IMPACTS OF PUBLIC RELATIONS ON ORGANIZATIONS' PERFORMANCE
(A Study Of Femtech I.T., Ilorin)

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BEING A RESEARCH WORK SUBMITTED TO THE DEPARTMENT OF   BUSINESS ADMINISTRATION AND MANAGEMENT INSTITUTE OF FINANCE AND MANAGEMENT STUDIES KWARA STATE POLYTECHNIC, ILORIN

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CERTIFICATION

This research work has been read and approved in partial Fulfillment of the Requirements for the Award of Higher National Diploma (HND) in Business Administration and Management by the Department of Business Administration and management, Institute of Finance and Management Studies (IFMS), Kwara State Polytechnic, Ilorin.

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DEDICATION

This project work is dedicated to Almighty GOD for his blessings bestow on me and to my dearest parents

ACKNOWLEDGEMENT

I give all glory, honor and adoration to Almighty God for his grace, mercy, favor, protection, provision and guidance throughout my program in the department of estate management and valuation in kwara state polytechnic. Have anxiously hope for this opportunity to express adequate profound gratitude to the people who have in one way or the other assisted my academic pursuit.

I am very grateful to my dearest and lovely parent Mr. and Mrs. SAKA for how they nurtured me from infancy, prayer, encouragement and financial assistance. May your days be long to reap the fruit of your labor.

I also use this medium to thank my Supervisor **MR ALAKOSO I.** For his patience and constant kindness which he shown to me throughout this program, I pray both will eat the true work of his hands (Amen).

May God almighty bless u all

Amen

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CHAPTER ONE

INTRODUCTION

1.1   BACKGROUND TO THE STUDY

Business organization in recent year has become very competitive that without the use of good promotional tool, such as public relation success in business may become uncertain or elusive if not possible. The constant changes being experienced i business environment has further made marketing of goods & services more intensive and competitive. The changeable nature of today's business, resulting from the stiff competitive which necessitate the need for a good promotional tool that can boost the image and good will of an organization and position it properly among its publics. Since the major aim of every business is to make profit and services patron; consumed and appreciated by its target market, it has become important therefore that the organization must also communicate with its present and potential consumers. Public relation is therefore a powerful communication tool which available to every organization in building up, sustaining good and mutual relationship with its target publics over the years, organization have come to realized that for them to carry out their business effectively and efficiently, a go

od environment and cooperative publics must be maintained, hence they see public relations as the best tool in achieving their aims. Public relation are also a people oriented activity which seek to serve a purpose: maintain an image, repair an image, create an acceptable reputation, and good marked for services, and sustain its activities in order to achieve good will and profits. The contribution of public relation to marketing, according to kolter, (1988:657), include : to assist in launch of a new products, to assist in repositioning a mature product category, influence a particular target groups, defend product that has encountered public problems and build a cooperate image in a way that reflect favorably on its products. Public relation therefore the wheel on which marketing activities rotates. It creates awareness before and after the product is launched, turns awareness into patronage, and retain the patronage for as long as possible. It builds the cooperate image and reputation that projects the subsequent products would be effectively patronized. In addition, public relations carry out intensive research on the target public on their perception about similar goods and services, and make a valuable recommendation to the management. Public relation is also defined according to the Dansk public relations club of demark as: a sustained and systematic managerial effort through which private and public organizations seek to establish understanding, sympathy, and support in those public cycles with which they have or expect to obtain cont

act. (cf. Wilcox, ef al, 1988:131). The two definitions clearly show that public relati on is doing something to achieve a desired aim; this will form the foundation of th is work.

1.2   STATEMENT OF THE PROBLEM

Globalization has increase competition in a business organization. to add t o it economic recession thataffect purchasing power of individual customers. The situation has resulted into customer shift from a particular product to another on e. In this situation public relation becomes essential to improve the loyalty of cust omer towards a particular brand and even organization trade mark. Part of public relation activities is to identify the needs and wants of customer so as to provide t he required product and services that will bring maximum satisfaction to them. N owadays, management of any organization undermine the role of public relations if compare with other promotional mix. The effect of this may be dangerous for or ganization especially in a situation that market is very difficult to predict.

A fast moving product of today can become a dull market product tomorro w. Also the appreciation of public relations is more pronounce in international mar ket than domestic market. More academic papers prepare and presented focus m ore on advance economy. This has created a gap. This study is to close this gap b

y investigating the effect of public relation practice on the performance of busine

ss organization in Ilorin metropolis and Nigeria as whole.

1.3   RESEARCH QUESTION

To what extent does appealing enhance good image for an organization

Does awareness determine the sales volume of an organization

Does persuasion attract new customers to an organization .

1.4.   OBJECTIVES OF THE STUDY

The main object of this research work is to examine the role of public relati

on practice on the performance of business organization. While the specific.

Objectives are:

To ascertain how appealing as function of public relation enhance good image of

an organization

To determine the role of awareness on the sales volume of an organization

To determine whether persuasion as one of public relation tool attract new customers to an organization

1.5   RESEARCH HYPOTHESES

Null hypotheses adopted

Ho1 there is no significance evidence that appealing enhance good image for an organization.

Ho2 there is no scientific prove that awareness determine the sales volume of an organization.

Ho3 there is no generic evidence that persuasion attract new customer to an organization   **1.6 SIGNIFICANCE OF THE STUDY**

The essence of a good promotional tool for any organization cannot be undervalued in the overall survival and growth of its business. This research would be of immense help to government interns of policy making, organizations. because good public relations has become sine qua non with business progress and profitability. Also it will enhance job opportunity in the society.

One of the major objectives of most business include to communicate and create awareness on the importance of its services or products, and to have target audience to patronize them.

This study wants to acquaint such organization with basic and major way s, tools, and techniques of public relations in the achievement of such objectives or goals. Furthermore, it would help organization build their corporate image in a way that will project it products and services favorably.

The project is also useful and it will contribute to academies in the area of l iterature .it will also help in creating a mutually acceptable two way communicati on between organization and its publics.

Last but not the least; the research is significant to researcher in the area o f knowledge enrichment and acquisition as well as pre-requisite for award of high er national diploma in marketing.   **1.7   SCOPE OF THE STUDY**

The scope of the study would be limited to public relation as one of the pro motional mix that propelled this research work and more emphasis would be laid on time scope, industrial scope, geographical scope and conceptual scope.

- Time scope: this research work was carried out between 2015 to 2017 that is all information used in this research work was emanated from that period.

- Industrial scope: The industrial scopes of this study based on commerce where buying and selling take place.

- Geographical scope: this research work was carried out at taiwooke in Ilorin,kwara state.

Conceptual scope: the conceptual frame work of this study is public relations and the study specifically examined the influence of public relation on the performance of business organization.

1.8 LIMITATION AND CONSTRAINTS TO THE STUDY

There were some limiting factors that hindered the researcher from the peak of the research work proposal to the end of this project work, some of these factor or are:-

- Time constraints: time is one of the limiting factor and very crustal to this study. The researcher have many activities to attend to with limited time available at his disposal whereby Friday and Saturday were allocated for field work, while Monday to Thursday were for lecture and other academic work thereby Sunday was assigned for report writing.

- Finance constraint: study of this nature required money for logistic and material. The researcher has no means of income, and the study was not sponsor by any organization, it was purely academic exercise. However, the researcher overcome this problem by making it known to his parent who then later give the money out to carry out this research work.

- Respondents constraints: another major constraints was respondent attitude towards understanding of the study, many respondent were hostile because they don't understand the purpose of the study. Many firms were reluctant to release information, thinking that the information may be used against them. Some even think that the information will be use for assessment for tax purpose.

This problem was overcome through explanation and education of people and firm involved. Presentations of introduction letter obtained from department and student identification card, through these respondents change their attitude and comply with the researcher and provide necessary information for this study.

1.8. DEFINITION OF TERMS

The terms used in this study may carry slightly different meaning, we therefore consider it necessary to define item to suit the context to which they are used

in this study.

MARKETING RESEARCH: Marketing research is the function that links the consumer, customer, and public to the marketer through information--information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications. It's very necessary in an industry as it provides the entrepreneurs the necessary information before any serious decisions are made.

PRODUCT: is a very important element of the marketing mix. Product is a bundle of utilities consisting of various product features and accompanying services which are made up of set of tangible and intangible attributes.

PRODUCT DEVELOPMENT: Is item really innovation, truly unique in which there is a real need but for which there is no existing substitute is generally considered satisfaction. Replacement for existing product involving a significant differentiation from articles. Initiative product which are new to your company but not new to the market.

WANT: are desires for specific satisfiers of need which are person culture and the way he is brought up.

PRODUCT PLANNING: is the ongoing process of identifying and articulating market requirements that define a product's feature set. Product planning serves as the basis for decisions about price, distribution and promotion.

Product planning includes developing a product concept and testing it.

PROMOTION: is any technique that persuasively communicates favo

rable information about a seller's product to potential buyers either directly others who can influence purchase decisions.

MARKETING: is the performance of business activities which direct the flow of goods from the producer to the consumer or user in order to satisfy customers and accomplish the company's objective.

PRICE: is the amount of money which is needed to acquire and exchange some combined assortment of product and its accompanied services.

DISTRIBUTION: is concerned with the activities involved in transferring the goods from the producer to the final buyers and users. These activities could be classified as physical, legal, promotional, and financial, all performed in the course of transferring ownership

Product quality: is a measure of product effectiveness and ineffectiveness based on customer's feedback on the use of a particular drug.

CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL REVIEW

2.1.1 CONCEPT OF PUBLIC RELATIONS

Broom and tuckor, (2008) defines public relations as the management process whose goal is to attain and maintain accord and positive behaviors among social groupings on which an organization depends to achieve its mission. Its fundamental responsibility is to build and maintain a hospitable environment for an organization.

Byron defines public relations as: the effort to motivate and influence people primarily through communication to think well on an organization to respect, support and stick with it through trial and trouble.

From broom and tucker and Byron, it can be deduced that public relations is an indispensable management philosophy and not optional and that public relations and marketing may be done by the same person / people or different. How ever success in one may be offset by failure in the other.

2.1.2 PUBLIC RELATIONS AS A STRATEGIC FUNCTION

Recently strategic public relation row focusing an a great deal of attention on how to produce positive return on investment with an effective strategic public relation. (According to gluing 2006). While it is difficult to place a monetary value on relationships with public in practice there are numerous examples of how good relationship have reduced the cost of litigation and negative publicity or increase revenue through the sales of product and services to relevant stakeholders. (grunig 2006). The extensive research currently being conducted on relationships may in time, demonstrate relationships as the most important intangible asset to an organization, thus reinforcing the values, and ro1, public relations provides (bayon and

baver, 2002; Crosby and Johnson, 2004; k; and hon 2007) through the measureme nt of such as trust, control mutuality, satisfaction and the organizations working within both favorable and unfavorable operating environments.

When features (political, social, regulatory, economic and competitive cond itions.) of an organizations operating environment are favorable, strong relationsh ips with key stakeholders assist in further maximizing the organizations position within its industry. In a volatile operating environment when social, political, regul atory or economic trends are working against the organization, or if competition i ncreases; an organization looks to such relationship to survive in a turbulent, unpr edictable or changing environment.

The time an organization benefits most from the contribution public relatio ns makes through building relationships is when it is dealing with a volatile enviro nment when such outcomes as trust, satisfaction, communication and the organi zation's reputation not only provide a return on investment, but are key component s in safeguarding the investment itself.

2.1.3 EFFECTIVENESS OF PUBLIC RELATIONS

Public relations professionals and scholars have long been searching for k ey concepts to assess the value of public relations. According to j. grunig and hun

g (2002)throughout the history of public relations, practitioners and scholars have attempted to identify and name a single concept that defines the value of public relations. Likewise, l. grunig j. grunig and dozier, (2002) also said: for at least 25 years, public relations professionals and researchers have struggled to development that would establish that public relation is effective or adds value.

Public relations professionals have attempted to measure public relations effectiveness as they increasingly have faced management more than professionals in any other field. According to hutton et al (2001)… major international public relations agencies have embraced the concept of reputation management in varying degrees.

2.1.4 PUBLIC RELATIONS IN ORGANIZATIONAL ALIGNMENT

Organizational alignment relates to the degree to which the components of an organization are arranged to optimally support the intent, objectives and goals of the organization. The components of the organization that must be aligned include: the work being completed e.gkey business projects and work processes, the

goals, skills, capabilities and the hearts, minds and behaviors of both the people d oing the work and the organizational leaders, and the plans (e.g learning and deve lopment / human capital plans), tools and technologies and resources (including budget) that support the work being completed (krone 1987).

Without alignment the best strategic plan will never be fully achieved beca use organizational alignment is the glue organization works together as a unit in a new way (i.e more efficiently, effectively and dynamically) on the right things th at deliver the greatest business value. An aligned organization gets things done fa ster, with less effort and with better results, and is more agile and responsive to ch anging business conditions (Aaker 1991). Organizational alignment is both a proc ess and an outcome. Building and ensuring organizational alignment requires foc used action and is an ongoing activity. In addition the out come of these organiza tion alignment effort the degree of organization at any point in time. (Charles, 199 6). Define what the strategy is and what it looks like in action. Organizational alig nment is built on business strategy so it must begin here. To be effective the busi ness strategy must clearly define the primary value proposition, future result desti nation and the values and behaviors that will guide actions on the journey to busi ness results achievement (riel 2007). While this content is important it is also criti cal to describe the actions in the challenge of demonstrating the value of public re

lations to their organization (hon 1997). For example, kim (2001)described practiti oners challenge from their organizations as follows ced's demand for accountabil ity (of public relations) have become more tenacious than ever "because of recent budget cuts in the public relations industry.

Ledingham and burning (1998) put it as follows : scholars have luxury on deliberate the nature of public relations but practitioners deal on a daily basis wit h the immediate problem of justifying the value of their programs.

However despite the critical nature of demonstrating public relations value at the organizational level, a common belief is that the value of public relations is difficult to measure since most of its elements are intangible. Moreover the functi on of public relations traditionally has been considered to be means of reducing c ost rather than as a means of generating organizational revenues.

L.Grunig, J Grunigand Dozier (2002)describes the dilemma of assessing p ublic relations has been of great concern to professional communicators for man y years because of the perception among both communicators and other manage rs than public relations is an intangible management function in comparison with other functions whose value can be described, measured and evaluated through systematic approach. Because of this intangibility, public relations often has been

believed to suffer at budget time and particularly during financial crises, because there is no way to demonstrate its worth .

Griffin (2002) and Hutton et al (2001) have pointed out that public relations professional have widely embraced reputation management to demonstrate the economic viability of the public relations function. Specifically, kim (2000, 2001) maintained that the accountability of public relations at the organizational level could be demonstrated well by showing the effect of reputation on financial performance of the organization.

Indeed public relations practitioners advocate reputation form of strategic objectives; the organization must focus on to get from the present to the future destination. A strategic plan that provides a specific but flexible roadmap for action serves as the guiding star for the organization and its alignment effort moving forward.

Public relation strategy. The organization/people cant align with the business strategy if they don't know what it is. Strategic public relation is critical, on going requirement in the drive to build organization alignment. Communication must be frequent and two-way at all levels of the organization using multiple communication vehicles and a variety of targeted message. It is important to remember tha

t there is no such thing as over communication or too much leader involvement when striving to create an align organization (balmer, 1997).

2.1.5 PUBLIC RELATIONS IN CRISIS MANAGEMENT

Coombs (2007) synthesized several definitions and perspective of the term "crisis" and defined it as "the perception of an unpredictable event that threatens importance expectancies of stakeholder and can generate negative outcomes" there are three key elements to this definitions. First a crisis is a perception. Even if an organization does not believe that a crisis exist; ultimately the public's persecution is the reality of the situation and if stakeholder believe a crisis exist, then a crisis exist. (seeger, 2006; coombs 2007). Penrose (2000) studied the role of perception of the crisis is a critical element in crisis planning and will affect crisis out comes.

Second, while a crisis is unpredictable, it is not unexpected. (coombs, 2007; cloudman and hallahan 2006) organization that effectively plan for crisis can better anticipate when a crisis hits. And therefore can lessen the damage of crisis. Crisis management is public relations responsibility. That is, handling situations in which public awareness of a particular issue may dramatically and negatively impa

ct the organization's ability to achieve its goals.

There have been countless public relations crises in the past and there are five steps that should be executed in order to properly manage a crisis.

First, the organization in crisis should be prompt, addressing the public immediately following the discovery of the crisis. Second, the organization in question should maintain honestly because the public is more willing to forgive an honest mistake them a calculated lies. Third, it is important to be informative because the media as well as the public will create their own rumors if no information is given to them by the organization in crisis. Rumors can cause significantly more damage to the organization than the truth. Next, it is important to be concerned and show the public you care because people will be more forgiving if it is clear that the organization cares about the victims of the crisis. Finally, maintain two-way relationships. This is important because the organization can learn a lot about the status of public opinion by listening. These five steps are necessary in order to manage any crisis public relations. With that having been said, each crisis situation is unique and therefore requires a tailored response. There are six types of responses and they range on a continuum from defensive to accommodative. First, organization can attracts the accuser attempting to eliminating the attacker's credibility.

Second, organization can use denial claiming that no crisis exists. The third response is justification where the organization claims no serious damage was done or that the victim was at fault.

Fourth, the organization can use ingratiation to appease the public, such as giving away coupons.

Next organization can use corrective action to right their wrongs; finally the organization can give a full apology asking for forgiveness for their mistake. All six responses have been used in the past with varying results. If chosen properly, one of the six responses can help mitigate damage.

2.1.6   ROLE OF PUBLIC RELATIONS IN AN ORGANIZATION

Almost all large organizations either have a public relations needs to a company. Public relation is seen as a vital role/part of maintaining the organization's image and of communicating its message to its customer investors, and general public. A positive perception of a company or non-profit can increase its sales and improve it bottom line. The functions and key tasks of a public relations specialist can be varied.

Public Image Strategy: public relation strategists will work with top executives in t

he organization to craft an overview of how the company wants to be perceived, and how it is going to project a positive image. This can involve focusing in on exactly the right message, and then deciding on the broad outlines of a campaign to disseminate that message.

Outreach Events: public relation professionals often arrange event to raise the profile f the organization or lend its brand and name to a charitable event that represents the philosophy of the company. Thinking of a corporation sponsoring a Special Olympics event, or a hospital organizing a health outreach day in its town.

Media Relation: talking with the media is a function of public relations departments. Public relation professionals field questions from reporters, arrange for interviews with key individuals in the organization and write press releases to make the media aware of company events or achievements.

Social Media: one emerging function of public relations is to maximize an organizations positive use of social media to build its image. Managing a twitter feed, a face book page, and a YouTube channel are all vital ways to connect with possible new customers or stakeholders.

Handling Emergency: public relation professionals decide how the organization will repair the damage to it image, communicate how it is dealing with the problem

and regain control of its message.

2.2   THEORETICAL FRAMEWORK

Early communication theories were relatively simple, focusing on the actual process of on-way persuasive communication and consisting of the following concepts, sometimes abbreviated to SMCRE:

- Sender- transmitting the message.

- Message – what is being communicated?

- Channel –the means by which the message is sent.

- Receiver- the target for receiving the message.

- Effect – the result, if any of the communication.

This theory was propounded by Shannon and weaver's (1949) and formed the foundation for modern theories of communication.

Role theory

Role theory is a perspective in sociology and in social psychology that considers most of everyday activity to be acting out of socially defined categories (e.g mother, manager and teacher). Each social role is set of rights, duties, expectati

on, norms and behaviors that a person has to face and fulfill. The model is based on the observation that people behave in a certain/predictable way, and that individual's behavior is context specific, based on social position and other factors (Michener, 1999)

Substantial debate exist in the field over the meaning of the "role" in role theory. A role can be defined as a social position, behavior associated with a social position, or a typical behavior. Some theorist have put forward the idea that roles are essentially expectations about how an individual ought to behave in a given situation, while others consider it means how individuals actually behave in a given social position. Others have suggested that a role is a characteristic behavior, a part to be played, or a script for social conduct (coser, 1975:257)

In their life people have to face different social roles, sometime they to face different roles at the same time in different social situations. Many role theorists see role theory as one of the most compelling theories bridging individual behavior and social structure. Roles, which are in part dictated by social structure and in part by social interactions, guide the behavior of individual. By unspoken consensus, certain behavior are Deemed appropriate and others in appropriate. According to interractionist definition role is not fixed or prescribed but something that is const

antly negotiated between individuals (goffman, 1959:24).

Role theory is, in fact, predictive. It implies that if wwe have information about the rele expectations for a specific position (e.g sister, firemen, and teacher)ِ, a significant portion of the behavior of the person occupying that position can be predicted. What's more, role theory also argues that in order to change behavior it is necessary to change roles: role correspond to behavior and vice- versa. In addition to heavily influencing behaviors, roles influence belief and attitudes; individuals will change their beliefs and attitude to correspond with their roles (biddle, 1986; 68).

Usefulness of role theory in public relations

Role theory focuses on roles of all actors including organizations in social system according to the approach organization in social system according to the different rules and patterns as well as individuals (allen and caillouet, 1994:45).

So it is possible to be said that organizations are expected to act according to their social positions according to the definition of linton (1945) the role is the sum of the rights and obligations determined by the organization status of an individual if we think organization level, role is model of expected behavior from organization at the activities which take place in system including other organizations.

On other words, role is a behavioral systematic related to specific position in the social system (katz and kahn, 1977).

It may be mentioned three factors forming a role as the expectation of environment, the behavior of person/organization, (biddle, 1986:71). Thye expectation of environment may be defined as pressures and demands of the environment related to the role of organization about it role in the system. Role behavior may be defined as pattern which is produced by the organization by combining with the its own characteristic and the expectation of the environment (hall, 1972:471).

Culip and et al. (2005) classify the external public as governmental, non- governmental and private (corporate) entities. Policy of an organization through the external public will be affected by the role of the organization are open system that are in interaction with the environment as an organism. A system is open if is exchanging material, energy or information with it environment and is called a closed system does not exist (berkowitz, 1980:241)

2.1.1. EXCELLENCE THEORY

The excellence theory explained that the value of public relation lies in organization public relations. Good relationship with its strategic public is helpful for an organization to develop and achieve goals desired by both the organization and

its publics, reduce costs of negative publicity, and increase reverie by providing products and services needed by stakeholders. To maximize value of public relations, public relation must identified characteristic of effective public relation in four major categories.

1. Empowerment of public function: effective organization must empower public relation as a critical management function

2. Communicator roles: let public relation executives play management role as well as administrative role.

3. Organization of communication function: public relations should be an integrated communication function and separate from instead of being sublimated to marketing or other management functions.

4. Public relation models: effect organization should base its internal and external communication and relationship building on two way symmetrical model.

2.1.2 TRANSACTION COST THEORY

Adam Smith's pioneering work "An Inquiry into the Nature and Causes of The Wealth of Nations", put prices and price mechanisms into the focus of economic theory, while the nature and effects of transaction costs were first presented by (Coase, 1973). He saw markets and organizations as alternative mechanisms for transact

ion implementation. The actual theory of the role on transaction costs and prices in market was to a large extent developed by Oliver Williamson.

According to Williamson (2001), market transactions or exchanges are at the core of transaction cost theory, while the firm is seen as a system of contracts between its interest groups. That means that internal structure of the firm; factors influencing efficiency as well as incentives are in the focus of study. The frequencies of transactions, the uncertainty related to them as well as the specificity of resources, are the key elements of transaction. If transaction is predictable, it is possible to aim at scale benefits. Utilization of scale is a crucial element in franchising. Transaction also involves possible opportunistic behavior of the parties involved. They must guard against potential consequences of opportunism, which gives rise to costs. Transaction takes place in circumstances characterized by uncertainty, and contracts remain incomplete, because the information between the parties is asymmetrical and it is impossible to fully predict the future. Being prepared for uncertainty causes a problem of adaptation, and being prepared for that also gives rise to costs. Establishment of transaction calls for resources, material and immaterial investments, which are always specific and therefore bounded in nature. The greater the specificity of resources, the threat of opportunism and uncertainty, the more likely it is that transaction takes place internally, i.e. the control system is in that case hierarchy.

Transaction theory has been criticized from various points of view. Because the theory focuses on cost minimization and economic relations, the psychological and social aspects of the relations receive no attention. In addition, the firm's interest groups are largely ignored, because the owner's perspective concerning profit maximization is the dominant one. Looking at costs also ignores the value creation perspective and the innovations that result from relationship interaction and learning.

In addition, the focus is only on two extremes, markets and hierarchies, even though these two do not even occur in their pure forms. An intermediate form, i.e. hybrid organizations, is ignored. (Mitronen & Möller, 2002)

In a hybrid organization, the best mechanisms of different forms of organization or control system are combined, while avoiding their weaknesses. As an intermediate form between markets and hierarchies, hybrids have more effective incentives and better capability to adapt as well as stronger control and coordination mechanisms than markets. According to Powell (2001), accumulation and utilization of competence, speed of change and flexibility as well as trust are the most important characteristics of hybrids. Bradach (2000) emphasizes the capacity for uniform, albeit independent operation within a hybrid.

2.1.3 COMPONENTS THEORY

Edwards and Bagozzi (2000) present the component approach to work life balance as a theory that emphasizes balance as a direct formative latent construct. According to Grzywacz and Carlson (2007) this means that work life balance consists of multiple facts that precede balance and give meaning to it. Greenhaus, Collins, and Shaw (2003) assert that work life balance consists of time balance, involvement balance and satisfaction balance. Time balance refers to the equal time devoted, while involvement balance refers to the equal psychological effort and presence invested. Satisfaction balance refers to equal satisfaction expressed across the work and family roles. Frone (2003) holds that work life balance consists of work life conflict and work life facilitation corresponding with role conflict and enhancement respectively. The advantage of the component approach over the overall appraisals approach to work life balance is that one can use conceptually based

measures of balance that tap into the different aspects of work life balance. Grzy wacz and Carlson (2007), says that these aspects form the overall valuation of how well an individual is meeting role

1.3   EMPIRICAL REVIEW

Rawchm.s and mosses .o. carried out a study on effects of strategic public relation on organization performance in Kenya (2015) the main objective of the st udy is to examine the effect of strategic public relation on organization performan ce, data collected was analysis using descriptive statistic to describe the populati on. The findings indicated that there is a significant effect of public relation on or ganization performance.

ALIYU KATUKA, and mairiga carried out a research work on public relation a s an effective promotional tool in marketing of service in zaria (2005). The purpos e of this study was to excrement the use of public relation as an effective promoti on tool in marketing of service also investigating the need and importance of publ ic relation in enhancing good image and help in maintaining good relationship wit h customers. Primary and secondary methods of data collection were used to ass emble the data for this research work. the result of the work showed that public rel ations have contributed immensely to the sustenance of keffi community banks o

bjectives and competence.

Yoo,j.(2001) korea carried out a research work on the effect of public relation and corporate reputation on return on investment. The study attempted to identify the caused relationships among variable such as organization size an complexity, public relation department size and formality, and corporate reputation, and how this variable affected economic return on investment, the top 300 south korea corporation were surveyed and their response were analysis   lysed using structural equation modeling.

Shahram G. mohammad T. ,mohsen .E.M carried out a research work on "The role of public relations in organization" in iran (Vol, 1, no, 10, 2013). Public relations draw purpose, and how programs. Public relations in organizations in term of work quality means assist to organization management in achieving organization goals, believe to the transparency affairs and account ability respect citizens' rights, identify duties and responsibilities of government, the right control of people to the work and the right people in criticize and evaluate programs and practice of organization and having specific strategies. With the computerization of work, institutional staff decrease and the role of public relations consultants developed. This paper explain public relations and its role of public relations in organization.

Orlando Rivero, D.B.A and john .t. carried out research work on "the importance of public relations in corporate sustainability" JDT management consultant and USA (2014) the purpose of this article was to present the importance of using public relations to communicate the intent and application of corporate sustainability by organizations that are involved in this practice since there are three areas that corporate sustainability is involved with public relation need involve all of them. The area are ecological, sociological, and corporate business. The CEO of organization responsible for the strategic formulation and application of public relations need to have the appropriate vision in other to merge the target of the public relations with the ever-changing internal and external environment of the organization. Public relation must be embraced by organizations that follow the corporate sustainability model. From an internal / external perspective, stakeholders, employees, and the public must communicate effectively and efficiently, an a timely basis in order to enhance their positive interaction and attain the desired goals.

International journal of academic research in business and social sciences (April 2016) Jordan carried out a research work on the role of public relations on company image "the aim of this study is to clarify the role of public relations on company image and to find out the moderating role of social media between public relation and company image, where the study was applied to employees of the ap

plied science private university especially on middle management, the research had destitute (100) question. The results showed that there was an impact of public relations on company image, and an impact of the social media as a moderating uariable among public relations and company image.

Shahram G., Mohammad T., Mohsen. E.M. (September 2013). The objective of this study is investigating the impact of public relations performance on market share of firms. Research method is applied. Statistical population include customers in power battery manufacturing that is the area of Isfahan province (Iran). In this study sample size consisted of 196 persons. Sampling and method is done randomly. For data collection and information been used for validity of the questionnaire and Cranach's alpha coefficient is used to determine reliablibility. Cranach's alpha coefficient obtained 0/84. Thus questionnaire is reliable. Data collected from the questionnaires analysis by using SPSS computer soft ware and descriptive and inferential statistics. The results shows that there is relationship between advertising, organization reputation, and after sales service and market share of products.

Godson O.O and Chinoney F.M. (February 20, 2015 Volume 1 Issue 1) consequently, professionals and scholars alike have looked for the key concepts to est

ablish the value of public relation however, the terms "relationships" and reputation have emerged as the focal concepts in explaining the purpose andvalue of publics relations. The concept of organization public relationships and organizational reputation can be integrated within a theoretical frame-work of public relations effectiveness. When those concepts are integrated in a model, the role of public relations can captured more clearly than when there is a separate focus on each of the concepts. Therefore, this study sort to examine the effects of public relations in achieving effective organizational management.

Touitou,Tina.C(2015)Nigeria carried out a research work on an analysis of Speech communication skills strategies for effective public relations management for organizational growth in Nigeria. The paper stand to advocates that effective knowledge of speech communication is necessary in discharge of public relations functions or duties, and is very vital for a public relations practitioner to be conversant with the principles of effective speech communication skills and strategies, as it job is based on establishing mutual line of communication between the organization and its public for organization growth and national development. The paper also poses that the key to successful employees relation is based on adequate information which can only be achieved through public relations effective two way communication for harmonious existence ad mutual understanding. Furthermor

e, it employs purposive sampling technique, and structure interview guide as a research instrument to elicit information from 65 final students of public relation and advertising in Babcock university. The findings authenticate that effective communication is an anchor for any organizational harmony and development. And recommended that all sphere of life require effective communication to exist, survive and grow.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter will present research design, population of the study, sampling procedure, sample size, sources and method of data collection, data collection instrument, data presentation and analysis, validity and reliability.

3.1   RESEARCH DESIGN

Zikmuud et.al, (2010) defines research design as the master plan that specifies the method and procedure for collecting and analyzing the needed information. A research design provide a frame work or plan of action for the research. As such, to achieve the study objectives, the study use both analytical and a descriptive method. i.e (quantitative and qualitative approach) research describes the characteristic of objects, group of organization or environment.

According to Cooper, and Sohinder (200), a descriptive resear4ch design is concerned with finding out, who, what, where, when and how much further more design I structural has investigate question and part of formal studies. This researc

h project was based on explanatory research design with mix research method inc luding both quantitative and qualitative data collection and analysis. Explanatory studies look for explanations of the relationship that exist between variables. Qua ntitative research method is based on the measurement of quantity or amount. (K othand, 2015).Qualitative research on the other hand uses an un-structured or se mi-structured research approach to produce insight into behaviour, motivation and attitude with necessarily qualifying them. It clarifies the participants vicious of th e context in which research method provides in structured explanation to reasons behind facts obtained by the quantitative design. Such responses are rich, full, do wn-to-earth, holistic, real and their face validity is optimal.

3.2   POPULATION OF THE STUDY

A study's target population is generally a large collection of individuals or o bjects to which researcher is interested in generalizing the conclusions. The target population usually has varying characteristics and it is also known as the theoreti cal population. (Mcgrath & O'toole, 2012) in this study the population is the custo mer/users of electroning, gadget and mobile phone of Femtec IT, in Ilorin, Kwara S tate. are 200 employees

3.3   SAMPLE SIZE AND SAMPLING TECHNIQUES

A stratified sampling techniques or probability sampling was used to carry out the study. This enable the researcher to make an optimal representation of the population.

Kothan.C (2004), define procedures as a particular method for performing a task. Why sampling is the process or techniques of obtaining a representative sample.

SAMPLE SIZE

There is no definite rule as to determination of the sample size; it depend on a number of fraction viz.

The sample size of 133 respondents was chosen from the entire universe. It was research made from these that generation was drawn. 133 respondents was randomly selected for this research work.

3.4   METHODS OF DATA COLLECTION

Since the research design was explanatory mixed method, both quantitative and qualitative collection procedures were used. To cater for quantitative data collection structural questionnaires were used with predetermined response categories in a likert scale of 1 to 5 to asses quantitative characteristics. Quantitative data collection procedures produce results that are easy to summarize, compare, and generalize and was useful for the testing of hypothesis and estimation of the magnitude of contribution of each independent variable to the phenomenon of interest. Qualitative data was collected using open. ended questions to seek general patterns among different participants sample in this study so as to clarify the quantitative evaluation findings.

3.5   INSTRUMENTS DATA COLLECTION

The research used face to face self-administered questionnaire as data collection instruments. Questionnaire are effective data collection instrument because respondent can provide information on their current and previous behavior, attitude and perceptions (coetzee, 2005). Both structure questionnaire and unstructured questionnaire were used. Structured questionnaires were used to collect quantitative data while the unstructured questionnaires with open-ended constructs wer

e used to explain responses by the participants in their own words. The data colle cted with these questionnaire was coded and summarized for processing. The clo se-ended question for quantitative data were designed using a likert scale for inter val data and the degree of association was summarized into descriptive statistic i nclude mean, percentage, frequencies, standard deviation and pearson's product c orrelation.

Before conducting research, the researcher obtained a letter of introduction from the head of marketing department of Kwara State Polytechnic, Ilorin. This let ter was presented to the responsible offers of Femtech Service provider's and their customers during the data collection exercise.

3.6   METHODS OF DATA ANALYSES

The data collected compressed a mix of quantitative (close ended questio n) and qualitative data (open ended questions). The open ended in the questionn aire were analyses using content analysis. Content analysis provide a systematic techniques for compressing many words into a few categories based in explicit ru les of coding (Coetzee, 2005). The qualitative responses on the open ended questi ons were coded into there based on certain keywords and phrase that6 indicated a respondent to view on a particular item. The strength of their response was mea

sured into a numerical liker scale and a numerical score allocated to indicate their response on a particular item.

The data collected was analyzed in descriptive and inferential statistics. Descriptive research is the process of collecting data in order to test hypothesis or to answer question concerning the current status of the subject in the study. Mugenda and Mugenda (2003) add that the purpose of this type of research is to determine and report things the way they are. While descriptive statistics are used to reveal patterns through the analysis of numeric data, inferential statistic are used to draw conclusions and male predictions based on the analysis of numeric data. Data analysis has three basic objectives, getting a feel of the data, testing the goodness of the data and testing hypothesis developed for the research (Kothari, 2015; Njuguna, 2008). Upon data collection only completed questionnaire were analyzed. The data collected was organized, coded, analyzed and interpreted on the basis of the research question using descriptive statistics and inferential statistics with statistic package for social sciences (SPPS) version 23 and Microsoft excel 2013. Spss is capable of analyzing coded data using statistical models and test of significance. However, Microsoft excel is good in summarizing data and frequencies. It is also an easy to tool and flexible in multiple application for data analysis.

A descriptive research approach was adopted where associational and comparative statistics were used to analyzed the data using SPSS version 23 statistic package, for all the statistical procedures. The choice of statistical procedure was based on the level of measurement achieved in collecting the biographical data and independent variable measurements. Biographical data involve a single variable and are usually the starting point in descriptive analysis. Biological data was used to descriptive the general characteristics of the respondents.

Descriptive data analysis makes use of percentages frequency distributions, means, and standard deviation for each variable of interest. Frequency distribution shows in absolute or relative (percentage) terms how often (popular) the different values of a variable are among the units of analysis. Biographical and organizational questions are usually categorical-hence it is usual to give frequency distributions of the responses to such questions. Owing to the inherent limitation of sealing psychometrics on perceptions, the intervals in the level of measurement can only be regarded as approximate equal intervals (coetzee, 2005).

3.8   VALIDITY AND RELIABILITY

Validity is the accuracy of measure or the extent to which a score truthfully represent a concept while reliability represents how consistent a measure is in that the different attempts at measuring the same coverage on the same point (zikm

und et.al, 2010). To establish the instrument validity a panel of experts including t he project supervisor where consulted to establish the instrument reliability the cr onbach co-efficient alpha that was used. The co-efficient alpha is the most comm only applied estimate of a multiple item scales reliability with a co-efficient of 0.7 0 and above considered to have good reliability.

3.9. HISTORICAL BACKGROUND OF STUDY

Femtech Information Technology limited is one of the fastest growing infor mation technology (I.T) firms in Ilorin. Its proper practice of public relation over th e years have accorded it wide acceptability in Ilorin metropolis. Subsequently be c oming a household name in the I.T industry. It has its corporate headquarter n Ilor in, and will links and partners in the state of Maryland, united state of America.

The company's commitment to first class customer service with the help o f public relation as their choice of promotional mix's has made it one of the truste d and most respected computer sales and I.T support service providers in Ilorin.

Their service include:

- Sale and supply of laptops, desktops computer & computer accessorie s.

- Sale and supply of mobile smart phones

- Computer networking (wired and wireless)

- Internet service (setup and maintenance)

- Information technology (I.T) consulting.

- Corporate and individual ICT training

- Computer diagnosis and repair.

The company is notable for its unprecedented corporate social responsibili

ty gestures, which includes

- Free technical support.

- Free pc heath check campaigns

- Over seven years of free I.T counseling and consultation on radio – " IT
  WORLD". The I.T world program is anchored on midland fm and harmo
  ny fm.

- KwaraICT league is a corporate social responsibility unattractive of the
  company to complement the effort of Kwara state government through
  the ministry of education, science & human capital development in pro
  moting ICT among the teaming youths of the state.

CHAPTER FOUR

DATA PPRESENTATION, ANALYSES AND   INTERPRETATION

4.1   PRESENTATION AND ANALYSIS OF DATA

This chapter primarily deals with the presentation of data collected, analyzi

ng and interpret data lead to results.

Mode of analysis was the use of frequency count which were converted int o percentages, although the researcher studies news papers, magazines and brow se internet to get related information.

Two hundred and fifty (250)questionnaire were administered on subject to gether the needed information to the research questions, this chapter has been div ided into two (2) sections. In all two hundred (200) that is, 80% of the questionnair e were duly completed and returned by respondents.

Conclusively, majority of the respondents strongly agree that femtechmessage is appealing.

SECTION A

TABLE 1: GENDER DISTRIBUTION OF RESPONDENTS

	Frequency	Percent	Valid percent	Cumulative percent
Valid male	168	84.0	84.0	84.0
Female	32	16.0	16.0	100.0
Total	200	100.0	100.0	

Source: research survey 2025

The total above shows that 168 which equivalent to 84% of the respondent were male while 32 which made up of 16% of the respondents were female. There

fore, male respondent are higher than that of female respondent. Conclusively, the study revealed that the buyer/customer of electronics product are male. Because t hey are majority the user of electronics.

TABLE 2: AGE DISTRIBUTION OF RESPONDENTS

	Frequency	Percent	Valid percent	Cumulative percent
Valid 20-25	144	72.0	72.0	72.0
26-30	48	24.0	24.0	96.0
31-35	8	4.0	4.0	100.0
Total	200	100.0	100.0	

Source: research survey 2025

The table above shows that 144 which made up of 72% of the respondents were age of 20-25, 48 made up of 24% were age of 26-30 and 8 which made up of 4%. Therefore, majority c.f the respondent were adults. Majority, the study reveale d that customers of femtech are adults within the range of 20 to 30 years of age.

TABLE 3: EDUCATION QUALIFICATION DISTRIBUTION OF RESPONDENTS

	Frequency	Percent	Valid percent	Cumulative percent
Valid O'level	96	48.0	48.0	48.0
ND	48	24.0	24.0	72.0
HND	48	24.0	24.0	96.0