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Chief Executive Officer Media Behavior and Stock Returns in the Nigerian Financial Services Industry

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Abstract: *This study investigated the relationship between CEO media behavior and stock returns within the context of the Nigerian financial services industry. With the increasing influence of media in shaping public perception and market sentiment, understanding the impact of CEO media engagement on stock performance is of significant interest to both scholars and practitioners. The objectives of this study were to examine the interaction between media information and stock movement, influence of media on CEOs behaviour, how CEOs behaviour interface with media to influence stock movement, as well as whether CEOs media behaviour in financial services firms differ significantly from one another. Using the upper echelon theory as the theoretical anchorage, the study employed various descriptive and correlational survey designs to examine CEO media conduct and how it relates to stock returns. Data for analysis was generated using structured questionnaire administered on CEOs of financial services firms. Pearson Product Moment Correlation (PPMC), linear regression, and Analysis of Variance (ANOVA) were used for the computation. Findings demonstrate that stock movement and media coverage are statistically related. Again, finding also indicates that CEO action is influenced by media reports on stock movement. Furthermore, the media influence CEO behaviour and stock movement in the financial services industry. It was recommended that CEOs explore the media to convey information about themselves and their organisations so that the market can impound such information into stock prices.*

Keywords: CEO Media Exposure, Media coverage, Media sentiment, Investors’ perception, corporate communication.

JEL Classification: G20, G40, L20.S

Introduction

Irrespective of the size of an organisation, effective leadership is essential to its growth and development. The duty of top management, particularly chief executive officer (CEO), in guiding the organisation is imperative in today's dynamic business environment, characterised by increased market competition, technological advancements, volatile inflation and interest rates, fluctuating exchange rates, changing tax laws, environmental issues, among others. According to Ting et al. (2017), Gorn et al. (2008), and Canace et al. (2020), the CEO is the company's top executive and unquestionably its public face. The CEO is in charge of managing all aspects of the business, making important strategic decisions, and determining how effectively the company's resources are being used (Lindeman, 2019). Consequently, the CEO has exclusive control over the chain of command being at the helm of affairs (Nadler & Heilbern 1998; You et al. 2020). Again, the obligations to set the direction of the firm may also apply to CEOs in any organisation. This involves the use of media for the dissemination of stock market information and for a competitive edge to draw investors to the company.

In general, social media opinions and news articles have an impact on investors. Stock returns were anticipated to be underneath in the face of unfavourable online publications, according to Tetlock's (2007, 2008) analysis of the divergent views of story in Wall Street Journal columns. Investors, in particular, are continually changing their opinions about the direction of the stock markets as they become acquainted with further details of pertinent companies, even though they frequently have different opinions on some of these directions. According to studies, macroeconomic news can account for around a third of the return variance in the stock market, which has implications for investors and the growth trajectory of organisations (Van Horne & Wachowicz, 2015; Gordon et al., 2021; Li & Singal, 2017). To present the company's image and convey the necessary information in a timely and appropriate manner, CEOs in modern times must embrace and adopt a media-friendly behaviour.

According to Li et al. (2014), the shared view of broadcast media may be a reliable predictor of future market changes. Despite having conflicting theories about how information affects stock movements, both modern behavioural finance and conventional finance, concur that information is released, disseminated, and absorbed by the market, which causes volatility. As a result of advances in communication devices, cyberspaces are now not only a crucial route for financiers to obtain data, but also of monumental "risk source" that has an impact on the enduring nature of the stock market.

Given the strategic relevance attached to the CEO's position, scholars and practitioners are becoming more and more curious about how CEOs influence the organisations they oversee. According to Berson et al. (2008), articulating the many sets of values one holds is one of the main ways CEOs affect how their companies operate. Views about appropriate behaviour in particular situations serve as guiding principles for CEO behaviour and are part of their value system. CEOs make strategic decisions that leave their values on their companies. This is demonstrated in their behaviours described in their policy manual, and demonstrated by their deeds. How much of CEOs’ faith in using the media to impact an organization's operations stems from their belief in its usage, which is reflected

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in their behaviour through their use, or lack thereof, of the media as a vehicle for information dissemination, particularly stock market information.

By examining stock movements in tandem with news feeds, some financial experts have investigated the impact of reports from publishing houses on the stock market. A plethora of researches demonstrated that, in the stock market, where the company acts as the player and the media as the recipient, the undulation of stock returns are impressed on by investor cognitive subjective opinion and affectionate components (Glasserman & Mamaysky, 2019; Jiao et al., 2020; Li et al., 2014; Li & Singal, 2017). The CEO should be aware of the media's crucial impact on business operations being the utmost manager in the company. According to Liu et al (2017), how the media portrays CEO performance may affect how the general public views a CEO's skills and a company's performance.

Through interaction with the press, CEOs can keep the company's positive reputation in the public's eye. This interaction can include timely debunking of rumours, accurate information disclosure, and bolstering of media relations (Bednar, 2012; Elliott et al., 2018). In the meanwhile, a CEO's reputation being tarnished might hurt stock price. As an illustration, when female assault incident involving Jingdong's CEO Qiangdong Liu was made public on September 24, 2018, Jingdong's stock price dropped by 7.47%, with the greatest intraday decrease of 8.14%, causing a severe decline in its market value. Additionally, some CEOs uphold the reputation of their businesses by expanding their own exposure, which may include conducting exclusive television interviews, hosting their own news conferences, and promoting the company's new products. Conversely, the CEO's exposure to the media might draw attention from the public and increase the company's appeal to some level, which may result in "eyeball economics" advantages comparable to the striking mark. Specifically, when the CEO's exposure brings the company to the public's attention, the news items about the company will together be instantly absorbed and taken in by the society that becomes visible in the stock market return.

The financial services sector of the Nigerian economy provides services of financial nature to individuals and organizations. It comprises of banks, insurance companies, finance companies, real estate brokers, investment houses, lenders, tax and accounting firms, credit card companies, and payment processing companies. This sector is the most prominent location for stock market activities. This is because the buying and selling division of the economy has been relatively stable, particularly after a number of mergers and acquisitions that have bolstered the sector.

In the modern era, a variety of information is disseminated through media platforms. However, many CEOs have not been able to use it as a resourceful means of stock market information management and control to gain the trust of investors and to advance their organisations. It is the obligation of CEOs to use the media to regularly disseminate information about their stock. Information flies across numerous social media sources, particularly those influencing financial sector activities.

This paper investigates this innovation in the Nigerian financial sector by looking at CEO media behaviour and stock return. Accordingly, the objectives of the study are to ascertain: (i) the interaction between media information and stock movement, (ii) the influence of media on CEO behaviour, (iii) how CEO behaviour interface with media to influence stock movement in the financial services industry, and (v) whether CEO media behaviour in financial services firms differ significantly from one another. The hypothetical propositions are: (i) there is no significant relationship between media information and stock movement. (ii) There is no significant relationship between media and CEOs behaviour in the financial services industry. (iii) CEO behaviour does not influence media impact on stock movement in the financial services industry. (iv) CEO media behaviours do not differ significantly from one another

Review of Related Literature

An Overview of Chief Executive Officer

The highest-ranking human worker in a company is called the CEO. They are an employee in the sense that they work for the company rather than being elected by shareholders, but they are not the average employee because they have a lot of power and influence within the company (Peterdy, 2022). Be that as it may, the CEO is not an all-powerful figure head with unchecked authority and decision-making ability in organisations. The company’s decision makers, whose members are chosen by shareholders, receive direct reports from and ultimately hold the CEO responsible. A CEO's precise tasks may vary marginally, but overall, the individual is vested with authority in deciding if the organisation will ultimately make record achievements or not.

A CEO could (hypothetically) assume whatever activities or obligations they choose, and some especially in smaller organisations, have a tendency to be very hands-on with certain company functions. Contingent on their professional experience and background, CEOs may favour distinct parts like advertising or finance. It is also important to consider the phase of a firm’s life-cycle; for instance, CEOs of startups may spend more time sourcing for cash than CEOs of more established businesses. The optimum use of a CEO's time and expertise, however, is to concentrate on a small number of extremely important, essential duties. A few of these according to Oriana et al. (2011) and Papadakis (2006) include:

i) Organisational Strategy Development and Implementation. The principal officer is responsible for making choices about; developing and or keeping cut-edge gains, novel brands, danger reduction, and identifying openings. (ii) Strengthening the Senior Leadership Team. CEOs are in charge of growing and care-taking the administrative body. The CFO (Chief Financial Officer), the COO (Chief Operating Officer), and any other C-suite positions that may be available (such as Chief Risk Officer, Chief Technology Officer, Chief Strategy Officer, Chief Investment Officer, etc.), constitute the governing house, and the CEO provides leadership at this C-level officers. (iii) Choosing where to Allocate Capital. While departmental and divisional managers may be responsible for their own budgets, the CEO basically has the power to decide and superintend the organisation's total budget in order to successfully

carry out strategic plans. (iv) Defining the Corporate Culture, Values, and the Vision. The CEO's by their actions and conduct defines the way things are to be done in their organisations and promote a value system that can help drive the vision of the organisation. The tone of the organisation will be created by even little choices, such as what people choose to put on or the way they decide to relate with other team members. (v). Engaging all Stakeholders in Effective Communication. The organisation's spokesperson is the CEO. In front of the populace, the media, politicians or other controllers, customers, or any other group of people, they represent their organisations. For CEOs to perform their duties creditably, they typically possess the following: extraordinary passion to be able to withstand the stress and criticism, a clear vision in order to develop business strategy, and forceful supervision.

The Impact of Media News on Stock Movement

Studies have acknowledged media's impact on stock markets repeatedly (Glasserman & Mamaysky, 2019; Jiao et al., 2020). By noticing unusual trading changes, they investigated how much of an impact the media has on stock markets. According to Carretta et al. (2011), media reports from experts or peers may have an impact on investors' emotional swings and investing choices. Investors' knowledge can be enriched by fundamental data from company-specific news, which can then have an impact on their trading behaviour (Li et al., 2014). Since using news counts to measure media influence is too straightforward, academics are now employing natural language processing methods, particularly sentiment analysis, to glean useful information from news items. For instance, Tetlock (2007) determined the percentage of bad (affirmative) emotive phrases in an article to determine the polarity of its emotions and discovered that stock returns were predicted to occupy the bottom when unfavourable news was included. By using opinion finder, a document-level sentiment analyzer, to determine the sentiment index for each news story, Bollen et al (2011) and Schumaker (2012) discovered that this index clearly increased predicted precision.

In general, news pieces with a favourable slant have an effect on stock returns. Investors are persuaded that a firm has better future prospects and that the stock price will rise by the media's portrayal of good news, according to researchers. As an example, Solomon (2012) discovered that good news articles promote stock price grows in the interim by increasing stockbrokers forecast of a company's future profitability. Positive emotion, contrarily, usually leads to downward pressure on stock prices. For instance, Heston and Sinha (2017) used a unique neural network from Thomson Reuters to evaluate mood and discovered that while negative news causes a long-delayed reaction, happy news enhances stock returns immediately. In order to anticipate stock price, Li et al. (2020) combined news sentiment with economic data, and they discovered that both variables had superior predictive power. The detailed study on media awareness and stock movements that was just mentioned, however, is focused on the established stock market. Depending on the country, multiple media percolation methods and their effects on stock markets exist (Calomiris & Mamaysky 2019). In most developed markets, a company's stock is more volatile on days when there is public news about the company, according to Griffin et al (2011). But neither news days nor days with no news cause volatility in emerging markets. Therefore, it is important to assess whether we can reach the same conclusion in Nigeria's financial services industry as in other places, such as developed countries where the media has an impact on stock market movement.

CEO Media Exposure and Stock Movement

Investors are assumed to have boundless cognitive resources, which is a common presumption in financial literature. However, according to cognitive psychology, people's attention is a form of finite cognitive resource. In other words, if something is to receive public attention, it must be at the expense of something else. Investors' attention allocation significantly influences their trading decisions, and the aim and attribute of investor attention have a significant mark on financial markets. The general public's capacity for information processing is constrained by their scant attention. According to earlier research (Feng & Hu, 2014), investors tend to concentrate on well-known or attention-grabbing stocks, and information may not be factored into prices until it catches their attention. According to Choi and Choi (2019), the consequence of dwelling on stock returns is transient and vanishes within twain periods’, indicating that the increase in stock amount is due to the principal officers' behavioural biases rather than the underlying knowledge.

The CEO is often referred to as the heart and soul of a company. According to the upper echelons theory, the CEO, who is the top management team's key member, has significant impact on organisational outcomes (Hambrick & Mason, 1984). Previous researches have looked at a variety of CEO related topics and their effects on firms' strategic decision-making (Carmeli et al., 2012; Fralicha & Bitektineb, 2020; Osazevbaru, 2021), firm performance and relevant stock performance (Andreou et al., 2017; Chen et al., 2021; Kim et al., 2016). Additionally, some studies have suggested that a CEO's personality qualities may influence stock prices. For instance, overconfident CEOs are likely to exhibit significant risks of stock price collapse. The impact of CEO traits on innovation and stock returns was suggested by Farrington (2016) and You et al. (2020).

More crucially, the CEO has the authority to exert direct control over the strategic alternatives of the company as the most significant member of the major decision-making bodies in the organisation. The CEO can protect the company's positive perception in the public's mind by dealing with varieties of correspondence which includes debunking rumors as soon as they arise, accurately revealing information, and fortifying conversation or dialogue with press/information bulletins. The CEO can also recognise the significant impact of the media on business operations. Additionally, some CEOs enhance their own awareness by doing things like conducting their own news conferences, appearing solely on television, and promoting the company's new goods in order to preserve the corporate image. Finding out whether the CEO's extensive media exposure increases media-aware stock movements by grabbing

investors' attention as a celebrity or diminishes the media influence on stock returns by making investors drowsy from constant visual stimulation is of considerable interest.

It goes without saying that CEO news differs significantly from company news in that it contains a lot more personal information. We cannot overlook the subdued impact of this kind of exposure on a company's media effects, whether it concerns image development or providing information on personal details. Although earlier research has, to the best of our knowledge, rarely looked at the task of CEO media exposure in the nexus between the media and stock market outcome, it has concentrated on the remarkableness of CEO media exposure on a company's stock price. In general, the public's attention may be drawn to high-profile CEOs and the companies and their relevant stocks to some level, which may strengthen the media's impact on stock returns.

Particularly when the CEO's exposure brings the company to the public's attention, the news stories about the company will in parallel be quickly absorbed and taken in by the citizens, that is could be viewed in the stock market. For instance, Bednar (2012) suggested that a CEO's strong media exposure will benefit the company since media coverage serves as a watchdog to lessen information asymmetry between management and outside stakeholders. Qiao, Fung, and Wang (2018) demonstrated how CEO media attention has a broad dispersion and lowers the probability of a firm crashing. According to Nguyen (2015), companies with the greatest levels of CEO media attention perform 8% better than those with the downward categorization of caption of unusual stock returns. To illustrate a point, Hamilton and Zeckhauser (2004) discovered that CEO news garners extra preoccupation compared to important company news due to the public's preference for personal stories about the CEO, particularly unfavourable stories. According to Hirshleifer, Lim, and Teoh's (2011), accrual and cash flow abnormalities are brought on by investors' ignoring of the earnings components.

CEO behaviour, Media Coverage and Stock Movement

It is interesting to note that the characteristics of the industries in which listed companies operate have some bearing on the accomplishment of those companies in the stock market. Cyclical sectors have a significant association with the external macroeconomic environment, that to a greater extent is dependent on industry risks than noncyclical industries and as a result, experience greater stock volatility. The momentum impact is particularly pronounced in industries with strong development momentum, according to Moskowitz and Grinblatt (1999). Using a multivariate modelling technique, Van Dijk and Keijzer (2003) discovered that the disparities between the consequences of equity allocation are still significant in dual cases for the short and long term.

Actually, different industries receive varied amounts of investment interest. The wholesale and retail sector, which is closely related to people's daily lives, the real estate sector, which is related to people's livelihoods, and the financial sector, which serves as a gauge of the country's economy, are a few examples of the industries that are highly publicised and that draw a plethora of investors' attention. Moreover, each industry has a different standard for how managers behave in the media. Some businesses excel at shaping their corporate image through the media, while others may prefer to keep a low profile and grow quietly. For instance, CEOs who serve as corporate decision-makers and spokespersons, such as Ma Huateng of Tencent, Elon Musk of Tesla, Wang Shi of Vanke, and Wang Jianlin of Wanda in the real estate sector, are more likely to increase their media exposure in the bid to enhance the company's reputation in the media. Based on that, owing to the disparities that exist amidst businesses, the striking force of CEOs' media behaviour may fluctuate by establishments, and different CEOs' use of the same media platform can have varying effects on stock returns. The disparities in stock market performance in an industry from the viewpoint of investors have only recently been examined in a small number of researches.

Huang (2014) created the investor sentiment index using fundamental and trading data for the stock market and discovered that it has the strongest correlation with stock market volatility in the information industry and the weakest correlation with that in the transportation sector. Rehman (2016) examined the time-frequency link between investor mood and particular returns for nine industries by using Huang's index generation method. As a result, we think that different industries have varied stock market effects related to investor mood based on news items. In the meanwhile, we will further investigate the variations in the influence of CEO media behaviour on the media effect on stock returns by taking into account investor attention and CEO media behaviour across industries. According to theory, CEO exposure has various moderating effects on the media's impact on stock returns due to the diverse industries of listed companies. Therefore, this study examines CEO media conduct and how stock market returns in Nigeria's financial services sector are affected by it.

Theoretical Anchorage

Understanding how CEO authority is perceived in connection to organisational outcomes, upper echelon theory offered some useful insights. According to the theory, the management group and the CEO are entrusted with the organization's strategic design (Osazevbaru, 2021). As the leaders of the organisation, the top level management interprets and views strategy taking into consideration their own experiences, personalities, and ideals. The competitive strategy put forth by managers through better decision-making processes, according to Hambrick and Mason (1984), enhances business performance. The theory offers a helpful justification for the managers' activities, which they employ to enhance company success by utilising their personality attributes and real-world experience.

Research Methodology

This investigation used a descriptive and correlational survey design to examine CEO media conduct and how it relates to stock market returns in the Nigeria's financial services sector. To clarify the connection between the independent variables (CEO media

behaviour) and the dependent variable (stock returns), the correlational method was used. This will establish the causation of the link between the two concepts. The descriptive study methodology was also utilised to describe the direction of the relationship.
Data for the study was generated from structured questionnaire administered to CEOs of different firms in the financial services sector in Lagos State, Nigeria where majority of them have their headquarters situated. Given the caliber of respondents involved, that they are busy executives, the study was only able to retrieve useable questionnaire from fifty four (54) CEOs. The closed-ended questionnaire was utilised in the inquiry as the instrument for gathering data. Strongly agree, agree, strongly disagree, and disagree were the four possible responses on the Likert scale. This was done in order to sample respondents' views on the connection between CEO media behaviour and stock return. Both demographic information and details on the subject of the inquest were included in the instrument.
For the purpose of testing the study's hypotheses, the Pearson Product Moment Correlation (PPMC) approach and Analysis of Variance (ANOVA) were used. Hypotheses I and 2 were tested using the PPMC, hypothesis 3 was tested using linear regression and hypothesis 4 was tested using ANOVA.

Results and Discussion

Results of Data Analysis

Table 1 shows the result for test of hypothesis one which is to determine whether there is a significant relationship between media information and stock movement

Table 1. Correlation Analysis

		Media information	Stock movement
Media information	Pearson Correlation	1	0.003
	Sig. (2-tailed)		0.718
	N	54	54
Stock movement	Pearson Correlation	0.003	1
	Sig. (2-tailed)	0.718	
	N	54	54

Source: Authors' Computation, 2023

The Pearson correlation result shows that media information and stock movement have a statistically positive significant relationship (r = 0 .718, p = 0.003). This is because the p-value is less than 0.05 (5% level of significance). The direction of the relationship (media information and stock movement) is positively correlated. This means that these variables tend to increase together (i.e., positive media information is associated with increase in stock movement). The magnitude, or strength, of the association is approximately moderate.

Similarly, Table 2 presents the result of test of hypothesis two which is to determine whether there is a significant relationship between media information and CEOs' behaviour in the financial services industry in Nigeria.

Table 2 Correlation Analysis

		Media	CEO behaviour
Media	Pearson Correlation	1	0.001
	Sig. (2-tailed)		0.568
	N	54	54
CEO behaviour	Pearson Correlation	0.001	1
	Sig. (2-tailed)	0.568	
	N	54	54

Source: Authors' Computation, 2023

Table 2 shows that media information influences CEOs' behaviour in the financial services sector. This is revealed by the statistical relationship depicted by (r = 0.568, p = 0.001). The p-value is less than 0.05 level of significance which makes the correlation coefficient statistically significant. The result categorically shows that the direction of the variables, media information and CEO behaviour, is significant positive relationship. This implies that media information on stock return is a determinant of the behaviour of CEOs in the financial services sector.
Results of test of the third hypothesis; CEO behaviour does not influence media impact on stock movement in the financial services sector using regression model are presented in Tables 3 to 5

Table 3: Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	P-value

		B	Std. Error	Beta		
1	(Constant)	1.706	0.215		7.918	0.000
	Media information	0.195	0.104	0.252	1.880	0.041

a. Dependent Variable: CEO media behaviour

Source: Authors' Computation, 2023.

Table 4: Model Summary

Model	R	R-Square	Adjusted R Square	Std. Error of the Estimate
1	0.252[a]	0.064	0.046	0.47513

a. Predictors: (Constant), Media information

Source: Authors' Computation, 2023

Table 5: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	P-value
1	Regression	0.798	1	0.798	3.536	0.000[a]
	Residual	11.739	52	0.226		
	Total	12.537	53			

a. Predictors: (Constant), Media information

b. Dependent Variable: CEO media behaviour

Source: Authors' Computation, 2023

From Table 3, the coefficient of the explanatory variable is 0.195. This value is positive implying that CEO behaviour influences media impact on stock returns. The statistical significance of this estimate usually ascertained with the probability value of the t-statistics shows that the t-value is 1.880 with probability value of 0.041. Given that the p-value is less than the 5% level of significance, then the parameter estimate is statistically significant. Furthermore, the R^2 value from Table 4 is 0.064 while the adjusted R^2 is 0.046. The model fitness ascertained from Table 5 shows that the F-statistics is 3.536 with probability value of 0.000. Given that this p-value is less than 0.05, it means the F-statistics is significant implying that the model is well fitted. Based on this statistical evidence, the null hypothesis is rejected. Therefore, CEO behavior influences media impact on stock movement.

Testing the fourth hypothesis: CEOs media behaviour does not differ significantly from one another. The outcome of the test of this hypothesis is presented in Table 6.

Table 6: ANOVA Result

	Sum of Squares	df	Mean Square	F	P-value
Between Groups	0.741	1	0.741	2.734	0.004
Within Groups	14.092	52	0.271		
Total	14.833	53			

Source: Authors' Computation, 2023

Table 6 indicates that the F-statistics (2.734) has a probability value of 0.004. This p-value is less than 0.05 implying a significant difference. Therefore, CEO media behaviour differs significantly from one another. This implies that the CEOs react differently to media information concerning stock movement. However, their reaction is determined by the direction of the movement; increase arising from positive news or decrease arising from negative news.

Discussion of Results

The findings from the first hypothesis revealed that stock movement and media coverage are statistically related. Positive and unwholesome news can both cause movements—upward and downward. According to Li et al. (2014), who took the stance taken here, investors' knowledge can be enriched and their trading behaviours impacted by verifiable information from organisation's specific stock-related actions. According to Solomon's (2012) conjecture, good news enhances investor expectations for a company's future profitability, which boosts stock prices in the short-term. Negative emotion usually leads to downward pressure on stock prices. Li et al. (2020) study, which stated that economic indicators and news propaganda from one sided view may be employed to forecast stock price, discovered that both elements can reach a greater predictive impact. This serves as additional support for the findings made in this study.

The conclusion drawn from the hypothesis on influence of media on CEO behaviour was that CEO action in the financial services sector is influenced by media reports on stock movement. This conclusion was supported by Choi and Choi (2019), who argued that the bearing of keeping a constant mind on stock returns is transient and disappears within two days, showing that the rise in stock amounts is related to the behavioural bias of key executives rather than fundamental information. Studies by Kim et al. (2016), Andreou et al. (2017) and Chen et al. (2021) established that media information influences CEO with the consequent impact on enterprises' strategic decision-making.

The third hypothesis findings also suggest that media influence CEO media behaviour and stock movement in the banking industry. According to Bednar's (2012) research, the increased media exposure of CEOs will benefit the company since it will operate as a watchdog to lessen the knowledge gap between management and outside stakeholders. Furthermore, CEO media coverage has a broad dispersion and lowers the chance of a firm collapsing, according to Qiao, Fung, and Wang (2018). Nguyen (2015) discovered that companies' irregular stock returns outperform those of companies with the lowest levels by 8%.

The fourth hypothesis demonstrated how considerably different CEOs' media behaviours are from one another. They differ behaviorally from one another, and their values and beliefs have a different impact on them. This outcome is similar to the findings by Van Dijk and Keijzer (2003), which discovered that the disparities between the effects of equity allocation are still significant over both the long and short terms. Additionally, it was found in earlier studies that certain CEOs of companies are effective at using the media to grow the corporate image, while others may prefer to keep a low profile and expand gradually (Huang, 2014; Rehman & Shahzad, 2016).

Conclusion

This study reported a positive correlation between good news sentiment and stock returns as well as a negative correlation between increased CEO exposure and news stories and stock value. This study, which expands on previous research on the three areas of media effects, CEO exposure, and industry effects in the banking sector, delivers fresh findings based on a quantitative examination of information from mass news media. The findings indicate that CEO media exposure favourably impacts the relationship between the media and stock returns and that favourable news media mood may raise the value of pertinent equities. Arising from the findings, the study recommends that CEOs should explore the power of the media to disseminate firm related information to drive their share prices.

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