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COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

International Business, Import Export Management

The Impact of advertising on organizational performance, the case of Hibret Bank S.C

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GSE/0349/13

Advisor: Tewdros wuhib (Assistant Professor)

07,11,2023

ADDIS ABABA, ETHIOPIA

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*A thesis Submitted to Addis Ababa University College of Business and Economics Department
of Management, Graduate Program in Partial Fulfillment of the Requirements for the award
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**ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MANAGEMENT**

07,11,2023

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Declaration

I, Chernet Ashenafi, hereby declare that this thesis titled “The Impact of advertising on organizational performance in case of Hibret Bank S.C” submitted by me for the award of master’s degree in International Business is my original work and it has never been submitted to this or any other university. The material which are found in this thesis are given proper acknowledgement.

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The Impact of advertising on organizational performance in case of Hibret Bank S.C

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TABLE OF CONTENTS

Abstract	3
CHAPTER ONE: INTRODUCTION.....	1
1.1 Background of the study	1
1.2 Statement of the Problem.....	2
1.3 Research questions.....	3
1.4 Objectives of the Study	3
1.4.1 General Objective	3
1.4.2 Specific Objectives	3
1.5 Research Hypothesis.....	4
1.6 Significance of the Study	4
1.7 Scope of the study	5
1.8 Limitation of the study	5
1.9 Organization of the Study	5
CHAPTER TWO: LITERATURE REVIEW	6
2.1 Theoretical Review	6
2.1.1 Concepts and Definition of advertng.....	6
2.1.2 Promotion Mix.....	7
2.1.3 Types of advertising	7
2.1.4 Objectives of Advertising	10
2.1.5 Functions of Advertising.....	10
2.1.6 Characteristics of Effective Advertisement	11
2.1.7 Organizational performance	11
2.2 Empirical Review	12
2.3 Conceptual Framework.....	13
CHAPTER THREE	14
RESEARCH METHODOLOGY.....	14
3.1 Research design	14
3.2 Research Approach	14
3.3 Data source	14
3.4 Target population and sample design	15
3.5 Data Collection Instruments and Procedures	16

3.6 Pilot Study.....	16
3.7 Reliability.....	16
3.8 Model Specifications.....	17
3.9 Ethical considerations	18
CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS	19
4.1 Demographic characteristics of respondents	19
4.1.1 Demographic characteristics of customers	19
4.2 Descriptive Statistics.....	20
4.3 Pearson’s Product Moment Correlation Coefficient	24
4.4 Diagnostics in regression	25
4.4.1 Linearity.....	26
4.4.2 Normality.....	26
4.4.3 Multicollinearity.....	28
4.4.4 Autocorrelation.....	29
4.4.5 Homoscedasticity.....	29
4.5 Regression Analysis	30
4.5.1 Model fit.....	31
4.5.2 Statistical significance of independent variables.....	31
4.5.3 Hypothesis test result of the study	33
CHAPTER 5 - SUMMARY, CONCLUSIONS & RECOMMENDATIONS	35
5.1 Summary.....	35
5.2 Conclusion	35
5.2. Recommendation	37
REFERENCE:.....	38

List of tables	Page
Table 3. 1 Proportional samples	16
Table3. 2 Reliability test	17
Table 4. 1 Demographic characteristics of employees	Error! Bookmark not defined.
Table4. 2 Descriptive statistics for independent variable	21
Table4. 3 Descriptive statistics for dependent variable	23
Table4. 4 Pearson Correlation	25
Table4. 5 Skewness and Kurtosis	27
Table4. 6 Collinearity Statistics	29
Table4. 7 Autocorrelation	29
Table4. 8 Model summery	31
Table4. 9 Significance of independent variables (employees' side)	32
Table4. 10 Hypothesis testing	33

List of Figures

Figure 2. 1 Conceptual Frame Work	13
Figure 4. 1 Scatter plot along diagonal line	26
Figure 4. 2 P-P plot	28
Figure 4. 3 Scatter plot (Homoscedasticity)	30

BREVIATION & ACCRONYMS

Ad	Advertisement
HB	Hibret Bank
S.C	Share Company
SMA	Social media advertising
SPSS	Statistical Package for the Social sciences

Abstract

This study aimed to assess the impact of different advertising channels on the organizational performance of Hibret Bank S.C. The research design employed was descriptive and explanatory, using a quantitative research approach. Primary data was collected through questionnaires distributed among the employees of five branches of Hibret Bank, and a random sample of 206 questionnaires was collected. A pilot study was conducted to test the reliability and validity of the questionnaires, and Cronbach's alpha was used to measure reliability. The analysis involved descriptive statistics for each type variables. To assess the relationship between independent and dependent variables, Pearson's product-moment correlation coefficient was used. The findings indicated a positive correlation between all four types of advertising and organizational performance, with broadcast advertising showing the strongest correlation. The model fit demonstrated a high level of accuracy in predicting organizational performance, with the independent variables explaining 65.3% of the variability. Based on the regression output, three out of four independent variables (social media, outdoor, and broadcast advertising) had a positive and significant relationship with organizational performance, while print advertising was not significant. The hypothesis test concluded that advertising has a positive and significant effect on the organizational performance of Hibret Bank. This finding underscores the importance of advertising in achieving business success, emphasizing the need for Hibret Bank to allocate a substantial budget to advertising in order to remain competitive. It is recommended that the bank actively utilize social media platforms to attract customers, particularly targeting the younger demographic. Considering that print advertising did not show a significant impact on bank's organizational performance, it is advised that banks assess and reallocate their advertising budgets towards other forms of advertising.

Key words: Advertising, Organizational performance

CHAPTER ONE: INTRODUCTION

The introduction part presents the study's general framework including research background, problem statement, both general and specific objectives, the scope the research will cover, the reason/significance for doing this study and the general organization of the study

1.1 Background of the study

Currently the financial sectors in Ethiopia has one Non-depository (investment bank), Development Bank of Ethiopia (DBE); 29 commercial banks; 18 insurance and one reinsurance company; 40 microfinance institutions; six capital goods leasing; eight Fin Techs; more than 20,000 saving & credit cooperatives.

In the 13th regular meeting held by the Cabinet of Ministers, the draft policy to open up the banking sector to foreign banks was discussed and decided to be put into effect. For the last decades our country has closed its doors to foreign banks. However, this will not work anymore because of the globalization and demands of the likes of WTO and IMF. The existing and new commercial banks, and the foreign banks which are yet to come, make the competition in the industry very stiff. This makes advertising mandatory for the industry.

The marketing plan outlines how the company will advertise, distribute, and price its products or services. Advertising is the foundation of any marketing strategy. Public relations, sales and distribution tactics, and advertising should all be included in a marketing plan. Keller and Ketter (2012).

Companies spend money on advertising through a variety of channels, including electronic media, mass media advertising, and exhibitions. Attempts to introduce the product to the consumer mark the start of advertising activity. Advertisement should not be limited to simply introducing a product to consumers; it should be accompanied by ongoing persuasion methods so that consumers become aware of the products presented, develop interest in them, and eventually purchase the product or service supplied.

Hibret Bank is a commercial bank that operates in Ethiopia. As a profit-making institution, the bank is trying to maximize its capital base, maximize ROE, and improve technology to stay up with the newest advancements in the worldwide and local financial services industries (HB S.C.

2021 Annual report). The bank's vision is to be "The Preferred Bank" by providing efficient commercial banking products and services at competitive prices while maintaining the highest level of customer satisfaction through the use of cutting-edge technology, while also increasing the value of its shareholders and the well-being of its employees (Hibret Bank S.C. Annual report 2021).

1.2 Statement of the Problem

All marketers, including banks, connect with their target markets through advertising in this dynamic and competitive environment. The manner in which they communicate and the information provided in their advertisements are insufficiently strong and relevant to grab the attention of customers (Mittal, S., and Pachauri, K. 2013). Marketing is becoming increasingly crucial in today's world. Every business uses marketing strategy to achieve success and progress. Marketing communication is an important component of a company's overall marketing purpose and a primary predictor of success and failure (Terence and Cario, 2013).

Advertising has the potential to enlighten the multitudes, current and future consumers, about a company's services and goods and compel them to visit the company's manufacturing and/or distribution centers for additional information and purchase decisions (Rosenbaum-Elliott, R., 2020).

With the increasing market introduction of new service models and forms, Ethiopia's banking business, particularly in Addis Abeba, is becoming very competitive. Banks from both the public and private sectors are rapidly expanding their networks. Hibret Bank's survival and success as a private financial institution operating in Ethiopia's extremely competitive market-based economy is dependent not only on the quality of services that it provides, but also on its advertisement programs in communicating with its potential market (Shanko et al., 2019).

Because advertising is so important in the value building process, the relationship between firm performance metrics and advertising has received a lot of attention in the existing literature. In order to build long-term relationships with customers and increase shareholder value in a competitive climate, firms must adopt marketing strategies. These marketing methods primarily focus on customer brand awareness, consumer attitudes, repeat purchases, and customer satisfaction

ratings to boost brand awareness and, ultimately, sales (Doyle, 2000). Several studies in various industries have been done to examine the impact of advertising expenditures on business performance as evaluated by sales, profitability, and stock returns (Paton and Williams, 1999; Andras and Srinivasan, 2003).

In their research, Acar and Temiz (2017) revealed a positive and significant association between advertising expenses and financial performance. Aside from the favorable effect, the authors provide the groundwork for establishing the extent to which advertising produces long-term advantages. The findings indicate a long-term beneficial association between advertising expenses and financial performance.

Regardless of the fact that it is one of the most important factors for attracting and retaining bank customers as well as profitability, previous studies on the subject have a significant time gap between the previous study and the current time, necessitating the need for a new one.

1.3 Research questions

1. What is the impact of Social media advertising on organizational performance of HB S.C
2. What is the impact of Print advertising on organizational performance of HB S.C
3. What is the impact of Broadcast advertising on organizational performance of HB S.C
4. What is the impact of Outdoor advertising on organizational performance of HB S.C
5. Which advertising type has strong impact on organizational performance OF HB S.C?

1.4 Objectives of the Study

1.4.1 General Objective

The general objective of the study is to examine the impact of advertisement on organizational performance of Hibret bank S.C.

1.4.2 Specific Objectives

The specific objectives of the study are:

- To assess the impact of Social media advertising on organizational performance of HB S.C?

- To assess the impact of Print advertising on organizational performance of HB S.C?
- To assess the impact of Broadcast advertising on organizational performance of HB S.C
- To assess the impact of Outdoor advertising on organizational performance of HB S.C?
- To compare the degree of impact by the different types of advertisement on organizational performance of HB S.C?

1.5 Research Hypothesis

The aim of this study will be to fill the gap of the current problem thereby bringing the desired solution to enhance the advertisement of the study area. The analysis will be depending on data of the selected sample branches of Hibret Bank in west Addis Ababa district. Based on the existing empirical and theoretical literature, this study will explore the existing advertisement effects. The proposed study has four alternate hypotheses, these are:

Ha1: Advertisement has positive and significant impact on organizational performance of Hibret bank S.C

Ha1.1 Print advertisement has positive and significance impact on organizational performance of Hibret bank S.C

Ha1.2 Social media advertisement has positive and significance impact on organizational performance of Hibret bank S.C

Ha1.3 Broadcast advertisement has positive and significance impact on organizational performance of Hibret bank S.C

Ha1.4 Outdoor advertisement has positive and significance impact on organizational performance of Hibret bank S.C

1.6 Significance of the Study

The study's findings have improved our understanding of the impact of advertising on organizational performance, according to Hibret Bank S.C. This study gave information about strategy formulation in general. It compared the effects of several advertising methods on organizational performance. Furthermore, the study shed more light on the impact of

advertising activity on organizational performance. The findings will also be used as secondary data for future research on the subject.

1.7 Scope of the study

The study's primary goal will be to evaluate the impact of advertising on the bank's performance. The investigation was limited to Hibret Bank S.C.'s west Addis area branches and head office, and it only addressed the company's advertising practices. Due to time constraints, the investigation excluded other Ethiopian commercial banks. The research is being carried out during the academic year 2022G.C. (2014-2015 E.C). The sample branches were chosen based on their customer size and geographic location. The study gathered data using both probability sampling methods.

1.8 Limitation of the study

The primary obstacles impeding the researcher's investigation of the impact of advertising on bank performance in the instance of Hibret bank are a lack of time and the willingness of respondents. As a result, while generalizing the findings of this study, consideration should be given to the research's scope and limitations.

1.9 Organization of the Study

The Second Chapter deals with the review of the related literature concerning the study. The third Chapter deals with an explanation of the research process and the methods adopted for collecting and analyzing data. It focuses on the description the research design, data collection procedure and the likes. Chapter four and five will take the data presentation , analysis and summary part.

CHAPTER TWO: LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Concepts and Definition of adverting

Most of businesses are having a strong idea about what advertising is nowadays what it can do for businesses, and these businesses all have strong opinions and prejudices about advertising. Even though most of the definitions of advertising has common elements it has been defined in different ways by many scholars and business people. Among the varied definitions; some scholars and business people, depending on the perspective, define it as a social process, communication process, an economic and a marketing process, a public relations process, or an information and persuasion process. In the modern definition of Advertising, other key variables, such as audience, media and goals are included. Advertising is described as a persuasion process; which is paid method of persuasion that employs mass and interactive media to reach a large number of people in order to connect an identifiable sponsor with a specific audience (Arens and Bov'ee, 1989).

When advertising is communicated the first point to communicate is Product information. In this definition of advertising, five components of elements are included. These are, when advertising is transmitted, it is usually paid for by the advertiser (most of the time it is not for free), the sponsor is identified, it will be transmitted to address a typically large number of potential consumers or existing customers, it sometimes informs as well as persuade or influence buyers or consumers, and the message is delivered via a variety of mass media and now interactive media to reach those identified target groups. It is a type of communication that is commonly defined as the exchange of meaning or information between individuals through the use of some system of symbol, science, or behavior. It is a variable structure for applied communication that employs both nonverbal and verbal elements to fill specific time and space formats determined by the sponsor (Michael and William, 2017).

An advertising is said to be effective advertising when it results in the formation, modification, or reinforcement of a customer's attitude and buying behavior toward a particular brand or service. There is no one fit advertising in the world. Advertising is most effective when it is

planned with the customer's cultural and individual values in mind, since this helps to change the customer's behavior and induce repurchase intentions (Keller K. & Ketter P., 2012).

2.1.2 Promotion Mix

In the case of promotion, it contains and refers to all of the communication instruments that marketers utilize and use in the marketplace to sell their goods and services. Promotion encompasses all of the marketing communications instruments which are available to the marketer (Aakar et al., 2010). Marketing communications, similar to the marketing mix, has its own promotions mix, where different components of the promotions mix can be linked to provide a unique and novel campaign. Sales promotion, Personal selling and public relations advertising are all components of the promotion mix (Keller K. and Ketter P., 2012; Ferrell and Hartline, 2011). An advertisement is a commercial communication that uses an openly sponsored non-personal message to promote a product or service. It is merely a single component of the promotional mix; however, it is frequently regarded as prominent in the entire marketing mix design.

2.1.3 Types of advertising

Print Advertising

Print advertising has always been a prevalent kind of advertising. It is usual practice to advertise things through magazines, newspapers, flyers, brochures, and print media). In addition, print media provides opportunities for advertising such as promotional pamphlets and leaflets. Newspapers and magazines frequently offer advertising space based on the size of the advertisement, the position of the advertisement in the publication can be in the middle of from page of the print media

Outdoor Advertising (Billboards, Kiosks)

This type of advertising employs a variety of techniques and tools to attract customers outdoors or who are passing by. The most common examples of outdoor advertising are kiosks, billboards and others which organized by the company. Among the outdoor advertisings, Billboard advertising is very popular, but it must be very terse and catchy in order to capture the attention

of passers-by. Kiosks not only provide an easy outlet for the company's products, but they also serve as an effective advertising tool to promote the company's products.

Broadcast Advertising

Unlike the print advertising, broadcast advertising is a popular advertising medium that includes several branches to transmit its product messages, such as television, radio, and the Internet. Starting from the day of its establishment, Television advertisements have been extremely popular, and even though Television and other social medias cover the roles of radio its jingles have also been extremely popular advertising mediums with a large ongoing impact on the audience.

Social media advertising

The main aim of advertising is addressing the message to the people who has interest and potential to buy. For this reason, paid adverts are addressed to a larger target demography using the newly come social media platforms such as Twitter, Facebook and Instagram. Social media advertisings are a simple method to transmit our messages to our customers and prospect customers, in doing so to increase the success of your marketing campaigns. These kinds of advertisings are most of the time cheap and have a high rate of return in a quicker way. It's a type of digital marketing in which paid adverts are sent to your target audience via social media. It is a simple method to engage with customers and increase the success of your marketing campaigns (Shareef and colleagues, 2019).

Below are listed the five M's that should be applied while establishing a program to advertise

Mission

As stated above, when defining Advertisements, it can provide and promote information about products and/or services. By describing the products for the customers the advertisers aim to generate interest in the hearts of the people about the products or services. Those customers can be either existing customers or potential new customers. Once customers know about the mission of the organization, that mission statement has the power to influence buyers to choose a specific brand of product or services. Companies can utilize one product to promote another in order to accomplish a

specific goal. A mission might also simply be to keep clients updated about the product and to keep them thinking about it on a regular basis.

Money

All budgets for communal advertising are concerned with money. Without budget the work of advertising can't be successful. Whether the organization wanted to use television, radio or other print media, in order to confidently reach to its customers money/budget takes the lion's share. This can apply to the media used, the demographics of the ad's target audience, and the location of the ad. This can also include the items they associate with and the length of time the commercials appear. The budget that will be spent for advertising might be more or less expensive depending on different circumstances.

Message

Organizations can have a good mission and budget, however, if their advertising fail to incorporate a clear and attractive message about their products or services it will still be a failure. Message is the method via which the advertisement reaches the intended and targeted audience. Advertisers use different methods to generate messages. Before deciding on the final message, leaders might use Inductive message generation. Deductive reasoning also connects communication intents to a customer's sensory, cognitive, and social values. Both recognize and rely on the message's delivery format to customers.

Media

Having all the above mentioned three, if the organization or its advertiser didn't select the right channel through which the message will be communicated it will still miss the objective. The effect, reach, and frequency of the media will be considered when the media is selected by the advertiser. The mode of media by what is accessible to the company, including resources to develop and mass manufacture, should be rigorously evaluated. Marketers should choose the time in which the message will be transmitted, media, and other factors based on these considerations.

Measurement

The above four M's are done to introduce or remind our customers about our new and existing products. Advertising process does not end when the message is transmitted via different medias,

rather the marketer is expected to measure the impact of the advertising. Measurement is done after the advertisement. It is a set of activities that measures effectiveness of an advertisement. This step can help improve future advertisements.

2.1.4 Objectives of Advertising

Advertisement has three main objectives. By fulfilling those three it can be said effective for many target buyers. The three objectives are informing persuading and reminding.

1. To inform: it is all about telling our new products assuming that they didn't have enough information on our new or existing products, it might also cover the how it works of the product. This might also include any development of price change.

2. To Persuade: this time is the time of high competition. Telling about our product alone might not bring our existing and prospect customers. Rather, we need to persuade them to switch brand switch brands, persuade customer to purchase our products.

3. To Remind: there is no guarantee for customers to stay with us for life long they might want to switch if proper follow up is in place. This can be done by reminding customers about our products and that the product may be needed in the near future We need to keep the brand in the mind of customers.

Although the goal of advertising is to sell a service or product, or advise, the true goal of advertising is to create awareness and effective communication between goal and consumers (Mathew Buzzeu, 2017).

2.1.5 Functions of Advertising

Classification of Advertising can be done accordingly to their function which it is intended to fulfill. There are four main functions of advertising

1. *Economic function*; one of the major functions that an advertising can bring to our organization is the economic function. This function is the main function of advertising because the major aim of any business is maximizing profit for its stakeholders. Sales and enhancing the volume of earning are the main points of economic advertising. The more

people respond to advertisement, the stronger the economy and societal economic well-being (Kotler P, 2003).

2. *Social function*; Marketers, by using advertising, work to shape the ideologies of the society. Advertising might cause consumer instincts and also improves consumption culture by comparing different products and services, the consumer in any case tends to get the best (Kotler P, 2003).
3. *Marketing function*; Advertising is inextricably linked to marketing activities, with the ultimate goal of fully satisfying customer wants for goods and services (Kotler P, 2003).
4. *Communicating function*; advertising is one of the distinct modes of communication. It is the main window for the organization to communicate with its customers and prospect customers.

2.1.6 Characteristics of Effective Advertisement

Memorable: if the advertisement is not well remembered by its target customs, then the overall process will be a failure, it will simply be a waste for a product and the firm.

Positive message: Nobody enjoys being prompted of the terrible aspects of life. Instead, advertising should be upbeat, pleasant, and brilliant; it should give them hope and sell them thoughts.

Value: the advertising should be a perfect representation of the brand. It should include the brand's value as well as important terms. It should also share value with the consumer that the company is attempting to attract.

Understanding: If an advertisement is not clear or understood, consumers will not be attracted to the brand. This is why marketers sometimes segment each campaign to target the customer that a firm want for a given product.

2.1.7 Organizational performance

BSC approach links the organization's strategy to quantifiable goals and objectives in four areas. It was created as a conceptual framework to help organizations translate their strategic goals into a set of performance metrics. Instead of focusing on operational performance and quantitative financial indicators, the BSC approach links the organization's strategy to quantifiable goals and

objectives in four areas: financial, customer, internal process, and learning and growth (Niven, 2003).

Since profitability of organizations does not come without well managed performance measurement, different models were widely used in different sectors (Yang et al., 2010). As a result, the emphasis has shifted from traditional performance management models to the design and implementation of a holistic performance management model (Neely, 2005). Different scholars suggested the need for the deployment of more advanced managerial and strategic tools, such as BSC (Atkinson & Kaplan, 2003).

BSC is a modern performance system of performance measurement that focuses on both non-financial and financial perspectives, assisting organizations in identifying their strategy, vision and translating it into particular operations. It combined traditional achievement measurement with other perspectives (Kaplan & Norton, 1992). BSC assists enterprises in ensuring a balance in monitoring ultimate business performance to ward common goals and long-term organizational development (Kaplan & Norton, 1992).

2.2 Empirical Review

Several studies in various industries have been done to examine the impact of advertising expenditures on business profitability (Graham and Frankenberger, 2000). In their investigation, Acar and Temiz (2017) revealed a significant and favorable association between advertising expenses and financial performance. Apart from the favorable impact, the authors provide the groundwork for establishing the extent to which advertising produces long-term advantages. According to the data, there is a long-term beneficial association between advertising expenses and financial performance.

2.3 Conceptual Framework

The conceptual framework will explain the dependent and independent variable as show below.

Independent variables



Dependent variable



Figure 2.1 Conceptual Frame Work of the study

CHAPTER THREE

RESEARCH METHODOLOGY

The previous chapter presented a review of related literature on the impact of advertising on Hibret Bank share company. organizational performance. The methodology utilized to collect pertinent data from respondents from the selected branches is detailed in detail in this chapter.

3.1 Research design

Research design is the entire outline for linking conceptual research problems with achievable empirical research. It includes how the research question will be answered. (Omair, 2015; Saunders et al., 2009). There are two types of research based on time frame: cross-sectional studies, and longitudinal studies. The researcher used cross-sectional study because this thesis focuses on the current impact that advertising has on organizational performance

The descriptive and explanatory research designs were used as the major research design for this study to achieve the stated goal. The descriptive research design is used because the researcher wishes to describe the present condition under investigation. The goal of this study was to determine the impact of advertising on organizational performance in relation to consumer behavioral characteristics, customer perception, and the effectiveness of present advertising.

3.2 Research Approach

From the three types of research approaches the researcher used quantitative research approach and the final conclusion was drawn from the sample. Questionnaire was used to collect data (first-hand information).

3.3 Data source

In order to get the data that could help achieve the study's targets and objectives, primary data source was used. Information was collected and processed directly by the. Secondary data sources were employed to supplement the original data, including information collected from prior sources, articles, internet, and the likes.

3.4 Target population and sample design

When using a quantitative research approach, random samples are usually preferred to ensure that all participants have an equal chance of participating. Despite the fact that the districts were chosen on purpose, samples from those districts will be taken at random; by doing so, the researcher hopes to give everyone an equal opportunity to properly address the research questions.

The target population of this research are employees of five branches of Hibret Bank from western districts in AA and the head quarter. The researcher selected these branches because of their location and their size; and in terms of number of staffs. Yamane's (1967) sampling formula will be used to compute the sample size.

This study used probability sampling. Stratified random sampling was used. First the population were divided into distinct sub-population, in this case branches known as strata. Then sample were drawn from each stratum proportionally. By using Yamane's sampling formula sample size of the research was calculated.

$$n = N / (1 + N(e^2))$$

Where e^2 error rate (95% confidence)

n = required sample size

N= Target population

Therefore

$$473 / (1 + 473 (0.05^2)) = 217$$

Out of 217 samples calculated using the above formula, 95.05% of the questionnaire (206) was collected

<i>Branch name</i>	<i>Total Employee</i>	<i>Sample percentage</i>	<i>Samples</i>	<i>Collected sample</i>
<i>Autobistera,</i>	37	8	17	16
<i>Cinema ras,</i>	18	4	8	8
<i>Merkatowenbertera,</i>	40	8	18	16
<i>Bomb tera,</i>	31	7	14	12
<i>Mirabmerkato branches</i>	35	7	16	15
<i>Head quarter</i>	312	66	143	139
<i>Total</i>	473	100	217	206

Table 3.1 Proportional samples

3.5 Data Collection Instruments and Procedures

The study based primary data sources for the achievement of the objective. Data was collected via questionnaire. After finishing data collection, the collected questionnaire was analyzed to test the research questions using SPSS software. A descriptive and inferential analysis was performed to interpret the data collected on various variables relating to the impact of advertising on Hibret bank's organizational performance.

3.6 Pilot Study

In order to test and the reliability and validity of the thesis, a pilot test was conducted in a non-sampled branch by randomly selecting respondents from different departments and their response was analyzed. A reliability test was done to measure internal consistency of the data with the help of SPSS software. The Cronbach's alpha value for the pilot test was in the acceptable level and showed a good reliability result.

Previously tested questionnaires were distributed to respondents based on the above sampling calculation, to assess the impact of advertising on organizational performance.

3.7 Reliability

Cronbach's alpha was used to measure the study's reliability and internal consistency. According to Robinson (2009), a score of 0.9 or more indicates excellent dependability, a value between 0.7

and 0.9 indicates good reliability, a value between 0.5 and 0.7 indicates moderate reliability, and a value below 0.5 indicates low reliability. In table 3.1, the Chronbach's alpha value for each variable is found and reported; the reliability of both the independent and dependent variables is high.

Item	Reliability Statistics	
	Cronbach's Alpha	N of Items
Organizational performance	0.878	9
Social media advertising	0.702	4
Print advertising	0.783	5
Outdoor advertizing	0.82	4
Broadcast advertising	0.78	5

Table3. 2 Reliability test

3.8 Model Specifications

Organizational performance was determined by independent variables. Multiple Linear regression was used to capture the causal relationship and see the effect of predictor variables on organizational performance. Based on Green (2012), the models were specified as:

$$Y_i = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon_i, \text{ where}$$

Y_i = Organizational performance (dependent variable)

X_1 = Broadcast advertising

X_2 = Social media advertising

X_3 = Outdoor advertising

X_4 = Print advertising

X_1 - X_4 are the independent variable (organizational performance)

β_1 β_4 = regression slopes

B =Rate of change in Y for a unit change in X_i , while the effects of the other independent variables remain constant. Finally, ϵ_i indicated error term

3.9 Ethical considerations

The foundation of any research study is trust between the participant and the researcher. It is the duty of researchers to be trustworthy. The two overriding guidelines of not injuring participants and gaining informed consent from participants were properly followed in this thesis. Confidentiality was maintained, which is critical in ethical consideration. The responses of all participants were kept totally secret. Respondents were properly told of the research's goal and that their replies would only be utilized for academic purposes. Identity and other personal information were not mentioned on the questionnaire, and the data received from respondents was honestly interpreted.

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

The previous chapters discussed the introduction to the research, a review of related literature, and the methodology used. Presentation of data and its analysis with the interpretation is dealt in this chapter based on the data obtained from employees and customers of Hibret Bank. The questionnaires were filled by 135 customers and 206 employees. Validity and reliability was verified by using tested questionnaire and Chronbach's alpha. Probability sampling method was applied to select respondents from the staff and availability sampling was used to select respondents from customers. The researcher believed that the data gathered is adequate and sufficient to draw a conclusion for the study.

This chapter presents demographic characteristics employees in terms of gender, age, educational qualification, service years, and department. The findings are discussed using inferential and descriptive statistics to assess advertising's impact on organizational performance in Hibret bank based on data collected via questionnaire. In this study, multiple linear regression and Pearson correlations analysis were used. Before running the regression, the various assumptions were validated. The results were summarized and presented in several tables.

4.1 Demographic characteristics of respondents

4.1.1 Demographic characteristics of customers

Sex		
Male	106	51.5
Female	100	48.5
Age		
Below 30	76	36.9
30-35	72	35.0
36-41	48	23.3
Above 41	10	4.9
Qualification		
Diploma	8	3.9
Degree	119	57.8
Masters	79	38.3
Experience		
<3 Years	40	19.4
3 - 6 Years	96	46.6
7 - 10 Years	53	25.7
> 11 Years	17	8.3

Table4.1 Demographic characteristic of employees

Male and female respondents are roughly equal as shown in the above table, with a slightly higher percentage of 51.5% for male and 48.8% for female, respectively. According to the information provided by employee, the bank encourages female employees by providing equal opportunity.

Hibret bank's various departments completed the questionnaire. The vast majority of those respondents are under the age of 35. A first degree is held by 57.8% of respondents, while a Master's degree is held by 38.3%. Furthermore, the majority of respondents have three years or more of work experience. As a result, the researcher believes that the educational background and experience of respondents in the core departments will qualify them as ideal respondents for the questionnaire to assess advertising's impact on performance of the organizational in Hibret bank S.C.

4.2 Descriptive Statistics

In this study, modes, mean and standard deviation were used to present and interpret the variables. The tables below present, discuss, and interpret descriptive statistics for both independent and dependent variables. The responses gathered from both Hibret bank employees and customers are described below.

ADVERTISING							
Social media advertising							
	ITEMS	Mean	SD	Mode			
				H	%	L	%
1	SMA gives awareness on the bank product & services	3.56	1.03	88/A	42.7	3/SD	1.5
2	SMA gives knowledge or information about bank product and services	3.59	0.97	100/A	48.5	31/SA	15
3	Customers'(I) purchase bank products based on SMA	3.51	1.01	91/A	44.2	31/SA	15
4	Social media advertising is reliable to buy a bank product and services	3.47	.99	90/A	43.7	2/SD	1
Print advertising							
1	Print advertising gives awareness on the bank product and services	3.18	1.10	79/D	38.3	1/SD	0.5

2	PA gives knowledge or information about bank product and services	3.07	.97	77/N	37.4	6/SD	2.9
3	Customers' (I) purchase a bank product and services based on PA	3.08	1.05	65/N	31.6	7/SD	3.4
4	Print advertising is reliable to buy a bank product and services	3.16	1.26	55/A	26.7	22/SD	10.7
5	Customers (I) recall PA when they intend to use bank services	3.37	1.03	76/N	36.9	12/SD	5.8
Broadcast advertising							
1	Broadcast advertising gives awareness on the bank product and services	3.58	1.07	73/A	35.4	2/SD	1
2	BA gives knowledge or information about bank product and services	3.28	.90	77/A	37.4	1/SD	0.5
3	Customers' (I) purchase a bank product and services based on BA	3.53	1.07	84/A	40.8	1/SD	0.5
4	Broadcast advertising is reliable to buy a bank product and services	3.49	1.09	81/A	39.3	2/SD	1
5	Broadcast advertising under taken by celebrities increase customers buying behavior to the banks product and services	3.59	1.09	80/A	38.8	30/N	14.6
Outdoor advertising							
1	Outdoor advertising gives awareness on the bank product and services	3.50	1.07	91/A	44.2	2/SD	1
2	OA gives knowledge or information about bank product and services	3.54	1.067	83/A	40.3	2/SD	1
3	Customers (I) purchase a bank product and services based on OA	3.57	1.08	89/A	43.2	4/SD	1.9
4	customers rely on OA to buy a bank product and services	3.55	1.05	87/A	42.2	1/SD	0.5

Table 4.2 Descriptive statistics for independent variable

Table 4.2 shows that Hibret bank employees agree that social media advertising raises knowledge and awareness of the bank's services and products. People reliance on bank services advertised via social media has grown since banks began actively participating in social media advertising. The item focusing on the knowledge and information these media options provide received the highest mean value of 3.59 out of the four questions of social media advertising. Even though the calculated mean value for reliability is above average, it is the lowest mean value with 3.47. This implies that the influence of social media is growing in the advertising industry. The above-average mean value indicates that respondents agree on the points mentioned for SMA. The standard deviation, which ranges between 0.97, shows that the data is clustered to the mean.

The impact of print advertising on Hibret bank's organizational performance was assessed using five questions. Print advertising had the lowest mean value range of 3.08-3.37 of the four types of advertising used in this thesis. The majority of respondents disagree with the importance of print advertising in raising customer awareness of bank products and services. Unlike the other forms of advertising, respondents took a neutral stance on the impact of print advertising on bank performance; however, the only statement agreed upon by respondents is the reliability of print advertising to purchase bank products and services.

Out of the items included in Broadcast advertising, celebrity advertising had the highest mean of 3.59 for increasing customers' purchasing behavior toward the bank's services and products.

Outdoor advertising is the final type of advertising included in this study, and approximately half of the respondents agree that it raises awareness and knowledge of the bank's services and products. In addition to this the questionnaire collected had more than average mean value for the reliability of outdoor marketing.

ORGANIZATIONAL PERFORMANCE							
ITEM		Mean	SD	Mode			
				H	%	L	%
1	The different offer made by the company has increased due to the impact of advertising?	3.64	.97	96/A	46.6	1/SD	0.5
2	The customer awareness of the company's offer rose as the result of advertising?	3.56	1.01	84/A	40.8	2/SD	1
3	The company's profitability has increased due to the impact of advertising?	3.57	.94	103/A	50	4/SD	1.9
4	The customer base of the company has increased due to advertising?	3.50	1.03	84/A	40.8	1/SD	0.5
5	The deposit mobilization of the company has risen as a result of advertising?	3.64	.99	96/A	46.6	32/N	15.5
6	The loan disbursement has risen as a result of advertising?	3.46	1.028	83/A	40.3	2/SD	1
7	The number of borrowers has increased as a result of advertising?	3.50	1.05	80/A	38.8	37/SA	18
8	The number of new clients has increased as a result of advertising?	3.39	1.19	73/A	35.4	9/SA	4.4
9	The numbers of shareholders have increased as a result of awareness created through advertising?	3.39	1.12	68/A	33	4/SD	1.9
8	The bank has all the facilities (i.e. equipment and financial expenses) in proportion to the number of customers.	3.90	0.99	50/A	17	16/D	11.9
9	The bank provides specialists to meet the specific questions of the customers.	3.33	1.01	80/A	59.3	18/SD	13.3
10	The bank is getting profit from time to time	4.17	0.78	70/A	51.9	1S/D	0.7

Table 4.3 Descriptive statistics for dependent variable

When analyzing respondent responses for the dependent variable (organizational performance), respondents were asked if the company's different offer has increased; customer awareness of the company's offer has increased; company's profitability has elevated; company's profitability has increased; customer base of the company has grown; deposit mobilization of the company has increased; loan disbursement has increased; number of borrowers has increased; number of new clients. The majority of respondents agree with the statements under organizational performance indicating a positive association between advertisement and performance of organizational. Most of the respondents agree with the statements stated to see the organizational performance of the bank. Out of the 10 questions profitability of the bank had a highest mean of 4.17.

Despite the fact that the questionnaire was analyzed using descriptive analysis, as stated in table 4.3, because the primary goal of this thesis is to assess the impact of advertisement on Hibret bank's performance of organizational, correlation of the independent variables (Social media advertising, Print advertising, Broadcast advertising, and Outdoor advertising) with the dependent variables (Organizational performance) and Multiple linear regression are required. As a result, as shown below, the researcher performed correlation and regression analysis on the variables.

4.3 Pearson's Product Moment Correlation Coefficient

To achieve the objectives, regression analyses and correlation were used to draw conclusions about the sample and the research hypothesis. To assess the strength of the linear relationship between advertisement and organizational performance, Pearson's Product Moment correlation coefficients were used. It demonstrated the connection. Multiple linear regressions were used to assess the impact of each advertisement element on organizational performance.

Correlations						
		SMA	OA	BA	PA	PERF
SMA	Pearson Correlation	1				
	Sig. (2-tailed)					
OA	Pearson Correlation	.456**	1			
	Sig. (2-tailed)	.000				
BA	Pearson Correlation	.560**	.640**	1		
	Sig. (2-tailed)	.000	.000			
PA	Pearson Correlation	.346**	.107	.163*	1	
	Sig. (2-tailed)	.000	.125	.020		
PERF	Pearson Correlation	.543**	.614**	.789**	.144*	1
	Sig. (2-tailed)	.000	.000	.000	.040	
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

		PERF	INDEPV
PERF	Pearson Correlation	1	.71**
	Sig. (2-tailed)		.000
INDEPV	Pearson Correlation	.71**	1
	Sig. (2-tailed)	.000	
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.4 Pearson Correlation

The correlation coefficient range of Kothari et al., (2004) explains the strength of the researcher's association with the variables used. The most frequent approach for determining the degree of association between two variables is Pearson's Coefficient. According to Kothari, correlation coefficients less than 0.20 are considered very weak, 0.20 - 0.40 are considered moderate, 0.60 - 0.80 are considered high, and greater than 0.80 are considered very strong. Based on the correlation coefficient ranges of Kothari et al., (2004), the relationship between dependent variables; advertisement and independent factors organizational performance is illustrated below.

According to the findings, there is a significant positive relationship between broadcast advertising and organizational performance ($r=.789$, $p = 0.000$). Outdoor and social media advertising had a strong correlation with organizational performance, $r = 0.614$, $p=0.000$ and $r = 0.543$, $p=0.000$, in turn. Print advertising has the least ($r=.144$, $p =0.040$) correlation with. According to the above findings, there was a positive correlation between all four types of advertising (SMA, BA, PA, and OA). Advertising in general had a significant ($r=.714$, $p = 0.000$) correlation with organizational performance. The above result implies that the four types of advertising used in this thesis, individually or in aggregate, can impact the bank's performance in this study, according to Pearson's correlation.

Banks are more likely to perform well when they use multiple advertising channels. The lower 'r' and 'p' values of print advertising in this study indicate that it does not strongly explain much of the variation in the dependent variable (organizational performance).

4.4 Diagnostics in regression

Before performing regression analysis, the study used different assumptions of linear regression models, which can be considered a requirement when analyzing data using multiple linear

regression models. This includes linearity, normality, multi collinearity, autocorrelation, and homo scedasticity. These tests were run to see if the data met the assumptions of linear regression.

4.4.1 Linearity

One of the assumptions behind multiple regressions is that the independent and dependent variables have a linear relationship.. It is a straight line relationship between the predictors and outcome variable in the regression (Gujarati, 2004).

The points that are aligned along the diagonal line demonstrate linearity between advertising and organizational performance when drawn from the top right corner to the bottom left corner, as shown below.

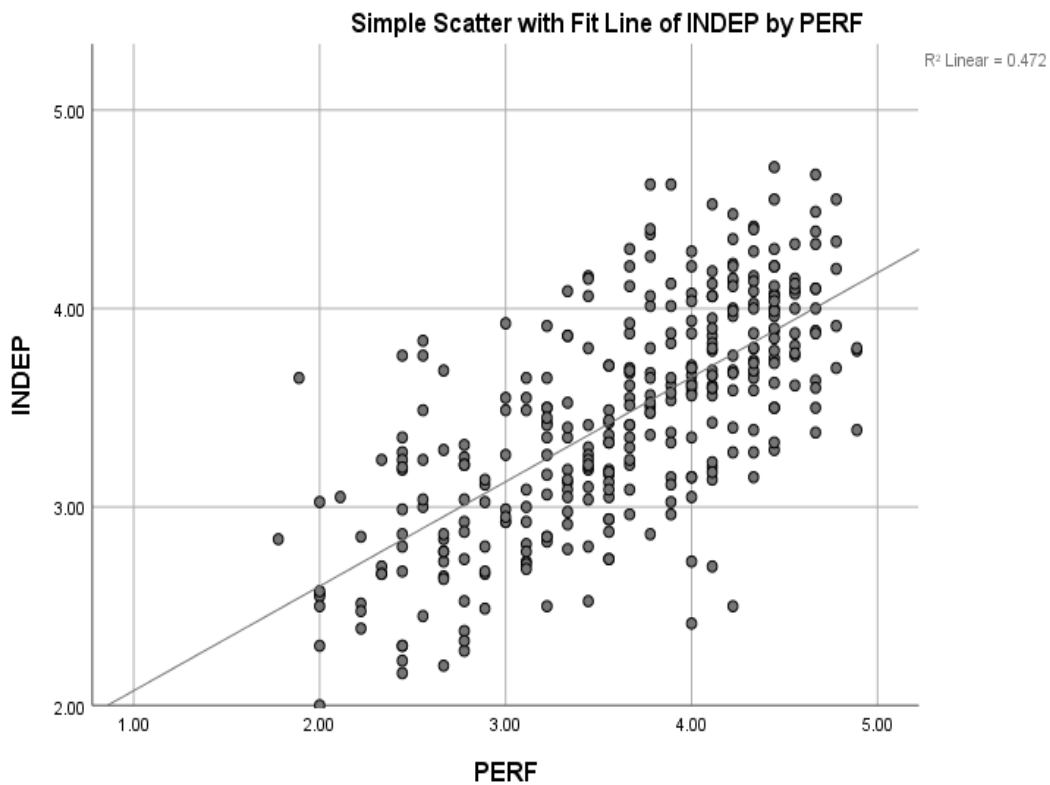


Figure 4.1 Scatter plot along diagonal line

4.4.2 Normality

The assumption of normalcy is essential in order to extrapolate the results of the investigation beyond the sample size. The test claims that the sample mean follows a normal distribution. It

also assesses whether or not the sample data originated from a normally distributed data collection and whether or not the data set is properly described by a normal distribution (Brown, 2016). To test for normalcy, a probability plot, Kurtosis, and Skewness were used.

Skewness assesses the data's symmetry, whereas kurtosis indicates if the data is substantially or lightly tailed to the normal distribution. Skewness and kurtosis should be between -2 and 2 for the data to be considered regularly distributed (Hair et al, 2006).

Descriptive Statistics				
	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Social Media Advertising	-.232	.170	-.688	.338
Outdoor Advertising	-.318	.170	-.903	.338
Broadcast Advertising	-.393	.169	-1.024	.337
Print Advertising	.048	.169	-.680	.337
Organizational performance	-.381	.170	-.765	.338

Table 4.5 Skewness and Kurtosis

A normal probability plot (p-p plot) was used in addition to the normality test described above to investigate the shape of a random variable's probability density function (PDF). If the fitted line in the normality probability plot (NPP) is close to a straight line, the variable of interest is said to be normally distributed. The graph below depicts data that is normally distributed. The dots are being drawn closer to a straight diagonal line that appears to fit the data fairly well from top right to top right. As a result, the normalcy assumption is satisfied.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: PERF

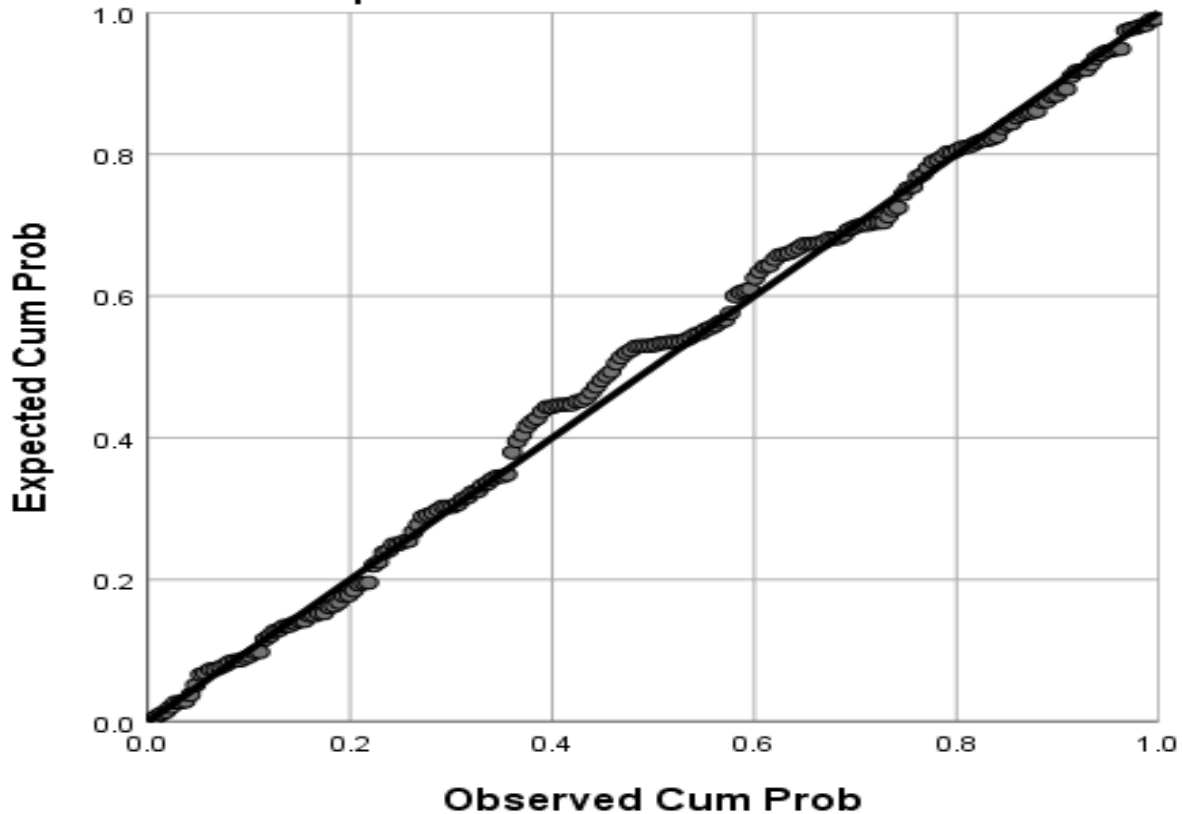


Figure 4.2 P-P plot

4.4.3 Multi collinearity

The degree to which independent variables are associated is referred to as multi-collinearity, and it can hamper the capacity to determine the relative significance of each independent variable. High correlations between independent variables are caused by multi collinearity (Ramadan et al). (2017). To test the multi collinearity assumption, tolerance and variance inflation factor (VIF) were used in this study.

A VIF number more than 10 indicates severe multi collinearity, but a tolerance value less than 0.1 implies severe collinearity. As a result, Sekaran and Bougie (2019) proposed a t-stat cut off value of 0.10 and a VIF cut off value of 10. As illustrated below, there was no multi collinearity in this model.

Collinearity Statistics		
	Tolerance	VIF
Social Media Advertising	.602	1.661
Outdoor Advertising	.576	1.736
Broadcast Advertising	.498	2.009
Print Advertising	.877	1.140

Table 4.6 Collinearity Statistics

4.4.4 Autocorrelation

The residual values are assumed to be independent of one another (or uncorrelated). Autocorrelation, the assumption that residuals are independent, was tested using the Durbin-Watson statistic. This value's acceptable range is 0 to 4. Positive and negative autocorrelation are represented by the extremes (zero and four). Table 4.8's Durbin-Watson value of 1.532 indicates that there is no autocorrelation problem in this study (Saunders et al., 2009).

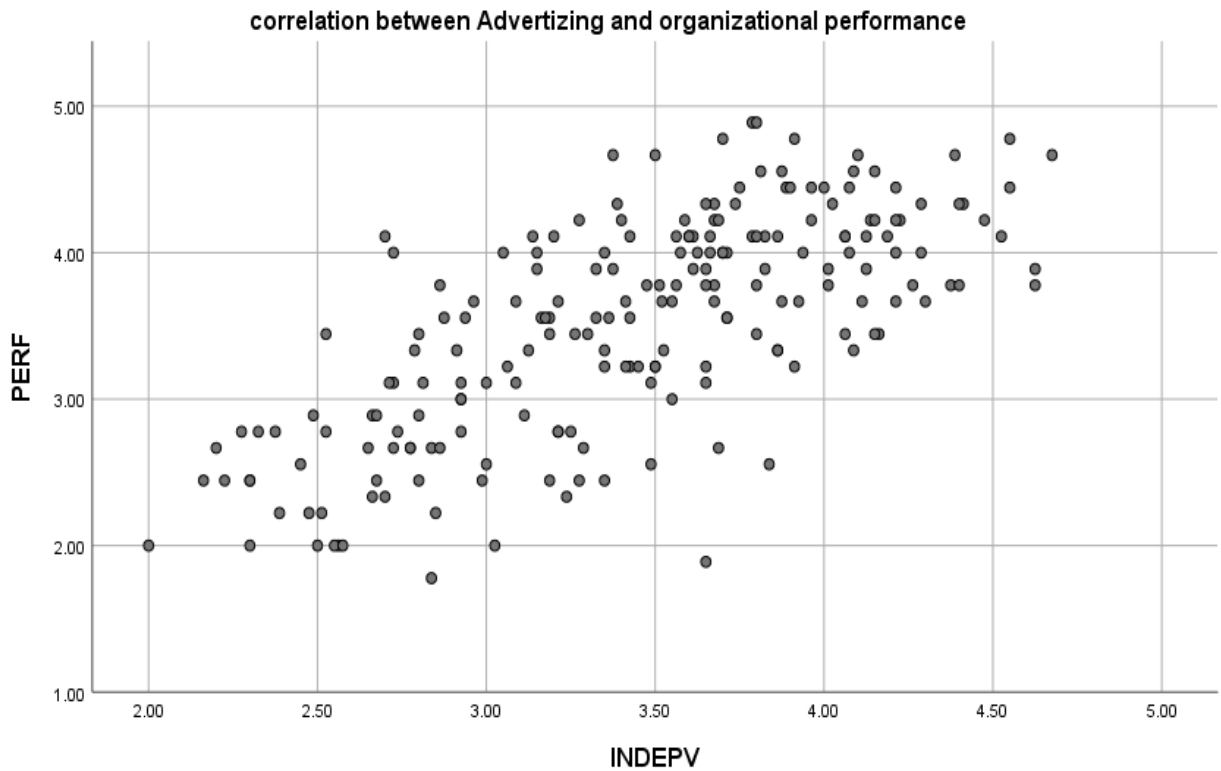
Model Summary					
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	.808 ^a	.653	.646	.44265	1.532
a. Predictors: (Constant), PA, OA, SMA, BA					
b. Dependent Variable: PERF					

Table 4.7 Autocorrelation

4.4.5 Homoscedasticity

The process of determining whether residuals are equally distributed or whether they tend to bunch together at some values and stretch far apart at others is referred to as homoscedasticity. There are points above and below the x-axis, as well as points to the left and right of zero on the y-axis. The data is said to be homoscedastic if it looks like a shotgun blast. As shown below, the spread of randomly distributed residuals exhibits equality of variances or homogeneity of variances, indicating that it is constant across the linear model. As a result, homoscedasticity is not violated.

Figure 4.3 Scatter plot (Homoscedasticity)



4.5 Regression Analysis

The regression analysis technique is used to estimate the associations between exogenous and endogenous variables. It determines the strength of the association between variables as well as the independent factors' predictive capacity on the dependent variable. Regression analysis is a statistical tool for discovering whether factors have an effect. While there are many different methods of regression analysis, all of them aim to evaluate the effect of one or more independent variables on a dependent variable.

The aim of this study was to assess the impact of advertisement on organizational performance of Hibret bank. In order to achieve this goal a series of analysis is done.

4.5.1 Model fit

The multiple correlation coefficient R value can be viewed as one measure of the accuracy of the dependent variable prediction (organizational performance). A prediction level of 0.808 indicates a high level of accuracy, as shown in table 4.9.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.653	.646	.44265
a. Predictors: (Constant), PA, OA, SMA, BA				
b. Dependent Variable: PERF				

Table 4.8 Model summary

The R^2 value is the proportion of variance in the outcome variable that can be explained by the explanatory variables and is used to determine how well the regression model fits the data. Table 4.9 shows that the independent variables (social media, broadcast, outdoor, and print advertising) explain 65.3% of the variability in the dependent variable (organizational performance), while 44.47% is explained by factors other than the predictors included in this model. The above model demonstrates a good model fit. In contrast, the standard error of the estimate in the above output is 0.443.

4.5.2 Statistical significance of independent variables

The coefficients are statistically significant if $P=0.05$. The purpose of these significance tests is to determine whether each explanatory variable is required in the model given that the others are already present.

A) Relationship of Advertisement and organizational performance

Coefficients					
Model	Unstandardized Coefficient		Standardized Coefficient		
	B	Std. Err	Beta	t	Sig.
(Constant)	.675	.180		3.739	.000
Social Media Ad	.120	.050	.127	2.376	.018
Outdoor Ad	.139	.047	.161	2.939	.004
Broadcast Ad	.566	.053	.620	10.583	.000
Print Ad	-.016	.039	-.019	-.421	.674
Dependent Variable: Organizational Performance					
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coeff.	t	Sig.
	B	Std. Error	Beta		
(Constant)	.493	.212		2.324	.021
INDEPV	.880	.061	.712	14.484	.000
a. Dependent Variable: PERF					

Table 4.9 Significance of independent variables (employees' side)

According to table 4.10, three of the four independent variables had a positive and significant relationship with organizational performance in Hibret bank. In this study, print advertising was not significant. Aside from print advertising, Social Media, Outdoor and Broadcast Advertising all had a positive and significant relationship with organizational performance, with p values of 0.000 0.004 and 0.018.

Predictors (explanatory variables) are ranked using standardized coefficients. Broadcast advertising had the highest beta value of 0.463 out of the four independent variables, as shown in table 4.10, followed by outdoor advertising (0.161) and social media advertising (0.127).

4.5.3 Hypothesis test result of the study

In accordance with the objectives, four sub research hypotheses were developed under one main hypothesis, in Chapter One. The first hypothesis tried to see the impact of Advertisement on organizational performance of Hibret bank S.C. Under this the impact of Print advertisement, Social media advertisement, Broadcast advertisement and Outdoor advertisement on organizational performance of Hibret bank S.C was tested and decisions weather to accept or reject the alternate Hypothesis was made in this section. Table 4.12; also include the beta coefficient to show the degree of impact.

Coefficients							
		Unstandardized Coefficient		Standardized Coefficient			
Model		B	Std. Err	Beta	t	Sig.	Decision
(Constant)	Staff	.675	.180		3.739	.000	
	Customers	.884	.325		2.720	.007	
Ha1: Advertisement has positive and significant effect on OP of Hibret bank S.C							
Advertising	Staff	.880	.061	.712	14.484	.000	Accept
Ha1.1 print advertisement has positive and significance impact on OP of Hibret bank S.C							
Print Advertising	Staff	-.016	.039	-.019	-.421	.674	Reject
Ha1.2 Social media advertisement has positive and significance impact on OP of Hibret bank S.C							
Social Media Advertising	Staff	.120	.050	.127	2.376	.018	Accept
Ha1.3 broadcast advertisement has positive and significance impact on OP of Hibret bank S.C							
Broadcast Advertising	Staff	.566	.053	.620	10.583	.000	Accept
Ha1.4 outdoor advertisement has positive and significance impact on OP of Hibret bank S.C							
Outdoor Advertising	Staff	.139	.047	.161	2.939	.004	Accept
Dependent Variable: organizational							

Table4. 1 Hypothesis testing

This research assumed that advertising has a positive and significant effect on organizational performance in Hibret bank. The value of R is 0.88 (80.00%) indicating that there is a strong

relationship between advertising and organizational performance with a p value of (P=0.000). Therefore, the researcher has accepted the hypothesis “Advertisement has positive and significant effect on organizational performance of Hibret bank S.C”

In addition to this, the researcher additionally accepted the two hypothesis stating that, social media advertisement and outdoor advertisement has positive and significance impact on organizational performance of Hibret bank S.C. However, the researcher rejected the alternate hypothesis “print advertising has positive and significant effect on organizational performance of Hibret bank.

CHAPTER 5 - SUMMARY, CONCLUSIONS & RECOMMENDATIONS

This chapter summarizes the study's primary findings and presents conclusions on major findings, as well as recommendations based on the research findings, as well as some suggestions for future research.

5.1 Summary

The key points and major findings from the survey questionnaire and data analysis were summarized in this section. The researcher looked into the impact of advertisement (Broadcast, Print, Social media and Outdoor advertisement) on organizational performance of Hibret bank from both customers and employees side.

The overall goal of this study was to determine the impact of advertising on Hibret Bank's organizational performance using correlation and multiple linear regression models. Questionnaires were used to collect data from 217 respondents from Hibret Bank employees. Random sampling was used. The constructs' reliability was assessed using the Chronbach's alpha coefficient, and it was found to be within acceptable limits.

The study attempted to explain organizational performance (the dependent variable) using different types of advertisement as independent variables (Broadcast, print, social media and outdoor advertisement).

5.2 Conclusion

Advertising is essential to the success of any company. It can be used to inform or remind customers about the availability of a product, but the purchase decision requires more (Pride and Ferrel, 2008). To act on a product, the consumer must be satisfied and persuaded by all other factors, including endorsement and product quality, among others.

The study had five research questions: the impact of social media advertising, print advertising, broadcast advertising, and outdoor advertising on the organizational performance of Hibret Bank S.C.; additionally, the strength of the impact of the various types of advertising was compared. The following major conclusions were reached based on the research findings.

First the general impact of advertisement on organizational performance was seen. The regression analysis was conducted and the results revealed that advertisement ($\beta=0.88$ with P value of $(p<0.000)$) has positively and significantly affected organizational performance of Hibret bank. In addition to this, out of the four selected types of organizational performance, Broadcast advertising, outdoor advertising and social media advertising with Beta value of 0.57, 0.14 and 0.12 and P value of $P=0.000$, 0.004 and 0.018 had positive and significant impact on organizational performance.

The effect of broadcast advertising, social media advertising and outdoor advertising on organizational performance was seen and as shown in table 4.4 correlation value of broadcast advertising ($R=0.789$), social media advertising ($R=0.543$) and the presence of a substantial association between the three independent factors and the dependent variable (organizational performance) is indicated by outdoor advertising ($R=0.614$). The R^2 result of 0.653 implies that the independent variables explain 65.30% of the variability in organizational performance (DV), leaving 34.7% unexplained.

Except print advertising, three of the four types of advertisement included in this thesis has contributed significantly to the prediction. When the strength of the effect of individual independent variable was compared using their beta coefficient, broadcast advertising was found to be the most significant contributing predictor followed by social media advertising and outdoor advertising. In this research the impact of print advertising was found to be negative, indicating that it makes no significant contribution to explaining organizational performance when the other three significant predictors are already in the model.

The researcher concluded that advertising has a significant impact on organizational performance in banks. In today's highly competitive business environment, most well-known banks are spending large sums of money on advertising in order to increase sales and meet the needs, desires, and expectations of their customers. It has been determined that broadcast advertising, social media advertising, and outdoor advertising have a significant impact on consumer purchasing behaviors and the overall performance of organizations. Sales and company performance are linked to positive consumer attitudes, which leads to the organization's success.

5.2. Recommendation

Taking the above findings as basis for recommendation, the researcher recommends the following.

- It is strongly advised that organizations spend a significant amount of money on advertising in order to remain competitive. Most banks offer similar financial intermediation services to their customers, giving customers options and creating stiff competition for banks. As a result, Hibret Bank must increase its advertising budget in order to invite new customers and retain current ones who use its products and services.
- Customers are highly influenced by broadcast advertising done by famous people, according to the research findings. Furthermore, because we live in the age of social media, Hibret Bank must aggressively use the platform to attract customers, particularly young people. Despite the fact that the research findings revealed that outdoor advertising plays a significant role in the organizational performance of banks, because most banks rely on this platform to meet their objectives, attention must be paid to its effectiveness.
- Because the results showed that print advertising had less significant impact on bank organizational performance, banks should reduce their printing advertising to other forms of advertising.

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