

**INVESTIGATING THE IMPACT OF ADVERTISING CREATIVITY ON BANKING
PREFERENCES OF
NAMIBIAN STUDENTS: A CASE STUDY OF NUST, IUM AND UNAM (MAIN
CAMPUS STUDENTS).**

**A research project report submitted in partial fulfillment of the requirements for the
degree of Bachelor of Arts in Media Studies (Honor's) to the University of Namibia,
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ABSTRACT

Creative advertising plays an important role in today's banking competitive markets. A number of banks create advertising campaigns that target different market groups including students in order to build relationships with them from an early stage which then builds loyalty to the bank. This study investigates the impact of creative advertising on the banking preferences of Namibian students. The study was guided by the following objectives, Determine the influence that creative advertising in banking has on Namibian students in terms of their banking preferences. To investigate the factors that influence the banking preferences of Namibian students. To scrutinise out how banks can improve their advertising services to attract students as a market group.

The purpose of this research was to find out if creative advertising had an impact on banking preferences of Namibian students and how banks can attract students as a market group.

A quantitative approach was used for the methodology used for this research, where questionnaire survey was used to get the views of the participants on the topic. The population were students from NUST, IUM and IUM. The results were then presented in tables, pie charts and graphs.

The study concludes that there is a minimal correlation between creative advertisements and students' banking preferences. It rather just plays a role in strengthening their loyalty and creating awareness of a bank. Also based on the results, it is confirmed that creative advertisements grab attention and they are memorable. Therefore, banks should put more effort in creating creative advertisements and use influential students in their campaigns.

DEDICATION

I dedicate this paper to people who serve as an inspiration. Firstly, my father, Mr, V.S Matiti, I am grateful for your support and keen interest in my academic life. Also, my two mothers Ms. L. N. Mabuku and Mrs. R. I. Matiti.

My siblings, grand parents and Aunt Ms. M. H. Matiti who kept encouraging and supporting me through out my four years of studying.

Above all, my son Thabo Ryan for being my biggest motivation.

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Firstly, I would like to thank the Almighty GOD for the wisdom, strength, protection and knowledge that has been bestowed upon me during this paper and throughout my life. I am thankful for experiencing God's love and guidance every day.

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I would also like to acknowledge my supervisor, Mr. Perivi Katjavivi for his guidance and support throughout the project.

Special thanks to the University of Namibia for granting me the opportunity to conduct my research. Not forgetting my classmates for the assistance that they provided.

Most importantly, I would like to thank my family and friends for their unending love and support all the way through the completion of the research.

DECLARATION

I, Colleen Lushando Matiti declare that this study titled “investigating the impact of advertising creativity on banking preferences of Namibian students: a case study of NUST, IUM and UNAM (main campus students)” is my original work, and has not been submitted for an award of a degree in any other university before this below mentioned date.

No part of this research may be reproduced or stored in any retrieval systems or transmitted in any forms or by any means without the prior permission of the author or the University of Namibia on her behalf. I agree to deposit this study in the University of Namibia’s open access institutional or allow the library to do so on my behalf. I declare that, where other ideas or words have been included in the study, I have adequately acknowledged, cited and referenced the original sources.

Date: January 2023

Colleen Lushando Matiti

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List of abbreviations and acronyms

1. NUST- Namibia University of Science and Technology
2. IUM- International University of Management
3. UNAM- University of Namibia
4. AIDA- Attention, Interest, Desire, Action
5. Ads- Advertisements

CHAPTER 1: INTRODUCTION

This chapter examines and gives an outline of the background information on the impact of advertising creativity on banking preferences of Namibian students. NUST, IUM and UNAM (main campus) students are used as a case study. It introduces the research topic, states the problem and objectives of the study, significance of the study, limitations of the study, explores the available literature on the topic of study, states methodology approach, research ethics, and ends with a summary of the study.

1.1 Orientation of the study

The banking industry is mostly about money and, disagreements may occur with clients due to higher and sometimes unexplained charges and this may have damaging impacts in terms of the client's trust in the bank. This is the reason why clients move from one bank to another searching for better services. It is therefore important to find ways to appeal to target clients as well as existing clients in order to retain them and for them to have trust in the bank. One of the ways to do that is through advertisements. As Jones (1990) as cited by Mogaji and Danbury (2017) has stated, advertising aids in improving customers' knowledge and also to influence how they view and feel about a product or service.

Considering the fact that apart from size and branding (colour and logo) there is not much to distinguish banks from one another, banks have been using promotional creative advertisements as much as possible to differentiate themselves from other competitors in terms of different services that they offer. This is why almost every day there are bank advertisements that are shown on televisions. According to Tai and Zhu (2013) the competition is also the reason why banks need to recognise and attract new market segments, which includes students. Some banks in Namibia such as First National Bank (FNB) and Bank Windhoek even have student

accounts with low charges as compared to normal accounts. This demonstrates that they recognise students as one of their clients.

Mamtani and Singh (2021) note that creativity in advertising is important to attract the attention of the target audiences but there has been lack of generalisation leading to different perspectives about dimensions that define creative advertisements. They add that there seems to be a limited number of studies on the influence of creativity of advertising in the banking sector which then necessitates the need for more research on the topic.

1.2 Statement of the problem

According to Tai and Zhu, 2013, university students appear to be one of the important market groups for banks as they take up a significant market share and also deliver a good business opportunity for the banks that they use. So, it is important to understand what influences students to prefer a bank over the others and try to invest in that.

Moreover, advertising requires a lot of resources especially when it is creative and it is important to know whether creativity in advertising plays a role in achieving its objectives. This study attempts to find out to what extent the creativity of advertisements aid in attracting university students in Namibia in terms of their banking preferences.

1.3 Objectives of the study

1. To determine the influence that creative advertising in banking has on Namibian students in terms of their banking preferences.
2. To investigate the factors that influence the banking preferences of Namibian students.
3. To scrutinise out how banks can improve their advertising services to attract students as a market group.

1.4 Significance of the study

There is few to no literature on this topic from a Namibian perspective. According to Nair (2013) students offer a good business opportunity for banks because some of them are employed like the post graduate students and hold better and well-paying positions in organisations and some of the students even own businesses.

Furthermore, most studies that have been conducted on this topic were conducted in other countries and not in Namibia and they mostly focused on the general public and not on students specifically. Those that were conducted on students specifically were not about creative advertising as a field but on all the general aspects of what influences students' banks preference. Therefore, the results of this study will help advertisers in the banking sector to know if creativity is necessary in advertising for students specifically, and to know what actually influences students and in terms of their bank preferences. Furthermore, how they can improve their advertising techniques to attract more student clients as they are one of the active groups who use banking services in terms of receiving money from parents or guardians. It will also help other researchers who would like to conduct further similar researches in the banking and advertising field.

1.5 Limitation of the study

As stated earlier, there is little to no literature on this specific topic in Namibia which negatively affected the researcher from formulating questions which are more Namibian specific to be used for the questionnaires. This study will only be conducted on students from the three universities who are based in Windhoek therefore the findings of this study cannot be generalised to all students in the country.

1.6 Literature Review and Theoretical Framework.

A number of authors have argued about how creativity works and how it affects consumer behaviour and to date there have been little agreement on this matter. One of the theories used

in creative advertising is the signal theory which explains that creative advertisements signal better marketing effort for the advertiser and the brand, which in turn builds more brand interest and perceived brand quality, (Dahlen, Rosengren, & Torn, 2008 as cited by Modig (2012). However, Heath, Nairn, and Bottomley (2009) as cited by Modig (2012) argue that creativity does not attract more attention, only if it has some emotional aspects attached to it that the consumer relates to, which will lead to more arousal of the consumer resulting in effective advertising. They are against the theory that has dominated the field which is that creative advertisements on its own leads to more arousal and thus more affect, as Kovcr, Goldberg, and James (1995) say as cited by Modig (2012).

This study was guided by the theory of reasoned action which was developed by Martin Fishbein and Icek Ajzen in 1975. The theory explains that a consumer's attitude towards behaviour is paramount in determining their behavioural intention. According to Lutz (1985) as cited by Sama (2019) a customer's attitude towards an advertisement will impact the customer's "exposure, attention and reaction to the individual advertisement through a variety of cognitive and affective processes". In addition, the AIDA (Attention, Interest, Desire, and Action) model of Elias St. Elmo Lewis (1898) was also used because creative advertisements stand out and thus grab attention, then the creative images and use of words will keep them interested, and then have a desire for your offer which will then lead to the final stage of action where they actually buy or sign up for our service. Thus, the student's attitudes towards creative advertisements will determine whether they patronize a bank or not.

Creativity in advertising is the "ability to develop fresh, unique as well as appropriate ideas which can be utilised as solutions to communication problems" What does 'creativity' mean in advertising (2020). Both academic and industry research on the topic have revealed that advertising creativity directly influences financial performance of institutions and the attitude of target audiences towards the brands, (Im & Workman, 2004 as cited by Modig, 2012). The

current state of financial institutions necessitates their need to attract target audience's emotions in order to improve the banks' reputation and also improve their economic stance and this can be achieved through strategically planned creative advertisements, (Mogaji & Danbury,2017)

The high level of competition in the financial industry also calls for the need of banks to recognise and attract new market segments which includes students (Tai & Zhu, 2013). Students are the future's lucrative market group and they have some specific expectations and demands from the banks, (Nair, 2013).

However, measuring the effectiveness of advertising and determining whether the financial outcome is influenced by the advertising or other promotional activities is very hard, (Hailu, 2019). Especially when the institution runs various advertisements at once, (Olasojumi, Stephen, Bolaji & Anthony, 2021). The constant change and development of new services in banks such as internet banking, cell phone banking etc. are taking place at a very high pace which causes pressure in advertising of banks who have to keep up with competition. (Mousavi, Naami & Iranpour ,2018)

According to Sinan (2016) creativity of an advertisement can influence a relationship between a brand and its target audience and may determine the endurance of the relationship. This resonates with Choudhary (2021) who explains that highly creative advertisements are called more than conventional adverts as they have more influence than other forms of advertising and because they help in not boring the audiences.

Kannan and Tyagi (2013) believe that advertising is the most effective channel of communication so it should be "fascinating, exciting, imaginative and creative". Niilungu (2019) however believes that the power of advertisement persuasion depends on the consumer

not the advertisement, but if the language used in adverts entertains them, they might be attracted.

Therefore, it is vital for banks to make sure they understand the clients' preferences in order to introduce appropriate services, and also to ensure that they create advertisements that are more likely to attract them, (Almossawi, 2001 as cited by Tai & Zhu 2013).

Mylonakis (2008) on the other hand argues that advertising does not determine the final choice of bank preference of consumers as the choice is based on the bank's traditional products and the services it offers. He however notes that, the fact that consumers do not prefer banks without enough promotional activity proves that advertising is important in the competition world of banking. He further adds that advertising is important because in as much as consumers want to choose a bank with good rates and services, they would want these services to be offered by a bank that is recognised in the competitive market because this shows reliability and creates a sense of security which is an important factor for consumer's investments.

Banking challenges necessitates for banks to speak to consumer's emotions by providing information that expose their services and improving their reputation and this can be done through emotionally appealing advertisements (Mogaji, 2018, p.24). He adds that, the competition calls for advertisers to create distinctive advertisements to differentiate themselves from competitors.

Khanbolooki et al. (2021) study on Day Bank's advertisements shows that the legitimacy of the messages, creative advertisements and using suitable images are crucial in ensuring that the advertisements are successful. They further add that, "banking advertisements are effective in terms of attracting attention, creating interest, creating desire, and choosing a bank", also, actual services that meet advertising messages are important. Persuasive and attractive

language in advertising may influence a person to open an account with a bank even if they already have an account with a different bank (Niilungu, 2019).

In the study conducted by Bashiru and Bunyaminu (2013) in Ghana, most of the respondents indicated that their bank preference is heavily influenced by proximity of the banks, word of mouth recommendation from family, friends and bank enquiries. They indicated that the relationship between advertisements and bank preference is minimal. However, bank employees in the study argued that clients are attracted to their banks because of advertisements.

The results from Nair (2013) study indicated that professional handlings of problems and proximity of the bank are top important factors in bank preferences while advertisements were one of the least factors.

With these different findings of past literature and gaps in knowledge, it is necessary to conduct this study and find out if creativity in advertising has an influence on the banking preferences of Namibian students.

1.7 Methodology

A quantitative approach involves “quantifying and analysis variables in order to get results, by utilising and analysing numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how”, (Apuke, 2017). This study applied a quantitative approach because it attempted to connect the relationship between variables which are creative advertisements and students’ behaviour in terms of banking choices. Questionnaires were used to get information from the students.

The study used the survey method to collect data. Structured questionnaires were used as primary means of data collection. In addition to questions related to factors influencing students banking instruments, a Likert scale was also used as a survey instrument of the questionnaire,

as it helped to classify how students felt about certain aspects on advertising creativity used by banks. According to Joshi, Chandel and Pal (2015), a Likert scale is a set of statements which are interlinked with each other, they are presented for a theoretical situation which is being researched where participants are expected to indicate their level of agreement with each of the statements. The scale starts from strongly agree to strongly disagree or vice versa.

The population of the research were 13 000 students from NUST, 6 583 students at IUM and 12 987 students from University of Namibia. Which is 32 570 in total.

According to Showkat and Parveen (2017) probability sampling technique means each sample has an equal chance of being selected; each item of the population has a known non-zero likelihood of being chosen. It gives the probability that the sample is representative of a population. Simple random sampling is a technique of probability sampling where each item in the population has a fair chance of being chosen to be a part of the sample and the results can be generalised. For this study, a probability sampling technique of simple random sampling was employed for the three Universities. 100 questionnaires were divided to the three selected universities. 33 students were sampled from IUM and NUST each and 34 students were sampled from UNAM.

Questionnaires were used to assess whether creativity in advertising influenced students banking choices and various possibilities that might be influencing the students' banking preferences.

To ensure reliability of the study and consistency of the results, the questions were pre-tested with a certain number of respondents. Based on the pre- test results, questions that seemed to not measure what they were supposed to measure were pulled off. To ensure validity, reliable sources were used for data collection, and only respondents who have accounts with different

banks in Namibia and have access to different media platforms where banking adverts were advertised were selected because they had a better understanding of the research.

The researcher sent the link to the questionnaire in the students WhatsApp group of the three universities involved. The questionnaires covered both open and close ended questions. The researcher fully explained what the study was about so that respondents could decide if they were comfortable with participating or not.

Statistical Package for the Social Sciences (SPSS) is a “windows-based program that can be used to perform data entry and analysis and to create tables and graphs” it can perform basic statistic functions such as descriptive statistics to determine the variance and frequency”, (Nagaiah & Ayyanar ,2016). The researcher employed SPSS for computational data analysis. Tables, graphs and pie charts were used to present data from the questionnaires. SPSS was used because it allowed for critical analysis of the relationships between the variables being studied, which are creativity in advertising and banking preferences.

1.8 Research Ethics

Considering ethical issues in research is very important as it helps in participants to trust and be confident with participating, also they help in ensuring that no harm is done to everyone involved in the study.

For this study, ethical clearance letter from the University of Namibia was obtained by the researcher prior to starting the research. All participants were required to sign consent forms to have an idea of what the study is about and decide whether they wanted to participate. Choices of those who chose not to participate were respected. Research participants were not required to write their names on the questionnaires.

Summary

The banking industry in Namibia has evolved and the competition has led to banks investing in advertisements that stand out from the usual predictable advertisements as novelty is believed to attract audiences. Also, banks have realised the need to target different customer groups which includes students. These are creative, innovative and proactive individuals who are more likely able to pick up creative advertisements as opposed to the other market segments. Therefore, understanding whether creative advertisements influence students in Namibia in terms of their banking preferences and what actually influences them is very important.

CHAPTER TWO

Literature Review and Theoretical Framework

Introduction

This chapter covers theoretical and empirical literature on the topic of research. It explores the concept of advertising, creative advertising, defines preference in context of the research, impact of creative advertisements on banking preferences of students and the general public, impact of creative advertisements on consumer behaviour in general, and finally looks at what influence students banking preferences based on existing studies.

Theoretical review

A number of authors have argued about how creativity works and how it affects consumer behaviour and to date there have been little agreement on this matter. One of the theories used in creative advertising is the signal theory which explains that creative advertisements signal better marketing effort for the advertiser and the brand, which in turn builds more brand interest

and perceived brand quality, (Dahlen, Rosengren, & Torn, 2008 as cited by Modig (2012). However, Heath, Nairn, and Bottomley (2009) as cited by Modig (2012) argue that creativity does not attract more attention, only if it has some emotional aspects attached to it that the consumer relates to, which will lead to more arousal of the consumer resulting in effective advertising. They are against the theory that has dominated the field which is that creative advertisements on its own leads to more arousal and thus more affect, as Kovcr, Goldberg, and James (1995) say as cited by Modig (2012).

This study was guided by the theory of reasoned action which was developed by Martin Fishbein and Icek Ajzen in 1975. The theory explains that a consumer's attitude towards behaviour is paramount in determining their behavioural intention. According to Lutz (1985) a customer's attitude towards an advertisement will impact the customer's "exposure, attention and reaction to the individual advertisement through a variety of cognitive and affective processes". In addition, the AIDA (Attention, Interest, Desire, and Action) model of (1925) was also used because creative advertisements stand out and thus grab attention, then the creative images and use of words will keep them interested, and then have a desire for your offer which will then lead to the final stage of action where they actually buy or sign up for our service. Thus, the student's attitudes towards creative advertisements will determine whether they patronize a bank or not.

Advertising

Hailu (2019) defines advertising as any form of impersonal communication about a service, product, brand, company, that is paid for by an identified sponsor. She adds that the impersonal aspect implies that the mass media (e.g., newspapers, radio, television etc.) which are the mediums of transferring the advertising messages have the ability to transmit the advertising content to many people simultaneously. According to Olasojumi, Stephen, Bolaji & Anthony,

(2021) advertising is used to send business messages which includes information on the advertising firm as whole, their products and services and their place of availability to the existing and potential clients. They add that advertising aims “to increase awareness, create interest, generate sales or create brand loyalty”.

Advertising Creativity

Advertising creativity is described as producing messages that are original and still relevant or meaningful, and placing these messages in a medium that can help to achieve the objectives of the advertisement, (Maniu & Zaharie, 2014). Similarly, Modig and Rosengren (2014) also describe creative advertising as novel in terms of text, images or design of advertisements that can be seen as different from what the viewer expects but most importantly relevant in the sense that it is meaningful in the end.

According to Olarotimi (2018), although some researchers have noted that there cannot be a specific definition of creative advertising because it depends on many elements, some have used theories to prove that there are elements that define creative advertisements. One of those is the theory of divergence and relevance. In terms of divergence, the theory suggests that creative advertisements are original, flexible, synthesis, elaborative, artistic, have value and humour. And relevance means “brand’s relevance to the consumer and the advert/brand’s relevance to the culture of the consumer”, (Olarotimi, 2018).

Tabie (2021) states that the focus of creativity in advertising is to offer vital solutions which are distinctive but appropriate to marketing problems. The role of creativity in advertising (2020) states that creativity is viewed as the “soul of advertising because it brings life into advertisements that would otherwise be dull or meaningless in the hearts and minds of target customers”.

Zinkhanz (1993) as cited by Habib (2013) explains that although it is possible to study creatives and their work such as advertisement and art objects, judging creativity is very difficult and the subject of creativity and its process can be considered as a mystery. West, Koslow & Kilgour (2019) points out that what is defined as a “creative advertisement” by researchers is usually either award-winning or advertisements that are independently judged as creative by industry experts, such as creative directors and not the general public as the target of the advertisements. Therefore, Rosengren et al. (2020) propose that “the best measure of advertising creativity should explain more variance in outcome response variables than alternative measures of creativity, leading to stronger effect sizes”. So how many people have opened accounts with a bank after being exposed to the advertisement should be the measure of how creative the advertisement was instead of how good people think the advertisement is but without taking any action.

Belch and Belch (2009) as cited by Demir (2017) also add that it is important to understand how consumers perceive creative advertising in order to enhance the communication process between the consumers and the advertisers as it will expose the consumer’s responses to the advertisements.

According to Drewniany and Jewler (2014), advertisements should be created in such a way that they the audiences do not expect, in terms of the visuals and the words used, the advertisement should not be so predictable but rather catch the target audience unsuspecting and make them speculate what the advertisement is all about but meaningful at the end. Zinkhanz (1993) as cited by Habib (2013) also adds that many advertising campaigns become effective and actually help to achieve the objectives of the campaign because “they break commonly accepted rules of what a commercial message should be or say”.

Because coming up with creative pieces in advertising involves a dynamic team and an organisation that considers “ideation and artistic expression”, and also considering the fact that an organisation’s individual efforts to produce something creative sometimes fail, they let advertising agencies to do their creative advertisements for them as advertising agencies work specifically in that field and they have more experience, (Amabile, 1996 as cited by Modig, 2012). Moreover, they are able to take calculated risks which may be required when creating something unique. Given the fact that there maybe disagreements during the production of the advertisement because of reasons such as differences in approaches of advertising creativity, agencies should be able to work out the tension that may rise with both the clients and the team working on the advertisements by coming up with a common creative code that will be agreed upon by both parties involved (Modig,2012).

Benoit and Miller (2019) stress the need for advertising agencies and marketers to recognise the importance of creative advertisements in “different situations” in order to use their resources accordingly.

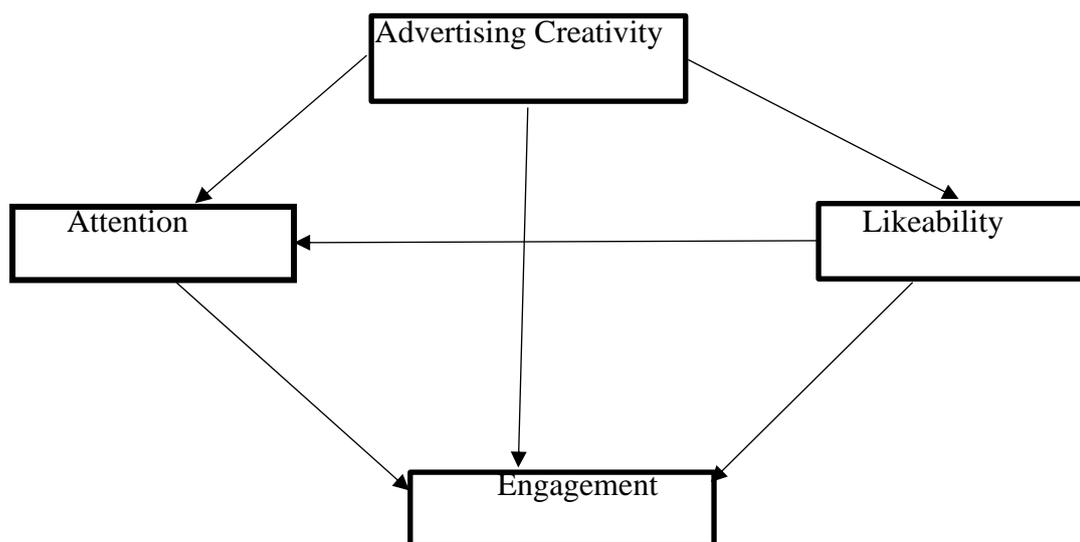


Figure 1

Figure 1 above was created by Demir (2017) on how creative advertising is perceived and responded to by consumers.

Preferences

Lichtenstein and Slovic (2006) as cited by Maulana, Wiryono and Purwanegara (2019) describe preferences as how a person feels towards something or processes which is reflected on how they make their decisions concerning those processes or objects involved. They further note that identifying someone's preferences entail a number of alternatives which enable them to select alternatives that are more valuable to them and satisfy their needs.

Advertising creativity impact on banking preferences of students and general public

Both academic and industry research on the topic have revealed that advertising creativity directly influences financial performance of institutions and the attitude of target audiences towards the brand (Im & Workman, 2004 as cited by Modig, 2012). Although their results have shown that it has a positive influence on the effectiveness of the advertisement, there are still questions about the actual cause of the effectiveness (Baack et al., 2008 as cited by Maniu & Zaharie 2014).

The current state of financial institutions necessitates their need to attract target audience's emotions in order to improve the bank's reputation and also improve their economic stance and this can be achieved through strategically planned creative advertisements, (Mogaji & Danbury, 2017).

However, Hailu (2019) notes that measuring the effectiveness of advertising and determining whether the financial outcome is influenced by the advertising or other promotional activities is very hard. Especially if the institution is running various advertisements at once, (Olasojumi, Stephen, Bolaji & Anthony, 2021). The constant change and development of new services in banks such as internet banking, cellphone banking etc. are taking place at a very high pace

resulting in pressure for banks to create advertisements in order to keep up with competition in the industry (Mousavi, Naami & Iranpour ,2018).

Mylonakis (2008) investigated the influence of banking advertising on Greek bank customer's choices. The results show that advertising does not determine the final choice of bank preference of consumers as the choice is based on the bank's traditional products and the services it offers. He however notes that, the fact that consumers do not prefer banks without enough promotional activity proves that advertising is important in the competition world of banking. He further adds that advertising is important because in as much as consumers want to choose a bank with good rates and services, they would want these services to be offered by a bank that is recognised in the competitive market because this shows reliability and creates a sense of security which is an important factor for consumer's investments.

In another study conducted by Bashiru and Bunyaminu (2013) in Ghana, most of the respondents indicated that their bank preference is heavily influenced by proximity of the banks, word of mouth recommendation from family, friends and bank enquiries. They indicated that the relationship between advertisements and bank preference is minimal. However, bank employees in the study argued that clients are attracted to their banks because of advertisements.

Another study conducted by Honka, Hortacsu and Vitorino (2014) indicates that in the United States retail banking industry, advertising plays a major role in consumer awareness, and advertising does not really play a role in persuading the consumers but it plays an informative role.

The results of Khanbolooki et al. (2021) study on Day Bank's advertisements shows that the legitimacy of the messages, creative advertisements and using suitable images are crucial in ensuring that the advertisements are successful. They further add that, "banking advertisements

are effective in terms of attracting attention, creating interest, creating desire, and choosing a bank”, also, actual services that meet advertising messages are important. Moreover, persuasive and attractive language in advertising may influence a person to open an account with a bank even if they already have an account with a different bank (Niilungu, 2019).

Wakene (2021) in his study found that most of the consumers are influenced by advertising content, media platform used and how often they get exposed to the advertisement. He observed that most of the bank customers are influenced by advertisement in terms of their bank preference as most of them use services and products which are usually advertised by the bank. He also recommends that “advertisers should consider creativity when designing advertisements”.

Banking challenges necessitates for banks to speak to consumer’s emotions by providing information that expose their services and improving their reputation and this can be done through emotionally appealing advertisements (Mogaji, 2018, p.24). The competitive environment in the banking sector also creates the need for emotionally appealing advertisement because emotions help in creating enduring relationships with institutions (Kenning &Plassmann, 2005 as cited by Mogaji, 2018). They further add that the competition calls for advertisers to create distinctive advertisements to differentiate themselves from competitors.

Olasojumi, Stephen, Bolaji & Anthony, (2021) in their study on the “effect of the choice of advertising as marketing tool on customer retention in banking industry for Access Bank “found that the choice of advertising medium plays a role in customer retention. They then recommended that banks should pay close attention to the medium that they choose for their advertisements and also have a better advertising budget in order to not waste resources. Moreover, this will help the banks to expose their messages to a large number of potential

clients so they can know of the products and services offered by the bank which will in turn help in increasing the number of clients and also retain the present clients.

According to Alt and Săplăcan (2019) a number of cognitive confines can lead to clients not understanding some of the bank advertising messages, moreover, target clients can have short term memory overload of information when trying to process the messages. So, it is important to ensure that the messages are understandable by the audiences. For this reason, it is vital for banks to make sure they understand the clients' preferences in order to introduce appropriate services and create advertisements that are more likely to attract them, (Tai & Zhu 2013).

Advertising creativity impact on general consumer behaviour

Modig and Rosengren (2014) state that advertisers who convey their messages to their clients in a more creative manner show more effort than the same information communicated in a simple and obvious advertising way. They add that how a company advertises shows how they perform in other areas such as their actual services in their offices.

According to Sinan (2016) creativity of an advertisement can influence a relationship between a brand and its target audience and may determine the endurance of the relationship. This resonates with Choudhary (2021) who explains that highly creative advertisements are effective more than conventional adverts as they have more influence than other forms of advertising and because they help in not boring the audiences.

Kannan and Tyagi (2013) believe that advertising is the most effective channel of communication so it should be “fascinating, exciting, imaginative and creative”. Niilungu (2019) however believes that the power of advertisement persuasion depends on the consumer not the advertisement, but if the language used in adverts entertains them, they might be attracted.

Mousavi, Naami and Iranpour (2018) also add that the advantages of using eye catching emotional mostly creative advertisement when it comes to creating relationships with the brand, demonstrates that they are more effective as compared to rationally attractive messages in the production of brand appeals. However, too much creativity may cause vagueness in the advertisement to the viewers, driving away attention from the product or brand being advertised and this may result in waste of resources as the advertisement may not do what it was intended for. Nevertheless, for an advertisement to be shown through a medium, it has to go through evaluations from people who might worry about how the creative piece might be too extreme for those who will be exposed to it (Kover, 2016).

Creativity can increase consumer and marketplace leverage more than what a basic advertisement would and the constant development within the media industry keeps on reshaping the concept of advertising expression, (White,1972) as cited by Nyilasy & Canniford ,2012). Advertising creativity aids in grabbing attracting attention to familiar advertisements that could have been unnoticed because of tedium (Pieters, Warlop, and Wedel 2002 as cited by Rosengren et al. 2020).

What influences students in their banking preferences

Nair (2013) in his study found that “professional handlings of problems, efficiency in handling problems, being attentive to customer concerns, ability to solve problems over the phone as well as easy accessibility to the banks offer this simplicity for the busy MBA students” are some of the top factors that influence students’ bank selection preference. Advertising influence was one of the least factors for this study.

Tai and Zhu (2013) in their study found that the most important factors that students look at for bank selection are “secure feelings, proximity of branch and ATM service and banks reputation not necessarily their advertising.

A similar study conducted by Hinson, Osarenkhoe and Okoe (2013) convenience and customer employee relations were the top two factors while marketing and advertising were one of the least influencing factors. The authors state that students admit the influence that communications distributed by a bank in form of advertising and promotions could have. The students however say that these communications cannot really have an influence on them. The authors believe that it is perhaps because the students have some sought of knowledge and they know the differences between mere advertising and actual quality of the service delivered. Some of their responses were: “Yes I am sure because for the GT bank you will be so caught up in their song and it can influence people but haven’t influenced me per say”. “Marketing people are very bad people so marketing strategies are just to sway you for banking I won’t go there”; “It may influence me if information conveyed suit something I need”; “I don’t look at think advertisement stands for competence, you can have a nice advert and not be competent or their services not up to standard”; “Some are just camouflages, they don’t really do what they say, they just want customers and if they start it is not for long”.

In another study conducted by Adekiya and Gawuna (2015) convenience and reputation were the top two influencers while promotion and advertising were the second last influencers. They then recommend that banks should consider “multi lingua advertisements through the social media and telecommunication mediums, location of posters, billboard in strategic locations”.

Osagie, Osibor, Ihemefor (2017) similar study indicates that proximity/ accessibility, efficient customer services, zero account policy and minimum charges were the top influencers. While persuasion by marketers from the bank where creative advertising falls was third from the last.

Another study conducted by Akram, Raza and Farham (2012) in Pakistan, out of 24 factors, the top factors were ATM services, financial benefits, location of bank and advertising. In

Rashid (2012)'s study, e-banking, convenience and influence through bank advertisements were the top influencers.

Mwange (2017) in his study on determinants of bank selection criteria for University of Zambia students found that proximity to university, recommendation by a friend, banks with a branch at the university and many tellers were the top influencers.

Summary

This chapter explored the theories that are associated with creative advertisements impact on consumer behaviour and the literature surrounding the topic of impact of creativity in advertising on the banking preferences of the general public and students. It is difficult to categorise creative advertisements as what may be creative to one may not be to the next person. Also, there seem to be some arguments on whether creative advertising indeed impacts banking preferences of students or consumer behaviour in general. However, the dominating researches show that there is a significant positive relationship between creative advertisements and consumer behaviour.

CHAPTER 3

Methodology

Introduction

This chapter gives an overview of the methods of data collection used for this research and the methods of analysing the data. It also discusses the research design, population and sampling techniques and research instruments employed for the study. It also covers issues of reliability and validity employed in the study, as well as the procedures followed for data collection. Lastly, the research ethics considered for the research.

Methodology in research involves a set of systematic techniques used to guide a study and how it is conducted. It also looks at the theoretical background that will aid in selecting the right method to be employed to solve a specific research problem, (Igwenagu, 2016).

3.1 Research design

Hailu (2019) defines research design as a general blue print used to collect, measure and analyse data in order to resolve the problem of the study.

This study applied a quantitative approach because it attempted to connect the relationship between variables which are creative advertisements and student behaviour in terms of banking choices. A quantitative approach involves “quantifying and analysing variables in order to get results, by utilising and analysing numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how”, (Apuke, 2017).

Self-administered questionnaires were used to get information from the participants. The questionnaires were paper based, which included open and closed ended questions. It took maximum 12 minutes for the participants to answer the questions and the questionnaires were given back to the researcher as soon as the participants were done.

3.2 Data Collection methods

Kabir (2016) describes data collection as the process where data of variables involved in the study is gathered and measured using proven systematic methods that aid in answering the research questions and evaluate the results. He adds that the aim for data collection is to gather high quality evidence and convert it into comprehensive data analysis to create compelling and reliable answers to the research questions.

The current study used the survey method of questionnaire to collect data. According to Denscombe, 2010 as cited by Nair (2013) surveys are valuable in social sciences because they focus on empirical data, so the” emphasis is on obtaining data from the real-world or straight from the horse’s mouth”. Moreover, surveys provide an excellent means to measure patterns of activity within a group of people being studied.

Structured questionnaires were used as primary means of data collection. The first part of the questionnaire consisted of personal information of the participants which included gender, age and year of study, and the second part consisted of questions related to the impact of creative advertisements on the banking preferences of students.

Questionnaires are a list of open-ended or closed ended questions on a specific area of study for which participants provide, this can be done physically, phone call or online (Kabir,2016).

In addition to questions related to factors influencing students banking instruments, a Likert scale was also used as a survey instrument of the questionnaire, as it helped to classify how students felt about certain aspects on advertising creativity used by banks. According to Joshi, Chandel and Pal (2015), a Likert scale is a set of statements which are interlinked with each other, they are presented for a theoretical situation which is being researched where participants are expected to indicate their level of agreement with each of the statements. The scale starts from strongly agree to strongly disagree or vice versa.

3.3 Population

Shukla (2020) defines population as” a set of all the units which possess variable characteristics under study”. The population has to be clearly defined before a researcher can proceed with sampling (Sekaran, 2010 as cited by Nair, 2013).

According to the registrar’s offices of the three universities under study, there are 13000 students registered at NUST, 6583 students registered at IUM and 12 987 students registered

at UNAM for the first semester of 2022. Therefore, the population of the research was 32 570 which is the total number of students at the three universities. The study was aimed for all students at all the level of study.

3.4 Sample

A sample is a subgroup of respondents that is selected from the entire target population to represent the larger population which can enable the researcher to draw conclusions that apply to the larger population, (Igwenagu, 2016). The results of a study are only deemed meaningful if they can be generalised, that is, they should still make sense outside the limited situation where they were initially carried out. (Welman et al, 2007:55 as cited by Nair, 2013). A researcher selects a representative sample of the population because it is not practical to include every unit of the population in a research study due to constraints such as limited time and resources (Hailu, 2019).

For this study, a probability sampling technique of simple random sampling was employed. A total of 100 students were used as a sample from all the three Universities as follows, 33 students were sampled from IUM and NUST each and 34 students were sampled from UNAM. Simple random sampling was used because it is unbiased and its simple which makes it quite easy to understand and interpret the data gathered, (Igwenagu, 2016).

According to Showkat and Parveen (2017) probability sampling technique means each sample has an equal chance of being selected; each item of the population has a known non-zero likelihood of being chosen. It gives the probability that the sample is representative of a population. Simple random sampling is a technique of probability sampling where each item in the population has a fair chance of being chosen to be a part of the sample and the results can be generalised.

3.5 Research Instruments

Padama (2022) defines research instruments as tools used to collect data of relevance to the research at hand, he further adds that a “good research instrument should be validated and proven to be reliable”. Instruments are selected based on the research approach employed which can be either qualitative, quantitative or both. For this study, the researcher used a questionnaire as a research instrument because it is a quantitative research and questionnaires are good for statistical research. An electronic questionnaire that contained close and open - ended questions was used.

3.6 Reliability and Validity

According to Haradhan (2017) Validity and reliability increase transparency and reduce the chances of inserting biased results by the researcher. He adds that if the reliability and validity of the study is not evaluated, it might be a challenge to explain the impact of measurement errors on the theoretical relationships of the variables that are being measured.

Reliability refers to the “consistency, stability and repeatability of results, that is, the result of a researcher is considered reliable if consistent results have been obtained in identical situations but different circumstances”, it is about to what extent to which the selected research instrument controls the random error, (Haradhan,2017). That is, if another research is carried out at a different time, they should be able to get the similar results, given that they followed the same procedures.

To ensure reliability of the study and consistency of the results, the questions were pre-tested with a certain number of respondents. Based on the pre- test results, questions that seemed to not measure what they were supposed to measure were pulled off

Validity is the degree to which the selected research instrument measures what it is intended for to aiding in getting the correct results for the study, (Haradhan, 2017). To ensure validity,

reliable sources were used for data collection, and only respondents who have accounts with different banks in Namibia and have access to different media platforms where banking adverts were advertised were selected because they had a better understanding of the research.

3.7 Procedure

Frye (n.d) states that a procedure “tells the reader how and where the research data was collected clearly shows the order in which things occurred”.

The researcher asked for permission from the students WhatsApp group administrators before sending the link to the questionnaire in the students WhatsApp group of the three universities involved. The researcher fully explained what the study was about in writing so that respondents could decide if they were comfortable with participating or not. In addition, the participants were required to sign an electronic consent form before working on the questionnaire.

3.8 Data Analysis

Data analysis is the process of arranging, conveying order and meaning to the data collected for the study. It is a time consuming yet creative process. The purpose of data analysis is to look for general statements about relationships between the categories of data, define and summarise data, and predict results. Data analysis is important because it is the process that leads to attaching meaning to the numbers collected, (Compared to what? Analytical thinking and needs assessment, 2013).

The researcher employed Statistical Package for the Social Sciences (SPSS) for computational data analysis. Tables, graphs and pie charts were used to present data from the questionnaires. SPSS was used because it allowed for critical analysis of the relationships between the variables being studied, which are creativity in advertising and banking preferences.

Statistical Package for the Social Sciences (SPSS) is a “windows-based program that can be used to perform data entry and analysis and to create tables and graphs” it can perform basic statistic functions such as descriptive statistics to determine the variance and frequency”, (Nagaiah & Ayyanar ,2016).

3.9 Research Ethics

“Research ethics are the moral principles that govern how researchers should carry out their work. These principles are used to shape regulations agreed upon by groups such as a university (Ensuring your research is ethical: A guide for Extended Project Qualification students, 2014)”. Considering ethical issues in research is very important as it helps in participants to trust and be confident with participating, also they help in ensuring that no harm is done to everyone involved in the study.

For this study, ethical clearance letter from the University of Namibia was obtained by the researcher prior to starting the research. All participants were required to sign consent forms to have an idea of what the study is about and decide whether they wanted to participate. Choices of those who chose not to participate were respected. Research participants were not required to write their names on the questionnaires; therefore, the answers cannot be linked to the participants after they have submitted.

Lapan, et al (2009) as cited by David (2018) explains that there is a high probability of research participants being more honest and accurate with their responses if they trust that their personal information will not be disclosed.

Summary

This chapter explored and gave an overview of the methodology that was employed for this study on the investigation of the impact of creative advertising on the banking preferences of Namibian students, with a case study of NUST, IUM and UNAM. The chapter also discussed

the rationale behind the choice of used approaches and instruments. Also, how the questionnaires were administered. The study adopted the quantitative approach and survey method of questionnaire was used to collect data. A total of 100 students were used as a sample through a probability sampling technique of simple random sampling.

To ensure reliability and validity, the questionnaires were pre tested and the questions that seemed to not measure what they were intended for were pulled out. The researcher distributed questionnaires to the libraries of the selected Universities. SPSS was used for computational data analysis. Research ethics were also considered; the researcher obtained an ethical clearance letter from the University of Namibia prior to starting the research and also explained what the research was all about to the participants before they signed the consent form.

The next chapter will present the data collected from the questionnaires completed by the participants.

CHAPTER 4

DATA ANALYSIS AND PRESENTATION

Introduction

The main objective of this study is to investigate the impact of creative advertisements on the bank preferences of Namibian students, NUST, IUM and UNAM are used as case studies. This chapter presents and analyses the data of the research as obtained from the questionnaires that were administered to the respondents. The demographic details are presented first then the information relating to the topic of study.

4.1 Response rate

The desired sample for this study was 100 and a total of 100 respondents participated and they all completed the questionnaires correctly, so no questionnaires were spoiled. Therefore, the analysis presented in this study is based from the responses received.

4.2 Demographic information

The demographic profile of the respondents comprised of age group, gender and level of study. According to David (2018), this information is important because it makes it possible to compare and contrast responses according to the respondents ages, gender and level of study.

4.2.1 Age

The respondents were asked to indicate their age group by ticking the appropriate box from the three categories which were 18 and below, 19-30 and 31 and above. The results are shown in the table 1 below.

Age	Percentage
18 and below	6%
19 -30	72%
31 and above	22%
Total	100%

Table 1

From the data presented in table 1, the ages between 19 -30 were the majorities taking 72% of the population, followed by ages of 31 and above who accounted for 22%. Students aged 18 and below had the lowest number of participants of 6%.

4.2.2 Gender

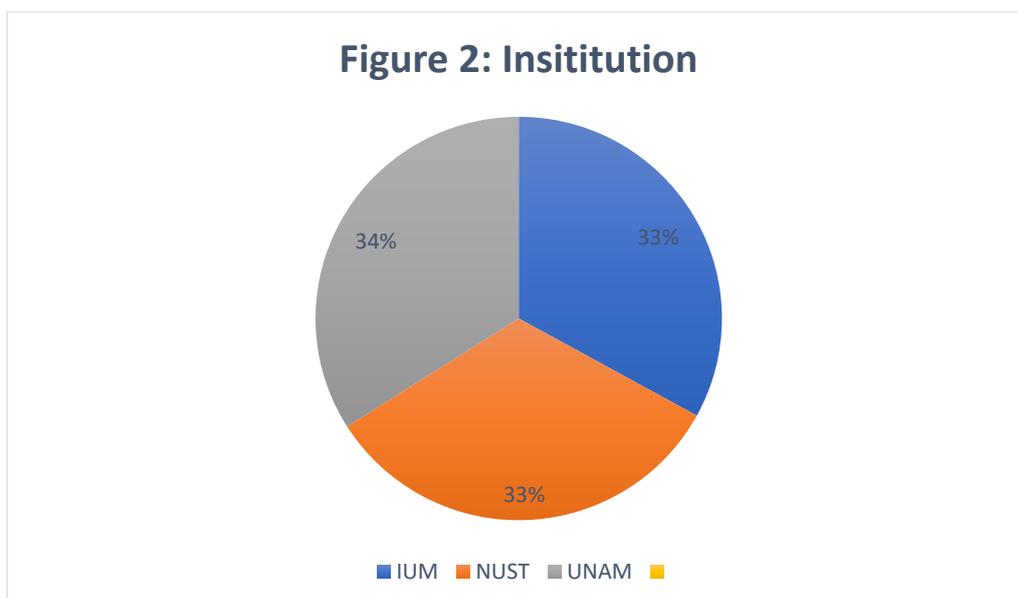
Secondly, the respondents were required to indicate their gender profile by ticking one of the two boxes which were male and female. The results are shown in table 2 below. From the representation below, the majority of respondents were females with 68% while males accounted for 32%.

Table 2

Male	32%
Female	68%

4.2.3 Institution of study

This study was based on three institutions which were used as studies, these were IUM, NUST and UNAM. Three campuses were chosen instead of UNAM only in order to try and have diverse views. The sample of 100 was purposefully divided among the three institutions with IUM and NUST having 33 each and UNAM accounting for 34. The representation is indicated in figure 2 below.



4.2.4 Level of study

The respondents were required to indicate their level of study by ticking the appropriate box. This was done to determine whether the level of knowledge and education had an impact on student's perception of creative advertisement in relation to their banking selection criteria. The results are shown in table 3 below. Participants studying towards honor's degrees made up more than half of the population with 66%. Students studying towards master's degrees had the lowest representation of 4%.

Table 3

Level of Study	Percentage
Certificate	9%
Diploma	21%
Honor's degree	66%
Master's degree	4%
Total	100%

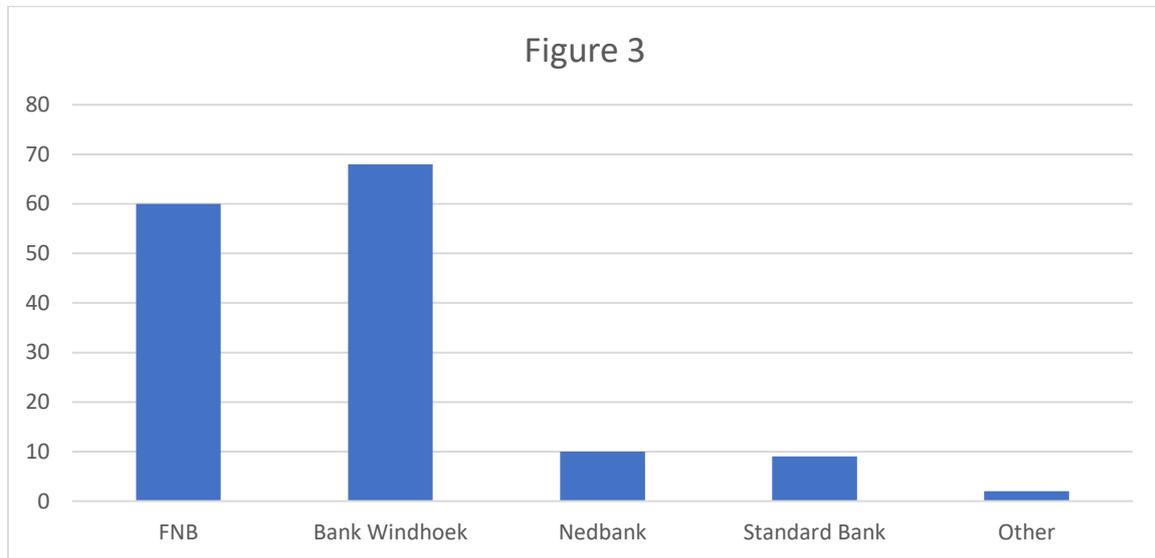
4.3 Respondents attitudes to creative advertisements and banking preferences

This part of the questionnaire was relating to the students' attitude on whether creative advertisements have an impact in their choice of banking. The results are summarized below.

4.3.1 The banks used by the respondents

Participants were asked to indicate the banks they use by ticking the appropriate box (s), the banks were FNB, Bank Windhoek, Nedbank and Standard Bank. The bank use representation is shown in figure 3 below. Most of the participants used Bank Windhoek and FNB with 68%

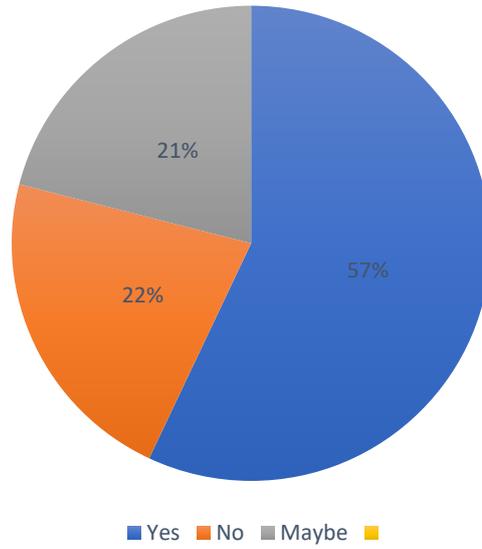
and 60 % respectively. Nedbank and Standard Bank and had the lowest number of participants with 10% and 9% respectively. Two percent of the participants indicated that they used Nampost on the other option.



4.3.2 Respondents who watch/ listen to bank advertisements.

Participants were asked using closed ended questions whether they listened to and/or watched bank advertisements. They were asked to choose between “ Yes, No and Maybe”. The results are shown in figure 4 below. More than half of the participants watched and listened to bank advertisements accounting for 57%, while 22% indicated that they do not watch or listen to bank advertisements. 21% were not quite certain if they did or not.

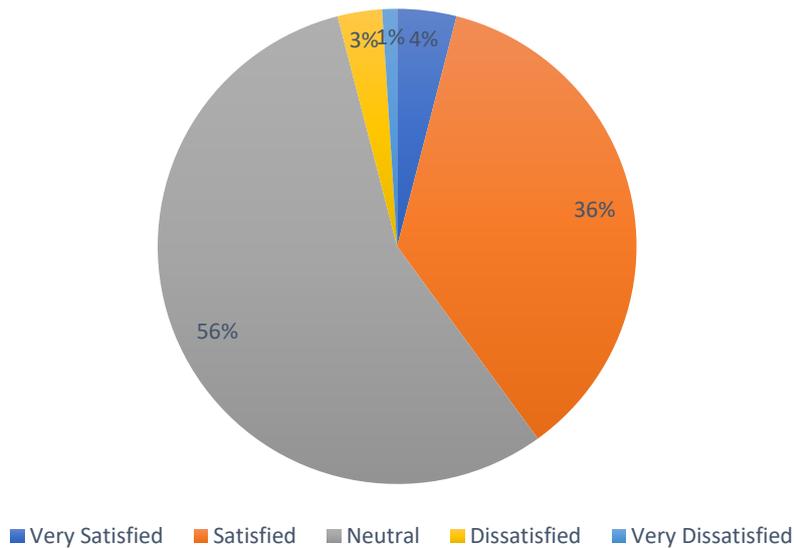
Figure 4



4.3.3 To what extent are you satisfied with bank advertisement

More than half of the respondents were neutral about the extent to which they were satisfied with bank advertisements, 56% of the participants were neutral. 37% of the population indicated that they were satisfied, while 7% were not satisfied with bank advertisements. The results are shown in figure 5 below.

Figure 5



4.3.4 What makes an advertisement creative

The results from the study indicate that 30.75 of the population believe that humour makes an advertisement creative while distinctiveness and relatedness accounted for 23.5% each. Persuasiveness had the lowest percentage of 22.2%. Tables 4 below shows the results.

Table 4

Attributes	Frequency	Percentage
Distinctiveness	36	23.5%
Persuasiveness	34	22.2%
Humour	47	30.7%
Relatedness	36	23.5%
Total	153	100%

4.3.4 What influences banking preferences

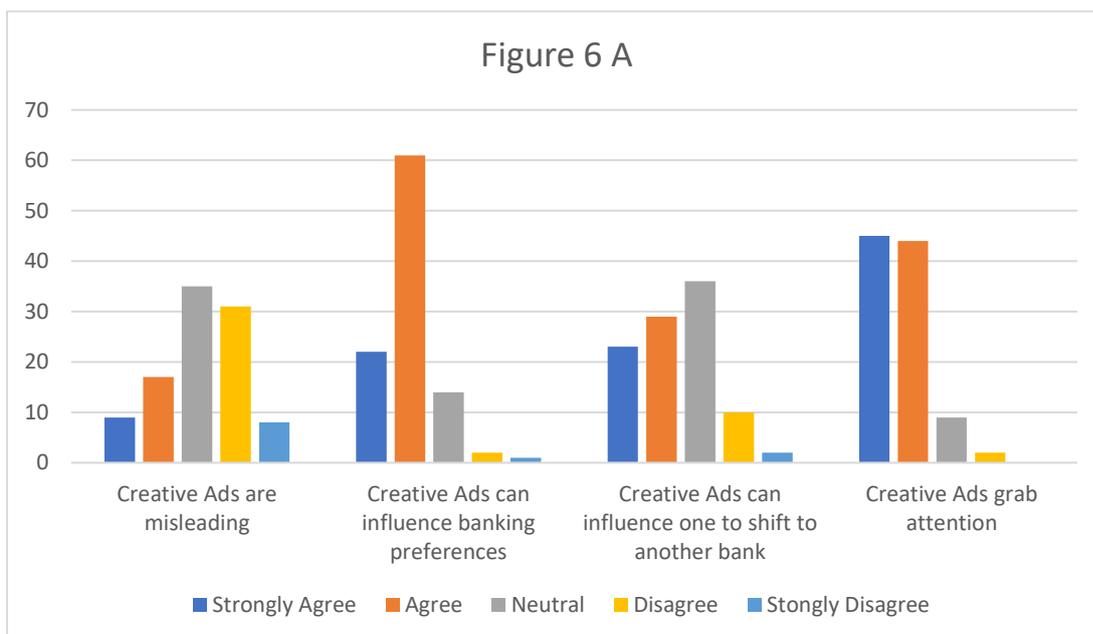
From table 5 shown below, most of the participants believed that bank charges and bank services can influence their banking choices which accounted for 26.6% and 25.3% respectively. Creative advertisements and family loyalty had the lowest percentages of 6.4 % and 6% respectively.

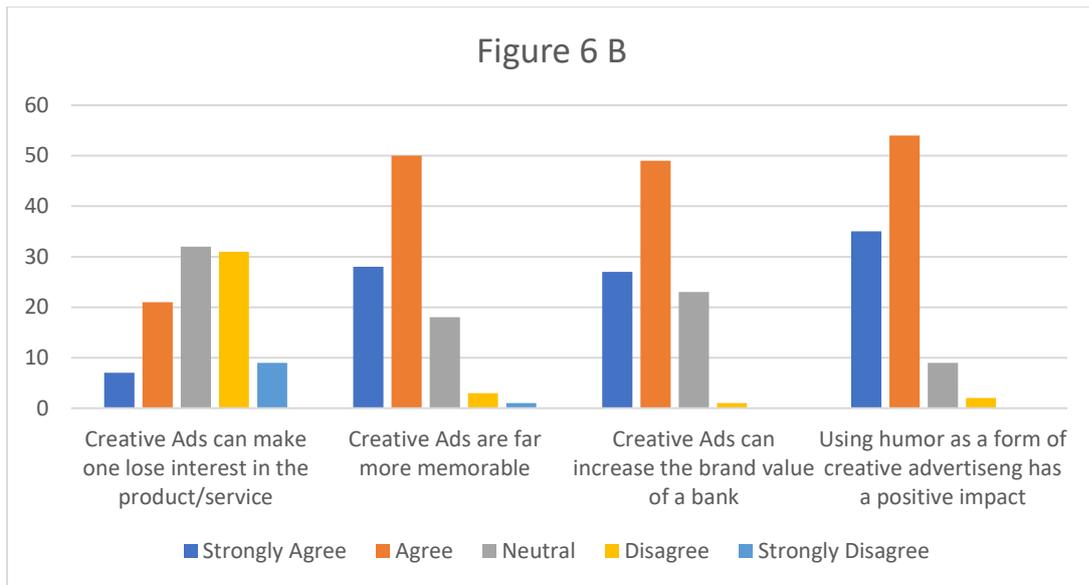
Table 5

Attributes	Frequency	Percentage
Proximity of bank	39	16.7%
Bank charges	62	26.6%
Creative advertising	15	6.4%
Student benefits	44	18.9%
Family loyalty	14	6%
Bank services	59	25.3%
Total	233	100%

4.3.5 Statements about creative advertisements

A number of eight statements about creative advertisements were given and respondents were asked to choose the ones that related with them most. The answers of the respondents are shown in figure 6 A and Figure 6 B below. With regards to creative ads being misleading, 35% of the population were neutral. On whether creative ads can influence one’s banking choice, more than half of the respondents agreed giving the statement 61%. On whether creative advertisements can make one to shift from one bank to another, neutral respondents accounted for 36% which was the highest. Notably, the majority of the respondents agree that creative ads grab attention, with strongly having 45% and agree with 40%. The results of this summary are shown in figure 6 A below, while the results of the following are summarized in figure 6 B below. 32% of the participants were neutral on whether creative ads can make one lose interest in the product of service being advertised. Moreover, half of the population agree that that creative ads are far more memorable. 49% of the participants agreed that creative ads can increase the brand value of a bank with only 1% disagreeing with the statement. The last but not least statement was whether using humour in advertising had a positive impact and more than half of the population agreed with the statement which accounted for 54%.





4.3.6 Banks can attract students as a market group if they include the following in their marketing and advertising strategy

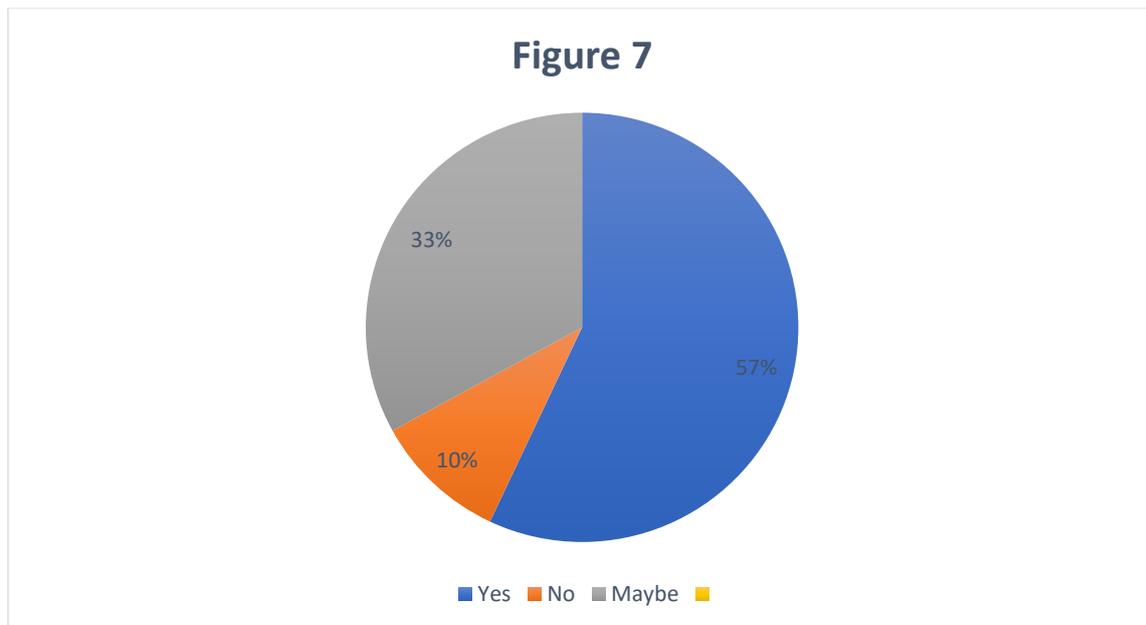
Participants were asked how they think banks can attract students through their marketing and creative advertising strategies. The results are shown in table 7 below. Student sponsorships had the highest percentage of 43.9% with financial education events for students, personalised digital marketing for students and creative interactive advertisements accounting for 28.9%, 15.6% and 11.5% respectively.

Table 6

Factors	Frequency	Percentage
Student sponsorships	76	43.9%
Create interactive advertisements	20	11.5%
Personalised digital marketing for students	27	15.6%
Financial education events for students	50	28.9%
Total	173	100%

4.3.7 Does creativity in advertising matter?

The second last question was a question on whether creative advertisements in general not just for banks mattered and the results are in figure 7 below. Based on the results below, 57% of the population agreed that creativity in advertising matters while 33 % were neutral and 10% believed that it does not matter.



4.4 Suggestions by the respondents

Even though the actual study was on creative advertisements, the main suggestion for students was for banks to reduce their charges. Moreover, the students suggested that banks should consider using students in their advertising campaigns targeted for students as they can easily relate to them. Another notable comment was “creative advertisement must be done with precautions” which has also been mentioned by various scholars. Another suggestion was “clients may be tone between different service providers. However, creative advertisement may simplify and articulate properly the distinction between banks. This can help an individual to make a well-informed decision”. Another interesting point was that banks should consider

outsourcing to advertising agencies as they are capable of producing creative advertisements because they are mostly focused on advertising.

4.5 Conclusion

This chapter presented, analysed and summarised the views of participants on the research study titled: investigating the impact of creative advertisements on the banking preferences of Namibian students: a case study of NUST, IUM and UNAM. The responses of the participants were presented in tables, pie charts and bar graphs. The next chapter will consist of discussions of findings, summary, conclusions and recommendations of the study.

CHAPTER 5

DISCUSSION OF FINDINGS, SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter discusses and summarizes the findings presented in chapter 4 by discussing each objective of the study in relation to the findings. The findings are also discussed in comparison with the literature reviewed in chapter 2 of this research. Moreover, the chapter gives conclusions derived from the study on whether the research objectives were met. The chapter then concludes with recommendations gathered from the results of the study.

5.1 Discussion of finding

Based on the research findings, the respondents have an idea of what creative advertising is, proving the researcher's point that banks are doing a good job with their advertising and marketing strategies. All respondents use banks with some of them using more than one bank. Contrary to expectations, after analysing the results of this study there is a very weak

relationship between creative advertising and banking preferences of the students. This is after creative advertising as a factor of banking choices was the second lowest with 6.4.

Findings of the present study indicate that students are influenced by bank charges and bank services which had 26.6% and 25.3 % respectively. These are consistent with the results of Mylonakis (2008) who found that advertising does not determine the final choice of bank preference of consumers as the choice is based on the bank's traditional products and the services it offers.

That is, the findings do not actually agree with the conclusion of Mamtani and Singh (2021) of creative advertisements having an influence of customer banking preferences because with the six factors that were extracted in the current study, creative advertisements was in the bottom two. The researcher believes that a more plausible explanation is creative advertisements may help in influencing one's banking preferences if they are planned strategically and carefully incorporated with other factors such as bank charges and services that were found to be the top factors.

Moreover, the results of this research indicates that 57% of the respondents are aware of bank advertisements but do not base their banking choices on them. This point is in line with the results of Hortacsu and Vitorino (2014) who found that advertising plays a major role in consumer awareness, but it does not really play a role in persuading the consumers, that is, it plays an informative role. Furthermore, Bashiru and Bunyaminu (2013) posit that advertising just provides more reinforcement that encourages existing consumers to always choose their brand and not the competitor's.

Nonetheless, a client goes through several stages before they can patronize a bank, which are awareness, consideration and then making a choice (Shuteyev,2022). So, if they are aware of a bank, as they time goes, they might make a choice to open an account with that bank. This is

why it is believed that the more the target clients or consumers are exposed to advertising messages, the more it will make an impression on the customer's mind, so banks should have advertisements which are frequently placed using a good strategy, as this this may also help to maintain the loyalty of clients.

Also, the fact that 52% of the respondents indicated that creative advertising is important and 33 % were neutral on that confirms that creative advertising is indeed important. This is also supported by Mylonakis (2008) who notes that the fact that consumers do not prefer banks without enough promotional activity proves that advertising is important in the competition world of banking. He further adds that advertising is important because in as much as consumers want to choose a bank with good rates and services, they would want these services to be offered by a bank that is recognised in the competitive market because this shows reliability and creates a sense of security which is an important factor for consumer's investments.

That is, creative advertising is important but it is just not the most important factor to consider when choosing a bank due to the fact that banking involves money so it requires high involvement from people. Usually, it is something that one has to use for years so they are various important factors to consider like bank charges and services, which had the highest percentages in the findings. For this reason, Bashiru and Bunyaminu (2013) view consumers as active problem solvers who are not completely swayed by advertisements to initiate and complete a buying decision.

Another important component usually associated with creative advertisements is attention grabbing. The results of the study show that 89 % of the respondents agree that creative advertisements grab attention which is also supported by part of the AIDA (Attention, Interest, Desire, and Action) model of Elias St. Elmo Lewis (1898) which demonstrates that creative

advertisements stand out and thus grab attention. As well as (Pieters, Warlop, and Wedel 2002 as cited by Rosengren et al. (2020) who state that advertising creativity aids in attracting attention to familiar advertisements that could have been unnoticed because of tedium.

Another component which is usually associated with creative advertising is humour. The current study suggests that humour has a significant impact in advertisements, which is also supported by the theory of divergence and relevance which suggests that creative advertisements are original, flexible, synthesis, elaborative, artistic, have value and humour. This also proves Modig (2012) 's point that considering the fact that audiences do not like watching advertisements, humour can be seen as a tool to give value and meaning to the target audiences.

Moreover, Bashiru and Bunyaminu (2013) points out that it is necessary for an advertising message to consist of entrancing and charismatic components in order to capture the attention of the target audiences and persuade them to choose the product or service from those of competitors. They further add that specialists of advertising psychology have stressed that humour helps in capturing the mood of the audiences.

It is important for those involved in advertising to be careful with how far they go with their creativity. The findings of the study agree with Mousavi, Naami and Iranpour (2018) stating that too much creativity may cause vagueness in the advertisement to the viewers, driving away attention from the product or brand being advertised and this may result in waste of resources as the advertisement may not do what it was intended for. This is why Benoit and Miller (2019) explain about the need of understanding the importance of creative advertisement in different situations so that marketers and advertising agencies can effectively utilize their resources.

The current study also found that creative advertising can increase the brand value of a bank. Due to this important fact, Bashiru and Bunyaminu (2013) have stressed that there should be

proper use of advertising as it can develop the image of brand. Therefore, banks should carefully analyse their advertising campaigns with their advertising agencies and other relevant parties and ensure that they are not offensive and are in accordance with various applicable ethics before launching as those advertisements are capable of building or breaking their brand images.

Another important point to note is that the selection of banking advertising channel depends on the target group (Mylonakis, 2008). Students mostly find their news on the internet and social media platforms so advertisements that are targeting them should be mostly done on those platforms. Mamtani and Singh (2021) also suggest that advertisers should design messages which are suitable for the target audience by identifying the factors related to the concept of creative advertisements and how it applies to them.

According to Tabie (2021) an effectively created and well executed advertisement can make one purchase a product or service without actually needing it, this is where the word neuromarketing applies which refers to the manipulation of thought in terms of psychology. For this reason, banks should invest in their advertising strategies.

5.2 Discussion of patterns within the study

Ages between 19- 30 being the majorities of the respondents could be because most of the people found at universities are between that age while 18 and below are more likely to still be in high school, and 31 and above are more likely to be done with university.

80% of the responses who chose creative advertising as an influence to their banking preferences are between the ages of 19-30. This could be due to the fact that most of the participants who are 18 and below still live with their parents who make choices for them. Those who are 31 and above could be conscious about their decisions as they have been

exposed and have better knowledge and some have financial advisors who help them with their banking choices.

Bank Windhoek having the highest number of participants maybe be due to the fact that a lot students are beneficiaries of the Namibian Students Financial Assistance Fund (NSFAF). And NSFAF requires students open accounts with Bank Windhoek in order to receive their funding. Moreover, Bank Windhoek has an option of student accounts even to those who are not NSFAF beneficiaries. FNB also has student accounts which could be why it was second.

5.3 Conclusions

The purpose of this study was to investigate whether creative advertisements have an impact of banking preferences of Namibian students. After a careful analysis of the findings, it can be concluded that the objectives of the study were met.

5.5.1 Objective 1: To determine the influence that creative advertising in banking has on Namibian students in terms of their banking preferences.

Using advertisements as a tool to create awareness about services and products of a bank or any organization in general is important and when more effort is put to produce something creative, it will have added advantages as it will help to grab the attention of the target consumer.

The findings of this study show that creative advertisements have a very minimal influence on Namibian students in terms of their banking preferences. Over a sample of 100, creative advertisements had a frequency of 15 which is 6.4% and two of the least factors.

5.5.2 Objective 2: To investigate the factors that influence the banking preferences of Namibian students.

Just like any high involvement product or service, there are a number of factors to consider when choosing a bank. For this study, six factors that have been identified by similar studies to be more likely to influence the choice of bank were extracted and creative advertisements was one of them. The factors were proximity of bank, bank charges, creative advertising, student benefits, family loyalty and bank services.

According to the results, bank charges, bank services and student benefits have the most influence on students when choosing a bank, while proximity of bank, creative advertisements and family loyalty are the least important factors.

5.5.3 To scrutinise out how banks can improve their advertising services to attract students as a market group.

In regard to the third objective, it can be concluded that the investigation has yielded significant evidence that is in line with various literature. In order to successfully provide services and products for a specific group of clients, you need to research on what their needs are and provide services that will effectively meet those needs. So is with banking institutions, they need to do research on what the students would want because they have potential to be one of their big clients in the near future. And we live in a digital era now, many students use banks to receive money from their parents back home.

Factors that have been identified by numerous researchers on how banks can attract students as a market group were also used for this study. These were student sponsorships, create interactive advertisements, personalized digital marketing for students and financial education events for students.

The findings show that student sponsorships and financial education events for student contribute as the top factors that can attract students to patronise a bank. Personalized digital

marketing and interactive advertisements also have a moderate effect with a percentage of less than 16% each, according to the results obtained for this study.

5.4 Recommendations

Based on the findings uncovered and the conclusion generated there-from, the following recommendation are put forward for practical application to enhance the impact of advertisements on students.

- Banks should consider using students in their advertisements because they are more relatable for other students
- Only 37% of the respondents fully believe that they are satisfied by banking advertisements so banking institutions should consider using advertising agencies to create their ads or employ more creatives in their marketing and advertising departments. Also, they should do more research and put in more efforts in creating advertisements as the results of the study have demonstrated that creative advertisements are grab attention and they are far more memorable which can have a positive impact on the bank and brand.
- Banks should create advertisements that a tailored for students needs as one size fits all advertisements may not work for the youth, so to attract them, banks should be creative about how to go about it.
- Banks should continue with student sponsorships and providing performing students with bursaries as this will motivate other students and it was the top factor that can help in attracting students to patronize with banks. Moreover, this market segment is significant as it provides the most lucrative market for the future in business, so investing in them while they are still students can help to build loyalty to the bank.

- Financial education events for students should also be considered. Banks should include these events in their marketing and advertising strategies as it will not only benefit students and help build relationships but also create awareness of the bank and the brand.
- Another recommendation is for banks in Namibia to have favourable service charges for student accounts as it was the main concern for students who participated in this study.
- Finally, banks should conduct market research to find out the needs of the students in order to satisfy the existing student customers and possibly maintain its competitive advantage. It is the customer who has the upper hand, the mantra of effective advertising of bank products and services lies in the systematic and professional approach towards meeting its consumer needs. Market research will also help banks to know about the new developments in its competitive market.

5.5 Areas of further research

The following area of research is suggested:

1. Since there is limited literature on this topic especially from a Namibian perspective, other researchers can replicate the same study but with the general public where they are more likely to find a diverse age group who have diverse views as the majority of this study were ages between 19-30. In addition, other researchers should consider interviewing the marketing and advertising employees in banks and also some advertising agencies because according to similar studies conducted in other countries, bank employees have different views on this topic. Also, as far as the samples are concerned, possible enlargement of the sample of the study would be highly desirable.

5.6 Final conclusion

The main objective was to determine the influence that creative advertising in banking has on Namibian students in terms of their banking preferences. The population of the study was 32 570 students but only 100 students were used as a sample. The researcher used an electronic google form questionnaire by sharing the link in different student's WhatsApp groups. A quantitative research approach was used for this study. In addition, a semi- structured questionnaire survey was used as an instrument. It was made up of open, closed questions and a Likert scale.

Based on the results, the researcher has come to the conclusion that there is a minimal correlation between creative advertisements and students' banking preferences. It rather just plays a role in strengthening their loyalty and creating awareness of a bank which is also an advantage for banks because people are less likely to patronize an institution that they have limited information on.

Therefore, the existence of creative advertisement and marketing of banks is a prerequisite, as it verifies a bank's critical presence in the market which plays an important role in their choices. Also based on the results, it is confirmed that creative advertisements grab attention and they are memorable. Therefore, banks should put more effort in creating creative advertisements and use influential students in their campaigns.

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Appendices

Appendix A: Questionnaire

My name is Colleen Lushando Matiti, I am conducting a research on the **“Impact of creative advertising on the banking preferences of Namibian students: Case study of NUST, IUM and UNAM students”** in partial fulfillment of the requirements for the award of an Honours degree in Media Studies at the University of Namibia. The information solicited in this questionnaire is intended for academic purposes only.

This questionnaire will take approximately 15 minutes of your time to complete. Your honest and prompt support is needed for the success of this study. I guarantee that your responses will be treated with highest confidentiality and you do not need to indicate your names or any other personal form of identification.

Thank you very much for your participation.

SECTION ONE: BACKGROUND INFORMATION

1. Indicate your age group by ticking one box.

a) 18 and below

b) 19-25

c) 26-35

d) 36-45

e) 46 and above

2. Indicate your gender by ticking one box

a) Male

b) Female

3. Indicate your level of study by ticking one box

a) Certificate

b) Diploma

c) Bachelor's degree

d) Honours degree

e) Master's degree

SECTION B: Student selection criteria of banks

4. Which bank (s) do you use?

a) FNB

b) Bank Windhoek

c) Nedbank

d) Standard Bank

e) Other

5. Do you watch/listen to bank advertisements?

a) Yes

b) No

c) Sometimes

6. To what extent are you satisfied with bank advertisements?

a) Very Satisfied

b) Satisfied

c) Partly Satisfied

d) Dissatisfied

e) Very Dissatisfied

7. What makes an advertisement creative?

a) Distinctiveness

b) Persuasiveness

c) Humour

d) Relatedness

8. Which of the following influences your banking preferences?

a) Proximity of bank

b) Bank charges

c) Student benefits

d) Family loyalty

e) Advertising

Indicate which one represents your feelings best by ticking (√) only one box.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
9. Creative bank advertisements are misleading.					
10. Creative advertisements can influence banking preferences.					
11. Creative advertisements can make me shift from one bank to another.					
12. Creative advertisements make viewing experience relevant.					
13. Creative advertisements grab attention.					

14. Creative advertisements can make me pay more attention to the service/product.					
15. Creative advertisements can make me lose interest in the product/service being advertised.					
16. Creative advertisements are far more memorable.					
17. Creative advertisements can increase the brand value of a bank.					
18. Using humour in advertisements has a positive impact.					

19. Do you think creativity in advertising matters for bank preference?

a) Yes

b) No

c) Maybe

19. Banks can attract students as a market group through creative advertising if they:

.....
.....
.....
.....

20. Any suggestions

.....
.....
.....

Appendix B: Consent form

Title of Research: Investigating the impact of advertising creativity on banking preferences of Namibian students: a case study of NUST, IUM and UNAM (main campus students).

Consent Form

The purpose of this study is to investigate the impact of advertising creativity on banking preferences of Namibian students: a case study of NUST, IUM and UNAM (main campus students). The research questions guiding the study are as under:

1. What is the influence of creative advertising in banking on Namibian students in terms of their banking preferences?
2. What are the factors that influence the banking preferences of Namibian students?
3. How can banks improve their advertising services to attract students as a market group?

You have been selected for this study because you are one of the students from the three Universities under study which are NUST, IUM and UNAM. You will be asked to respond to questions about creative advertisements in the banking industry.

Participation is voluntary and your responses will be treated in confidence except you indicate otherwise. No discomfort, stress or risks are anticipated. Your participation will result in the success of this study.

I agree to participate in the study titled “**Title of Research**” by **Your Name** of the Department of Information and Communication Studies, University of Namibia. I understand that this participation is entirely voluntary and I can withdraw my consent at any time without penalty and have the results of this participation, to the extent that they can be identified as mine, returned to me, removed from the research record or destroyed.

Researcher
Signature and Date

Participant
Signature and Date

Research at the University of Namibia that involves human participation is overseen by the Centre for Research and Publications. Questions and queries as regards your rights as a participant should be addressed to my supervisor, Mr. Perivi Katjavivi (pkatjavivi@unam.na).