



ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**THE EFFECT OF MEDIA ADVERTISING ON CUSTOMER
BANK PREFERENCE
IN THE CASE OF COMMERCIAL BANK OF ETHIOPIAN
NORTH ADDIS ABABA SELECTED BRANCH**

BY

NETSANET DEGISSO

JUN, 2018
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**A THESIS SUBMITTED TO ST. MARY'S UNIVESITY SCHOOL OF
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LIST OF ACRONYMS

ADS	Advertising
ANOVA	Analysis of Variance
CBE	Commercial Bank of Ethiopia
CBP	Customers Bank Preference
OA	Online Advertising
PMA	Print Media Advertisement
RA	Radio Adverting
SPSS	Software Package for Social Science
TV	Television
TVA	Television Advertising

ABSTRACT

Media advertising is a prominent feature of modern business operations one could encounter advertising message while watching TV, Reading magazines, listening to the radio using the internet or even simply waking down the street media adverting has an influence on customer preference. The purpose of the study was to analyze the effect of media advertising on customer bank preference in CBE bank service. The study was to examine the effect of print media, Radio, Television and online advertising on customer bank preference. The researcher selected participants of the study from north Addis grade four city branches of Commercial Bank of Ethiopia. Under this six branches where selected simple randomly by the researcher. Quantitative research approach was adopted and probability and non-probability sampling methods were used (purposive sampling for the selection of district) and total sample size of the study is 384 respondent. Data were distributed using structured questionnaire and analyzed using SPSS version 20 and explanatory research design was used. The results of the study revealed that media ads were (print media, Radio, television & online ads) messages have significant effect on customer bank preference. The findings showed that print media and TV advertising has the most powerful influence on CBE customer bank preference due to the combinations of audio-visual presentations and accessibility Online media ads has less significant on the customer bank preference. Given this findings, it is recommended that the bank should exert its effort to make its online, radio and printing media ads to become more positive effect on customer's preference to warred the bank product and serves.

KEY WORDIS:

Media advertising. Customer bank preference and advertisement message.

CHAPTER ONE

1. INTRODUCTION

1.1 Background for the Study

Advertising is a component of promotional mix, which is used to create awareness about products and services for influencing purchase decisions. Marketers use these types of tools for communication purposes. Different societies also used different types of symbols for the promotion of the products and services for attracting consumers. However, these pictures were used for promotion in a limited area. In modern times, advertisement has become an important way to promote products and services and issued for communication purposes. There is no successful company which can become a market leader unless it invests significantly in promotion (Hussainy and Herani, 2008).

Advertising is powerful communication force and an important tool. It helps the modern day marketers to sell goods, ideas and images by providing information and persuading people. Advertising has become an integral part in every society. Everybody encounters advertising every day, whenever we open newspapers go through a magazine, listen to radio, watch television, open letters play castle or walk down a busy street, we are exposed commercial messages. Popularly known as advertising therefore it is virtually impossible for any of us to escape contact with some form of advertising or the other (Sahu and Raut, 2003).

Most banking institutions address their advertising to holders of small accounts and thus advertise their products and services through the mass media. The press and television are the preferred means for larger banks that have branches across the country. The most common communication methods are television commercials, print advertisements, and outdoor advertising (posters, billboards, etc.). Radio advertisements are not very commonly used in the banking sector (Mylonakis, 2008).

The financial sector in Ethiopia both benefited from and contributed to the growth of the national economy. The benefits can be seen in terms of the growth of the sector and its growing share in deposits and financial transactions in the economy. The sector also contributed to the growth of the economy through its role in intermediation, in national savings mobilization, investment in productive activities and wealth creation.

Same researcher is conducted on media advertising specifically and limited area. Jashari, and Ammunora (2008) conducted a research on the impact of social media on brand preference of university student. Most studies show that the Internet and social media usage is changing actual and potential customers of the company. Nasir also studied on Social media and bank brand preference of women. kofi (2013) studied on the effect of electronic media advertising on rural banking industry. Most researcher are studied on advertising in general or very specific way that's why this study in needed. Therefore, this study focuses on the effect of media advertig on customer bank preference the case of commercial bank of Ethiopia city branches.

1.2 Background of the Organization

Commercial bank of Ethiopia was established in 1942 E.C and it was legally established as a share company in 1963. In 1974, CBE merged with the privately owned Addis Ababa Bank. Since then, it has been playing significant roles in the development of the country. Pioneer to introduce modern banking to the country. It has more than 1,235 branches stretched across the country, It combines wide capital base with more than 33,365 talented and committed employees and also it has more than 16.6 million account holder customer. The leading African bank with assets of 495.4 billion Birr the total profit 14.6 billion birr as on June 30th 2017. Plays a catalytic role in the economic progress & development of the country (CBE annual report).

It was the first bank to introduce Automated Teller Machine (ATM) to Ethiopia and also the number of ATM 1,589.it is currently engaged in developing infrastructure for the introduction of Visa-branded card payment system. And also the bank is one of the principal members of Visa international. It introduced Western Union Money Transfer Services to Ethiopia. CBE plays a pivotal role in the economic progress and development of the country. It has also a Strong correspondent relationship with 40 renowned foreign banks and a SWIFT bilateral key arrangement with 712 others (CBE annual report).

In a modern business environment commercial bank do perform a number of function which are classified in to two major parts i.e. primary function and secondary functions. Primary or principal functions are three types: Acceptance of Deposit, lending and investment. secondary or ancillary are two type's: the first one is Agency services like collection and payment of checks, standing instructions, collecting electricity ,gas, telephone bills. Second miscellaneous or general

services: safe custody, remittances, advisory roles, opening LCS other services like Debit card, credit card etc. (CBE Portal).

1.3 Statement of the Problem

In the dynamic world business activity, it is almost impossible to deliver information to consumer without use of advertising. Certainly, this may be because of globalization and accessibility of hundreds of channels for the viewers of this modern era. Globalization has brought wide choice of markets to consumers which make advertising to play a huge role. The consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. This is so because positive emotional appeals provide a strong brand cue and stimulate category based processing. If the categorization process is successful, then the affect and belief associated with this category in memory are transferred to the object itself (Stone, 1992).

According to Callaway, there are numerous advertisements in Medias; television, radio, newspapers and magazines but, the important question for a marketer is “do all these media advertisements tolls positively influence the bank customer’s preference?” If media advertisement is not create any positive change in, customer’s preference all the resources such as money, time and efforts spent on media advertisement will go in vain. Most business institutions do not assess the effect of their advertisement and can’t empathize with the persons to whom the advertising is being directed; they do not know how the customers feel about their products or services and how is important their products or services to their target market. Therefore, it is essential for a marketer to find out the extent to which the media advertisement influences in their preference in the Banking Services (Mylonakis, 2008). These theories also apply on the commercial bank of Ethiopian media advertisement that the bank doesn’t know how the customers feel about the products and services and how is important and effect of its advertising on its customers preference

In the competitive and capital intensive world of television shows, advertising plays an important role by financing many programs. Unfortunately, sponsorships come more easily for entertainment programs perceived as ‘popular’ with wide reach. So the same kind of programs on most channels even as ‘serious’ kind of entertainment classical music, dance, drama, documentaries or programs of socio-economic concerns are minimal because advertisers do not consider these to be widely watched. This approach seriously limits the scope of media in disseminating cultural awareness and values. Advertising is a way to showcase one’s products or

services and offer consumers a vast choice in terms of what they are offered and what they can choose to buy. For the customer, advertising offers them a choice to get at the best in the market at the best price.

Student researcher observes the following problem that initiated to conduct this thesis regarding to media adverting made by CBE. The bank is investing a millions of birr for media advertisement activity in every budget year but the bank didn't know which medial tools have more effect on customer's preference. In addition the bank does not focus on modern way of ads like online advertising practice such as; website, face book, twitter, mobile to attract more customers and adders a large number of customer .basically other researcher may not have studded in this area so there is a research gap. Based on this researcher has have conducted a mini research on Commercial Bank of Ethiopia and their media advertising effect on customer bank preference Those major problems that initiated the student researcher to conduct research on the effect of media advertising practice on customer bank preference in the case of Commercial Bank of Ethiopia North Addis Ababa selected branches. The following hypothesis where formulated to did the study:

H1_a: Print media advertisement (PMA) has a positive and significant relationship with Customers bank preference (CBP).

H1₀: Print media advertisement (PMA) has negative and statistically insignificant relationship with Customers bank preference (CBP).

H2_a: Radio adverting (RA) has a positive and significant relationship with Customers bank preference (CBP).

H2₀: Radio adverting (RA) has negative and statistically insignificant relationship with Customers bank preference (CBP).

H3_a: Television advertising (TVA) has a positive and significant relationship with Customers bank preference (CBP).

H3₀: Television advertising (TVA) has negative and statistically insignificant relationship with Customers bank preference (CBP).

H4_a: Online advertising (OA) has a positive and significant relationship with Customers bank preference (CBP).

H4₀: Online advertising (OA) has a negative and statistically insignificant relationship with Customers bank preference (CBP).

Tests of the hypotheses were calculated by using Chi-square test using the Cronbach Alpha coefficient.

1.4 Objective of the Study

1.4.1 General Objective

The general objective of this study is to assess the effect of advertisement media on customer bank preference in Commercial Bank of Ethiopia north Addis Ababa selected branches.

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. These specific objectives were the following.

- To examine the effect of Print media advertisement on customer bank preference.
- To analyze the effect of Radio advertising on customer bank preference
- To explore the effect of Television advertising on customer bank preference
- To investigate the effect of online advertising on customer bank preference

1.5 Significance of the Study

The study has both academic and practical usefulness. The findings may use for the Commercial Bank of Ethiopia and other stakeholders to be aware about the contribution of advertisement on bank customer and more specifically the challenges facing the banking industry in the case of media advertisement. Furthermore, the study offers CBE management better ways to influence current and potential customer through effective media advertising. The study also contributes relevant knowledge on media advertisement. Furthermore, this study puts light into media advertisement issues to other business origination In addition, to other interested researchers on this area may use as a source for further studies.

1.6 Delimitation of the Study

The study focused on the effect of media advertising on customer bank preference in the case of Commercial Bank of Ethiopia. Even if CBE doing its banking business all over Ethiopia but this study focused only on Addis Ababa city branch which select randomly by student researcher from the major north Addis grade four branches Moreover, population of the study were customers who have CBE accounts considered as participants on the study.

1.7 Organization of the study

This study is organized into five chapters. The first chapter introduces the study. It provides the background of the study, statement of the problem, hypotheses and objectives, significance of the study, scope and limitation of the study as well as the organization of the study. Chapter two provides the literature review related to the study. It defines the key conceptual in the study. It also provides the theoretical perspectives, empirical studies and the conceptual framework of the study. Chapter three discusses the methodology of the study. It explains area of the study, research design, population of the study, sampling design, data collection methods, reliability and validity of the study as well data analysis procedures. Chapter four presents the findings of the study. Chapter five concludes the study. It provides the summary, conclusion and recommendation including area for further studies.

1.8 Definitions of basic terms

Advertising: is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor Belch (2012).

Advertising media: various means (advertising vehicles) such as billboards, magazines, newspapers, radio, television, and internet by which promotional messages are communicated to the public using words, speech, and pictures Kotler (2000).

Customer preference: is what type of product an individual customers likes and dislikes Kotler (2000).

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Theoretical Review

This chapter focuses on literature related to the major objective of this study about media advertising and customer bank preference. This chapter reviewed literatures on this topic, empirical evidence .theoretical and conceptual framework presented.

2.1.1. Concept of Advertising

The history of advertising goes to the Egyptians where they used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC Mylonakis, (2008).

According to American Marketing Association "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. (Kotler, and Keller 2012).

Definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending on the point of view. Advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media (Bov'ee and Arens, 1989).

According to Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of

persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising (Wilmschurst, 1985).

According to Arens (2005), advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services. Moreover, Bulla and Scott (1994) define advertising as a form of communication which is used to help in selling products and services. Typically, it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. Advertising does typically attempt to persuade potential customers to purchase or to consume more of a particular brand of product or service.

Advertisement in such a media as print (newspaper, magazines, billboards, flyers) or broadcast (radio, television) typically consist of pictures, headlines, information about the product and occasionally a response coupon. Broadcast advertisement on the other hand consists of an audio or video narrative that can range from 15seconds spots to longer segments known as infomercials, which generally last 30 to 60 minutes. (Busari, 2002)

Advertisements can also be seen on the seats of grocery carts, on the wall of airport walkways, on the sides of buses, airplane and train. Advertisements are usually placed anywhere an audience can easily and/or frequently access visual and/or video. (Busari 2002)

Donald (2000) Opined that advertising is to encourage purchase by temporarily improving the value of a brand. The main objective of advertising is to translate favorable attitudes into actual purchase, improve attitude towards a brand and nurture brand loyalty at all times.

2.1.1.1. Forms of Advertising

According to Kotler and Armstrong, there are various forms of advertising that is informative, persuasive and reminder advertising. Informative advertising is used to inform the customers about a new product or feature and to build the image of the company. (Kotler and Armstrong, 1999). Persuasive advertising is one used to build selective demand for a brand by persuading consumers that it offers the best quality for their money. It persuades a customer to accept sales calls and to purchase now (some persuasive advertising has become comparison advertising, in which a company directly or indirectly compares its brand with one or more other brands. Reminder advertising is one used to keep consumers thinking about the product or service .it is important for mature products or services. It reminds customers that the products May be needed in their near future, where to buy the product and maintaining top of mind product awareness.

2.1.1.2. Objectives of Advertising

An advertisement is one of the topical strategies of many brands for the promotion of their product. The purpose of mass advertisements is to gain attention for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind (Rai, 2013).

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers' goals is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications this involves the study of consumers behavior: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arens, 1996).

To create a demand for new products by explaining its utility, to announce a new product or service, to increase its sales by attracting new customers, to create brand preferences, to expand the market for new buyers, to assist the salesmen in their selling efforts, to warn the public against imitation of the product of the firm, to prepare ground for new products, barring new entrance, make special offers through sales promotion, to neutralize competitors advertising, and to enhance goodwill of the firm. Objective of any advertising is to communicate about the

product and services to the prospective customers. General objectives of advertising are to inform the customers about the attributes and uses of the product (Helina, 2012).

Advertising is related and begins with a base of creating awareness and strengthening a company's position or image. It is advertising that makes the companies known. The second role is to create favorable climate for salespeople. In some instances, customers will order directly from the advertising, so the final purpose of advertising is to generate sales (Dwyer and Tanner, 2002).

In addition, they define mass media advertising as “non-personal, paid announcements by an identified sponsor to reach large audiences, create brand awareness, help position brands, and build brand images” (Dwyer and Tanner, 2002) .

Advertising is also a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. Advertising can be used to create favorable and unique images and associations for a brand which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes. Companies selling their products and services to the consumer market generally rely heavily on advertising to communicate with their target audiences as do retailers and other local merchants. Advertising is also used extensively by companies who compete in the business and professional markets to reach current and potential customers (Belch, 2009).

The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on the customers' behavior, which is determined by a number of cognitive, emotional and behavioral aspects. In the center of advertising is the customer, whose psychology is determined by numerous aspects and advertising itself, which aims at arousing the customers wish to acquire the product advertised, and most importantly, at achieving the act of purchasing the product (Jakštien, Susnien and Narbutas, 2008).

2.1.1.3. Importance of Advertising

For any business, advertising may perform a variety of functions when implemented correctly, and its effect may be dramatic. It helps to identify products and their sources and to differentiate them from others, and it communicates information about the products, its features, and its location of sale; it helps to try to induce new products and to suggest reuse. It can stimulate the distribution of products or services on local or global level (Arens, Schaefer & Weigol, 2009).

Advertising can help companies develop consumers' awareness to an unmet need or introduce a product that consumers may see as valuable. This influence is often present when new products enter the market. Customer awareness is often low for these items until companies promote them and attempt to drive customer demand through advertising (Dinu & Dinu, 2012).

Advertising can also use to create images and symbolic appeals for products and services, a capability that is very important to companies that are selling products and services that are very difficult to differentiate. It has the ability to strike a responsive chord with consumers when other elements of the marketing program have not been successful (Belch & Belch, 1990).

According to Kotler (2003), both the businesses and individual sellers should ask themselves what should the advertising of their products and services are and what impact on the customer should it make.

Advertising is at the front of delivering the proper message to existing and prospective customers. The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salespeople's individual messages, draw customers to the business, and hold existing customers (Lamb and et.al 2004).

Whatever else advertising is trying to do, whether with words or pictures, its purpose always is to impart information. The information isn't always about a product or service, though. Advertising serves everything from politics to social consciousness to get across a message. According to (Lancaster and Massingham 2011), advertising has three aims and these are:-

- 1. Informative Advertising:** - figures heavily in the pioneering stage of a product category, where the objective is to build primary demand such as: telling the market about a new product; suggesting new uses for product; informing the market of a price change; explaining how the product works; describing available services; correcting false impressions; reducing buyers' fears; building a company image (Monga, and Sighn 2009).
- 2. Persuasive Advertising:**-it becomes important in the competitive stage, where a company's objective is to build selective demand for a particular brand. Some persuasive advertising has moved into the category of comparative advertising, which

seeks to establish the superiority of one brand through specific comparison of one or more attributes with one or more other brands in the product class (Agegnehu and Ahmed 2007).

- 3. Reminder Advertising:** it is important with mature products. Expensive four-color Coca Cola ads in magazines have the purpose not of informing or persuading but reminding people to purchase it (Perreault, and McCarthy1998).

2.1.2. Media Advertising

Advertisers develop and place advertisements for many reasons. Some of the most basic types of advertising are based on functional goals, that is, on what the advertiser is trying to accomplish. The functional goals for advertising include primary and selective demand stimulation, direct and delayed response advertising, and corporate advertising (O'Guinn, Allen and Semenik, 2000).

Advertising may done through various media like visual, audio and print media. Visual media may include television, bill boards, posters, prices with company product name and brochurers' print media may include newspapers, brochures, stickers, magazines, business cards, new letters, and mobile vehicles. Other tools of advertising may include; infomercials, sponsoring events, taking part in trade shows, celebrity advertising, email advertising and social network advertising (Kumar, and Mittal 2001).

Print Media Advertising – Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (Kotler 2000).

Outdoor advertising: it is any form of promotion of your product or service done outdoors.it is also referred to as out-of-home advertising as it reaches the customers when they are outside their homes. It has probably existed since the days of cave dwellers. Both the Egyptians and the

Greeks used it as early as 5,000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003).

Outdoor advertising is one of the major advertising media used in the present day. This makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, banners and also several events and tradeshows organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Kumar, and Mittal 2001).

Broadcast Advertising – Television, radio and the internet. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles (Merugu, 2009).

Generally speaking, broadcast advertising is radio, television, and Internet advertising. The commercials aired on radio and televisions an essential part of broadcast advertising.

Online Advertising: is another comparatively new form of advertising. When any advertisement is displayed over a website through internet it is called as online advertisement. It involves advertising through emails, search engines, social media advertising and many types of display advertising like banner advertising etc. Online advertising is a large business and is widely used across all industry sectors.

Public Service Advertising –Advertising for social causes. Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising field for a social cause (Merugu, 2009).

Celebrity Advertising - Although the audience is getting smarter and smarter and the modern-day consumer is getting immune to the exaggerated claims made in a majority of advertisements, there exists a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements. How effective these ads are, is something that each consumer himself can determine (O’Guinn, Allen and Semenik, 2000).

2.1.2.1. Criticism of Advertising

Lehman, and Winer, (2005) advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited commercial e-mail and other forms of spam have become so prevalent as to have become a major pain to users of these services, as well as being a financial burden on internet service providers. Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation. In addition, advertising frequently uses psychological pressure on the intended consumer, which may be harmful. Many even feel that often, advertisements exploit the desires of a consumer, by making a particular product more appealing, by manipulating the consumer's needs and wants. Most of us got to hear about Palm, Amazon, eBay, The Body Shop, Blackberry, Beanie Babies, Viagra, and Nokia not through advertising but through news stories in print and on the air. We started to hear from friends about these products, and we told other friends. And hearing from others about a product carries much more weight than reading about the product in an ad (Kotler 2002).

Advertising is the most visible activity of business. What a company may have doing privately for many years suddenly becomes public the moment it starts to advertise. Advertising is widely criticized not only for the role it plays in selling products or services but also for the way it influences our society. As a selling tool, advertising is attacked for its excesses. Some critics

charge that, at its worst, advertising is downright untruthful, and at best, it presents only positive information about products. Others charge that advertising manipulates people psychologically to buy things they can't afford by promising greater sex appeal or improved social status. Still others attack advertising for being offensive, in bad taste, or simply too excessive (Bovée & Arens, 1989).

According to American humorist Will Rogers, advertising is "the art of convincing people to spend money they do not have for something they do not need." Like Rogers, modern critics of advertising highlight its negative effect, claiming that ads foster impulse buying. However, advertising also provides consumers with valuable information about products being offered for sale (Lindblad, 2013).

Advertising is Superficial the basic criticism of advertising here is that it frequently carries little, if any, actual product information. What it does carry is said to be hollow ad-speak. Ads are rhetorical; there is no pure "information." All information in ads is biased, limited, and inherently deceptive. Advertising Wastes Resources and only raises the standard of Living for some. One of the traditional criticism of advertising is that it represents an inefficient, wasteful process that channels monetary and human resources in a society to the "reshuffling of existing total demand," rather than to the expansion of total demand. Advertising thus brings about economic stagnation and a lower standard of living (O'Guinn, Allen and Semenik, 2000).

2.2. Empirical Studies

This section provides the empirical studies related to the study.

Kofi (2013) conduct on the effects of Media advertising on rural banking in Ghana. The researcher found out Radio advertising is the main tool adopted by Unity Rural Bank and that influenced many customers to the bank. Thus it's important that the bank air Radio ads often to improve patronage. he conclude that the electronic media adopted by the bank for advertising includes Radio, Television, and Internet these media has influenced most respondents to buy into the operations of the bank by attracting their attention, informing, and persuading them to do business with the bank.

Mustafa (2010) conduct on the effects of outdoor Advertisements on customers. the researcher found out outdoor advertisements which create different ideas, which are effective in informing and persuading people and which are sensitive to the environment can be viewed positively by

consumer.in particularly amongst consumers with higher educational and income ,levels outdoor advertisements are becoming striking and there visibility increasing.

Karman and Azhari (2014) point out that brands and slogans used in outdoor advertising are more memorable than other ads in and its expense are relatively cheap this advertisement have a long-term usage when compared to the other advertisement tools.

Penchman (1992) found out that Media advertising has a greater potential of building awareness of people hence obtaining a high preference in the market share because a big percentage of the population has one or more of the mass medium such as radios and television. This fact introduces the advertised company to many people. If the advertising is satisfying, it will lead to increase in there profit.

Muhammad *et al.* (2014) conducted a study on the impact of consumer perception and media advertisement. The study found out that advertisement had strong positive impact on customer chooses. It was also found that quality advertisement and positive perception can really play virtual role in improving company customer preference.

Niazi *et al.* (2011) studied on the effective advertising and its influence on the buyers. The findings of the study revealed that there is huge relationship between advertisement and preference of customer. It also established the relationship between environmental response and customer preference. According to the study, customer are buying products or serves which they see in advertisement more than emotionally.

Arshud *et al.* (2014) studied on the impact of effective advertising on consumer preference. The study was conducted in seven cities in Pakistan. The study found that TV advertising is more persuasive than other advert to convince customer to buy product because it shows and makes perception to consumer.

Bansal and Gupta (2014) studied on the impact of newspaper advertisement on brand preference. They study found that many advertising in newspapers were informational and they were perfect in convincing consumer to buy store products. However, the study on less the way price affects consumer buying in advertising.

Vinerean *et al.* (2013) studied on the effect of social media marketing on online product preference. It was found that customers are significantly convinced by the advert in social media

and influenced to buy. But on another hand, the study revealed that people do not trust online social media advert because of security.

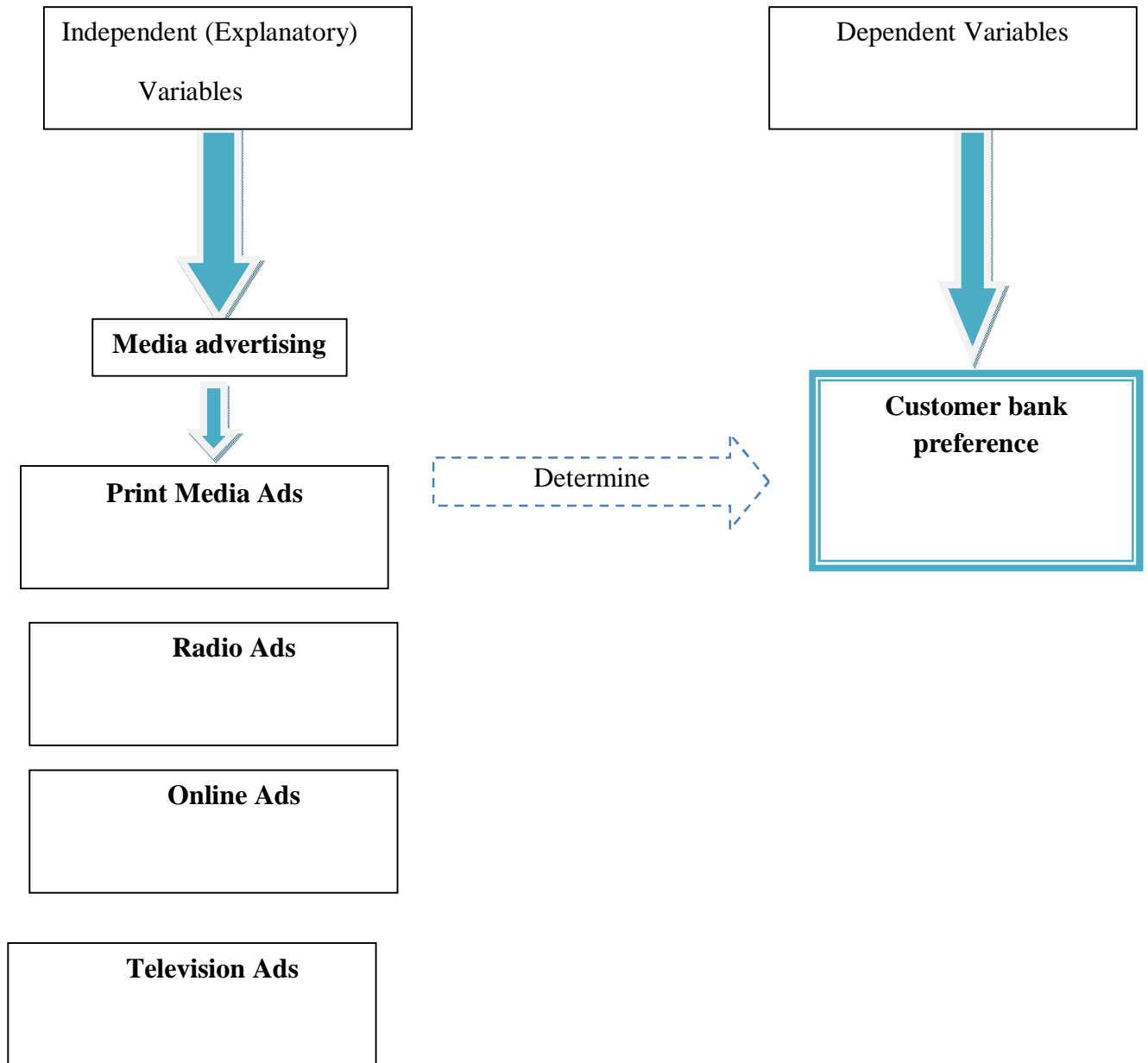
Rasool *et al.* (2012) studied on the impact of newspaper advertising on customer house rent preference .The study found out that people are affected by the lay out of the newspaper, price, cultures.

Talha *et al.* (2012) conducted a study on online media advertising in ticketing serves. The study revealed that customer seems to prefer online adverts and ticketing more than traditional ways. However, the study did not show how advertisement has any influence in changing customer attitude.

2.3 Conceptual Framework of the Study

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. Based on the above detailed literature reviews the conceptual framework developed us media advertising and customer bank preference as below.

Figure 1 - Conceptual Framework



Source: Own Design, 2018

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Area of the Study

This chapter deals with the effect of advertisement media on customer bank preference in the case of Commercial Bank of Ethiopia city branches, the reasons for selecting CBE as the case of study were first, the study area consisted of heterogeneous mixture of customers. This enabled student researcher to collect valid and reliable data from different groups. Furthermore due to the familiarity of student researcher on the subject matter it will be easier to obtain data and get necessary assistance from participants of the study. In Ethiopia banking industry CBE become one of the leading commercial banks and set a big vision to be international in 2025 this open a big opportunity for student research to study on advertising media that of the bank practice in Ethiopia.

3.2 Research Approach and Design

According to Babie (2009) three possible types of research designs that can be undertaken while conducting based on their purpose: exploratory, descriptive and explanatory. The first one is used in order to clarify some concepts, find explanations, assess phenomena or seek for new insights. Second type of research, the descriptive one, seeks to describe people, events or situations. The last type, explanatory research, provides the cause and effect relationships between variables.

The main goal of this research where to find out the media advertising used in CBE, and also try to show how the media advertising affect customer's bank preference. so that in this study the explanatory research design was used to examine the relationship of the dependent and independent variables.

The main difference between quantitative and qualitative data is the difference between numerical and non-numerical data (Babbie, 2009; Kent 2007). Quantitative research requires gathering of numerical data that can be studied in a less biased statistical way. The main advantage of quantitative research is ability to count gathered data and to implement some statistical models. Quantitative research is characterized by deductive relationship between theory and research (Bryman, 2007) that means that a researcher should have understanding of a researched issue before starting the measurements. Finally, a set of numbers collected and after a statistical analysis they lead to results. Qualitative research is the one that emphasizes words rather than quantification during collection and analysis of data. Qualitative research stresses on the understanding of the words rather than numbers and seeks to answer “why” and “how” questions.

The researcher used a quantitative research approach is conducting the present study. By collecting quantitative data from customers of the bank and measured the collected data as well as application of statistical tools to obtain the findings.

3.3 Sources of Data

The study has employed both primary and secondary data on different types of advertising tools and on different types of bank products in order to examine the effect of media advertising on customer bank preference in Commercial Bank of Ethiopia city branches. For the primary source, data is collected through structured questionnaire. And secondary data is collected with the help of comprehensive literature available in the form of secondary data i.e. annual reports, magazines, journals, e-journals, websites, books and newspapers etc.

3.4 Method of Data Collection and Producers

Structured questionnaires with close ended and the questioner employed five point likert scale technique the range between 1 up to 5 that has 1 is strongly dis agree, 2 disagree, 3 neutral, 4 agree and 5 represent strongly agree. The Respondent were required to rate the importance of media advertising that affect their bank preference. The first section of the questioner contains demographic variable and personal information of the respondents. The second sections of the questioner about the basic information of the respondent. The third part is related to customer bank preference. The Questioner distributed to CBE customers in a sense that student researcher gathered primary data from customers who visit selected CBE branch for different service. The

student researcher has explained the purpose of the research to make the respondents feel confident enough in providing the necessary information. Some questionnaires were distributed to the respondents through the support of CBE employee who work inside selected branches because it's the right place to get the right customer at the right time and the rest of the questionnaires distributes by student researcher.

3.5 Population, Sample Technique, and Sample Size

3.5.1 Target Population

The target populations of this study were customers of Commercial Bank of Ethiopia specifically under north Addis Ababa district grade four branch customers. The reason for this Commercial Bank of Ethiopia branches were categorized in to sub-groups as per the bank's branch grading system. This grading system categorizes from grade 1up to grade 4 based on volume of transaction, variety of services provided, site location, amenities and staff strength, cash holding limits and other similar consideration. The reason behind that the student researcher focus north districts were to get heterogynous data and student researcher believed that all the customers of the bank knew or experienced the service of the organization due to some reasons (i.e. the information they gained or due to the exposure they have got) that they have been served with this bank. In addition, these customers served with different bank serves like depositing, withdrawing, transferring, Forex remittance and other, so that they have been exposed to the information familiar with the products or/and services of the bank the serve. The total population under study was about 831,067 customers as of June 30, 2017 that are account holder of CBE from North, Addis district were target population of the study.

3.5.2 Sample Size

According to Kothari (2004) to determine the sample size from the total population if the data is we can use the following formula

$$n = \frac{Z^2 P * Q * N}{e^2 (N-1) + Z^2 * P * Q}$$

$$n = \frac{1.96^2 (0.5) (0.5) (831,067)}{0.05^2 831,067-1) + 1.96^2 (0.5) (0.5) = 384$$

Where: n=required sample size

N=total population

Z=value from table of normal distribution=1.96

e =margin of error at 5%, 0.05

P =probability at each the sample size maximum

$Q=1-P$

So that student researcher by use recommendation of Kothari (2004) formula determines sample size as follow. Taking 95 % confidence level Z is termed to be 1.96, with a total population 831,067 and assuming $p=0.5$ and q is 0.5 Putting the figures in the equation the sample size is determined to be 384. This means that 384 CBE customer respondents have been taken as a reliable sample size for this study but only 349 questionnaires were collected because of different reasons so that the final conclusion is depend on 349 respondents.

3.5.3 Sample Technique

In order to find a proper sample technique, one out of two approaches should be chosen: probability or non-probability sampling approach. The main difference between two of these techniques is the fact that in the first case the chance of each unit being selected from the population is known and usually this chance is equal for all units. In contrast, the probability of each unit from the non-probability samples is not known, so generalization will be done not on statistical grounds (Saunders, 2007).

For this study student researcher employs both probability and non-probability approach because of different reasons that are: Commercial Bank of Ethiopia have four district under Addis Ababa region from this the researcher select north Addis district based on purposive sampling.

As long as number of branches are well known and easy to manage by student researcher Probability sampling approach were used. From all sampling techniques under probability sampling approach specifically (simple random sampling technique) was used to choose six grade four participant branch's Arada Giyorgis, Silase, 4kilo, Sheger, Tewodros square and Addis Ababa branch are selected to giving equal chance to be selected for target population.

Since CBE has large number of customers in Addis Ababa it makes difficult for student researcher to manage and list all population with the given time interval for this study also student researcher can't be sure who will come to which branch to get CBE service so that student researcher conducted non-probability sampling approach for Customer participants. Among the non-probability approach student researcher used convenience or accidental sampling technique because it uses for testing and gaining idea or rough impression about subject of

interest, and also the student researcher met respondents inside the selected CBE branches when customer participants come to get bank service. The best condition to get the right consumers at right time.

3.6 Data Analysis Techniques

Data analysis is important in interpreting the results so that the information can be put in use of decision making. After reviewing the literature from different sources and using the data gathered from customer, Student researcher studied the current situation and practice of Media advertising of CBE. Linear regression was used to the data collected, evaluate and to analyze the relationship between the media advertising variable and the dependent variable to descriptive statistics for demographic, Frequency, mean and standard deviation and inferential statistics: correlation, regression and ANOVA.

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

$$Y_{it} = \beta_0 + \sum \beta_k X_{it} + \varepsilon_{it}$$

Where:

- Y represents the dependent variables
- β_0 is the intercept
- β_k represents the coefficients of the X_{it} variables
- X, represents the explanatory variables
- ε is the error term

Based on the above general empirical research and this study adopted the following peculiar equation to find out the Impact of Print media advertisement(PMA), Radio adverting(RA), Television advertising(TVA) and Online advertising(OA), on Customers bank preference(CBP). The equation is stated as follows:

$$(CBP) = \beta_0 + \beta_1 (PMA) + \beta_2 (RA) + \beta_3 (TVA) + \beta_4 (OA) + \varepsilon$$

3.7 Data Validity and Reliability

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.

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). The concept of validity is described by a wide range of terms in qualitative studies. This concept is not a single, fixed or universal concept, but “rather a contingent construct, inescapably grounded in the process and intentions of particular research methodologies and projects” (Winer, 2000). For the purpose of this study, Cronbach’s alpha coefficient to estimate Reliability of data. Cronbach’s alpha coefficient is the most popular and commonly used technique to estimate reliability or internal consistency of assessments and questionnaires in the behavioral sciences coefficients it is mandatory that assessors and researchers should estimate this quantity to add validity and accuracy to the interpretation of their data (Bollen, 1989).

3.7.1 Reliability Analysis.

Reliability can be equated with the stability, consistency, or dependability of a measuring tool. To test reliability the Chronbach coefficient alpha was calculated for each field of the questionnaire. It is expressed as a number between 0 and 1. Value of 0.6 or less generally indicates unsatisfactory internal consistency reliability (Saleh Samir Abu Shaban 2008, p 42) Cited by (Yemenu, 2016)

Table.3.1. Chronbach’s Alpha for each factor of the questionnaire and the entire questionnaire

Variables	N items	Cronbach’s alpha
Print media advertisement(PMA)	6	.879
Radio adverting(RA)	5	.773
Television advertising(TVA)	7	.867
Online advertising(OA)	5	.723
Customers bank preference(CBP)	8	.917
All variables	31	.963

Source: Own, computed from survey data, 2018

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 0.6. 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

The study was 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 free will.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

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 349 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 statistics, Reliability Analysis, a correlation, Factor validity, and Regression analysis are presented through SPSS version 20.

3.9 Descriptive statistics

3.9.1 Demographic information

This sub section will discuss about gender, Age group, Marital status, education qualification, and Length of year the respondents use the bank's services from the CBE the respondents by using descriptive statistics:

Table 4.1 Demographic information

Demographic characteristics		Frequency	
Gender		Frequency	percentage
	Male	201	57.6
	Female	148	42.4
	Total	349	100.0
Age group	18-20	29	8.3
	21-30	74	21.2
	31-40	178	51.0
	41-50	68	19.5
	Total	349	100.0
Marital status	Single	259	74.2
	Married	90	25.8

	Total	349	100.0
Education	primary	110	31.5
	high school	104	29.8
	certificate	80	22.9
	first degree	52	14.9
	second degree and above	3	.9
	Total	349	100.0
Length of year the respondents uses the banks services	Below 1 years	103	29.5
	2-3	114	32.7
	4-5	87	24.9
	6-7	39	11.2
	Above 8 years	6	1.7
	Total	349	100.0

Source: Own, computed from survey data, 2018

Table 4.1 indicated that most of the respondent are male when we see the gender of the respondents male are 201 (57.6 %) while 148(42.4%) were female.

The respondent's age, shown in the Table 4.1 Shows that 178 (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 74 (21.2%) and 68(19.5%) respectively. The remaining of the respondents where under the age group of 18-20 that account 29(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 201 (57.6 %) were single and 148 (42.4%) 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, 110 (31.5%) were attained primary education, followed by the those attained secondary education were accounted 104 (29.8%)the remain respondents were certificate holders, first degree holder and second degree and above holder that account 80 (22.9%), 52(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, 114(32.7%) of the respondents have used for 2-3 years, 95 (27.2%) of the respondent were respond on below one year that start using the bank service from CBE. 93 (26.6%) have used the banks services for 4-5 years. On the other hand 41(11.7%) and 6 (1.7%) of the respondents have used the banks services from CBE.

Table 3.1 provides a summary of the descriptive statistics of all variables for this study with 349 observations. The table reports the mean, standard deviation, number of observations (N) of all variables to give an overall description of data used.

Table 4.2 Descriptive statistics

Descriptive Statistics			
Variable	N	Mean	Std. Deviation
Print media advertisement(PMA)	349	4.339	.16701
Radio adverting(RA)	349	2.56	.18318
Television advertising(TVA)	349	3.716	.13933
Online advertising(OA)	349	2.4309	.16831
Customers bank preference(CBP)	349	3.364	.13454
Valid N (list wise)	349		

Source: Own, computed from survey data, 2018

Table 4.2 shows the descriptive statistics of Print media advertisement (PMA), Radio adverting (RA), Television advertising (TVA), Television advertising (TVA), online advertising (OA) and Customers bank preference (CBP), computed based on the 349 observations recorded for the total sample,

Print media advertisement (PMA) had a mean value of 4.3 (SD=.16701) the result indicate that most of the respondents agree on Print media advertisement. Radio adverting (RA), mean value of 2.56, (SD .18318) Indicates that most customers of CBE are respond on neutral about Radio adverting. Concerning, the mean value of Television advertising (TVA) is 3.716, which indicates that most customers of CBE are agree on Television advertising (TVA) with standard variation .13933. The descriptive statistics also displayed that Online advertising (OA) had a mean of

2.4309 with the standard deviation .16831. This indicates that most customers of CBE are disagreeing on online advertising (OA). Customers bank preference (CBP) data (mean value of 3.64 with SD=.13454) indicates that most of resonates shows that most customers of CBE are agreed on Customers bank preference (CBP).

4.3. 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 Correlations

Correlations						
		Print media advertisement (PMA)	Radio advertising (RA)	Television advertising (TVA)	Online advertising (OA)	Customers bank preference (CBP)
Print media advertisement (PMA)	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	349				
Radio advertising (RA)	Pearson Correlation	0.652	1			
	Sig. (2-tailed)	.000				
	N	349	349			
Television advertising (TVA)	Pearson Correlation	0.903	0.697	1		
	Sig. (2-tailed)	.000	.000			
	N	349	349	349		
Online advertising (OA)	Pearson Correlation	0.790	0.897	.843	1	
	Sig. (2-tailed)	.000	.000	.000		

	N	349	349	349	349	
Customers bank preference (CBP)	Pearson	0.843	0.579	.841	.681	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	349	349	349	349	349

Source: Own, computed from survey data, 2018

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 r 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 Print media advertisement (PMA) and Customers bank preference (CBP) correlation Coefficient is 0.843, this explain that there is strong and positive relationship between the two variables. Radio adverting (RA) and Customers bank preference (CBP) correlation coefficient is ($r=0.579$), this result indicate that there is strong and positive relationship between the two variables. And also, Television advertising (TVA) and Customers bank preference (CBP) correlation Coefficient is ($r= 0.841$), this showed that there is strong and positive relationship between the two variables. Concerning a correlation coefficient result of Online advertising (OA) and Customers bank preference (CBP) is ($r=0.681$). This shows that there are a strong and positive relationship 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

4.4. Result of regression analysis

In this section, the researcher used multiple regression analysis to detect the relationship between the dependent (customer bank preference) and independent variables (advertisement dimension). 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 bank preference (CBP) affected by the explanatory variables advertisement dimension that are Print media advertisement (PMA),

Radio advertising(RA), Television advertising (TVA), and Online advertising(OA) researcher used multiple regression analysis models below table 4.7

Table 4.7 Model summary of multiple regression analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869	.755	.752	.06697
<p>a. Predictors: (Constant), Online advertising(OA), Print media advertisement, Radio advertising (RA), Television advertising(TVA)</p> <p>b. Dependent variable; customer bank preference</p>				

Source: Own, computed from survey data, 2018

Table 4.7 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 (0.869) 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 4.7 shows the R Square is 0.755. This tells us how much of the variance in the dependent variable (customer bank preference) is explained by the independent variables / (Print media advertisement (PMA), Radio advertising (RA), Television advertising (TVA), and Online advertising (OA)/. This means that the model (independent variables) explains 75.5% of the (dependent variable).

4.5. Diagnostic Tests

4.5.1. Normality assumptions test

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

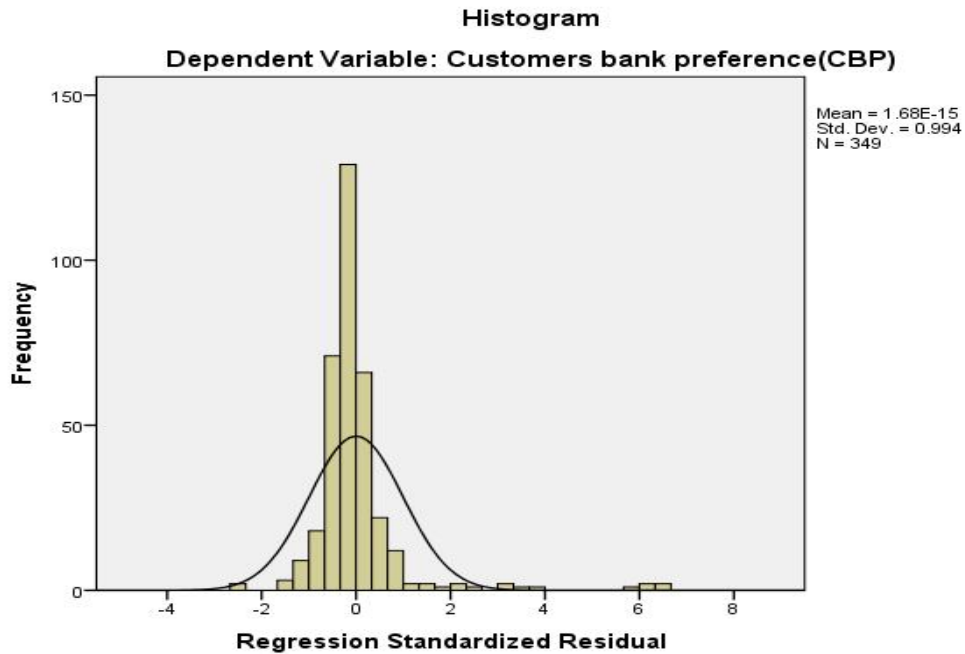


Figure 2 – Normality test for residuals

Thus, the study was test for assumption of **Normality** and as it can be seen from the above figure 4.1, the Histogram and kdensity are 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.

4.5.2. linearity assumptions test

In linear regression analysis it is assumed that there is a linear relation between the predictors and the dependent variable. This implies that if this assumption is violated, then the data will not fit the linear regression model. We thus assessed linearity by testing the goodness of fit of the model by conducting an ANOVA test.

The test hypothesis is:

H0: The model is not a good fit

H1: The model is a good fit

$\alpha = 0.05$

Table 4.4 ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.756	4	1.189	265.123	.000
	Residual	1.543	344	.004		
	Total	6.299	348			
a. Dependent Variable: Customers bank preference(CBP)						
b. Predictors: (Constant), Online advertising(OA), Print media advertisement, Radio adverting (RA), Television advertising(TVA)						

Source: Own, computed from survey data, 2018

From the above table 4.8, 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 Customers bank preference (CBP) and the independent variables, online advertising (OA), Print media advertisement, Radio adverting (RA), Television advertising (TVA).

4.5.3. Assumption 4: The Multicollinearity 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 multicollienarity (Thomas and Wonnacott, 1990).

Table 4.5 Variance Inflation Factor (VIF) of the explanatory variables

Variable	Collinearity Statistics
	VIF
Print media advertisement(PMA)	5.530
Radio adverting (RA)	5.459
Television advertising(TVA)	7.313
Online advertising(OA)	9.819

Source: Own, computed from survey data, 2018

The results in above Table 4.9 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 multi collienarity assumption is fulfilled.

Table 4.8 Coefficienttssa

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.031	.011		2.787	.006
	Print media advertisement	.389	.051	.483	7.696	.000
	Radio adverting (RA)	.115	.048	.150	2.410	.016
	Television advertising(TVA)	.540	.070	.559	7.749	.000
	Online advertising(OA)	-.246	.067	-.307	-3.676	.000
a. Dependent Variable: Customers bank preference(CBP)						

Source: Own, computed from survey data, 2018

According to (Julie Pallant, 2005, pp 153-154) to confirm independent variable as unique contributor or explain to dependent variables, we have to check the sig must be less than .05. This may tell us whether this variable is making a statistically significant *unique* contribution to the equation. Based on this, the above table 4.9 shows that all independent variable have significant value that is less than 0.05. Therefore, all independent variables that are Print media advertisement (PMA), Radio adverting(RA), Television advertising (TVA), and Online advertising(OA)/ have significant value to explain Customers bank preference.

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 4.9;

$$(CBP)= 0 .031 + 0. 389 (PMA) +0 .115 (RA) + 0.540 (TVA) - 0.246 (OA) + \epsilon$$

The interpretation the above regression, as increases by one unit the advertisement activity of Commercial bank on Print media, as percentage of Customers bank preference increasing by 0.389 units. Print media advertisement has a positive and statistically significant at the

conventional levels of significant. Hence this result is consistent with the hypothesis of the study which is a positive and statically significant relationship between Print media advertisement of commercial bank of Ethiopia and Customers bank preference. The finding of this study implies that Print media advertisement, has a positive impact on the Customers bank preference.

And also, as increases by one unit the advertisement activity of Commercial bank on Radio adverting, as percentage of Customers bank preference increasing by 0.115 units. Radio adverting 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 Radio adverting of commercial bank of Ethiopia and Customers bank preference. The finding of this study implies that Radio adverting, has a positive impact on the Customers bank preference.

Regarding, the interpretation of the activity of commercial bank of Ethiopia that is advertising its service on Television channels, as increases by one unit Television advertising, as percentage of Customers bank preference increasing by 0.540 units. Television advertising 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 Television advertising of commercial bank of Ethiopia and Customers bank preference. The finding of this study implies that Television advertising has a positive impact on the Customers bank preference.

However, the finding of the study implies that online advertising has insignificance relationship with the Customers bank preference 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 Online advertising of commercial bank of Ethiopia and Customers bank preference.

Table 4.9 summary of Hypothesis result

Hypothesis No	Hypothesis	Result	Reason
H1	Print media advertisement (PMA) has a positive and significant relationship with Customers bank preference (CBP)	Consistent with the hypothesis of the study(H1)	Since, beta Coefficients =0.0389 which is positive @ 0.000 sig level
H2	Radio adverting (RA) has a positive and significant relationship with Customers bank preference (CBP)	Consistent with the hypothesis of the study(H2)	Since, beta Coefficients =0.115, which is positive @ sig.016
H3	Television advertising (TVA) has a positive and significant relationship with Customers bank preference (CBP)	Consistent with the hypothesis of the study(H3)	Since, beta Coefficients =0.540, which is positive @ sig.000
H4	Online advertising (OA) has a positive and significant relationship with Customers bank preference (CBP)	inconsistent with the hypothesis of the study(H4)	Since, beta Coefficients -.246, which is negative @ sig.000

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

In this chapter the main findings, conclusion, recommendation and academic and practical implication of the study based on the result are presented. The major finding from the descriptive and multicollinearity regression are summarized precisely. Then conclusion are followed subsequently, with regards to media advertising ,recommendation are posited to Commercial Bank of Ethiopia .furthermore managerial implication as well as recommendations are provided for further researchers interested in the area.

5.2. Summary of Major Findings

The present study measured the effect of media advertisement on customer bank preference in Commercial Bank of Ethiopia in city branch. The research distributed 384 questionnaire to the target respondents. The collected data were analyzed by using SPSS Version 20. Out of 384 samples distributed, the researcher managed to collect back 349 which is around 90.88 %.based on the analysis made on chapter four the following major findings were summarized.

The mean value of Print media advertisement was 4.34 with SD =0.167, Radio adverting has the mean value 2.56 with 0.18, mean value of Television advertising was 3.72 with SD =0.1393, mean value of Television advertising was 2.43 with SD =0.168, mean value of Online advertising was 3.72 with SD =0.1393 and Customers bank preference has the mean value of 3.36 with SD =0.135. The result from correlation shows that all the independent variables except online ads used in the study, print media ads, radio ads, and television ads, have statistical significant relationship with the dependent variable bank preference. The regression result of this study confirm that except Online advertising they have statistically significant and positive effect on customer bank preference on Print media advertisement, Radio adverting and Television advertising have effect on Customers bank preference. The strength of their relationship of beta coefficient range from-.246 online ads to .540 television ads. With regard to the effect of each independent variable to the beta coefficient show that television ads has a strong effect on the dependent variable. While Radio ads explaining the variable of the dependent to less.

5.3. Conclusion

The main purpose of this study was to identify the effects of advertisement media on customer bank preference in Commercial Bank of Ethiopia. The formulated objective of this study was to investigate the effect of Print media advertisement (PMA), Radio advertising (RA), Television advertising (TVA), online advertising (OA) on Customers bank preference. From the findings of the study it may concluded most of customers are influenced by media advertisements on print media followed by television then Radio and finally online ads. Generally, it was observed that most of the bank customer are affected by CBE media advertisement in there bank preference. Most of them they use serves or products which are mostly advert and they make them to be loyal. Print media advertisement has more impact on customer bank preference more than other media.

On the other hand, it was observed that print media, radio and television adverts are more trusted than new media advert. Reason of less significant impact of online ad on customer bank preference is the lack of trust and lack of industries involvement in online media. On the other case, online media has started to be familiar and beginning to be trusted by people in the society in the current time of 21st century. There are hundreds of advertising agencies but only few of them actively manage and control online media. Moreover, it was observed that advert has influence in customer bank preference compared to marketing communications. People want to use serves or purchase products they have already seen or through experience.

5.4. Recommendation

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 .it is helpful for marketers to understand the effect of media advertisement from customer perspective and it is important for the commercial bank of Ethiopia to improving each media advertising variables activity to assure their customer preference.

- ❖ The study recommends that print media should continue to be used in advertisement because still people believe and trust it. Advertisers should consider creativity when designing print advertisements.
- ❖ To improve TV ads influence on brand association, loyalty and marketers really need to pay more and closer attention to the content, frequency, and timing of advertising. The content should be more specific and strong that help customers to develop their trust on the bank, to perceive the bank as offer a high quality of serves and to contribute in creating loyal

customers. Frequency of TV ads should be also considered because too much advertising might irritate customers and lead them to not give attention when the ads seen on TV and finally TV ads should run in selective time (prim time) and programs as much as possible when the targeted audience watching TV.

- ❖ When allocating marketing budgets to media advertising tools, marketers should paid attention to the potential impact of each media advertising element on the build of customer bank preference. Because of TV ads, Radio ads. Print media ads and online ads made by the bank has direct influence on its Customers.
- ❖ The conclusions brought out from the findings shows that customers got information about the bank through media advertisement tool than any other sources of information. Therefore, to reach large number of target audience, attract, and to retain the existing ones, CBE needs to design its advertising methods using the various media outlets, such as electronic Media (TV, Radio, and internet); print media (newspapers, magazines, booklets, etc.) extensively. In addition, CBE is expected to build strong brand preferences rather than simply broadcast generic messages.
- ❖ Since Radio ads by their nature require audiences, attentions, marketers should make the ads unique, attractive, and interesting to be heard and to gain listeners attention in such away, Radio ads could impact customers to become familiar with the bank serves.
- ❖ Online media is very new to many people but it is fast, easy, cheap and global. It has no gate keepers which make it to be in some way not to be trusted as an old media. The study recommends that online media should be used as much as possible because it has no geographical boundaries. It has second chance and easy to assess. Online media can reach large number of customers and can help people to purchase products online fast and avoiding queuing. Advertiser should invest well enough in online media.
- ❖ The bank better put into practice that of media advertising and service delivery to compute with good performance in the banking sector. Beside this the bank better to use update technology and to advert their product and serves through social media network.
- ❖ Finally, future research also needs to explore the effect of media ads on customer bank preference in the banking industry with wide range of factors by using large sample size and additional variables others those were not measured in the this study, which can also directly or indirectly influence on the bank preference

5.5 Limitations and Implications for Further Research

This study has yielded significant results and produced substantial contributions to the existing body of knowledge; however, there are also significant limitations which require further research to be conducted.

One of the major limitations of this study is the sample coverage, the absence of adequate studies and organized data especially empirical literatures, which would be useful to lay a more relevant factual base for the study and also The respondents' may unwillingness to fill the questionnaires due to lack of time, because of the nature of the customers of bank and may be the respondent lack of understanding the usefulness of the study, were the main limitations of the study. The results, are to be treated cautiously and future research might be conducted with the general population. In line with this, the sample size was not large. Therefore, future studies can analyze effect of media ads on customer bank preference in the banking industry with wide range of factors by using large sample size. Second, the study analyses only one Bank confined in north Addis Ababa city Administration due to lack of capacity; according to CBE Annual Report of as of Jun 30,2017 there were 1,483 branches all over the country out of these 800 branches were in Addis Ababa.

The case company taken in this study may limit the applicability of the findings to the bank industry in general. Thus, the researcher suggests that further studies can examine the remaining branches and different banks in the industry, which would provide a wider basis of analysis and identify more influential factors and effect of media ads on customer bank preference. Finally, the study focused only on the effect of media ads on customer bank preference with the views of customers especially which type of media ad have more impact on their bank preference. So, future researchers can include other media tolls and the views of the bank managers, employees and other respective.

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APPENDICES

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	201	57.6	57.6	57.6
Valid Female	148	42.4	42.4	100.0
Total	349	100.0	100.0	

Age_group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20	29	8.3	8.3	8.3
Valid 21-30	74	21.2	21.2	29.5
Valid 31-40	178	51.0	51.0	80.5
Valid 41-50	68	19.5	19.5	100.0
Total	349	100.0	100.0	

Marital_status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid single	201	57.6	57.6	57.6
Valid married	148	42.4	42.4	100.0
Total	349	100.0	100.0	

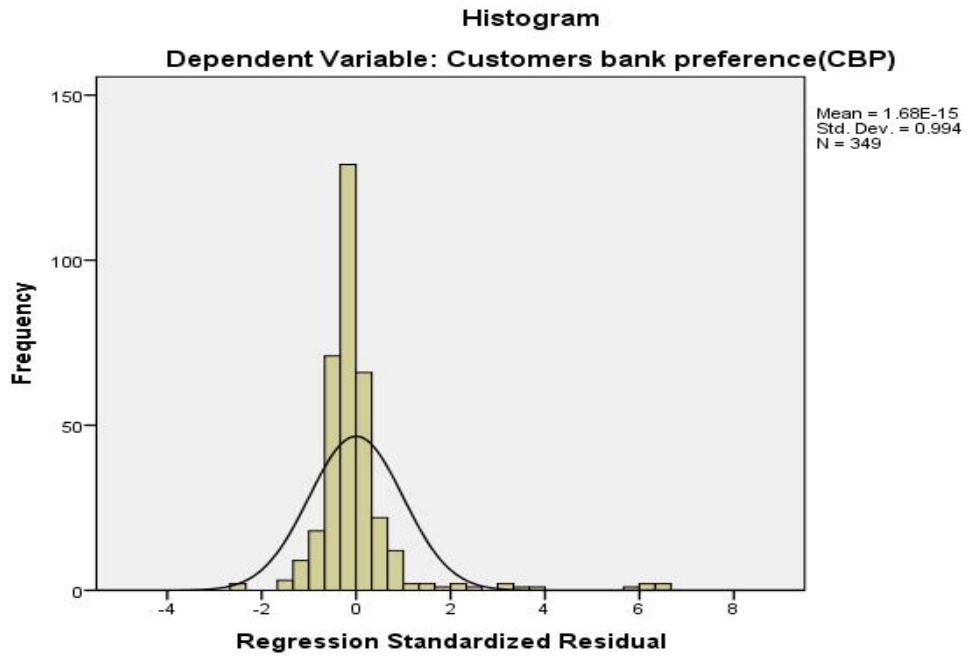
Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Primary	110	31.5	31.5	31.5
Valid high school	104	29.8	29.8	61.3
Valid Certificate	80	22.9	22.9	84.2
Valid first degree	52	14.9	14.9	99.1
Valid second degree and above	3	.9	.9	100.0
Total	349	100.0	100.0	

Year_of_customer

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 1 years	103	29.5	29.5	29.5
2-3	114	32.7	32.7	62.2
4-5	87	24.9	24.9	87.1
6-7	39	11.2	11.2	98.3
Above 8 years	6	1.7	1.7	100.0
Total	349	100.0	100.0	

Descriptive Statistics			
Variable	N	Mean	Std. Deviation
Print media advertisement(PMA)	349	4.339	.16701
Radio adverting(RA)	349	2.56	.18318
Television advertising(TVA)	349	3.716	.13933
Online advertising(OA)	349	2.4309	.16831
Customers bank preference(CBP)	349	3.364	.13454
Valid N (listwise)	349		



ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.756	4	1.189	265.123	.000
	Residual	1.543	344	.004		
	Total	6.299	348			
a. Dependent Variable: Customers bank preference(CBP)						
b. Predictors: (Constant), Online advertising(OA), Print media advertisement, Radio adverting (RA), Television advertising(TVA)						

Variable	Collinearity Statistics
	VIF
Print media advertisement(PMA)	5.530
Radio adverting (RA)	5.459
Television advertising(TVA)	7.313
Online advertising(OA)	9.819

Correlations						
		Print media advertisement (PMA)	Radio advertng (RA)	Television advertising (TVA)	Online advertising (OA)	Customers bank preference (CBP)
Print media advertisement (PMA)	Pearson Correlation	1	.652**	.903**	.790**	.843**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	349	349	349	349	349
Radio advertng (RA)	Pearson Correlation	.652	1	.697	.897	.579
	Sig. (2-tailed)	.000		.000	.000	.000
	N	349	349	349	349	349
Television advertising (TVA)	Pearson Correlation	.903**	.697**	1	.843**	.841**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	349	349	349	349	349
Online advertising (OA)	Pearson Correlation	.790**	.897**	.843**	1	.681**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	349	349	349	349	349
Customers bank preference (CBP)	Pearson Correlation	.843	.579	.841	.681	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	349	349	349	349	349

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.755	.752	.06697

a. Predictors: (Constant), Online advertising(OA), Print media advertisement, Radio advertng (RA), Television advertising(TVA)

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.031	.011		2.787	.006
Print media advertisement	.389	.051	.483	7.696	.000
Radio adverting (RA)	.115	.048	.150	2.410	.016
Television advertising(TVA)	.540	.070	.559	7.749	.000
Online advertising(OA)	-.246	.067	-.307	-3.676	.000

a. Dependent Variable: Customers bank preference(CBP)



ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MARKETING MANAGEMENT PROGRAM

Questionnaire

Dear respondent,

I am Netsanet Degisso a post graduate student at St. Mary's University (SMU) School of graduate studies. Currently I am carrying out research for my master's thesis with a research title of **“The Effect of Media Advertising on Customers bank preference in the Case of Commercial Bank of Ethiopian North Addis Ababa selected branch’s.**

The purpose of the study is to investigate effect of knowledge management with respect to knowledge process your genuine responses on this questionnaire are valuable for the quality and validity of the data to be used in the course of this study. Therefore, I kindly request you to voluntarily participate in filling out this questionnaire which has a solid contribution for my study and your organization. Thank you in advance for your cooperation.

Please note that your responses are confidential and your name and department will not be shared. If you have any questions or concerns about completing the questionnaire Please do not hesitate to ask me via the address provided below.

Thank u

Email: Netsanetsheger44@gmail.com

Tel Phone 0912888156

Instruction

- No need to mention name on the questioner.
- The questioner includes both open and close ended questions. Use the mark [√] for the close ended and a brief answer for the open one

Part I

1. Gender: Male Female
2. In which age group are you?
18-20 years 21-30 years 31-40 years
41-50 years > 51 years
3. Marital status:
Single Married
4. Educational level:
Primary High school Certificate
First Degree Second Degree &Above
5. How Many years you become customer of CBE because you attract by advertising?
Below 1 years 2-3 Years 4-5 Years
6-7 years above 8 years

Part II- Media Advertising

Instruction 2-: please rate your options by tick [√] in the appropriate box

5 = strongly agree, 4= agree, 3 = neutral, 2 = disagree, 1= strongly disagree

Items /Factors	SD	D	N	A	SA
	1	2	3	4	5
Print media advertisement(PMA)					
Print media advertisement made by CBE are Convincing and initiate me to use the bank service from CBE					
Print media advertisement of the CBE's are the same with actual service offered by CBE					
Every time when I see just purple color on billboard and broacher I perceive it as CBE advertising					
Printing media of CBE is attractive to look over					
Printing Media advertisements made by CBE are Clear, easy to read and Understandable than other banks					
When I compared the Print media advertisement made by other banks in the bank industry of Ethiopia with that of CBE. CBE takes me away from using the bank service from other competitors					
Radio advertng(RA)					
Radio advertisement made by CBE are seen very interesting and It is easy to remember					
Radio advertisement made by CBE change my perception to ward bank serves					
Radio advertisement made by CBE are the same with actual service offered by CBE					
When Alemayehu Tadesse transfers CBE coded message by radio It increases my decoding level than other banks Spoke persons.					
CBE radio advertising is easily understandable to transfer information through the channel					
Television advertising(TVA)					

Television advertisement made by CBE are seen very interesting and It is easy to remember					
Television advertisement made by CBE change my perception and preference to ward bank serves					
Radio advertisement made by CBE are the same with actual service offered by CBE					
Information about the Lottery games offered by CBE by using TV advertising attract me than other private banks					
Every time when I see Alemayu Taddes I remember CBE TV advertising					
Timing and the media channel selection of CBE make it preferable than other private banks					
Television advertisement made by CBE change my perception and preference to ward bank serves than other private banks					
Online advertising(OA)					
Online advertising made by CBE are seen very interesting and It is easy to remember					
How do you rate the effectiveness of CBE advertisement through modern ways of advertisements such as; website, face book, twitter, mobile to attract customers					
online advertisement made by CBE are Convincing and initiate me to use the financial service from CBE than other banks in Ethiopia					
CBE android application for mobile make the mobile banking service easy and initiate me to work with CBE than other Ethiopian banks					
online advertisement made by CBE are realistic And unexaggerated than other banks in Ethiopia					

Part III- bank preference and suggestion

Customers bank preference(CBP)	1 SD	2 D	3 N	4 A	5 SA
I always prefer CBE for any banking serves.					
I am happy being the customer of Commercial Bank of Ethiopia.					
the advertisement made by CBE are Convincing and initiate me to prefer CBE					
I recognize CBE brand quickly among other competing brands					
When I thinking on the bank service, CBE brand image on the advertisement media is one that comes to my mind					
brand are easy to remember its after advertisement media by CBE					
advertisement made by other banks in the bank industry of Ethiopia with that of made by CBE takes me away from using the bank service from other competitors					
If there is another brand as good as CBE brand, I would prefer to use bank service from CBE					

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

Thank you in Advance!!!!

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Advisor

Signature

Therefore, it is essential to find out the extent to which the media advertisement influences their customer bank preference.

St. Mary's University, Addis Ababa May, 2018

DECLARATION

I, the undersigned, declare that this thesis is my original work and has not been presented for a degree in any other university and that all sources of materials used for the thesis have been duly acknowledged.

Name: **Netsanet Degisso**

Signature: _____

Date: _____

This thesis has been submitted for examination with my approval as University Advisor

Name: **Mohammed. M (Assistant professor)**

Signature: _____

Date: _____