

TITLE PAGE

**AN EVALUATION OF THE EFFECTIVENESS OF ADVERTISING ON MARKETING
OF FINANCIAL SERVICE**

(A STUDY OF UNITED BANK FOR AFRICA (NIG) PLC KADUNA)

BY

**ZAINAB HUSSAINI
(KPT/CBMS/18/52254)**

**A PROJECT SUBMITTED TO THE DEPARTMENT OF MARKETING COLLEGE OF
BUSINESS AND MANAGEMENT STUDIES KADUNA POLYTECHNIC, KADUNA**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF
HIGHER NATIONAL DIPLOMA IN MARKETING**

AUGUST 2022

APPROVAL PAGE

This is to certify that this project is an original work undertaken by **ZAINAB HUSSAINI (KPT/CBMS/18/52254)** and has been prepared in accordance with the regulation governing the preparation and presentation of project in the Kaduna Polytechnic, Kaduna.

MRS. GLORIA AGADA
Project Supervisor

SIGNATURE

DATE

MRS. GLORIA AGADA
Project Coordinator

SIGNATURE

DATE

MR. OJO AJAYI ADEBAYO
Head of Department

SIGNATURE

DATE

EXTERNAL EXAMINER

SIGNATURE

DATE

DECLARATION

I hereby declare that this project work was conducted solely by me, under the guidance and supervisor of Mrs. Gloria Agada of the department of Marketing, Kaduna Polytechnic.

And the project has been carefully compromised and formed to satisfy the guidance on project writing in Kaduna Polytechnic.

Zainab Hussaini
KPT/CBMS/18/52254

Signature

DATE

DEDICATION

This project work is dedicated to my beloved father Alh. Ibrahim Muhammad Ganuwa and my beloved mother Hajiya Hajara Yusuf for sustenance and protection throughout the duration of my programme of the study, and to my beloved Husband Alh. Iliyasu Muhammad Shareef for their love, support, prayer and encouragement.

ACKNOWLEDGEMENT

All praises be to God who gave me the gift of life and good health to enroll for this programme. I am indebted to individuals and organizations that directly and indirectly contributed to the accomplishment of this research work.

My special appreciation goes to my H.O.D Mr. Ojo Ajayi Adebayo and project supervisor Mrs., Gloria Agada which in spite her engagement was able to find time to supervise and offer suggestions to enable me learn and accomplish this research work. Her constructive critics and unavoidable advices has yielded me a good result in the course of making this study a reality.

My acknowledgement will be incomplete if I did not acknowledge my beloved Father, Alh. Ibrahim Muhammad Ganuwa and my beloved mother Hajiya Hajara Yusuf and my Brothers and Sisters and to all (NAMS) 2021/2022 session.

ABSTRACT

This project is on “An evaluation of the effectiveness of advertising on marketing of financial services” a case study of United Bank for Africa, (Nig) Plc. advertising is not just to persuade people to buy, but also to notify them about any changes in price, package, trade mark, stockiest etc. It is not a new practice in modern society or financial services but an old practice that goes back to the beginning of history itself. The focus of this project is based on the introduction of the subject matter, background to the subject matter, statement of the problem and the research objectives or rationale for the study was also made. However, the research scope, significance of the study including the limitation was highlighted and clarified while also definitions of terms used during the study were stated. The literature review were carried out. Also the survey research method is employed for the study, this method help in collecting the current data and information on the surely areas. Research population and sample size, it could be very easy to conduct research on every individual's selection representative and sample size of the population becomes ideal. However, a sample size of 80 were taken from the population of 385 of both UBA staff and its customers. Questionnaire was prepared and used analyzing the evaluation, patronage, loyalty etc. as a result of advertising. The study conclusively discovered that advertising plays a significant role in the marketing of financial services. Thus, it is recommended that more funds should be made available by commercial banks to undertake advertising in Nigeria.

TABLE OF CONTENT

Title page -	-	-	-	-	-	-	-	-	-	-	i
Approval page -	-	-	-	-	-	-	-	-	-	-	ii
Declaration-	-	-	-	-	-	-	-	-	-	-	iii
Dedication-	-	-	-	-	-	--	-	-	-	-	iv
Acknowledgement	-	-	-	-	-	-	-	-	-	-	v
Abstract	-	-	-	-	-	-	-	-	-	-	vi
Table of Content	-	-	-	-	-	-	-	-	-	-	vii

CHAPTER ONE

1.0 Introduction -	-	-	-	-	-	-	-	-	-	-	1
1.1 Background of the Study-	-	-	-	-	-	-	-	-	-	-	1
1.2 Statement of the Problem	-	-	-	-	-	-	-	-	-	-	3
1.3 Objective of the Study	-	-	-	-	-	-	-	-	-	-	3
1.4 Significance of the Study	-	-	-	-	-	-	-	-	-	-	4
1.5 Research question	-	-	-	-	-	-	-	-	-	-	4
1.6 Scope of the study	-	-	-	-	-	-	-	-	-	-	4
1.7 Definition of terminologies	-	-	-	-	-	-	-	-	-	-	5

CHAPTER TWO

2.0 Introduction	-	-	-	-	-	-	-	-	-	-	6
2.1 Concept of advertising	-	-	-	-	-	-	-	-	-	-	6
2.2 The three sides of advertising	-	-	-	-	-	-	-	-	-	-	9
2.3 Types of advertiser	-	-	-	-	-	-	-	-	-	-	10
2.4 The origin of banking services	-	-	-	-	-	-	-	-	-	-	12
2.5 Types and nature of banking service/products in united bank for Africa (Nig) plc-	-	-	-	-	-	-	-	-	-	-	12
2.6 United bank for Africa (UBA) plc (Nig) innovations effectively advertised-	-	-	-	-	-	-	-	-	-	-	14
2.7 Advertising budget	-	-	-	-	-	-	-	-	-	-	16
2.8 Development of advertising	-	-	-	-	-	-	-	-	-	-	16
2.9 Developing advertising campaign	-	-	-	-	-	-	-	-	-	-	17
2.10 Selecting advertising media	-	-	-	-	-	-	-	-	-	-	17

CHAPTER THREE

3.0	Introduction	-	-	-	-	-	-	-	-	20
3.1	Area of study	-	-	-	-	-	-	-	-	20
3.2	Research design	-	-	-	-	-		--	-	20
3.3	Population of the study	-	-	-	-	-	-	-	-	20
3.4	Sample and sampling techniques			-	-	-	-	-	-	20
3.5	Instrument(s) for data collection			-	-	-	-	-	-	21
3.6	Administration of the instrument			-	-	-	-	-	-	22

CHAPTER FOUR

4.0	Introduction	-	-	-		-	-	-	-	23
4.1	Data presentation and analysis	-		-	-	-	-	-	-	23

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0	Introduction	-	-	-	-	-	-	-	-	32
5.1	Summary of findings	-	-	-	-	-	-	-	-	32
5.2	Conclusion	-	-	-	-	-	-	-	-	32
5.3	Recommendations	-	-	-	-	-	-	-	-	33
	Bibliography	-	-	-	-	-	-	-	-	35

CHAPTER ONE

1.0 Introduction

This chapter discuss background of the study, statement & problem, purpose of the study, research question, and significance of the study, scope of the study, limitation of the study and definition of terms.

1.1 Background of The Study

In modern business and marketing practices, the presence of a marketing and organization for their products are perfectly base on competition market needs for strong stimuli to create and motive not only favorable image, but a unique position and standard in the market place for the achievement and benefits provided by the products and services.

The word advertising is from the Latin word advert which means “true to word”. Advertising is one of the four (4) major elements of promotion mix or marketing communication. The promotional are agreed to inform, persuade and remind consumers of benefits provided by the firms and organizational product and a prices, these tools of promotion include:

- a. Advertising
- b. Publicity or public relations
- c. Sales promotion and
- d. Personal selling

Advertising is the most influential and essential features among the four major elements of promotional mix, one of the effective techniques of every business success depends on the advertisement. Advertising is not the same advertisement, the later is act (process), while the former is art (the finished process), and the power of making a message is advertising while the message itself is advertisement.

According to Russal (2010 P:289) defines advertising as the primarily work to communicate to defined audience information and frame mind stimulates actions.

Bogarts (2011 P:202) asserts that “advertising is intended to persuade or pull people towards a product or service who might not otherwise be receptive to buying it all or who might be impel towards a competing brand”.

Advertising in Nigeria begun naturally with one of the earliest forms of mass communication which is town crying. This traditional African medium performed the universal communication function of designated information about available goods. In most Nigeria towns and villages, information disseminated in the village squares and market place through town crier. Town crying is also frequently employed to carry out advertisement or information about intertribal wars, disaster of some sort. Important ceremonies including marriages, births, deaths, product, services, ideas, personalities and behaviors. Though some of the advertisement claim were highly exaggerated they adequately serve the purposes for which they were employed and town criers was usually commiserated by their sponsors. At the same time, they were well known and highly regarded personalities in their localities. Advertising as known today started around “1600 AD” in Great Britain. Here the sellers wrote that they intended to sell on boards at their doorsteps to attract potential customers due to the development and effectiveness of advertising especially in banking sector, the Federal Government of Nigeria tries to regulate the activities of the industry in line with the constitution law of the land. Advertising like all other professions enjoy a major role in the nation’s economic and social life. This brought the adoption in January 1988 by the national conference of ministers and the broad national mass communication policy. It is this policy that gave birth to the advertising practitioner’s council of Nigeria (APCON). It was established by decree 55 of 1988, it was the logical outcome of the above that received legislative recognition to advertising in a profession in Nigeria.

Section one of decree 55 of 2014 states that APCON shall:

- a. Determine who are advertising partners
- b. Determine what standard of knowledge and skill to become registered members of the advertising profession and receiving those standards from time to time.
- c. Publication of journals from time to time and keeping register of accredited practitioners.
- d. To accord recognition to members and agencies
- e. Regulating and controlling the effectiveness of advertising in all ramifications.
- f. To conduct examination in the profession and awarding certificates and diplomas to successful candidates and when appropriate and for such purpose, the council in respect thereof.

1.2 STATEMENT OF THE PROBLEM

The important of advertising to marketing organization cannot be over emphasized. They undertake on behalf of their client's market research, plan marketing strategy, devise communication objections, write, design and produce the advertisement seat and buy the appropriate media to reach the desired audience, in a most effective manner deliver the advertisement to the media and monitor the result. In this process, advertising media face myriad problem in Nigeria trying form unreliable media to serve the banking and it clients, unqualified personal obsolete equipment production or transmission lack of reliable media data etc. These problems threaten the efficiency of banking industry in Nigeria. Even though the increase of recognized and registered banking industry is on the increase in the country the problems identified above indicated against the prospects of the banking as well as their survival in a depressed economy like Nigeria.

The study also is an attempt to examine very closely the nature of the problem attesting the smooth operations of banking industry in Nigeria and the prospects of ruing such a creative profession in Nigeria context to make a realistic observation and examination of the subject matter of their study, a special focus on made on financial institution and indigenous banking industry based in Kaduna that has been in the business of finance or banking services.

1.3 PURPOSE OF THE STUDY

The main objectives of this research is to evaluate the effectiveness of advertising on marketing of financial services of banking industry in Nigeria with special reference to UBA (Nigeria) plc base in Kaduna. The specific objectives include:

- i. To examine the basic requirement for effective advertisement of marketing of financial services.
- ii. To identify the strategies employed by the industry for effective advertising in the banking industry.
- iii. To provide recommendations and suggestions for the improvement of marketing of financial services of UBA and other relevant industry.

1.4 SIGNIFICANCE OF THE STUDY

The study is in partial fulfillment for the award of Higher National Diploma in marketing, Kaduna Polytechnic. The significance of the study lies essentially on its contribution to individuals as well as banking industry in Nigeria.

First and foremost, this study is a good reference material on the prospects and problems of marketing and business administration at HND and post graduate levels will find this project very useful and current sources of literature review material to those in the final year and wish to undertake studies on banking industry.

Secondly, a part from UBA that is used as a case study, other banking industry in Nigeria will also find the findings, analysis and recommendations put forward in this project very useful in their struggle to improve their efficiency and marketing performance in Nigeria.

Finally, the general public will also find this project very vital and interesting towards meaningful hence educative.

1.5 RESEARCH QUESTION

The following research questions would guide the conduct of the study.

- i. What are the basic requirement for effective advertisement of marketing of financial services?
- ii. To what extent the strategies employed by the industry for effective advertising in the banking industry?
- iii. What are the recommendations and suggestions for the improvement of marketing of financial services of UBA and other relevant industry?

1.6 SCOPE/LIMITATION OF THE STUDY

In the course of undertaking this study, the researcher faced a number of constraint. This include:

- Time constraint: This is due to the stipulated period to which the researcher was expected to accomplish and submit the project was limited, there by placing a great demand on available time for other academic exercise in the pursuit of this study.

- Personal Constraint: This work has greatly limited the available for leisure and rest as serious reaching and writing were carried out to meet the challenges associated with projects such as this one.
- The cost of printing and administering the questionnaire and other miscellaneous expenses was so enormous that it has a serious effect in the researcher financial position. Despite all these constraints, the objectives of this study were fully achieved.

1.7 DEFINITION OF TERMS

The following terminology and abbreviation used in this study are defined below:

MARKET: As composed of both existing and potential customers for an organization product or services.

MARKETING: Total submission uses by business and organization to create transform values exchange between the organization and its customers.

PROMOTION: Creation awareness about availability of product usage and quality

PUBLICITY: Non-personal stimulation of demand of a product service or business unit by news medium, it is not paid for by the sponsor.

PERSONAL SELLING: Oral presentation in a conversation with one or non-prospective purchasers for making sales.

ADVERTISEMENTS: Termed as one of the major tool seller used to stimulate consumers demand for goods and services.

ADVERTISING: A non-personal communication using media such as television, newspapers, radio etc.

MARKETING MIX: Combination of retailed strategies tactics, Operational policies, programmes, techniques and activities to which resources many b allocated such that the matching objectives are achieved, i.e. 4ps which are product, price, place and promotion.

MARKTING STRATEGY: Broad plan of action for using an organization resources to meet its marketing objectives.

MEDIA: Path through which message move from sender to receiver.

MEDIUM: (Plural media) channel through which message is delivered to target audience.

CONSUMER: An individual who buys and use product or service for final consumption.

AUDIENCE: A group of people to the media

BRAND: A world symbol name or design that differentiates a product from its rival.

BODY COPY: It's the main text of an advert that tell completely story. It is a continuation of head line and sub-heads.

EVENT OF MARKETING: Practice of promoting company and its branch by specific activities e.g. tennis tournament or festival.

QUESTIONNAIRE: Formalized schedule to obtained and record special and relevant information with tolerable accuracy and precision.

RESONDENTS: Persons who answer or respond to questionnaire or an observation unit on which are measure of attributes can be made.

AIDA: Mnemonic for attention, interest, desire and actions denoting progressive steps of customers reaction in making sales.

RESEARCH: Investigation carried out to find more fact or discover new facts to aid understanding of part problem.

SURVEY: Purpose on population or universe data collected from population for intensive study and analysis more often than researcher.

PATRONAGE: Retail store advertiser, or new store hours or change in delivery.

POINT OF PURCHASE COMMUNICATION: Consist of display, posters and different of materials design to influence buying decision. Packaging and branding are very integral in this state.

CHAPTER TWO

Literature Review

2.0 INTRODUCTION

In the introduction chapter, the research has given an insight into what advertising is all about. In this chapter, attention is being focused on various definition by different authors, the importance of advertising in the banking services, the effectiveness of advertising in banking industry, it will also review other fundamental concept and issues that make up the research work.

2.1 Concept of Advertising:

The term advertising has been defined in various ways by experts. In a Layman's language, advertising is any non-personal presentation and promotion of ideas goods, or services ciliated to a target audience through various media by an identified sponsor.

Stanton (2010) says "advertising consist all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, services or idea" in this definition, a group of consumer or group of people that needs such product, service or idea. It is also saying that advertising could be oral, that is having to do with word or mouth and it could also be visual that is seen either on the screen or inform it picture and such oral or visual presentation must be of a product; service or idea.

The American Marketing Association (AMA) defined "advertising as any paid from of non-personal presentation and promotion of goods, services, or idea's by identified sponsors", this is the most comprehensive and widely acceptable definition of advertising.

Jenkins (2012) observed thus "the industrial revolution would not have succeeded without advertising modern industrial society including capitalist and socialist system, mass market, mass media can hardly survive without advertisement" it further explains that advertisement is the cheapest and most effective way of generating product knowledge to facilitate the sale of goods and services.

Stepleton (2011) defined advertising as a marketing tool which aims to gain attention and notified and because it does this so successfully and is so wide spread, it is frequently considered the most powerful tool of the marketing activities. Advertising is a means of spreading information and this

can be distinguished from other form of communication. He further stated that advertising is a paid form of non-personal presentation of ideas, goods and services by an identified sponsor.

This is certainly a very success statement and merit. Some elaborations firstly advertising is paid for form it is a commercial transaction and it is which distinguished it form publicity. It is non-personal in the sense that advert message is usually spoken or written and are directed at an individual as in the cause in personal selling.

Klepes (2015) defined “advertising is a primarily job for communication to a defined audience, information and frame of mind that stimulate his action.

Modern (2015) defined advertising as “any form of non-personal presentation and promotion of ideas, goods and service by an identified sponsor he went ahead to say that advertising is a form of paid publicity, it has a strong persuasive power, it is common technique promotional mix and it is an integrated communication network for sending message about a product to perspective consumer.

This definition stands the test of time and it is universally accepted. It focuses firstly that advertising is paid for no matter how small the cost may be which means it is a commercial transaction that involves a given and receiver which course distinguished it from publicity which is not for. Secondly, it must be non-personal. Advertisement consists of share message and inanimate objects that cannot communicate on the spot moreover, the advertising media or agent have no dissect link with the advertiser.

Williams (2014) defines advertising “as the impersonal presentation of sales creating awareness for message to a large group of people” he went further to say that advertising utilizing mass media including among other forms newspapers, billboard and handbills. The author said that advertising is impersonal, that is, it not a personal act, it also states that advertising creates sales awareness to large groups of people.

McGregor (2016) defines advertising as a form of communication through media about product, services, or ideas paid for by an identified sponsor this definition consist of three importance elements that form advertising, the term communication which is the channel of the through which the message is passed to the audience, the last one is the phrase identified sponsor which means that every advertisement must have a sponsor, that is, the person paying for the service. Having seen the purpose and values of advertising, the researcher will now go further to look at the three (3) parties that make up the advertising industry.

2.2 The Three Sides of Advertising

There are three section of the advertising industry. It is important that these three sections work harmoniously together, yet each has its own interest to protect. These are:

- i. The advertiser
- ii. The advertising agency
- iii. The media

Jefkin (2009) consider each as:

- i. The advertiser: this organization is the client which has an advertising department that an advertising manager is in charge.

Advertiser include manufacturers, importers, retailers, mail order, trade public authorities, voluntary organizations, entertainment industries etc. some advertisers have large advertising department and are self-sufficient, others dived their work roughly in to above the line and below the line advertisement, whole above the line is handled by the departments working in liaison with advertising which undertake the bulk of the work.

- ii. The advertising agency: Stanton (2017 P:425) define advertising agency as an independent company set up to render specified services in advertising in particular and marketing in general. Jefkins writing on advertising agency says

that an advertising agency provide for their client who are referred to as accountants, the agency executive who deals with the clients is advertising manager is known as the account executives.

- iii. The Media: Jefkins (2017) defines media as “the vehicles for advertising message, listeners or passerby”. The word media is the plural of medium and it is the means

through which advertising message are disseminated to both established and potential customers.

Stanton, when uniting on media says, advertising media includes the press, commercial radio, television, outdoors, transportation, cinema screen, dissect mail, exhibition point of sale and specialized means of conveying advertising message.

The media actors, exhibition promoters, cinema advertising and so on. Their executive says Stanton is usually called the advertisement manager and he sells space-time or site

rentals. An advertising manager buys and advertisement manner sells. We have now understood that the setup of the advertising industry. The researcher will now look at the different types of advertising that are available for advertiser.

2.3 Types of Advertiser

Advertising is classified into a number of classes, advertising should always tiny to carry their advertising companies considering their objections. An advertising department that is not capable of making the best decision can make use of the services of the advertising agency whole some organizations advertisement are aimed at making the public aware of the presence of the goods other pave way for personal sales presentation.

Stanton (2010) stated that “The marketing executive should understand the various classes of advertising used depending on the company’s objective in its advertising programme”.

Kotler (2013) advertising can be classified according to its functions, collectively these various form of advertising close the perceptual gap which exist between producers and consumers of goods and services.

1. National product advertising:

This is general advertising that is sponsored by manufacturers who sales or other producers. Here emphasis is on consumer product. Here emphasis is consumer product. The objective is to get customer to purchase his product at any retail outlet, which may stock the item. In national advertising the message says “but our brand” irrespective of where the purchases is going to take place. The term ‘National’ advertising refers only to the level of the advertiser and has no relation all to geographic coverage. For example, if a manufacturer places as single advert in say national television, this is still a national advertising.

2. **Retail advertising:**

This is the advertising placed by retailer, it deals with who sells cheaply to consumer, example, supermarket etc. in retailers advertising emphasis is on the store. He is basically saying “buy X brand in our store” A retailer does not care what product or brand you buy as long as you buy it in his store. Consequently, his advertisements offer appeal to patronage motives should wing you what services he offers and why it is to your advantage to buy at his store.

3. **Co-operative or cooperates advertising:**

This includes horizontal and vertical cooperative advertising. Horizontal involves a situation whereby competition comes together to design an advertising programme to boost the primary demand in the industry. Vertical consist of the manufacturer’s interest in the advertising efforts made by their dealers. To solve this problem, the manufacturer goes into co-operative advertisement as a regular retails adverts of local store. The product is nationally advertised brand when the signature is that of local retails store. The products manufacture, after provides the retailer with the material or guidelines form which the advert is actually produced. Thus, assuming that the message says what the manufacturer wants it to say. The media cost one after shared base on this type of advertisement.

4. **Business advertising:**

This has different such as the following:

- a. Trade advertising
- b. Industrial advertising
- c. Professional advertising
- d. Corporate management advertising. The business advertising are classified according to the nature of the market.

- **Trade advertising:** This advertising is from the manufacturer to the retailer or the middlemen. The appeal is buy this product to resell in your store at a profit, since the

retailer’s efforts are limited by many factors such as self-space and funds inventory. Moreover, manufacturer used this to persuade retailers to stock their product and display in their store. The theme is to show the profit the store can earn by stocking the product.

- **Industrial Advertising:** The product are not personal use. The advertising aimed at a market to speed the sales of industrial product, it comprise that the manufacture of

industrial goods need to sell their goods to other producers, personal selling is very important here with the advertising used to speed up the sales process and reduce the loss of personal selling. Prospective buyers are fewer and they tend to be in concentrated geographical location.

- **Professional advertising:** This is the advertising that is aimed at the professional advertising only that the professional does not buy goods for resell. His or her role is to prescribe or recommend to the clients the purchase of certain products. Advertises in professional such as the medical e.g. the doctor's recommendation on particular product of drug is the best like

nurse, the economic architectural form tells how the client of the richer can benefit from the use of the product. Direct mail and product samples are also used by the manufacturer.

- **Corporate management advertising:** This is addressed to under audience the broad services of a company are advertised in publication such as business time etc.

2.4 The Origin of Banking Services.

The concept of banking was first associated with the London goldsmith who was due to the nature and volume such as their business sought the need storing facilities for their valuables qualities.

At the first stage goldsmith develop a technique for preserving these money, but later changed when the deposits become large enough to be transacted tested upon the merchants started to be lends from the goldsmith to pay for goods and services, this led to the earliest bankers to issue bank notes of fixed denomination which were more authentic and universally accepted.

Thus, make the second functions of the banks as issuing of bank notes. This led to the evolution of the next function as the third functional factor which is borrowing of money, the increasing use of bank notes meant that low number of industrial with small or limit deposit in conform the banks who thus fund is safe to lend out at interest some of the money deposited with them. This proved to be profitable business and go bankers began to offer interest as an inducement to the merchant and in other to increase their deposit rent, banker start to borrow their own notes skills and experience during teaching the period of how much to safe in hand in order to meet the demand of customers.

2.5 Types and Nature of Banking Service/Products in United Bank for Africa (Nig) Plc.

- i. Capital/debit restriction

- ii. Consortium/lending
- iii. Counter as foreign parts
- iv. Domestic banking
- v. Finance division service
- vi. Finance service
- vii. Industry/market study
- viii. International banking services
- ix. Project finance

- **The capital/dept. restriction:** In this services, some major industrial and commercial house often have the need to restrictive their capital/debts, these enable them to obtain the funds for future expansion as well as maximizing converts short term commitment to long term once, or vice versa.
- **The consortium lending:** This is when client financial requirements are very large. Exceeding the banks statutory limited or if there is a need to spread this risk of financing a large-scale project, the financial services division of UBA arranges a consortium of banks to fund the project. The bank as attracted a leadership position in the syndication loan market of Nigeria and is presently managing as the lead bank syndicated facilities to the tune about half of billion naira.
- **Counter as foreign part:** This is through its relationship with trade fair non-oil commodities, the banks and trading houses offers a special center trade service in chiding client advice on area of counter trade referral of potential exporters to prospective client etc.
- **Domestic banking:** This incorporate the function of various branches under the retail banking sector it is engaged in typical branches of the all banking sector and service, example advances and loans are giving by taking deposit, buy and sell of foreign exchange, they handle letters of credits and documentary collections for both imports and exports and its offers advises on investment.
- **Finance division services:** On a “retainer fee” base financial advisory services are given to the clients in a wide spectrum of business and financial matters, ranging from option optimal capital/financing structure to sources of such capital and financing as well as marketing information.

- **Finance service product:** The prior to the introduction of corporate bank, the bank tried to provide some what is related wit corporate services through a specialized division with the present adoption of the whole banking approach through the corporate banking sector, thus division has to be in evitable absolved into the sector. Other are consortium lending equipment lending underwriting, capital/debt. Restructuring bankers' acceptance and commercial page export finance etc.
- **Industry market study:** The project development and financing developments problems, prospects and major socio-technological developments are carried out for the provision and availability of these industries in Nigeria to highlighted condition.
- **International banking services:** the UBA plc feeds the public and facilitates business venture within Nigeria under almost 200 branches. Businessmen, organizations and transaction corporations have come to rely on UBA advertised an advice in their international transactions with Nigeria with a full-fledged branch in New York, a representation office in London, on off shore branch in the laymen island and over 200 correspondent banks work. Wide UBA has been recognized as a great force in international banking services offered include opening letter of credit, processing of bills fair collection, international money transfer, advice on exchange control, informational on business opportunities plus credit reference and consortium lending.

2.6 United Bank for Africa (Uba) Plc (Nig) Innovations Effectively Advertised

United Bank for Africa Nig. Plc (UBA) has consistently maintain the position of pacesetter over the years in commercial banking service particularly in the country.

Out lined below are some special scheme which the UBA pioneered in the Nigerian banking services do affirm its claim as the innovative banking as follows:

- i. Abuja residential house scheme
- ii. Floating of rates of interest
- iii. House saving and loan scheme
- iv. Join liability scheme small-scale formers credit scheme
- v. Mobile banking programme
- vi. UBA customer quest night

- vii. UBA card
- viii. Statement saving scheme

Having highlighted the main features of banking in the study, attempt will be made at the junctures to examines certain theories that are relent to effective and official banking services.

Laidlar (2010) said if it takes time to walk around the corners to a saving banks to obtain cash for a deposit customer will not patronize such bank UBA marketing department has taken care of this problem.

Marn (2016) view what the growth of large cities and the attendant increase in demand for all kinds of services long/frustrating queuing at airport, hospital and supermarkets have become a common practice unavoidable facture of daily life. However, UBA marketing department have developed a statistical and mathematical control resulting to speed services.

Meyer's (2016) view that the importance of time has been fixed up with the entire universe. Time has always been recognized, as an essential factor in life to business time is money.

It is due to the above conditions that UBA maintain a fast/speed services as contained in their advertisement. The decision to promote banking services would have been a difficult one in the early 60's and 70's. There was a littler or not competitions. Today, the situation has changed, competitions is very keen amongst bank and other financial institutions. When the first changes in the services industry become evident a few bank sized the change to develop different services, example can be drawn from the UBA plc. "house saving and loan scheme".

Abuja housing scheme and UBA card which enables a holder withdrawn up to certain amount in any UBA branch all over the nation. This is usually carried out through such media as bill board, magazines, newspapers, television and radio other promotional means include sponsoring of sports competition or sponsoring of transmission of sport broadcasts on radio and television as in 1994 African cup of nations competitions. Tagged Algeria 94 and 1994 world cup football competition held in the United State of America (USA) in many queuing situations, arrivals and departure are it random. Costs sales in other hand, is due to customer going elsewhere upon seeing large queuing and finally lost earring power when equipment has to wait some time to be repaired queuing these helps to provide some data information in which to base the judgment of advertising claims in the business perspective.

The socio-cultural factor of any country such as that of our nation discloses why our country Nigeria adopted some of the British colony in the same way, our banking system is not excepted. This impure practice however are gradually changing since independence and are being replaced or modified by new one, it was agreed that the survival and growth of any commercial bank anywhere in the world depends on the effectiveness of its advertising performed and good will clear understanding of its advertisement by the customers.

It is viewed that such good will of the customers can only be obtained and sustained when if the management and staff of the bank are productive efficient, honest quality and prompt services as for customer will tolerate undue delays during transaction. And in reaching the decision for the choice of channel the bank always aims at the medium the soul gets the message across to the desired market segment in order to achieve the general objectives.

2.7 Advertising Budget

With the greater acceptance of the marketing concepts, including the partnership of the sales and advertising management had begun to re-examine it to the total marketing policy. This is leading to the policy change in the setting of advertising budget. One approved approach to setting the advertising is an investment since most advertising is cumulative and there is a tie lay between the appearances of the advertisement and total impact upon the consumers it is extremely difficult to establish the proper credit for such impact. These approach to advertising recognizes that advertising offer is intended to lay the groundwork or create the proper atmosphere for the state. Another more scientific approach to setting the advertising budget is the task method. The companies set the object and allocate a given amount to personal selling, sales promotion and the balance to advertising, it is objective or good isolate the task and some amounts is allocated to reach the objective target for the advertising policy.

2.8 Development of Advertising

On the earlier known evidence of advertising could be traced to the Greeks. The Greeks relied on town crier to chart the arrival ship with cargoes of nine spices and metals.

Town crier of another significance is the promotion techniques used by keeper in France around 11:00 AD to tout their fine wine. The town criers would sum a horn to gather a group of fine people and offer samples of wine for sale.

Outdoors advertising has proved to be one of the most enduring and oldest of the forms of advertising it survived the decline of the Roman Empire to become the decorative art of the inns viewed with each other in creating attractive size. The consumer could easily recognize that in 1940, the first painted outdoor referred to as a boarding appeared in London. The next most enduring medium was the newspaper; the newspaper was of course the off spring of Gutenberg invention of printing form immovable types. This use of written by professional writer for nobles and others who wanted to be kept up to date on the news of the count and other events.

2.9 Developing Advertising Campaign

A campaign is a co-ordinate series of promotional efforts built around a single theme or idea designed to reach a predetermined goal. Many type of promotional campaigns may be conducted by the banking industry and several may be run concurrently. Geographically, a bank may have a region or nation campaign stream depending upon the available funds and objective to be achieved. The stage of the service offered may determine whether a pioneering or a competitive campaign will be conducted. Perhaps, the first step in developing a pentagonal campaign should be established the campaign goals. This goal will determine what benefits appeal will stress as such the customer behaviors expresses the services benefits. The physical distribution management must ensure that adequate stocks of the services or product are in all outlets prior to start of the campaign.

The sales promotional devices such as point of purchase which encompass display posters, signs and a variety of other materials that are design to influence buying at the point of purchases.

2.10 Selecting Advertising Media

An appropriate selection has to be considered base on the type of audience that will received the message, hence either the audience are locally or nationwide. In the process of selecting media to use in a campaign a marketing executive must look at the reach and frequency of all media and most importantly assess the characteristics of the various media as against his indented task or objective e.g. a radio can rely on the attention of the listener using his hearing sense while the television relies on both the sight and the ear giving two approaches.

- a. The print or press: This include newspapers, magazines, directories, yearbooks, telex-news-letters calendars etc.
 - i. Newspapers: There are national, regional and local newspapers.
The newspapers all have their consumers who the advertisers consider as target audience. They are used to cover an entire country, a whole region or even a state.

They are also used to calculate handbills through incestuous, newspapers have advantage of colour print and it also last over a long period of time.

ii. Magazines: the magazine can be divided into four graphics and they include:

- Special interest magazines (Religion, Films and Music)
- Trade magazine. These are meant to educate retailers and distributors about new products and the going on the industry.
- Technical magazine. These are meant for the consumption of manufacturers and services industries the advertisement usually reflects equipment material and services undertakers by the related industry.
- Professional magazines. These are meant for the consumptions of doctors, teachers, lawyers, accountants, they include journals such as the marketing journals, accounting and medical journals etc.

b. The direct mail: It is the mail that is probable the most personal and selective of all the media it is mostly used in advanced nations and preferred because it reaches only the market that the advertiser wishes to contact, their form of advertising is quite good where advertising budget is small. A direct mail creates its own decollation and attracts specially targeted readers compared with other forms of media. Waste is minimized but the major disadvantages have is the difficulty of getting and maintain a good mailing list, direct mail also suffer the stings of being class as “junk mail”.

c. Outdoor advertisement: outdoor advertisement is sometimes called poster advertisement, but in reality, it is just poster adverts, outdoor advertising provides permanence as its major characteristics that is, it can remain by the street corner as long as the advertiser wishes for the message to remain. Outdoor message are characterized by beautiful pictures, good short and coherent message.

This is mostly formed on billeting board (billboard) or supersets that advertising almost every corner of the major urban cities. They came in many forms, which may include:

- Aerial balloons, airship and sky waiting etc.
- Billboards or supersets
- Hoarding posters or printing panels
- Projected advertisement flashed and serenely on the wall.
- Public information panels (PIP). Outdoor information is usually a flexible low cost advertising and reaches virtually the entire population depending on the spread. It is quite excellent for reminding on the spread. It is quite excellent for reminding

consumers of a product. It is also carries proceeding impact of size and colour, except the product is a widely used consumer goods, considerable waste will occur, as a result it is imperative that is should be supported by other forms of advertising while the cost of reaching and individual prospect is low, it is quite high when considered on a national campaign.

- d. Television and cinema advertisement: Theses appears on sports and the frequency depends on the advertiser's objectives. Television is probably the most versatile, it makes its appeal through both the eye and the ear. Product can be demonstrated as well as its usage explained. It offers considerable flexibility in terms of the geographic market concerned and the time of message presentation, the main advantage of television and cinema are, display are live and seen by many in favorable environments, while the major disadvantage is that it is quite costly when compared to other media forms and the message is not permanently recorded and consideration is needed for declining camera audience.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This research methodology consists of the systematic study of principle guiding scientific and philosophical investigations. The research methodology procedure helps in examine the validity and reliability of our research instrument. And there is no doubt that the quality of research to a large extent is determined by the research methodology adopted. Thus, this chapter explained the population, sources for the data collection and analysis for the research work.

3.1 Area of Study

In the course of carrying out this research work, emphases were laid on the activities of United Bank for Africa Ahmadu Bello Way Kaduna North Local Government, Kaduna State.

3.2 Research Design

In carrying out the research work of this nature, the researcher employs the survey research design. In using the method, the researcher collect data from the population for intensive study and analysis of variable under investigation.

3.3 Population of The Study

Research population and sample size, it could not be very easy to conduct research on every individual's selection representative and sample size of the population becomes ideal.

However, a sample size of 80 were taken from the population of 385 of the both UBA staff and its customers.

3.4 Sample and Sampling Techniques

Survey research is particularly relevant for this study because it ensures on intensive examination and analysis of variables under study. It also makes it easier for the researcher to select a sample or a subset of population using sampling techniques. This enhances the researcher ability to generalize his findings on the whole population on the universe.

3.5 Instrument(S) For Data Collection

The statistical techniques employed in analyzing the collected data is the simple percentage method. The method involves determining the population of those who favour some options against those who do not favour some. The statistical techniques facilitate both the analysis and comprehension of variables being analyzed.

In addition, it is believed that this technique will serve the need of study. Finally, the techniques are among the simplest statistical tools of this level of education.

The researcher will analyze the data in a logical and meaningful way. It will be informing of tabulation analysis in the table suggest answer to the research question at appropriate level of significance.

The method will be done through the use of simple arithmetic mean, by adopting like five-point scale to generate and measure response. These scale of response is expected below:

Strongly Agreed (SA	=	5 point
Agreed (A)	=	4 Point
Undecided (UD)	=	3 point
Disagree (D)	=	2 point
Strongly Disagreed (SD)	=	1 point

This can be analyzed through Likert method i.e.

$$\frac{\sum FX}{\sum F}$$

Where:

\sum = summation

F = number of frequency

X = number of observation

Which means

$$\frac{5+4+3+2+1}{5} = \frac{15}{5} = 3$$

Therefore, the mean range for rejection is 3.0 above.

3.6 Administration of The Instrument

The scheme used is based on methods of gathering information or data from the population.

The following are the methods of survey research

- i. The questionnaire method
 - ii. Personal interview
 - iii. Observation method
- The questionnaire used in their survey consist of both closed and open-ended types to collect information from the respondents. The questionnaire was administered by the researcher.
 - The personal interview method used in this study provides a good opportunity for the researcher to interact freely with the respondents in order to confirm information and to clear misconceptions (if any) or any problem encountered by the researcher in the course of the study.
 - The observation methods are also used in research situation where the researcher can gather data by watching and recording information. It also includes monitoring the activities and conditions of sample subjects.

CHAPTER FOUR

4.0 Introduction

In this chapter, an attempt is made to present and analyze the data collected from the sample respondent through the use of questionnaire, the data is presented in tabular form using the simple percentage techniques as the bases of our analysis as follow:

Management and customer questionnaire (Appendix A)

4.1 Data Presentation and Analysis

Table 4.1a Gender of Respondents

OPTION	NO OF RESPONDENT	PERCENTAGE%
Sex		
a. Males	50	62.5%
b. Females	30	37.5%
TOTAL	80	100

The 4.1 above shows clearly the gender classification of the management staff who responded to the questionnaire, it shows that 50 respondent representing 62.5% of the total are male while the remaining 30% out of 80 i.e. 37.5% of the total are females. This means that more male have respond to the questionnaire than females.

$$\text{Mean} = \frac{\sum fx}{\sum f} = \frac{275}{65} = 4.2$$

Table 4.2a Ages of Respondents

OPTION	NO OF RESPONDENT	PERCENTAGE%
Age		
a. Below 25 years	10	12.5%
b. 26 – 34 years	24	30%
c. 35 – 49	26	32.5%
d. 50 year and above	20	25%
TOTAL	80	100

It is evident from table 4.2a above that the bank has the majority of its management staff within the productivity ages of 26-45 years of age as indicated above. This is quiet significant in the current competition marketing environment which requires aggressive effect by active and young managers.

Table 4.3a Marital Status of Respondents

OPTION	NO OF RESPONDENT	PERCENTAGE%
Marital Status		
a. Married	60	75%
b. Singles	15	18.75%
c. Divorce	5	6.25%
TOTAL	80	100

The table represents the marital status of the staff of UBA, Kaduna branch, it shows that 60 out of 80 representing 75% are married while the remaining 20 respondents, are within single and divorce.

Table 4.4a Education Qualification

OPTIONS	NO OF RESPONDENT	PERCENTAGE%
a. GCE/SSCE, TC11	30	37.5%
b. ND/NCE	10	12.5%
c. HND/BSC	30	37.5%
d. Prof. Qualification	5	6.25%
e. Higher Degree	5	6.25%
TOTAL	80	100

Table 4.4a shows the educational qualification of the sample respondent. It is evident that 34.5% of the management staff process the first degree of HND, 6.25% professional qualifications and the remaining 6.25% hold higher degree. The implication of this is that the bank is adequately prepared based on the education attunement of its staff to meet its marketing challenges.

Table 4.5b overall objectives of respondents

OPTION	NO OF RESPONDENT	PERCENTAGE%
Agree strongly	80	100%
Agree	-	-
Neither agree nor disagree	-	-
Disagree strongly	80	100

The analysis on table 4.5b shows that there is a unanimous agreement among management staff of UBA in Kaduna that the overall corporate objective of modern day banking is to increases deposit base on market share as supported by all the 80 sample respondents.

Table 4.6b salient objectives of respondents as to increase earnings per share

OPTION	NO OF RESPONDENT	PERCENTAGE%
Agree strongly	80	100%
Agree	-	-
Neither agree nor disagree	-	-

Disagree strongly	80	100
-------------------	-----------	------------

Table 4.6 represents the view of the respondents on the salient corporation objectives of UBA. It shows a common agreement by the respondents that increase earning per shares is the most important objectives as attested to by all the respondents.

Table 4.7b Corporate objectives of the respondents

OPTION	NO OF RESPONDENT	PERCENTAGE%
Agree strongly	80	100%
Agree	-	-
Neither agree nor disagree	-	-
Disagree strongly	80	100

Table 4.7b indicate unanimous view of sample respondent on another salient objective of the bank. All the sample respondents agree strongly that to instill and create awareness of the services offered by the bank to supporting corporate objectives.

Table 4.8b Corporate objective of the bank is to install and create increased awareness of the service offered by the bank

OPTION	NO OF RESPONDENT	PERCENTAGE%
Agree strongly	80	100%
Agree	-	-
Neither agree nor disagree	-	-
Disagree strongly	80	100

Table 4.8b indicates that all the 80 agree strongly that banking service should be improved to the international standard.

Table 4.9b increase no of account and share of the bank

OPTION	NO OF RESPONDENT	PERCENTAGE%
Agree strongly	80	100%

Agree	-	-
Neither agree nor disagree	-	-
Disagree strongly	80	100

Table 4.9b projection of the increase account holders and market share is an important objective of the bank as supported by 100% of the bank sample respondents.

Table 4.10b Projection of the bank corporate image

OPTION	NO OF RESPONDENT	PERCENTAGE%
Agree strongly	80	100%
Agree	-	-
Neither agree nor disagree	-	-
Disagree strongly	80	100

According to table 4.10b all the 80 respondents for this survey unanimously agree that the main objectives of the bank is to project the corporate image of the bank.

Table 4.11b Influence of Patronage

OPTION	NO OF RESPONDENT	PERCENTAGE%
Friends	15	18.75%
Advertising	50	62.5%
Personal selling	7	8.75%
Sales promotion	8	10
TOTAL	80	100

The table 4.11b indicate that the surveys of customer influence in banking and patronage. It shows that the influence of friends is just 18.75% advertisement 62.5%, personal selling 8.75% and sales promotion is 10%. This means that the bank must not concentrate on advertising alone, it must emphasis on personal selling and promotion activities.

Table 4.12b Reaction of adverts of banking services

OPTION	NO OF RESPONDENT	PERCENTAGE%
a. With interest	65	81.25%
b. With repugnance	-	-
c. With indifference	15	18.75
TOTAL	80	100

The table 4.12b shows how respondents reacts to advertisement bank services, it indicates that 65 respondents representing 81.25. % react with interest while 15 respondents that is 18.75% react with indifference.

Table 4.13b Indicate the factors that encourage loyalty

OPTION	NO OF RESPONDENT	PERCENTAGE%
a. Service quality	60	75%
b. Attitude of staff	10	12.5%
c. Location	10	12.5%
d. Interest given	-	-
TOTAL	80	100

The table 4.13b represents that the influencing factors to customer's patronage of UBA service. It indicates services quality is the most important attribute as supported by the view of 75% of the respondent's attitude of staff 12.5% and location also 12.5%

Table 4.14b Reaction of adverts of banking services

OPTION	NO OF RESPONDENT	PERCENTAGE%
a. As long as they kept informed through promotional means	50	62.5%
b. As long as the bank reflect message conveyed in their promotion	25	31.25%
c. As long as it provides promote and efficient service	5	6.25%
d. As long as the promotional	-	-
e. Other (Please specify)	-	-
TOTAL	80	100

Table 4.14b suggest that customers patronage can be influenced as long as they kept informed of the effective of the bank through promotional mix as supported by 62.5% of the respondents. Other 31.25% believes that patronage is based on the message conveyed while 6.25% have believe that patronage is based on quality of efficient services of the bank.

Table 4.15b Indicate respondent loyalty to the bank

OPTION	NO OF RESPONDENT	PERCENTAGE%
a. The quality of their promotion	-	-

b. The growth in branch not work	-	-
c. Outstanding credibility	80	100%
d. For fear of experimenting with other banks	-	-
TOTAL	80	100

Table 4.15b shows the views of respondent on their loyalty to the bank. It shows all the respondents (100%) hold the view that outstanding credibility is the important factor.

Table 4.16b Creation of awareness and performs of bank services

OPTION	NO OF RESPONDENT	PERCENTAGE%
a. advertising	52	65%
b. Personal selling by markets	8	10%
C. through friends or moved of mouth	-	-
d. Developed out of curiosity	-	-
e. Through public relations/publicity	20	25%
f. Through sales primitive	-	-
j. All of the above	-	-
TOTAL	80	100

It is evident that from table 4.16b that greater awareness can be best through advertisement (65%) and personal selling 10% and the remaining 25% believe that publicity and public relation play significant role.

Table 4.17b Indicate effect of awareness through advertising.

OPTION	NO OF RESPONDENT	PERCENTAGE%
a. Encourage patronage	66	82.5%
b. Create bias for other competitive users	-	-
c. Build move credibility for the bank	14	17.5%
d. Exaggerates desire in products/service	-	-
e. Other (Please specify)	-	-
TOTAL	80	100

Table 4.17b suggest that customer awareness through advertising can encourage patronage as supported by 66 respondents represents 82.5%. while 17.5% remaining believes that awareness leads to move credibility for the bank.

Table 4.18b Indicate effect of frequency of advertisement.

OPTION	NO OF RESPONDENT	PERCENTAGE%
a. change customer perception of the product/service offered	20	25%
c. Help customer to recall product when faced with purchase decision	60	75%
c. Causes people to ask for in	-	-
d. As long as the promotional	-	-
e. Others (Please specify)	-	-
TOTAL	80	100

Table 4.18b indicates that repeated bank advertisement can help customers to recall products/service when faced with purchased decision as 75% of the respondents indicated while the remaining 25% view repeated advertisement can change customer perception of the products or services offered.

Table 4.19b Indicate effected of promotional activities

OPTION	NO OF RESPONDENT	PERCENTAGE%
a. Information	40	50%
b. Remaining	-	-
c. Persuasive	40	50%
d. Other (Please specify)	-	-
TOTAL	80	100

Table 4.19b suggest factors that leads to effectiveness of promotional activities and advertising, it shows that promotion and advertising are informative as agreed by 50% of the respondents, while the remaining 50% says that it become more effective if they are persuasive.

4.20 Discussion of Results

This chapter is aimed at the discussion of the results of data analysis carried out in preceding chapter. The aim of the discussion is to determine the level of congestion or inconsistency of this study with the existing knowledge.

4.21 The Findings

With reference to the data presentation and analysis carried out earlier in chapter four, the important variables analyzed can be clearly discussed.

Table 4.1a showed that 62.5% of the respondents among the staff of commercial bank particularly of the UBA within the Kaduna monopoies are males, while only 37.5% of the respondents are females. Within this grouping it was discovered that the majority 62.5% are within the productive ages of 26-45 years. This is significant for this bank especially when viewed from the angle of competitive marketing environment which makes it imperative for participating banks to have in its possession staff within the productive age.

Couple with this, table 4.4a suggested that the employees of the bank have possessed the pre-requisite qualification such as HND or BSC in relevant academic qualification. This means that UBA has the most qualified staff to meet its marketing challenges. On the overall objectives of modern day banking challenges. On the overall of modern day banking in Nigeria, the respondents unanimously agree (100%) in table 4.5b that increased deposits and higher patronage or increased market share is the most important objective. Other objectives as supported by table 4.6b in which all the respondents agree strongly is increased in earning per share.

In addition, the respondents also unanimously agree that the quality of banking devices should be improved to the international level or standard as all the respondents strongly agree in table 4.8b. This is quite necessary as the dynamic and competition market makes it mandatory for banking to evolve effective marketing strategies to have competitive advantage as well as to maintain high standard.

Advertising as a promotional tool is offer employed to achieve many important objectives, this study sought the view of respondent on the subject matter. According to table 4.9b all the respondents agreed strongly that bank advertisement is to increase the number of account holders and the market shares. It was also unanimously agreed by the staff of bank that the main objectives of advertising are to project the banks corporate image.

On the other hand, the customers of the bank that responded to the designed questionnaire indicated that factors that influenced their patronage. In table 4.11b most of them said they were influenced to a lesser extent by personal selling and sales promotion. For those who were influenced by advertising, noted in table 4.14b that they offer react to advertising with interest (81.25%) and only a few others said they responded to advertising with indifferences.

On customer confidence and loyalty, table 4.13b showed that 86% of the sample respondents among customer of UBA said that service qualify is the most important factor they consider in developing confidence and loyalty to UBA other factors of considered by customers consist of attitude of bank staff and location of the bank etc.

The analysis also showed that customer's interest and awareness created through advertisement encourage patronage as indicated in table 4.17b where 82.5% of the respondents support the view, while the remaining 17.5% belief that awareness leads to more credibility for UBA.

It was further noted that repeated bank advertisement is capable of giving many advantages to the bank. Table 4.18b showed that 75% of the sample customers maintain the view that repeated advertisement help customer to recall products or services when faced with purchase decision, while other respondents said such repeated adverts can change customer's perception.

Similarly, the analysis further shows that the effectiveness of promotional activities and advertising is based on if it is considering good information and persuasive enough.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

The main aim of this chapter is give a summary of the findings of the study, the conclusion drawn and some useful recommendation for the improved performances of commercial banks through advertisement.

5.1 Summary of Findings

The study examines advertisement and marketing performance of a commercial bank the UBA, Kaduna branch. The findings of the study are summarized as follows:

The study found that advertising play a very significant role in the marketing of financial services. It encourages and influences higher patronage and customer loyalty.

The study also discovered that repeated advertising help customers to recall products or services when faced with purchased decision and also it helps to change customer loyalty and perception in a competitive marketing environment.

It was also found out that media choice and selection is very critical in determining the effectiveness of advertising. In northern states for instance emphasis must be placed on electronic media advertising rather than print media, because the predominant population are less literate and radio listening is habitual and acquired cultural value.

The study also found that customer dissatisfaction is often caused by poor services, attitude of the bank staff, wrong location, and indiscipline, delays etc. all the respondents in their study enormously support the idea that the quality of banking services should be raised to international standard.

5.2 Conclusion

In the light of the analysis came out earlier, it is easier to conclude that the effectiveness of banking advertising rests squarely on the choice of media. Marketers must understand the prevailing marketing environment, the most acceptable mode of communications in terms of language, words symbols and lifestyles.

In addition, the financial institution has device a means through which advertising of its services in the geographical goes in town in Nigeria reflect the cultural, religious and social reactive of the people. This will ensure the effectiveness of advertising in the marketing of financial services.

5.3 Recommendations

Based on both the analysis and conclusion drawn above, it is recommended that:

The management of commercial banks should undertake marketing research occasionally to find out the needs and wants of its customers and serve as the basis for effective advertising.

The nature of the marketing services offered by the banks should be better to make use of rigorous advertising and at the same time complement it with marketing services. There should be an adequate allocation appropriate of fund for the entire advertisement activities of the marketing services. The bank should ensure that they carry out advertising activities such as personal selling by marketers, public relations and publicity.

The bank should not only rely or use advertising as criteria to appraise their services, since advertising is not the only criteria evaluating, other criteria to be used are, services quality, attitude of staff, location and outstanding credibility.

The bank should provide funds to their customer in order to enable them to patronage in marketing services at a reliable data of interest. And also review the procedure for opening account, so that lower income earners will be able to save with the bank at less reduction amount for both saving and current account.

The bank should consult a management consultant for their marketing services for any decision they fell uncertain about and cordial relations. And marketing department should establish to manage by professional and qualified marketer who will have customers in mind and give them maximum satisfaction profitability.

The customer should be treated as the “King” and their satisfaction should be of paramount important to the bank.

Proper attention should be given to customers whenever the come for savings or withdrawal irrespective of whether the computer is at fault or not to reduce wasting of time by the loyal customers of the bank.

The bank should train its staff not only on the services they render to the market, but to be able to differentiate between bank secrecy and no bank secrecy.

The provision of well good protected and prevention material for the bank in both human and non-human should be provided from risk and legal problems e.g. life, fire, burglary insurance and consultant lawyer parking space of the bank should be improved to meet the aspiration of the customers need.

The above recommendations is a great stone to record business success for United Bank for Africa plc, which will give maximum satisfaction to the customers and profitability on the part of the bank, and it can be useful to other banks in Nigerian banking system.

BIBLIOGRAPHY

Alfred R.O and Williams L. Moore (1978) Customer or Competition for Marketing

Management 2nd Edition. Pretense Hall of India Ltd New Delhi

David N.Nyle (1975) Advertising Planning Implementation and control 2nd edition.

South-western published company Ohio.

Eric V. Hippel (1977) A customer-active paradigm for industrial product Idea

- generation. 3rd Edition Sloan school management MIT, Cambridge Mass.
- Kotler P. (2000) *Marketing Management, the Millennium Edition* Prentice Hall of India Private Limited, New Delhi.
- Martin L.B. (1979) *Marketing Concept and Strategies*, 2nd Edition, H. Mifflin, H. Mifflin Lays, New York.
- Michael E. Peter (1980) *Competitive strategy, Techniques for analysis Industries and competitors*. 6th edition, fine press, New York.
- Philips Kotler (1980) *Marketing Management* 5th edition publisher, Pretence, Hall international Inc, London England.
- Olatunji S.O *Marketing in Banking the Nigeria bankers journal Of the chartered institute of bankers of Nigeria*. January – march 1991.
- Stanley J.P (1986) *International Marketing* 6th Edition
- Strong A.C (1982) “Sales Promotion Fast Growth; Faulty Management” 6th Edition. Harvard Business Review.
- Kotler, P. & Keller, K (2009) *Marketing Management*, (13th edition), New Jersey: Pearson Prentice Hall.
- Latif J. et al. (2011), *The Place of Marketing in Nigerian Banking Industry*, (2nd edition.) Spectrum Books Ltd, Ibadan.
- Kotler, P. & Keller, K. (2011) *Marketing Management* (13th edition), Asoke and Ghosh Publishers, India.
- Perrault, W.D. & McCarthy, E. J. (2010), *A Global Managerial Approach to Basic Marketing*, (12th edition), Sydney: McGraw Hall Irwin.

APPENDIX I

Letter of Introduction

Department of Marketing,
CBMS,
Kaduna Polytechnic,
Kaduna

Dear respondent,

To Whom It May Concern

I am a final year student of Higher National Diploma in the above named department undertaking a research on the topic “An Evaluation of the Effectiveness of Advertising on marketing of financial service, a study of United Bank for Africa (Nig) Plc Kaduna

Honest, clear and objective response to the questions will be highly appreciated.

All information provided shall be treated as highly confidential and will only be used for this academic exercise.

Thank for your anticipated co-operation.

RESEARCH QUESTIONNAIRE

I am a final year student (HND II Marketing) of the department of marketing, Kaduna Polytechnic, undertaking a research study on the Evaluation of effectiveness of advertising on marketing of financial services in Nigeria with a special reference to United Bank for Africa (Nig.) Plc Kaduna branch.

I will highly appreciate, if you could kindly assist by filling the questionnaire below. All information supplied will be exclusively confidential to UBA staff, customers and general public, please mark ‘x’ or tick ‘v’ in the appropriate options and fill the spaces provided below:

MANAGEMENT AND CUSTOMERS QUESTIONNAIRE

1. Sex: Male () Female ()
2. Age: a. Below 25 ()
b. 26 – 25 ()
c. 35 – 45 ()
d. 50 and above ()
3. Marital status
a. Married ()
b. Single ()
c. Divorce ()
4. Educational Qualifications
a. O level (GCE, SSCE, TCII) ()
b. NCE/ND ()
c. HND, BSC, BA, BED ()
d. Professional Qualification ()
e. Higher Degree ()

SECTION B.

5. The following objectives of modern day banking is to increase deposit based on market share
a. Strongly agree ()
b. Agree ()
c. Neither strongly ()
d. Disagree strongly ()
6. Another salient objectives of the bank is to increase earnings per share
a. Agree strongly ()
b. Agree ()

- c. Neither strongly nor disagree ()
 - d. Disagree strongly ()
7. Do you agree that another important corporate objective of the bank is to install and create increased awareness of the service offered by the bank
- a. Agree strongly ()
 - b. Agree ()
 - c. Neither strongly nor disagree ()
 - d. Disagree strongly ()
8. Do you agree with the view that the quality of banking service should be improved to the international standard
- a. Agree strongly ()
 - b. Agree ()
 - c. Neither strongly nor disagree ()
 - d. Disagree strongly ()
9. The advertising objectives of the bank is to increase number of account holders and market share of the bank, do you agree?
- a. Agree strongly ()
 - b. Agree ()
 - c. Neither strongly nor disagree ()
 - d. Disagree strongly ()
10. Do you or disagree with the statement that the main objectives of advertising is to project the banks corporate image?
- a. Agree strongly ()
 - b. Agree ()
 - c. Neither strongly nor disagree ()
 - d. Disagree strongly ()
11. What influences your patronage of UBA banks services
- a. Agree strongly ()
 - b. Agree ()
 - c. Neither strongly nor disagree ()
 - d. Disagree strongly ()
12. What do you think will make you remain loyal and dedicated to UBA bank?

- a. The quality of their promotions ()
 - b. The growth in the branch network ()
 - c. Outstanding credibility ()
 - d. For fear of experimenting with other banks ()
13. Which of the following do you think can create greater awareness and preference of bank services?
- a. Advertisement ()
 - b. Personal selling by marketer ()
 - c. Through friends or word of mouth ()
 - d. Developed out of curiosity ()
 - e. Through public relations/publicity ()
 - f. Through sales promotion ()
 - g. All of the above ()
14. What do you think can happen if awareness is created through advertising
- a. Encourage patronage ()
 - b. Creates bias for other competitive ()
 - c. Build more credibility for the bank ()
 - d. Exaggerates claims in products/service ()
 - e. Other (please specify) ()
15. What do you think could happen in bank advertisement is repeated over and over
- a. Change customers perception of the product/service offered ()
 - b. Help customer to recall product ()
 - c. Causes people to ask for service they do no need ()
 - d. All of the above ()