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Impact of Marketing Communication on Financial Performance of Banks: A Study of First Bank of Nigeria PLC

Hadiza Saidu Abubakar (Mrs)
Department of Business Administration, Faculty of Social & Management Sciences, Kaduna State University, Kaduna.
hadizasaiduabubakar@rocketmail.com

Abstract
This paper examined the impact of marketing communication on the financial performance of banks with specific reference to First Bank of Nigeria PLC. There are several marketing communication methods which may influence a company's financial performance but this study focused on two aspects of marketing communication methods namely advertising and promotion. Advertising and promotion were chosen because following consolidation, banks have advertised more and various forms of promotion are being implemented. The bank's financial performance was measured by Return on Assets (ROA). The study used regression analysis and T-test to examine the impact of marketing communication methods on financial performance in First Bank PLC. Findings indicate that there is a positive significant relationship between marketing communication methods and financial performance as measured by ROA. The study recommends promotion and advertising should be sustained and encouraged so that the banks will not only improve financially but operationally. Also bank marketers should be allowed to have more freedom in terms of working hours in order to have flexibility when going out to market products and services.
Keywords: Marketing communication, Financial performance, First bank of Nigeria

Introduction

It is the belief of many writers that until the consumer derives final utility, there are really no products there are only raw materials. This is because the marketing view looks at business as directed towards the satisfaction of consumer wants (Jakada, 2006). Marketing is a major important activity within organizations because profits and survival of these organizations are inevitably tied to the satisfaction of consumer wants and needs.

Marketing has become a major consideration in the present day service industry as a result of dynamism and competitiveness of the economy. Competition in this sector of the economy grows more intense and steadily more professional especially in the banking and other financial institutions. The age of specialization in the banking industry has changed to one where most organisations offer a wide range of services in competition with each other (Abdulqadir, 2010). It has, therefore become essential to use all the resources and techniques that marketing offers to survive and succeed in the ever changing business environment in the world with reference to our country Nigeria (Bale &Akpan, 2009). Thus marketing communication comes into consideration as it is intended both to communicate with and to sell to customers.

At independence in 1960 there were 12 commercial banks in the country with 160 branches. (Ajibade,1984). Resulting from deregulation and liberalization in the Nigerian banking industry, the industry environment has changed in many ways. Before 1987, there was little or no competition because the governent restricted entry with the concentration of activities on the four largest banks (First Bank, United Bank for Africa, Union and International Bank for West Africa) (Redasel,1989, 1990). Later, developments in the economy witnessed series of business transactions and the emergence of banks became very desirable. The desirability aided the proliferation of many new banks and the rapid growth of existing ones. The number of banks grew from 45 in 1986 to 122 in 1992, comprising 67 commercial and 55 merchant banks. This was in addition to specialized banks like Peoples Bank, primary mortgage institutions, urban development banks, and non-bank financial institutions like finance houses, all of which were offering one specialized service, product or another. The market became more aggressive and competitive. This competition was further exacerbated by the emergence of finance houses, mortgage banks and community banks in the late 80's and early 90's, all competing for the same deposits in varying forms (Abdulqadir, 2010).

Another phenomenon in the banking industry in Nigeria, which posed serious challenge to the sector is the issue of financial distress in the banks. As at March 1994, no fewer than 29 banks had been declared technically insolvent by the Central Bank of Nigeria (Isiaka, 1997). In 1997, interest rate deregulation was re-implemented while entry restriction was again relaxed in 1999 (Asogwa, 2004). The banking industry in Nigeria in January 2001 witnessed an important development – the introduction of Universal Banking. Universal Banking is a system of banking in which the operators licensed to undertake the business of banking are permitted to offer full-range of financial services. Thus banks simply become financial supermarkets. Removal of barriers to entry resulted in a rush into the domestic banking industry and thereby leading to increased competition (Hasheem, 2010). The banking industry therefore became very competitive. The armchair banking of some years back gave way to aggressive competition in the industry. The increased emphasis of marketing in the banking industry became reinforced by the need to attract new customers and retain existing ones through efficient service delivery and customer satisfaction (Adeluyi, 2004).

Faced with such challenges, the banks were forced to fashion out new survival strategies centered on aggressive marketing of their services, development of new services and improved efficiency in service delivery. It became evident that banks must, as a matter of necessity, provide inducements to their customers in order to retain the existing ones and make concerted efforts to attract new others. Some banks extended their marketing communications with the idea that customers should be made more aware of products and services they need, who might supply them and the benefits which both products, services and suppliers can offer. Marketing communications now need to move beyond the product information model and become an integral part of an organization's overall communications and relationship management strategy (Groonroos, 2004).

This study seeks to examine the impact in which various marketing communication methods like advertising, and promotion have on the financial performance of banks. The following hypothesis is thus formulated:

H0: Marketing communication methods does not have significant impact on financial performance in banks.

Literature Review

Concept of Financial Performance

There are several aspects of performance, each of which contributes to the overall performance in an organization. Despite the evolution of various available benchmarks and performance measurement, the answer to what is performance may still be hard to pin down. The banking sector aims for strong performance, but few banks worry about what constitutes such performance. The current run up of the stock market, at a time when corporate profits are fast declining, raises the question of whether or not banks are doing satisfactory good job for their shareholders (Ghouri & Khan, 2011), but this is not so in Nigeria. The situation in Nigerian banks vis-a vis shareholders shows that banks are doing a satisfactory job since dividends are given annually (Hasheem, 2010).

Akinsulire, (2008) and Pandy (2003) points out that no performance review is beyond dispute, for instance, reported profit is a matter of opinion. If income is to be measured in terms of the increase or decrease in the wealth of an enterprise, obviously some definitions of that stock of wealth is required. Akinsulire, (2008) & Pandy, 2003 measure wealth in three categories; as financial capital – the equity stake in an enterprise in money terms; real financial capital, the equity stake in an enterprise in real terms (the proprietary concept); operating capacity capital, the ability of the enterprise to maintain its ability to provide goods and services (the entity concept).

Hunger and Wheelan (1997) suggest performance as the end result of activity and the appropriate measure selected to assess corporate performance is considered to depend on the type of organization to be evaluated and the objectives to be achieved through that evaluation. Performance measurement is therefore the process whereby an organization establishes the parameters within which programmes, investments, outputs and acquisitions are reaching the desired results (Hunger and Wheelan, 1997). Hunger and Wheelan (1997) further explain that performance measurement involves ongoing data collection to determine if a program is implementing activities and achieving objectives, the ongoing monitoring and reporting of program accomplishments, particularly progress toward pre-established goals (This is typically conducted by program or agency management) and a system for assessing performance of development interventions against stated goals. From the above, it could be affirmed that performance measurement is a measure or evaluation of achievement with predetermined or expected target of an organization. It can also be looked at as the process whereby a company establishes the parameters within which achievements, programmes, investments, outputs and acquisitions are reaching the desired results.

In banking industry, the regulatory authorities used common rating system, that is CAMEL to assess the performance of a bank for soundness or otherwise. However, the arrangement of CAMEL was criticized by Wirnkar and Tanko (2007) and suggested another acronym of CLEAM; however, this has not been tested either by the regulatory authorities or financial institutions. C is the test of capital adequacy; A is for the determination of the assets or loans and advances quality while M is for the assessment of management quality. The E is for the measurement of earning of the bank and the L stands for the test of liquidity ratio. The result of this rating system will confirm the condition of a bank. Evaluation of banks' financial performance using this rating system (CAMEL) by Adah (2012) revealed that the causes of banks problems in Nigeria are: gross under capitalization in relation to the level of bank operations and low earnings with huge operational losses. Others are high level of classified loans and advances, illiquidity reflected in the inability of the bank to meet customers ' cash withdrawals and weak management (Ebhodagbe, 1995).

Evanoff and Fortier (1988) have adopted the common measures on banks' performance as return on assets (ROA). Other banks performance measures include return on equity (ROE) and bank stock price

(Maiturare, 2004). But Evanoff and Fortier (1988) consider the use of ROE as an inappropriate tool for the measurement of banks' performance because banks can divide capital between debt and equity, making the comparison of equity values across banks difficult. Besides, ROE may not be practicable since equity alone is negligible when considering it in terms of percentage in shareholders' funds in bank. This has rendered ROA as the most widely used banks' performance measure as suggested by Evanoff and Fortier (1988). Business Week (April 9, 1984), and (April 8, 1985) also suggested that ROA is the single best performance measure for banks as cited in Rhoades (1987), but there is no justification for the assertion.

The financial performance measurement in Nigerian banks depends on the banks in each case and the level and size of available information. This is because CAMEL has been put into used by both CBN and NDIC, some results revealed soundness of banks examined, yet these banks still had some financial and operational defects that had triggered financial crisis. Some banks with weak assessments using the CAMEL rating system had appeared to be better in performance than those confirmed healthy. Besides, the use of the information in the performance measurement is what is being considered.

Another approach being considered today in measuring the performance of banks is the adoption mainly of the non parametric approaches. A non-parametric approach called the data envelopment analysis (DEA) has been extensively used in measuring efficiency and production changes in Nigerian banks. For instance, Tanko (2006) and Magaji (2009) adopted the DEA to measure the performance of Nigerian deposits money banks. The performance of firms can be measured in terms of their productive (cost and output) efficiency and allocative efficiency (market power). To measure efficiency, input and output have to be compared with each other and researchers of banking markets face the problems of how to define the inputs and output process. This explains why no techniques have been accepted and thus has brought considerable differences in the measurement of efficiency.

From available literature, the broad performance measurements could be determined to assess the financial performance of Nigerian banking industry. The profit is the bottom line as all other performance measurements are measured by the returns in the form of what they can contribute to the overall profitability of the banking business.

All the financial performance measurements adopted by the previous researchers were centered on one or two measures, that is, profitability/ROE and ROA. However, ROE, usually will not give the fair/expected result because the shareholders' fund is always mistakenly or intentionally treated as equity (E) in banking. Besides, the multiple criteria used by CBN totally ignored profitability. The omission or ignoring profitability as performance measurement by the regulatory authority – CBN is fundamental.

Concept of Marketing and Marketing Communication

In the emerging dynamism of the business environment, it is concluded that no progressive organization can afford to overlook marketing. It must aim at providing satisfaction to customers if it hopes to stay afloat in terms of the tide of globalization in technology innovations, competitiveness and customer demands. Marketing as a distinct discipline was borne out of economics around the beginning of this century and has been developing over the years (Agbonifoh, Ogwo, Nnolim & Nkamnebe, 2004). The primary focus was on transactions and exchanges (Sheth & Parvatiyar, 2000). Every marketing transaction involves a relationship between the buyer and the seller in a transaction –based situation, the relationship may be quite short in duration and narrow in scope on the other hand the customer-seller bonds s developed in a relationship marketing situation last longer and cover a much broader scope than those developed in transaction marketing.

Kotler (2004) defines marketing "as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others. There are many different ways that businesses will promote their products and boost communications with their customers such as print advertising, promotional products and commercials just to name a few. One of the most important parts of effective marketing is communicating information about the product to potential customers. An array of communication methods can be used to pass on information about the product that is being sold. An increase in the likelihood that wise marketing communication choices are made is by understanding the options available and selecting the best one for the product which will most likely to reach the consumers that make up the customer base.

Marketing Communication and Financial Performance

Marketing communication is intended to inform and persuade an audience with a view to influencing the behaviour of that audience. Marketing communications takes four forms - advertising, sales promotion, personal selling and publicity (Mande, 2009). These must be formulated within a co-ordinated marketing communications plan. These marketing communication methods and plans also depend on the target market. If there is more than one target market then there will need to be more than one communications programme. Like all other elements of the marketing mix, it must be tuned to the characteristics and needs of the target market.

Adah (2012) measured banks' financial performance as proxied by deposits, liquidity, loans and advances and profit. However, other performance measurement in banks may include: customers satisfaction, assets base and size, branch network, budget achievement and CBN and NDIC assessment.

In any organization, it is very likely that a team of people will be working on producing the marketing communications, yet the result should sound like one consistent voice. Harris (1998) opine that the paramount goals of marketing communication are: to reach a defined audience so as it affects its behavior by informing, persuading and reminding; to acquire new customer for brands by building awareness and encouraging trials; to maintain a brand's current customer base by reinforcing their purchase behavior through the provision of additional information about brands benefits and lastly, building and reinforcing relationships with customers, prospects and other important stakeholders.

Components of Marketing Communication as related to Financial Performance in Banks

Okyere, Agypong and Nyarku (20110 affirmed that organizations use various tools of communications to promote their offerings in order to achieve objectives. From the study of Donelly and Peter (1998) three marketing tools were used in banks to achieve strong financial performance namely: advertising, sales promotion and personal selling. This paper will examine two out of the three mentioned by Donelly and Peter which are advertising and sales promotion.

Advertising

Advertising is the most visible element of the communications mix because it makes use of the mass media, i.e. newspapers, television, radio, magazines, bus hoardings and billboards. Mass consumption and geographically dispersed markets make advertising particularly appropriate for products that rely on sending the same promotional message to large audiences. Many of the objectives of advertising are only realised in the longer term and therefore it is largely a strategic marketing tool (Adeleke, 2002).

The objectives of advertising are broader than that of directly stimulating sales volumes. Advertising involves making decisions on the five Ms- mission, message, media, money and measurement (Kotler, 2001). Because customers have become savvy to print and electronic media it is necessary for companies to step up their efforts and try to make it blend even more seamlessly so that customers are reading the advertisements without even realizing it and they are more likely to remember the company favourably if they have a related item they use every day. An advertising program can be measured in terms of both communication and sales effects. Measuring communication effect can be done before or after the advertisement is printed or broadcast. Measuring advertising after broadcast evaluates hoe the advertisement affected customer recall or product awareness, knowledge and preference.

Norris (1984) found that the importance of advertising as an information provider leads to greater market share and a positive image in market as consumer are better able to match their needs and wants against their product offering. The banking industry is a major market for advertising. This is because of the intangible nature of their services. Customers need to be more stimulated in order to raise a desired response to accept and purchase the products or services.

Sales Promotion

Sales promotion are short-term incentives, such as free gifts, money-off coupons, product samples and so on, to encourage the sale or purchase of a product (Okyere, Agypong & Nyarku, 2011). Sales promotions may be targeted either at consumers or members of the channel of distribution, or both (Adeluyi, 2004). Blythe (2006) describes sales promotion as any activity intended to generate a temporary boost in sales. This includes several communications activities pursued in an attempt to provide added value or incentives to customers, wholesalers, retailers or other organizational customers to stimulate immediate sales. Such efforts are usually geared towards stimulating product interest, trials or purchase. It is specifically designed to boost sales and ultimately create loyalty.

Sales promotion in the Nigerian banking industry had not always been used as a medium by most banks because of the intangibility of their product offerings in creating values and maintaining relationships. The intangible nature of bank products and the complex nature of the Nigerian populace and environment has made it difficult for this technique to achieve its objective of stimulating the interest of the public (Abiodun & Sulaiman, 2012).

Personal selling

This can be described as an interpersonal influence process involving a business' promotional presentation conducted on a person-to-person basis with the prospective buyer (Reid, 1981). Kotler (2006) defines personal selling as face-to-face interactionwith one or more prospective purchasers for the purpose of making presentations, answering questions and procuring orders. Okyere et al.(2011) noted that this two-way communication means that the seller can identify the specific needs and problems of the buyers and tailor the sales presentation in the light of this knowledge.

Personal selling as a tool was new from the banking industry. Gone were the days where customers had to queue up to open a bank account or other banking service. Now bamk marketers come to your door step and offer their banking services. Also banking transactions could be done in the confines of the customers room.

Marketing communication methods goes a long way to contributing in the growth of business in many aspects if practiced efficiently like increase in volume of sales, mount in return on investment and maintain goodwill (Ghouri, Khan, Abdul Malik & Razzaq, 2010).

Ghouri and Khan (2010) reveals that proper marketing communication methods like advertisement and promotion add excellence in business activities and strengthen the competitiveness and market share.

O' Sullivan, Abela and Hutchinson (2009) pointed out the challenges faced by marketers in banks are their inability to demonstrate the effectiveness of marketing communication. They

further mention that advertising have been used to show case the strength of some banks. It helps stimulate competition in focused market. With the growing competition in the world of e-commerce, banks need to continue improving the value of their products for their consumers by lowering down prices of services and boosting quality.

Nwankwo (2003) mentions the effects of advertising of Nigerian banks are of great proportions: this means that the level of competition among the banks has increased greatly and the state of awareness of banking operation by the customers has increased. The financial turnover of the banks has also been on the high side because of the impact of advertising in the banking sector, giving customers the opportunity to see firsthand the benefits of banking with the various banks. In this way, the company could spend the same amount of money on advertising but reach a higher percentage of potential purchasers.

Ladan (2000) posits that banks that introduced modern advertising and promotion found that they began to outperform their competitors in attracting and holding new customers. He also suggested that attracting people to bank is relatively easy but converting them into "loyal customers" is hard making the banks to formulate a larger concept of marketing that is trying to please the customers.

In fact, without effective marketing communications the consumer remain unaware of products and services they need, who might supply them and the benefits which both product and suppliers can offer. Moreover, it is impossible to develop effective and efficient marketing systems without first establishing channels of communication. Even the best products do not sell themselves. Marketing communications serve five key objectives. These objectives are: the provision of information, the stimulation of demand, differentiating the product or service, underlining the product's value and regulating sales.

This study was conducted in order to bridge the existing gap in the literature as there is limited research in developing countries that examined how marketing communication methods of the banks have impacted on their financial performance. This study therefore aims to develop empirical evidence on whether marketing communication affect financial performance of banks in Nigeria with special reference to First Bank of Nigeria.

Methodology

This study seeks to assess the impact of marketing communication on the financial performance of banks with special reference to First bank of Nigeria PLC. The study covers only First Bank of Nigeria, for the period of five years from 2007-2011. The study examines two aspects of the independent variable (marketing communication methods) namely advertising and promotion and one aspect of financial performance measure which is the dependent variable proxied by Return on Assets (ROA). Return on Assets was used because it is the single and appropriate performance indicators for banks as suggested by researchers like Evanoff & Fortier (1988).

Data were derived from the audited financial report of the bank from the period of 2007-2011. The study used regression analysis and T-test to examine the impact of marketing strategies on banks financial performance.

The entire population for the study is the First bank of Nigeria while the sample size is First bank of Nigeria. First bank of Nigeria was chosen because it is among the banks that have stayed very long. It is among the first generation banks and it has penetrated the market than any other banks in terms of branch network and expansion (First Bank of Nigeria Annual Report & Accounts, 2011).

RESULTS AND DISCUSSIONS

Model Specification and Variable Measurement

A model was developed for the dependent variable (financial performance) which is proxied by Return on assets (ROA) and the independent variable (marketing communication methods) proxied by advertising and promotion. It is important to state that this study employs only one financial ratio to measure the financial performance of the bank because Evanoff and Fortier (1988) considered the use of ROA as the most widely used banks' performance measure stating Return on Equity (ROE) as an inappropriate tool for the measurement of banks' performance because banks can divide capital between debt and equity, making the comparison of equity values across banks difficult. Besides, ROE may not be practicable since equity alone is negligible when considering it in terms of percentage in shareholders' funds in bank.

The following model was developed to answer the null hypotheses which state that marketing communication methods does not have significant impact on financial performance in banks.

Financial Performance = f (marketing communication methods)

Financial Performance = f (Advertising and Promotion)

Financial Performance = $\alpha + \beta_1$ Advertising $+\beta_2$ Promotion + e

ROA $= \alpha + \beta_1$ A $+\beta_2$ P + e .... Model

Where:

ROA is return on assets

α is the constant term

β_1, β_2 are the co-efficient of the explanatory variables

A is advertising

P is promotion

e is the error term

Variable Measurement

Variable	Measurement
Advertisement	Amount spent on advertisements
Promotion	Amount spent on promotion
Return on Asset	Net income divided by total assets of the firm

Table 2 : Descriptive statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ADVERT	5	7175055.00	15779565.00	1.0776E7	3.35051E6
PRO	5	1077509.00	9735682.00	5.5566E6	3.56433E6
ROA	5	2.13	4.22	3.1020	.76333
Valid N (listwise)	5				

Source : Generated from the SPSS output.

Table 3: Correlation

	ADVERT	PRO	ROA
ADVERT	1		
PRO	.641*	1	
ROA	.840**	.451*	1

*, ** Correlation is significant at 0.01 and 0.05 level

Source : Generated from the SPSS output.

Correlation Result

The outcome of inter correlation between the variables , as shown in Table 3 indicated that, the strength of correlation between most of the variables is slightly strong and, subsequently produced a large effect. Actually, of all the variables, ROA is strongly correlated with advertising at ($r = 0.840$, $p < 0.05$), it is also positively correlated with promotion at ($r = 0.451$, $p < 0.01$). In terms of independent variables, advertising showed a strong correlation with the promotion at ($r = 0.641$, $p < 0.01$). In total, the result of the correlation analysis revealed that, there was a strong magnitude of association among the variables as shown in Table 3.

Table 4: Regression Results

Model		
Constant		.170
Advertising	.012	
Promotion	.083	
R^2		.981
Adjusted R^2	.963	
F - Statistics		52.424

Regression result

Table 4 shows the result of the regression analysis of the variables. With F- values of 52.424 (sig 0.019) for ROA as financial performance proxy, it clearly shows that there is a strong relationship between the dependent variable (ROA) and the independent variables. The main hypotheses determines whether marketing communication methods does not have significant impact on financial performance in banks. For this general hypothesis, the probabilities value of each of the variable is used to either reject or accept it. In order to determine whether to reject the null hypotheses or accept it, the following condition should be applied to the regression results: P. < 0.01 or, 0.05, if this condition is achieved, then there is a significant relationship between the independent variable and the dependent variable. By implementing this condition on the regression results, we reached the statistical results shown in Table 4 above.

CONCLUSION

This study has confirmed the impact of marketing communications on the financial performance of First Bank of Nigeria within 2007-2011. The study was carried out to examine if marketing communication methods like advertising and promotion had an impact on financial performance of First Bank. From the data gathered and analyzed it was found that there was a strong magnitude of association among the variables and also advertising and promotion all have a greater value than 0.01 which signifies a positive significant impact on return on assets The study also finds that First Bank has implemented the aggressive marketing communication strategy and advertising plays a key role. Advertising was done by branch opening strategy. The goal set in First Bank was to establish one hundred branches in the next five years so as to become a micro finance services provider of first choice to small and medium businesses in Nigeria. Branches were opened in so many places with the blue colored elephant logo thereby implanting itself in the minds of customers. Having an available bank almost at your door step attracted more customers and with more customers, finances were increased. This identifies with Yusuf, Gbadamosi & Hamadu's recommendation that significant marketing communication activities should be targeted at the public so as to kindle the publics' interest in an organization and bring it to exalted position it belongs in their perception.

First Bank is trying to maintain a lead to become the largest bank by a wide margin in Nigeria and their task ahead is to not only advertise and promote but also demonstrate that a Nigerian Bank can consistently offer world-class service by using other communication methods to aggressively market their products and services.

RECOMMENDATION AND SUGGESTION FOR FURTHER STUDIES

Based on the results of this study the researcher recommends a better equipped, functional and result oriented marketing department for banks so as to provide insight into useful information on ensuring effective marketing communications. It is recommended that First Bank PLC should also devise other marketing communication methods like direct marketing and face-to-face sales that can result to not only improved financial performance but also improved operational performance. Also to enhance effective working of the marketing communication First Bank Marketers should be more educated on work culture, trust, publicity (timing, duration and cost) and customer relationship strategy. Marketers should be especially careful not to over- promise in their advertisements and also making unrealistic claims.

The limitations of this study include examining only one bank out of the many banks in Nigeria. It has also presented the impact that advertising and sales promotion have on financial performance and so other studies can be done to examine the impact marketing communication methods has on other performances in Banks.

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APPENDIX

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ADVERT	5	7175055.00	15779565.00	1.0776E7	3.35051E6
PRO	5	1077509.00	9735682.00	5.5566E6	3.56433E6
ROA	5	2.13	4.22	3.1020	.76333
Valid N (listwise)	5				

Correlations

	ADVERT	PRO	ROA
ADVERT	1	.641*	.840**
PRO	.641*	1	.451*
ROA	.840**	.451*	1

*. Correlation is significant at the 0.05 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.991[a]	.981	.963	.14769

a. Predictors: (Constant), PRO, ADVERT

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.287	2	1.144	52.424	.019[a]
	Residual	.044	2	.022		
	Total	2.331	4			

a. Predictors: (Constant), PRO, ADVERT
b. Dependent Variable: ROA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.544	.258		2.103	.170
	ADVERT	2.869E-7	.000	1.259	9.119	.012
	PRO	-9.596E-8	.000	-.448	-3.245	.083

a. Dependent Variable: ROA

One-Sample Test

	Test Value = 5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
ROA	-5.560	4	.005	-1.89800	-2.8458	-.9502