

**ROLES OF ADVERTISEMENT ON THE
PERFORMANCE OF NIGERIA**

DEPOSIT MONEY BANK

(A Case Study of Polaris Bank Plc)

BY

ANISERE DEBORAH KANYINSOLA

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CERTIFICATION

This is to certify that this research study was conducted by **ANISERE DEBORAH KANYINSOLA** with Matriculation Number **HND/23/BFN/FT/0194** and this work has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) in Banking and Finance, Institute of Finance and Management Studies (IFMS), Kwara State Polytechnic.

.....
MRS. OTAYOKHE E.Y
(PROJECT SUPERVISOR)

.....
DATE

.....
MRS. OTAYOKHE E.Y
(PROJECT COORDINATOR)

.....
DATE

.....
MR. AJIBOYE W.T
(HEAD OF DEPARTMENT)

.....
DATE

.....
EXTERNAL (EXAMINER)

.....
DATE

DEDICATION

I dedicate this project to ALMIGHTY GOD and to my beloved family

[ANISERE’S FAMILY] whose constant support, encouragement and believe in me have been my greatest motivation.

ACKNOWLEDGEMENT

I give thanks to Almighty GOD The sole source and the understanding of knowledge he's the Creator of heaven and Earth and which we dwell in, He kept me among all through the year, thanks to his protection and guidance over me, that he makes it possible for me to complete part of my miles in my academic life

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ABSTRACT

The study examined the effects of advertisement on the success of an organisation using Diamond bank adverts as a study. The objectives behind the study were to find out various advertising strategies employed by Diamond bank to reach its numerous customers, ascertain how effective these advertising strategies are, to ascertain the extent to which these advertisements of Diamond bank have contributed to the patronage of their service in Nigeria and to identify other areas these advertisements have improved in the organisation. A total number of sixty (60) questionnaires were administered to Staff members of diamond banks in Enugu state and a total of fifty two 52 were retrieved were surveyed. The finding of the study revealed that all respondents agree that diamond bank engage in various advertising strategies to reach their numerous audience. Respondents also agree that television advert is the major the advertising media strategy of the bank. The finding of the study also revealed that the various advertising strategy used by diamond bank is very effective toward achieving its objective. The study disclosed that most of the respondents indicated that the various advertisement of diamond bank has improved the area of expansion of the bank system. Also the finding revealed that the various advertisement contribute to the patronage level of the bank and this is to a great extent. It concludes that advertisement is a veritable tool for achieving the objectives of a business organisation. It thus recommends that Banks should pay more attention on their advertising strategies in other to gain more customers.

Keywords: Advertisement, Bank Performance, Customer Satisfaction..

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertising messages can be transferred to the target audience through the respective advertising media. A wide array of media is used for advertising messages. Each medium has its diverse benefits, restrictions and significance. Widely used media are; print media, television, radio, audio visuals, among others. Advertising is a form of communication that ardently tries to convince customers to purchase or devour more of a particular brand of product or service. Advertisements are strategized to create increased consumption of those products or services through the generation and reinforcement of brand loyalty. A brand is seen as an intangible asset made up of the basic features, attributes, customers' benefits and the perceived quality of the product or services (Egwuonwu, Adeniran, & Egwuonwu, 2017). According to Bencollins and Okwuchukwu (2018), one of the many secrets of a successful brand is the ability to influence how customers perceive and appraise their level of satisfaction with the services or products, resulting in a continuous purchase of such products or services and how said products or services are recommended to family and friends. Successful brands continuously deliver benefits that meet and exceed expectations in diverse ways, thereby creating strong user loyalty; this is a scope in the modern competitive environment.

To a large extent, the overall economic development of a country is driven by smooth banking system. It plays a critical role in mobilising the nation's savings and convert them into high investment priorities and better utilisation of resources in a productive manner (Sharma and Pithadia, 2012). The retail banking sector has undergone

considerable changes within the last few decades. The transforming nature of regulations, technology, economic conditions and consumers, have consequently affected the business strategies of decision makers within this industry.

The immense of advertisement in the banking sectors has for long been obvious what more there in Nigeria content with the coming of colonials along with their European culture featuring the establishment of African Banking Corporation in 1892. Then, it was shouldered with the function of distributing England notes (pound sterling) in 1894. Commercial Banking activities began when Bank of British West Africa (BBWA) now First Bank of Nigeria Plc began operation in Lagos. Among many other banks that commence they were bank of America also known as Savana Bank then before liquidation as is well as Polaris Bank Plc.

From the onset these banks have to rival the pre-existing traditional institution using the fad of that time was News paper and radio which gave these banks competitive over the traditional institutions of using via advertisement. This seems a form of marketing communication to stimulate sales.

Although they have placed considerable emphasis on marketing by investing in numerous areas which incorporates advertising and branding, they have experienced several issues and obstacles which have restricted their achievements. Despite all the effort, only nine of the financial service brands appeared in the 2009 Interbrand ranking (Interbrand, 2009). Research explains that they have encountered great difficulty in achieving any sustainable or meaningful form of product differentiation, indicating that branding is a critical issue. In most cases organisations have only succeeded in achieving awareness through advertising by informing consumers about their products and services.

Advertising in Nigeria has undergone several levels of growth over the years. Some of the changes that have marked this growth include the limitation of foreign-owned agencies through indigenization and the introduction of modern advertising innovations such as billboards, mobile advertising, guerilla advertising, testimonials and many more. It is important to consider that advertising agencies in Nigeria manage accounts in a large range (billions) and, more recently, the banking sector whose in-depth and large scale advertising campaigns depend on advertisers for advertising expertise.

To a large extent, the success of the banking sector depends on their ability to create and maintain customer brand loyalty through effective advertising messages. It is critical to remember that because every brand is a promise and pact, customers have certain expectations of the brands they patronize. The use of images, videos and even audio to communicate a message sparks customer interest in goods or services. In order for there to be a spark, the advertisers should ensure that the advertising messages should have an interest in the customer's attitudes. Understanding the customer's attitude is very beneficial because it creates a positive view of that advertisement in the mind of the customer.

Advertising messages that possess the attribute of making the consumer identify his or her self with the brand are more valued than brands that do not. Many experts believe that including brand elements in advertising should increase brand recall (Getrude, 2015).

In this era of information explosion and severe competition in the banking sector for obtaining customer satisfaction and establishing long-term relationships with customers so as to obtain higher market share, customers can have access to many products or services without being loyal to any. Advertisement is an important part in creating consuming reactions in the customers and causes purchase repetition and

loyalty to the brand. Since advertisement affects expectations of products and service quality, its role should be associated with brand loyalty (Aishatu & Lim, 2017).

Banks are trying so hard to keep their brand loyal customers through solid advertising messages to avoid giving their competitors an opportunity to grab their customers. Advertising messages should contain factors like customer satisfaction, customer trust, the company's brand image, product involvement and perceived quality, among others are some factors that generate brand loyalty.

At this point, the emphasis of the pre-dominance of banks and other related financial intermediaries as commercial banks mortgage institutions e.t.c. is quite observable in any economic development of importance arc the laudable role they play in saving mobilization and surveyors of credits like every other business enterprises, they as well parade some product and services 'which contribute to the economy of any country.

In as much as bank keep on offering their products and services they need to undertake special efforts to inform and persuade potential market towards patronizing in their favour. However, the evolving circumstances have posed many challenges on banks management. In the 1970's the idea of rural banking scheme laws introduced by the Central Bank to discourage the inclination of banks toward urban orientation during the course to the ripple in the sake of this policy, the market place 'was stirred by aggressive selling through serious advertisement medium undertaken by banks then Radio took the lead in the different media because of its fastest reach than other in rural areas.

It was not until the 1980's and afterward that marketing made its full entrance into banking operation in Nigeria the Federal Military Government put up failed bank noted as well that the introduction of SAP Structural Adjustment Programme in 1986

played a positive role in increasing the number of banks, the reason is in the objectives of SAP, for its desire was to deregulate the economy and achieve economy recovery through the interplay of monetary variables like money supply, interest rates etc hence by 1997. the number of licensed banks had gone up to 120 (excluding the development of specialized banks like NIDC, NBCI, NACB) the people banks finance houses e.t.c observable in this step increase in banks number is the entrance of new generation banks. Therefore, with this high number of stiff competition becomes the plight of banks.

The traditional big four had their domination, United Bank for Africa, Union Bank, First Bank and Skye Bank changed offered cheque encashment, saving deposit e.t.c and high tech marketing communication of course their regulations were inter put up but already the wheels of high tech advertisement has been set rolling and the role it plays, as marketing communication medium is immeasurable. Actually, advertisement is regarded as the marketing press visible feature in any form of non-personal presentation of product service or ideas by an identical sponsor is referred to as advertisement. These advertisement could either be on Radio, Television, Newspaper, Magazines, Billboard e.t.c. it can further be said that advertisement is investment which is properly conceived and executed that bring gratifying returns.

1.2 Statement of the Problem

As principal as advertising is, communicating to customers and consumers the relevant information about a product or brand and its services as well as the right values that should be associated with it will determine the strength and uniqueness of that product. Profitability of any business spawns from the purchase and repurchase by consumers. This is the most important reason why marketers are out

on an advertising battle to ensure they are the most effective and efficient in delivering ultimate satisfaction.

Some scholars are of the belief that overtime in the life of a brand or product, the role for advertising shifts from an aggressive search for new customers to a defensive stance, to protect the ground won. In this regard, Polaris bank is a brand that have in different ways survived the harsh market competition, yet it must not relent in its effort.

This study seeks to access the unique qualities that distinguish Polaris bank and to examine the extent, to which advertising has influenced their consumer

Banking business and the banking industry generally faced with certain problems in marketing and advertising their banking services. Among these problems are:

I. Low Quality Product (Service):- The quality so services provided by the financial institutions (banks) these days are very low quality.

II. Inadequate Promotional Activities:- Promotional activities like advertisement and publicity are still lacking people have not been quality enough on packages available from these financial institution.

III. Unappealing Price:- Users of the services of the bank usually consider the prices charged by these institutions for their services not appealing.

1.3 Research Questions

The focus of this topic is to identify the effects and role of advertisement in Nigeria Banking Industry. Hence in the cause of the study effort has been made to find solution to the following problem.

- i. What are the various advertising strategies employed by Polaris bank to reach its numerous customers?
- ii. How effective are these advertising strategies on the bank performance of Polaris Bank?
- iii. What is the extent to which these advertisements of Polaris bank have contributed to the patronage of their service in Nigeria?

1.4 Objectives of the Study

Banking business and the banking industry generally in Nigeria has witness some changes and or improvement in the nature scope structure and method of doing business more so in the past two decades. Similarly the banking public for services all these changes have impliedly brought about new culture altogether from this premise the following underlined the motive of this study

- i. To identify the role and effectiveness of advertising in Polaris Bank Plc
- ii. To ascertain how Polaris bank customers perceive advertising messages
- iii. To examine the issues relating to the ability of advertising to build brands with a specific focus on banking institutions and services.

From the above, the study shall be useful to the extent that it will help marketers to determine expected sales return from advertisement expenditures. As well it shall assist in the determination on appropriate marketing mix that optimize sales and reduces marketing expenditure more so, considering the extent to which advertisement is intended to.

1.5 Research Hypothesis

The general hypothesis that will be tested in the course of this project is as follows:

Ho: The Roles of advertisement has no correlation with profitability and efficiency in Nigeria banking system.

Hi: The Roles of advertisement has correlation with profitability and efficiency in Nigeria banking system.

1.6 Significance of the Study

This study explores the factors which are affected by the advertisement and ultimately influence the customers' decision. The study will help the readers understand the customer's behaviour while undergoing the services so that they can devise appropriate and relevant strategy to advertise their product in an excellent way and this research paper will also contribute to already existing knowledge of advertising.

Data generated will also help in determining to an extent the future of advertising in Nigeria. It is also hoped that after the completion of the research, the general reader, academia, banks, and advertisers will find the knowledge gained from the write-up useful. The findings of this study will also add to the body of existing knowledge that will contribute greatly to the area of effects of advertising messages in influencing brand loyalty in Nigeria.

1.7 Scope and Limitation of the Study

This study will focus on Polaris bank customers in Lagos, Nigeria. Also this study is focused on the customer's preference and what influences their preferences.

1.8 Definition of Words

ADVERTISEMENT: Advertisement is the calling of a product to the awareness, observation and attention of the general public especially having communication elements that is non-personal, persuasive, paid for by an identified sponsor used to reach enormous audiences, generate brand awareness, brand differentiation and build effective brand image. Advertising is all about the public attention derived from a paid form of declaration or announcement. The advertising of Polaris banks are created by creative advertisers. Advertisement can be using media such as television, newspaper, radio and magazine is impersonal.

BANK: A bank is a financial institution that helps maintain the economic stability by means of controlling the money market. The institution is in charge of motivating people in investing their money. Zenith and Polaris are examples of banks in Nigeria.

POLARIS BANK Polaris Bank Limited is one of the prominent commercial banks operating in Nigeria. Established in 2018, it operates within the Nigerian banking sector, offering a wide range of financial products and services to individuals, businesses, and institutions.

MESSAGES: A message can either be verbal or non-verbal words either in speech or writing that comes in form of information. It is the content of any and all communication process. The originator of the message in the communication process is the sender and the message is conveyed to the receiver. The message in this study is the information conveyed by both brands.

Marketing: The process of promoting and selling products or services to customers.

Brand Awareness: The extent to which a brand is recognized and remembered by its target audience.

Customer Acquisition: The process of attracting and retaining new customers.

Customer Retention: The ability of a company to retain its existing customers over time.

Return on Investment (ROI): A measure of the return or profit generated by an investment, in this case, advertisement.

Advertising Effectiveness: The extent to which an advertisement achieves its intended goals and objectives.

Target Audience: The specific group of people that an advertisement is intended to reach and influence.

Media Mix: The combination of different media channels used to deliver an advertisement to its target audience.

Brand Image: The perception or reputation of a brand in the minds of its target audience.

Competitive Advantage: A unique benefit or advantage that sets a company apart from its competitors.

Financial Performance: The financial health and stability of a company, measured by indicators such as profitability, revenue growth, and return on equity.

Advertising Strategy: The plan or approach used to create and deliver advertisements.

Message Appeal: The way in which an advertisement communicates its message to the target audience.

Media Planning: The process of selecting and scheduling media channels to deliver an advertisement.

Marketing - Activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people.

Efficiency - The ratio of the useful work performed by a machine or in a process to the total energy expended or heat taken in.

Industry - Industry is the production of goods or related services within an economy.

1.9 Plan and Orgamsat1on of the Study

chapter one will have the background of the study, statement of the research problem, aim and objectives, scope and significance of the study and organization of the study.

Chapter two will treat theoretical framework meaning and historical background of advertisement in Nigeria banking industry development of advertisement objective of advertisement various advertisement media implication for the banking industry.

Chapter three discusses brief history of the case study research methodology sample design source of data procedure for data collection and techniques of data analysis.

Chapter four centres on the data analysis interpretation and discussed data collection and personal data analysis.

Chapter five will discuss the findings, summary, conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter intends to discuss the conceptual framework, literature review and references of the chapter on the role of advertisement in enhancing marketing efficiency on the performance of banking industry which I choose Polaris Bank Plc as the case study.

2.1 Conceptual Review

2.1.1 Concept of Advertising

Yilma (2019) reviewed marketing services' effect on the profitability of commercial banks in Ethiopia. Data were collected from annual reports from 2011-2017, which were analyzed using STATA software. The results suggest a positive and significant effect between income and profitability of the banks. There was no significant effect on the deposit ratio and advertising expenses on the bank's profitability.

Okon, Zita, Mmamel et al (2018) probed the impact of online advertising on the profitability of Ecobank Nigeria PLC. Data were collected from bank financial statements/repository documents. Analysis was done by Bamecric software v. 12 using least squares and regression analysis models. The results suggest that advertisement expenditure had a positive and significant impact on the profitability of Ecobank. The author concluded that online advertising is a robust and verifiable determinant of banking sector profitability.

(Asiagwu, Emuveyan and Utalor, 2022) assessed the influence of advertisements on commercial banks' performance between 2010-2021. The study adopted descriptive

statistics, ADF unit Root, co-integration test and ordinary least square (OLS) from E.V.9.0. The variables used were a log of the amount spent on advertisement while return on asset (ROA) proxy for banking sector performance as dependent variables.

In a cross-sectional study, Etuk, Amiebiet, and Emmanuel (2022) analysed 50 Banks in major urban areas in Lagos. Data collected through structured questionnaires and analyses suggest that advertising had a significant and positive effect on the profitability of Banks.

2.1.2 Concept of Profitability

The goal of any business is centered on profitability. With profitability, businesses, including banking businesses, will survive in the long run. Profitability is measured with an income statement which centers on the analysis of three profitability ratios such as return on asset (ROA), return on equity (ROE), and Net interest margin (NIM) (Eze, 2014, Avgeri, Dedramis and Louri 2021). Profitability can be defined as an accounting profit or economic profit. Accounting profit provides an intermediate view of the viability of the business.

In comparison, economic profit provides long - term perspective of the business (Maker, 2019). Banks' profitability represents one of the significant performance indicators, which shows how the bank has produced and sold services. Bank profitability measures institutional performance. Banks profit by generating more than their expenses; their profit comes from services fees charged from their assets. Internal and external variables usually explain variables of profitability. The internal variables are centered on management decisions affecting policy objectives such as liquidity, risk, credit risk, bank size, financial leverage and management expense. External variables are industry-related factors which include competition.

Advertising informs customers of services and products with the primary intention to persuade and attract them to see the critical features, benefits, and characteristics to create a feeling for the product and finally purchase the product. (Bencollins and Okwuchukwu 2018).

Acar (2019) evaluated the impact of advertising on the performance of Turkey banks using the lag model and found a positive association between advertising expenditure and bank performance, specifically, an increase in " interest income", total operating income and return on assets. The author concluded that advertising expenditure should be capitalized and then amortized instead of incurred as an expense.

Harun and Hasan (2014) investigated the impact of advertising activities on the financial profitability of banks in Bangladesh. Data were collected from annual reports of 13 commercial banks and two state banks from 2012-2015. Data were analyzed using regression analysis—this result in suggesting an insignificant positive relationship between advertisement expenses and the profitability of banking. The result needed to be consistent with previous results, which show that advertising positively and significantly impacted banks' profitability.

Bencollins and Okwuchukwu (2018) investigated the effect of Radio and TV advertising on commercial bank products in Nigeria using a sample of 254proportionally distributed bank staff. Data were analyzed with SPSS software. The result suggests that advertising had a significant positive role in influencing the attitude change, knowledge and behaviour of bank customers with increased bank income.

2.1.3 Advertisement in the Banking Industry

In the introduction the researcher has given an insight on advertising in the marketing of banking product. This chapter focuses on the various definitions by different authors, the role and significant of advertising in the marketing of goods and services with regards to the banking sector. It also reviews fundamental concepts and issues that makes up this project.

It is obvious that marketing is central to any business organization. The ultimate goal of any business organization is to identify and satisfy customers at profit. This goal can only be accomplished if the organization embarks on effective marketing activities.

Marketing in common parlances is synonymous to buying and selling. That is the disposal and the purpose of items of value between two or more people or institutions is generally regarded as marketing. However, marketing is not merely selling goods or services. More so marketing should not be narrowly restricted to a particular division department of an organization, but rather, it is an attitude of mind and a business philosophy that must be adopted by the entire organization personals.

In an attempt to explain the meaning of marketing base on its root of definition, Lancaster and Massinsghan (2017) highlight the following points:

- Marketing focus on the firms or individual intention towards the needs and wants of the market place.

- Marketing is concerned with satisfying the genuine needs and wants specifically defined target markets by creating products or services that satisfy customer requirement.
- Marketing involves analysis planning and control.
- The principle of marketing states that all business decision should be made with careful and systematic consideration of the user. The distinguishing feature of market oriented organization is the way in which it strives to produce customer satisfaction as a way of achieving its own business objectives.
- Marketing is dynamic and operational requiring action as well as planning.
- Marketing organization is able to lead and catalyze the application of the marketing approach.
- Marketing is both an important functional area of management and overall business philosophy, which recognize the identification, satisfaction and retention of customers as the key for prosperity.

However, by the outside of banking premises, Automated Teller Machine machines does not only provide cash to the customers but also in addition advertises to them through programmable dialogue the facilities provided by a particular bank.

Longman (2000) says “advertising is an act of telling people publicly about a product or service in order to persuade them to buy it.

Alonge (2001) feels that advertising can be defined as any paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to prevent and promote product, services and idea.

This means that television advertising is branch of commerce which used to create awareness for particular product and it must be paid for. Television Advertising informs, educates and persuade people to buy the advertised goods or services.

2.1.3.1 Non Personal

First what is non-personal”? There are two ways to sell anything, personal or non-personally. Personal selling requires the seller and buyer to get together while non-personal selling involves the use of various media to reach the consumer/buyer.

Television advertising is directed to group of people with no particular person in mind and it thus non-personal in nature.

2.1.3.2 Communication

This means not only in speech or picture but any way one person can pass information, ideas or feeling to another. Thus, communication uses all these senses, smell, touch, taste, sound and sight. And of all the five only two are really useful in advertising i.e. sound and sight.

2.1.3.3 Information

Information is described as knowledge, fact or news. However you should bear in mind that one person’s information is another’s scam, particularly when advertiser talk about their products. Information comes in many forms it can be complete, it can be blare or deceptive.

2.1.3.4 Paid form

“Paid form” is a pretty straight forward meaning. It is advert created and placed on the media, the costs of creation and time or space in the media must be paid for. This is a major area in which advertising different from public relations.

2.1.3.5 Identified sponsor

Identified sponsor means whosoever is putting out the advertising, must tell audience who they are. Legally, a sponsor must identify herself as sponsor of an advertisement.

This equally establishes the truthfulness of the message unlike propaganda which is another promotion with anonymous or hidden sponsors.

2.1.4 Purpose of advertising

Advertising plays a vital role in marketing consumers' purchasing decision and promotion of a particular Banking products or services. Most consumers have the erroneous impression that promotion is synonymous with advertising and vice-versa.

The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives. There are;

To introduce new product: One of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness.

Persuade customers to buy: Advertising helps in arousing the customer's interest and by so doing persuades them to buy the product.

Creation of demand: Advertising stimulates demand by constantly reminding potential consumers about the availability of the product in the market.

To change consumer belief: Advertisement is a very good instrument that can be used to change consumer mind set about a product or service. Hence, help to tap into their buying power and influence their thoughts.

To create brand loyalty: The demand of the consumers can be maintained by constantly arousing their interest on a particular product and this will ultimately create brand loyalty.

Develop large market: Advertising create large market segment which leads to the development of larger market.

To promote the image of the firm: Advertising builds a corporate image for a company.

- i. It helps to familiarize consumers with the new style of product in the banking industry
- ii. Alert and sensitizes member of marketing channel
- iii. Helps to reduce consumer dissonance.

Despite the growing strength of social networks, television advertising is still the most influential medium in peoples purchase decision. A report from the television bureau of advertising and knowledge networks inc. reveals that 37 percent of television viewers make purchase decision after watching advertisements on television compared to 7percent for social networks. Impact and persuasion are two facts or for a successful Television commercial that arouses viewer interest immediately and remains memorable. Television advertiase4ment demonstrate their influence in a variety ways. Gary White (2008)

Television advertisement influence gender differences between male and female. For example, the frequent use of male voices in voice-overs conveys the notion that males are more credible and authoritative than females. Television advertising influence the impression role appropriate behaviours for both gender, affecting the

popular perception of what makes a successful male or female. For instant commercial about cosmetic further the motion that woman's responsibility is to remain attractive forever.

There are four elements of promotion in the Banking system:

Advertising: Paid non personal presentation and promotion of goods and service by an identified sponsor.

Personal Selling: Verbal presentation of persuasive information to potential customers.

Publicity: Non person stimulation of demand through news that is not paid for by sponsor. In banking newspaper reports give various types of information about the banks.

Sales Promotion: Short term incentive to encourage – use of services. In banking it includes the use of book token, pictorial cheques and the provision of special services for groups.

2.1.5 Importance of Advertising

The public/consumers benefits greatly from advertising expenditures. First, advertisements are informative. The newspaper ads are full of information about products, prices, features and more. Businesses spend more on direct mail than radio or magazine advertising. Direct mail (e.g. catalogs and letters sent by mail to people's homes and offices) is an informative shopping aid for consumers. Most times consumers receive mini catalogs in their newspaper, that tells them what's on sales, where at what price, for how long and more.

Advertising not only informs us about products, it also provides us with free television and radio programmes because money advertisers spend for commercial

time pays for production costs. Advertising also covers the major costs of producing newspapers and magazines.

Newspapers, magazines and radio are especially attractive to local advertisers. However, television offers many advantages to a national advertiser but it's expensive. But few media besides television allow advertisers to reach so many people with such impact. Marketers must choose which media and which programs can be used to reach the audience and what they desire. Different kinds of advertising are used by various organizations to reach different market targets. (Philip Kotler, 2005, 776)

Young (2005) stated that in an effort to improve managing and gain audience attention, advertisers create branding moment that will resonate with target markets, and motivate audiences to purchase the advertised product or service, advertisers copy test their advertisement before releasing them to the public.

Major categories of advertisement used by various organizations include the following:

Retail advertising: Advertising to consumers by various retail stores such as supermarkets and small stores.

Trade advertising: Advertising to wholesalers and retailers by manufacturers to encourage them to carry their products.

Industrial advertising: Advertising from manufacturer to other manufacturers known as "business-to-business" advertising.

Institutional advertising: Advertising designed to create an attractive image for an organization, rather than for a product.

Product advertising: Advertising for a good or service to create interest among consumers, commercial and industrial buyers.

Advocacy advertising: Advertising that supports a particular view on an issue (e.g. an ad in support of fake food and drug control). Such advertising is also known as cause advertising.

Comparison advertising: Advertising that comprises competitive products.

Interactive advertising: Customer- oriented communication that enables customers to choose the information they receive, such as interactive video catalogs that allows customers select items to view.

Online advertising: Advertising messages that are available by computer when customers want to receive them.

2.1.6 Objectives of Advertising

The real objective of advertising is effective communication between producers and consumers with the purpose to sell a product, service, or idea. The main objectives of advertising are as follows:

2.1.6.1 Informative

Objective of advertising is to inform its targeted audience/customers about introduction of new product, update or changes in existing products or product related changes, information regarding new offers and schemes. Informative advertising seeks to develop initial demand for a product. The promotion of any new market entry tends to pursue this objective because marketing success at this stage often depends simply on announcing product availability. Thus, informative advertising is common in the introductory stage of the product life cycle.

2.1.6.2 Persuasive

Objective of advertising is to increase demand for existing product by persuading new customer for first time purchase and existing customers for repurchases. Persuasive advertising attempts to increase demand for an existing product. Persuasive advertising is a competitive type of promotion suited to the growth stage and the early part of the maturity stage of the product life cycle.

2.1.6.3 Reminder

The objective of advertising is to remind customers about existence of product, and ongoing promotional activities. Reminder advertising strives to reinforce previous promotional activity by keeping the name of a product before the public. It is common in the latter part of the maturity stage and throughout the decline stage of the product life cycle.

2.2 Theoretical Framework

2.2.1 Hierarch of effect Theory

The Hierarch of effect theory, also known as the Hierarchy of effects model, is a communication theory that explains the cognitive process underlying the consumer decision-making process, which is foundational to advertising communication and framework. It suggests that consumer goes through steps in their response to the advertisement. The basic concept of the theory is that consumers move through the sequential trajectory of cognitive, affective and behavioural stages in response to advertising stimuli. This is represented in a funnel shape model from awareness at the top to action at the bottom, all directed towards the product purchase. (Nawaz, Almed and Hyder 2014, Wensley 2016).

2.2.2 Marketing Theory

The origin of marketing concept could be traced to Ducker, Peter F (1954). All agree that the purpose of business is to create satisfied customer. Levitt draw a sharp contrast between the selling and marketing concept as follows;

Selling concept focuses on the need of the seller; marketing focuses on the need of buyer. Selling is preoccupied with the seller's need to convert his product into cash.

Bell and Enory (1971) enunciated that the marketing concept has three basic elements viz:

- **Customer Orientation:** knowledge of the customers, which required a thorough understanding of his needs, wants and behaviour should be the focus point of all marketing concept. It implies the development of products and services to meet these needs.
- **Integrated Effort:** ultimately, the firm must be in time with market by placing emphasis on the integration of the marketing function with research, product management, sales and advertising to enhance the firm's total effectiveness.
- **Profit Direction:** the marketing concept intends to make money for the company by focusing attention on profit through customer satisfaction rather than upon sale volume.

2.2.3 Theory of Planned Behaviour

Theory of Planned Behaviour was propounded by Ajzen in (1988). It was argued in the theory that the behaviour of an individual is driven by the behaviour intentions. The behaviour intentions are connected to three (3) determinants which are

subjective norms, an individual's attitude towards behaviour, & perceived behavioural control. Attitude is regarded as the degree a person holds negative or positive feelings of behaviour of interest.

In view of Conner and Armitage (1998), a person's motivation is represented by intentions in the sense of his or her conscious decision or plan to carry out specific behaviours. The subjective norm on the other hand is a person's estimate of social pressure to carry out a specific behaviour. The subjective norms are believed to be made up of two (2) components which work in interaction; beliefs on how people, who are observed to be important to them, want them to behave (Normative behaviour). In addition, perceived behavioural control is regarded to the extent to which the individual can carry out the behaviour. This is made up of two aspects; how confident the individual feels about not being able to perform or being able to perform & how much control an individual has over his behaviour. Planned behaviour is predicted by the theory of planned behaviour. This is because behaviours are always planned (Conner and Armitage, 1998). This theory has wide application to studies which relate to the behaviour of individuals particularly in the individual's intention prediction on his behaviour.

2.2.4 Innovation Diffusion Theory

Everett Roger propounded this theory in 1995. He posits that diffusion is regarded as the process innovation is passed on through channels over a period between the participants in the social system. The Author explains further the decision process of innovation has Five (5) important steps which is:

- i. Knowledge
- ii. Persuasion
- iii. Decision
- iv. Implementation

v. Confirmation

It was described by Rogers that the innovation-diffusion is an uncertainty process of reduction. it can also support the reduction of uncertainty regarding the innovation which include, relative advantage, complexity, observability, compatibility, & triability. Relative advantage is connected to the idea that are providing an organization with competitive edge while compatibility is related to the degree to which the innovation is observed to be consistent with the values of the organization and the potential adopters needs. The degree to which the proposed innovation may be experimented is related to trainability. Furthermore, observability is connected to the degree to which innovation is observable (Everett, 1995).

2.2.5 Technology Acceptance Theory

This theory was propounded by Fred Davis in 1989. The prediction of acceptance of Information technology & the organizational usage by the users was the initial design of the model. It was argued in the model that acceptance by the user is determined by two (2) important beliefs, these are, perceived ease of use & perceived usefulness. Perceived usefulness was defined as the extent to which it is believed by the person that a specific technology will improve his/his job performance, on the other hand, perceived ease of use was defined as the degree to which it is believed by a person that using a technology will be easy Davis (1989).

It was posited further that the attitude of the customers as regards to new technology is affected by the perceived ease of use and how easy it is to use. To measure the perceived usefulness, it is carried out on the scale of if work is carried out faster, improved performance, increased productivity, usefulness & effectiveness. The perceived ease of use is measured on if the technology is easy to learn, understandable & clear, easy to be skillful on its usability easy to remember & controllable. The technology acceptance theory also suggests that intentions are affected by external factors, and actuals are also affected by external factors through

its immediate effect on the perceived usefulness & perceived ease of use. Criticisms were directed to the theory because it failed to account for the cost associated in obtaining new technology. Regardless of this shortcoming, the technology acceptance theory remains one of the most useful models which are available in providing explanation to the adoption of technology in the context of an organization (Davis, 1989). The motivation & the process of e- banking adoption in the commercial banks is informed by this theory.

2.3 Empirical Review

Empirical review of the role of advertisement on the performance of Deposit money Banks in Nigeria. Various scholars have argued that advertising is a critical and integral part of the policy to attract viewers' attention and elicit positive buying behaviours and customer Advertising informs customers of services and products with the primary intention to persuade and attract them to see the critical features, benefits, and characteristics to create a feeling for the product and finally purchase the product. (Bencollins and Okwuchukwu 2018), Acar (2019) evaluated the impact of advertising on the performance of Turkey banks using the lag model and found a positive association between advertising expenditure and bank performance, specifically, an increase in " interest income", total operating income and return on assets. The author concluded that advertising expenditure should be capitalized and then amortized instead of incurred as an expense.

Chinweoke, Anetor et al (2016) scrutinised the impact of marketing services on banking performance. Data were analyzed using ordinary least square techniques and multiple regression. The result suggests that demand deposits had an insignificant impact on the profitability of Nigerian banks ($p < 0.05$). Time and saving deposits significantly impacted bank profitability ($p < 0.05$). The author concluded

that since marketing greatly impacted profitability, banks should be encouraged to engage in relationship marketing.

In their evaluation, (Adejoke, Kosile, et al 2012) explored the effect of relationship marketing on communal bank performance in southwest Nigeria. Data were collected using multistage random sampling through an adapted questionnaire. The result showed a positive and significant relationship between marketing and bank performance; the result also showed that direct marketing is an insignificant predictor of bank performance.

2.4 Gap in Literature

Insufficient exploration of digital advertising: The rise of digital advertising has changed the marketing landscape, but there is a gap in research on how digital advertising affects the performance of Nigerian deposit money banks.

Limited consideration of consumer behavior: Understanding consumer behavior and preferences is crucial in determining the effectiveness of advertising on bank performance. However, there is a gap in research on how consumer behavior influences the impact of advertising on Nigerian deposit money banks.

CHAPTER THREE

3.0 Research Methodology

3.1 Introduction

This chapter provides information on the procedures adopted in collecting data for providing answers to the research questions. Hence, the focus of this chapter is on the discussion of research design, study of population, sample size, sample technique, research instrument, method of data collection and method of data analysis.

3.2 Research Design

Survey research was adopted in this research study because people's views and opinions on the subject matter will be the primary data. This method, as Okoro (2001) notes, selects and studies samples drawn from the population to discover the relative incidence, distribution and inter-relations of sociological and psychological variables. Since this study is an audience research necessitating opinions, attitudes, motivations and individualistic consideration, the survey method was considered most appropriate for the work.

3.3 Population of the Study

Population can be defined as the total number of people living or occupying a specific area, city, country at a particular period. According to Okoro (2001), population is the total number of people including children, the disabled, beggars

and other persons in a particular territory at a particular time. The population is the respondents of people in the Polaris Bank Plc. The population of this research consists of both junior and senior staffs which are (60) staffs of Polaris Bank in the marketing department, operation in Oregun Ikeja Road Lagos state.

3.4 Sample Size and Sampling Techniques

The sample size refers to the total number of respondent representing the population of the study. Thus, for the purpose of this study, the researcher would select its respondents based on the population of the study. 52 respondents were chosen randomly for the study.

Also for the sampling technique, Simple Random Sampling technique will be used for the distribution of the questionnaire. Simple random sampling involves picking respondents at random from the total population study. This sampling technique will enable the research to pick the respondent at random without any restriction or limits.

3.5 Methods of Data Collection

The questionnaire will be used as the method or instrument for data collection. Okoro (2001) acknowledges that the questionnaire has substantial merits to weigh in its favour for gathering information from people about their opinions, attitudes, behaviours and perception on a given phenomenon.

The questionnaire will consist of questions with a few open-ended questions and a majority of close ended questions. The questions will be constructed in simple English to ensure clarity, unambiguity, neutrality and unimpeded responses. The questions will be designed to elicit information about respondents' demographical and psycho graphical characteristics. The questionnaire shall be used to gather relevant data on the Influence of advertisement on performance of Polaris Bank.

3.6 Methods of Data Analysis

The simple percentage method would be used for analyzing the data from the respondents. The analysis would be done in relation to the response given by the respondents of the questionnaire. The data retrieved would also be tabulated and put into different types of diagrams using the Statistical Package for Social Science (SPSS).

3.7 Limitation to the Methodology

Limited Generalizability: This study findings may not be generalizable to other banks in Nigeria or other countries. The unique characteristics of Polaris Bank Plc and the Nigerian banking industry may limit the applicability of the study's findings. The study covers a specific time frame, which may not capture the long-term Roles of Advertisement on the Performance of Deposit Money Banks in Nigeria, A Case Study of Polaris Bank Plc. The study's findings may be influenced by short-term fluctuations in the banking industry.

CHAPTER FOUR

4.0 Data Presentation, Analysis and Interpretation

4.1 Data Presentation

Analysis of the data generated in the course of this study is presented in this chapter. This is presented in tables, showing the frequency and percentages of respondents for easy understanding. The study achieved its objectives by analysing demographic variables, as well as other important data obtained from the respondents. In all, a total number of sixty (60) questionnaires were administered to members of Polaris Bank in Lagos state and a total of fifty 52 were retrieved to be analysed. In order to provide answers to the research questions raised in the study, the data collected were analysed using frequency counts and percentages of data analysis.

DEMOGRAPHICAL PRESENTATION OF THE STUDY

TABLE 1: GENDER DISTRIBUTION OF RESPONDENTS

Gender	Frequency	Percentage (%)
Male	27	51.9%
Female	25	48..1%
TOTAL	52	100%

Source: Field survey 2025

The table above shows that 27 respondents representing 51.9% are male while 25 respondents representing 48.1% are female. This shows that we have more male respondents than female since it has the highest frequency.

TABLE 2: AGE DISTRIBUTION OF RESPONDENTS

Age category	Frequency	Percentage (%)
20-25	10	19.2%
25-30	30	57.7%
31- above	12	23.1%
TOTAL	52	100%

Source: Field survey 2025

From the table above, 10 respondents representing 19.2% is between 20 to 25 years, 30 respondents representing 57.7% is between 25 to 30 years. 12 respondents representing 23.1% is between 31 and above years. This shows that most of the respondents are between 25 and above years, since it has the highest frequency.

TABLE 3: MARITAL STATUS OF RESPONDENTS

Marital	Frequency	Percentage (%)
Single	30	57.7%
Married	20	38.5%
Divorced	2	3.8%
TOTAL	52	100%

Source: Field survey 2025

From the above table, 30 (57.7%) respondents are single, 20 (38.5%) respondents are married and 2 (3.8%) are divorced. This means that most of the respondents are single.

4.1.1 Data Presentation of Core Research Questions

RESEARCH QUESTION ONE: WHAT ARE THE VARIOUS ADVERTISING STRATEGIES EMPLOYED BY POLARIS BANK TO REACH ITS NUMEROUS CUSTOMERS?

To answer this research questions, table 4 and table 5 shall be used.

TABLE 4: DOES DIAMOND BANK ENGAGED IN VARIOUS ADVERTISING TO REACH THEIR AUDIENCE?

Responses	Frequency	Percentage (%)
Yes	52	100%
No	0	10%
Total	100	100.0%

Source: Field survey 2025

From the table above, all 52 (100%) respondents agree that diamond bank engaged in various advertising to reach their audience.

TABLE 5: WHAT IS THE ADVERTISING MEDIA STRATEGY USED BY POLARIS BANK?

Responses	Frequency	Percentage (%)
Television advert	35	67.3%
Radio advert	5	9.6%
Print advert	12	23.1%
TOTAL	100	100%

Source: Field survey 2025

The table above shows that, Most 35 (67.3%) of the respondents says that diamond bank advertising media strategy is the used of television advert, 2 (9.6%) of the respondents says that diamond bank advertising media strategy is the used of Radio advert and 12 (23.1%) of the respondents says that diamond bank advertising media strategy is the used of Print advert.

RESEARCH QUESTION TWO: HOW EFFECTIVE ARE THESE ADVERTISING STRATEGIES?

To answer this research question two, table 6 shall be used.

TABLE 6: HOW EFFECTIVE IS THE ADVERTISING STRATEGY USED BY DIAMOND BANK?

Responses	Frequency	Percentage (%)
Very effective	52	100%
Not effective	0	0%
Total	52	100%

Source: Field survey 2025

From the above table, all 52(100%) respondents agree the advertising strategy used by diamond bank is very effective.

TABLE 7: DOES THE VARIOUS ADVERTISEMENTS CONTRIBUTED TO THE PATRONAGE LEVEL OF THE BANK?

Responses	Frequency	Percentage (%)
Yes	46	88.5%
No	6	11.5%
Total	52	100%

Source: Field survey 2025

From the table above, most 46 (88.5%) respondents agree that various advertisements contribute to the patronage level of the bank while 6 (11.5%) of the respondent disagree with the fact that advertisement contribute to the patronage level of the bank.

RESEARCH THREE: WHAT IS THE EXTENT TO WHICH THESE ADVERTISEMENTS OF POLARIS BANK HAVE CONTRIBUTED TO THE PATRONAGE OF THEIR SERVICE IN NIGERIA?

To answer this research question 3, table 7 and tale 8 shall be used.

TABLE 7: DOES THE VARIOUS ADVERTISEMENTS CONTRIBUTED TO THE PATRONAGE LEVEL OF THE BANK?

Responses	Frequency	Percentage (%)
Yes	46	88.5%
No	6	11.5%
Total	52	100%

Source: Field survey 2025

From the table above, most 46 (88.5%) respondents agree that various advertisements contribute to the patronage level of the bank while 6 (11.5%) of the respondent disagree with the fact that advertisement contribute to the patronage level of the bank.

TABLE 8: TO WHAT EXTENT HAS THE ADVERTISEMENT STRATEGY CONTRIBUTED TO THE PATRONAGE LEVEL OF THE BANK?

Responses	Frequency	Percentage (%)
Great extent	46	88.5%
Low extent	6	11.5%
TOTAL	52	100%

Source: Field survey 2025

From the table above, Most 46 (85%) of the respondent agree that advertisement strategy contribute to the patronage level of the bank to a great extent while 6(11.5%) respondents says that advertisement strategy contribute to the patronage level of the bank to a Low extent.

TABLE 9: DO YOU RECOMMEND THAT POLARIS BANK OF NIGERIA ADVERTISE THEIR BANKING PRODUCT THROUGH NEW TECHNOLOGY?

Variable	Respondents	Percentage
Yes	40	78%
No	12	22%
Total	52	100%

Source: Questionnaire Administered 2025

The above table shows that 40 respondents representing 78% recommended that Polaris Bank of Nigeria should advertise their banking product through the use of new technology while the remaining 12 respondents representing 22% do not make any recommendation on whether Polaris Bank of Nigeria should advertise their banking product through the use of new technology.

TABLE 10: DO YOU THINK ORGANIZATION CAN EARN MORE PROFIT WITHOUT ADVERTISEMENT?

Variable	Respondents	Percentage
Yes	-	-
No	52	100%
Total	52	100%

Source: Questionnaire Administered 2025

The indication of 52 respondents representing 100% are on the opinion of the bank cannot profit without advertisement.

4.2 Data Analysis

		Adevertisng_on_C			
Control Variables		ustomer_Awerenes	Profitability_of_ba	Thebank	provide
-none ^a		s	nk	quality	services
	Adevertisng_on_Customer_Awe	Correlation	1.000	.168	.317
		Significance (2-tailed)	.	.028	<.001
		df	0	170	170
	Profitability_of_bank	Correlation	.168	1.000	.006
		Significance (2-tailed)	.028	.	.941
		df	170	0	170
	Thebank provide quality services	Correlation	.317	.006	1.000
		Significance (2-tailed)	<.001	.941	.
		df	170	170	0
Thebank provide quality services	Adevertisng_on_Customer_Awe	Correlation	1.000	.175	
		Significance (2-tailed)	.	.022	
		df	0	169	
	Profitability_of_bank	Correlation	.175	1.000	
		Significance (2-tailed)	.022	.	
		df	169	0	

a. Cells contain zero-order (Pearson) correlations.

The relationship between customer awareness following advertisements and banks' profitability was explored using the Pearson product-moment correlation coefficient. There was a positive correlation between the two variables ($r = 0.175$, $n = 0.169$, $p = 0.001$), with increased advertisement awareness significantly related to higher bank profitability.

Overall there was a weak positive correlation between advertisement awareness and banks' profitability. An increase in advertisement awareness was correlated with bank profitability. An inspection of Zero- order correlation ($r = 0.168$) suggests that controlling for bank quality services had little effect on the strength of the relationship.

4.3 Data Interpretation

RESEARCH QUESTION ONE: WHAT ARE THE VARIOUS ADVERTISING STRATEGIES EMPLOYED BY DIAMOND BANK TO REACH ITS NUMEROUS CUSTOMERS?

The finding of the study revealed that all respondents agree that diamond bank engage in various advertising strategy to reach their numerous audience and also

among the various media available members of diamond bank agree that television advert is the major advertising media strategy of the bank.

Table 4 and 5 shows that all 52 (100%) respondents agree that diamond bank engaged in various advertising to reach their audience and most 35 (67.3%) of the respondents says that diamond bank advertising media strategy is the used of television advert respectively.

MacBride, et al (1981:61) states that the rise of television as an advertising media are obviously more striking since they started from a zero base only a few decades ago and television as an advertising media have multiplied the amount of visual information and entertainment available to the public to a vast degree and have introduced new dramatic sensations which involve the viewer in far flung events and advertising messages.

RESEARCH QUESTION TWO: HOW EFFECTIVE ARE THE ADVERTISING STRATEGIES ON THE PERFORMANCE OF POLARIS BANK?

The finding of the study also revealed that the various advertising strategy used by diamond bank is very effective toward achieving its objective. Table 6 shown that all 52(100%) respondents agree the advertising strategy used by diamond bank is very effective.

Belch and Blech (2001) points out that method of evaluating the effects of a particular sales promotion or advertising is the awareness tracking studies which counts the number of inquiries and demands gotten during the promotion or advertising while the second is the market source system which calculates a break even rate by dividing the sampling investment by the profits.

RESEARCH THREE: WHAT IS THE EXTENT TO WHICH THESE ADVERTISEMENTS OF POLARIS BANK HAVE CONTRIBUTED TO THE PATRONAGE OF THEIR SERVICE IN NIGERIA?

Also the finding revealed that the various advertisement contribute to the patronage level of the bank and does contribute to a great extent. Table 7 shown that most 46 (88.5%) respondents agree that various advertisements contribute to the patronage level of the bank and Table 8 also shown that Most 46 (85%) of the respondent agrees that advertisement strategy contribute to the patronage level of the bank to a great extent

In a study conducted by international journal of advanced academic research - social sciences and education in the year 2015 on the effect of television advertising on the success of a business organisation using questionnaire as its methodology pointed that MTN Company uses the “KING” of advertising media which is television, as it combines the aural quality of sound and the visual impact of images to produce pictures. For instance, Television uses the complementary nature of sound that makes the universality of the photographic code more meaningful to a homogenous audience luring them to buy.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter sums up all that have been done from the first chapter to the fourth. This research is directed towards the ascertainment of the role of advertisement on the performance using Polaris bank as a case study. The findings from the research instrument adopted would be summarized from the data collected and recommendations put forward.

5.1 Summary of findings

This study was conducted to investigate the role of advertisement on the performance using Polaris bank as a case study. This chapter, however, presents a summary of this study and conclusion which was drawn from the finding of the research work in order to make specific recommendation.

The first chapter of this study contains the introductory part, such as background to the study, statement of the research problem, research objective, research question, significance of the study, scope of the study, the limitations of the study, and operational definition of terms. The objectives behind the study were to find out various advertising strategies employed by Polaris bank to reach its numerous customers, ascertain how effective these advertising strategies are, to ascertain the extent to which these advertisements of Polaris bank have contributed to the patronage of their service in Nigeria.

The second chapter of this study examined nature of advertising, type of advertising, history, importance of television advertising from the conceptual, empirical and

theoretical perspectives, reviewing opinions of various scholars. It consists of: Review of relevant concepts, Review of related studies and Theoretical Framework.

The third chapter focused on the Methodology of the research. It explained the size of the population and selected sample along with how data will be retrieved from the selected sampling frame, methods for collecting data, instrument to be used and how the data will be scrutinized and presented. A total number of sixty (60) questionnaires were administered to Staff members of diamond banks in Enugu state and a total of fifty two 52 were retrieved were surveyed.

The fourth chapter dealt with data analysis and presentation of data, interpretation and discussion of finding from the study. After administrating of the questionnaire for the study, the data derived was analysed, presented and the finding were in the chapter. The finding of the study revealed that all respondents agree that diamond bank engage in various advertising strategies to reach their numerous audience. Respondents also agree that television advert is the major the advertising media strategy of the bank. The finding of the study also revealed that the various advertising strategy used by diamond bank is very effective toward achieving its objective. The study disclosed that most of the respondents indicated that the various advertisement of diamond bank has improved the area of expansion of the bank system. Also the finding revealed that the various advertisement contribute to the patronage level of the bank and this is to a great extent.

However, the chapter five, which is this chapter dealt with summary of the study, conclusion of the study and pertinent recommendation in regard to the findings and conclusion of the study.

5.2 Conclusion

Consequent upon the findings, it can be concluded that advertisement is a veritable tool for achieving the objectives of a banking business. Also, social media adverts is an important medium to reach large audience. Also it can be said that advertisement contributes to the patronage level of the bank.

5.3 Recommendations

The study therefore recommends the following based on the finding of the study;

- i. Banks should pay more attention on their advertising strategies in order to gain more customers.
- ii. Other media platforms such as the online media and social media should be employed to reach audiences and sustain their advertising strategies.
- iii. Banks should try as much as possible to be consistent in their adverts in order to sustain the audience interest in their products.
- iv. Advertising and public relations unit in an organisation should strive to come up with creative and meaningful adverts in order to capture their audience attention and develop other areas in the industry.

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