

**EFFECT OF DIVIDEND POLICY ON FINANCIAL PERFORMANCE OF  
COMMERCIAL BANKS LISTED AT THE NAIROBI SECURITIES EXCHANGE**

**BY  
JUSTUS KIMUTAI KORIR**

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION, SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI**

**DECEMBER, 2018**

## **DECLARATION**

I declare this research project is my original work and has not been presented to any academic institution for any academic reward.

Signature.....

Date .....

**Justus Kimutai Korir**

**D61/85819/2016**

This research project has been submitted for examination with my approval as the university Supervisor.

Signature.....

Date.....

**Dr. Duncan Ochieng Elly (PhD, CIFA)**

**Lecturer, Department of Finance and Accounting**

**School of Business**

**University of Nairobi**

## **DEDICATION**

I dedicate this research project to my father, Joel Kipkorir Rotich and my mother, Eunice  
Chepkemoi Rotich.

## **ACKNOWLEDGEMENT**

This research was successful with the help, guidance and support of my lecturers, family and friends. I heartily thank my helpful supervisor Dr. Duncan Ochieng Elly for his unwavering support and unquantifiable guidance to make this research a reality. Special acknowledgement goes to both my friends and family who provided me with educational resources and their encouragement and family support. I wish to acknowledge my classmates for teamwork in carrying out group assignment that resulted to completing the entire course successfully.

## TABLE OF CONTENTS

|  |             |
|--|-------------|
| <b>DECLARATION.....</b>  | <b>ii</b>   |
| <b>DEDICATION.....</b>   | <b>iii</b>  |
| <b>ACKNOWLEDGEMENT.....</b>  | <b>iv</b>   |
| <b>LIST OF TABLES.....</b>   | <b>vii</b>  |
| <b>LIST OF FIGURES.....</b>  | <b>viii</b> |
| <b>LIST OF ABBREVIATIONS.....</b>                                  | <b>ix</b>   |
| <b>ABSTRACT.....</b>   | <b>x</b>    |
| <b>CHAPTER ONE:INTRODUCTION.....</b>                               | <b>1</b>    |
| 1.1 Background of the Study.....                                   | 1           |
| 1.1.1 Dividend Policy.....   | 2           |
| 1.1.2 Financial Performance.....                                   | 3           |
| 1.1.3 Dividend Policy and Financial Performance.....               | 4           |
| 1.1.4 Commercial Banks Listed at Nairobi Securities Exchange.....  | 5           |
| 1.2 Research Problem.....  | 6           |
| 1.3 Research Objective.....  | 7           |
| 1.4 Value of the Study.....  | 7           |
| <b>CHAPTER TWO: LITERATURE REVIEW.....</b>                         | <b>9</b>    |
| 2.1 Introduction.....  | 9           |
| 2.2 Theoretical Review.....  | 9           |
| 2.2.1 Dividend Irrelevance Theory.....                             | 9           |
| 2.2.2 Signal Effect theory.....                                    | 10          |
| 2.2.3 Bird in the Hand Theory.....                                 | 11          |
| 2.3 Determinants of Financial Performance of Commercial Banks..... | 12          |
| 2.3.1 Liquidity.....   | 12          |
| 2.3.2 Asset Quality.....   | 13          |
| 2.3.3 Capital Adequacy.....  | 13          |
| 2.3.4 Management Efficiency.....                                   | 14          |
| 2.3.5 Bank Size.....   | 14          |
| 2.4 Empirical Review.....  | 14          |
| 2.5 Conceptual Framework.....                                      | 17          |

|  |           |
|--|-----------|
| 2.6 Summary of Literature Review.....                                | 18        |
| <b>CHAPTER THREE: RESEARCH METHODOLOGY .....</b>                     | <b>21</b> |
| 3.1 Introduction.....  | 21        |
| 3.2 Research Design.....   | 21        |
| 3.3 Population .....   | 21        |
| 3.4 Data Collection .....  | 21        |
| 3.5 Diagnostic Tests.....  | 22        |
| 3.6 Data Analysis .....  | 22        |
| 3.7 Test of significance .....                                       | 23        |
| <b>CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND INTERPRETATION.....</b> | <b>24</b> |
| 4.1 Introduction.....  | 24        |
| 4.2 Descriptive Statistics.....                                      | 24        |
| 4.3 Diagnostic Statistics.....                                       | 26        |
| 4.4 Correlation Analysis .....                                       | 27        |
| 4.4.1 Regression Analysis.....                                       | 28        |
| 4.5 Interpretation of the Findings.....                              | 30        |
| <b>CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....</b>   | <b>33</b> |
| 5.1 Introduction.....  | 33        |
| 5.2 Summary of the Findings.....                                     | 33        |
| 5.3 Conclusions.....   | 35        |
| 5.4 Recommendations.....   | 36        |
| 5.5 Limitations of the Study.....                                    | 37        |
| 5.6 Suggestions for Further Research .....                           | 38        |
| <b>REFERENCES.....</b>   | <b>39</b> |
| Appendix I: List of Commercial Banks Listed at NSE.....              | 41        |
| Appendix II: Analyzed Data .....                                     | 42        |

## LIST OF TABLES

|  |    |
|--|----|
| Table 2.1: Summary of the Literature.....        | 19 |
| Table 4.1: Descriptive Statistics Analysis ..... | 25 |
| Table 4.2: Correlation Matrix .....              | 27 |
| Table 4.3: Model Summary .....                   | 28 |
| Table 4.4: Summary of One Way ANOVA.....         | 29 |
| Table 4.5: Regression Coefficients .....         | 29 |

## LIST OF FIGURES

|  |    |
|--|----|
| Figure 2.1: Conceptual Framework ..... | 18 |
| Figure 4.1: Histogram .....            | 26 |



## **LIST OF ABBREVIATIONS**

|               |   |
|---------------|---|
| <b>CBK</b>    | Central bank of Kenya                     |
| <b>CMA</b>    | Capital markets Authority                 |
| <b>KBA</b>    | Kenya Bankers Association                 |
| <b>NSE</b>    | Nairobi Securities Exchange               |
| <b>ROA</b>    | Return on Assets                          |
| <b>SACCOs</b> | Savings and Credit Co-operative Societies |

## ABSTRACT

Due to the Information Value of the dividends, dividends are considered significant in the firms. Any change in dividend policy implies that it is as a result of the profitability of the company and is expected to last for long in the future. When a company increases its dividend payout, it is a good signal of the company's expected increase in the earnings. The purpose of this research was to determine the effect of dividend policy on the financial performance of the commercial banks listed at Nairobi securities exchange. The research used secondary data which was obtained from the Capital Markets Authority (CMA) and from the financial statements in the websites of the listed commercial banks due to its availability. Data was collected for a five year period from 2013 to 2017. Data collected included; total assets, net income, total capital, total loans, total customer deposits, total liabilities, total dividends and total number of shares outstanding. Dividend payout ratio, interest rates, leverage, liquidity, capital adequacy, firm size and return on assets were the study variables. The research was a census study and it adopted a descriptive design. This design fitted the study that aimed to determine the association between dividend policy and financial performance variables (Dividend Payout ratio, interest rates, leverage, liquidity, capital adequacy and firm size). Regression analysis was used to show the effect of dividend payout ratio, interest rates, leverage, liquidity, capital adequacy and firm size on the financial performance and correlation analysis was employed to determine the association of the factors in the model. Data was analyzed on the basis of the mean and the F test statistic was computed at 5% significance level and an Analysis of Variance (ANOVA). The study established that the five independent variables explained 17.2% of variability on the financial performance of the listed commercial banks which was represented by adjusted  $R^2$ . The study therefore concluded that dividend policy affects the financial performance of the commercial banks listed at the Nairobi securities exchange. The study findings further confirmed a positive relationship between dividend payout ratio and financial performance. Increase in dividend payout ratio encourages the investors in investing more assets due to the increased returns. A firm paying high amount of dividends signifies high performance of the firm. Liquidity was confirmed to be a major determinant of the profitability and performance; therefore it is recommended that entities should maintain their liquidity since it was confirmed to be positively related to financial performance. Finally, the study recommends for an investigation on dividend policies adopted by local and foreign investment firms and how they affect their financial performance. This will help in determining the differences in their performance over the years.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

The payment of dividends in the corporate world is very critical. This is based on the fact that they constitute a major cash outlay for most of the business entities and this is one of the ways the investors gets a return from the companies they have invested in (Kim, 2013). In most companies, the finance managers do not pay out all of the firm's cash flow as the dividends in the real world. The monies are retained as capital gains and in the process this will act as a source of internal financing which is less expensive as compared to the external financing (Ross, 1995). Rozeff (1982) argues that dividend policy is a tool used by managers to distribute wealth to the shareholders than being used as a tool to create wealth for them. Theoretically, dividend policy influences the financial performance of the business entities depending on how the dividends are distributed to the shareholders.

Dividend irrelevance theory (Modigliani & Miller, 1961), Signal Effect Theory (Ross, 1980) and Bird in the Hand Theory (Gordon, 1962) will be key in this study. According to the Signal Effect Theory (Ross, 1980), the increase in the dividend payment is a good signal that the management has projected the good times ahead which will show an increase in the earnings in the future. According to the dividend irrelevance theory (Modigliani & Miller, 1961), the value of the firm mostly is not affected by the dividend policy but rather depends on the company's investment policy and the Bird in the Hand Theory (Gordon, 1962) argues that a certain dividend is better compared to what firms promise as future dividend or in some instances capital gains hence dividend policy is relevant.

There has been the declaration and payment of the dividends by the commercial banks in Kenya. However, the decision on dividends is critical since it relates to determining whether they should distribute their earnings or retain them as another strategy for re-investment purposes. The macroeconomic environment in Kenya, for example the capping of the interest rate has been the basis in deciding the dividend policy by the commercial banks in Kenya. Interest rate capping has led to declined profitability of commercial banks and hence poor financial performance (KBA, 2018).

### **1.1.1 Dividend Policy**

Dividend policy is the guideline the firms use in deciding how much money will be paid out of their earnings to the shareholders. That proportion of net income that is not paid to the shareholders is normally for reinvestment that will ensure the earnings grow in future dates. The term dividend implies the cash which is paid to the shareholder of a business entity out of the earnings within a certain period of time. The form of dividend payment varies across the companies. It is normally paid in form of buyback of shares, bonus shares and cash dividends (Okwar, 2011).

Dividends can also be paid in form of issue of bonus shares and in this scenario, shares are distributed free of charge to the existing shareholders and this is commonly practiced when business entities are faced with financial challenges. By the issue of shares in this arrangement, the number of the outstanding shares of the company increases. This will ensure there is no dilution in ownership of the company. In the buyback arrangement, the company repurchases its own shares. In this arrangement, the bought up shares will be extinguished and will not be re-issued in the process, the equity capital amount will reduce as well as the number of outstanding

shares. This is one of the reasons why companies cannot cut their dividend since this signals inefficient company management. Ideally, the companies with long existence pay higher dividends due to their financial stability. The newer companies prefer paying lower dividends so as to save capital for future expansion of the company. Dividend payments can be supported by the fact that dividends are cash at hand while capital gains are cash in the bush making capital gains more risk than dividends (Gordon, 1963).

### **1.1.2 Financial Performance**

Any business entity is in the world of business to prosper to greater heights. Prosperity of any entity normally relates to its performance in monetary terms. Business entities can gauge the survival of the businesses by analyzing their overall output in monetary terms to determine how they have effectively and efficiently employed their resources to maximize the returns for the shareholders. For the business entities to know their worth in terms of growth they can employ either modern performance measures or traditional measures to measure the performance by employing comparative methodologies or historical measures to ensure the returns for the stakeholders are maximized. Therefore, the financial performance can be assessed through the efficiency, effectiveness and adaptability (Ochieng, 2012).

Return on Equity can be termed as the average income divided by the equity of the stakeholders. These can be derived from an organization's financial statements and can be used as the financial measures of performance. However, in order to fully measure financial performance, it proves important to incorporate the non-financial measures of performance also. This includes the efficiency in operations, flexibility in services offered and the dependability of the organization.

This enables a comprehensive determination of the performance in a particular organization at a particular time (Kamar, 2013).

The financial performance can be measured by profitability ratios, liquidity ratios and gearing measures. Majority of business entities have always used profit as the basis for business prosperity. However, the real determinant of business growth show efficiently the business entities have been in the employment of the capital in the business. Due to the shortcomings of the traditional approaches, the experts in the finance field devised the profitability ratios to measure the financial performance (Wood, 1998).

### **1.1.3 Dividend Policy and Financial Performance**

The effect of dividend policy on financial performance has been widely researched with different opinions. Some theorists strongly believe that the payment of dividends increases the values of the firms involved; others however believe that increased dividend payouts don't have any significant effect on the financial performance of the business entities. According to Gordon and Lintner (1963), the payment of high dividends will reduce risks and this has a direct effect on the financial performance. Conversely, Litzenberger (1980) argued that low dividend payouts attract reduced taxes which influence financial performance.

According to Miller and Modigliani (1961), the value of the firm depends only on its basic earning power and its business risk. Dividend irrelevancy theory forms the basis for formulation of additional theories that attempt to explain different imperfections in the real world. Bhattacharya (1979) hypothesized that changes in dividend payout are clear signals concerning the present and future cash-flows, sent out consciously by management to shareholders.

Rozeff (1982) also suggested that firms declare dividends to deprive managers of the unsupervised access to internal financing that can lead to decisions that are detrimental to shareholders value. He found out that companies whose owners were separated from managers and dispersed had the least abilities to closely monitor managers and therefore were able to pay high dividends. Dividend policy has a direct influence on the financial performance of the companies, consistent trend in the dividend payout ratio improves the share prices and this is an indication of good performance.

#### **1.1.4 Commercial Banks Listed at Nairobi Securities Exchange**

The total number of commercial banks in Kenya as at June 2018 stood at 42. The commercial bank of Kenya is the regulatory body of all the commercial banks but the Capital Markets Authority also oversees the operations of the listed commercial banks which are eleven. All banks are obligated to observe particular prudential guidelines for example the least emergency cash and liquidity set by the central bank. The new developments in banking sector include credit information sharing systems, agency banking, banc-assurance; mobile banking and they have stirred improved efficiency in the banks and enhanced competition (CBK, 2017).

The banking industry in the recent past has continuously increased its assets, deposits, productivity and the various products it offers. The banking industry collective financial statement has grown to KES 3.60 trillion as at June 2017 (CBK, 2017). Innovations in the banking sector have contributed to its growth and the increased market share. The growth has also been necessitated by the flexibility by banks to cut their rates after the establishment of interest capping rate. However, the payment of the dividends recently has not been consistent, that has been attributed to the interest rate capping.

## **1.2 Research Problem**

Due to the Information Value of the dividends, dividends are considered significant in the firms. According to Jean (1965), in uncertainty world, the payment of dividends is a good signal that the company is profitable and the company is financially strong in the market. Any change in dividend policy implies that it is as a result of the profitability of the company and is expected to last for long in the future. When a company increases its dividend payout, it is a good signal of the company's expected increase in the earnings. On the other hand, a decline in dividend payout signals to the shareholders that the company is underperforming and that management don't believe the current dividend policy can be sustained by the company.

Commercial banks in Kenya have been declaring dividends and this is a good signal of improved financial performance. After the declaration of the dividends, shareholders on the firm's share register as at a given cut –off date become eligible to receive a dividend once it is paid out. Once a dividend is declared, the share prices commence trading cum –dividend until the dividend payment is made to shareholders. Shares trading cum dividend tend to sell at higher prices as they are expected to factor the proposed dividend component (CMA, 2017).

Nash (2015) in his study in Indonesia between 2012 and 2013 found that dividend policy positively affected the future earnings of the commercial banks. A study by Okwar (2015) found out that the dividend payout ratio had no significant effect on the financial performance of the listed companies at Karachi Stock Exchange. Kamar (2013) did a study on how dividend policy affected the financial performance in Indian firms. The study findings were that there was existence of a positive link between dividend policy and financial performance. According to the results of the study, dividend payout ratio significantly affected the financial performance.



In Kenya, a study by Kamau (2013) concluded that dividend policy significantly affected financial performance of insurance firms in Kenya. In a study by Ochieng (2015) concluded that dividend payout ratio significantly affected the financial performance of the listed companies in Kenya. Tarus (2015) confirmed that dividend policy had insignificant effect on the financial performance of firms in Kenya. An important aspect of this study was the census methodology whilst the studies by Nash (2014), Okwar (2015), Kamar (2013), Ochieng (2016) and Tarus (2015) their sample was limited. Many study findings have confirmed mixed outcomes mainly on the effects of dividend policy on the financial performance. Therefore, the current study sought to answer this question; what is the effect of dividend policy on the financial performance of the commercial banks listed at Nairobi Securities exchange?

### **1.3 Research Objective**

The main objective of this research mainly was to investigate the effect of dividend policy on the financial performance of commercial banks listed at Nairobi Securities Exchange.

### **1.4 Value of the Study**

To the stock broker managers and other investment consultants it is useful when advising their clients on investment decisions. This will ensure the correct investment decisions are made by the investors. Investors are interested in return on their investment. This study provides information on how dividend payouts affects value of their investment with a view to make better investment choices that maximizes value.

Kenya government is able to make informed decisions as pertaining fiscal and monetary policies as they impact payment of dividends by companies for example, the study provides more information on implication of taxes on dividends payouts and capital gains.

To the scholars, it is of great use to conduct academic research. It acts as a source of empirical literature and a ground in conducting further studies in dividend policy and financial performance.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter covered mainly the theoretical review, determinants of financial performance, empirical review and conceptual framework. Also a brief summary of the literature review was given at the end of the chapter.

#### **2.2 Theoretical Review**

The following theories are related to dividend policy and financial performance and they include, Dividend Irrelevance Theory (Modigliani & Miller, 1961), Signal Effect Theory (Ross, 1980) and Bird in the Hand Theory (Gordon, 1962).

##### **2.2.1 Dividend Irrelevance Theory**

This theory originated from Modigliani and Miller (1961). According to this theory, the financial performance is not affected by the payout ratio but rather depends on the company's investment policy. It puts forward the argument that a company's policy on dividend does not bother investors because they can dispose a percentage of their equity holding in the portfolio in case cash was needed essentially indicating that issuing out of dividends would have little or no effect on price of stock and consequently financial performance.

This theory suggests that use of a dividend policy by a firm is of no significance as such a policy has got no consequence on the organization's cost of capital or the company's financial performance. The following assumptions form the basis of the MM argument: corporate or personal income taxes do not exist, stock transaction and flotation costs are not in existence and

managers and investors have similar information in regard to investment opportunities they need to make in the future (Jensen &Meckling, 1976).

The ratio of the value of the firm assumed up by new investors is equal to the dividends paid out and hence it does not change the firm's value. It can therefore be concluded that firm's value is based on its investment policy rather than its dividend policy. In other words, it is the asset investment policy, rather than the way earnings are given between dividends and retained profit, that determines the value of the firm and consequently the return to an investor.

### **2.2.2 Signal Effect theory**

This theory was put forth by Stephen Ross in 1980. The genesis of this theory was as a result of the dividend changes in the companies. Stephen Ross hypothesized that the management's view on the future prospects of the firm and their earning power is reflected in the changes in the dividend payout ratio. Ross (1980) confirmed from various studies that those firms that regularly and significantly declared the dividends the share prices of the companies sharply declined. According to Ross(1980), capital gains are referred to dividends by the investors of the firms. The increase in the dividend payment is a good signal that the management has projected the good times ahead which will show an increase in the earnings in the future.

The increase in the dividend payout by the firms act as a good positive signal that the management of the firms is optimistic of higher future earnings to cater for the dividend payout increase. On the contrary, the instances of dividend reduction is implies that the management is interested in the future prospects of the company by doing reinvestment. According to Ross, investor's reaction to change following the actions on the dividend is a clear indication of some crucial information regarding how the company has performed. Where high dividend implies the

firm was profitable at a particular financial period and no payment of dividends implies a loss(Ross, 1980).

When management reduces the dividends, it is a sign of pessimism which implies that management has lost hope on future earnings. As stated by Ezra (1963) dividends is pivotal in giving conclusive support of the capacity of the company to generate more earnings and in the process the dividend policy may affect the financial performance positively or negatively depending on the earnings of the firm.

### **2.2.3 Bird in the Hand Theory**

According to this theory, the payment of the dividends is relevant to the value of any firm (Gordon, 1962). Investors are indifferent and the financial performance is affected as a result of dividends or capital gains. The fundamental assumption of this argument was grounded on the fact that equity holders are risk averse and favor dividend paid in current period. Where there is information asymmetry, dividends values are different so as to retain the capital gains or earnings.

Investors would rather have the cash dividend put as the bird in hand rather than future capital gains. He further argued that investors favored current dividends compared to anticipated capital gains due to their uncertainty resulting from information asymmetry. The Gordon model further purports that dividend yield is significant in measuring what is expected from the equity than its cost and that in determining the value of an organization, dividends are most appropriate. The growth of any firm's earnings is not guaranteed and as such capital gains in the future cannot be estimated accurately(Gordon, 1962).

Business entities that don't pay dividends as perceived by the investors as non-performing and its future value in the market cannot be estimated and therefore uncertain whether investors can get the value on their investment. This is based on some assumptions for example the inaccessibility of external funding which implies that the firm will rely on internal sources for financing. A certain dividend is better compared to what firms promise as future dividend or in some instances capital gains; hence dividend policy is relevant (Gordon, 1962).

## **2.3 Determinants of Financial Performance of Commercial Banks**

Financial performance aims at assessing how well companies can prudently utilize their assets to maximize on the profits within a given period of time. Financial performance is determined by; liquidity, asset quality, capital adequacy and management efficiency.

### **2.3.1 Liquidity**

Frank (1989) defined liquidity as the ability of the commercial banks to fulfill the short term obligations when due. Commercial banks can be exposed to liquidity risks as a result of bankrupt. Bank run is a scenario whereby a large number of customers withdraw cash from deposit accounts at the same time and transferring such money into other assets on fear that the bank might become insolvent. Bank runs can leave the commercial banks in serious financial constrains which will eventually affect the day to day operations. Therefore, liquidity management is a significant factor.

Commercial banks need to manage their own liquidity adequately; this will help them in times of financial distress or any financial crisis. When banks hold more liquid assets, their liquidity risk decrease and this is considered a liquidity cushion which will help them in times of increased liquidity pressure to meet its obligation. A banks assets and liabilities are key to the management

of liquidity, adequate liquidity is positively related to bank financial performance. The common measure of the banks liquidity is the customer deposits and the bank's assets. The more liquid the bank is, the better is its financial performance (Frank, 1989).

### **2.3.2 Asset Quality**

According to Myers (2005) assets are economic endowment by business entities and they provide the benefits in the future. The future cash flows are the resultant benefits which arise from the forecasted operations. On conversion of the asset into cash, positive future cash flows will rise. Commercial bank assets include its current assets, fixed assets; long-term investments loans which comprises short term and long term loans. Loans are the important assets of commercial banks. Prudent management of loans will positively impact the financial performance in terms of the profitability by ensuring lower default rates. The lower the default rate, the higher the financial performance.

### **2.3.3 Capital Adequacy**

Capital is what the owners of a business entity can claim (Wood, 1988). This is the total amount individuals put into banks to support them during the times of financial crisis. Enough capital in the banks will prevent the banks from financial distress. According to Altman (1954), financial distress begins only when the firm is completely unable to meet schedule of payments or when cash flow projection indicate that it will soon collapse. The firm is unable to pay its debt. Due to the rise of the commercial banks going under receivership in Kenya, the Central Bank of Kenya which is the regulator has set the minimum capital required for the banks to operate in so that during the financial crisis, the depositors are protected against the loss of their money. Capital

adequacy evaluates how strong the commercial banks are internally. If the capital adequacy is high, the financial performance is high and vice versa.

#### **2.3.4 Management Efficiency**

According to Johnson (2005), Management efficiency signifies a situation where by the resources are prudently applied to maximize the output levels. Management efficiency aims at the reduction of the use of available resources by maximizing the returns for example stock waste to improve efficiency and sharing of duties for example chief executive officer can equally act as the managing director. Operational efficiency deals with the management of the operating expenses. The management should ensure resources are deployed efficiently, operating costs are minimized and profit is maximized.

#### **2.3.5 Bank Size**

Commercial banks normally depend on interest income as the key source of the income based on the loans advanced. The loan book will also determine the financial performance of the commercial banks. It is the responsibility of the banks to control the deposits since they have ultimate effect on the banks performance. Banks should ensure cost effective strategies are put in place since they translate to improved performance. When banks are large in size, they are advantageous since they can access large amounts of deposits unlike smaller banks hence good financial performance (Myers, 2005).

### **2.4 Empirical Review**

Kioko (2017) carried out a study on the effect of dividend policy on the financial performance of the companies listed at the NSE. The period of the study was between 2010 and 2016 and the sample of the study was 21 companies. He employed a casual research design in the study. The



study findings revealed that the, payment of constant dividend amounts for every share was the most suitable policies for the firms under study.

Wafula (2016) analyzed how dividend policy affected financial performance basing his study on firms listed at the NSE. According to the study results, investors favored stocks with stocks that had higher dividend payouts. This study clearly demonstrated the understanding of the content of the study. Further according to the study, increased trading volume of a company's stock affected the financial performance and investors who were in need of present investment income had shares in firms with high dividend payouts. Further, the free cash flow led to a conflict between shareholders and the management which led to an effect on the financial performance.

Nash (2015) did a study on how dividend policy affected the financial performance in Indian firms. The study revelation was that there existed a link between dividend policy and wealth creation for shareholders of Pharmaceutical firms in India. The study did not specify clearly the methodology adopted. According to the results of the study, in the long run the shareholders wealth increased for those shareholders who invested in firms that paid constant dividend in comparison to shareholders who had invested in chemical companies that do not pay dividends. This is a clear revelation of the effect of dividend policy on financial performance.

Similarly, Falope (2013) carried out a study to assess the effect of dividend payout on the financial performance of the manufacturing companies in Pakistan. He used the sample size of 33 companies from a population of 84 manufacturing companies between 2007 to 2011. The survey utilized the secondary data from the websites of the companies. The study also employed the linear regression model in the analysis. The study was well structured from the start to the

end. From the analysis, he concluded that the payment of the dividends acted as an excellent indicator for the improved financial performance of the companies.

In a survey carried out by Kamar (2013) on the effect of dividend policy on the stock returns of non-listed commercial Banks in Indonesia between 2002 to 2012. The study used a sample of 30 non listed commercial banks in Indonesia out of 92 non listed commercial banks. The study also employed a linear regression model in the survey. The study used the secondary data in the analysis in determining cumulative abnormal returns from the day of the dividend announcement. The criteria for firm selection were not elaborate in the study. His conclusion was that the dividend policy had no much effect on the stock returns of commercial banks in Indonesia.

Savvenet *al.* (2013) did an investigation on the effect of dividend announcement on the financial performance of selected companies listed on the India securities market from 2009- 2012. A sample of 8 selected companies was chosen specifically for the study. The study relied heavily on secondary data as it was the only available source of data. The study also used the multiple regression models in the analysis. The study also used a limited sample which cannot be representative. The study concluded that, on average, the financial performance showed an upward trend after the dividend announcement in the selected listed companies in Indian securities market.

Similarly, Kamau (2013) carried out a study on the effect of dividend announcements on quoted companies' financial performance at the NSE. The study used the event study methodology. The CMA was the main source of data collection. In the study however, a shorter period of study in the analysis was used. The empirical results showed varied results with the overall results

suggesting that indeed an effect was evident on the financial performance on the announcement of the dividends.

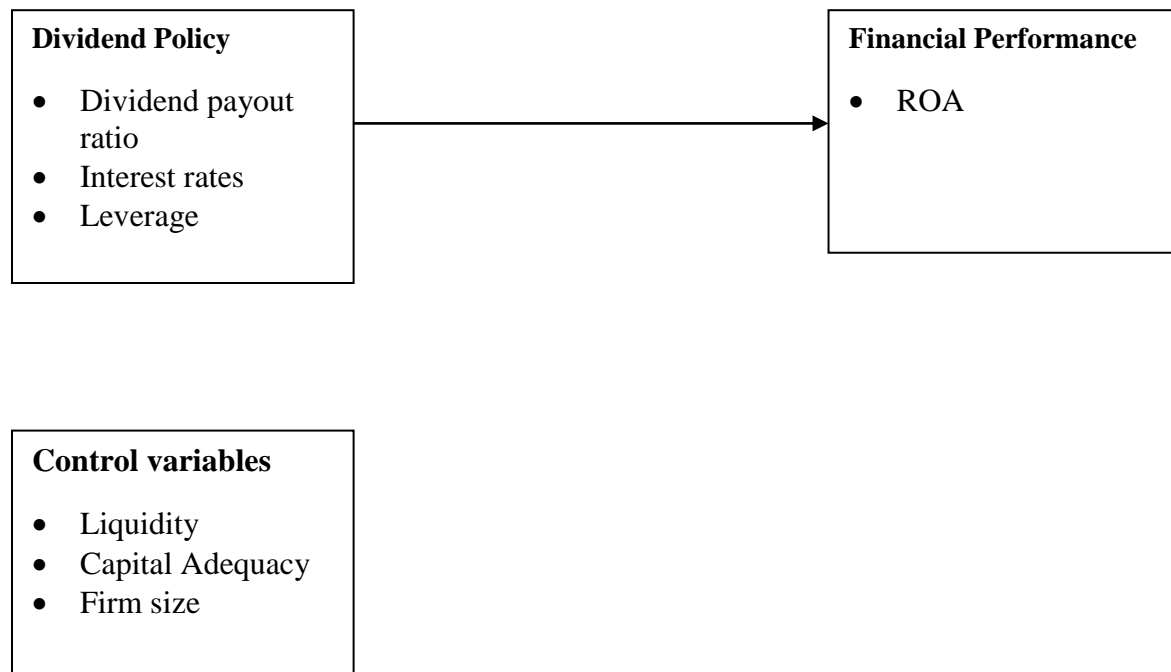
Similarly, Okwar (2011) did a study on the effect of dividend payout ratio on the financial performance of the pharmaceutical companies in Nigeria from 2005 to 2008. A sample of 103 pharmaceutical firms was selected from 314 pharmaceutical firms. The study used the secondary data to compute the price earnings ratio and the daily share prices were collected over a period of 60 days. The study also employed multiple regression models to show the link between the study variables. He concluded that the financial performance declined as a result of the payment of the dividends for the period under study.

## **2.5 Conceptual Framework**

The study sought to analyze the effect of dividend policy on the financial performance of the commercial banks listed at the NSE. The Independent variable was the dividend policy that was gauged by dividend payout ratio, leverage and interest rates, control variables were measured by capital adequacy, firm size and liquidity while financial performance was the dependent variable which was gauged by return of assets.

## Independent Variable

## Dependent Variable



**Figure 2.1: Conceptual Framework**

## 2.6 Summary of Literature Review

The literature review entails the theories that were discussed and are: Dividend Irrelevance Theory (Modigliani & Miller, 1961), Signal Effect Theory (Ross, 1980) and Bird in the Hand Theory (Gordon, 1962). The determinants of financial performance of the commercial banks were also highlighted and they include; liquidity, asset quality, capital adequacy and management efficiency and the empirical review which include Nash (2015), Falope (2013), Kamar (2013), Savven et al. (2013), Okwar (2011), Kamau (2013), Ochieng (2014), Tarus (2015), Wafula (2016) and Kioko (2017) and with the conceptual framework. From the literature reviewed, there were no models that were applied in some studies and the period of

study was short. Therefore, this research sought seeks to address the above research gaps in conducting this study.

**Table 2.1: Summary of the Literature**

| <b>Author</b> | <b>Focus of Study</b>  | <b>Methodology</b>       | <b>Findings</b>  | <b>Research Gaps</b>                               |
|---------------|--|--------------------------|--|--|
| Kioko (2017)  | Effect of dividend policy on the financial performance of the companies listed at the NSE          | Casual research design   | Dividend policy significantly affected the financial performance of the listed firms.              | Study period was inadequate.                       |
| Wafula (2016) | Dividend policy effect on financial performance on firms listed at the NSE.                        | Not specified            | Dividend policy affected financial performance   | Methodology not specified                          |
| Falope (2013) | Effect of dividend payout on the financial performance of the manufacturing companies in Pakistan. | Linear regression model  | Dividends payments acted as a good signal for the improved financial performance of the companies. | The research design not specified                  |
| Kamar (2013)  | Effect of dividend policy on the stock returns of Non listed commercial Banks in Indonesia.        | Linear regression model. | Dividend policy was insignificant on the stock returns of commercial banks in Indonesia.           | Criteria for firm selection were not elaborate.    |
| Kamau (2013)  | Effect of dividend announcements on quoted companies' financial performance at the NSE.            | Not specified            | Dividend announcements significantly affected the financial performance.                           | shorter period of study, methodology not specified |

| <b>Author</b>        | <b>Focus of Study</b>  | <b>Methodology</b>         | <b>Findings</b>  | <b>Research Gaps</b>                |
|----------------------|--|----------------------------|--|-------------------------------------|
| Savven et al. (2013) | Effect of dividend announcement on the financial performance of selected companies listed on the India securities market | Multiple regression models | The financial performance showed an upward trend after the dividend announcement in the selected listed companies in Indian securities market. | Limited sample size                 |
| Okwar (2011)         | Effect of dividend payout ratio on the financial performance of the pharmaceutical companies in Nigeria                  | Multiple regression model  | Financial performance declined as a result of the payment of the dividends for the period under study.   | Criteria for sampling not specified |

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter clearly states the methods that were employed during the study to realize its set goals. It starts with research design, a description of the population, data collection, its validity, and analytics.

#### **3.2 Research Design**

Research design means the methods used to conduct the research. Descriptive research design was employed in this study. It also aided in obtaining information on the prevailing status of the phenomenon in line with variables or conditions in a situation. It is inclusive of correlation and regression analysis.

#### **3.3 Population**

According to Mugenda (2005), population is defined as the entire group of individuals, events or relevant things that the researcher wishes to explore. It is the entire collection of cases or units about which the researcher will draw inferences. 11 commercial banks listed at the NSE as at June 2018 formed the population. A census survey was undertaken. A census was ideal in this study since the population of study was small.

#### **3.4 Data Collection**

In this study, secondary data was used and was obtained from the Capital Markets Authority (CMA) and from the financial statements in the websites of the listed commercial banks in Kenya due to its availability. The study collected data from the period between 2013 and 2017.

The data comprised of: total assets, net income, total capital, total loans, total customer deposits, total liabilities, total dividends and total number of shares outstanding.

### 3.5 Diagnostic Tests

The diagnostic tests that were completed on the data to guarantee it suits the fundamental assumptions of classical linear model include; Kurtosis and Skewness of the dispersion of data tested for normality, multicollinearity tested by variance inflation factor and correlation coefficient, heteroscedasticity was tested by the weighted generalized least square to establish the relationship.

### 3.6 Data Analysis

The main analysis techniques used in the study were descriptive and inferential statistics. They aided in the better understanding of the concepts (Mugenda, 2003). The following regression model was used:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \beta_6 x_6 + e$$

Where Y is the financial performance= ROA

$\beta_0$  is the free term of the equation.  $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$  and  $\beta_6$  are the coefficients of independent variables and they measure the responsiveness of Y to unit change in variable x.

$x_1$  = Dividend payout ratio

$x_2$  = Leverage as measured by debt ratio

$x_3$  = Interest rates as measured by lending rates

$x_4$  = capital adequacy as measured by the ratio of total capital to total asset

$x_5$  = Liquidity as measured by the ratio of total loans to total consumer deposits



$x_6$  = Firm size as measured by natural logarithm of total assets

$e$  = the error term

### **3.7 Test of significance**

An F-test at 5% significance level was conducted to determine the strength of the model, and the effect of dividend payout ratio on the financial performance of the commercial banks listed at the Nairobi Securities Exchange.

## **CHAPTER FOUR**

### **DATA ANALYSIS, FINDINGS AND INTERPRETATION**

#### **4.1 Introduction**

This section covered a detailed analysis of secondary results. In section 4.2 data was analyzed in terms of descriptive statistics and in section 4.3, data was analyzed in terms of inferential statistics which included; Analysis of variance, regression analysis and correlation analysis and section 4.4 presents discussions of the findings. Finally the chapter covered the discussions and findings of the data analysis results in section 4.5.

#### **4.2 Descriptive Statistics**

A number of variables were summarized here namely; dividend payout ratio, interest rates, leverage, liquidity, capital adequacy, firm size and return on assets. Table 4.1 below presents the descriptive statistics which include; means, standard deviations, the minimum values and the maximum values of the variables under study.

**Table 4.1: Descriptive Statistics Analysis**

|                  | N         | Minimum   | Maximum   | Mean      | Std.      | Skewness  | Kurtosis |           |       |
|------------------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-------|
|                  |           |           |           |           | Deviation |           | Std.     | Std.      |       |
|                  | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Error    | Statistic | Error |
| Payout ratio     | 55        | 0.09      | 0.72      | 0.3132    | 0.17919   | 0.620     | 0.322    | -0.727    | 0.634 |
| Firm size        | 55        | 16.79     | 20.16     | 18.7747   | 0.82320   | -0.605    | 0.322    | 0.050     | 0.634 |
| leverage         | 55        | 0.19      | 1.93      | 0.6127    | 0.32346   | 1.793     | 0.322    | 5.010     | 0.634 |
| Interest rate    | 55        | 14.00     | 23.65     | 19.2478   | 2.97540   | -0.794    | 0.322    | -0.489    | 0.634 |
| Liquidity        | 55        | 0.01      | 1.82      | 0.5474    | 0.47575   | 0.661     | 0.322    | 0.072     | 0.634 |
| Capital adequacy | 55        | 0.01      | 0.94      | 0.5215    | 0.25483   | -0.562    | 0.322    | -0.679    | 0.634 |
| ROA              | 55        | -0.01     | 0.52      | 0.0471    | 0.08244   | 4.373     | 0.322    | 21.250    | 0.634 |

According to the above table, the minimum and maximum values for dividend payout ratio were 0.09 and 0.72 respectively. The mean was 0.3132 and the standard deviation was 0.17919. Since the standard deviation is less than one, it indicated a small variation in the dividend payout ratio. The second variable examined was interest rate and its minimum and maximum values were 14.00 and 23.65 respectively; the mean was 19.2478 and the standard deviation was 2.97540 indicating very big variations. Leverage had a maximum value of 1.93, minimum value of 0.19, the mean of 0.6127 and the standard deviation was 0.32346 showing moderate variations. Capital adequacy minimum value was 0.01, the maximum 0.94 mean 0.5215 and the standard deviation 0.25483. The mean value for liquidity was 0.5474, minimum value 0.01, maximum 1.82 and the standard deviation was 0.47575 which shows a moderate variation.

Kurtosis and skewness were employed to test the normality of the values of variables under study. Since the values of the independent variables under study were close to zero, it implies that the variables had a normal distribution.

4.3 Diagnostic Statistics

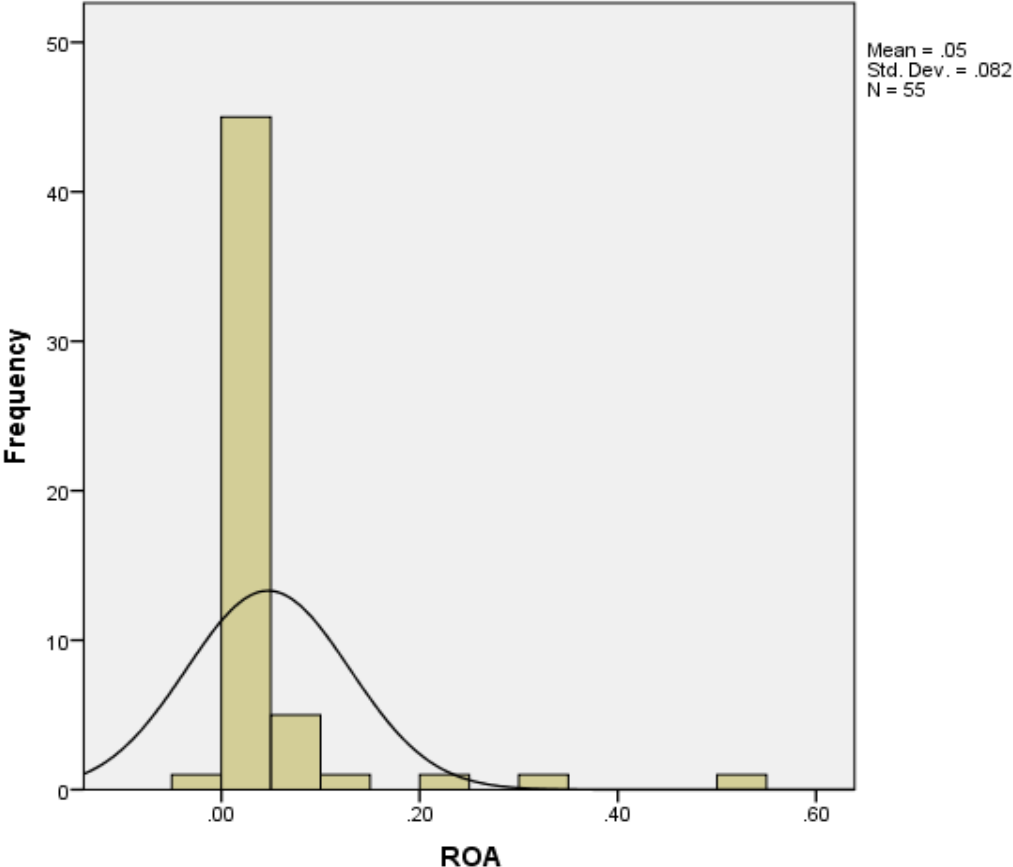


Figure 4.1: Histogram

#### 4.4 Correlation Analysis

**Table 4.2: Correlation Matrix**

|                             |                     | <b>Dividend<br/>payout<br/>ratio</b> | <b>Interest<br/>rate</b> | <b>leverage</b> | <b>liquidity</b> | <b>Capital<br/>adequacy</b> | <b>Firm<br/>size</b> | <b>ROA</b> |
|-----------------------------|---------------------|--------------------------------------|--------------------------|-----------------|------------------|-----------------------------|----------------------|------------|
| Dividend<br>payout<br>ratio | Pearson             | 1                                    |                          |                 |                  |                             |                      |            |
|                             | Correlation         |                                      |                          |                 |                  |                             |                      |            |
|                             | Sig. (2-<br>tailed) |                                      |                          |                 |                  |                             |                      |            |
|                             | N                   | 55                                   |                          |                 |                  |                             |                      |            |
| Interest<br>rate            | Pearson             | -.084                                | 1                        |                 |                  |                             |                      |            |
|                             | Correlation         |                                      |                          |                 |                  |                             |                      |            |
|                             | Sig. (2-<br>tailed) |                                      |                          |                 |                  |                             |                      |            |
|                             | N                   | 55                                   | 55                       |                 |                  |                             |                      |            |
| leverage                    | Pearson             | -.040                                | -.051                    | 1               |                  |                             |                      |            |
|                             | Correlation         |                                      |                          |                 |                  |                             |                      |            |
|                             | Sig. (2-<br>tailed) |                                      |                          |                 |                  |                             |                      |            |
|                             | N                   | 55                                   | 55                       | 55              |                  |                             |                      |            |
| liquidity                   | Pearson             | .167                                 | -.089                    | -.075           | 1                |                             |                      |            |
|                             | Correlation         |                                      |                          |                 |                  |                             |                      |            |
|                             | Sig. (2-<br>tailed) |                                      |                          |                 |                  |                             |                      |            |
|                             | N                   | 55                                   | 55                       | 55              | 55               |                             |                      |            |
| Capital<br>adequacy         | Pearson             | -.107                                | .004                     | -.157           | -.010            | 1                           |                      |            |
|                             | Correlation         |                                      |                          |                 |                  |                             |                      |            |
|                             | Sig. (2-<br>tailed) |                                      |                          |                 |                  |                             |                      |            |
|                             | N                   | 55                                   | 55                       | 55              | 55               | 55                          |                      |            |
| Firm size                   | Pearson             | .132                                 | .269                     | -.216           | -.262            | -.055                       | 1                    |            |
|                             | Correlation         |                                      |                          |                 |                  |                             |                      |            |
|                             | Sig. (2-<br>tailed) |                                      |                          |                 |                  |                             |                      |            |
|                             | N                   | 55                                   | 55                       | 55              | 55               | 55                          | 55                   |            |
| ROA                         | Pearson             | .185                                 | .039                     | -.100           | .238             | -.166                       | -.329                | 1          |
|                             | Correlation         |                                      |                          |                 |                  |                             |                      |            |
|                             | Sig. (2-<br>tailed) |                                      |                          |                 |                  |                             |                      |            |
|                             | N                   | 55                                   | 55                       | 55              | 55               | 55                          | 55                   | 55         |

The results of the correlation analysis above shows that the correlation coefficient of payout ratio was 0.815 while the p-value was 0.715. This reveals that there is a positive link that exists

between dividend payout ratio and the financial performance as measured by the return of assets and the relationship was not statistically significant. Further, interest rate was positively related to financial performance with correlation coefficient 0.039 and p-value 0.777 implying it was not statistically significant since it was bigger than 0.05. Leverage was negatively related to financial performance and the effect was not statistically significant since the correlation coefficient was -0.100 and the p value was 0.468 which is greater than 0.05. Liquidity was positively related to financial performance and the effect was not statistically significant since the correlation coefficient was 0.238 and the p value was 0.081 which is greater than 0.05. Capital adequacy was negatively related to financial performance and the effect was not statistically significant since the correlation coefficient was -0.166 and the p value was 0.224 which is greater than 0.05. Finally, firm size was negatively related to financial performance and the effect was significant since the correlation coefficient was -0.329 and the p value was .014 which is less than 0.05.

#### 4.4.1 Regression Analysis

Regression analysis section entails model summary, ANOVA, and coefficient table.

**Table 4.3: Model Summary**

| <b>Model</b> | <b>R</b> | <b>R Square</b> | <b>Adjusted R Square</b> | <b>Std. Error of the Estimate</b> |
|--------------|----------|-----------------|--------------------------|-----------------------------------|
| 1            | .514     | .264            | .172                     | .07502                            |

From the table 4.3 above, the correlation coefficient is 0.514 which confirmed a relationship between the study variables. 0.172 was the adjusted R square meaning that 17.2% of the influence of dividend payout ratio, interest rates, leverage, liquidity, capital adequacy and firm size was explained by the model.

**Table 4.4: Summary of One Way ANOVA**

| <b>Model</b> |            | <b>Sum of Squares</b> | <b>df</b> | <b>Mean Square</b> | <b>F</b> | <b>Sig.</b> |
|--------------|------------|-----------------------|-----------|--------------------|----------|-------------|
| 1            | Regression | 0.097                 | 6         | 0.016              | 2.866    | 0.018       |
|              | Residual   | 0.270                 | 48        | 0.006              |          |             |
|              | Total      | 0.367                 | 54        |                    |          |             |

The value of the F statistic was 2.8666 at 5% level of significance hence the statistic was significant since the p-value was 0.018 which is less than 0.05 implying that the model was statistically significant.

**Table 4.5: Regression Coefficients**

| <b>Model</b> |                       | <b>Unstandardized Coefficients</b> |                   | <b>Standardized Coefficients</b> |          | <b>Sig.</b> |
|--------------|-----------------------|------------------------------------|-------------------|----------------------------------|----------|-------------|
|              |                       | <b>B</b>                           | <b>Std. Error</b> | <b>Beta</b>                      | <b>t</b> |             |
| 1            | (Constant)            | 0.801                              | 0.265             |                                  | 3.025    | 0.004       |
|              | Dividend payout ratio | 0.098                              | 0.060             | 0.214                            | 1.652    | 0.105       |
|              | Interest              | 0.005                              | 0.004             | 0.173                            | 1.332    | 0.189       |
|              | leverage              | -0.051                             | 0.033             | -0.202                           | -1.550   | 0.128       |
|              | liquidity             | 0.015                              | 0.023             | 0.086                            | 0.647    | 0.521       |
|              | Capital adequacy      | -0.064                             | 0.041             | -0.199                           | -1.573   | 0.122       |
|              | size                  | -0.044                             | 0.014             | -0.436                           | -3.110   | 0.003       |

From the findings, dividend payout ratio showed a positive influence on the financial performance. In other words, a unit increase in the payout ratio will directly increase the financial performance by 0.098 units. Likewise, interest rates have a positive impact on financial performance and a unit increase in interest rate will thus result to an increase in the financial performance by 0.005. Leverage is inversely related to the financial performance, a unit increase in leverage diminishes the financial performance by 0.051 units. Liquidity affects the financial

performance positively with a coefficient of 0.015, capital adequacy negatively with a coefficient of -0.064 and firm size negatively affected financial performance with a coefficient of -0.044.

The standardized beta coefficient of dividend payout ratio, interest rate, and liquidity had a weak effect on the financial performance since their standardized beta coefficients were positive. The standardized beta coefficient of interest rate was 0.214, dividend payout ratio 0.173 and liquidity 0.086. The standardized beta coefficient of leverage was -0.202 meaning a strong effect of leverage on the financial performance. The standardized beta coefficient of capital adequacy was -0.199 and firm size was -0.436 meaning a strong effect of capital adequacy and firm size on the financial performance.

#### **4.5 Interpretation of the Findings**

From the descriptive statistics, the minimum and maximum values of firm sizes were 16.79 and 20.16 and a relatively large variation was confirmed in terms of their firm size. The variations in commercial banks sizes could be attributed to adoption of appropriate dividend policies. Over the same study period, the financial performance of the commercial banks revealed a great variation where some commercial banks reported losses while others reported high profits. Net loss of the commercial banks can be as a result of poor dividend policies by the entities

It was further established that dividend policy variables affected the financial performance and they included dividend payout ratio, interest rates, leverage, liquidity, capital adequacy and firm size. From the model summary, the value of adjusted R square was 17.2%. This implied that the six independent variables inputs 17.12% on the financial performance changes and the remaining 82.8% is contributed by the factors not included in the study.



From the regression coefficient, the research found out that the coefficient of dividend payout ratio was 0.185 meaning that dividend payout ratio positively influences financial performance. Thus, this clearly implies that, when all other factors are held constant, a unit upturn of dividend payout will result in an increase in financial performance by 0.185. The coefficient of interest rates was 0.039 meaning holding dividend payout ratio, leverage, liquidity, capital adequacy and firm size constant, a unit increase positively influences the financial performance by 0.039. Moreover, leverage and capital adequacy were negatively related to the financial performance since their coefficients were -0.100 and -0.166 respectively, and their effect was not statistically significant because the p values were greater than 0.05. Liquidity showed a positive relationship with financial performance since the coefficient 0.238 and the effect was insignificant since p-value was greater than 0.05. The firm size had a negative relationship with financial performance with a p-value of 0.014 which is less than 0.05 implying it was significant. This implies that dividend policy affects the financial performance. In summary, firm size, leverage and capital adequacy had a negative impact on financial performance, however only firm size had a significant negative impact on financial performance. Dividend payout ratio, interest rates and liquidity had a positive impact on financial performance. However, none was significant at 5% significance.

Based on the correlation matrix, there was a revelation that the independent variables (dividend payout ratio, interest rates and liquidity) had a positive correlation with the dependent variable, financial performance gauged by returns on assets however all were not statistically significant. This implies that increase in dividend payout ratio, interest rates and liquidity will not have a significant increase in financial performance. The independent variable leverage, capital adequacy and firm size had a negative correlation with financial performance. Only firm size

showed significant a significant negative link with the financial performance. This is a clear indicator of an increase in firm size has an inverse relationship with financial performance.

The study conclusions agree with the conclusions made by Okwar (2011) study on the effect of dividend payout ratio on the financial performance of the pharmaceutical companies in Nigeria from 2005 to 2008.. He found that dividend policy affected the pharmaceutical companies in Nigeria. Therefore the study findings support significant effect theory.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

Majorly this chapter provides a summary of the data analysis results presented in chapter four. The next section presents conclusion, recommendations for policy and limitations of the study which involves the challenges the researcher faced during the study. Finally the study recommends areas for further research study to add literature in this area of dividend decisions and financial performance.

#### **5.2 Summary of the Findings**

The ultimate goal of the study was mainly to examine the effect of dividend policy on the financial performance of the commercial banks listed at Nairobi Securities exchange. From the analyzed results, indeed there is existence of a positive link between dividend payout ratio and financial performance. High payout ratios signify high performance of a firm hence encouraging the investors in investing more assets due to the increased returns. This can also be interpreted as the firm having a big market share in the industry. Many firms adopt optimal dividend policy which is aimed at increasing reputation hence firm value.

Dividend payout ratio had a positive effect on financial performance with a coefficient of 0.098. Increase in dividend payout ratio increases the financial performance. The correlation coefficient between dividend payout ratio and financial performance was 0.815 and a significance of 0.715 implying not statistically significant. Interest rates had a positive impact on financial performance with a beta coefficient of 0.005.

The correlation coefficient between interest rates and financial performance was 0.39 and significance of 0.77 indicates the relationship was not statistically significant.

In the measure of natural logarithm, the size of the firm is said to have an inverse link with the financial performance, the size of the commercial bank can influence the financial performance of the commercial bank negatively or positively. Large business entities can access most services at reduced costs due to their purchasing power for example finance, production and distribution compared to smaller commercial banks who cannot afford the bulkiness of services. According to the results, liquidity also affected financial performance positively. Interest rates also positively affected the financial performance. Increase in interest rates increases investments since the investors expect more returns.

Liquidity entails the ability of the commercial banks to fulfill the short term obligations when due. Commercial banks can be exposed to liquidity risks as a result of bankrun. Bank run is a scenario whereby a large number of customers withdraw cash from deposit accounts at the same time and transferring such money into other assets on fear that the bank might become insolvent. Commercial banks need to manage their own liquidity adequately; this will help them in times of financial distress or any financial crisis. When banks hold more liquid assets, their liquidity risk decrease and this is considered a liquidity cushion which will help them in times of increased liquidity pressure to meet its obligation.

In order to assess strength of the model, ANOVA was employed in the analysis. From the ANOVA analysis of the regression statistics, the variables were able to explain their influence on the financial performance up to 17.2% and the rest is contributed by other factors not considered in this study meaning the model was significant. The six major factors which included dividend

payout ratio, interest rates, leverage, liquidity, capital adequacy and firm size had indeed an impact on financial performance.

### **5.3 Conclusions**

The study was in pursuit to establish the effect of dividend policy on financial performance. The study sought to establish the effect of dividend policy on financial performance. Dividend payout ratio, interest rates, leverage, liquidity, capital adequacy and firm size were used as the predictor variables while the financial performance measured by returns on asset was the dependent variable. The study found that liquidity, dividend payout ratio and interest rates showed a positive effect on financial performance while leverage, capital adequacy and firm size confirmed a negative impact on financial performance.

The correlation coefficient of dividend payout was 0.815 which was an indication of a moderate relationship and the relationship was not statistically significant since the p value of 0.175 which was greater than 0.05. A very weak positive relationship was indeed found to have existed between interest rates and the financial performance, correlation coefficient was confirmed to be 0.039 which was an indication of a very weak relationship. However, the relationship was not statistically significant since the p value of 0.777 was greater than 0.05. A positive relationship was confirmed to exist between liquidity and financial performance.

The study highlighted factors considered which had positive and not statistically significant impact on financial performance which included dividend payout ratio, interest rate and liquidity. Therefore commercial banks listed at Nairobi Securities Exchange should consider increasing the value of these factors since it has a positive impact on financial performance in the long run.

From the findings of this study, it was confirmed that dividend policy had a positive relationship with the financial performance. This was supported from the research which confirmed that the variables which were analyzed proved the existence of positive link between dividend policy and financial performance and they included payout ratio, interest rates, leverage, liquidity, capital adequacy and firm size. This study concludes the same findings with that of Okwar (2011) who did a study on the effect of dividend payout ratio on the financial performance of the pharmaceutical companies in Nigeria from 2005 to 2008 and concluded that dividend policy affected the pharmaceutical companies in Nigeria.

#### **5.4 Recommendations**

From the findings, dividend payout ratio showed a direct relationship with the financial performance of commercial banks. The study recommends that the management of the commercial banks should be optimistic to maintain high levels of payout ratios because high payout ratios signifies higher future earnings to cater for the dividend payout increase. On the contrary, the instance of dividend reduction is an indicator that the firm's management mainly is focused on earnings in the near future and this might discourage investors.

Liquidity was confirmed to be another major determinant of the profitability and performance of the commercial banks. Therefore, the commercial banks should maintain high liquidity levels due to its positive effect on financial performance. High liquidity leads to increase in assets base and market share boosting the growth of firms to greater heights. If commercial banks meet their liquidity limits, this will guarantee trust from the creditors and shareholders ensure continued distribution of the services into the market. Failure to meet liquidity targets by the commercial banks contributes to poor performance.

## **5.5 Limitation of the Study**

Just like any other research, the researcher experienced some hurdles ranging from time constraint and limited funds. On time constraint, the secondary data sources were wide such as; Capital Markets Authority, the individual commercial banks and the Nairobi Securities Exchange. Optimum allocations of the limited time to collect data, analyze, and interpret posed a great challenge. However, the researcher managed to maximize the available time to ascertain if the results of the study were significantly accurate and reliable.

Since the study entirely depended on the secondary data, qualitative data was not captured. Qualitative data is critical in research since it gives a broader picture of the performance of the firm in terms in reputation. The brand image and customer relations affects the market base of the firms hence ought to be considered in studies. Qualitative data is able to capture aspects which are not addressed by secondary data.

The sample for this study was limited. Only 11 commercial banks were surveyed which formed the population of the study as the study objective mainly focused on the listed commercial banks in Kenya. Hence, the link between the predictor variables and the dependent variables may give different results for the unlisted commercial banks. This was informed by the fact that the interest was in the listed banks.

The independent variables predicted only 17.2% of the variations in financial performance. This implies that the researcher did not capture other key factors influencing financial performance of commercial banks listed at Nairobi Securities Exchange. This clearly implies more variables ought to have been included in this study. When more variables are used it means that the result is more conclusive.

## **5.6 Suggestions for Further Research**

Small and medium enterprises form a major economy sector in Kenya. A study effect of dividend policy on performance of small and medium enterprise in Kenya ought to be carried out. The study also recommends for an investigation of dividend policy and financial performance using mixed research design. This will enable the researcher to capture both secondary and primary data for analysis and interpretation. The primary data will aid in assessing the attitudes of the financial managers which could not be captured through secondary data.

SACCOs in Kenya form a significant segment in the financial institution sector. A study focusing on how their dividend policy affects their financial performance would add more knowledge on the field of financial management. This will also enable comparison of the financial performances of the commercial banks and SACCOs.

Finally, the study recommends for an investigation on dividend policies adopted by local and foreign investment firms and how they affect their financial performance. This will help in determining the differences in their performance over the years.



## REFERENCES

- Bhandari, G. W. (1988). *Corporate Finance: Principles and Practice*, Addison Wesley Longman, First Edition.
- Bhattacharya, S. (2014). Imperfect Information, Dividend Policy, and the 'Bird in the Hand' Fallacy, *Bell Journal of Economics*, 10, 259-270.
- Falope, C. (2013). The effect of dividend payout on the financial performance of the manufacturing companies in Pakistan. An Empirical Analysis, *Journal of the Pakistan Statistical Association*, 1132-1161.
- Fama, E., & French, K. (2003). The capital asset pricing model: Theory and evidence, *Journal of Economic Perspectives*, 18, 25-46.
- Gordon, M. and Lintner, J. (1963). Dividends, earnings and stock prices, *Review of Economics and Statistics*, 99-105.
- Gordon, M.J. (1962), Dividend, Earnings and Stock Prices, *Review of Economics and Statistics*, pp 78-101.
- Jensen, M. C. (1986). Agency Costs of Free Cash Flow, Corporate Finance, and Takeovers, *The American Economic Review*, 76, 323-329.
- Jensen, M.C. and Meckling, W.H. (1976). Theory of the firm: managerial behavior, agency costs and ownership structure. *Journal of Financial Economics*, 3(4), 305-360.
- Kamar, P. (2013). The effect of dividend policy on the stock returns of Non-listed commercial Banks in Indonesia. An Empirical Investigation, *Journal of Finance*, 2, 128-287.
- Kamau, C. (2013). The effect of dividend announcements on quoted companies' financial performance at the NSE. *Unpublished MBA Thesis of the University of Nairobi*.
- Kioko (2017). The influence of dividend policies affect financial performance for companies listed at the NSE. *Unpublished MBA Thesis of the University of Nairobi*.
- Litzenberger, R. H. & Ramaswamy, K. (1980). The influence of personal taxes and dividends on capital asset prices: Theory and empirical evidence. *Journal of Financial Economics*, 8(3), 145-174.
- Litzenberger, R. H., & Ramaswamy, K. (1979). The Effects of Personal Taxes and Dividends on Capital Asset Prices: Theory and Empirical Evidence, *Journal of Financial Economics*, 163 – 195.
- Lumpkin, G. and Dess, G. (1999). Linking to Dimensions of Entrepreneurial orientation of firm performance. The moderating role of environment, firm age and industry life cycle; *Journal of Business Venturing*.

- Mathur, S. and Kenyon A. (1997). *Creating Value; Sharing Tomorrow's Business*.
- Modigliani, F., & Miller, M. (1961). Dividend policy, growth and the valuation of shares. *Journal of Business*, 34, 411-33.
- Modigliani, F., & Miller, M. H. (1956). The Cost of Capital, Corporation Finance and the Theory of Investment, *American Economic Review*, 48(3), 261-297-Retrieved from <http://www.his.se/PageFiles/17648/Modiglianiandmiller1958.pdf>
- Modigliani, F., & Miller, M. H. (1961). Dividend Policy, Growth, and the Valuation of Shares, *Journal of Business*, 411-433.
- Mugenda, O. M., & Mugenda, A. G. (2003). *Research methods: quantitative and qualitative approaches*. Nairobi. Acts Press.
- Nash, B. (2015). The effect of dividend policy on the share prices in Indian firms. An Empirical Analysis, *Journal of the Finance*, 132-161.
- Ochieng (2016). The effect of dividend payout ratio on the financial performance of commercial banks in Kenya. *Unpublished MBA Thesis of the University of Nairobi*.
- Ochieng E.D. (2012). Executive compensation and Firm financial performance: A critical literature Review.
- Okwar, Z. (2011). The effect of dividend payout ratio on the financial performance of the pharmaceutical companies in Nigeria. *Journal of Financial Research*, 265-299.
- Ross, S.A, Westerfield R. W., & Jordan B. D. (1995). *Fundamentals of corporate finance*, Tata McGraw Hill, Eighth Edition.
- Rozeff, M. (2012). Growth, Beta and Agency Costs as Determinants of Dividend Payout Ratios, *Journal of Financial Research*, 249-259.
- Savven, D., Yeung, Y. W., & Linet, K. N. (2013). The effect of dividend announcement on the share prices of selected companies listed on the India securities market. An Empirical Investigation, *Journal of Finance*, 3, 165-276.
- Sorensen, A., Mukaila, A. and Stuart, T. (1999): "Corporate Governance Mechanisms and Firm Financial Performance in Nigeria", *AERC Research Paper*, No. 149.
- Tarus, W. (2015). The effect of policy on dividend on financial performance for organizations at the NSE. *Unpublished MBA Thesis of the University of Nairobi*.
- Wafula, K. (2016). The effect of dividend policy on financial performance on firms listed at the NSE. *Unpublished MBA Thesis of the University of Nairobi*.

## **APPENDIX I: LIST OF COMMERCIAL BANKS LISTED AT NSE**

- 
- 1 Co-operative Bank
  - 2 Diamond Trust Bank
  - 3 Barclays Bank limited
  - 4 Equity Group Holdings
  - 5 Stanbic Holdings limited
  - 6 Housing Finance
  - 7 I&M Holdings Limited
  - 8 Kenya Commercial Bank
  - 9 National Bank of Kenya limited
  - 10 NIC Group limited
  - 11 Standard Chartered Bank limited
-

**APPENDIX II: ANALYZED DATA**

| <b>Bank</b> | <b>Year</b> | <b>Dividend Payout Ratio</b> | <b>Interest Rate</b> | <b>Leverage</b> | <b>Liquidity</b> | <b>Firm Size</b> | <b>Capital Adequacy</b> | <b>ROA</b> |
|-------------|-------------|------------------------------|----------------------|-----------------|------------------|------------------|-------------------------|------------|
| NIC         | 2013        | 0.156                        | 20.540               | 0.469           | 0.891            | 18.542           | 0.53                    | 0.030      |
|             | 2014        | 0.172                        | 19.870               | 0.530           | 1.002            | 18.736           | 0.24                    | 0.029      |
|             | 2015        | 0.546                        | 21.760               | 0.190           | 0.988            | 18.870           | 0.58                    | 0.080      |
|             | 2016        | 0.129                        | 19.860               | 0.620           | 0.088            | 18.902           | 0.60                    | 0.073      |
|             | 2017        | 0.325                        | 14.000               | 0.530           | 1.759            | 17.787           | 0.54                    | 0.024      |
| STANCHART   | 2013        | 0.490                        | 20.740               | 1.140           | 0.852            | 19.211           | 0.55                    | 0.043      |
|             | 2014        | 0.374                        | 19.010               | 0.190           | 0.828            | 19.220           | 0.17                    | 0.047      |
|             | 2015        | 0.623                        | 22.560               | 0.550           | 0.786            | 19.271           | 0.58                    | 0.027      |
|             | 2016        | 0.557                        | 23.180               | 0.580           | 0.873            | 19.339           | 0.47                    | 0.035      |
|             | 2017        | 0.564                        | 14.000               | 0.680           | 0.984            | 18.235           | 0.76                    | 0.240      |
| EQUITY      | 2013        | 0.418                        | 22.050               | 0.430           | 1.816            | 17.575           | 0.58                    | 0.309      |
|             | 2014        | 0.375                        | 20.180               | 0.570           | 0.872            | 17.355           | 0.09                    | 0.516      |
|             | 2015        | 0.721                        | 22.710               | 0.620           | 0.890            | 19.875           | 0.62                    | 0.024      |
|             | 2016        | 0.235                        | 23.650               | 0.270           | 0.079            | 19.976           | 0.83                    | 0.037      |
|             | 2017        | 0.236                        | 14.000               | 0.380           | 0.768            | 18.157           | 0.72                    | 0.010      |
| CO-OP       | 2013        | 0.230                        | 19.390               | 0.780           | 0.059            | 19.249           | 0.06                    | 0.040      |
|             | 2014        | 0.305                        | 20.170               | 0.510           | 0.085            | 19.460           | 0.88                    | 0.028      |
|             | 2015        | 0.334                        | 19.040               | 0.640           | 0.073            | 19.643           | 0.01                    | 0.034      |
|             | 2016        | 0.428                        | 16.650               | 0.550           | 0.911            | 19.679           | 0.59                    | 0.010      |
|             | 2017        | 0.325                        | 14.000               | 0.390           | 0.141            | 19.564           | 0.54                    | 0.016      |
| BARCLAYS    | 2013        | 0.435                        | 20.340               | 0.950           | 0.235            | 19.035           | 0.46                    | 0.010      |
|             | 2014        | 0.356                        | 23.540               | 0.650           | 0.016            | 19.147           | 0.60                    | 0.020      |
|             | 2015        | 0.648                        | 22.450               | 0.510           | 0.018            | 19.235           | 0.77                    | 0.037      |
|             | 2016        | 0.517                        | 19.230               | 0.790           | 0.170            | 19.300           | 0.21                    | 0.020      |
|             | 2017        | 0.587                        | 14.000               | 0.190           | 0.012            | 18.146           | 0.13                    | 0.120      |
| STANBIC     | 2013        | 0.450                        | 20.120               | 0.550           | 0.020            | 18.780           | 0.79                    | 0.021      |
|             | 2014        | 0.117                        | 19.560               | 0.390           | 0.029            | 19.011           | 0.81                    | 0.010      |
|             | 2015        | 0.212                        | 22.450               | 0.610           | 0.029            | 18.018           | 0.72                    | 0.054      |
|             | 2016        | 0.218                        | 18.450               | 0.630           | 0.034            | 19.155           | 0.48                    | 0.047      |
|             | 2017        | 0.311                        | 14.000               | 0.850           | 0.040            | 19.185           | 0.69                    | 0.021      |
| I&M         | 2013        | 0.168                        | 19.050               | 0.854           | 0.040            | 18.519           | 0.88                    | 0.045      |
|             | 2014        | 0.237                        | 21.670               | 0.860           | 0.045            | 18.738           | 0.01                    | 0.038      |
|             | 2015        | 0.247                        | 19.070               | 0.280           | 0.059            | 16.868           | 0.29                    | 0.067      |
|             | 2016        | 0.123                        | 21.560               | 0.418           | 1.250            | 17.988           | 0.94                    | 0.040      |
|             | 2017        | 0.346                        | 14.000               | 0.980           | 0.038            | 18.431           | 0.61                    | 0.020      |
| DTB         | 2013        | 0.088                        | 20.420               | 0.390           | 0.500            | 18.931           | 0.73                    | 0.031      |

|     |      |       |        |       |       |        |      |       |
|-----|------|-------|--------|-------|-------|--------|------|-------|
|     | 2014 | 0.102 | 21.830 | 0.371 | 0.800 | 19.170 | 0.64 | 0.027 |
|     | 2015 | 0.106 | 20.180 | 0.387 | 0.780 | 19.420 | 0.12 | 0.021 |
|     | 2016 | 0.105 | 19.500 | 0.393 | 0.346 | 19.609 | 0.67 | 0.020 |
|     | 2017 | 0.231 | 14.000 | 0.321 | 0.762 | 18.675 | 0.69 | 0.010 |
| HF  | 2013 | 0.166 | 21.340 | 0.966 | 0.565 | 17.674 | 0.70 | 0.022 |
|     | 2014 | 0.137 | 20.500 | 1.601 | 0.457 | 17.926 | 0.49 | 0.018 |
|     | 2015 | 0.110 | 19.450 | 1.930 | 0.868 | 18.087 | 0.12 | 0.017 |
|     | 2016 | 0.120 | 18.560 | 1.056 | 0.068 | 18.112 | 0.75 | 0.016 |
|     | 2017 | 0.534 | 14.000 | 0.670 | 1.658 | 16.787 | 0.72 | 0.020 |
| KCB | 2013 | 0.654 | 21.760 | 0.780 | 0.836 | 19.592 | 0.18 | 0.040 |
|     | 2014 | 0.113 | 20.550 | 0.306 | 0.752 | 20.011 | 0.91 | 0.036 |
|     | 2015 | 0.170 | 21.540 | 0.314 | 0.815 | 20.140 | 0.08 | 0.021 |
|     | 2016 | 0.237 | 19.500 | 0.280 | 0.687 | 19.168 | 0.68 | 0.005 |
|     | 2017 | 0.654 | 14.000 | 0.764 | 0.671 | 20.156 | 0.32 | 0.012 |
| NBK | 2013 | 0.287 | 19.760 | 0.620 | 0.350 | 18.343 | 0.58 | 0.054 |
|     | 2014 | 0.127 | 20.560 | 0.447 | 0.063 | 18.627 | 0.56 | 0.007 |
|     | 2015 | 0.333 | 21.680 | 0.398 | 0.613 | 18.628 | 0.54 | 0.010 |
|     | 2016 | 0.112 | 18.650 | 0.704 | 0.872 | 18.563 | 0.36 | 0.001 |
|     | 2017 | 0.327 | 14.000 | 0.870 | 0.865 | 16.788 | 0.51 | 0.001 |