The Effects of Practices and Challenges of Advertisements, Sponsorships, and Mechanisms on Efficient Revenue Generation of Oromia Radio and Television Organization

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Abstract

The objective of this Research was to examine the Effects of Practices and Challenges of Advertisement, Sponsorships, and Mechanisms on Efficient Revenue Generation in Oromia Radio and Television Organization. The study used descriptive and explanatory research design which incorporated quantitative research approaches. A Simple Random Sampling Technique was used and analyzed based on SPSS software version 16. As the result of finding indicated, Revenue Generated from Advertisements and sponsorships practices were not able to employ and attract qualified staff in reaching out to audiences and to expand and reach target audience faster in ORTVO. However, a little improvement practices had seen on respecting of editorial policy for broadcasting. The result of Pearson Correlation indicated that positive and significant relationships were existed between all variables. The linear regression analysis indicated, Revenue Generation Efficiency can be predicted from the combination of Advertisement and Sponsorships Practices, Sponsorships and Advertisements Challenges, and Mechanisms to Generate Revenue at F=23.828, p<0.05 in which Mechanisms to Generate Revenue is the most influential factor that significantly effect on the Revenue Generation Efficiency with (beta = 0.522, t=5.395), at 99% confidence level (p < 0.05). Statistically significance differences were seen between managers and non managers at the p<05, and between groups in Revenue Generation Efficiency [F (2, 81) = 3.484, p=.035] on basis of ages. Furthermore, the organization was not efficient in generating its revenue and poor handling mechanisms with sponsors and working agents. Therefore, the management of the organization should have to work hard on the improvement of using traditional way of transmitting format for programs, draws a strategic plan for any sponsorships, given concern to mechanisms used in revenue generations and knowing its challenges and mitigating it at a time.

Keywords: Advertisement Practices, Sponsorships Practices, Advertisement and Sponsorships Challenges, Mechanisms, and Efficient Revenue Generation.

INTRODUCTION

Today, advertisements are everywhere. On television, on the internet, radio, billboards and even on the empty coffee mug of our desk. Advertising has successfully transcended from one of the most interruptive commercial medium of modern times to something that everyone wants a piece of. Advertising can't survive and grow unless with focuses on effectiveness, all advertisers expect specified results on the basis of defined goals (Delton, 2012). Specific areas of effective advertising: first satisfying costumer needs through fascinating them and offering relevant messages to them, and on other meeting the goals of advertisers (Ramalingam et al., 2011).

Sponsorship on the other hand involves supporting an event, activity or is of organization by providing money or other resources that value to the sponsored event. This is usually in return for advertising space at the event or as part of the publicity for the event. Sponsorship works on the premise that association largely affects image and that the sponsor may exchange money and /or goods or services in kind return for the

association that the sponsorship provides. Those being sponsored may include groups or teams, events, charities, individuals, buildings and TV program (Fill and Hughes, 2008). It is a business relationship between a provider of funds, resources or services and an individual, event or organization that offers rights and association that may be used for commercial advantage in return for the sponsorship investment.

Most media outlets such as radio, television, newspapers and magazines would not be in business without revenue generated through advertising and sponsorships. The viability and profitability of news organizations are essential to their survival and prosperity. Advertisers consider the audience as vital avenues for promoting the sales of their goods and services and try to generate fund for the media outlet. The wealthier the consumer (audience), the more revenue they can generate for advertisers and the more they will be willing to pay to reach them. A particularly important sponsorships objective relates to the company/organizations production and service awareness'. Sponsorship is highly prized for its ability to achieve particular communications effects with selected audiences. Where corporate or product awareness is sought the sponsor will seek linkage to an event or activity which intrudes on societal consciousness thereby ensuring exposure for the brand.

In market oriented economy competition is very high. Thus, business organizations operate under continuous competition to sell their products/services. Competition involves provision of quality products/ services, low prices and better customer handling. The foregoing has shown clearly that advertising and sponsorships do not takes place without the organization incurring some costs to that effect. It became very pertinent to investigate the extent to which the advertising and sponsorships revenue generating of Oromia Radio and TV Organization and its effects on organizational revenue generation performance.

STATEMENT OF THE PROBLEMS

Television is a unique and powerful advertising medium as it contains the elements of sight, sound, and motion to create a variety of advertising appeals and executions (Belch, 2004). Radio, in contrast, has a limited sense-appeal as it only contains the element of sound. This broadcast medium, despite its setback, remains an excellent reminder and support medium that is estimated to "touch the lives" (Brewer, 2012). It is agreed that advertising is the most dependable source of revenue for the mass media organization since it is any paid form of non-personal communication about an organization or its product to a target audience by an identified sponsor. It should be observed that for any promotional activity to be called advertisement it must be paid for. However, its impacts of generating revenue on media survival or sustainability should have to well known.

Most media outlets such as radio, television, newspapers and magazines would not be in business without revenue generated through advertising. It is very important to the effectiveness and performance of their goals, survival and prosperity. Otherwise they will fold or go out of market in today's' highly competitive environment. Advertisers consider the audience as vital avenues for promoting the sales of their goods and services and try to generate fund for the media outlet. The wealthier the consumer (audience), the more revenue they can generate for advertisers and the more they will be willing to pay to reach them.

Studies conducted in Ethiopia that focused on the quality of Ethiopian Television advertisement indicated the qualities of ETV advertisement are inadequate in terms of the cues communicated and most advertisements are difficult to understand and this problem arises from lack of clarity and lack of professional in touch (Yohannes, 2002). Additionally, the study that conducted on the Advertisement Practices and Audience Reaction of Oromia Radio and TV Organization also indicated there are challenges and no good practices in advertisements and sponsorships are observed to perform well in generating revenue and to balance its costs and profits obtained in order to achieve the established objectives (Tedese, 2013). The audience reaction, its quality programs and customer services are unaccountable measurements for the performance of organization in many different aspects. Thus, by considering into the above concepts this study was investigated the extent to which the advertising and sponsorships, mechanisms of revenue generating in Oromia Radio and TV Organization were practiced and challenged, and the effect of practices and challenges on organizational revenue generation performance.

OBJECTIVE OF THE STUDY

The main objective of this study is to analyze The Effects of Practices and Challenges of Advertisements, Sponsorships, And Mechanisms on Efficient Revenue Generation in Oromia Radio and Television Organization.

To achieve the general objective, the following Specific objectives were divided:

- To assess the level advertisement and sponsorships practices in ORTVO
- To determine the advertisement and sponsorships challenges in ORTVO
- To indentify mechanisms used in generating Revenue in ORTVO
- To examine the level of revenue generation efficiency in ORTVO
- To see the extent to which advertisement and sponsorships Practices, Challenges and Mechanisms are related and affect efficient revenue generation in ORTVO.
- To investigate the variations of Revenue Generation Efficiency as a Function of Demographic Variables in ORTVO.

CONCEPTUAL FRAMEWORK

The Advertisement and Sponsorships Practices, Advertisement and Sponsorships Challenges and Mechanisms to Generate Revenue were independent variables which examined based on their own' factors independently. The dependent variable was an Efficient Revenue Generation.
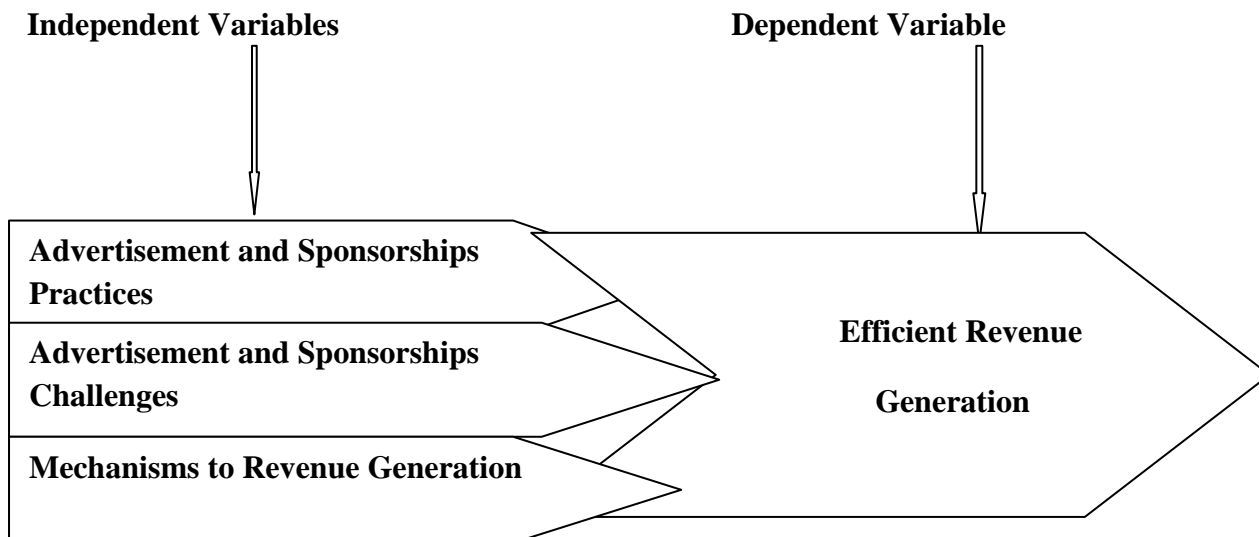
Independent Variables   **Dependent Variable**

Advertisement and Sponsorships Practices

Advertisement and Sponsorships Challenges

Mechanisms to Revenue Generation

Efficient Revenue Generation

Fig.1. the Conceptual Model of the Study
Source: designed by the Researcher.

RESEARCH METHODS

RESEARCH DESIGN

The study used descriptive and explanatory research design. Descriptive research permits the explanation of phenomena as they naturally transpire and without intervention from the researcher (Bernard, 2005).

STUDY POPULATIONS AND SAMPLING

Simple Random Sampling Technique is used to select sample from the target population of 120. The formula that used to select the appropriate sample size is based on 95% confidence level and 5% margin of error or level of precision.

$$n = \frac{z^2 * p * q * N}{e^2 (N-1) + z^2 * p * q}$$ **Source: Kothari, 2004**

Where, p = sample proportion, $q = 1 - p$; z = the value of the standard variance at a given confidence level and to be worked out from table showing area under Normal Curve; n = size of sample. Based on this, the sample size for the study is calculated as follow:

Given: At 95% confidence level the value of Z= 1.96, P = the population proportion (assumed to be .50 since this would provide the maximum sample size). N = 120 which is population size, e = 0.05 which is acceptable sample error. $n=\dfrac{1.96^2 * 0.5*0.5*120}{0.05^2\,(120-1)+1.96^{\,2}*0.5*0.5}$

So, based on the above formula a **sample of 92** is selected from the target population and participated in the study which was a sample of employees, Organizational promotion agents and managers.

DATA COLLECTION PROCEDURES AND INSTRUMENT

Both secondary and primary data collection methods are used in the research. Primary data were collected through the use of self-administered questionnaires. A questionnaire consisted of a number of questions printed or typed in a definite order on a form or set of forms. There were a total of 29 questions in the instrument used, Survey items distributed to respondents.

Secondary data, on the other hand, was used as well to describe different Advertisements and sponsorships theories and factors. They were collected from ORTVO manuals, magazines, billboard, different reports and Revenue data of the organization.etc.

RELIABILITY FROM THE SURVEY OF QUESTIONNAIRE

The Cronbach's coefficient Alpha was used to determine the consistency of measurement of each item. Result of this is presented as shown in **Table 1** as in the following.

Table 1: Cronbach's Alpha Value (n=82)

Variables	Items	Cronbach's Alpha Value
Advertisement Practices	6	.765
Sponsorships Practices	4	.785
Sponsorships and Advertisements Challenges	7	.795
Mechanisms to Generate Revenue	7	.769
Revenue Generation Efficiency	5	.760

Source: computed from questionnaire by the researcher, 2017

The Cronbach's coefficient Alpha for Advertisement Practices is (0.765), Sponsorships Practices is (0.785), Sponsorships and Advertisements Challenges is (0.795), Mechanisms to Generate Revenue is (0.769) and Revenue Generation Efficiency is (0.760). Therefore, all items indicated reliable and enough to be used in this study.

DATA PROCESSING AND ANALYSIS

The accomplished survey forms were collected, encoded and statistically analyzed. Analysis was carried out through the Statistical Package for the Social Sciences (SPSS) version 16.0. The statistical tools would align with the objectives of the research. Descriptive statistics was used to describe and to analyze the demographical data collected and it includes frequency, mean, percentage distribution and standard deviation. Correlation analysis more specifically Pearson correlation coefficient is used to measure the degree of association between advertisements and sponsorships practices, challenges and mechanisms, and revenue generation efficiency. Regression analysis is also used to test the questions of the study. The demographic variable differences were analyzed by utilizing independent samples t-tests and analyses of variance (ANOVAs). Independent samples t-tests were designed to compare the mean scores of two unrelated groups, so the test was used to check differences for gender, and managers and non managers. Since age and educational level contained more than two groups, ANOVAs were used.

RESULTS AND DISCUSSION

RESPONSE RATE

The Response rate is the percentage of people who respond to a survey and, this rate is important, and shouldn't be left to chance. The employees of the organization were encouraged proportionally to participate in the survey based on their size of target population. From these only eighty two (82) questionnaires were returned, it gives 89.13% response rate. A response rate of over half is good while over 70% is very good

(AAPOR, 2011). Thus, the response rate was considered excellent at 89.13% and it was sufficient for analysis.

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENT (N=82)

In this study the respondents' general characteristics and information took into account to provide a clear picture of the nature of people that participated in the study and to undertake analysis in demographic variables to see differences between groups. Under this subtitle, the researcher considered respondents in terms of gender, Age, work experience, working position and education level attainment; to illustrate understanding in the Effects of Advertisement and Sponsorships Practices, Challenges and Mechanisms on Efficient Revenue Generation in ORTVO that located in Adama City.

DESCRIPTIVE STATISTICS

In this research, the results were presented by Mean (M) and standard divisions (S.D). Before undertaking any analysis, the normality distribution of variables has been checked. Statistics chosen with assumption of data are normally distributed (George, Gene.A et al., 2004). Thus, the likert scale used for this study was considered normal for its frequency distribution is distributed approximately in normal (see Table.1 and, Fig.8 and Fig.9 in appendixes).

The Level of Advertisement and Sponsorships Practices in ORTVO
The Level of Advertisement Practices in ORTVO
Table 2: The Level Advertisement Practices in ORTVO.

Descriptive Variables	N	Mean	Std. D
Suggest solution to any public problems on awareness creations	82	2.88	1.047
Use brand to image building for respect and trust	82	3.10	1.061
Right information to people about new products and services	82	3.12	1.148
Convey commercial messages to audiences	82	3.24	.910
Promote the expansion of education, health and investment	82	3.34	1.033
Respecting editorial policy for broadcasting	82	3.38	1.118

Source: computed from questionnaire by the researcher, 2017

As the above table indicates from its result, total respondents participated were 82. All variables or factors were presented in the table in mean order of their level, to Advertisement practices in ORTVO. As it is understood from the description almost most of variables are scored in neutral. Since all variables scored in less than 4 scale of likert scale, the level of Advertisement practices point out that no good practices performed to generate revenue in ORTVO.

As the data from the organization's employed shows there is no Brand presented to organization to differentiate it from other now days born media organizations. But, at current moment the organization have starting ways to organizational brand. Therefore, it may the future practice on the Use brand to image building for respect and trust of ORTVO. Again also, the organization has not being active on suggesting solution to any public problems for awareness creations before few months, since it had side to serve government body than its people. At now the good practices has been began on investigating problems and suggesting solutions to public. On the other hand, even though the scale score is less than 4 likert scale good practices has been seen in ORTVO in respecting editorial policy during broadcasting.

The Level of Sponsorships Practices in ORTVO
Table 3: The Level Sponsorships Practices in ORTVO

Descriptive Variables	N	Mean	S.D
Supply quality service to sponsors' for their obligations	82	2.93	.843
Targeted to different Audiences'	82	3.09	.996
Appealing sponsoring events to shape attitude and generate positive reaction	82	3.09	.834
Can transcend cultural and linguistic(environment) barriers	82	3.16	1.024

Source: computed from questionnaire by the researcher, 2017

As described in table above the organization existed at the low level of supplying quality services to its' Sponsors. The sponsors have the major role in contributing revenue for different programs and events to any media Organizations. If no quality services were afforded to sponsors they were shifted to organizations (Mass-Media) serving them well. Therefore, ORTVO should have to give concern to its sponsoring customers.

As defined in table 4 below, the organization has not been challenged by expensive for advertisement than other country based media. Because, the cost of advertisement to organizations those needs advertising in ORTVO for their services or products was very low than other country Mass media. Additionally, ORTVO has also not being challenged in setting of attracting and interest based agendas or issues.

However, since the mean value score 3.62 is nearest to 4 likert scale, the management of the organization needs carefully plan on the improvement of using traditional way of transmitting format for programs. Then after, the organization should have to give focus to increase the number Sponsors to its programs, news and events.

Advertisement and Sponsorships challenges in ORTVO

Table 4: Advertisement and Sponsorships challenges in ORTVO

Descriptive Variables	N	Mean	Std. D
expensive for advertisement than other country based media	82	2.43	1.078
setting attracting and interest based agendas/issues	82	2.83	1.075
emerging new competent mass-media	82	3.01	1.071
technological innovation, digitization, and development of social media	82	3.18	1.113
audiences to follow programs	82	3.26	1.028
supported by low number of private sponsors	82	3.35	1.082
use traditional way of transmitting format for programs	82	3.62	1.096

Source: computed from questionnaire by the researcher, 2017

As showed in table 5 all descriptive variables are investigated between mean score 2.50 to less than 3 on likert scale for measurement. This implies that not good practices have been implemented by ORTVO to use mechanisms in generating efficient revenue. As the evidence obtained from the organization Data indicated the organization is not efficient to generate revenue. Therefore, the above factors may have the greatest impact on it.

Mechanisms to Generate Revenue in ORTVO
Table 5: Mechanisms to Generate Revenue in ORTVO

Descriptive Variables	N	Mean	S.D
efficient and effective strategic planning to generate revenue	82	2.54	1.249
use effective and capable revenue generating agents	82	2.61	1.108
give recognitions' to well working and participating agents or sponsors	82	2.65	1.159
good data handling mechanisms	82	2.65	1.169
having good relationships sponsors and working agents	82	2.66	1.189
qualified and self directed employees for marketing and promotion	82	2.66	1.249
use effective quality audio-visual scripts	82	2.78	1.247

Source: computed from questionnaire by the researcher, 2017

Understanding these factors for their role of having impact on generating revenue, the organization expected to take actions on those revenue generation mechanism variables in their day to day activities to be competent and efficient Media Organizations.

The Level of Revenue Generation Efficiency in ORTVO
Table 6: The Level of Revenue Generation Efficiency in ORTVO

Descriptive Variables	N	Mean	Std. D
Revenue Generated from Advertisements and sponsorships practices were enough to cover any costs produced by organizations	82	2.18	1.113
Revenue Generated from Advertisements and sponsorships practices were help to employ and	82	2.41	1.133

	N		
attract qualified staff in reaching out to our audiences			
Revenue Generated from Advertisements and sponsorships practices were helps to expand and reach target audience faster	82	2.49	1.199
Revenue Generated from Advertisements and sponsorships practices were contributed to National GDP	82	2.63	1.128
Advertisements and sponsorships practices are will influence any one , either immediately or in future to sustain revenue generation	82	2.96	1.105

Source: Computed from questionnaire by the researcher, 2017

As the result indicated in the table the organization was not efficient with its practices and activities undertaken. All of the practices and activities were not enabling/helping the organization for their Revenue Generation Efficiency.

Therefore, the organizations' focus on such practices and activities to be performed well in order to bring efficient revenue generation and specially, enable it to cover any costs produced by organizations and to employ and attract qualified staff in reaching out to its audiences.

The Relationships of Advertisement and Sponsorships Practices, Challenges and Mechanisms on Efficient Revenue Generation

It was predicted that Advertisement and Sponsorships Practices, Challenges and Mechanisms have a relationship with Efficient Revenue Generation. The scatter plot can also has been checked to know whether the relationship between two variables is positive or negative, which can precede us with calculating Pearson's correlation **(Fig.10 in appendixes)**.

Table 7: Pearson Correlation result of Advertisement and Sponsorships Practices, Challenges, Mechanisms and Efficient Revenue Generation

	Advertisement and Sponsorships Practices	Sponsorships and Advertisements Challenges	Mechanisms to Generate Revenue	Revenue Generatio Efficienc
...sement and ...ships Practices	1			
...ships and ...sements Challenges	.497**	1		
...isms to Generate ...e	.486**	.431**	1	.
...e Generation ...cy	.479**	.440**	.657**	1

***. Correlation is significant at the 0.01 level (2-tailed).   N=82**
Source: Computed from questionnaire by the researcher, 2017

As its result indicated in table 7 there is positive strong and significant relationships are existed between Revenue Generation Efficiency and Mechanisms to Generate Revenue (r = .657, p < 0.01), and a positive medium and significant relationships are existed between all other variables.

As its understanding from the result only the relationship between Revenue Generation Efficiency and Mechanisms to Generate Revenue was at positive strong while all the others have medium positive relationship between them. This also shows that the focus area for managers of Organization's to be used properly within mechanisms to generate revenue to growth its financial capacity further than at any time. As the result of finding is revealed, there is direct relationship between all Independent variables and Dependent variables. If the organization able to practice all independent variables as mentioned in the table above all variables have a direct positive impact on Revenue Generation Efficiency.

The Effects of Advertisement and Sponsorships Practices, Challenges, and Mechanisms on Efficient Revenue Generation

To explore how unique variance of each independent variable explains in the dependent variable standard multiple regressions was conducted and any necessary step to undertake it has been applied **(see Fig.11 in**

Appendixes), and also as it is indicated in **table 8 of Collinearity Statistics**, no any multicollinearity was existed.

Table 8: Regression of Advertisement and Sponsorships Practices, Challenges, and Mechanisms on Efficient Revenue Generation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.006	.436		.013	.990		
	Advertisement and Sponsorships Practices	.214	.137	.158	1.568	.121	.662	1.510
	Sponsorships and Advertisements Challenges	.210	.150	.136	1.402	.165	.706	1.416
	Mechanisms to Generate Revenue	.457	.085	.522	5.395	.000	.716	1.397

a. *N=82   Adjusted R Square=.458   F Value=23.828   Model Sig. at P<0.05*
b. *Dependent Variable: Revenue Generation Efficiency*

Source: computed from questionnaire by the researcher, 2017

As the Results of linear regression analysis were indicated in **table 8**, **45.8%** variance in Revenue Generation Efficiency can be predicted from the combination of Advertisement and Sponsorships Practices, Sponsorships and Advertisements Challenges, and Mechanisms to Generate Revenue. The result from **table 8** also shows that **F=23.828** at **p<0.05** statistically significant. This indicates that combination of the predictors significantly combined together to predict Revenue Generation Efficiency. The Regression Equation that predicts the dependent variable was presented as follows:

$DV = 0.006 + 0.214X_1 + 0.210X_2 + 0.457X_3$ where as: - *DV=Dependent Variable*,

$X_1=$ Advertisement and Sponsorships Practices, $X_2=$ Sponsorships and Advertisements Challenges, *and* $X_3=$ Mechanisms to Generate Revenue

As output of the model is shown in **table 8** reveals, the most influential factor that significantly affect the Revenue Generation Efficiency is Mechanisms to Generate Revenue with a beta value **(beta = 0.522, t=5.395)**, at 99% confidence level **(p < 0.05).** Therefore, the Mechanisms to Generate Revenue have a positive and significant effect on Revenue Generation Efficiency. Based on the result obtained the study concluded that the organization should given the major concern to mechanisms used in generating revenue since it has the lion role of revenue generation efficiency in ORTVO.

Variation of Revenue Generation Efficiency as a Function of Demographic Variables

The investigation was concerned with the effect of demographic variables on Revenue Generation Efficiency which consist such demographic variables of sex, revised position, level of education, and revised age. As the information result of variation indicated, not a statistically significant difference in the mean scores of Revenue Generation Efficiency for males and females and on basis of respondents level of education. But, statistically significance differences were there between managers and non-managers in scoring for Revenue Generation Efficiency and on basis of ages. Thus, the organization needs to balance differences between levels of hierarchical position in performing well toward efficient revenue generations and differences made due variations at different age categories'.

CONCLUSION

The research finding can be concluded that, there is a direct relationship existed between each independents variables and Dependent variables. The Results of linear regression analysis were also indicated, Revenue Generation Efficiency can be predicted from the combination of Advertisement and Sponsorships Practices,

Sponsorships and Advertisements Challenges, and Mechanisms to Generate Revenue at F=23.828, P<0.05 statistically significant.

There were low levels of scales in Advertisements and sponsorships practices seen in ORTVO. This needs adding up improvement on Suggesting solution to any public problems on awareness creations, Using brand to image building for respect and trust and supplying quality services to its' Sponsors. On the other hand, the organization cannot benefit from the revenue generated for the reason of its low level of Efficiency in revenue generation. Improvement making on revenue generation efficiency can help the organization to cover any costs produced by organization and to employ and attract qualified staff in reaching out to its audiences.

Finally, it can be concluded that there were only statistically significance differences can see between managers and non-managers in scoring for Revenue Generation Efficiency and between groups on basis of age groups.

RECOMMENDATIONS

Based on the data analyzed, discussed and interpreted, the researcher recommends the following:

❖ The organization should be encouraged to suggest solution to any public problems on awareness creations. This is one of mechanisms that tied people to government and increase the acceptance of media in the eye of public and help on advertisements development.

❖ Use brand to image building for respect and trust. It serves to differentiate ones media from other and contribute in revenue generations.

❖ Supplying quality services to its' Sponsors. If no quality services were afforded to sponsors they were shifted to organizations serving them well.

❖ The management of the organization needs carefully plan on the improvement of using traditional way of transmitting format for programs. They should draw a strategic plan for any sponsorship program to be implemented, Then after, the organization should have to give focus to increase the number Sponsors to its programs, news and events.

❖ The organization should give the major concern to mechanisms use in generating revenue since it has the lion role of revenue generation efficiency, and Knowing ones challenges and mitigating it at a time is the best way of development.

❖ Both managers and employees of the organizations should have equal sense of belongings' to the organization on revenue generation activities.

❖ Regular and consistent up-to-date training on product information should be given to the advertising agency so that they will have the current knowledge and skills to handle the adverts and also to ensure that product information is being emphasized so as to enlighten the customers.

SUGGESTED AREAS FOR FURTHER RESEARCH

Since the resource is limited to undertake research on all areas of the study, the researcher proposes for further studies to be carried out on other areas of marketing promotion and revenue generations that were not covered in this study. Especially, in such area of SMS, internet advertising role and social media and brand recognition value on revenue generations efficiency for media organizations. Further studies should also be carried out in other branches of the organizations.

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APPENDIX III

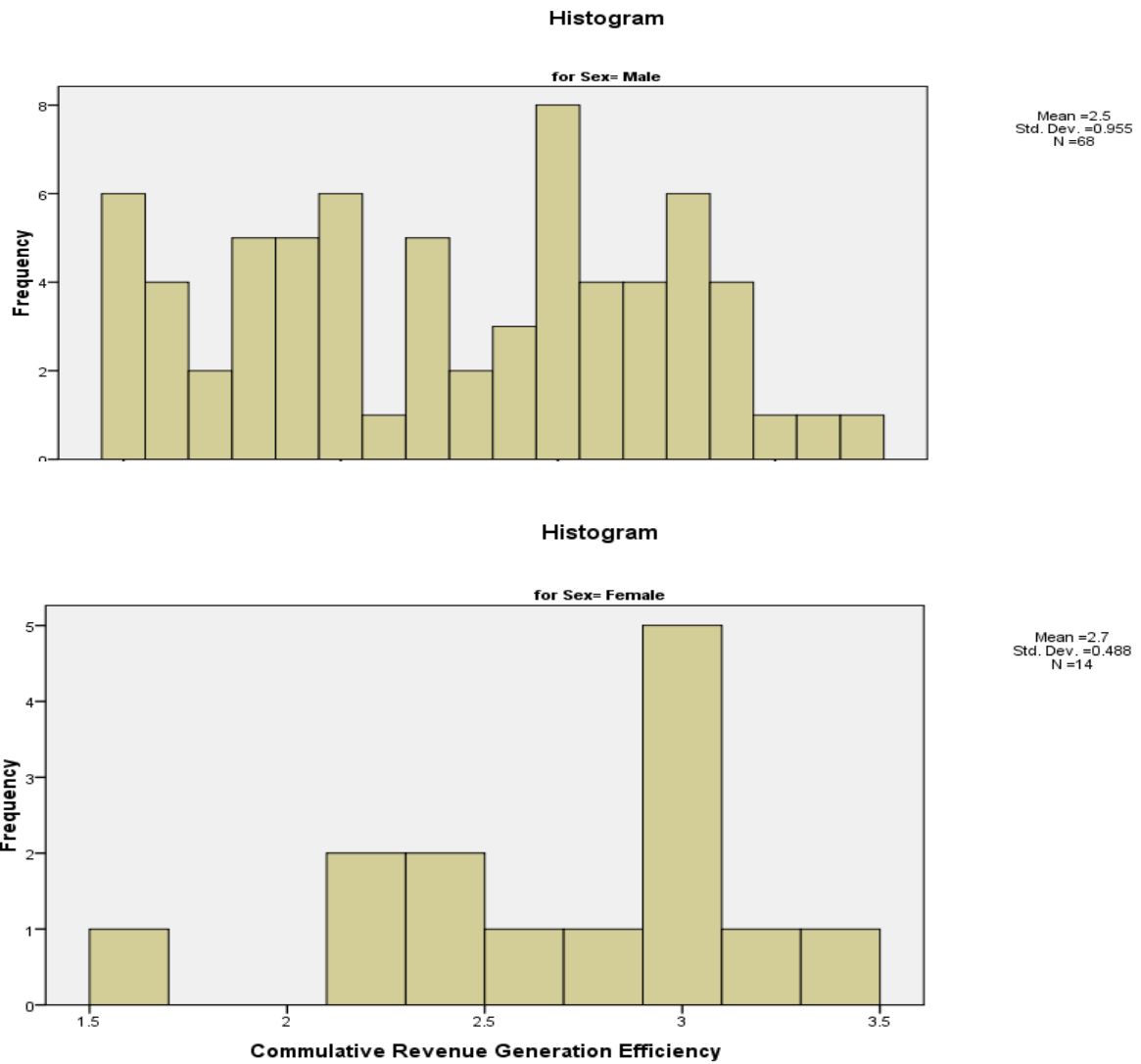**Fig.8. Normal Distribution Assessment on Histograms**

Histogram

for Sex= Male

Mean =2.5
Std. Dev. =0.955
N =68

Histogram

for Sex= Female

Mean =2.7
Std. Dev. =0.488
N =14

Commulative Revenue Generation Efficiency

Fig.9. Normal distribution Assessment on Normal Q-Q Plots

Normal Q-Q Plot of Commulative Revenue Generation Efficiency

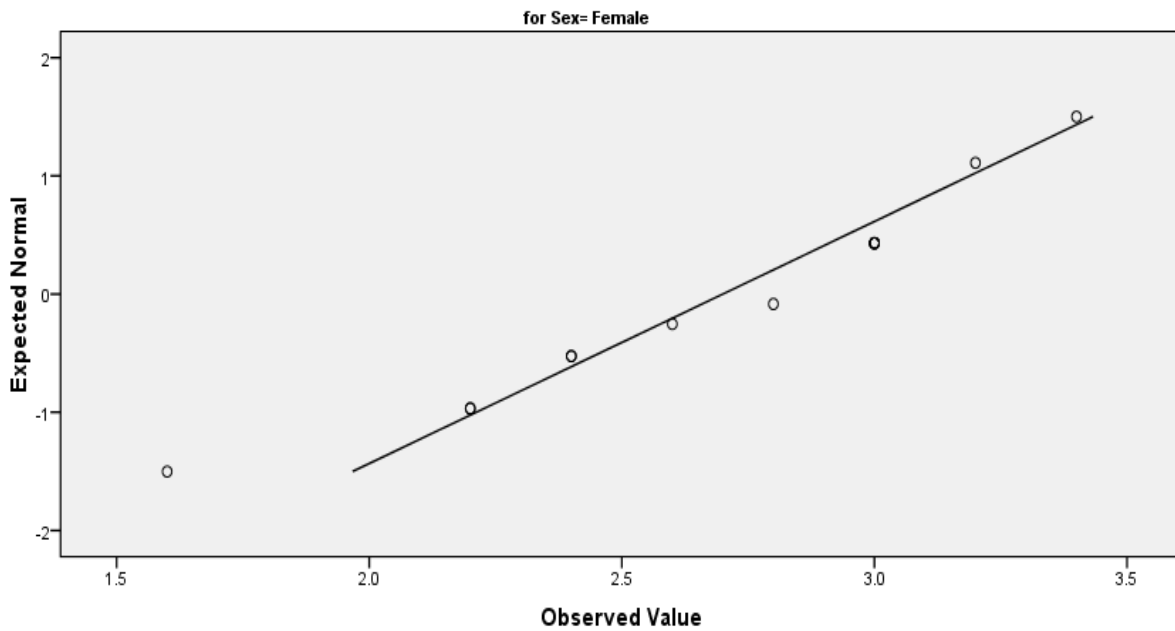for Sex= Male

Normal Q-Q Plot of Commulative Revenue Generation Efficiency

for Sex= Female
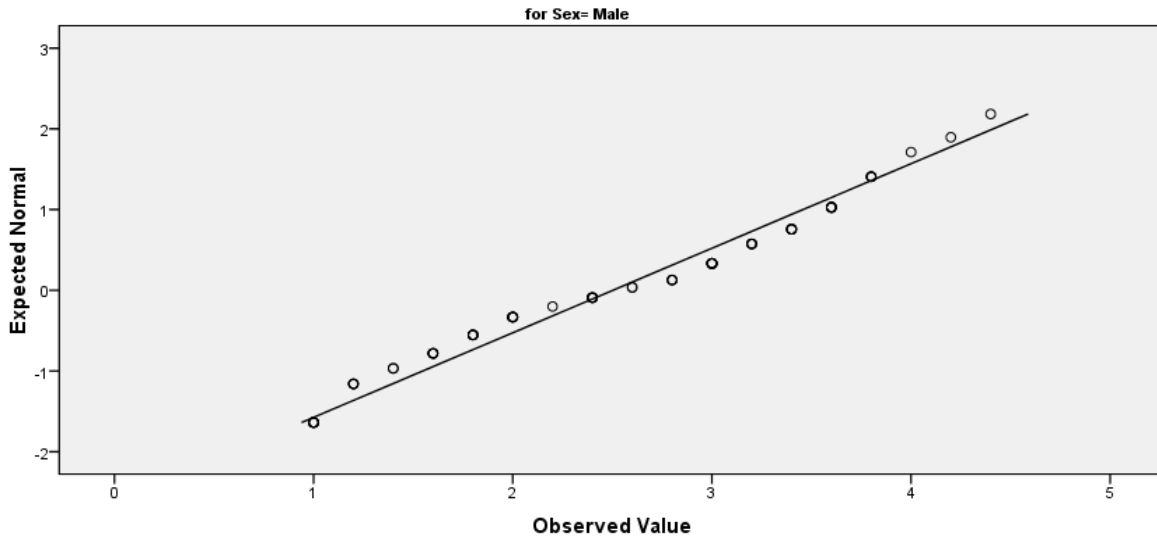
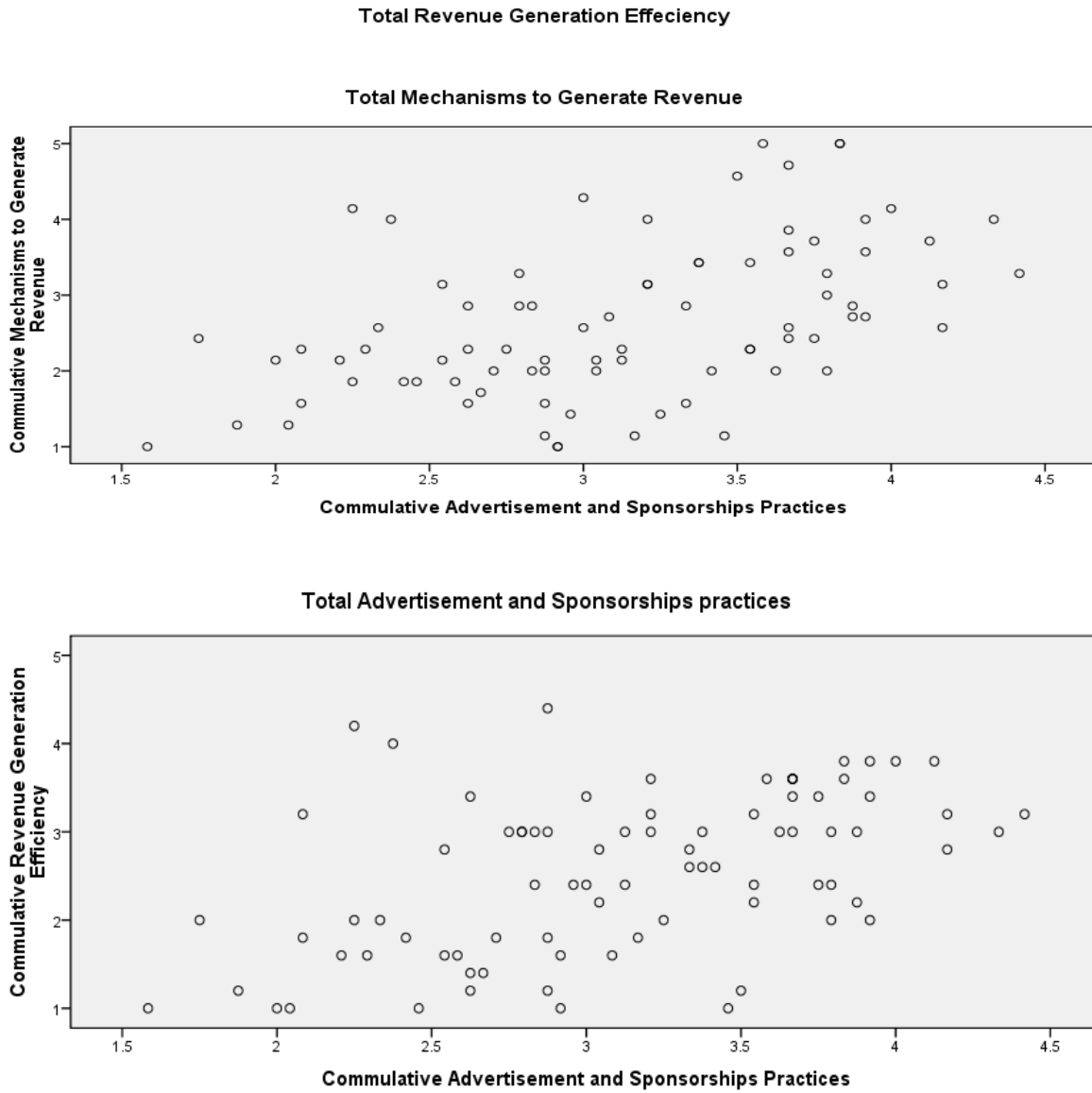**Fig. 10: The Scatter Plots to Check a Relationships between Variables**

Total Revenue Generation Effeciency

Total Mechanisms to Generate Revenue

Table 13: Tests of Normality

Items	Sex of Respondent	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Revenue Generation Efficiency	1 Male	.125	68	.010	.950	68	.008
	2 Female	.231	14	.042	.921	14	.231
a. Lilliefors Significance Correction							

Fig .11: Residual Scatter Plot and Normal Probability Plots of Regression.

Scatterplot

Dependent Variable: Commulative Revenue Generation Efficiency
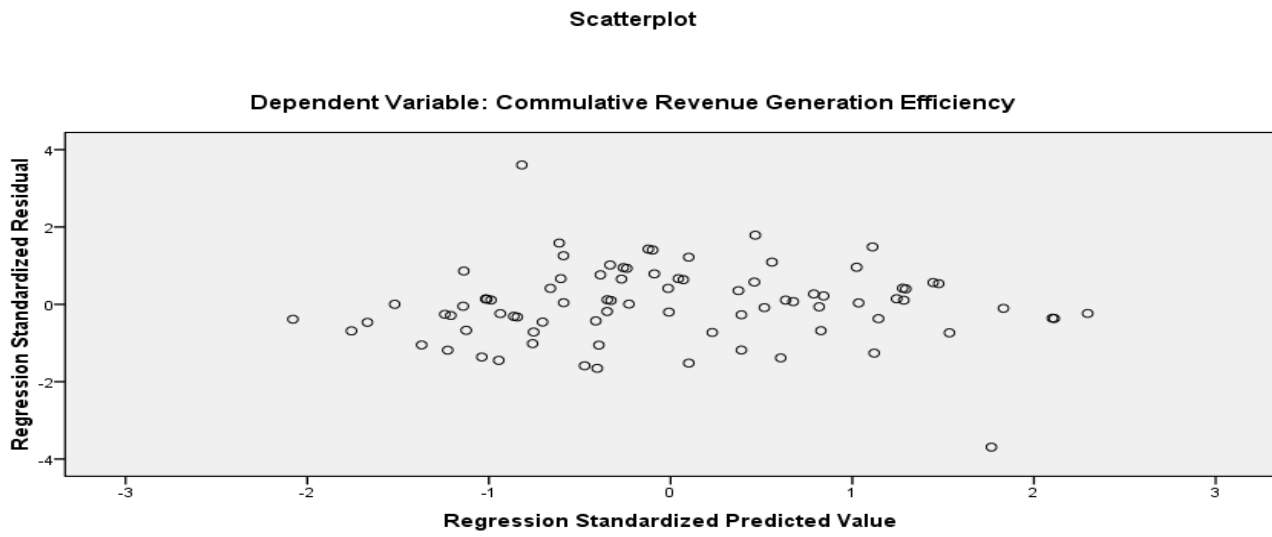
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Commulative Revenue Generation Efficiency