለን!!!**