

**ASSESSING THE EFFECTIVENESS OF ADVERTISING AT DASHEN BANK SHARE
COMPANY IN ADDIS ABABA**

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Abstract

The study assessed the effectiveness of advertising in the Dashen Bank Share Company in Addis Ababa, Ethiopia. In the era of globalization where free-market economic system operates and extremely competitive market environment prevails in most countries of the world, advertising has paramount importance in both private and public sectors. More than ever before, advertising has become an integral part of the social and economic systems of most societies in the world. Cognizant of the importance of advertising, business organizations use appropriate advertising strategies and methods to effectively and efficiently communicate with customers in different financial institutions, including Ethiopia. In all Area Branches of Dashen Bank, female customers were found to be dominant ones with more than half (51.4%) of the representation in the study. The majority of the respondents (67.3%) were in the age category of 18-37 years which could relatively be considered as young adults from both sexes. A considerable proportion of the sampled regular customers of Dashen Bank have already achieved a diploma educational status. About 71% of the respondents were found to have access to TV as advertising media. The most significant proportion of them also considered TV as the most widely used media by the Bank. The same advertising media was chosen as the most influential media (about 80%). In the same framework, the same media was further the most preferred form of advertising media (75%) among the various types of media used by the Bank. TV which is the most liked advertising media by the responding customers is the influential media to motivate them to become customers of the Bank ($r=.622$). On the other hand, there exists negative relationship between the most accessible media type and the most influential advertising media which are used by the Bank. Therefore, the most accessible media identified by the customers may not necessarily be influential one to motivate the respondents to become customer of Dashen Bank. The relationship between the most accessible media type and the most liked type of advertising media is not statistically significant. In addition, TV advertisings are the ones which are more recalled by the sampled customers than other types of advertising. Thus, advertisings on TV of the Bank are the most effective media in reaching to the customers and to stay longer in their minds. The broadcast (TV and radio) advertising media used by the Bank were liked most by those people who participated in the study (85%). The same proportion of the respondents expressed the believability of the messages advertised on TV and radio media because they had showed either strong agreement or agreement to the attractiveness of the Bank's advertising messages communicated. Generally, the Bank's advertisings have helped the sampled customers to become positive deviants in order to develop positive attitude towards the Bank's service qualities, to know it in general and then to get influenced and convinced positively to become its customers. Similarly, the findings of the descriptive data analysis were found to be consistent with those above-stated observations. However, the customers' knowledge of the Bank's service qualities has no significant effect on their positive action-oriented decisions to become customers of Dashen Bank S.C. Based on the information provided by the Officials in the Marketing Department of the Bank, the study has found out that problems in the Bank's advertising strategies and methods used as well as in allocating well-planned budget for advertising. Therefore, the study concludes that Dashen Bank S. C. has been effective in the implementation of various types of advertisings on TV and radio in that it uses rational and appealing messages

in its advertisings which are believed to be the most effective ones in terms of persuading and convincing customers to take reasonable decisions of joining the bank. It is also recommend that the Bank should use various types of adverting on different types of media and should frequently assess their effectiveness by allocating research-based budget for the advertisings to bring improvements in all aspects of its operations in the future.

Introduction

Background of the Study

In the era of globalization where free-market economic system operates and extremely competitive market environment prevails in most countries of the world, advertising one's products and/or services has come to be the most significant task of organizations in both the private and public sectors. In this regard, Belch and Belch (2003, p.16) defined advertising as "any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor". On top of this, Brett (2008) also stated that advertising is a form of commercial mass communication intended to persuade an audience (viewers, readers, or listeners) to purchase or consume or take some action upon products, services, or ideas on behalf of an institution or organization. It usually includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular product or service.

These days, more than ever before, advertising has become an integral part of the social and economic systems of most societies. Almost every one of us in this modern world is influenced by advertisements. Organizations have recognized that the ability to communicate effectively and efficiently with the customers by using appropriate advertising strategies and methods is critical to their success. That is why companies ranging from large multi-national corporations to small retailers increasingly rely on advertising to promote marketing of their products and services. Accordingly, consumers have also come to rely on advertisings for information they can use in making decisions to purchase products or use services of different companies (Belch & Belch, 2003, p. 5).

In Ethiopia, the importance of advertising is also growing after the new free market economic system has been implemented in the country. The new economic policy in Ethiopia was introduced by the Ethiopian government in November 1991 which ended the implementation of the command economic system thereby heralding the establishment of a market-oriented

economic system. This change in economic policy has created conducive environment and opportunity for the emergence of private financial institutions aimed at the beginning of a meaningful economic role in the development efforts of the country. In this respect, Dashen Bank is one of the private financial institutions which was established as per the intent of the new economic policy and the Ethiopian Investment Code (Dashen Bank, 2010, p.1-3).

Dashen Bank is a share company which was originally founded by 11 businessmen and professionals who agreed to combine their financial resources and expertise to form a new private bank. It came into existence on September 20, 1995 according to the 1960 Commercial Code of Ethiopia and the licensing and supervision of banking business Proclamation No. 84/1994 (Dashen Bank, 2010). The Bank was established with an authorized and subscribed capital of Eth. birr 50 million, and recently its paid up capital and legal reserve (primary capital) has recorded over Eth. birr 787 million. Since its establishment, the Bank has been expanding its service outreach. Currently, it has 55 Area Banks, 5 Forex Bureaus, 40 ATM sites and more than 550 Point of Sale Terminals (POS) (Dashen Bank, 2009, p. 1-5).

Similar to other companies operating in Ethiopia, Dashen Bank has also been employing its own advertising strategies and methods in order to communicate with the available consumer market. To this end, the study intended to assess the effectiveness of advertising in the Dashen Bank Share Company.

Statement of the Problem

Advertising is one of the crucial factors for the survival and success of a business. Among other benefits, effective advertising enables a company to attain wide ranges of objectives such as improving its public image, capturing the attention of its consumers, and triggering its sales and profits. Hence, these days, it is within these frameworks that many companies spend a huge sum of budget in their advertising programs (Belch & Belch, 2003, p.16-18).

As more and more products and services of varying qualities are being available in the market, effectively advertising the special features and benefits of one's products and services as compared to others, particularly for companies whose products and services are targeted at mass consumer markets, is very essential. However, selecting and employing the most effective advertising that fits to the business needs of a company and that appropriately provides customers with the information that they need is not an easy task. It is rather a difficult task that requires a company's great attention and efforts to assess and to evaluate the effectiveness of its

entire advertising programs and the basic elements such as the advertising missions, media, message, money and measurement (Clow & Baack, 2003, p. 251-253).

Assessing the effectiveness of its advertisements helps a company to determine whether or not its advertisements are working and how well they are working relative to other options. It particularly offers a number of advantages such as avoiding costly mistakes of advertising, evaluating alternative advertising strategies, determining if advertising objectives are achieved or not, and increasing the efficiency of advertising in general. Therefore, assessing the effectiveness of the basic components of advertising program should be taken as a critical element in the planning process of advertising of a company (Belch & Belch, 2003, p. 621).

As one of the private financial institutions operating in the extremely competitive market-based economy of Ethiopia, the survival and success of Dashen Bank is dependent not only on the quality of services that it renders, but also on the effectiveness of its advertisement programs in communicating with its potential market. In this respect, the Bank has been employing different advertising strategies. It has been disseminating messages about its services using almost all sorts of the advertising media such as broadcast, print and out-doors in order to communicate with its customers and to achieve its overall marketing and communication objectives.

Though this had been the case, it was learnt from the Bank's organizational structure that an independent body responsible for administering the marketing and communication activities of the Bank in general and its advertising programs in particular has not been organized so far. By a preliminary observation of the Bank, the student researcher also discovered that the bank had been running its advertising programs with no clearly set guidelines as to how it administers its advertising missions, money, media and messages. Furthermore, it was learnt from the observation that much has not been done so far to assess and to evaluate the effectiveness of the Bank's advertising program in general and its advertising missions, messages and media in particular. Therefore, it was because of all these problems that the student researcher was initiated to conduct this study. Thus, the study intended to assess the practice of advertising in the Dashen Bank Share Company and to evaluate its effectiveness in helping the Company to achieve its overall marketing and communication objectives.

Research Questions

In this study, the student researcher attempted to find answers for basic questions related to the advertising programs and activities of the Dashen Bank Share Company. In this regard, the major research questions of the study include the following.

- What types of advertising strategies has the Bank been employing to communicate with its potential customers in the market?
- What types of advertising methods has the Bank used to advertise its overall activities?
- Which of the advertising media and messages of the Bank are the most effective ones in convincing its customers and in contributing to the attainment of its marketing and communication objectives?
- How effective are the advertisements of the Bank in line with its set marketing and communication objectives?
- What types of problems exist in the advertising strategies and methods of the Bank? and
- How does the Bank allocate its advertising budget and evaluate its impact on the effectiveness of the advertisements?

Objectives of the Study

The student researcher tried to attain both general and specific objectives of the study in order to assess and to evaluate the advertising programs and activities of the Dashen Bank Share Company. In this respect, the general objective of the study was to assess the effectiveness of the overall advertising strategies and practices of the Dashen Bank Share Company. Specifically, the study intended to:

- Identify the advertising media used and messages of the Bank which are the most effective methods in convincing its customers and in contributing to the attainment of its set marketing and communication objectives;
- Examine to what extent the advertisements of the Bank are effective in achieving its marketing and communication objectives;
- Identify the major problems which existed in the advertising strategies and methods of the Bank used; and

- Evaluate the practice of advertising budget setting in the Bank and its impact on the effectiveness of its advertisements.

Significance of the Study

The results of this research will hopefully contribute a lot to the Dashen Bank and other similar companies that are operating in the ever growing competitive market of the financial sector of Ethiopia. Among others, the research will have the following major significance: The findings will help the bank to identify the strengths and weaknesses which exist in its advertising programs and strategies; to recognize those major factors which may determine the effectiveness of its advertising programs and strategies; and to take appropriate measures that help the Bank to improve the effectiveness of its advertising programs and strategies. Furthermore, the empirical findings of this study will be used as inputs to policy makers, practitioners, existing knowledge reservoir and other similar studies on different aspects of the issue under investigation by other researchers who are interested to conduct further studies on related problems in the future.

Delimitation of the Study

Advertising is practiced in three broad categories of media classes such as broadcast, print and outdoor. In Ethiopia, television, radio, billboards, newspapers, and magazines are the most frequently used types of advertising media. Various companies which are operating their businesses in the country use different media types that they think are appropriate to effectively communicate with their customers. In this regard, Dashen Bank has been employing almost all of those major advertising media types available in Ethiopia.

As the broadcast advertising media is the one which is widely used in Ethiopia and it is also the one that reaches to massive number of people, the student researcher is interested to examine this particular advertising media of the Dashen Bank. Hence, this study was limited to the assessment of the effectiveness of the broadcast media (television and radio) advertisements of the Bank. The study also included only the bank's regular customers in Addis Ababa. In this respect, the student researcher believed that narrowing the scope of the study helps make thorough investigation of the problem under consideration.

Limitations of the Study

When the student researcher actually conducted this study, some problems and challenges were faced. These are lack of cooperation on the part of most of the staff in the Marketing Department of the Bank to participate in the interviews and to provide pieces of information required for the study. Therefore, an interview was conducted only with the Marketing Manager of the Bank and this may limit the scope of data to be collected in the Department about the Bank.

A few of the Bank's customers who were participated in the study had failed to return back the questionnaires that they took to fill out. Thus, the researcher was not in a position to collect primary data and/or information from the proposed 150 customers of the Company.

In addition, lack of cooperation on the part of other officials of the Bank to get access to information about the advertising budget that it has been allocating in different times was the other problem which faced in the actual of data collection. In this regard, it was only through the interview held with the Marketing Manager of the Bank the researcher managed to get very general information about the nature of the advertising budget. Therefore, the researcher may not to claim that this study was conducted thoroughly, but the study could shed some light on the effects of the Bank's advertising budget allocated on the effectiveness of its advertising program.

Review of Related Literature

The Definition of Advertising

It is hard to find a satisfactory definition of the term advertising. This is mainly because of the very broad nature of the word and the very dynamic nature of the advertising industry. In this respect, it is stated that advertising is a very broad and an omnibus term conveying different ideas to different people. Besides, the advertising industry has been advancing so rapidly through its various changes that even the latest dictionaries and encyclopedias are out of date in their attempts to define it. This is because the advertising of yesterday is not the advertising of today (Prida, 2010, p.1).

Though this is the case, various scholars have been trying to offer definition that they think is appropriate for the term advertising. For instance, Scholasticus (2010, p. 5) considered advertising as an important aspect of promoting almost any product, service or brand and defined it in the following ways. Advertising refers to:

An activity that involves the public promotion of goods and services, or a brand or a company or an establishment; a business of drawing public attention to goods and services and their merits; a process that calls attention to a particular good or service; and a process that makes publicity for a said subject such as a good, service, product, brand, person, establishment, company or firm.

Prida (2010, p.1) also defined advertising as “a mode of communication designed with the attempt to convince people to begin or to increase the use of a product or service”. According to him, every attempt to secure the sale of a product or service is advertising. In other words, advertising includes all forms of attempts that seek to attract peoples’ attention to a product or a service that is for sale. On top of this, Nakate (2009, p.1) stated that “advertising is one of the different forms of communication which helps in selling products or services of a particular brand or a company”.

Thus, from the above definitions, it can be deduced that advertising is a task that involves making the public aware and conscious about the subject that is being advertised. Besides, it is a task that helps secure and increase the sale or the use of a given product or service. However, those definitions given by the scholars seem to be very broad as they do not include the basic and distinctive features of advertising in its modern context.

Brett (2008, p. 3), in the modern sense, defined advertising as “a form of commercial mass communication designed to promote the sale of a product or service, or a message on behalf of an institution, organization, or candidate for political office.” From this definition, we can infer the following distinctive features of advertising. First, because it is a paid form of communication, being commercial is one of the features of advertising. Second, since it is targeted to communicate with large group of people, mass communication is the other feature of advertising. Third, advertising includes transference of a message on behalf of an institution or organization, which seeks to promote an idea or influence behaviour upon certain products, services, or ideas. This is to mean that advertising is designed to include a message that is intended to persuade people to promote purchase of products or consumption of services of business firms or take some other actions on various issues related with socio-political and economic situations.

Belch and Belch (2003, p. 16-17) have also defined advertising as “any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor.” As elaborated by the scholars, since the space or time for advertising message must

generally be bought, advertising is usually a paid form of communication. However, they have pointed out that there are certain occasional exceptions like the public service announcement in which advertising space or time is donated for free by the media. The non-personal nature of advertising is also explained in such a way that advertising involves mass media (TV, radio, magazines, newspapers, and billboards) that can transmit a message to large group of individuals, often at the same time; with no opportunity for immediate feedback from them.

Furthermore, other scholars defined advertising as “a paid, non-personal communication about an organization and its products that is transmitted to a target audience through a mass medium such as television, radio, newspapers, magazines, direct mail, out-door displays, or mass transit vehicles” (Lee & Johnson, 2003, p. 3). Some other scholars have also tried to explain advertising in the context of the prevailing modern global conditions in which advertising messages are transmitted via new media such as online advertisings through the Internet.

In general, we can deduce from the above mentioned and other definitions that the paid/commercial, non-personal/mass communication, mass medium, message transmission, influencing audiences, and increasing the sale and use of products and services are the most common and essential features of modern advertising.

Research Design and Methodology

Research Design

In this study, the student researcher attempted to assess the overall practice and effectiveness of broadcast (television and radio) advertisings in the Dashen Bank Share Company. The Bank’s advertising which includes advertising objectives, advertising messages, advertising media, and advertising budget, are the major variables that the student researcher is more interested to deal with. However, the student researcher also tried to identify and to include some other variables that are relevant to the study. In relation to the Bank, in particular, the student researcher attempted to describe the nature of the identified variables, to evaluate their actual performance, to analyze the existing relationships between them, and to identify the existing problems. To this end, the student researcher therefore employed both descriptive survey research method through interviewing and documentary analysis methods of research.

Population, Sample Size and Sampling Techniques

Target Population

In order to gather appropriate information relevant to this study, the target population of the study was composed of the employees' of the Dashen Bank who are particularly involved in the marketing and communication activities of the Company. In addition, all the regular customers of the Bank in its various Area Branches located in Addis Ababa were considered to draw sample of respondents for this study. For the purpose of this study, the student researcher precisely defines and uses the term "regular customer" as a customer who has been continuously using the services of the Bank for a minimum of two years.

Sample Size

Regarding the customers of the Bank, it was difficult for the student researcher to get information about the exact number of the regular customers of those Branches under the auspices of Dashen Bank. Hence, it was not possible to determine the actual sampling frame. Therefore, according to Malhotra (2006, p. 364-385), when there is no sample frame, the sample size that is usually taken for studies conducted particularly on advertisement is 150. For this reason, this study included 150 regular customers of the bank in the different area branches of Addis Ababa. Furthermore, the study also included two of the top officials of the Dashen Bank who are particularly responsible for the marketing and communication activities of the Bank.

Sampling Technique

The student researcher used purposive sampling technique to select those top officials of the Dashen Bank who are responsible for the marketing and communication activities of the Bank. This is to mean that the researcher purposely identified and contacted with two officials of the Marketing and Communication Department of the Bank.

On the other hand, to select the regular customers of the bank, the student researcher employed both quota and convenient sampling techniques. In this regard, the following procedures were used.

Step 1- Of the 25 Area Branch Banks under the auspices of Dashen Bank S.C. which are found in Addis Ababa, the nearest five Branch Banks were selected.

Step 2- Quota sampling technique was used to distribute the 150 total respondents into the five selected Area Branch Banks. In the study, the researcher used equal quota for each Area Branch Bank. This, therefore, resulted in a total of 30 respondents from each Area Branch of the Dashen Bank in Addis Ababa.

Step 3- Those respondents in each selected Area Branch Bank were selected again based on an equal quota of males and females, which ended up with 15 males and 15 females as samples of the study from each Area Branch of the Company.

Step 4- Finally, convenient sampling technique was used to select the respondents (15 males and 15 females) in each Area Branch Office.

Methods of Data Collection

The student researcher employed structured questionnaires and interview guides to get primary data of both qualitative and quantitative types. In this regard, the questionnaire was used to collect relevant information from the regular customers of the Bank. The questionnaire was first developed in English and then it was translated into Amharic. Finally, the Amharic version of the questionnaire was distributed to the respondents to collect the data required.

In addition, an in-depth interview through probing was held with two of the top officials who are mainly responsible for the marketing and communication activities of the Bank. The interview was conducted in Amharic. The student researcher got permission to use a tape recorder so that all pieces of information can be recorded and made available in their entirety for further verbatim transcription and then qualitative data processing and analysis.

The student researcher also gathered secondary data from the available documents of the bank such as brochures, magazines, news letters, and so on. The television and radio ads that the bank has been using were also used as important sources of information on the media strategies, message variables and source factors.

Data Collection: Types and Procedures

The student researcher believed that both qualitative and quantitative data are relevant to this study. Hence, both of these types of data were collected from both primary and secondary data sources.

The student researcher mainly used questionnaire and interview guide/protocol as research instruments to collect the primary data from different primary sources. The structured questionnaire, which included important questions about the advertisings of the Bank, was distributed to 150 regular customers of the Company. However, the student researcher was able to get back a total of 144 questionnaires were filled out by the customers. The remaining six questionnaires were not returned back. The response rate for this study became 96%. Therefore, it was possible to proceed to actual data analysis and interpretation of the major findings which was conducted based on the responses of the 144 customers of the Bank.

An in-depth interview through probing was conducted using interview guide/protocol, which consisted of questions about the various aspects of the Bank's advertisings. The qualitative data generated was then organized to triangulate the findings of the descriptive survey that may help strengthen the overall empirical findings of the study. Although the plan was to organize interviews with two of the top officials of the Bank's Marketing Department, due to certain inconveniencies, the student researcher was forced to conduct the interview only with the Marketing Manager of the Bank.

Methods of Data Analysis

In order to analyze the quantitative data obtained from the questionnaires, the student researcher used descriptive statistical techniques. Moreover, documentary analysis method was to analyze secondary data generated from different secondary sources of data, including relevant documents which are available in the Bank's Offices. The major statistical tools used were frequencies, percentiles, measures of central tendency mainly mean, measures of dispersion mainly standard deviation, and measures of associations mainly coefficient of correlations.

The qualitative data obtained from the interviews and other secondary sources were first categorized into themes, and then analyzed accordingly. Particularly, narrative approach is used to present the results of the interviews.

Data Presentation, Analysis and Interpretation

This section of the research report presents both quantitative and qualitative data, analysis of the data, and their interpretation. It deals with general socio-demographic characteristics of the respondents, the advertising media and messages of the Bank in terms of believability of the advertising messages, attractiveness of the advertising messages,, completeness of the messages

communicated, convinceability of the advertising messages, and the Bank’s practice of advertising time and frequency. In addition, it presents and examines the effects of advertisings on the Bank’s customers. For the purpose of triangulation of the survey findings, the student researcher also describes the major findings of the qualitative research approach used in the study.

General Characteristics of the Respondents

The general socio-demographic characteristics of the respondents are presented in Table 1 through Table 3. Table 1 shows the age composition of the customers of Dashen Bank sampled. In all Area Branches of the Bank, female customers were dominant with over 50% representation.

Table 1- Distribution of the Respondents by Sex

Sex	f	%
Male	70	48.6
Female	74	51.4
Total	144	100.0

Source: Own survey, 2011.

As Table 1 depicted, the majority of the respondents (67.3%) were in the age category between 18 and 37 years, while the remaining 32.7% were above the age of 37 years. More specifically, those respondents who are in the age bracket between 18 and 27 years accounted for 34.7% of the total respondents, followed by those who were in the age category between 28 and 37 years. In contrast, the lowest proportion of the respondents was found to be in the age above 47 years.

Table 2- Distribution of the Respondents by Age

Age category	f	%
18-27	50	34.7
28-37	47	32.6
38-47	29	20.1
Above 47	18	12.5
Total	144	100.0

Source: Own survey, 2011.

As far as the educational status of the respondents is concerned, the majority of them were found to be diploma graduates, followed by first degree and above graduates, which accounted for 44.4% and 37.5% respectively. However, there were also few respondents who were found to be certificate holders (10.4%) and completed secondary school graduates (5.6%). In the three indicators, there is a reasonable difference among the customers in the sampled Area Branches of Dashen Bank in Addis Ababa.

Table 3- Distribution of the Respondents by Educational Status

Educational status	f	%
Secondary education	8	5.6
Certificate	15	10.4
Diploma	64	44.4
First degree and above	54	37.5
No response	3	2.1
Total	144	100.0

Source: Own survey outputs, 2011.

The Advertising Media and Messages of the Bank

The Advertising Media of the Bank

The respondents were asked to identify the most accessible media, advertising media of the Dashen Bank that they had liked most, and advertising media of the Dashen Bank that had influenced the respondents most to take action to be a regular customer to the Company. Their responses for each question are presented in Table 4, but are analyzed one by one using frequency distributions. In what follows, data analysis in terms of coefficients of correlation for relevant variables in the study will be presented.

Table 4 - Responses Given about the Advertising Media of the Bank

Items	Advertising Media	%
Advertising media of the Dashen Bank that the respondents like most	TV	90.2
	Newspapers	4.9
	Billboards	4.9
	Total	100.0
The most accessible advertising media	TV	70.8
	Newspapers	19.4
	Magazines	4.9
	Internet	4.9
	Total	100.0
Advertising media of the Dashen Bank that has influenced the respondents most	TV	79.9
	Newspaper	10.4
	Other	9.7
	Total	100.0

Source: Own Survey Results, 2011.

Table 4 displays the responses given by the sampled respondents for those questions asked about different aspects of the advertising media. In this regard, most of them (70.8%) responded that television had been the most accessible media for them. Furthermore, 90.3% of the respondents indicated that among the various advertising media of the Dashen Bank, the one that they like most is television. Besides, the same media (television) is identified by most respondents (79.9%) as the most influential one in convincing and influencing them to take action to be a customer of the Bank.

The respondents were also asked to choose the type of advertising that they had liked most among the various advertisings which had been used by the Dashen Bank. In this respect, the study came up with mixed findings. Different proportions of the respondents responded that television ads, newspaper ads, billboard ads, and Internet ads in descending order were found to be their most preferences. However, as figure 3.2 shows, television ads of the bank are the one that the vast majority (75%) of the respondents indicated to prefer or like most.

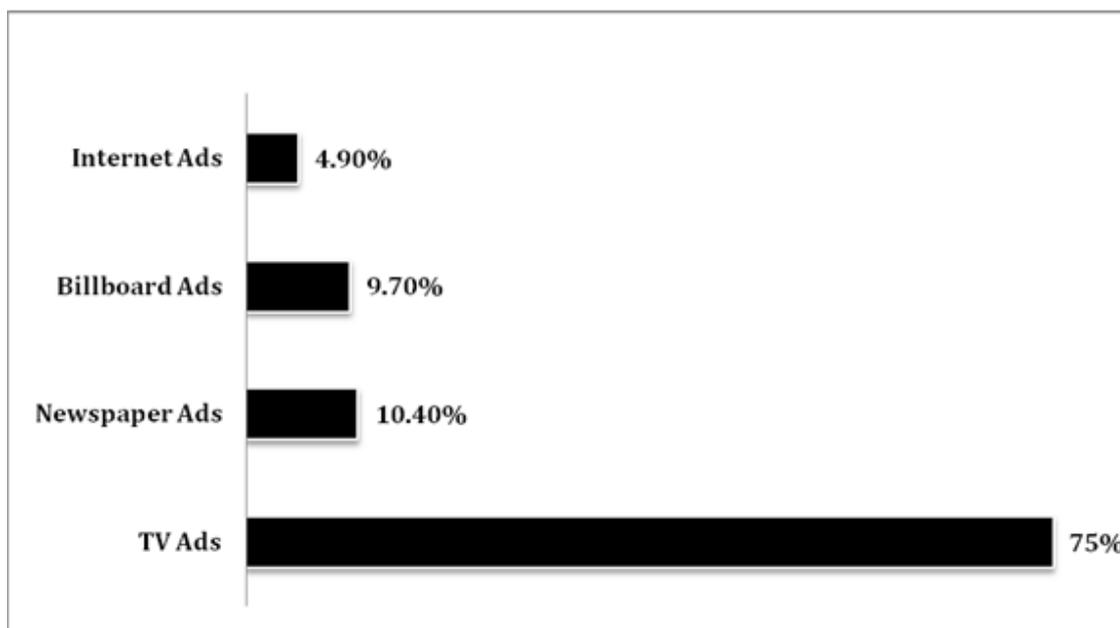


Figure 1--Types of Advertising Media used by Dashen Bank which the Respondents Like Most

Source: Outputs of own survey, 2011.

Table 5 - Correlations of Responses Given for Questions about the Advertisement Media of the Dashen Bank Share Company

Types of advertising media used	Correlation coefficient	The most accessible advertising media	Advertisings that the respondents like most	Advertising media of the Dashen that You Like Most	Advert Media of Dashen Bank that influenced to take Action
The most accessible advertising media	Pearson Correlation	1	.355(**)	-.025	-.172(*)
	Sig. (2-tailed)		.000	.762	.039
	N	144	144	144	144
Advertisings that you like most	Pearson Correlation	.355(**)	1	.490(**)	.321(**)
	Sig. (2-tailed)	.000		.000	.000
	N	144	144	144	144
Advertising media of the Dashen Bank that you like most	Pearson Correlation	-.025	.490(**)	1	.662(**)
	Sig. (2-tailed)	.762	.000		.000
	N	144	144	144	144
Advertising media of Dashen that influenced the respondents to take action	Pearson Correlation	-.172(*)	.321(**)	.662(**)	1
	Sig. (2-tailed)	.039	.000	.000	
	N	144	144	144	144

Source: Findings of own survey, 2011.

As illustrated in Table 5, the strongest positive relationship with a correlation coefficient of 0.662 was found between the responses given for media of the Dashen Bank that they had liked most and the advertisement media of the Dashen Bank that influenced them to take action to be a regular customer. In this regard, one can conclude that the type of advertising media of the Dashen Bank they have liked most (television) is the one which influences most of the customers to take action and become a regular customer of the Bank. On the other hand, the correlation coefficient -0.172 indicates that there exists negative relationship between the variable on the most accessible media type and the most influential advertising media used by the Bank. This shows that the media that the sampled respondents identified as the most accessible advertising media may not necessarily be the one that has influenced them to take action to be a customer. In addition, based on the value of the level of significance (0.762), one can also deduce that the relationship between the most accessible advertising media and the most like advertising media of the Bank is not statistically significant.

In order to examine the effectiveness of the broadcast advertisings of the Bank, the respondents were also asked to answer whether they are able to recall any of the broadcast advertisings of the Bank or not and also inquired to indicate the type of broadcast advertisings (TV ads or Radio ads) that they could recall most. The responses given for these questions are summarized in the Table 6..

Table 6 - Responses Given for Recall of Broadcast Advertisings of the Bank

Do you recall any TV or Radio Ads of the Dashen Bank	Statistics		Which one do you recall most?	Statistics	
	f	%		f	%
Yes	123	85.4	TV Ads	123	85.4
No	21	14.6	Not Applicable	21	14.6
Total	144	100.0	Total	144	100.0

Source: Own Survey Results, 2011.

As depicted in Table 8, the vast majority of the respondents (85.4%) responded that they could have recalled the broadcast advertisings of the Bank and the same proportion of the sampled customers indicated that television advertisings had been the ones which could be recalled by

them better than others. On the other hand, the remaining, 14.6% indicated that they could not have recalled any of the broadcast (TV and radio) advertisings of the Dashen Bank. From these empirical findings, one can conclude that television advertisings of the Bank are the most effective in terms of reaching to the customers and staying long in their minds.

To make specific and further investigation of the likeability of the broadcast advertising media (TV and Radio) of the Bank, the respondents were also asked to determine the scale of their agreement and disagreement on the statement “I like the broadcast advertising media of Dashen Bank”. In this regard, their responses are summarized in the following table.

Table 7- The Likeability of the Broadcast Advertising Media of the Bank

I like the broadcast adv media of the Bank	Statistics	
	f	%
Strongly disagree	0	0.0
Disagree	0	0.0
Neutral	7	4.9
Agree	40	27.8
Strongly Agree	97	67.4
Total	144	100.0

Source: Own Survey, 2011.

As illustrated in the above table, about 85% of the respondents reflected that the broadcast (TV and radio) advertising media of the Bank had been likeable. Although there were very few (4.9%) respondents who had shown neutral or undecided position on the issue, none of the sampled customers disagreed with the likeability of the broadcast advertisings of the Dashen Bank S.C.

The Advertising Messages of the Bank

Respondents were asked varieties of questions that deal with the advertising messages of the Dashen Bank. The questions were particularly concerned with the believability, completeness, attractiveness, and convinceability of the broadcast (TV and radio) advertising messages of the Bank. The respondents were informed to indicate the level of their agreement or disagreement with different statements related to each of the aforementioned aspects of the advertising messages of the Dashen Bank. In this respect, the responses given for each aspect are first analyzed and then the linear relationship or correlation between all aspects will be analyzed.

Believability of the Advertising Messages

To examine their views about the believability of the Bank’s advertising messages, the respondents were asked to indicate the degree of their agreement or disagreement on the statement “the broadcast advertising messages of the Bank are truthful”. Accordingly, figure 3 displays the results of their responses.

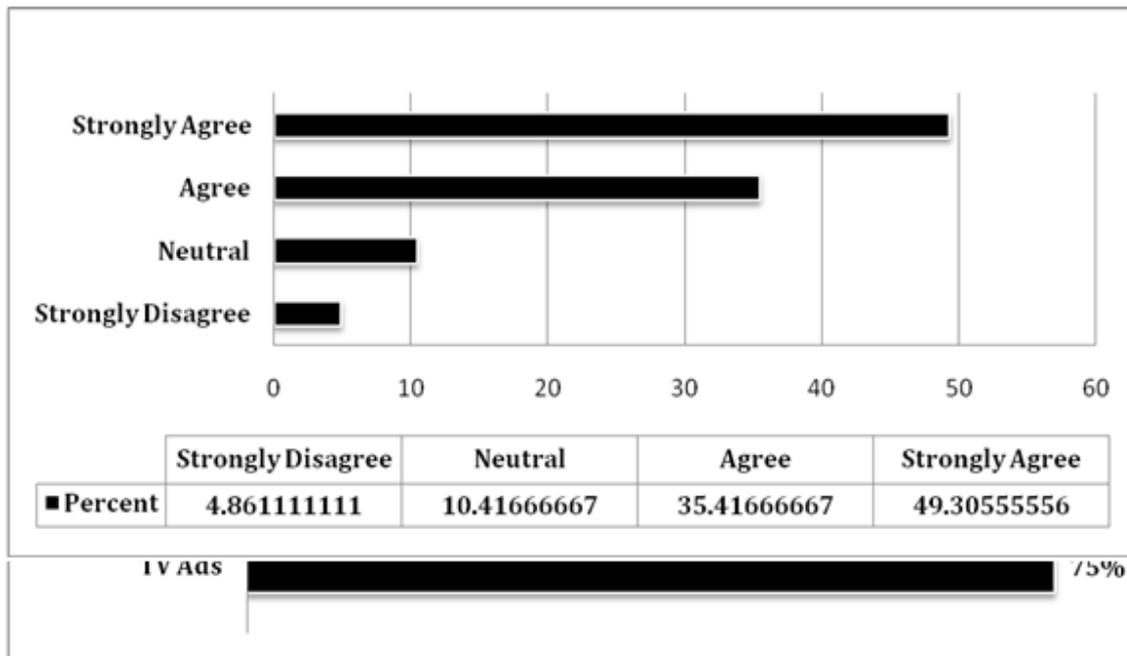


Figure 2 – Respondents Position on the Believability of the Advertising Messages

Source: Outputs of own survey data analysis, 2011.

As illustrated in the above figure, nearly 50% and 35% of the respondents strongly agree and agree with the truthfulness of the advertising messages of the bank respectively. However, there were few (5%) respondents who had expressed their strong disagreement to the believability of the advertised messages of the Bank.

Attractiveness of the Advertising Messages

The respondents in the survey were asked to indicate the level of their agreement or disagreement on the statement “the broadcast advertising message appeals of the Dashen Bank are attractive. As depicted in Figure 3, about 80% of the respondents indicated their support for the statement with around 47% of them were found to express their strong agreement and 33%

agreement. In contrast, nearly 5% of the respondents reflected their strong disagreement with the attractiveness of the Bank’s advertising message appeals.

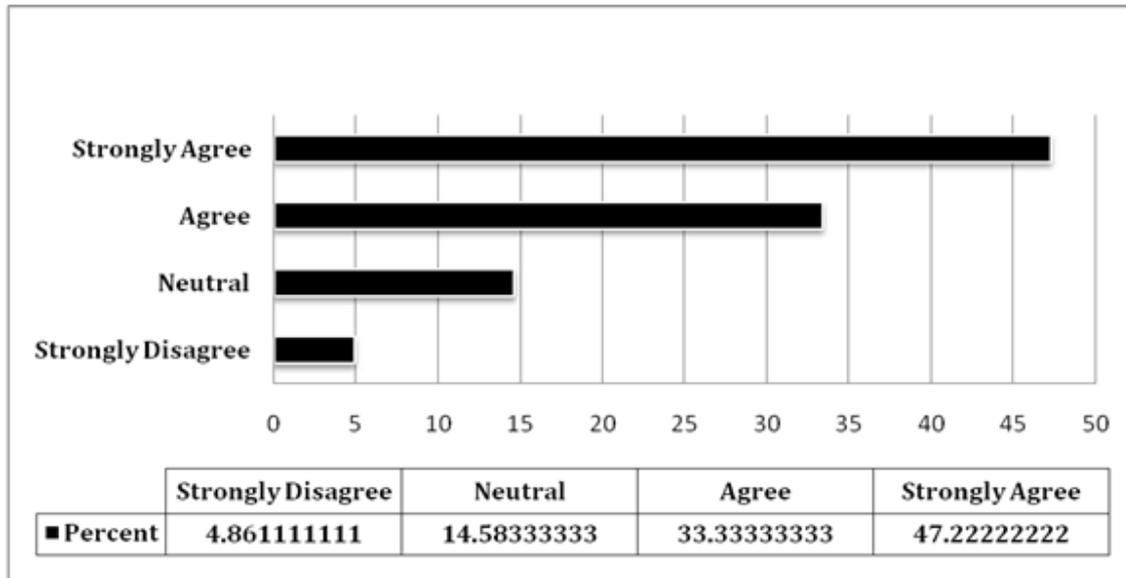


Figure 3 – Respondents Positions on the Attractiveness of the Advertising Message Appeals of the Dashen Bank

Source: Own survey outputs, 2011.

In relation to the message appeals, they were also inquired to indicate the kind of advertising message appeals that they like most in general and the advertising message appeals of the Dashen Bank in particular. Their responses are presented in the following table.

Table 8 - The Type of Advertising Message Appeals that the Respondents Like Most

Message Appeals that the respondents like Most	Statistics	
	f	%
Emotional	11	7.6
Rational	76	52.8
Both	50	34.7
DN	7	4.9
Total	144	100.0

Source: Own survey, 2011.

As shown in Table 8, more than half (52.8%) of the respondents reflected their preference to advertising message appeals that are rational in their content and enable them to make rational decisions. Contrary to this, there were also few (7.6%) respondents whose preference was found to be emotional and appealing advertising messages. However, about 35% of the respondents reflected their preference to both rational and emotional types of advertising message appeals.

Completeness of the Advertising Messages

In order to investigate the opinions of the respondents on whether the advertising messages of the Bank are complete or not, the student researcher asked the subjects to indicate the degree of their agreement or disagreement on the statement “the broadcast advertising messages of the Dashen Bank provide adequate information”. Accordingly, the results of the survey are presented in the following figure.

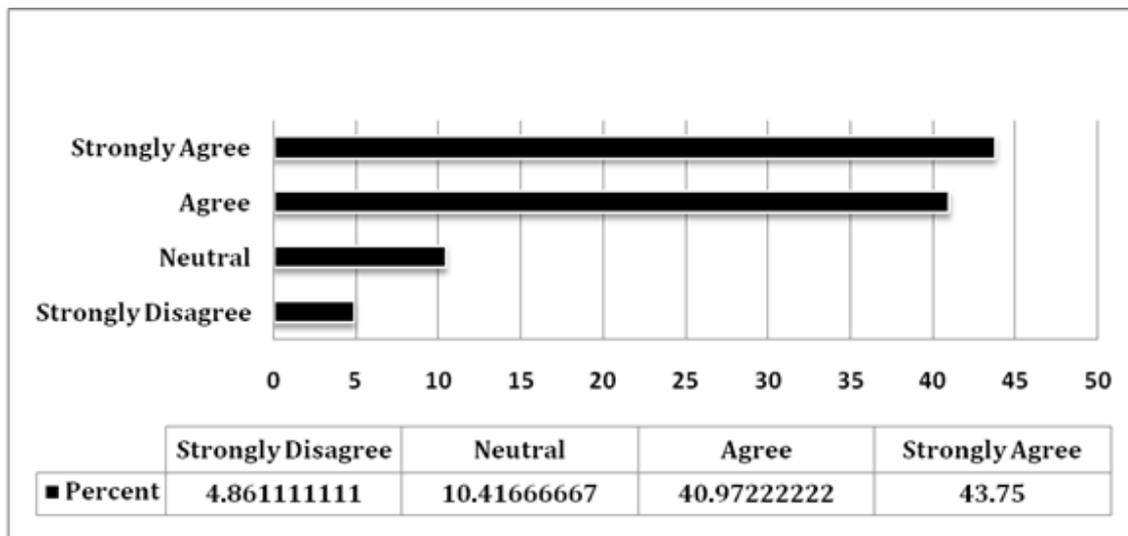


Figure 4 – Respondents Opinions on the Completeness of the Advertising Messages of the Bank

Source: Outputs of own survey data analysis, 2011.

As displayed in Figure 4, the absolute majority (about 84%) of the respondents believed that the advertising messages of the Dashen Bank had provided them with adequate information about the Bank and its services. However, there were few (nearly 5%) respondents who had not believed in the completeness of the advertising messages of the Bank.

Convinceability of the Advertising Messages

The respondents' opinions on the convinceability of the advertising message appeals of the Bank were examined by the degree of their agreement or disagreement on the statement "the advertising messages of the Dashen Bank are convincing". In this regard, almost ninety percent of them had expressed their agreement for the convincing nature of the bank's advertising messages; with 44.4% strong agreement and 45.8% agreement. However, nearly 10% of the respondents believed that the bank's advertising messages are not convincing.

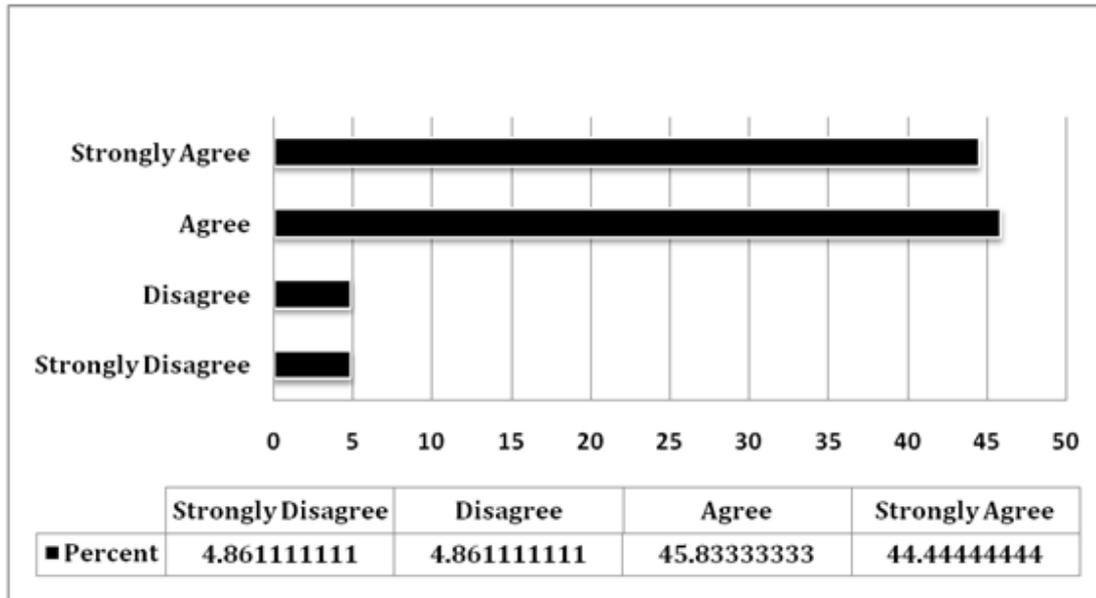


Figure 5 – Respondents Opinions on the Convinceability of the Advertising Messages of the Bank
Source: Own survey outputs, 2011.

Next, let us present and discuss about correlations of the respondents' opinions on the characteristics of the advertising messages of the Dashen Bank communicate. The results of the data analysis are illustrated in Table.

Table 9 – Correlations among the Characteristics of the Advertising Messages of the Bank

Variables	Statistics	Variables			
		Ads are truthful	Message appeals are attractive	Ads give adequate information	Ads are convincing
Ads are truthful	Pearson Correlation	1	.790(**)	.756(**)	.877(**)
	Sig. (2-tailed)		.000	.000	.000
	N	144	144	144	144
Message appeals are attractive	Pearson Correlation	.790(**)	1	.651(**)	.869(**)
	Sig. (2-tailed)	.000		.000	.000
	N	144	144	144	144
Ads give adequate information	Pearson Correlation	.756(**)	.651(**)	1	.741(**)
	Sig. (2-tailed)	.000	.000		.000
	N	144	144	144	144
Ads are convincing	Pearson Correlation	.877(**)	.869(**)	.741(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	144	144	144	144

Source: Outputs of own survey data analysis, 2011.

The findings of the study show that there are close relationships between the majorities of pair of the variables presented in Table 9. The results of the study indicate the presence of strong and positive linear relationship between the respondents’ opinions given for the different aspects of the advertising messages of the Bank. However, the strongest linear relationship or correlation, with a correlation coefficient of 0.877, is the one that exists between the respondents opinion on the truthful and convincing nature of the bank’s advertising messages. This is to mean that most respondents have similar degree of agreement or disagreement regarding the truthful and convincing nature of the bank’s advertisings. As discussed above, the majority of the respondents strongly agreed that the bank’s advertising messages are truthful and convincing. On the other hand, with a correlation coefficient of 0.651, the opinion that the respondents gave on the attractiveness of the advertising message appeals and the adequacy of the advertising message information of the bank is the one with the relatively weakest positive linear relationship or correlation. In other words, the respondents have a relatively higher divergence of opinions about the attractiveness and completeness of the message appeals of the Bank.

Furthermore, the lowest significant levels of all pairs of variables demonstrate the existence of very significant linear relationships between the variables. For instance, from the 0.000 significant level of the relationship between about the truthful and convincing nature of the advertising messages of the bank, we can deduce that there is significantly positive linear relationship or correlation between the respondents' opinion about variables.

The Advertising Time and Frequency of the Bank

To evaluate whether the advertising time and frequency of the broadcast advertisings of the Dashen Bank are suitable for the customers or not, questions related to these issues were included in the questionnaire. The respondents were asked to indicate the broadcast advertising time that they had preferred most. Then, the responses obtained are summarized in as follows in Table 10.

Table 10 - TV and Radio Advertising Time that the Respondents Prefer Most

TV and Radio Advert Time that You Prefer Most	Statistics	
	f	%
Night Time	109	75.7
Any Time	21	14.6
Other	14	9.7
Total	144	100.0

Source: Own survey, 2011.

As shown in the above table, the broadcast advertising time preference of the majority (75%) of the respondents was found to be night time, albeit there had been some respondents who reflected that they preferred to watch or to listen to the advertisements at any time. In addition, there were some respondents who indicated weekends and holidays as their most preferable time for the advertisements.

Table11 - Respondents Opinions about the Broadcast Advertising Time of the Dashen Bank

I like the time of the bank's advertising transmission	Statistics	
	f	%
Strongly Disagree	14	9.7
Disagree	7	4.9
Neutral	14	9.7
Agree	51	35.4
Strongly Agree	58	40.3
Total	144	100.0

Source: Own survey, 2011

Specifically, the respondents were also asked to express their opinions about the advertising time of the Dashen Bank. In this case, they were provided with the statement “I like the time of the Dashen Bank’s broadcast advertising”, and then instructed to indicate the level of their agreement or disagreement with the statement. As Table 12 illustrated, about 75% of the respondents reflected their support for the suitability of the broadcast advertising time of the Bank; with 40.3% of the respondents’ expressed strong agreement and 35.4% agreement with the above-stated statement.

Table12 - Respondents Opinions about the Frequency of the Transmission of Broadcast Advertisings of the Bank

I like the frequency of the bank's broadcast ads	Statistics	
	f	%
Strongly disagree	0	0.0
Disagree	0	0.0
Neutral	21	14.6
Agree	58	40.3
Strongly Agree	65	45.1
Total	144	100.0

Source: Own survey data analysis outputs, 2011.

Regarding the broadcast advertising frequency of the Dashen Bank, the same procedure was used to gather the opinions of the respondents. For this purpose, the student presented a statement that dealt with it, “I like the Dashen Bank’s broadcast advertising frequency”, was included in the questionnaire and the respondents were asked to indicate the level of their agreement or disagreement. As Table 12 depicted, about 85% of the respondents reflected that they had liked the frequency of the broadcast advertisings of the bank.

Effects of Advertisings on the Customers of the Bank

Questions were presented to the sampled customers in order to examine the effectiveness of the bank’s advertisings in terms of influencing them to develop positive attitude towards the Bank, in terms of helping them to know about the Bank in general and the quality of its services in particular, and in terms of convincing them to positive take actions to be a customer of the Bank. In short, this section of the study tries to address all those elements of the advertising objectives that the Bank has been aspiring to achieve through its Advertising Programs.

The following figure summarizes the responses of the respondents on the effects of the Bank’s advertisings on their attitude towards the Bank, knowledge about the Bank and its services as well as on their positive actions to be a regular customer of the Dashen Bank S.C.

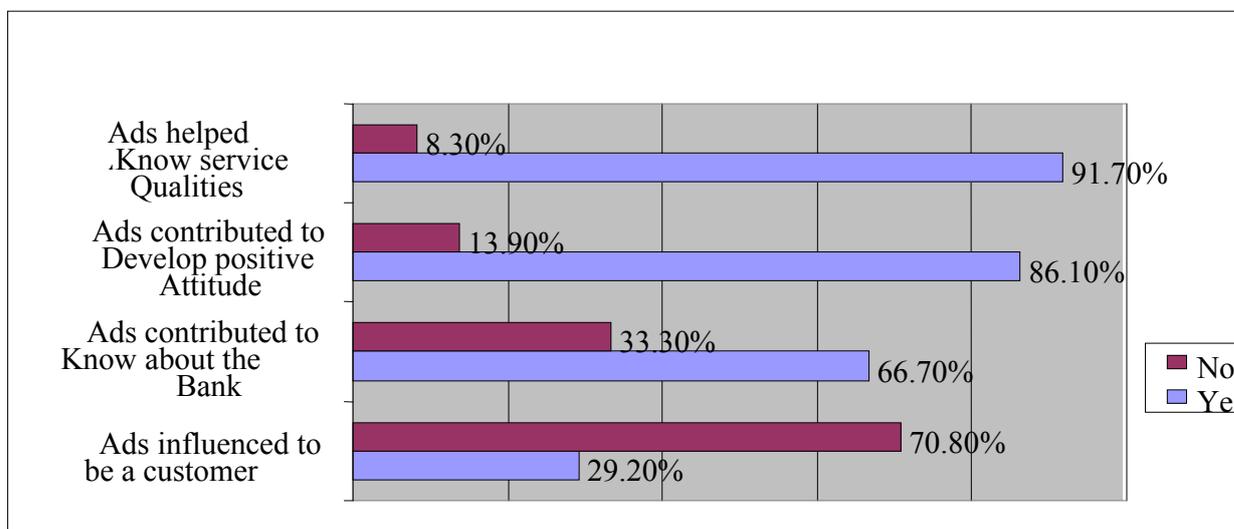


Figure 6 -- Effects of the Bank’s Advertisings on the Respondents

Source: Own survey, 2011.

It is possible to support the aforementioned claims from the illustration of Figure 6. The advertisings of the Bank as reflected by the agreement of 91.7% of the respondents were found to be more effective in terms of helping them to know the quality of its services. With the agreement of about 86 percent of the respondents, the advertisings of the Bank had also been effective in influencing the sampled customers to develop positive attitude towards the Bank. In contrast, most respondents (70.8%) believed that the advertisings of the Bank had not been the major reasons for their positive actions to be regular customers of the Dashen Bank S.C. In this regard, only 29.2% of the whole respondents agreed that the advertisings of the Bank were found to be effective in influencing and convincing them to take affirmative action to become regular customers of the Bank.

Table 13 - Descriptive Statistics of the Effects of the Bank Advertisings on the Respondents

Variable	Mean	Std. Deviation	N
Ads Influenced to be a Customer	1.71	.456	144
Ads Contributed to Know About the Bank	1.33	.473	144
Ads Influenced Towards Positive Attitude	1.14	.347	144
Ads Helped Know Service Qualities	1.08	.277	144

Source: Outputs of own survey data analysis, 2011.

As shown in Table 13, the two alternative values provided for each variable i.e. 1 for yes and 2 for no, the mean or the average value of the responses given by the respondents varies from 1.08 for ads helped to know service qualities to 1.71 for ads influenced to be a customer. The two extreme average values indicated that the vast majority of the respondents had been agreed on the effectiveness of the Bank's advertisings in helping them to know the quality of services delivered by the Bank, while the vast majority of them were found to show their disagreement with effectiveness of the advertisings to convince and to influence them to take action to be a customer of the Bank. The standard deviation values, on the other hand, show the variability (spread) of the responses given. Relatively speaking, based on the standard deviation values calculated, the Bank's advertisings (std. dev.=0.473) contributed in making the respondents to know about the Bank in general, followed by the responses given (std. dev.= 0.456) for the question on whether the Bank's advertisings influenced them to take action to be a customer or not. The same responses were almost given by most of the respondents for the questions on whether the advertisings contributed to know service qualities or not. This is indicated by the lowest standard deviation value (std. dev=0.277) as depicted in Table 13.

Table 14- Correlations between the Effectiveness of the Bank's Advertisings and Their Effects on the Respondents

Variables	Statistics	Variables			
		Ads Influenced to be a Customer	Ads Contributed to Know About the Bank	Ads Influenced Towards Positive Attitude	Ads Helped to Know Service Qualities
Ads Influenced to be a Customer	Pearson Correlation	1	.454(**)	.258(**)	.193(*)
	Sig. (2-tailed)		.000	.002	.020
	N	144	144	144	144
Ads Contributed to Know About the Bank	Pearson Correlation	.454(**)	1	.227(**)	.426(**)
	Sig. (2-tailed)	.000		.006	.000
	N	144	144	144	144
Ads Influenced Towards Positive Attitude	Pearson Correlation	.258(**)	.227(**)	1	.751(**)
	Sig. (2-tailed)	.002	.006		.000
	N	144	144	144	144
Ads Helped to Know Service Qualities	Pearson Correlation	.193(*)	.426(**)	.751(**)	1
	Sig. (2-tailed)	.020	.000	.000	
	N	144	144	144	144

Source: Own survey results, 2011.

The value of the Pearson product-moment coefficient correlation ($r=0.751$) depicted in Table 14 shows that there has been positive and strong relationship/association between the advertisings which helped the sampled customers to know about the Bank's service qualities and advertisings influenced them to develop positive attitude towards the Bank. This implies that as the level of the customers' knowledge about the quality of services delivered by the Bank increases, their attitude towards the Bank will become more and more positive. Therefore, the relationship between these variables under consideration was found to be statistically significant. On the other hand, the lowest correlation coefficient ($r=0.193$) was found between the advertisings which helped the customers to know service qualities and advertisings influenced to be a customer of the Bank. This finding indicates that the relationship between these variables is considered to be the weakest one. The relationship between knowledge of the Bank's service qualities and influence to become its customer was not found to be statistically significant. Thus, customers' knowledge about the quality of the bank's services has no significant effect on their decision and action to be a customer.

The small significant levels (less than 0.05) for almost all pairs of variables indicate that the correlation in all pairs is significant and the two variables in each pair are linearly related. For instance, the significance level or p-value for the correlation of knowledge about quality of services and attitude towards the bank is 0.000, which indicates a very low significance. This small significance level indicates that the two variables are significantly positively correlated. However, the relatively higher significant level (0.02) for the correlation of knowledge about service qualities and actions to be a customer, the correlation or linear relationship between the two variables is the least significant of all relationships between the other variables.

Advertising Objectives and Programs of the Bank

It is obvious that any organization or company that desires to communicate with its potential customers through advertising is required to begin its advertising programs with carefully designed advertising strategies. For appropriate implementation of the strategies, the company should also set advertising objectives that are specific and measurable. For this reason, question was raised in order to understand the prevailing situations related to the advertising objectives of the Dashen Bank.. Accordingly, the Marketing Manager stated:

As you know banking is intensely competitive now a day, as a result people need to gather as much information as possible so as to choose the right bank that provides the most appropriate services. Therefore, our Bank's main advertising objective is creating awareness among our potential customers, influencing them to develop positive attitude towards the bank, and arousing their interest of visiting the bank and taking action to be our customer.

Therefore, the Bank has clearly set specific advertising objectives. As described by the Marketing Manager, advertising has been playing significant roles for the Bank in reaching the potential customers and in attaining its advertising objectives. As he said: "In our marketing plan, we set an objective that aimed to increase our customer base in a certain rate and advertising is one of our tactics which has been helping us to achieve our objectives through reaching our potential customers."

As it has been discussed earlier, the effective contribution of the Bank's advertisings in terms of enabling the Bank to reach its potential customers and to achieve its advertising objectives is also reflected in the findings of the study based on the information collected from the regular customers of the Bank.

A question about the advertising message creative strategy of the Bank was also forwarded to the Manager. Accordingly, he stated:

I would say that you cannot expect to just create message from scratch, it is all about what you want to transfer to the audience so as to make them our customer, as you know the message should arouse the audience's interest at first hand. So we believe that It should be some how dramatised but the main objective of the advertising is to attract customer so it has to carry strong message. Therefore, our creative strategy is highly concentrated on the sales message and we also make it dramatise through the collaboration with the advertising firm/agency that we use.

Questions were also raised about the opinions of the responsible personnel on the advertising messages of the Bank in general and the appropriateness in particular, as well as the type of message that the Manager thinks as the most effective in convincing the audience to become customers of the Bank. Consequently, he responded:

I think it is so appropriate since we develop our advertising message in a way that it contains as much needed information that can make our potential customers to be convinced and so as to drive them to be our loyal customers. In the banking industry, there are various factors that the customers take into consideration before they make

decisions and actions of being a customer. So, in our advertising messages, we try to incorporate all these potential factors. Among others, the diversified types banking services, the quality of our services, the banking technology that we are using, the interest rate, etc are the most convincing factors that we try to include in our advertising messages. These, I think, help the audience to make decisions and take actions rationally. Therefore, when I say that our advertising messages are appropriate and effective, it is because they provide customers with information, which is true, adequate, convincing, and attractive. In general, we believe in the provision of information that enables our potential customers to make reasonable decisions.

In this regard, the findings of the study collected also supported the responses of the Marketing Manager about the effectiveness of the advertising messages of the Bank. As already discussed, most of the customers included in the study had believed that the Bank's advertising messages are truthful, adequate, convincing, well structured, and rational.

The other important element of an advertising program is media selection and execution strategy. Regarding this, the marketing manager was asked to tell about the advertising media selection and execution strategy of the Dashen Bank. As he said:

As you know very well, there is no adequate choice of media in our setting and since our desire is using electronic media, we are using Ethiopian Television (ETV). The rationale behind our choice is that we believe that we can reach massive number of people through our advertising campaign.

With regard to his opinion about the advertising media selection and planning of the bank and the type of media that he thinks as the most effective in enabling the bank to achieve its advertising objectives, he responded in the following ways.

We were done our best to choose the right media from the available media options and we have been using ETV, as I have already mentioned earlier. So, we do not have a bench mark or parameter that enables us to judge as this media is the best, but, I think, in our cases ETV is the best choice.

In this regard, we can also refer from the findings of the study resulted from the responses of the customers that the vast majority of the customers included in this study have also indicated that television is their most accessible media. In addition, most of them reflected that television is the most effective advertising media of the bank in terms of influencing them to take action of being a customer.

Discussion was also held with the marketing manager about how the bank sets its advertising budget and the following general response was given accordingly. *“The advertising budget is part of our overall marketing budget and it is certain portion of this aggregate marketing budget, which I cannot tell you the percentage right now, is used for advertising.”*

The resource person was also asked to tell the effects of the advertising budget on the effectiveness of the overall advertising programs of the bank. In this respect, he said that: *“Our advertising budget has a positive impact on the effectiveness of our advertisings and we believe that we allocate adequate amount of finance for our advertising campaign.”*

The marketing manager was also asked to identify and tell the problems exist in the overall advertising program of the bank. As he said:

There is always some sort of obstacles in every sector and the same is true in the banking industry. Our major problem now a day is that there are various private and government owned banks here in our country and most of them use ETV as a media for their advertising campaigns and when doing so most of the messages have similar contents that can put the customers in dilemma of making the right decisions and I think it has an impact on their choices.

Finally, the marketing manager was asked about his general assessment of the effectiveness of the bank’s advertising program. Consequently, he said that:

As you know in our setting there is no such trend as measuring the effectiveness of the advertising campaign and it is also the same in our case as well but we can see some visible improvements regarding the number of new customers we have been getting since we have started to conduct an advertising campaign. So we can say that it is some how effective.

Summary, Conclusion and Recommendation

Summary

The major findings of the study are summarized in the following ways:

Around 91.7% of the customers included in the study indicated that the Bank’s advertisings have been effective in terms of helping them to know the type and quality of services delivered by the

Bank. Moreover, 86.1% of the customers believed that the advertisings of the Bank have been effective in terms of influencing them to develop positive attitude towards the Bank. However, only 29.2% of the customers stated that the advertisings of the Bank have been effective in terms of influencing them to take actions of being a customer.

- Most of the respondents (around 75.7%) reflected their agreement with the suitability of the time at which the broadcast advertisings of the Bank are transmitted, with particularly 40.3% strong agreement and 35.4% agreement. In this regard, it is only 14.5% of the respondents who indicated their disagreement with the suitability of the transmission time of the broadcast advertisings of the Bank. In addition, night time is identified by 75.7% of the respondents as their most preferable time to watch or listen to the advertisings of the Bank.
- Based on the information provided by the Officials in the Marketing Department of the Bank, the study has found out that though the Bank's advertising budget has been adequate, it has not been set and allocated by using careful techniques and procedures of setting and allocating advertising budget. Instead, it has been allocated randomly as part of the aggregate marketing budget of the Bank. However, the Bank generally believes that its advertising budget has been positively affecting the overall Advertising Program of the Bank.

Conclusion

This study was intended to assess the effectiveness of advertisings in the Dashen Bank Share Company. Specifically, the study has emphasized on finding answers for the four research questions, stated in the chapter one, which are particularly related to the nature of the Bank's advertising objectives and the role that advertising has been playing in achieving them, the effectiveness of the advertising messages and media of the bank, the nature of the advertising budget setting and its effects on the effectiveness of the Bank's advertisings, and the problems exist in the Bank's overall advertising program.

In addition to the advertising objectives, the study has also used the advertising messages of the bank as variables used to evaluate the effectiveness of the Bank's advertisings. In this respect, the study has particularly tried to evaluate the truthfulness, adequacy, attractiveness, and convince ability of the advertising messages of the Bank. In addition, for further evaluation of the advertising messages, the study has also included other factors such as customers' ability to

recall the advertising messages of the Bank and customers reflection for the type of advertising message appeals that the bank usually uses.

The study has demonstrated that the Bank believes in the appropriateness and effectiveness of its advertising messages due to the reason that the messages are created and executed in a way that they provide customers with true, adequate, convincing, and attractive information. As stated by the top official of the Bank's Marketing Department, the Bank always tries to use rational types of advertising message appeals in its advertisings due to the belief that such types of message appeals are the most effective ones in terms of persuading and convincing customers to take reasonable decisions of joining the bank. Due to this, therefore, in its advertising messages, the bank always tries to include all the required information such as the diversified types of its banking services, the quality of its services, the banking technology that it uses, the interest rates, and so on, which enable customers to make decisions and take actions rationally.

Recommendations

Based on the major findings and conclusions reached, the following recommendations are forwarded:

- The bank is required to work more in its advertising program and strategies in order to bring about more achievements in the effectiveness of its advertising programs to attain its advertising objectives in general and to impose more influences in its potential customers' actions of joining the bank in particular.
- The bank's organizational structure should include an independent marketing and communication department.
- The bank should have clearly set guidelines and procedures to run its advertising program appropriately.
- In addition to television, the bank is also required to work more on the improvement of the effectiveness of the other advertising media such as radio, newspaper, magazine, internet, billboard, etc.
- Although the appropriateness of the bank's advertising budget is indicated by the marketing manager, the technique that the bank has been using to determine its advertising budget is random and not clear. So that, the bank should employ clear procedures and methods of allocating and distributing the advertising budget.
- In order to avoid boredom and to get attention of the audience, the bank is required to frequently revise its broadcast advertisements in order to come with new advertisings.

- The bank is required to communicate its advertisings by using different communicators or advertising agencies in different courses of time.
- The bank should try to increase the frequency of the transmission of its broadcast advertisements.
- The bank should frequently assess the effectiveness of its advertisings in order to bring improvements in the future.

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