



**ST. MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDENTS  
MA PROGRAM OF MARKETING MANAGEMENT**

**ASSESSMENT OF ADVERTISING PRACTICE IN THE CASE OF BERHAN BANK S.C**

**BY: Biniam G/Mariam**

**Advisor: Ephrem Assefa (Ph.D)**

**A thesis Submitted to Department of Marketing Management in Partial  
Fulfillment of the Requirement for the Masters of Arts Degree in Marketing  
Management**

**June, 2022,**

**Addis Ababa, Ethiopia**

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STRATEGY: THE CASE OF BERHAN BANK S.C**

**By: Biniam G/Mariam**

**APPROVAL BOARD COMMITTEE**

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## **Declaration**

I, the undersigned, declare that the research report entitled “**Assessment of current practices and challenges of advertising strategy: The case of Berhan Bank S.C**” is my original work, prepared under the guidance of Ephrem Assefa (Ph.D.). All sources of materials used for the research report have been duly acknowledged.

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\_\_\_\_\_

## **Certification**

This is to certify the research report prepared by Biniam Gebremariam entitled “**Assessment of advertising practices in the case of Berhan Bank S.C**” which is submitted in partial fulfilment of the requirements for the degree of Master in Marketing Management was carried out under my guidance.

**Advisor**

**Ephrem Assefa (Ph.D.)**

**Signature and date**

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## **ABSTRACT**

*This research was conducted to assess advertisement practices in the case of Berhan Bank. A total of 200 questionnaires were administered to customers of Berhan Bank in three branches and 180 questionnaires were returned and used for further analysis. At the same time a total of 16 questionnaires were administered to employees of the bank in the head office and all were used for the analysis. Primary and secondary sources of data were used for this study. The primary data are collected through semi-structured questionnaire & interview and the secondary data were collected from books, journals, brochures, and other sources. The advertisement practice is briefly discussed with its gaps. Moreover, awareness and consumer behavior towards the bank advertisement tactic is analyzed. Descriptive research has been used to describe the position of the advertisement practice based on the responses from questionnaire and interview. From the investigation, it is concluded that since the bank does not develop any advertisement strategy document, whatever things done under the title of advertisement shall be considered as something without objective, no segmentation as well as targeting and without an image to position in the mind of the prospective and actual customer. In addition to this, the result of overall customers and employees perception about the advertisement practice of the bank is below average i.e. the majority of the respondent feel that the advertisement practice is not satisfactory. The study suggests that the bank must develop an advertisement strategy, conduct research so as to have a better understanding about customer's awareness level of the bank advertisement tactics, should understand the specific requirement of customers, should participate employees who has a direct communication with customers in making the advertisement strategy and the bank should bench mark other banks advertisement strategy in order to produce adequate advertisement strategy.*

**Keywords:** *advertising, advertising strategy, practices, challenges*

## **CHAPTER ONE**

### **INTRODUCTION**

This chapter deals with introduction to the study including background of the study, statement of the problem, research objectives, scope of the study, significance of the study, definition of key terms and organization of the study.

#### **1.1. Background of the Study**

The banking industry is a very competitive market. Because of its competitiveness, companies have to step up their bank marketing strategy to forms that are more modern and expand their horizon in order to maintain utmost customer service and to be successful. Marketing strategy presents the overall picture for how the company will advertise, distribute, and price its products or services. Advertising is the basic tool in marketing strategy. A marketing plan should also include public relations, sales and distribution strategies, and advertisement.

Any institution comes into existence in order to provide a product/service to the market or community that could be for profit or not. Be it the institution is making business for profit or not, it requires to communicate what it is providing for. Imagine an institution has excellent Product, Best Price and Located in convenient location but as long as it could not be able to communicate what it has then almost no consumer would be affiliated to the institution's product.

Advertising has a very important function for most companies. The banking industry need to capture the attention of potential customers through marketing and advertising. Companies spend in advertising with a variety of advertisement tools such as, electronic media, advertising in mass media, holding exhibitions. Efforts to introduce the product to the consumer are the beginning of advertisement activities. Advertisement is not just limited to introduce the product to consumers alone, but must be followed by continuous influence tactics so that consumers can be aware of the products offered then develop interest and finally buy the product or service offered (Mullineaux and Pyles, 2010).

As Kotler and Keller (2014) pointed out that, the effective advertising results in building, changing or strengthening the customer's attitude towards certain service or brand. Advertising would be most effective if it is designed keeping in mind the cultural and individual values of the customers thus would help more in changing the customer's behaviors and induce repurchase intentions. Authors reported significant evidence of increasing returns on sale due to higher marketing expenditure. An advertisement which considered all its' marketing mixes has to be conducted and addressed to the audience. These audiences, primarily refers to the prospective and actual customers which may additionally address to other stakeholders.

The banking sector in Ethiopia remains dormant to the shift of business paradigm from product/service-centric to customer-centric. The dominance of public banks before the liberalization of the economy in the 1990`s hinders the development of the private sector and the associated sense of competitiveness in the market that would have benefit the customers and the growth of the banks therein.

In today's globally competitive world, customers expect more, have more choices and are less likely to remain loyal to a brand. Technology advances are causing profound changes in the marketplace. As the marketplace changes, so must the marketers who serve it. These new development signify a brand new world of opportunities for forward-thinking marketers. The secret of today's successful companies lie in their capabilities to formulate marketing strategies that are responsive to the market. Marketing strategies that are formulated and implemented properly will certainly result in a lasting customer relationship, which in turn will bring about growth in marketing share, sales, and profit (Michael, 2011).

Dibb (2005) says that the strategic marketing planning process flows from a mission and vision statement to the selection of target market mix and positioning objective for each product the organization will offer. An effective marketing strategy will help us define the overall direction and goals for our marketing. Our strategy should articulate how we are going to deliver our products or services in ways that will satisfy our customers. Once we have defined our customers or target market, we need to start developing tactics or ways to reach them. The marketing mix will make up the tactical elements we will use to carry out our strategy and reach our target market.

For this study purpose, the student researcher focuses on one of the marketing mixes, which is promotion. It mainly focuses on the advertising strategy of Birhan Bank. Carefully conceived and creative advertising can be a subtle and precise instrument of marketing strategy as well as an awareness-raising blunder buss. Advertising and promotion offer a range of ways of addressing complex communications problems in marketing (Hackley, 2005). Advertising is by and large seen as a smart, the art of persuasion, and can be defined as any paid-for communication designed to inform and or persuade (Copley, 2004).

## 1.2. Background of the organization

Berhan Bank S.C was formed in accordance with Article 304 of the Commercial Code of Ethiopia with the objective of operating in the banking industry. This objective has been ensured in Article 3 of the Memorandum of Association of the Company. The Bank was registered and licensed by the National Bank of Ethiopia on 27 June 2009 with a paid-up capital of Birr 95.7 Million divided into shares of Birr 1,000 and authorized capital of Birr 300 Million.

Having been registered and licensed by the National Bank of Ethiopia on 27<sup>th</sup> June 2009, Berhan Bank S.C started operation on October 30, 2009 opening its first branch in Addis Ababa near Bole International Airport as ‘Berhan International Bank- Bole Branch’.

Since establishment of the bank, a department called Marketing and Corporate Planning has been performing all duties with respect to marketing and planning. This department, as part of marketing, also does advertisement. Literatures evidence that effective advertisement leads to creating lasting relationship with customers and which in turn secures the aim of business institutions, maximizing profit.

Advertising has a big impact on earnings. The use of advertising as an attention-seeking tactic is not new but scientists have argued that due to the advanced technology the use of advertising by financial institutions is increasing day by day. Even then the concept of bank advertising seems to ignite primitive hostility in certain ranks (Alper and Anbar, 2011).

**Vision:** “To be radiant and trustworthy Bank in Excellence”

**Mission:** to provides diverse financial products by developing motivated and qualified human resource as well as up-to-date technology with highest ethical standard to create maximum value to stakeholders.

### Values

- Quality service
- Utmost respect to Customers
- Innovation, Excellence & Progress
- Integrity and Loyalty
- Professionalism and Team spirit
- Collaboration and Partnership
- Public Confidence and trust
- Fairness
- Confidentiality

### **1.3. Statement of the Problem**

Across the globe in the financial services, the concept of advertisement is understudied area. most of literatures on bank marketing concentrate on marketing theory than advertisement strategy. Unfortunately, the issues of marketing are becoming more complicated as internationalization of financial services continues to increase (Kotler, 1980). Valuable advertisement of financial services is crucial since services are intangible products, and it is hard to stand out, considering the fact that all banks offer similar products (Low and Mohr, 2001)

For a company to be successful in the market it has to be trusted by customers. This means that the advertising will have to stand out from the crowd. In advertising, much of the information provided to the customer is ignored especially at this age where customers are bombarded with different ads. Advertising has therefore to catch the customer's attention and deliver the message in an original way that will enable the customer to remember and identify the message and brand. In addition to its key function to inform, advertising is also expected to entertain (Proctor, 2000).

In order to surpass the identical feature of the financial service, get a better market share, sales volume, and ultimately profit, valuable advertisement is required. Failing to have proper advertisement strategy, which incorporates segmenting, targeting, positioning and integrated advertisement mix elements, entails various adverse effects on the institution's profit. The banking sector in Ethiopia and specifically in Addis Ababa are becoming highly competitive with rapid market entry of new service concepts, and formats. Different banks which belongs to both public and private are expanding their network in a very fast pace.

Among those competing banks in Ethiopia, Birhan Bank is providing different banking services for the last two decades. But comparing to other competitors the bank's advertisement is not that much adequate to clearly make aware customers what services the bank provides. In this situation, it is inevitable to analyze the advertisement practice of the bank. So the researcher wanted to assess the advertisement practice of Birhan Bank.

The student researcher perceived that even though the company has different advertising programs, it is limited from being highly competitive because of the poor advertising strategy that the company planned. Still, the company doesn't have many customers compared to its competitors. The purpose of advertising is to get consumers to think about or react to the product or company in a certain way. People will react only if they believe they will benefit from doing so. The other reason that advertising is launched is to show differences, however; the bank's tagline is used with little modification in other company that produces a different product. This might create confusion for customers.

The other major problem the company has is that company didn't conduct marketing research properly as they entered the market. This survey was conducted only in a few areas. This presented a major challenge in defining the target audience and related elements. According to (Malhotra and Birks, 2007) to determine customer needs and to formulate a marketing strategy aimed at satisfying those needs, marketing managers need information about customers, competitors, and other forces in the marketplace. As consumers become more affluent, discerning and sophisticated, marketing managers need information on the effectiveness of their tools. In developing an effective communication program the first basic step is to identify the target audience.

Since the company didn't conduct marketing research it doesn't know who its target audience is, who its respondent is, whom it's trying to reach and convince to buy its product. The target group index (TGI) helps to identify what kind of brands people buy, the paper they read, the programs they watch, etc. The ability to segment a market accurately is a key skill that marketers need to spend time on, again and again, revisiting their market place and thinking about how it can be broken in to segments (SmithandZook, 2011). Therefore, this study is conducted in order to assess the practices and prevailing challenges with regard to advertising strategy formulation, implementation and evaluation in the case of Berhan Bank S.C.

#### **1.4. Basic Research Questions**

To come up with the solution to the stated problem the student researcher has the following basic questions:

1. What does the Bank's advertising strategy is like?
2. How does the advertising strategy of the company support its marketing objectives?
3. What is the perception of customers towards advertisements done by Berhan Bank S.C?
4. How effective the company's advertising strategy is?



5. How creative the company's advertising is in establishing company brand?
6. What challenges the bank face during advertising strategy formulation, implementation and evaluation?

## **1.5. Objectives of the Study**

### **1.5.1. General Objective**

The general objective of the study is to assess the current practices and challenges of advertising strategy in the case of Berhan Bank S.C.

### **1.5.2. Specific Objectives**

1. To assess advertising strategy of the bank.
2. To assess how the advertising strategy supports the company's marketing objectives.
3. To assess the perception of customers towards advertisements done by Berhan Bank S.C
4. To examine how effective the company's advertising strategy is.
5. To assess how creative the company's advertising is in establishing company brand.
6. To assess the challenges facing the bank during advertising strategy formulation, implementation and evaluation.

## **1.6. Significance of the Study**

The study is expected to give both practical and theoretical significance. It has worth doing because it helps the company to look at its problems and provides additional input for top management in designing ways to improve the current gaps in order to satisfy the required demand of consumers. In line with this, the study has serve as an input for top management of the company and concerned bodies to look at designing sound strategy in order to win the future competition in the sector. The study has also expected to contribute towards the advancement of theoretical knowledge and serves as a reference material for similar studies in future.

## **1.7. Scope of the Study**

The scope of the study can be discussed in terms of conceptual scope, geographical scope and methodological scope. Conceptually, the study is delimited to assess advertising strategy formulation, implementation and evaluation practices and challenges. Geographically, the study will be delimited to Berhan Bank S.C, more specifically the head office in Addis Ababa. The reason why the researcher chose headquarter is due to the fact that every marketing strategy activities are made within it and also the customers which are located in Mexico, Bole, Addisu Gebeya, and Ayertena branches. Time wise, the student researcher of this study focused on advertising strategy formulation of the company from 2019-2021 G.C. In terms of the

methodology adopted, the study adopts a mixed research approach and descriptive design, and pertinent data will be gathered via questionnaire and interview methods.

### **1.8. Limitations of the study**

The outcome of the study entirely depends on responses of the respondents. Moreover, as the sample is small considering the vast number of branches of Berhan Bank in the country, the results might not be generalized beyond the specific population from which the sample is drawn.

### **1.9. Organization of the Study**

The study is organized into five chapters. The first chapter includes the background of the study, statement of the problems, research questions, objectives of the study, significance of the study, delimitation of the study, limitation of the study, and organization of the study. In the second chapter literature review is viewed. The third chapter deals with research methodology and includes research approach and design; data sources; population, sample size and sampling techniques; reliability and validity of data collection instruments; method of data analysis; and ethical considerations. The fourth chapter presents, analyzes and interprets the data. The fifth chapter includes a summary, conclusion, and recommendation part. Finally, the bibliography and appendixes are attached to the research paper.

### **1.10. Definition of terms**

- **Marketing** is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction(Kotler & Armstrong, 2014).
- **Promotion** is everything that is done to help sell a product or service in every step of the sales chain, from the presentation materials a salesperson uses during a sales call to the television commercial or newspaper advertisement that tries to get the customer to think favorably about what is being advertised (Hahn et al., 2003).
- **Advertising** can be regarded as a paid communication process from an identified sponsor, using mass media to persuade or influence many people(Li, 2014).
- **Advertising strategy**\_is a plan to reach and persuade a customer to buy a product or a service(Golden-Romero, 2020).
- **Strategy** means knowing where you want to go and then deciding upon how best to get there(Gilligan & Wilson, 2003).

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

This chapter reviews prior theoretical literature in relation to strategy, marketing strategy and advertising strategy. It also discusses prior empirical literature conducted in Ethiopia and abroad with regard to advertising strategy and presents the research or knowledge gap to be filled by the present study. Finally, it presents the conceptual framework of the study developed based on prior literature and considering the objectives of the study.

#### **2.1 Introduction**

There are four very influential inventions that have shaped the media and thus the advertising industry - the printing press, radio, television and the Internet. The printing press made the wide dissemination of information with words on paper possible, mainly advertisements in newspapers and magazines. Selling material had to be created and advertising agencies were born.

The first advertising agency, Volney B. Palmer, was opened in Philadelphia in 1841. By 1861 there were 20 advertising agencies in New York City alone. Among them was J. Walter Thompson, today the oldest American advertising agency in continuous existence. Radio became a commercial medium in the 1920s. For the first time, advertising could be heard, not just seen. Soap operas, music, and serial adventures populated the new medium, and as radios appeared in virtually every home in America, sales of products advertised on the air soared. Advertisers rushed to write infectious advertising jingles, an art form that still has its place in the advertising repertoire of today (Camarero and Garrido, 1998).

The subject of advertisement has remained a topic of debate either on one pretext or another for decades. At the beginning of 19th century, though, it was a subject of little interest to the major researchers, but it became a fertile topic for economic research at the turn of 19th century during

which, on one side its constructive role in providing information to customers to satisfy their wants at lower cost was recognized and on the other a wasteful confrontational role by offering little information and doing redistribution of customers from one firm to another was acknowledged. Various studies have been conducted to assess the different aspects of relationship between advertisements and sales at different points of time. A brief review of the studies relating

to different dimensions of interrelationship of sales and advertisement is presented in the forthcoming paragraphs.

Advertising is a prominent feature of modern business operations. One can encounter advertising messages, while watching TV, reading magazines, listening to the radio, surfing the internet, or even simply while walking down the street, as advertisement has a stimulating influence on purchasing behavior of the customer. This mammoth surge of advertisements from every possible source is basically to fulfill the urge of marketers to reach to a large number of people so that their product may receive optimum exposure.

According to one school of thought, advertising increases profits and reduces consumer welfare by creating spurious product differentiation and barriers to entry. While the other school of thought focuses on the informative character of advertising, which makes markets more competitive and reduces profits by informing the customers about prices and quality (Cano et al, 2004). In spite of the above mentioned segregation, one cannot deny the fact that ultimate function of advertising expenses is to promote sales revenue. That is why every organization with the expectation of earning return is investing millions of rupees or dollars on this mode of marketing communication.

Hence, in pursuit of their ultimate objective of increasing sales, every endeavor of each marketer is to make this mode of sales generation more effective. But advertisement effectiveness conveys different meanings to different groups. To the writer or artist, effective advertising is that which communicates the desired message. While to the media buyer, effective advertising is that which reaches to prospective buyers a sufficient number of times. However to the advertising or marketing manager, effective advertising is that which, together with other marketing forces, sells his brand or product. Whereas according to the general manager, effective advertising produces a return on his firm's expenditure. In fact to be effective the advertising must achieve the goal of delivering messages to the right audience and thereby creating sales at a higher profit (Dekimpe and Hanssens, 1997).

## **2.2 Theoretical foundation of the study**

### **2.2.1 Marketing Strategy Overview**

A strategy is a plan that integrates an organization's major goals, policies, decisions, and sequences of action into a cohesive whole. It can apply at all levels in an organization and pertain to any of the functional areas of management. Thus, there may be production, financial, marketing, personnel, and corporate strategies, just to name a few. If we look specifically at marketing then there may be pricing, product, promotion, distribution, marketing research, sales, advertising, merchandising, and etc. strategies. Strategy is concerned with effectiveness rather than efficiency and is the process of analyzing the environment and designing the fit between the organization, its resources and objectives, and the environment (Proctor2000).

Doyle and Stern (2006) success in business is achieved when management develops a strategy and an organization that optimally fit the environment within which the firm operates. In this situation, it offers customers products and services that match their needs better than rival companies. Unfortunately, needs change and competitors develop new products and technologies that create added value? As a result, for most companies, success is a temporary phenomenon.

In a strategy role, marketing aims to transform corporate objectives and business strategy in to a competitive market position. Essentially, the concern is to differentiate our actives/products by meeting customer needs more effectively than competitors. Marketing strategy can be characterized by:(a) analyzing the business environment and defining specific customer needs, (b)matching actives/products to customers segments, and (c)implementing programs that achieve a competitive position superior to competitors. Therefore, marketing strategy addresses three elements; customers, competitors, and internal corporate issues (Drummond, Ensor & Ashford, 2008)

### **2.2.2 Meaning and definition of advertising**

Advertising is inevitably a powerful economic force in any complex industrial society where production capacity exceeds effective consumer demand. But advertising is more than an economic force; it is also a profound influence on culture, values, and the quality of life.

Directly, it provides us with constant stimulation, reminders, judgments, and guidance, not only about what products we ought to own but about the kinds of people we ought to consider attractive, the kinds of places we should want to live in, and the standards we should observe in our dress or way of speaking. Indirectly, advertising strongly influences our great mass media; their shape, substance, and style their very survival are all profoundly affected by the fact that

they are themselves products in a market where the advertiser is the customer(Bogart,1996).

Advertising can be defined as a paid form of non-personal communication of any information a brand, product and accompany by sponsor on media advertising can reach a mass of geographically dispersed buyers at a lower cost per exposure and it enables the server to repeat a message many times. Large scale advertising says something positive about the server's size popularity and success because of advertising public nature customers lead to view advertised products as more legitimate (Kotler, 2003)

The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, and news papers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it. Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at the mass consumer market (Belch and Belch, 2003)

Advertising is also very expressive it allows the company to influence its predicator through the artful use of visuals, print, sound, and color. On the one hand, advertising can be used to build up a long-term image for a product. On the other hand, advertising can trigger quick sales. However, through advertising can reach many people, it is impersonal and cannot be as directly persuasive as company salespeople. For the most part, advertising can carry a one-way communication with the audience and audience additional advertising can be very costly. Although some advertising can be done on a small budget other forms such as network TV bill board advertising requires a very large budget (Johnson, 2007)

There can be little doubt that the main purpose of advertising is to shift the demand curve faced by the individual firm to the right and to make it less elastic. If successful in achieving this objective advertising gives rise to a direct welfare effect on consumers. It is apparent from several empirical studies that, although the size of the shift in the demand curve may vary from one case to another, it cannot in general be dismissed as negligible. Advertising does indeed, therefore, pose a problem in welfare economics (James, 1983).

Advertising forms one component of the promotion mix. It has become very popular and useful and has reached the status of an independent discipline. It has grown at a very fast pace and has become a special field of study. It has been derived from the Latin word 'Adverto' which means to turn around, to draw attention to any subject or purpose. It is a paid and non-personal form of presentation and promotion of ideas, goods, or services by an identified sponsor. There is also an identified Media and message behind every advertisement. The advertiser tries to spread his message and ideas to the prospective customers and diffuse information into them. By this method, he tries to popularize the products/services which are the basic aim of the activity (Khan, 2006). builds an image for the organization, makes the customer aware of the price and attributes of the product leading to greater sales, brings awareness in the masses, consumer demand can be assessed by marketing researchers and advertising research, it helps in expanding the market, it helps the middleman to easily sell the product, it brings customers and sellers together, advertisement is economical when targeted at the masses.

### **2.2.3 Types of Advertising**

Advertising promotes all types of products, including goods, services, ideas, issues, people, and anything else that marketers want to communicate to potential customers. Because the total advertising expenditures may be great, larger firms with greater market shares tend to advertise the most. Whether used in consumer or business markets, there are two basic types of advertising namely institutional and product advertising (Ferrell and Hartline, 2010).

- **Institutional Advertising:** Institutional advertising promotes a firm's image, ideas, and culture, intending to create or maintain an overall corporate image.
- **Product Advertising:** Product advertising promotes the image, features, uses, benefits, and attributes of products. Product advertising comes in many different forms. The goal is to increase customer interest and awareness in the product category to increase the size of the entire market, an outcome that benefits all firms in the market.

### **2.3 Advertising the Service**

The advertising of services is often more complicated than for products. In many cases, this is due to the intangible nature of the offering. The advertising has to evoke the likely experience of the user, which in turn introduces a second complication. The service can often be unique to each buyer, as is the case for most professional services. The service will be a bundle of attributes that will not all be offered to every buyer at every purchase occasion (Mudie & Pirrie, 2006). According to Mudie & Pirrie (2006), communication can add value to the service in the eyes of

the consumer. This is one of its key benefits. In many cases, this will enable the provider to charge a premium over that of competitors. Advertising is one of the most visible ways through which an organization communicates with its customers.

#### **2.4 Importance of Advertising**

According to Belch and Belch (2003), there are several reasons why advertising is such an important part of many marketers' promotional mixes. First, it can be a very cost-effective method for communicating with large audiences. Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes. Another advantage of advertising is its ability to strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult to achieve. Popular advertising campaigns attract consumers' attention and can help generate sales.

In general, advertising is used to inform, persuade, and remind consumers. Advertising is believed to enhance buyers' responses to products or services offered by a firm, thus enabling possibilities of increased profitability. However, advertising has been accused of an array of sins ranging from economic waste to purveying of harmful products, from sexism to deceit and manipulation, from triviality to intellectual and moral pollution (Mittal, 1994).

Advertising is an important social phenomenon. It both stimulates consumption and economic activity and models life styles and certain value orientations. Consumers are confronted with substantial daily doses of advertising in multiple media. Everyone seems to hold an opinion about various aspects of advertising, ranging from amusement and admiration to cynicism and condemnation. On one hand, advertising is appreciated enough to be the subject of TV talk shows and comedy skits, to have reel so forward - winning commercials play in theatres, to have its art and slogans worn proudly on clothing, and to hear advertising phrases become the idiom of everyday speech, and e.g. Wendy's briefly popular "where is the beef?" On the other hand, consumers fear covert manipulation and subliminal techniques and often complain about advertising clutter, banality, sexism, predation of children, and continuing proliferation into newer media and venues (Pollay& Mittal, 1993).

#### **2.5 Advertising Objectives**

The fundamental purpose of advertising is to sell something; a product, a service, or an idea. In addition to this general objective, advertising is also used by the modern business enterprise for certain specific objectives which are listed below :( Krugman, 1965).



1. To introduce a new product by creating interest for it among the prospective customers.
2. To support a personal selling program. Advertising may be used to open customers' doors for a salesman.
3. To reach people in accessible to a salesman.
4. To enter a new market or attract a new group of customers.
5. To light completion in the market and to increase the sales.
6. To enhance the goodwill of the enterprise by promising better quality products and services.
7. To improve dealer relations. Advertising the dealers in selling the product. Dealers are attracted to product that is advertised effectively.
8. Toward the public against a limitation of an enterprise's product.

Doyle and Stern (2006) said that to serve these purposes, objectives must be specific, measurable, and operational. Specific means that the sales or communications objectives should be clearly defined. Measurable means that numerical goals, achievable in a specific time, can be established, so permitting subsequent evaluation of the campaign. Operational means that the agreed objectives and results can be related to the advertising employed.

## **2.6 Advertising Strategy Process**

According to MacDonald (2008), the first step in preparing an advertising plan is to decide on reasonable, achievable objectives for advertising. The acid test for confirming whether an objective is suitable as an advertising objective is to ask: 'Is it possible to achieve this objective by advertising alone?' If the answer is no, then it is not an objective for advertising. Common misconception is that advertising objectives should be set in terms of sales increases. As advertising is not only determinants of sales level (which also includes product quality, price and customer service, for example) sales increases cannot be a direct objective of advertising. It is also important to be clear on the distinction between marketing objectives and advertising objectives. Marketing objectives are concerned with what products go to which markets, where as advertising objectives are measurable targets concerned principally with changing attitudes and creating awareness.

From a conceptual stand point, the advertising strategist's fundamental problem is to understand consumers at a strategic level and to use this knowledge as the basis for developing alternative positioning. A practical solution to this problem has been accomplished by adopting an aggregate means-end chain approach to understanding consumers (Gutman, 1982; Young & Feigin, 1975). According to means-end theory, people have valued end-states toward which they strive and

choose among alternative means of reaching those goals. Products and their attributes are valued because they are instruments—means—to valued ends. Thus, the means that are in the products have salience only because they help reach the ends that are in the people (Reynolds and Olson, 2001).

According to Shimp (2006), advertising strategy process can be classified into three: (1) Advertising Strategy (Setting objectives, formulating budgets, creating ad. messages, selecting ad. media and vehicles; 2) Strategy implementation, and (3) assessing advertising effectiveness.

### **2.6.1 Formulating Advertising Strategy**

Advertising strategy formulation involves four major activities. The first is setting the advertising objectives, the second devising the advertising budgets, the third is message creation, the fourth element, media strategy, and involves the selection of media categories and specific vehicles to deliver advertising messages.

### **2.6.2 Setting advertising objectives**

An advertising goal is a specific communication task, to be accomplished among a defined audience, in a given period of time (Batra, 2009). Is the goal to capture awareness, remind, tease, create interest, inform, create image, persuade, or move to immediate action (Weinberger et al., 1994).

### **2.6.3 Setting advertising budgets**

The advertising budget, or the total amount of money a firm allocates to advertising activities for a specific time, is difficult to determine because the effects of advertising are difficult to measure (Ferrell and Hartline, 2010). Many factors can determine a firm's decision about the appropriate level to fund advertising activities, including the geographic size of the market, the distribution or density of customers, the types of products advertised, sales volume relative to the competition, and the firm's historical advertising budget.

### **2.6.4 Developing the message**

Doyle and Stern (2006) once decisions have been made about who the advertiser is targeting and what objectives it wants to achieve; the next task is how to produce a message to achieve the objective. The message has to meet two criteria. First, it must be presented in a way that will attract attention. Given the low level of interest that consumers normally have in advertisements and the hundreds of others competing for their attention, this is a difficult task. Second, it must produce the desired type of perceptual or behavioral response and not be misinterpreted or rejected. The audience should find the message clear, believable, and motivating. Again this is a

tough job, given the brief attention span that the message is likely to receive.

### 2.6.5 Media strategy

#### Advertising media and methods

There is a bewildering array of advertising media available. Here are some of the most popular methods of advertising, with a guide as to how they are used :( Forsyth, 2004).

- **Daily newspapers** often enjoy reader loyalty and hence, high credibility. Consequently, they are particularly useful for prestige and reminder advertising. As they are hurriedly by many people, a lengthy copy may be wasted.
- **Sunday newspapers** are read at a more leisurely pace and consequently greater detail can be included.
- **Color supplements** are read at a more leisurely pace and consequently, great detail can be included.
- **Magazines** vary from quarterlies to weeklies and from very generally, wide-coverage journals to many specialized interests. Similarly, different magazines of the same type (e.g. fashion) appeal to different ages and socio-economic groups. Magazines are normally color full and are often read regularly.
- **Local newspapers** are particularly useful for anything local but are sometimes used for market area advertising support.
- **Television** is regarded as the best overall medium for achieving mass impact and creating an immediate or quick sales response. It is arguable whether or not the audience is captive or receptive, but the fact that TV is being used is often sufficient in itself to generate trade support.
- **Outdoor advertising** lack many of the attributes of press and television, but it is useful for reminder copy and a support role in a campaign.
- **Exhibitions** generate a high impact at the time of the exhibition but, except for many specialized ones, their coverage of the potential market is low.
- **Cinema**, with its escapist atmosphere, can have an enormous impact on its audience of predominantly young people without repetition.
- **Commercial radio**, playing popular music for young people, offers reputation and has proved an excellent outlet for certain products.
- **Direct mail**, offers great flexibility for the advertiser. It is particularly useful for assisting special promotions in certain regions and in the industrial and service field where it can be tailored to suit a much-specialized audience.

The media planner has to be familiar with the reach, frequency, and impact of the major media

types. Each type; newspapers, TV, direct mail, radios, magazines, and outdoor posters, has advantages and limitations in terms of reach, frequency and impact. Media planners match limitations and advantages with the requirements of the message. For example, a message announcing that a sale is taking place today may be given over the radio. The nature of the product, the nature of the message, the cost, and the type of audience using the media are key factors in the process (Proctor, 2000).

According to Jain (1999) selection of advertising, the medium is influenced by such factors as the product or service itself, the target market, the extent and type of distribution, the type of message to be communicated, the budget, and competitors' advertising strategies. Except for the advertising perspectives employed by the competition, information on most of these factors is presumably available inside the company. It may be necessary to undertake a marketing research project to find out what sorts of advertising strategies competitors' have used in the past and what might be expected of them in the future.

### **2.7 Implementing Advertising Strategy**

Strategy implementation deals with the tactical, day-to-day activities that must be performed to carry out an advertising campaign. For example, whereas the decision to emphasize television over other media is a strategic choice, the selection of specific types of programs and times at which to air a commercial is a tactical implementation matter. Likewise, the decision to emphasize a particular brand benefit is a strategic message consideration, but the actual way the message is delivered is a matter of creative implementation. This text focuses more on strategic than tactical issues.

### **2.8 Measuring Advertising Effectiveness**

Assessing effectiveness is a critical aspect of advertising management; only by evaluating results is it possible to determine whether objectives are being accomplished. This often requires that baseline measures be taken before an advertising campaign begins (to determine, for example, what percentage of the target audience is aware of the brand name) and then afterward to determine whether the objective was achieved.

Despite its importance and wide implications, evaluating the effectiveness of advertising is very difficult. The difficulty occurs because advertising's working is highly complex. It depends intrinsically on human response to communication. Thus, it involves complexities in the attention, processing, recall, and response to the appeal (Tellis, 2004).

### **2.9 Strategic Role of advertising**

Advertising is part of the total marketing mix that influences the sales of the product as do the other variables of the mix together with product or brand, price, a channel of distribution, and personal selling advertising attempts to reach the marketing objective. When firms introduce a prestige product with a premium price, advertising should reinforce the idea of the high quality and prestige of the product by associating it with prestigious people, places, and events (Chunawalla, 2004).

Advertising plays an important role in increasing brand awareness. Repetitive advertising programs increase the chance of paying attention to a brand; simplify customers' selection and habituate the selection of brand (Hauser and Wernerfeldt, 1990). Hence, advertising is positively concerned with the awareness of the brand association which increases brand equity. Moreover, advertising attempts are positively concerned with brand loyalty because it is reinforced brand awareness and steer the viewpoints to the brand (Shimp, 1997)

Experiences and obtained results indicate that customers tend to believe advertising comments and assume that the probability function is according to their claim (Richins, 1995). Therefore, when customers are exposed to frequent advertising, not only do their awareness and mental association increase, but also they gain more positive perception resulting in powerful brand equity. One of the major reasons for customer loyalty reduction is the reduction of advertising. To reinforce the view and beliefs that that is concerned with a brand, advertising helps to have powerful brand loyalty (Shimp, 1997).

Advertising's role as a feature of marketing strategy is often under-emphasized. It is easy to see why. Advertising and promotion are, too often, the very last things marketing or brand managers think about, after product development, market testing, business analysis, production planning, material sourcing, distribution, and so on. Yet it is a mistake to assume that the sequence of managerial activities involved in bringing a market offering to the consuming public reflects their relative importance (Hackley, 2005).

## **2.10 Advertising Functions**

Many business firms, as well as not-for-profit organizations, have faith in advertising. In general, advertising is valued because it is recognized as performing five critical communications functions: (1) informing, (2) influencing, (3) reminding and increasing salience,(4) adding value, and (5) assisting other company efforts (Reynold and Olson,2001).

### **2.10.1 Informing**

One of advertising's most important functions is to publicize brands. That is advertising makes

consumers aware of new brands, educates them about a brand's distinct features and benefits, and facilitates the creation of positive

### **2.10.2 Brand images**

Because advertising is an efficient form of communication capable of reaching mass audiences at a relatively low cost per contact, it facilitates the introduction of new brands and increases demand for existing brands, largely by increasing consumers' top-of-mind awareness (TOMA) for established brands in mature product categories. Advertising performs another valuable information role both for the advertised brand and the consumer by teaching new uses for existing brands.

### **2.10.3 Influencing**

Effective advertising influences prospective customers to try advertised products and services. Sometimes advertising influences primary Demand that is, creating demand for an entire product category. More frequently, advertising attempts to build secondary demand, the demand for a company's brand. Advertising by both B2C and B2B companies provides consumers and customers with reasoned arguments and emotional appeals for trying one brand versus another.

### **2.10.4 Reminding and Increasing Salience**

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

### **2.10.5 Adding Value**

There are three basic ways by which companies can add value to their offerings: innovating, improving quality, and altering consumer perceptions. Advertising adds value to brands by influencing perceptions. Effective advertising causes brands to be viewed as more elegant, more stylish, and more prestigious, of higher quality.

## **2.11 Advertisement in Financial Sector**

Advertisement plays an important role in the society, and now financial sector is no exception to this. It generates the awareness between the consumers about the recent products which are being offered to them. Policies of Liberalization and Globalization have led to competition in the financial sector (Riaz and Siddique, 2015). This keen competition in the market and change in the business and industries, led the Financial Institutions to offer the variety and quality of products and services to their customers. In order that the quality of services which they offer should be known to the customers the companies should advertise their products and services. Advertisement helps Financial Institutions to makes an attempt to change or reinforce the attitude of the customer, reader and viewer towards the advertised products. As Riaz and Siddique (2015), with the growing importance of the financial sector, pressures are escalating for more effective marketing management of the financial services. In spite of the major changes on the market of financial institutions, there are indications that banks have not yet successfully embraced the marketing philosophy or achieved levels of its implementation consistent with satisfied customers. Financial institutions are realizing that their established advertisement practices are inadequate for new market conditions as level of customer defection in the sector grow. Traditionally, banks have tried to reach out to everyone in the community, but recent research proposes that banks should aim to identify and serve micro-segments.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Advertising can be used to change the behavior of the reader/viewer toward the product or service, to influence public opinion, to gain political support, to support, to advance a particular idea or to bring about some effect as desired by some of the advertisers. Buyer's attitude towards the products may be determined not merely by the products as manufactured in factories, but also by

what added in the form of packaging, services, advertising, customer advice and other things that people value. Thus, the advertising plays an important economic role in the introduction of new products in the markets. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards (Low and Mohr, 2001). Increasing knowledge among societies is forcing the financial institutions to adopt international best practices to remain in business. With the changing scenario financial services advertising and marketing campaigns are crucial to gain clients and promote financial services business. Various advertising and marketing agencies cater specifically to businesses in the financial services industry.

According to Riaz and Siddique (2015), the below listed elements define the need of advertisement in the banking industry.

**Awareness among Customers:** Modern technology has made customers aware of the developments in the economic environment, which includes the financial system. Financial needs of the customers have grown multifold into various forms like quick cash accessibility, money transfer, asset security, increased return on surplus funds, financial advice, deferred payments etc.

**Quality as a Key Factor:** With the opening up of the economy, fast change has been experienced in every activity, and banking has been no exemption. Quality is the watch word in the competitive world, which is market driven and banks have had to face up to this emerging scenario. In fact, it may not be out of place to reiterate that quality will in future be the sole determinant of successful banking ventures and marketing has to focus on this most crucial need of the hour.

**Growing Competition:** Competition is no more confined to resource mobilization but also to lending and other areas of banking activity. The foreign commercial bank with their superior technology, speed in operations and imaginative positioning of their services has also provided the necessary impetus to banks to innovate and compete in the market place.



**Technological Advances:** Technological innovation has resulted in financial product development especially in the international and investment banking areas. The western experience has demonstrated that technology has not only made execution of work faster but has also resulted in greater availability of manpower for customer Contact.

Banking and non-banking Financial Companies are purely service industry which satisfy the financial requirements of the customers and provide various types of banks and allied services to their clients. In case of bank customers who are such persons and organizations which require customize financial services. The different customers belong to different strata's of the economy with different geographical locations and different profession. Hence the impact of verbal and written communication will create better understanding as per their requirements.

## **2.12 Advertisement and Profit**

Advertisement is a persuasive communication which attempts to change or reinforces ones' prior attitude and it is basically done not only to inform customers about products, rather it is a process, which further influences and persuades customers to purchase the product. Advertisement is considered as one of the most important medium of communication influencing the organizations' performance in more than one ways. But its influential role may be suppressed by the operation of other factors which also seeks equal attention at the time of framing of any sales promotion policy.

The economic effects of advertisement expenses has been a much debated topic and studied widely at different points of time. DeVincentis and Kotcher (1995) while studying the relationship between advertising and aggregate demand found that advertising have a positive relation with aggregate demand. However, Honnold (1992) analyzed the relationship between advertising expenditure and aggregate consumption but could not establish any positive relationship between these two. Low and Mohr (2001) studying the trends in advertisement expenditure of India's large corporate bodies stated that foreign controlled companies single-handedly accounted for a dominant share in advertisement expenditure. Consumer goods producing organizations controlled by foreign companies have emerged as one of the most important contributors to advertisement budgets of the corporate world.

Fade and Lodish (2003) revealed that advertising has a significant positive effect on food industry sales and this relationship between advertising expenditure and sales appears to be stable. It was also found that the impact of advertising expenditure on grape fruit sales is more immediate and relatively large. While analyzing the relationship between a company's advertising expenditure and its sales during the recession, Fader and Lodish (2003) found a measurable relationship between advertising expenditure and sales, even after controlling other factors, such as, company size and past sales growth, etc. They also examined the relationship between advertising and consumption at macro level using India data on advertising expenditure, personal consumption and disposable income. The study with the use of unit root tests and co integration analysis substantiated the existence of co integration among variables, which reveals the presence of long-term equilibrium relationship among them. Swan and Nolan (2004) evaluated the effectiveness of advertising on sales of small and large firms, and for multinational corporations. The results showed that advertising has influenced sales, though its relative effectiveness was not the same for all the categories of firms.

The above review divulges that there is no consensus on the economic effects of advertising expenses on sales revenue. Different studies have shown diverse results. However, in general, majority of the studies have directed positive relationship between the two. Most of the studies have used time series data to capture the long-term effects of advertising on sales. However, it is important to know effects of advertising expenses on sales revenue for Indian corporate sector. Moreover, the area that to what extent advertising's persuasive character work to alter consumers wants and consequently sales have received scant attention. With this backdrop, the present study has been designed to find out the extent to which advertisement expenses cause impact on sales revenue. More specifically the objectives of the study are to examine the growth pattern and trend of sales revenue and advertisement expenses for the selected companies operating in India. Further, the present contribution aimed to evaluate the effectiveness of advertisement expenses on sales revenue for selected companies at aggregate as well as disaggregate level. The present study will also try to analyze the behavior of share of advertisement expenses in total sales revenue for the above mentioned categories.

### 2.13 Empirical review

Based on the above literature review conducted the researcher can understand that as much as the subject of media advertising has been extensively researched and analyzed, the subject is still under investigation due to the pervasive nature of its pros which has an effects on customer behavior. The different test and preference of customer to date is the other motivation for varies parties involved to have the desire to get deeper insight on the effect of media advertising examined by different scholars in the area at large and some of the empirical studies conducted are:(Adnan and Ahmed 2016) their study has been designed to answer main question about the role of social media advertising on consumer behavior in very active field which is fashion retail industry, then determine the differences if existed in this relation regarding to the name of brands and demographics factors. Raheem et al (2014) conducted a study on the impact of consumer perception and advertisement on consumer buying behavior. The study was conducted in Pakistan. 150questionnaires were distributed to randomly sampled respondents. The study found out that advertisement had strong positive impact on consumer buying behavior. It was also found that quality advertisement and positive perception can really play virtual role in improving consumer buying behavior.

Genet (2014), point out in her studies in effectiveness of communication factors and behavioral change of audiences as a result of the advertising efforts taking commercial bank of Ethiopia as a case. According to the research findings, the quality of the messages and the source that carry the message is effective. Further the advertising efforts is effective to create awareness and preference of the services, but not effective to create knowledge, liking, conviction and action. Also the effective level of consumer towards the service is more; however, the cognitive level is less. The research finding also reveals that there is a positive and strong relationship between the two variables. However, the relationship between message qualities is stronger than the message source. (Ikpefanet, al, and 2014) their study primarily was to examine the effect of media advertising on consumer behavior within the Nigerian context. The study focused on revealing the relationship either positively or negatively, between advertising and consumer behavior. It equally postulates what effect continuous advertisement of product has on consumer behavior. The finding indicate that advertisement are properly packaged will surely persuade consumers to experiment the particular product, and that such advertisement should

be executed long enough to generate such curiosity that will motivate consumers to buy.

According to V. prabakaran, (2012), buying begins in the mind. If you don't impress the buyers mind, you won't capture his or her money. He concluded that the primary task of advertisement is to distinguish the product advertised, attract the customer's attention and impress them to buy the product. Impressive advertisement creates demand. It makes customer aware of the price and attributes of the product leading to greater sales. Such kind of advertisement brings customers and sellers together. Moreover, it also persuades and informs the masses. The information can be about the product features, styles, value, price and availability. In addition to this, additional advertising brings attitudinal changes in the minds of the customer. His or her emotions are torched and played with the feelings of likes and dislikes towards the object and this leads to action (i.e. purchase).

P, clave (2014) associated the satisfaction levels of these newspapers readers who said they give attention to print news content and print advertising with several active purchase decisions taken by them. A discriminate analysis executed with data collected allows for the conclusions that people who were inspired to purchase after reading local newspapers and paying attention to print ads were motivated mainly by the impressiveness and attractiveness of the deal offered in the ad, the level of influence exerted by the newspaper where the ad is run, and the level of the quality of information provided by the news outlet. Therefore, this study provides robust evidence the strong relationship between impressive and attractive advertisement and its commercial role towards influencing consumers purchase intent.

C. Wang et al. (2002) brought some implications to various stockholders in Malaysia. The implications can be divided into two categories; theoretical and managerial implications. In terms of theoretical implications, the research re-affirms the notion that the determinants of consumers\* attitude towards advertising can be applied in a highly regulated media environment. In terms of managerial implication, the findings do provide some insights and feedback for administrators of media industry in drafting various advertising strategies on how to increase the favorable consumers\* attitude toward advertising. As part of the efforts to create favorable consumers\* attitude, some strategies proposed which includes; first of all checking the sources of advertisement are credible, trustworthy, and believable; second keeping the advertising message informative, customer oriented, simple to understand and up to date; third

integrating the elements of fun, excitement, surprises, creativity and pleasure in the advertisement messages and lastly emphasizing the concept of „made in Malaysia\* to evoke the feeling of partnership in helping the nation grow economically building positive image. In the researcher opinion the last strategy should be scale up in our country especially to those import and export business firms. Since our attitude to “made in Ethiopia” is very poor.

According to Gary (1999) “humans are visual animals.” He also further stated that our vision is the sense we rely on most. This kind of biological scenario is not accident, rather it has developed our tens of thousands of generations. Our eyes are attracted to pictures far more than to words. Let us elaborate this more with examples: currently I am working at reporter newspaper, different experience shows that the more the headline is stimulant, the more the ad grabs the reader’s attention. Although people pay more initial attention to pictures than words, the headline is the most important part of the advertisement. Since, almost no one will read an ad without first looking at the headline of the advertisement.

Ahmed and Ashfaq, 2013 conducted a study to explain the impact of advertising on consumers’ buying behavior on purchasing cosmetics products. The findings of the study showed that 41% of respondents were influenced by product quality, 39% were influenced by to persuasiveness of the advertisement while 20% were influenced by the information provided by the advertisement. Prabakaran (2012) sated that people like advertisement of the products and believe that the quality of the product is as good as expected from the advertisement. This study suggests the promotional strategy through television advertisement is made a significant and positive impact on consumers buying behavior. TV advertisement has enhanced their involvement in purchase and experiment with different or new product.

Rajkumar, 2010 in his study revealed that advertisement of a product has a significant impact on consumer buying behavior and it is very helpful to create awareness among the people. A good and informative advertisement can create a position in consumer’s mind and increase the sales of the company.

According Adeolet, al. (2005) many consumers did not buy whatever is available or affordable. If a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality, affordability and value before the consumers. Moreover the authors recommend the following important points. First, research continuously into quality

improvement that will make consumers enjoy good value for money paid to purchase the brand. Second, develop more effective advertising campaign attract consumer's attention and capture their interest. At this stage the company's advertising message should be simple to understand and memorable. The message must be strong and creative enough to attract ad build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands of the product.

Dholakia,etal. (2001) suggested that, in order to be effective, an advertisement has to be memorable for the viewer. If the viewer does not remember the ad after reviewing it, the company sponsoring the ad is simply wasting time and money. With an effective advertisement, the viewer should be able to clearly recall what happen during the course of the advertisement and more importantly, which product is being advertised. That recall is the trademark of an effective advertisement. Advertisements need to stick in the brains of customers.

Furthermore, D. Byzalov et al. (2004) revealed that consumer gets enough information about product when he or she is more exposed to a product's advertisement and these consequences decreasing the risk involved with product and this factor is called as advertising role of risk minimization. Adelaar et al. (2003) also indicate that advertisement containing detail and memorable product information influences prospect's opinion about product, while advertisement with prestige or image effects influences both prospect's and product users opinion about. This detail information of a product or service via advertisement leads to increase in sales volume of an organization. According to R. Kahn et al. (2011), when the sales volume of any product increase, it is because the consumer is aware and believes about the product's value and this point is accomplished through efficient advertisement about product. Metha (2000)also indicated when a company participates in generic advertising programs; it has a significant impact on firm's market performance.

Niazi et al (2011) studied on the effective advertising and its influence on consumer buying behavior. The study was conducted in Pakistan. The methodology used was quantitative technique. 200 questionnaires were distributed and probability sampling was used in a sample for data collection. The findings of the study revealed that there is huge relationship between advertisement and consumer buying behavior. It also established the relationship between

environmental response and consumer buying behaviors. According to the study, consumers are buying products which they see in advertisement more than emotionally.

GauravBakshiet al. (2013), trust may be measured in terms of two distinct components: (1) credibility, which is based on the extent to which the consumer believes that the marketer has the expertise and honesty to perform the transaction effectively and reliably, and (2) benevolence, which is based on the extent to which the consumer believes that the marketer has intentions beneficial to the consumer when need arise. In traditional advertising, the marketer has limited potential to raise the level of consumers' trust since one-way communication is unlikely to produce trust Mayer et al. (1996). Reciprocal communication, however, facilitates trust building & commitment Anderson &Weitz (1989).

RashmiKhatri (2013) at the University of Delhi, India he wrote a journal on the topic called “Impact of Newspaper Advertisements on Consumer Purchase Behavior”. The aim of this research was first, to interpret whether consumers pay attention to newspaper advertising or not. Second to check impacts of different advertising Medias and effects of newspaper advertisement on consumer purchase behavior. To study this, a random sample of the population was made up of 98 respondents who were mostly young people. The result of this study showed that consumers did not ignore newspaper advertisement rather they read the advertisement and influenced to buy new brand or product. Moreover, the study further showed that other media like TV and internet are more influencing and motivating than newspaper advertisements. In addition, this research demonstrated that ad placement in newspaper played a major role in influencing consumers’ purchase intent. Front-page advertisements have highest influence. The author indicated that purchase intention and ad placement is directly related. That is purchase intention increases with ad position in newspaper from inside pages to back page and from back page to front page. Also creative newspaper advertisement proofed, in such a way that it influences more consumers. This study tried to prove that newspaper ads are associated with more trust than other media but did not get ample empirical evidence to reason out.

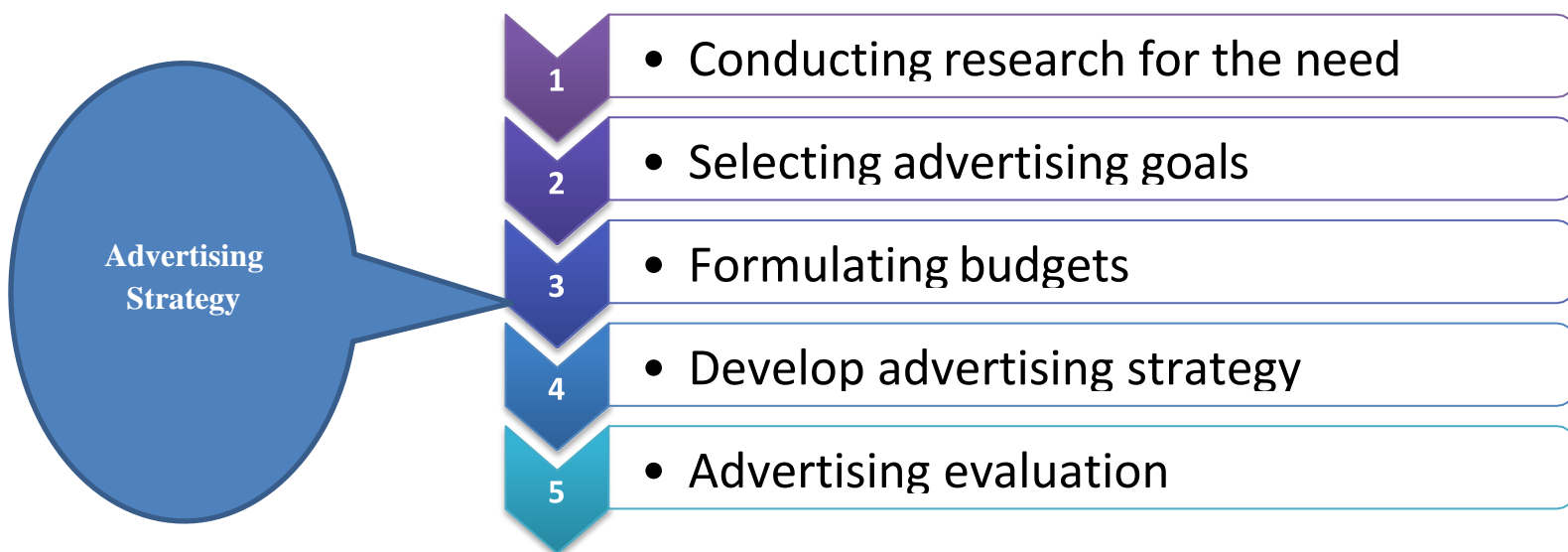
According to Pooja Sharma (2012), there should be an element of creativity in an advertisement. This creativity is to create something new, unique, extremely attractive and appealing to the consumers. In fact, advertising itself is a creative process. Creative

advertisement leads to innovation. It encourages innovation and new product development and reduces the risk of the product becoming obsolete. With more innovation there are more sales which offset the cost of innovation. Innovation leads to more sales and business expands. More employment is generated and the people become more prosperous and their standards of living improve. An effective ad will inform the consumer about the product or service you have to offer, but that advertisement also need to be creative so that it can capture attention. Capturing the attention of the consumer is essential for an effective ad, and the more creative you can make that ad the more effective it can be. For instance Coca-Cola advertisement is a good example, it gives over 200 hundred names for each bottle. So that people can drink by choosing their names.

### 2.14 Knowledge/research gap

The student researcher perceived that even though the company has different advertising programs, it is limited from being highly competitive because of the poor advertising strategy that the company planned. The other major problem the company has is that company didn't conduct marketing research properly as they entered the market. The academicians could start working on other parts of advertising strategy, this way a better coverage of knowledge in the subject area could be achieved.

### 2.15 Conceptual framework of the study





## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1. Research approach and design**

Based on the purpose of the study, three types of research approaches can be identified namely qualitative, quantitative and mixed. Halloway and wheeler (2002) refer to qualitative research as a form of social inquiry that focuses on the way people interpret and make sense of their experience and the world in which they live. According to Amphora and Briks (2008), quantitative research technique is that it seeks to quantify data and typically, apply some form of statistical analysis. Quantitative methods typically produce a wealth of detailed data about a defined number of people and cases data that need not fit in to predetermined response choices that characterize most surveys, questionnaires, or tests. Mixed approach combines the characteristics of both qualitative and quantitative approaches. Therefore, to meet the research objectives, the student researcher uses a mixed research approach (combination of qualitative and quantitative research approaches).

To achieve the objectives of the study and come up with a possible solution for the problem listed the student researcher uses the descriptive research method, to define the real problem and assess the advertisement of the company. Descriptive research is a type of research that has major objectives for the description of something usually market characteristics or functions. The descriptive research method helps to describe the research setting as it is and also allows using both qualitative and quantitative approaches (Malhotra, 2006). This study therefore uses descriptive research design to describe the state of affairs as far as advertising strategy and associated challenges is concerned.

#### **3.2. Population, Sample Size, and Sampling Technique**

##### **3.2.1. Population**

The target population of the study is composed of customers, employees, and marketing managers of the bank. It is quite difficult to specify the total number of customers of the bank. Hence, the target population is characterized by infinite population wherein which the researcher is unable to prepare sampling frame for the study purpose. The total number of employees in the head office (marketing department) is found to be 16.

### 3.2.2. Sample size

According to Malhotra (2006), when there is no sampling frame, the sample size that is usually taken for studies conducted is 200, for this reason, the study will use 200 customers as a representative sample to have sufficient and reliable data.

### 3.2.3. Sampling technique

The student researcher uses convenience sampling method to select customers to complete questionnaire. In this regard, questionnaire will be dispatched to those customers of the bank at the time of getting banking service at headquarter. Moreover, general, marketing and sales managers will be interviewed and the selection will be based on purposive sampling method due to their appropriateness to provide the necessary information for the study purpose.

## 3.3.Data Source

The student researcher used both primary and secondary data. Primary data will be collected from the customers, employees of the bank, managers of the four bank branches, and the marketing manager of the bank. The four branches are selected based on transaction volume in the branches. The secondary data is collected from the bank's files, internet, and reference books related to the subject matter. The reason for using secondary data is it is easier for quick reference and incurs less cost. And also helps to get information that cannot be obtained from the primary data.

## 3.4.Methods of Data Collection

- **Questionnaire:** structured questionnaire will be used to gather data from customers of the bank. The questionnaire will be prepared in a way to answer the research questions and includes both open and close ended questions.
- **Interview:** Qualitative data will be gathered via interview method. Semi structured interview will be held with bank, marketing and sales managers of the bank.
- **Document review:** In order to substantiate primary data gathered via questionnaire and interview, secondary data sources such as strategic plans, documents, policies, manuals, etc.

## 3.5.Validity Test

According to Kothari (2004), validity indicates the degree to which an instrument measures what it is supposed to measure, that is the extent to which differences found with measuring instruments reflect true differences among those being tested to enhance the validity of the study. In this regard, a pilot study was undertaken on 10% of the sample population to show both construct validity and content validity. For construct validity, the questionnaire was divided into several sections to ensure that each

section assessed information for a specific objective. Unlikely, the questionnaire was subjected to thorough examination by two randomly selected 31 professionals to ensure content validity. They were asked to evaluate and comment on the statements in the questionnaire for relevance and whether they were clear and meaningful. Based on the findings of the pre-test, the researcher tried to rephrase some questions that are not clear without affecting the basic context of the instrument, and also it was confirmed that the questionnaires that pass the pre-test become effective to meet the objective of the study and enhance content validity before distributing to the respondents.

### **3.6. Reliability Test**

As Andrew, Pedersen, and McEvoy, (2011) adopted from (Nunnally and Bernstein, 1994), a popular method for measuring the internal consistency reliability of a group of items is Cronbach’s alpha coefficient, often referred to as simply Cronbach’s alpha or Cronbach’s  $\alpha$ . In short, Cronbach’s alpha measures how well a set of variables or items measures a single, uni-dimensional latent construct. It is essentially a correlation between the item responses in a questionnaire; assuming the statistic is directed toward a group of items intended to measure the same construct, Cronbach’s alpha values will be high when the correlations between the respective questionnaire items are high. Cronbach’s alpha values range from 0 to 1, and, in the social sciences, values at or above 0.7 are desirable, but values well above 0.9 may not be desirable as the scale is likely to be too narrow in focus.

**Table 1 Reliability of data collection instruments**

<b>Variable</b>	<b>Number of items</b>	<b>Cronbach alpha</b>
Advertising strategy development	5	.781
Advertising Strategy in support of marketing objective	5	.781
Advertising effectiveness	5	.713
Advertising influence on customers	5	.815
Advertising effect on knowledge creation about the company	5	.835

Cronbach’s alpha shows the reliability of the questionnaires as well as the variables, based on that, from the above table all the variables have a value on the standard range. So, we can conclude that the whole questionnaire Cronbach value is on the standard range as a result the questionnaire is valid.

### **3.7.Methods of Data Analysis**

The data that is collected from respondents is analyzed by using both qualitative and quantitative analysis methods. The information that will be obtained from structured interviews and open-ended questions is going to be analyzed by using qualitative method and is presented in the form of a paragraph. The data that is collected from close-ended questions are analyzed quantitatively specifically percentage, frequency, mean, standard deviation, and variance is presented in the form of tables.

### **3.8.Ethical considerations**

For ethical purposes the student researcher will explain the purpose of the research to make the respondents feel confident enough in providing the necessary information. To get access to data collection, the researcher will first take support letter from the university and submit it to the concerned body at the bank. The questionnaires will be distributed to the respondents through employees of the bank to fill it while they wait in line for transaction. Respondents will not be forced to participate in the study, and participation is fully on a voluntary basis. Moreover, sources used in this study will be duly acknowledged.

## CHAPTER FOUR

### DATA PRESENTATIONS, ANALYSIS AND INTERPRETATION

#### Introduction

This part of the research paper deals with presentations, analysis, and interpretation of the collected data through questionnaires (open-ended and close-ended questions). Questionnaires were distributed to final customers of the company those who enter to selected branches for purchasing a service. Out of 200 copies of questionnaires distributed to respondents, 180 (90 %) were filled out thoroughly and returned, the rest could not be collected for different reasons. The data, which was gathered through closed-ended questions, was analyzed using the descriptive statistical tools which include percentages and frequency, mean, standard deviation, and variance, and the data, while data gathered through open-ended questions and interviews, was narrated to support the findings of quantitative once. To conduct this study descriptive research design was used to describe the events as they exist. In addition to this, both qualitative and quantitative research approach was used.

#### 4.1. Demographic characteristics of survey respondents

##### 4.1.1. General Information

This part will be discussing the customer's general information which includes sex, age range, and educational background.

**Table 2 Demography of Respondents**

Sex		Frequency	Percent
	Male	76	42.2
Female	104	57.8	
Total	180	100.0	

Age of respondents		Frequency	Percent
	15-20	32	17.8
21-26	94	52.2	
27-32	37	20.6	
33-38	12	6.7	
=>39	4	2.2	
Total	179	99.4	
Missing	1	.6	
Total	180	100.0	

Education of respondents		Frequency	Percent
	10 <sup>th</sup> /12 <sup>th</sup>		50
Certificate		58	32.2
Diploma		43	23.9
1 <sup>st</sup> degree		26	14.4
Masters and above		3	1.7
Total		180	100.0

**Source: Survey2022**

From the data collected on the above table, out of the total of 180 respondents who participated in this study, 76 (42.2%) were males whereas the rest 104 (57.8%) respondents were females. Regarding the age structure of respondents, 32 (17.8 %) were between 15-20 years of age, 94 (52.2 %) are in the age 21-26, respondents in age of 27-32 count to be 37 in number (20.6 %), 12 (6.7 %) of respondents found to be in the age of 33-38, the rest 4 (2.2 %) of the respondents are in the age of 39 and above. Concerning the educational background of respondents, 50(27.8%) of them were grade 10/12 completed, 58 (32.2 %) have a certificate, 43 (23.9 %) are diploma holders, 26 (14.4%) has 1<sup>st</sup> degree while the rest 3 (1.7%) have master's degree and above.

#### **4.1.Descriptive statistics for study variables**

Survey respondents were asked about the perception towards advertising strategy by using five points Likert scale items. The interpretation is made based on the following criteria. Mean scores 1.00-1.50 is poor, 1.51-2.50 fair, 2.51-3.50 moderate, 3.51-4.50 good, and 4.51-5.00 excellent (Btawee, 1987).

##### **4.1.1. Descriptive statistics for advertising strategy development**

Variable	Aggregate mean	Standard deviation
<b>The company assesses my interest in designing the advertising</b>	2.3333	1.12910
<b>The company asks me about the advertising</b>	2.2333	1.12910
<b>The company cares about my value in designing the advertising</b>	2.5500	1.21110
<b>The company reflects my culture in the advertising</b>	2.6667	1.18652
<b>The company reaches customers effectively through its advertising</b>	2.6611	1.22435
<b>Aggregate mean</b>	2.48888	1.176034

From this we can concluded that the response is fairly conclusive to the population.

**Table 3 Advertising strategy development**

Assesses my interest		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	56	31.1	2.3333	1.341	1.15792
	Disagree	44	24.4			
	Neutral	52	28.9			
	Agree	20	11.1			
	Strongly agree	8	4.4			
Total	180	100.0				
Company asks		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	59	32.8	2.2333	1.275	1.12910
	Disagree	50	27.8			
	Neutral	50	27.8			
	Agree	12	6.7			
	Strongly agree	9	5.0			
Total	180	100.0				
Cares about my value		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	43	23.9	2.5500	1.467	1.21110
	Disagree	49	27.2			
	Neutral	46	25.6			
	Agree	30	16.7			
	Strongly agree	12	6.7			
Total	180	100.0				
Reflects my culture		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	35	19.4	2.6667	1.408	1.18652
	Disagree	47	26.1			
	Neutral	55	30.6			
	Agree	29	16.1			
	Strongly agree	14	7.8			
Total	180	100.0				
Reaches customers effectively		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	38	21.7	2.6611	1.499	1.22435
	Disagree	53	29.4			
	Neutral	51	28.3			
	Agree	25	13.9			
	Strongly agree	12	6.7			
Total	180	100.0				

Source: Survey2022

Survey respondents were asked whether the organization considers their interest in designing advertising. Majority of responses show on one side which is 56 (31.1 %) strongly disagree and 44 (24.4 %) disagree while on the other hand which is 20 (11.1 %) agree and 8 (4.4 %) strongly agree which represent the company lacks thorough assessments while designing its advertising.

The rest 52 (28.9 %) were neutral. The mean value, the variance, and the standard deviation are found to be 2.3333, 1.341, and 1.15792 respectively. As it should be the case to know about the audiences before designing advertising, it did not go well with Berehan Bank, in addressing those audiences properly with effective media and message to enforce the purchase of one's company service for higher profit.

The respondents were asked if the company asks them about its advertising and the responses are discussed as follows. 59 (32.8 %) strongly disagree, 50 (27.8 %) disagree, 16 (6.7 %) agreed and 9 (5.0 %) strongly agreed that is a clear indicator, 50 (27.8 %) were neutral. The mean value for this issue found to be 2.2333 while the variance and the standard deviation were found to be 1.275 and 1.12910 respectively. This implies that the company is not performing any activity to know if the advertising has addressed the intended audiences in the right way or not. In this case, the companies will not behaving information on how to go about the advertising's effectiveness and the company will not be in a position to take corrective action in the elements of advertisings.

Their values in designing advertising from the cumulative responses of 180, 43 (23.9 %) strongly disagree, 49 (27.2 %) disagree, 30 (16.7%) agree and 12 (6.7%) strongly agree that the company considers the customer's value while designing its advertising, 46 (25.6 %) of respondents were neutral. The mean value is found to be 2.5500 with a variance of 1.467 and a standard deviation of 1.21110. Value is something that anyone fights for, the more the company respects the value of the customers the more advantage that particular company acquires. In this case, since the ad is not considerate of the customer's value, the customers will look for other companies that reflect their value in one way or another.

Survey respondents were asked whether the organization reflects their culture in designing advertising. From the table above 35 (19.4 %) strongly disagree, 47 (26.1 %) disagree, 29(16.1 %) agree and 14 (7.8 %) strongly agree that the company reflects customers' culture in its advertising. The rest 55 (1.1 %) replied neutrally in the issue. The mean value, the variance, and the standard deviation are found to be 2.6667, 1.408, and 1.18652 respectively. The impact, in this case, will be even higher than the previous one.

Survey respondents (customers) were asked whether the organization reaches them effectively through advertising. For the response, if the company reaches customers effectively through its advertising, 38 (21.7 %) strongly disagreed, 53 (29.4 %) disagreed, 25 (13.9 %) agreed and 12(6.7 %) strongly agreed. The rest respondent's which is 51(28.3%) were neutral with the mean value, variance, and standard deviation of 2.6611, 1.499, and 1.22435 respectively. From the data



one can say that the advertising is not reaching customers this might be because the media selected is not in line with the customer's preference or the time that the message is transmitted is not as per the audience's convenience. This causes the company to incur costs without reaching the customers with the right message or information.

#### 4.1.2. Descriptive statistics for advertising strategy in support of marketing strategy

Variable	Aggregate mean	Standard deviation
The advertising transmits makes me purchase more of the service	2.5444	1.16907
The advertising has a strong power to convince its customer	2.6611	1.22435
The advertisement is capable enough to attract new customers	2.5500	1.21110
The advertising that it launches is powerful in creating brand image	2.6667	1.18652
The company's advertising increases the number of customers	2.5056	1.12611
<b>Aggregate mean</b>	2.58556	1.18343

From this we can concluded that the response is moderately conclusive to the population.

**Table 4 Company advertising strategy in support of marketing objectives**

Purchase more of the service		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	39	21.7	2.5444	1.367	1.16907
Disagree	53	29.4				
Neutral	51	28.3				
Valid	25	13.9				
Agree	12	6.7				
Strongly agree	180	100.0				
Total	180	100.0				
Strong power to convince		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	38	21.1	2.6611	1.499	1.22435
Disagree	44	24.4				
Neutral	56	31.1				
Valid	25	13.9				
Agree	17	9.4				
Strongly agree	180	100.0				
Total	180	100.0				
Capable enough to attract		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	43	23.9	2.5500	1.467	1.21110
Disagree	49	27.2				
Neutral	46	25.6				
Valid	30	16.7				
Agree	12	6.7				
Strongly agree	180	100.0				
Total	180	100.0				
Powerful in creating brand image		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	35	19.4	2.6667	1.408	1.18652
Disagree	47	26.1				
Neutral	55	30.6				
Agree	29	16.1				
Strongly agree	14	7.8				
Total	180	100.0				

Increases the number of customers		Frequency	Percent	Mean	Variance	SD
	Strongly disagree	38	21.1	2.5056	1.268	1.12611
	Disagree	57	31.7			
	Neutral	50	27.8			
	Agree	26	14.4			
	Strongly agree	9	5.0			
	Total	180	100.0			

**Source: Survey2022**

From the above table 39 (21.7%) of the customers strongly disagree while 53 (29.4%) disagree on the issue that the company's advertising is making customers purchase more of the service. On the other hand, 16 (8.9%), agreed and 4 (2.2%), strongly agreed that the advertising the company transmits makes them purchase more of the service while the rest 51 (28.3 %) were neutral. The mean value for this particular issue is found to be 2.1444, with the standard deviation and variance of 1.04171 and 1.085 respectively. This implies that the company is not getting profit because the customers are not purchasing the company's service much often which might result in neglecting the company's advertising which is a waste of money, time, energy, and other resources for the company.

Out of 180 respondents asked about their degree of agreement on whether the company's advertising has a strong power to convince its customers or not, 25 (13.9 %) of respondents agreed, 17 (9.4%) strongly agreed that the advertising has strong power to convince customers. On the other hand, out of the total respondents, 38 (21.1 %) of them disagreed and the rest 44 (24.4 %) strongly disagreed with the issue while 56 (31.1 %) were neutral. The mean value is found to be 2.6611 while the variance and standard deviation are 1.499 and 1.22435 respectively. This means that the customers are not convinced by the advertising that the company designs which might cause the company to incur a cost for the advertising with out gaining the customers' attention and influential power of the advertising.

From the data obtained majority of the respondents, 49 (27.2 %) disagreed and 43 (23.9%) strongly disagreed that the company's ad is attracting new customers which helps the company to have a high number of customers. In contrast, only a few which count to be 30 (16.7 %) agreed and 12 (6.7 %) strongly agreed that the company's ad is good enough in attracting new customers the rest 46 (25.6 %) were neutral. The mean value for this issue is found to be 2.5500 while the variance is 1.467 with a standard deviation of 1.21110. This implies that the advertising of the company is not attracting new customers for the company this might be because the company's ad is not designed as per the customer's intellect or the company is not considering the customers'

personality while developing the ads.

Regarding the powerfulness of the ad in creating the company's brand image most of the respondents 35(19.4 %) and 47 (26.1 %) strongly disagree and disagree respectively while 29 (16.1 %) and 14 (7.8 %) agreed and strongly agreed respectively on the issue. The mean value is found to be 2.6667 while the variance and standard deviation are 1.408 and 1.18652 respectively the rest 55 (30.6 %) were neutral. From the data, it could be said that the company's advertising is not creating a brand image in the minds of the customers. As it is known brand is one of the marketing variables that helps the company to be remembered by its customers in a purchase or off purchase time. However, the company is not acquiring this advantage from the ad that has been designed and launched.

From the total 180 responses, 38(21.1 %) strongly disagreed, 57 (31.7 %) disagreed, 26 (14.4 %) agreed and 9 (5.0 %) strongly agreed that the company's ad increases the number of customers. The mean value, the variance, and the standard deviation were, 2.5056, 1.268, and 1.12611 were the results respectively. 50 (27.8 %) responded neutral. This implies that the company's ad is not helpful to increase the company's customers and from the previous response the ad is not powerful to attract new customers in which attracting new customers is the one option to increase the company's customers.

#### 4.1.3. Descriptive statistics for advertising's role on customers to use services

<b>Variable</b>	<b>Aggregate mean</b>	<b>Standard deviation</b>
<b>I use the company's service because of its advertising</b>	<b>2.6611</b>	<b>1.15871</b>
<b>I easily understand the message that the company wants to deliver</b>	2.4389	1.14903
<b>After I see the advertising, I become initiated to purchase the service</b>	2.4500	1.12996
<b>The company's advertising is focused to the point</b>	2.4056	1.20843
<b>I associate the advertising with my day-to-day life</b>	2.6833	1.26170
<b>Aggregate mean</b>	2.52778	1.181566

From this we can concluded that the response is moderately conclusive to the population.

**Table 5 Advertising influences customers to use services**

		Frequency	Percent	Mean	Variance	SD
Use the company's service	Strongly disagree	38	21.1	2.6611	1.343	1.15871
	Disagree	39	21.7			
	Neutral	57	31.7			
	Agree	38	21.1			
	Strongly agree	5	4.4			
	Total	180	100.0			
Easily understand the message	strongly disagree	44	24.4	2.4389	1.320	1.14903
	Disagree	56	31.1			
	neutral	46	25.6			
	agree	25	13.9			
	strongly agree	9	5.0			
	Total	180	100.0			
Initiated to purchase the service	strongly disagree	45	25.0	2.4500	1.277	1.12996
	Disagree	49	27.2			
	Neutral	53	29.4			
	Agree	26	14.4			
	strongly agree	7	3.9			
	Total	180	100.0			
Focused to the point	strongly disagree	52	28.9	2.4056	1.460	1.20843
	disagree	51	28.3			
	neutral	38	21.1			
	agree	30	16.7			
	strongly agree	9	5.0			
	Total	180	100.0			
Associate with my day-to-day life	strongly disagree	40	22.2	2.6833	1.592	1.26170
	disagree	44	24.4			
	neutral	45	25			
	agree	35	19.4			
	strongly agree	16	8.9			
	Total	180	100.0			

**Source: Survey2022**

Survey respondents were asked whether they use the organization's services because of its advertising. From the total of 180 responses, 38(21.1 %) strongly disagreed, 39 (21.7 %) disagreed, 38(21.1%) agreed and the rest 5(4.4%) strongly agreed that the customers use the company's service because of the advertising, the rest 57 (31.7 %) found to be neutral. The mean value for this issue is found to be 2.6611. The variance and the standard deviation are found to be 1.343 and 1.15871 respectively. This means that the ad of the company is not influencing

customers to use the service the company provides. This might be because the company's ads are not designed to express the importance of the service.

Survey respondents were asked whether they can easily understand the message the organization wants to deliver. From the cumulative responses, 44 (24.4 %) and 56 (31.1 %) strongly disagree and disagree in the issue asked if they understand the message that the company wants to deliver. In the same issue, 25 (13.9 %) and 9 (5.0 %) agreed and strongly agreed that they have understood the message, the rest 46 (0.6%) were neutral about the issue. The mean value, the variance, and the standard deviation are found to be 2.4389, 1.320, and 1.14903 respectively. This means that the company's ad is not transferring the message that will be understood by the majority of the customers. If this is the case most of the customers will not be in a position to get

Respondents were asked if they were initiated after they see the company's ad to purchase the service, most of the respondents 45(25.0%) and 49 (27.2%) strongly disagreed and disagreed while 26(14.4%) and 7(3.9%) agreed and strongly agreed on the issue, 53(29.4%) were found to be neutral. The mean value is found to be 2.4500 while the variance and standard deviation is 1.277 and 1.12996 respectively. From the data, it could be implied that the customers are not motivated to purchase the service of the company which might decrease the company's profit and in a long run the company might not be able to generate income which will help the company to be up and run in.

Respondents were asked if the ad is focused to the point and 52(28.9%) strongly disagreed, 51 (28.3 %) disagreed, 30 (16.7 %) agreed and the rest 9 (5.0 %) strongly agreed. When we see the mean value it is found to be 2.4056 while 1.460 and 1.20843 were the variance and standard deviation. 30 (16.7 %) of the respondents were neutral. This implies that the ad is not focused to the point which creates a lack of clarity in the message this distracts the audience and makes them inattentive to the ad

Survey respondents were asked whether they associate the advertising with their day-to-day life. From the total respondents' majority, 40 (22.2 %) and 44 (24.4 %) disagreed and strongly disagreed that they don't associate the advertising the company launches with their life while the rest 35(1.1%) and 16(8.9%) agreed and strongly agreed in the issue the rest 45(0.6%) were found to be neutral. The mean value is found to be 2.6833 while the variance and standard deviation are 1.592 and 1.26170 respectively. This tells that the company is not considering the customers day to day life while designing its ad to make customers always relate their life with the ad.

**4.1.4. Descriptive statistics for advertising’s role on knowledge creation about the company**

<b>Variable</b>	<b>Aggregate mean</b>	<b>Standard deviation</b>
The company’s advertising gives information where I could get the service	2.6611	1.15871
It informs me about the usage of the service through advertising	2.5978	1.22941
The advertising informs about the benefit of the service before purchase	2.5944	1.14188
The advertising is designed as per my intellect	2.5444	1.22507
The purpose of the product is explained well through the advertising	2.5000	1.34331
<b>Aggregate mean</b>	2.57954	1.219676

From this we can concluded that the response is moderately conclusive to the population.

**Table 6 Advertising create knowledge about the company**

		Frequency	Percent	Mean	Variance	SD
<b>Gives information</b>	strongly disagree	38	21.11	2.6611	1.343	1.15871
	disagree	39	21.7			
	neutral	57	31.7			
	agree	38	21.1			
	strongly agree	8	4.4			
	Total	180	100.0			
<b>Informs me about the usage</b>	strongly disagree	40	22.2	2.5978	1.511	1.22941
	disagree	52	28.9			
	neutral	40	22.2			
	agree	34	18.9			
	strongly agree	13	7.2			
	Total	179	99.4			
	missing system	1	.6			
	Total	180	100.0			
<b>The benefit packages</b>	strongly disagree	38	21.1	2.5944	1.304	1.14188
	disagree	44	24.4			
	neutral	61	33.9			
	agree	27	15			
	strongly agree	10	5.6			
	Total	180	100.0			
<b>Designed as per my intellect</b>	strongly disagree	44	24.4	2.5444	1.501	1.22507
	disagree	47	26.1			
	neutral	51	28.3			
	agree	23	12.8			
	strongly agree	15	8.3			
	Total	180	100.0			

The product is explained well		Frequency	Percent	Mean	Variance	SD
	strongly disagree		55	30.6	2.5000	1.804
disagree		45	25.0			
neutral		34	18.9			
agree		27	15.0			
strongly agree		19	10.6			
Total		180	100.0			

Source: Survey2022

Survey respondents were asked whether advertising gives information where they could get the service. From the total respondents of 180, 38 (21.1 %) strongly disagree and 39 (21.7 %) disagree that the company's ad provides information with the places where they could get the service while 38(21.1 %) agreed and 8 (4.4 %) strongly agreed in the issue. 57 (31.7 %) of the whole respondent were neutral about the issue. The mean value is 2.6611 while the variance and standard deviation is 1.343 and 1.15871 respectively. In this case, the customers sufficiently know where they could get the company's services.

Survey respondents were asked whether the organization informs them about the usage of the service through advertising. Of the respondents, 40 (22.2 %) strongly disagree, 52 (28.9 %) disagree, 34 (18.9%) agree while the rest 13 (7.2 %) strongly agree that the company's ad gives information about the service usage. The rest 40 (22.2 %) of them were neutral. The mean value is 2.5978, the variance is 1.511 and the standard deviation is 1.22941. This means that the advertising is not helping customers in explaining how to use the service even if we say they have registered for the service. This might create confusion among customers in using the service which probably leads customers to be less initiated to use the service in which case the company loses customers and profit.

Survey respondents were asked whether advertising informs them about the benefit packages of the service before purchase. From the total of 180 respondents, the majority of responses show unfavorable results in the issue of whether the ad gives information about the benefits package of the company or not. 38(21.1%) strongly disagree, 44(24.4 %) disagree, 27 (15.0 %) agreed while the rest 10 (5.6 %) strongly agreed, 61(33.9 %) responded neutral. The mean value is 2.5944 while the variance and standard deviation are 1.304 and 1.14188 respectively. This means that the company's ad doesn't give information on what benefit the customers get if they purchase from the company. This might raise a question in the customers' mind what additional services will they get if they purchase from the company. In addition to this, the customers don't understand the benefit they will get if they purchase the company's services than competitors.

Survey respondents were asked whether the organization’s advertising is designed as per their intellect. From the above data that asks respondents if the company’s advertising is designed as per their intellect 44 (24.4 %) strongly disagree, 47(26.1 %) disagree, 23(12.8 %) agree and 15(8.3 %) strongly agree, 51(28.3 %) neutral with the mean value, variance and standard deviation of 2.5444, 1.501 and 1.22507respectively. This implies that the company is not bearing in mind the educational status or understanding level of its customers. This could result in not the ad being understood by the company customers.

Survey respondents were asked whether the purpose of the product is explained well through the organization’s advertising. From 180 responses collected regarding the ad in explaining the purpose of the services, responses were found on one side which is 55(30.6 %) strongly disagree, 45 (25.0 %) disagree. On the other side 27 (15.0 %) agree and 19 (10.6 %) strongly agree on the issue. The rest 34 (18.9%) were neutral. The mean value was found to be 2.5000 with variance and standard deviation of 1.804 and 1.34331. One can say from the data that the company’s advertising is not explanatory about the purpose of the services that is designed by the company. These result in customers not purchasing the company’s service by understanding them. Even if we say they have purchased the service in different means whether because of friends or family they won’t be using it since they have no clue about the purpose.

#### 4.6 Analysis of employee’s response

**Table 7 General Information of Employees**

Education		Frequency	Percent	Valid Percent	Cumulative Percent
	1 <sup>st</sup> degree	10	62.5	62.5	62.5
Masters and above	6	37.5	37.5	100.0	
Total	16	100.0	100.0		
Income		Frequency	Percent	Valid Percent	Cumulative Percent
	1400-2350	2	12.5	12.5	12.5
	2351-3550	4	50.0	50.0	62.5
	3551-5000	2	25.0	25.0	87.5
	>5000	1	12.5	12.5	100.0
	Total	8	100.0	100.0	



Experience		Frequency	Percent	Valid Percent	Cumulative Percent
	1-2		8	50.0	50.0
3-4		8	50.0	50.0	100.0
Total		16	100.0	100.0	

Source: Survey2022

From the educational background of respondents, 10(62.5 %) have a 1<sup>st</sup> degree and 6(37.5 %) have a master's degree. Regarding income level employees who earn 1400-2350 is count to be 2 (12.5 %), 2351-3550 is 8 (50 %), 3551-5000 is 4 (25 %) and employees who earn more than 5000 is 2 (12.5 %). When we look at the experience they have, 8 (50 %) have an experience of 1-2 years while the rest 8 (50 %) have experienced between 3-4 years.

**Table 8 Information Collection from Employees**

Information Collection from Employees		Frequency	Percent	Mean	Variance	SD
	neutral		4	25.0	4.3750	.839
agree		2	12.5			
strongly agree		10	62.5			
Total		16	100.0			
Information Transfer to Supervisors		Frequency	Percent	Mean	Variance	SD
	disagree		2	12.5	4.1250	1.268
neutral		2	12.5			
agree		4	25.0			
strongly agree		8	50.0			
Total		16	100.0			
Employees Idea Contribution		Frequency	Percent	Mean	Variance	SD
	strongly disagree		4	25.0	3.8750	3.268
agree		2	12.5			
strongly agree		10	62.5			
Total		16	100.0			

<b>Design from Employee Recommendation</b>		Frequency	Percent	Mean	Variance	SD
	strongly disagree	10	62.5			
	neutral	2	12.5			
	agree	2	12.5	4.1250	2.125	1.45774
	strongly agree	2	12.5			
	Total	16	100.0			
<b>Reflection of Customers Behavior</b>		Frequency	Percent	Mean	Variance	SD
	strongly disagree	4	25.0			
	agree	4	25.0			
	strongly agree	8	50.0	3.7500	3.071	1.75255
	Total	16	100.0			
<b>Number of Walk-In Customers</b>		Frequency	Percent	Mean	Variance	SD
	strongly disagree	2	12.5			
	neutral	2	12.5			
	agree	4	25.0	4.0000	2.000	1.41421
	strongly agree	8	50.0			
	Total	16	100.0			
<b>Increment</b>		Frequency	Percent	Mean	Variance	SD
	strongly disagree	4	25.0			
	agree	4	25.0			
	strongly agree	8	50.0	3.7500	3.071	1.75255
	Total	16	100.0			
<b>Ad's help to Sale the Service</b>		Frequency	Percent	Mean	Variance	SD
	strongly disagree	4	25.0			
	neutral	2	12.5			
	agree	4	25.0	3.5000	2.857	1.69031
	strongly agree	6	37.5			
	Total	16	100.0			

Source: Survey2022

From the total of 8 respondents, 2 (12.5 %) agreed and 10 (62.5 %) strongly agreed that they collect information about the company from customers while the rest 4 (25 %) responded neutrally. The mean value is found to be 4.375 with variance and standard deviation of 0.839 and 0.91613 respectively. This implies that employees of the company are curious about what the customers think and collect that information using different methods. This will help the company to acquire firsthand information about the customers' feelings.

From the table above 2 (12.5 %) out of the total disagreed, 4 (25 %) agreed, 8 %) strongly agreed that they pass the information they have collected to the supervisors while 2 (12.5 %) were neutral. The mean value, the variance, and the standard deviation is counted to be 4.125, 1.268, and 1.12599 respectively. This means that the company will acquire information about what the customers feel about the company.

Regarding the contribution, the employees will have while the company designs its ad, 4 (25 %) strongly disagree, 2 (12.5 %) agree and the rest 10 (62.5 %) strongly agreed on the issue. The mean value is 3.875 with the variance and standard deviation of 3.268 and 1.80772 respectively. From the data, it could be drawn that regardless of the acceptance or rejection of the idea employees give their thought for the company to design better advertising that attracts the attention of its customers, motivate customers to see the ad and it is appropriate since the employees are the once who have direct contact with customers.

Out of the total respondents, 10 (62.5 %) strongly disagree that the company's ad is designed as per the recommendation they forwarded, an equal amount of respondents that is 2(12.5 %) agreed, strongly agreed, and responded neutrally. The mean value, in this case, is found to be 4.125 with a variance of 2.125 and a standard deviation of 1.45774.

From the table above 2 (25 %) strongly disagreed that the company's ad reflects its customers' behavior, while 2 (25 %) and 4 (50 %) agreed and strongly agreed on the issue respectively. The mean value is 3.75 with variance and standard deviation of 3.071 and 1.75255 respectively. From the data, it could be said that the company's ad doesn't reflect customers' behavior which might make customers not give the necessary attention in which creates destruction on customers.

Respondents were asked if walk-in customers' numbers have increased after the ad and the response is as follows. 1 (12.5 %) strongly disagree, 2 (25 %) agreed and 4 (50 %) strongly agree while the rest 1 (12.5 %) responded neutral. From the data so far the number of customers has increased probably not just because of the advertising made but because of other options. **Sales**

From the above table, 2 (25 %) strongly disagree, 2 (25 %) agree and the rest 4 (50 %) strongly agreed that the company's sales have increased after the launch of advertising. The mean value is found to be 3.75 with variance and standard deviation of 3.071 and 1.75255 respectively.

From the total of 8 respondents, 2 (25 %) strongly disagree, 1 (12.5 %) were neutral, 2 (25 %) agreed and the rest 3 (37.5 %) strongly agreed that the company's ad help them to sell the company's service.

#### **4.7 Interview Analysis with Marketing Manager of Berehan Bank**

1) What steps do you take /consider in developing your advertising strategy?

The marketing manager has responded that in the company the first thing they will be doing is that assessing the customers through different methods. One of the methods is by asking the employees about the customers. After acquiring the necessary information concepts will be developed in a team and it will be sent to advertising agencies.

2) How does the company's advertising affect (positively or negatively) the bank?

The advertising is beneficial not only for our company but also the bank. The advertising will tell about the service of the company, it also tells where could customers get the service. With this, it will help the bank of course for ethical issues we cannot advertise the bank in the advertising.

3) How does the company ad support your marketing objective?

As it is known Marketing Objective is the base for sub-objectives. Every marketing plan should support other marketing activities for example the promotion that is designed should work in line with the product or service of the company since the aim of advertising is to deliver a message about the company's service. So the advertising we design describes what service we provide, about the benefit of the service, where it is found and many more with this the company's sales increases from time to time.

4) What are the customers' and employees' participation in developing the company's advertising?

About customers, there is no doubt about it they are the primary participants who are helpful in developing the advertising. It is for this reason that the ultimate goal of advertising that is designed is to motivate customers, to initiate a purchase, to remind customers, to address customers in general so when we think of designing an ad it is customers that we think first, we collect information about customers. The information is gathered through our employees. In this case, both customers and employees participate in developing the company's ad one way or another.

5) How far you have created awareness about your service through advertisement?

We cannot say exactly this much because advertising is not the only tool we use to create awareness about our services. To pinpoint the exact number we need to do research, however; it is possible to say our customers know our services, where they could acquire it, the benefits of the service, and other necessary information. This is all that I can say at this particular point.

#### **4.8 Interview Analysis with branch Managers**

1) How helpful is the company's advertising for the bank? Explain in what perspective does it help?

Two of the managers explained that without proper research it is not possible to say the company's advertising is helpful or not. However, readily speaking even if it's not in a desirable amount the advertising that the company launches helps at least the customers to visit the bank.

2) What effect does the advertising have on your bank's image at profitability?

So far there is no harm made to our bank because of the company's advertising plus that the bank designs and launches its advertising to its customers and use different promotional tools so that the bank's image is not affected by Berehan Bank's advertising. The other thing is that customers don't associate Berehan Bank with our bank.

3) Does the advertising create awareness about the service? Please explain how and to what extent?

It's yes and no, the advertising gives a hint about the service of-course not all customers have an equal understanding of issues. However, all customers that visit our bank to use the service, like to have detailed information about the service before purchase. When we consider this it is possible to say the advertising lacks explanations but at least it is possible to know where the service could be acquired.

4) To what extent do you think the advertising is customer-oriented?

Based on the rough data we have, the advertising should be designed in a way to address customers and attract more customers with detailed explanations about the service based on the understanding level they have.

5) Did the company's advertising help you achieve your objective? Please explain?

Again it requires research but in some way, it helps to achieve the objective set for this particular service.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter deals with the summary of major findings which is discussed in the third chapter to its brief, a conclusion to the finding and the possible solutions or remedies that need to be considered by the company to address the problems that is raised to make the company much better.

#### 5.1. Summary of Major Findings

##### 5.1.1. Customers Response

The majority of the respondents (92 or 62.5 %) agreed that the advertising of the company is not in a position to make customers purchase the company's service. Similarly more than half of the response (96 or 53.3 %) shows that the company's advertising doesn't have strong power to convince customers and make them purchase the service of the company. As advertising is useful in attracting new customers to the company, almost all responses which is 97 or 88.8 % agreed that the company's advertising is not attracting new customers to use the company's service. With the above statement, almost a similar number of responses (104 or 89.2 %) said that the advertising that is designed and launched by the company is not capable enough to create a powerful brand image in the minds of its customers. From the responses, 85.5 % of respondents agree that the number of customers increased if at all it does, not because of the company's advertising.

More than half of the respondents, (66.1 % or 119) claim that they have purchased the company's service not because of the advertising launched. Almost all responses, (93.9 % or 169) show that customers have not understood the message that the company likes to transfer to its customers through its advertising. Regarding whether customers have been initiated or not, 67.8 % of respondents claim that they have not been motivated to purchase the company's service after they have observed the company's advertising. The majority of respondents, which is 74.4 %, claim that the company's advertising is not focused or to the point that might create diversions. Almost all responses (97.2 %) show that the company's advertising does not relate to the customers day to day life.

A little number of respondents, 2.8 %, agrees that the advertising gives information where customers could get the service. However, regarding the information provided through the advertising about the usage of the service, most of them (86.7 %) agreed that it doesn't provide that information. Much higher than half number of respondents (78.4 %) claim that the

company's advertising doesn't provide them with the benefits packages that the company sets for customers' prior purchase. A somehow similar number of respondents as the previous statement (76.1 %) said that the advertising is not designed as per the intellect of customers which might create misunderstanding of the message or confusion. 70.6 % of respondents agreed that the company's advertising is not as explanatory as it should be about the purpose of the service which is one of the most important issues for customers.

119 or 66.2 % of respondents agreed that the advertising is not influencing customers to trust banks. Majority of respondents 80% claim that they don't prefer a bank to purchase from. Almost all 90.5 % of the respondents said that they don't acquire information that explains the banks through the company's advertising. More than half of the respondents which count to be 111 or 61.7 % is not in a position to encourage or motivate customers to purchase the service from the bank. 70 % of the response result shows that the company's advertising is exaggerated compared to the service the company provides.

115 or 63.9 % of the respondents claim that the company does not check what the customer's interest is before designing its advertising. Almost the same rate of response (120 or 66.7 %) as the previous one is found saying the company does not ask its customers about the advertising. More than half of the respondents which count to be 125 or 69.4 % said that the company's advertising doesn't consider the customers' value. Almost all responses 92.8 % depict that customers' culture is not reflected in the company's advertising. 91.1 % of respondents said that the company is not reaching customers through its advertising.

### **5.1.2. Employee Response**

More than half of employee respondents (12 or 75%) said that they collect valuable information about customers. Not only this, they pass on the information to the immediate supervisor for deliberation by the management. 75 % of the employee respondents claim that they contribute ideas to the company while the company designs its advertising. However, when it comes to if the company design advertisings based on the employee's recommendation, a majority which is 62.5 % said that the company is not designing its advertising based on the employee's recommendation. 75 % of responses show that the company's advertising reflects customer behavior and the number of walk-in customers has increased after the launch of the advertising. 75 % of respondents claim that the company's sales have increased after the launch of the advertising. Lastly, 62.5 % of responses show that the company's advertising helps employees to sell the company's service to its customers.

## 5.2. Conclusion

With the discrepancy seen between the responses of customers and employees, the following conclusions could be drawn from the findings.

The company's advertising is not good enough to make customers purchase the product and it is not attracting new customers to the company by convincing customers to do so as it should do. This is because of many reasons, however; to mention some the advertising is not attractive for customers to purchase the company's service, or the advertising is not as per their preference. If this is the case the company will incur more cost than profit because all the time customers will live the company for a different reason not probably because they are dissatisfied only. This is not the only thing; the company's brand will not be developed in the minds of customers to be remembered and used for future reference.

From the findings, it is possible to say the company's ads is not transferring the message to be understood by a majority of the customers. This is because the advertising uses a language which is not understood by customers, when it is said language it means that the words used or the other reason is that the audio is not inappropriate balance not only this lack of focus is also the possible result. In addition to that, the customers are not motivated to purchase the service of the company which might decrease the company's profit and in a long run, the company might not be able to generate income. The other thing is that customers do not associate the company's advertising with their day-to-day activity.

The advertising is not helping customers in explaining how to use the service in which case customers are forced to ask employees about how to use the service. This is not an efficient way on many levels; one it wastes employees' time which they could serve other customers, two it makes employees aggressive because they waste their time, three customers will not be confident enough to purchase without asking too many questions. The company does not understand the customer's intellect too which the company will make the advertising sophisticated to be understood by customers.

Agents are those entities that serve customers in a close area and help the company to address its customers more efficiently. However, customers are not purchasing the service from the bank because the company's advertising is not creating trust in customers about the bank. This will increase the cost of employees as well as the company. Because of this, the company's sales is not boosting as it supposes to be. The company's advertising is exaggerated compared to its service which creates excess expectation. This expectation will result in easy dissatisfaction of customers because the actual service customers get will be much lesser than what they expect in



the first place.

The company doesn't collect information about its customers while designing its advertising. It is also true that the company doesn't collect information about the advertising after its launch. Without knowing about the target audiences it is inefficient to select the media, inefficient message design, and inefficient address of customers and take corrective actions. If this is the case the message will be misunderstood and change the whole scenario. As customers give high emphasis on their culture and value the company's advertising doesn't consider that. Without these two ingredients, the customers will not give attention to the advertisement of the company. The company is not reaching its customers through advertising. This is because either the time that the advertising is broadcasted is not appropriate or the media used is not appropriate or the program in which the advertising is transmitted is not appropriate.

### **5.3. Recommendation**

This part will be discussing the possible solutions that the company could undertake to achieve its advertising objective. The recommendations are based on the findings that were discussed previously.

The company should research to know the customers' preference, this will give the company to design advertising in attracting way. If the advertising of the company is attractive enough customers will be attracted to see the advertising and probably new customers will be purchasing the service. The company should also consider the brand of the company while designing the advertising. It means that the company should transfer the brand message starting from the music used in the background, the actors and actresses used in the advertising, the words used.

The company should design a message with easy language which means words that are to be understood by its audiences. If this is the case, customers will understand the messages that the company wants to transfer. The message should be designed in a unique way in which customers will associate the advertising in their day-to-day activity and so that the customers will be reminded of it. If the company has designed its advertising in such a way the customers will be motivated to purchase the service as well the company will be saving a lot of costs.

The company's advertising should explain how to use the service so that employees will not be wasting their time in explaining how to use the service, what are the things customers should do while using the service. The company should also conduct research not only to understand customers' preferences but also to understand the intellect customers have. This will help the company in minimizing the cost of advertising because the company will be able to design its advertising in an effective way to attract new customers, to explain how the service works, to minimize the workload of employees in explaining the service.

The company should create trust in customers to purchase the service from the bank through its advertising so as the company could address many more customers through its agents. This will minimize the cost of the company; management costs, registration costs, and other costs. The company's advertising should be designed in the capacity of the company and should reflect the services quality and features. The more the company's advertising is exaggerated, the more customers expect and if the company could not keep with that expectation the customers will easily

become dissatisfied.

The company should collect information about the effectiveness of its advertising, one way of doing so is researching the launch of the advertising, the other way is to collect information from its employees what the customers think of the service and how did they hear about the service meaning is it through advertising of the company or other means. This will help the company while designing new advertising to take corrective actions on the defects of the previous advertising. The research will also help the company to know the target audiences, to determine the time that the advertising will be broadcasted, in which programs it will be broadcasted, the media will be determined by this. This way the company could address the audiences efficiently.

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# APPENDICES

**Appendices A**  
**St. Mary's University**

**MA Program of Marketing Management Questionnaire to be filled by Customers**

Dear respondents,

This study entitled “ASSESSMENT OF PRACTICES AND CHALLENGES OF ADVERTISING STRATEGY: THE CASE OF BERHAN BANK S.C” is conducted in partial fulfillment for MA degree in Marketing Management at St. Mary's University. To this end, data will be mainly gathered via questionnaire. The information that you provide will be used only for academic purpose. The validity of your response has a high contribution to the success of my study due to this reason I would like to ask with due respect to give the right response. All information you provide to this study will be kept strictly confidential. Thank you for your willingness to spare 15 minutes from your precious time to participate in this study.

**Instruction**

- Give your response by placing “X” signs in the box.
- No need to write your name.

**Part I: Personal Information**

1. Sex
  - a) Male
  - b) Female
2. Age
  - a) 15-20
  - b) 21-26
  - c) 27-32
  - d) 33-38
  - e) 39-44
  - f) >44
3. Educational Background
  - a) 10<sup>th</sup>/ 12<sup>th</sup> completed
  - b) Certificate
  - c) Diploma
  - d) 1<sup>st</sup> degree
  - e) 2<sup>nd</sup> degree and above
4. For how long have you been a customer of Berehan Bank? \_\_\_\_\_

**Part II: Advertising strategy related questions**

The following questions are aimed to assess your perception towards the advertising practices of Berhan Bank. Please indicate the extent to which you agree/ disagree on the statements using five-point Likert scale (1=strongly disagree, 5=strongly agree).

**1=Strongly Disagree 2=Disagree 3=Neutral 4= Agree 5=Strongly agree**

1 Advertising strategy development						
Item no.	Description	1	2	3	4	5
1.	The company assess my interest in designing the advertising					
2.	The company asks me about the advertising					
3.	The company cares about my value in designing the advertising					
4.	The company reflects my culture in the advertising					
5.	The company reaches customers effectively through its advertising					
2 Company Advertising Strategy in support of marketing objective						
6	The advertising that the company transmits makes me purchase more of the service					

7.	The advertising of the company has a strong power to convince its customer					
8.	The company's advertisement is capable enough to attract new customers					
9.	The advertising that the company launches is powerful in creating the company's brand image					
10.	The company's advertising increases the number the number of customers					

**3 The company's advertising effectiveness Berehan bank**

11.	I trust the bank that provide the service because of the advertising					
12.	I prefer Berehan bank to transact with because of the advertising made					
13.	The advertising explains about the bank					
14.	The advertising of the company encourages customers to transact with the bank					
15.	The company's advertising is exaggerated compared to the service					

**4 Advertising influence customers to use services**

16.	I use the company's service because of its advertising					
17.	I easily understand the message that the company want to deliver					
18.	After I see the company's advertising, I become initiated to purchase the service					
19.	The company's advertising is focused/to the point					
20.	I associate the advertising with my day-to-day life					

**5 Advertising create knowledge about the company**

21.	The company's advertising gives information where I could get the service					
22.	The company informs me about the usage of the service through advertising					
23.	The company's advertising informs about the benefit packages of the service before purchase					
24.	The company's advertising is designed as per my intellect					
25.	The purpose of the product is explained well through the company's advertising					

If you have any additional suggestions

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**Appendices B**  
**St. Mary's University**  
**MA Program of Marketing Management**  
**Questionnaire to be filled by employees**

Dear respondents,

This study entitled “ASSESSMENT OF PRACTICES AND CHALLENGES OF ADVERTISING STRATEGY: THE CASE OF BERHAN BANK S.C” is conducted in partial fulfillment for MA degree in Marketing Management at St. Mary's University. To this end, data will be mainly gathered via questionnaire. The information that you provide will be used only for academic purpose. The validity of your response has a high contribution to the success of my study due to this reason I would like to ask with due respect to give the right response. All information you provide to this study will be kept strictly confidential. Thank you for your willingness to spare 15 minutes from your precious time to participate in this study.

**Instruction**

- Give your response by placing “X” sign in the box.
- No need to write your name.

**Part I: Demographic Questions**

1. Educational Background
  - a) 10/12Completed degree and above
  - b) Certificate
  - c) Diploma
  - d) 1<sup>st</sup> Degree
  - e) second degree and above
2. Monthly income (in birr)
  - A\_ Less than 3000
  - b) 3000-5999
  - c) 6000-8,999
  - d) 9000-11,999
  - e) 12,000 and above
3. Experience in the bank
  - a) 1-2years
  - b) 3-4years
  - c) 5-6 years
  - d) ≥7years
4. Could you please specify your work unit? \_\_\_\_\_

**Part II: Advertising strategy related questions**

The following questions are aimed to assess your perception towards the advertising practices of Berhan Bank. Please indicate the extent to which you agree/ disagree on the statements using five-point Likert scale (1=strongly disagree, 5=strongly agree).

**1=Strongly Disagree 2=Disagree 3=Neutral 4= Agree 5=Strongly agree**

Item no.	Description	1	2	3	4	5
1.	I collect information about the company from customers					
2.	I pass the collected information to the immediate supervisor					
3.	I contribute ideas for the company's advertising					
4.	The advertising message is understood by the customers					
5.	The advertising is designed as per my recommendation					
6.	The advertising reflects the customers' behavior					
7.	Wake in customers has increased after the advertising					
8.	Sales of the company have increased after the advertising					
9.	The company's advertising helps me to sell the service					

**በቅድስትማርያምዩኒቨርሲቲ**

**የድህረ-ምረቃ ትምህርት ቤት**

**የገበያ ጥናት አመራር ትምህርት ክፍል**

አሁን በቅድስት ማርያም ዩኒቨርሲቲ የገበያ ጥናት አመራር ትምህርት ክፍል የድህረ ምረቃ ትምህርት እየተከታተኩ እገኛለሁ። የገበያ ጥናት አመራር ትምህርት ማስተራት ዲግሪ ማሟያ ይሆን ዘንድ ብርሃን ባንክ አ.ማ ደንበኞች ላይ ጥናት እያደረጉ እገኛለሁ። የዚህ መጠይቅ አላማ ከደንበኞች መረጃ ማሰባሰብ ነው። የምትሰጡት መረጃ ሚስጥራዊነት እጅግ የሚጠበቅ ሲሆን ለማንኛውም ሰነድ ወገን የማይተላለፍ እና ለታለ መለት ጥናት ብቻ እንደሚውል አረጋግጥላችኋለሁ። ለታለመለት የጥናት አላማ ምላሻችሁ ጠቃሚ ግብአት ይሆን ዘንድ ሁሉንም ጥያቄዎች በጥንቃቄ ትመልሱ ዘንድ አጥኝው በአክብሮት ይጠይቃል።

ጥናቱን በተመለከተ ማንኛውም አይነት ጥያቄ እና ሀሳብ ካለዎት በሚከተለው አድራሻ ሊያገኙኝ ይችላሉ። ስልክቁጥር +251911146477

**አጠቃላይ መረጃ**

- ስምዎትን መጻፍ አያስፈልግም።
- ለሁሉም ጥያቄዎች ምላሽዎትን ለማሳየት ይህን ምልክት (✓) ከፊቱ ባለው ሳጥን ያስቀምጡ። ለትብብርዎ

**እና ወቅታዊ ምላሽዎ በቅድሚያ አመሰግናለሁ!!**

**ክፍል አንድ፡ የግል መረጃ**

1. ጾታ  
ሀ) ወንድ  ለ) ሴት
2. ዕድሜ  
ሀ) 15-20  ለ) 21-26  ሐ) 27-32  መ) 33-38  ሠ) 39-44  ረ) >44
3. የትምህርት ዳራ  
ሀ) 10ኛ/12ኛ ያጠናቀቀ  ለ) ሰርተፍኬት)  ሐ. ዲፕሎማ)  መ. 1ኛ ዲግሪ)  ሠ. 2ኛ ዲግሪ እና ከዚያ በላይ
4. የብርሀን ባንክ ደንበኛ ሆነው ለምን ያህል ጊዜ ቆዩ?-----

**ክፍል ሁለት፡** የማስታወቂያ ስትራቴጂ ነክ ጥያቄዎች የሚከተሉት ጥያቄዎች የታለሙት ስለ ብርሃን ባንክ የማስታወቂያ አሰራር ያለዎትን አመለካከት ለመገምገም ነው። እባኩትን ባለ አምስት ነጥብ ላይ ሮት ሚዛን በመጠቀም የተስማሙበትን/ ያልተስማሙበትን መጠን ያመልክቱ (1= በጣም አልሰማማም ፣ 5= በጣም እስማማለሁ)።

1= በጣም አልሰማማም 2=አልሰማማም 3=ገለልተኛ 4=እስማማለሁ 5=በጣም እስማማለሁ

1 የማስታወቂያ ስትራቴጂ ልማት						
ንጥል ቁጥር.	መግለጫ/መዘርዘር	1	2	3	4	5
1.	ኩባንያው ማስታወቂያውን ለመንደፍ ያለኝን ፍላጎት ይገመግማል					
2.	ኩባንያው ስለ ማስታወቂያው ይጠይቀኛል።					
3.	ኩባንያው ማስታወቂያውን ለመንደፍ ያለኝን ዋጋ ያስባል					
4.	ኩባንያው በማስታወቂያው ውስጥ ባህሌን ያንጸባርቃል					
5.	ኩባንያው በማስታወቂያው በኩል ደንበኞችን በብቃት ይደርሳል					

**2 የኩባንያው የማስታወቂያ ስትራቴጂ የግብይት ዓላማን ይደግፋል**

6	ኩባንያው የሚያስተላልፈው ማስታወቂያ አገልግሎቱን የበለጠ እንድንዝ ያደርገኛል።					
7.	የኩባንያው ማስታወቂያ ደንበኛውን ለማሳመን ጠንካራ ኃይል አለው					
8.	የኩባንያው ማስታወቂያ አዳዲስ ደንበኞችን ለመሳብ በቂ ነው					
9.	ኩባንያው ያስጀመረው ማስታወቂያ የኩባንያውን የምርት ምስል በመፍጠር ረገድ ኃይለኛ ነው።					
10.	የኩባንያው ማስታወቂያ የደንበኞችን ቁጥር ይጨምራል					

**3 የኩባንያው የማስታወቂያ ውጤታማነት**

11.	በማስታወቂያው ምክንያት አገልግሎቱን የሚሰጠውን ባንክ አምናለሁ።					
12.	በማስታወቂያው ምክንያት ከብርሀን ባንክ ጋር ግብይት ባደርግ እመርጣለሁ።					
13.	ማስታወቂያው ስለ ባንኩ ያብራራል።					
14.	የኩባንያው ማስታወቂያ ደንበኞች ከባንኩ ጋር እንዲገበያዩ ያበረታታል።					
15.	የኩባንያው ማስታወቂያ ከአገልግሎቱ ጋር ሲነጻጸር የተጋነነ ነው					

**4 ማስታወቂያው ደንበኞች አገልግሎቶችን እንዲጠቀሙ ተጽዕኖ ያሳድራል**

16.	በማስታወቂያው ምክንያት የኩባንያውን አገልግሎት እጠቀማለሁ።					
17.	ኩባንያው ሊያደርስ የሚፈልገውን መልእክት በቀላሉ እረዳለሁ።					
18.	የኩባንያውን ማስታወቂያ ካየሁ በኋላ አገልግሎቱን ለመግዛት ተነሳሳሁ					
19.	የኩባንያው ማስታወቂያ አገልግሎቱ ላይ ያተኮረ ነው / ወደ ነጥቡ ነው					
20.	ማስታወቂያውን ከዕለት ተዕለት ህይወቴ ጋር አዛምጄዋለሁ					

**5 ማስታወቂያ ስለ ኩባንያው እውቀት ይፈጥራል**

21.	የኩባንያው ማስታወቂያ አገልግሎቱን የት ማግኘት እንደምችል መረጃ ይሰጣል					
22.	ኩባንያው በማስታወቂያ በኩል የአገልግሎቱን አጠቃቀም ያሳውቀኛል					
23.	የኩባንያው ማስታወቂያ ከመገዛቱ በፊት ስለ አገልግሎቱ ጥቅሞች ፓኬጆች ያሳውቃል					
24.	የኩባንያው ማስታወቂያ እንደ አእምሮዬ ብቃት የተነደፈ ነው።					
25.	የአገልግሎቱ ዓላማ በኩባንያው ማስታወቂያ በኩል በደንብ ተብራርቷል					

ተጨማሪ ጥቆማዎች/ አስተያየት  
ካሉዎት \_\_\_\_\_

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## **Appendices C**

### **St. Mary's University MA Program**

#### **Department of Marketing Management**

##### **Interview questions for the marketing manager of Berehan Bank**

1. What steps do you take/ considering developing one advertising strategy?
2. How does the company's advertising affect (positively or negatively) the bank?
3. How does the company add to support our marketing objective?
4. What are the customers 'and employees 'participation in developing the company's advertising?
5. How far you have created awareness about your service through advertisement?
6. What challenges do you face in designing and implementing advertising strategy?

##### **Interview questions for the managers of Berehan Bank**

1. How helpful is the company advertising for the bank? Explain perspective does help?
2. What effect does the advertising have on your bank's image at profitability?
3. Does the advertising create awareness about the service? Please explain how and to what extent?
4. To what extent do you think the advertising is customer-oriented?
5. Did the company advertising help you achieve your objective? Please explain?
6. What challenges do you face in designing and implementing advertising strategy?