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Resource Mobilization through Customer Deposits with special reference to Commercial Bank of Ethiopia: A Study on Wolaita Sodo and Hossana Towns

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Abstract

This study with the overall goal of determining factors contributing for resource mobilization through customer deposit with special reference to CBE had used both secondary data. The secondary data for the study on different variables had been taken from 2000 GC to 2020 GC. For this study several variables as dependent and independent were extracted from CBE documents.Descriptive summary statistics and multiple linear regression models were used for analyzing the data with one dependent variable and the five independent variables. Different diagnostic tests were tested to know whether the model was valid or not. All the analysis was performed using STATA version 13. Four of the five explanatory variables are found to be statistically significantly associated with the total deposit at $\alpha = 0.05$. Namely; loan, number of customers, number of branches and interest rate. Only number of competitors is found to be statistically insignificant at $\alpha = 0.05$ but it is negatively related to total deposit. Model assumption checks like Normality, Constant Variance test (Homoscedasticity), Multicollinearity etc… had been tested. Finally after thoroughly identifying what affects resource mobilization through deposit, we came up with the following recommendation. The managing bodies should

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take care of those factors like no of customers by facilitating good customer care scenarios; opening new branches accordingly where and whenever there is demand; working on effective.

Keywords: ***Resource Mobilization; Deposit; Customer; Loan, Econometric Model***

Introduction

Resource mobilization is a critical issue in the economy of the Ethiopia. Commercial Bank of Ethiopia mobilizes resource from customer local deposit, foreign currency and loan collection. Customer local deposit is a major source to resource mobilization of Commercial Bank of Ethiopia. Therefore customer deposits have a dramatic impact in resource mobilization of Commercial Banks. The study is planned to focus on resource mobilization through customer deposit. Resource mobilizations through customer deposit in Commercial Bank of Ethiopia have a significant impact to the development of organization and have a dramatic impact in the country economy. On the basis of resource mobilization purpose Commercial Bank of Ethiopia serve different types of deposit. These are demand deposit, saving deposit, women deposit, youth deposit and fixed time deposit.Customers who have surplus income there is a convenient to deposit the amount with banks. Depending upon the nature of deposit, funds deposited with banks also earn interest. If the rate of interest is higher, the customers are motivated to deposit more resource for bank. They accept money from the customers and lend it to the borrowers. Therefore, deposits are the most important resource of commercial banks. Thus the amount of resource a commercial bank should have at hand should be enough to make the bank involve in the market and to satisfy the financial needs of its customers.

According to Mohammad and Mahdi (2010) financial resources of banking system are naturally provided from people's deposit. Therefore, we can say that deposits are the most important resource of commercial banks. Thus the amount of deposit a commercial bank should have at hand should be enough to make the bank involve in the market and to satisfy the financial needs of its customers. Given this general facts the bank is expected to manage its deposit.

Ethiopian government has collected a total of one billion and 458 million birr (88.2 million US dollars at the exchange rate of the time) in profit tax from both private and government banks operating in the country in 2009/2010 fiscal year. Ethiopia's income in profit tax from the ten private banks in the country, which have begun making profit, has increased by 162 million birr in 2009/2010 fiscal year from the preceding fiscal year it reached 580 million birr (around 35

million US dollar at exchange rate of the time). The Study was identified and investigates impact of resource mobilization through customer deposit.

The Commercial Bank of Ethiopia (CBE) is the largest commercial bank in Ethiopia as of June 2011; had about 86.5 billion Birr in assets and the 51th leading African bank with assets of 242.72 billion Birr as on June 30th2020. It held approximately 63.5% of deposits and about 38% of all bank loans in the country. The CBE's financial position kept strengthening over the years as a result of steady increase in its income. The total income of the Bank for 2012/13 stood at Birr 13.7 billion, registering a growth of18.6 percent compared with Birr 11.6 billion in the preceding year. This growth in total income is attributable to a 42.3 percent growth in interest income. However, it has grown by a lesser margin than it was in the preceding year. On the other hand, total expenses have surged by 41.8 percent to reach 5.2 billion from 3.6 billion in 2011/12, largely due to the 42.0 percent increase in interest expense. The operating profit of the Bank has maintained its upward trajectory successively over the past several years to reach Birr 8.6 billion in 2012/13. While this is a jump by a whooping margin from trend, it has increased only by 7.9 percent from the preceding year. The net profit of the Bank stood at about Birr, The net profit of the Bank stood at about Birr 5.9 billion, showing an increase by 7.9 percent against the previous fiscal year annual bank report 2012/2013).The total asset of the Bank grew by 23.0 percent, and reached Birr 195.4 billion during the fiscal year under review. The major account categories that pushed the asset balance up were loans and advances to customers, investments as well as property and equipment (annual bank report 2012/2013).

The Bank's total deposit reached Birr 154.4 billion in 2012/13 fiscal year, registering a growth of 28.7 percent compared with that of the preceding year. This level of deposit was not only the highest in the Bank's history, but it was instrumental in sustaining its lion's market share in the industry. Demand deposit has increased by 30.6 percent compared with the level in the preceding fiscal year. Similarly, savings deposit grew by 26.9 percent to reach Birr 53.4 billion, and fixed time deposit by 18.6 percent to reach Birr 8.8 billion. The ratio of demand deposits to total deposit stood at 60 percent, slightly larger than the level in the preceding year of 58.8 percent. On the other hand, the share of savings and fixed time deposit were 34.6 percent and 5.7 percent, respectively. The bank has around 20,000 employees, who staff its headquarters and it's over 910 branches positioned in the main cities and regional towns and woredas.

After the Ethiopian-English victory over Fascist Italy, the new government established the State Bank of Ethiopia a proclamation issued in August 1942. State Bank of Ethiopia commenced full operations on 15 April 1943 with two branches and 43 staff. It served both as the Ethiopia's central bank with the power to issue bank notes and coins as the agent of the Ministry of Finance, and as the principal commercial bank in the country. In 1945 the Ethiopian government granted the bank the sole right of issuing currency. The first governor of the bank was an American, George Blowers. He inaugurated the new national currency, which owed its successful introduction to the United States. The United States provided the silver for 50 cent coins, whose intrinsic value ensured popular acceptance of the new paper money to a population used to the circulation of the silver Maria Theresa taller.

In 1958, the State Bank of Ethiopia established a branch in Khartoum, Sudan. But the Sudanese government nationalized in 1970. At some point the State Bank also opened a transit office in Djibouti, and over time grew to number 21 branches.

In 1963, the Ethiopian government split the State Bank of Ethiopia into two banks, the National Bank of Ethiopia (the central bank), and the Commercial Bank of Ethiopia (CBE). Seven years later, the Sudanese government nationalized the Commercial Bank of Ethiopia's branch in Khartoum.

The Ethiopian government merged Addis Bank into the Commercial Bank of Ethiopia in 1980 to make CBE the sole commercial bank in the country. The government had created Addis Bank from the merger of the newly nationalized Addis Ababa Bank, and the Ethiopian operations of the Banco di Roma and Banco di Napoli. Addis Ababa Bank was an affiliate that National and Grindlays Bank had established in 1963 and of which it owned 40%. At the time of nationalization, Addis Ababa Bank had 26 branches.

In 1991, when Eritrea achieved its independence, CBE lost its branches in Eritrea to nationalization. These branches formed the base for what became in 1994 the Commercial Bank of Eritrea. Also in 1994, the Ethiopian government reorganized and re-established CBE.

A few years ago, the government restructured CBE and signed a contract with Royal Bank of Scotland for management consultancy services. After the death of its former President, MrGezahegnYilma, the Board of Management appointed Mr Abie Sano as a new President of the Bank. Parliament recently increased the Bank's capital to 10.7 billion Ethiopian Birr and the profit reach 9.6 billion birr as of June 30, 2020 (Mauri, Arnaldo (2008); and Annual bank reports2013/2020, 2012/2013).

The study tried to assess resource mobilization through customer deposit of Commercial Bank of Ethiopia Branches under WolaitaSodo sand Hossana Towns under various competitive conditions. Households, businesses, government and many other different institutions mobilize resource through customer deposit. The commercial bank is lending the money from its deposits. Deposits come from the customers who are investing their money in Commercial Bank of Ethiopia. So as to undertake this process the deposit should be available first. A resource mobilization through customer deposit of the Commercial Bank of Ethiopia may be affected by different factors. Since a deposit is most useful resource of the bank it is relevant to find out the factors affecting it and determining the relationship among them. This study filled this gap by identifying the factors that can affect the resource mobilization through customer deposit of the commercial bank of Ethiopia and determined the extent they are affecting it. National bank of Ethiopia indicates that from deposits that should be mobilized by banks only 7% is mobilized. That indicates that from the money that should be deposited in the bank 93% of it did not mobilize. From the countries tradition money may be kept in traditional way. This shows that the deposit mobilization practice among banks in the country is not developed and there should be mechanisms to mobilize such deposit rather than sitting and waiting for depositors to come and deposit their money. The need for studying such mechanisms forces this study to be undertaken. A research under this article is rarely available. The managers of Commercial Bank of Ethiopia may face a problem of identifying and managing the factors that determine the Commercial Bank Ethiopia deposit and their effect on it. Accordingly they face a problem of lack of deposit because of their limitation of effort to mobilize it. The banks are not successful in controlling and managing deposit because they did not know about those factors that can affect the deposit. As the research conducted in this particular area is rarely available academicians lacks the reference material of this area. The researcher motivated to undertake a research in this particular area to

fill these gaps. Identifying those factors and appreciation will be significant for the successful operation of the organization because factor will be a means for measuring the weakness and strength to realize the changing business environment.

Methodology

Resource mobilization is the primary activity of the bank. The bank is seeking to oversee effective implementation of deposit and foreign currency mobilization strategies. Resource mobilizations through customer deposit have a significant impact in the development of organization and have a dramatic impact in the country economy. Commercial Bank of Ethiopia were mobilizes resource from customer deposit, foreign currency and loan collection. Commercial banks are accepts deposit from the customer and provide loan to customer, through in this way Commercials banks mobilize the resource. The research will be explaining mobilization of resource by using customer deposit.

Customer deposit is the sum of saving deposit, demand deposit, interest free deposit and fixed time deposit. In this study customer deposit was explained variable or dependent variable. Income level of customer, branch expansion, population size, deposit interest rate, emergence of new potential competitors on the Towns and etc. will be an independent or explanatory variable. Therefore customer deposit is a function of explanatory variable. According to Herald and Heiko (2009), mentioned deposit interest as one of the determining factor for commercial banks deposits. Philip (1968), also states that the offering of attractive interest rate on bank deposits may be considered to have had a beneficial effect.Customer deposit which is the a function of various independent variables like paid loans, number of branch, number of customer, emergence of new potential competitors in the Towns , deposit interest rate and etc. at a given period of time.

$Y = f(X_1, X_2, X_3 ...X_n)$

Multiple regression equation

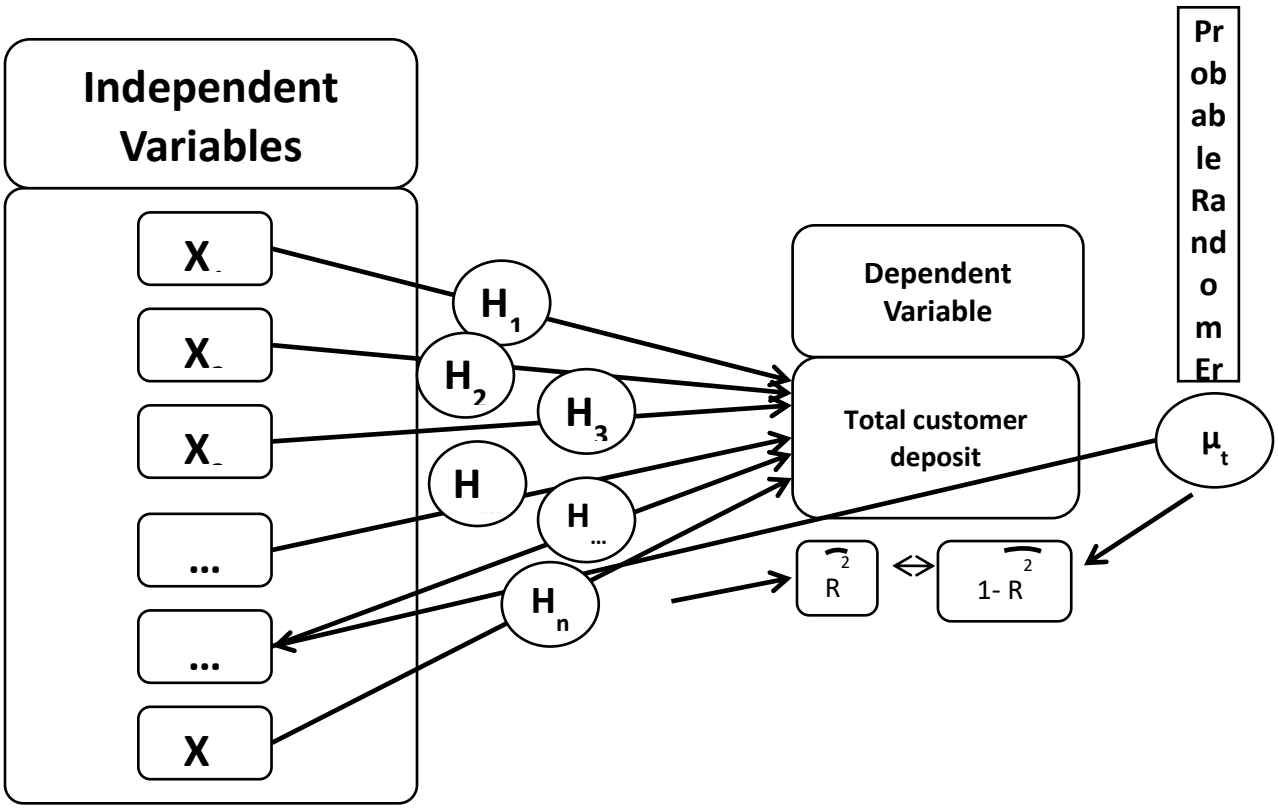
$\hat{Y} = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + ... + \beta_nX_n + \mu_t$

$\beta_0, \beta1, \beta2_{....}\beta_n$= Estimated coefficients

Y = Total customer deposit

T = Annual Periods of Observations of the Variables

μt = Error terms at time t



Paid loans, deposit interest rate, number of customers, branch expansion, emergence of new potential competitors etc. have significant impact on the total customer deposit.In this study secondary data was used as a source of information.As the sources are identified secondary sources of data was used to get realistic information from concerned bodies. In order to collect secondary data bank document, management information system department and other published works are utilized. This cross-sectional study was conducted based on causal research design by using multiple linear regression model.

Through multiple linear regression technique the dependent variable (explained variable), Total deposit of Commercial Bank of Ethiopia at WolaitaSodo and Hossana Towns branches, regressed over the independent variables (explanatory variables), branch expansion of Commercial Bank of Ethiopia at the two branches, paid loans of Commercial Bank of Ethiopia at the two branches, population size of Commercial Bank of Ethiopia at the two branches, emergence of new potential competitors of Commercial Bank of Ethiopia at the two branches, deposit interest rate of Commercial Bank of Ethiopia etc. Moreover, the study utilized a time series data of 20 years from the year 2000 GC up to 2020 GC . The proposed multiple linear regression models:

Total deposit (TD) = saving deposit $_+$ demand deposit $_+$ fixed time deposit+ interest free deposit.

4. Result and Discussion

Variable	Obs	Mean	Std. Dev.	Min	Max
Deposit	20	283,000,000	346, 000, 000	50,000,000	1,230,000,000
Loan	20	13,300,000	18, 500,000	0	6,500,000
Customers	20	81,816.2	73,988.94	2,520	230,000
Branches	20	3.1	2.023546	2	9
competitors	20	3.2	1.989446	2	9
Interest	20	5.05	2.114486	3	10

Before going to the advanced modeling tools, looking at the descriptive setup of the data is very important. Accordingly, descriptive statistics has conducted for the dependent variable (total deposit of commercial banks) and independent variables (loan, number of customers in the branches and number of branches, number of competitors). It was done on the overall summary statistics, namely; mean; standard deviation; minimum and maximum.The mean of the total deposit was 283,000,000 with std. dev 346, 000, 000. The minimum and maximum values of the deposit were50,000,000 and 1,230,000,000 respectively.The mean of the loan was 13,300,000 with std. dev 18,500,000. The minimum and maximum values of the loan were 0 and 6,500,000 respectively.The mean of the number of customers was 81,816.2 with std. dev 73,988.94. The minimum and maximum values of the number of customers were 2,520 and 230,000 respectively.The mean of the number of branches in the two towns was 3.1 with std. dev 2.023546. The minimum and maximum values of the number of branches in the two towns were 2 and 9 respectively.The mean of the number of competitors in the two towns was 3.2 with std. dev 1.989446. The minimum and maximum values of the number of competitors in the two towns were 2 and 9 respectively.The mean of the interest rate was 5.05 with std. dev 2.114486. The minimum and maximum values of the number of interest rate were 3 and 10 respectively.

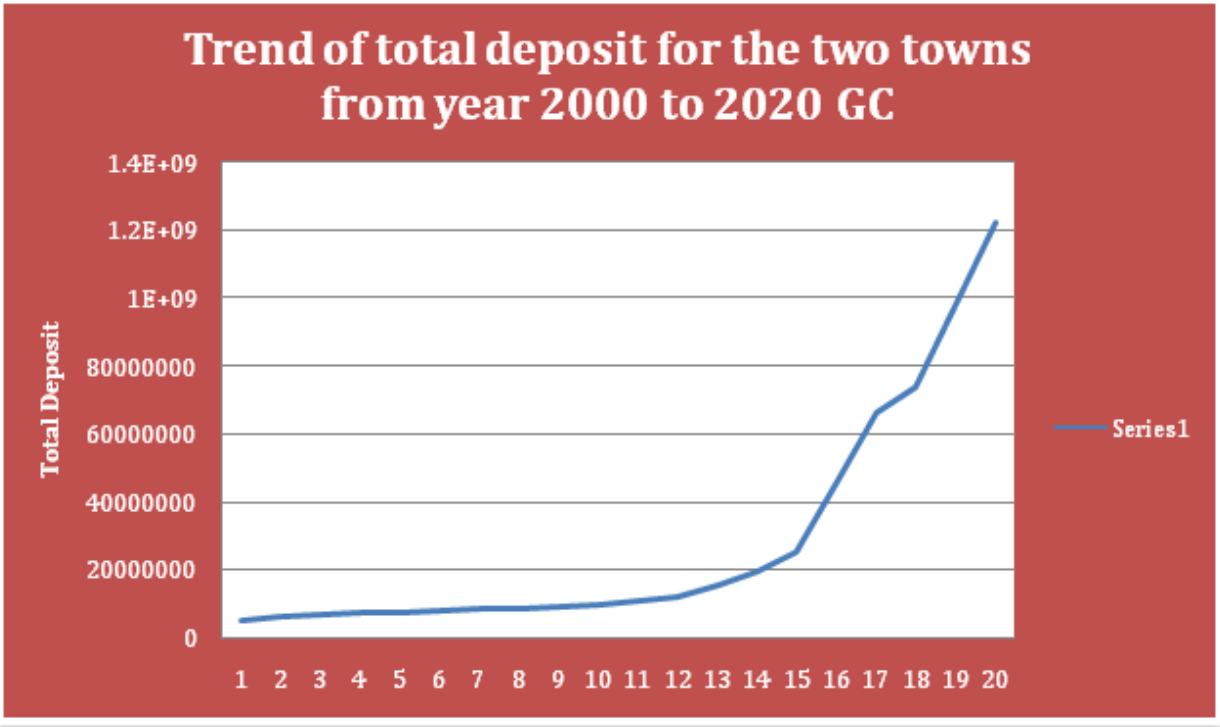


Figure 1: Trend of total deposit for the two towns from year 2000 to 2020 G.C

SUMMARY OUTPUT	
Regression Statistics	
R Square	0.9998
Adjusted R Square	**0.9998**
Root MSE	5,300,000
Observations	20

Based on the display of line graph in figure 1 above, we can see in the first 10 years there was very slight increase in total deposit in the two towns of CBE branches and starting from year 2015 GC there was tremendous increase of the total deposit.

Econometric Model output

Following the multiple linear regression analysis, the table below resulted model summary results. Adjusted R-square shows us about 99.98% of the variation in dependent variable which is total deposit is explained by the five explanatory variables. The rest 0.02% is left unexplained and accounted for the stochastic term. Thus, we can say the model is good.

The ANOVA output of the regression model

Source	SS	df	MS	F(4, 15)	Prob> F
Model	9.5792e+20	5	1.9158e+20	68685.62	0.0000
Residual	1.6178e+17	14	2.7893e+15		
Total	9.5808e+20	19			

Based on the ANOVA output above which was about the overall significance of the multiple linear regression models, the fitted multiple linear regression models was found to be significant at$\alpha = 0.05$. Hence the overall model is significant.

Final fitted multiple linear regression models

Dependent Variable: Deposit

Method: Ordinary Least Squares

Sample: 2000 to 2020

Included observations: 20

Variables	Coef.	Std. Err.	T	P>t	[95% Conf.	Interval]
Loan	10.37082	4262474	24.33	*0.000***	9.517588	11.22404
customers	2163.169	231.6779	9.34	*0.000***	1699.415	2626.923
branches	18, 800,0000	6,585,805	2.86	*0.0060***	5641841	32, 000,000
competitors	-7,254,556	2,484,950	-2.92	*0.0050***	-12, 200,000	-2280388
Interest	224,666.3	4,132,426	0.05	*0.957*	-8,047,283	8,496,615
Cons	-2,572,352	31,400,000	-0.08	*0.935*	-6,550,000	6,300,000

*Note: "**" stands for statistical significance at alpha level of 0.05.*

In the above fitted multiple linear regression output, the dependent variable was total deposit of commercial banks in the two towns. The sample years were from the 2000 G.C up to 2020 G.C, the data for the dependent and independent variables were extracted within these years which had 20 observations. Four of the five explanatory variables namely; loan (P-value=0.000), number of customers (P-value=0.000), number of branches (P-value=0.0060), and competitors (P-value=0.0050) are found to be statistically significantly associated with the total deposit at $\alpha = 0.05$. Only interest rate is found to be statistically insignificant (P-value=0.957), at $\alpha = 0.05$ but it is positively related to total deposit and competitors negatively related to total deposit.

Thus, the final fitted model looks like this:

$$\boldsymbol{Deposit} = -2572352 + 10.37082 * loan + 2163.169 * cusomers + 1.88\text{e} + 07 * branches - 7254556 * competitors + 224666.3 * interest$$

- Making the effect of all independent variables zero, on average, total deposit will decrease by-2572352.
- For a unit increase in the amount of loan, the total deposit increases by 10.37082 which is significant and has positive effect.
- For a unit increase in the number of customers, the total deposit increases by 2163.169 which is significant and has positive effect.
- For a unit increase in the number of branches, the total deposit increases by $1.88\text{e} + 07$which is significant and has positive effect.
- For a unit increase in the number of competitors, the total deposit declines by 7254556which was found to be significant and has negative effect.
- For a unit increase in the interest rate, the total deposit increases by 224666.3which is insignificant and has positive effect.

Hypothesis test of normality

Ho: The residuals are normally distributed

H_1: The residuals are not normally distributed

swilk z

Shapiro-Wilk W test for normal data

Variable	Obs	W	V	z	Prob>z
z	20	0.96 969	37.854	9.263	0.235

The Shapiro-wilks test reveals the test of normality in addition to the normality curve, qq plot and pp plots shown in appendix. The p-value (0.235) given at the Shapiro-Wilk test for normality is bigger than 0.05. Hence, we fail to reject the null hypothesis of normality and declare that the presence of normality of the data at the 5% level of significance (Brooks, 2008). Thus, the assumption of the residuals are normally distributed is not violated.

The test of heteroskedasticity is a test of the second assumption of OLS estimator that says the variance of errors is constant. The researcher used Breusch-Pagan / Cook-Weisberg test of heteroskedasticity.

Ho: The assumption that there exists Homoscedasticity

H1: There is no Homoscedasticity (there is heteroskedasticity)

hettest

Breusch-Pagan / Cook-Weisberg test for heteroskedasticity

Ho: Constant variance

Variables: fitted values of deposit

chi2(1) = 17.48

Prob>chi2 = 0.058

STATA output displays tests for heteroskedasticity and we don't have enough evidence to reject the null hypothesis of Homoscedasticity presence. Therefore it can be concluded that the variance of error term is constant or the second assumption of classical linear regression model is not violated.

Checking for Multicollinearity

Variable	**VIF**	**1/VIF**

loan |	**2.93**	**0.341835**
customers |	**2.64**	**0.378122**
branches |	**1.26**	**0.792374**
competitors|	**1.10**	**0.908187**
interest|	**3.15**	**0.3108187**
----------+----------		
Mean VIF |	**1.98**	

Since, none of the variables above show variance inflation factor (VIF) greater than 10, there is no series Multicollinearity problem among the explanatory variables.

The other way to speak about the Multicollinearity among the explanatory variables is through auto-correlation.The Durbin-Watson test only tests the first order autocorrelation. For further test of autocorrelation the researcher uses Breusch-Godfrey test so that the autocorrelation that are not detected by DW test will be found. Moreover, BG test tests the autocorrelation of the residual and several lagged values of it.

Ho: There is no autocorrelation

H1: There is autocorrelation

vce, corr

Correlation matrix of coefficients of regress model

e(V) | loan customers branches competitors interest _cons

----------+----------

Loan | 1.0000

Customers | -0.2851 1.0000

Branches | -0.8681 -0.0933 1.0000

Competitors | 0.0461 -0.8779 0.1711 1.0000

Interest | -0.0137 -0.0572 -0.1327 0.3550 1.0000

_cons | 0.5824 0.1860 -0.5566 -0.5397 -0.6871 1.0000

Discussion

Based on the above descriptive and inferential results of the data, the paper entitled *"resource mobilization through customer deposit with special reference to CBE*" had tried to show some significance with respect to magnitude and direction of independent variables.

Hence, as a result of the multiple linear regression analysis, the following are summary of the findings.We came up to know that commercial bank of Ethiopia mobilize its funds from the government budget (since the shareholders of the bank is government), from profit of its operation and deposit of the customers. Among the three kinds of deposits (demand deposits, fixed deposits and saving deposits), saving deposit is a mainly used by the bank and its customers. The minimum interest rate on saving deposit is fixed by National Bank of Ethiopia. Commercial banks of the country can provide interest above the minimum interest fixed by National Bank of Ethiopia as method of competition but cannot provide less than the minimum interest rate.Commercial banks of Ethiopia can add deposit rate for competition purpose, however the minimum interest rate is fixed by the national bank. Loan, expansion of new branches, number of customers, and interest rate are found to be positive opportunities that the bank obtains from efforts that can be done to mobilize more deposits.

The multiple linear regression output showed us loan, number of customers, expansion of new branches and emergence of new competitors had significant effect on resource mobilization through customer deposit. Though, number of competitors had negative effect.

On the other hand interest rate had positive effect on resource mobilization through customer deposit. Though, it is statistically insignificant.

Conclusion and Recommendation

Conclusion

Given the summary result of empirical analysis, the study had concluded the following to Commercial Bank of Ethiopia by taking CBE branches at both Hossana and W/Sodo towns as evidence of the study.

- The main resource for Commercial Bank of Ethiopia is deposit. Although banks can use other source of funds such as shareholders equity, from the profit of its operation or any other business undertakings the most useful resource is deposit.

- As indicated table 4.2.1 model summary results, Adjusted R-square shows us about 99.98% of the variation in dependent variable which is total deposit is explained by the five explanatory variables. The rest 0.02% is left unexplained and accounted for the stochastic term. Thus, we can say the model is good.
- Loan, expansion of new branches, number of customers, and interest rate are found to be positive opportunities that the bank obtains from efforts that can be done to mobilize more deposits.
- Among the kind of deposits saving deposits are mostly used by Commercial Bank of Ethiopia and their customers. That is from the deposit available in the banks the largest proportion is saving deposit which is interest bearing deposit.
- Commercial Bank of Ethiopia can add deposit rate for competition purpose, however the minimum interest rate is fixed by the national bank.
- Deposit mobilization become simpler if Commercial Bank of Ethiopia become preferable than other commercial banks and grow their market share.
- Branch expansion is an important strategy for resource mobilization through customer deposit, it significantly increases deposit.
- The multiple linear regression output showed us loan, number of customers, expansion of new branches and emergence of new competitors had significant effect on resource mobilization through customer deposit. Though, number of competitors had negative effect. On the other hand interest rate had positive effect on resource mobilization through customer deposit. Though, it is statistically insignificant.

Recommendation

Based on the research findings and conclusions the followings are recommended for Commercial Bank of Ethiopia as a way to mobilize more deposits than before.

- Since the main resource for Commercial Bank of Ethiopia is deposit the bank should give due emphasis to its deposit and strive to increase it.
- The Bank should increase number of customer by providing excellent service for its customers to mobilize more deposits. Incentives such as coupon prizes for customers who are sustainable depositor in the bank are also effective for deposit growth.
- In addition Commercial Bank of Ethiopia should go through promotional effort and awareness creation campaign to have well informed society who have awareness of the

banking system who are interested in keeping their money in bank. Moreover, Commercial Bank of Ethiopia should use their good will to attract depositors and for those that do not have good will it is recommended that banks should build good will to be acceptable for the society.

- Since deposit interest rate has positive effect on Commercial Bank of Ethiopia deposit, banks should increase the deposit rate if their plan is to mobilize more deposit than before.
- Since branch expansion has positive and significant effect on total deposit of Commercial Bank of Ethiopia, Commercial Bank of Ethiopia should also expand their branches in order to increase their deposit.

- Since emergence of competitors has negative and statistically significant effect on total Commercial Bank of Ethiopia deposits. Commercial Bank of Ethiopia should win this competition by providing excellent service for its customers to mobilize more resource and use their good will to attract its customers and for those that do not have good will it is recommended that Commercial Bank of Ethiopia should build good will to be acceptable for the society.
  - Since loan has positive and significant effect on total deposit of Commercial Bank of Ethiopia, Commercial Bank of Ethiopia should also expand their paying loan capacity to customers in order to increase their deposit and as well as profit.

Future Research Area

Resource mobilization through customer deposits with special reference to Commercial Bank of Ethiopia: An empirical study on Commercial Bank of Ethiopia had studied and some recommendations are made based on the findings and conclusions. However, Commercial Bank of Ethiopia should not only mobilize more deposit but they should invest those deposits on profitable investments. Therefore, investment opportunities of Commercial Bank of Ethiopia through their deposit can be studied in the future. In that commercial banks found simpler to invest their deposit which is mobilized through techniques recommended in this study.

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