

**IMPACT OF PUBLIC RELATIONS ON A CORPORATE  
ORGANISATION  
(A STUDY OF FIRST BANK OF NIGERIA PLC ENUGU ZONAL  
HEADQUARTERS)**

**BY**

**OKUDO, BLESSING NGOZIKA  
MC/2010/461**

**DEPARTMENT OF MASS COMMUNICATION  
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES  
CARITAS UNIVERSITY, AMORJI - NIKE,  
ENUGU STATE.**

**AUGUST, 2014.**



**TITLE PAGE**

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**A RESEARCH PROJECT SUBMITTED TO THE  
DEPARTMENT OF MASS COMMUNICATION  
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES  
CARITAS UNIVERSITY, AMORJI - NIKE,  
ENUGU.**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE  
AWARD OF BACHELOR OF SCIENCES (B.Sc.) DEGREE IN  
MASS COMMUNICATION**

**AUGUST, 2014.**  
**Declaration**

I, Okudo Blessing N. hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in Mass Communication.

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**Okudo Blessing N.**

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**Date**

## **Certification Page**

I certify that this research topic “Impact of Public Relations on a Corporate Organisation” was carried out by Okudo, Blessing Ngozika (MC|2010|461) under my supervision in the Department of Mass Communication, Caritas University, Amorji- Nike, Enugu state.

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## **Dedication**

This project work is dedicated to God Almighty, for his protection throughout my academic years.

## **Acknowledgements**

My greatest maximum recognition goes to the Almighty God, who granted me grace to complete this work.

I wish to acknowledge and express my profound and sincere gratitude to the Ozo Gburu-Gburu 1 of Mmaku kingdom, Dr Frank Chukwu for the confidence he imposed on me. Also, my supervisor, Mr. Clifford Nwonu, who with his pointed questions, constructive criticism and suggestions made this work readable. I thank him for making me realise that there is joy in every success achieved through hard work.

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## **Abstract**

This work is aimed at looking into the impact of public relations in First Bank of Nigeria PLC Enugu Zonal Headquarters. First Bank is a corporate organisation with network of branches. Public Relations role in First Bank of Nigeria PLC cannot be over emphasized because the services of First Bank must satisfy the aspirations of its publics. This research identifies how public relations can help in maintaining high acceptable corporate identity, corporate image and corporate communication in First Bank PLC Enugu Zonal Headquarters. The survey research method was used in this study as the population was picked amongst the internal and external publics of First Bank of Nigeria PLC Enugu Zonal Headquarters. Copies of questionnaire were administered to the respondents to elicit information that helped in the organisation of data and presentation. The researcher showed that public relations can help in uplifting the image of First Bank of Nigeria PLC Enugu Zonal Headquarters. The researcher recommended that First Bank of Nigeria PLC Enugu Zonal Headquarters should consult a public relations practitioner in dissemination of information to its publics.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **Background of the study**

For proper perception and understanding of this work, it will be wise to trace the historical background of the bank under study which is First Bank of Nigeria Limited in line with background of Public Relations.

According to Edward Louis Bernays, Public Relations is “Practically as old as society”. Patrick Jackson, a publisher of the Public Relations society of America (PRSA) asserts that Public Relations arose from the basic need of building and improving human relationship which existed immediately God created Adam and Eve. The concept of Public Relations has been with man. The creation of Public Relations between the creator and the creature both brought harmony and understanding in their relationship. Public Relations, however, existed during the days of Moses. Moses was a stutter and needed someone who would convey message to the Israelites on his behalf. Aaron, his brother was appointed; therefore, he was a link between the Israelites and Moses. From the biblical perspective, Aaron was a public relations officer. Thus, public relations has been practiced, even if only amateurish, since the beginning of mankind.

In ancient societies, human communication was limited by space and time. Due to the absence of modern technology, majority of the people lived simple lives in farms and small settlement. Therefore, communication flow in the olden days was primarily personal. The potentials and application of Public Relations increased as societies became more urbanised, civilized and complex. As population increased, so did the need problems of Public Relations.

Public Relations as a paid profession began in 1900, when the first public relations agency, the publicity Bureau, was founded. Ivy Lee and Edward Bernays, who are both

referred to as the father of Public Relations, helped establish the field as a professional practice in the United State. Arthur W. page is considered the father of corporate Public Relations. The field became more established after world war 11, in part due to talent from war-time publicity efforts moving into the private sector. Trade associations, industry publications and academic journals were developed. Some of today's largest Public Relations agencies were founded in the 1950s and began competing globally in Europe and Asia in the beginning in the 60s and 70s.

The 1900s were marked by 'explosive growth' for the Public Relations field- Internet technologist and social media changes public relations tactics, agencies consolidated and new specialties were introduced such as investors relations and community relations.

Public Relations practice in Nigeria was introduced from Britain through the vehicle of colonialism. The introduction of Public Relations practice in Nigeria was done through the initiatives of the colonial government and its obedient servants. Being an adjunct of Journalism, Public Relations became an important element in public communication in the colonial days. The pioneers were non-natives. Many of the existing newspapers were already enjoying patronage of the people and those in government. The government felt the need for another branch of communication which would convey subtly, its feelings to the people without really going through the rigours of mental composition of communication acts. During the Second World War (1940), the government urged for more channels of communication which became more pronounced, especially the need to present and analyse information about the war. This eventually led the government to establish an office of information where correct information about the war efforts was sent out to people through the wireless.

This was in January 1, 1944. Later in 1944, this information office was changed to Public Relations office to really make its functions strictly tailored towards image making and creating favourable impressions about the war itself. The Public Relations office began to

play a role which served the Nigerian press and their consumers tremendously. It placed its information facilities at their disposal and provided them with photographs on the prosecution of the war. Two Nigerian newspapers, the West Africa Pilot and Daily Service wrote edition on this development calling for the setting up of a permanent Public Relations office as early as the early forties. It was this Public Relations outfit set up by the colonial government that metamorphosed into the Federal Information Service in 1950.

In 1963, the Nigerian Institution of Public Relations (NIPR) was established as a regulatory body for Public Relations practice in Nigeria.

### **Background of First Bank plc.**

The Bank was founded in 1894 by a shipping magnate from Liverpool, Air Alfred Jones. The bank Commercial as a small operation in the office of Elder Dumpster company on March 31<sup>st</sup>, 1894 with head office in Liverpool it started business under the corporate name of the Bank for British West African (BBWA) with a paid-up capital of 12,000 pounds sterling after absorbing its predecessor, the African Banking corporation, which was established in 1892. Due to their impressive growth, they worked closely with the colonial government in performing the traditional function of a central bank such as issues of species, in the West African Sub-region.

To justify its West African coverage, a branch was opened in Accra, Gold Coast Ghana in 1896 and another in Freetown, Sierra-Leone in 1899. These, marked the Genesis of the banks operation. The second branch of the Bank in Nigeria was in Calabar of Cross River State in 1990 and two years later, service spread all over Nigeria, with a network of 315 branches opened throughout the branch network in the industry.

To satisfy the needs and service of its customers, First Bank of Nigeria has corporate and retail banking, registration trusteeship and insurance brokerage. Diversified into a wide range of banking activities and services, these include corporate and retail banking,

registration trusteeship and insurance brokerage to take advantage on several restructuring initiatives. In 1957, it changed its name from Bank of British West African to Bank of West Africa.

In 1964, the bank was incorporated locally as the stands Bank of Nigeria Limited in line with the company's decree of 1968. Change in the name of bank also occurred in 1979 and 1991, the name of the bank was changed to First Bank of Nigeria PLC respectively. In 1985, the bank introduced a decentralized structure with five regional administrations. This was reconfigured in 1992 to enhance the bank's operational efficiency.

In 1966, the bank introduced the First bank of Nigeria (FBN) century 11 projects to resolutionize its operations in line with the dynamics of the environment. The bank has continued to be leader in financing long term investments in the economy, which was demonstrated in 1947, when the First long-time loan was advanced to the colonial government. To demonstrate its commitment to its customers and the development of the Nigeria economy, the bank has since broadcast its loan and credit proportion to various sectors of the economy.

The bank has grown tremendously, judging from a number of branch parameters including number of branches, growth in deposit base, asset size of loans and advances.

### **Public Relations Practice of the First Bank of Nigeria PLC Public Relations Department.**

Public Relations stated fully when the performance of the Bank was shaky and size of the evaluation of employees performance by not measuring and reporting the employee's behaviour and accomplishment for a given period for the purpose of improving job performance. So, the bank was way backwards. It lacked improvement in the economy development in which is an objective establishment.



Infact, the responsibility of the Public Relations is to protect the image of the organisation to the general public. The Public Relations practice was designed to protect the image of the bank, plan and execute all approved Public Relations programmes for the bank. Such programmes include:

- (a) Organizing workshops, seminars and facility visit for staff.
- (b) Ensuring effective flow of information and promote the company's view point among government bodies.
- (c) Enhancing goodwill between First bank of Nigeria PLC Enugu zonal Headquarters and its publics through distribution of corporate gift.

## **1.2 Statement of the Research Problem**

Corporate organisations have been embarking on Public Relations to create and maintain a mutual understanding with their publics.

Therefore, the statement of problem is to know the relevance of Public Relations in a corporate organisation, using First Bank of Nigeria PLC Enugu Zonal Headquarters as a study.

## **1.3 Objectives of the Study**

1. To know whether corporate organizations should continue in Public Relations.
2. To find out whether Public Relations is expensive or not.
3. To know how Public Relations helps in creating and maintaining a mutual understanding between a corporate organization and its publics.
4. To determine whether Public Relations can attract new customers to the bank.

## **1.4 Research Questions**

1. Has the Public Relations practice of FBN Enugu Zonal Headquarters been able to create and secure understanding on the part of the publics in order to patronize the bank?
2. Does First Bank derive her continues profit posting as a result of efforts of the Public Relations outfit of the Bank?
3. Has the Public Relations program of the First Bank of Nigeria PLC Enugu Zonal Headquarters contributed to the overall improvement the FBN (PLC)?
4. Does the practice of Public Relations in First Bank of Nigeria PLC Enugu Zonal Headquarters attract new customer to the Bank?

### **1.5 Research Hypotheses**

The following research hypotheses are to be tested so as to ascertain the extent of the effectiveness of public relations by a corporate organisation using First Bank as a study.

**H<sub>1</sub>:** (Alternative): Public Relations practice has been able to create and secure understanding on the part of the publics in order to patronize the bank.

**H<sub>0</sub>:** (Null): Public Relations practice has not been able to crate and secure understanding on the part of the publics in order to patronize the bank.

**H<sub>2</sub>:** First Bank continuous profit posting is as a result of efforts of the Public Relations outfit of the bank.

**H<sub>0</sub>:** First Bank continuous profit posting is not as a result of efforts of the Public Relations outfit of the bank.

**H<sub>3</sub>:** The Public Relations program of the First Bank of Nigeria PLC, Enugu Zonal Headquarters has contributed to overall improvement of the First Bank of Nigeria PLC.

**H<sub>0</sub>:** The Public Relations program of the First Bank of Nigeria PLC, Enugu Zonal Headquarters has not contributed to overall improvement of the First Bank of Nigeria PLC.

**H<sub>4</sub>:** The practice of Public Relations in First Bank of Nigeria PLC, Enugu zonal headquarters attracts new customers to the bank.

**H<sub>0</sub>:** The practice of Public Relations in First Bank of Nigeria PLC, Enugu zonal headquarters does not attract new customers to the bank.

## **1.6 Scope of the Study**

This study is focused on the impact of Public Relations on a corporate organisation. For clarity and concise, this study is basically a study on First Bank of Nigeria PLC, Enugu Zonal Headquarters.

## **1.7 Significance of the Study**

This study will be of immense help to the following:

- (1) Customers.
- (2) Researchers.
- (3) First Bank PLC.

It will help the customers to know about First Bank PLC and their competency. It will help to provide an in depth knowledge for the better understanding of the relevance of Public Relations in a corporate organisation to the researcher. It will be of great benefit to First Bank of Nigeria PLC. Thus, it will make the management to recognise that the corporation of the publics is very important to the existence and progress of the bank.

## **1.8 Operational Definition of Terms**

It is of importance to define most terms used in the study for clearer understanding.

**Impact :** A strong effect.

**Public Relations:** The deliberate and planned effort to create and maintain a mutual understanding between an organisation and its publics.

**Corporate Organisation:** A united single group that share the same ideology and is recognised by the law.

**First Bank of Nigeria plc:** A Nigerian bank and financial service company. It is the country's largest bank by assets.

**Enugu Zonal Headquarters:** An office where business for Enugu geographic area is handled

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter is a review of related studies to the topic Impact of Public Relations on a corporate organisation. (A study of First Bank of Nigeria PLC Enugu Zonal Headquarters). The chapter is organised under the following headings:

- (a) Review of concept.
- (b) Review of related studies.
- (c) Theoretical framework.
- (d) Summary.

#### **2.2 Review of Concepts**

##### **2.2.1 The Concept of Public Relations**

The most acceptable definition of Public Relations is the definition by the British Institute of Public Relations (IPR) which States that ‘Public Relation is the deliberate, planned and sustained effort to establish a mutual understanding between an organisation and its publics’.

In public relations, we refer to “Publics” rather than to the general public’ and some dictionary definitions may be misleading.

This is so because PR messages, unlike advertising, are addressed to specific groups of people or special sections of the general public (audience). These publics may be referred to as members of the local community, employees, investors, electors, donors, distributors or various kinds of consumers and users, according to the type of organisation. These groups can be subdivided into even more specialised groups e.g. a company has many grades of staff. When we consider that PR is undertaken by every organisation, commercial or non-

commercial and in both public and private sectors, the identification of publics and the use of different techniques to reach them, becomes a very important aspect of campaign planning.

Public Relations is used in different ways by various individuals to educate people on the profession. It has also been compared with many management courses. This makes PR an entity of its own

### **Role of Public Relations**

Public Relations is a management function. It is placed under the director general in government establishment or the chief executive in the private sector and the public relations officer is always a member of the board of management and takes part in decision-making.

The most important requirement for a public relations practitioner is to be aware of the political, social and economic environment in which he operates. He should equally consider the conflicts of interest which the majority of his publics suffer.

The conflicting interests are those of the family, the community, government and company. But more often than not, the average Nigerian is a victim of divided loyalty and lacks identification with the government or private employer using his services. These responsibilities vary in degree in different organisations as follows:

- a. The public relations man helps the management to evaluate and interpret the opinions, attitude and aspirations of the various publics and the internal and external activities of the organisation.
- b. To inform the populace of government policies and day to day activities.
- c. To manage crisis and issues.
- d. To organise a programme of action where the publics can express views on important new project before final decision is reached.
- e. Keeping management or clients informed about the public opinion, and the events and trends likely to affect their reputation.

- f. To plan and carry out short, medium and long term plans so as to ensure better knowledge and understanding especially through dialogue in order to create a climate of confidence required for the harmonious co-existence of the organisation with various publics with whom it interacts.

From the above, it is clear that the role of Public Relations as a management function is quite a challenging one. Therefore, in order to achieve our mission as image-makers, said one British in one of the conference, “We need to be credible to our client, our management, the authorities, the media, and the general public”.

The public relations practitioner if denied the freedom of information, expression, thought and belief, can have difficulties in the performance of his job. According to Lucien Mafrats, a French author of code and ethics, “Public Relations is the strategy of confidence”. The public relations profession is not an easy one. The practice of Public Relations requires intellect.

It is much more than organization of cocktail parties and the likes. No wonder Diven Schneider, a Public Relations practitioner said that “Public Relations practitioners should be considered as architects ‘’.

The imbalance in the flow of information between the organisation and its publics has created considerable misconception about the attitude of the general public.

Regrettably, such misconception influences international and interpersonal relations. The annulment of June 12, 1993 presidential election and the execution of some Ogoni prominent men in Nigeria respectively are examples.

### **Crisis/Issues Management**

Investigation has proved that most corporate organisations in Nigeria do not have plans for issues and crisis management. They operate as if they have everything at their disposal. What they do in times of crisis is to take adhoc measures instead of giving support to the public

relations expert in managing the issue until it becomes too late to avert the problem. Issues and crisis management are so crucial to an organisation's survival that every top management and probably intermediate management staff should know or have an idea of how to handle them.

The public relations officer plans, organises and carries out activities that will project his company's image through the promotion of its policies, product and service.

### **Communicating Public Relations Value**

Public Relations is more than managing the flow of information between an organisation and its publics. It is a communications discipline that engages and informs key audiences, builds important relationship and brings vital information back into an organization for analysis and action. It has real, measurable impact on the achievement of strategic organizational goals.

Public Relations and publicity are not synonymous; publicity is a small subset and specialized discipline within public relations, often practiced by dedicated firms who may or may not possess broader strategic communications capabilities.

Public Relations is a key driver of business outcomes critical to organizational success, including crisis mitigation, reputation and brand building, consumer engagement, sales generation, wealth creation, issues management and beneficial shifts in constituent attitudes and behaviours.

Public relations professionals have a special obligation to practice their craft ethically, with the highest standards of truth, accuracy, fairness and responsibility to the publics. The PRSA code of Ethics provides a practical set of standards to follow in this regard.

Public Relations have served immeasurable public good. It has changed attitudes and behaviours towards some of the world's most pressing social issues, from breast cancer awareness to drinking and driving to smoking and obesity.



The public relations industry also has prevented consumer injury and illness, raised awareness of products that have improved our quality of life, advanced worthwhile causes and provided pro-bono services for institutions that needed public relations assistance but could not afford it.

## **Media Relations**

Media relations involve working with media for the purpose of informing the public of an organisation's mission; policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media. The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising.

Many people use the term public relations and media relations interchangeable; however, doing so is incorrect. Media relations refer to the relationship that a company or organisation develops with journalists, while public relations extend that relationship beyond the media to the general public.

It is positive for communication between the media and the organisation to be initiated by either side. However, dealing with the media presents unique challenges in that the news media cannot be controlled—they have ultimate control over whether stories pitched to them are of interest to their audiences. Because of this fact, ongoing relationships between an organisation and the news media are vital. One way to ensure a positive working relationship with media personnel is to become deeply familiar with their “beats” and areas of interest.

Organisations often compile what is known as a media list, or a list of possible media outlets who may be interested in an organisation's information. The media can consist of thousand of magazine publications, news papers, and TV and radio stations. Therefore, when a newsworthy event occurs in an organisation, a media list can assist in determining which media outlet may be the most interested in a particular story.

Working with the media on behalf of an organisation allows for awareness of the entity to be raised as well as the ability to create an impact with a chosen audience. It allows access to both large and small target audiences and helps in building public support and mobilizing public opinion for an organization. This is all done through a wide range of media and can be used to encourage two-way communication.

Possible reasons an organisation may reach out to the media are:

Launch of new product/service.

- Financial results.
- Initiation of new factories/offices.
- Organization sponsored events or awards.
- Launch of organization promotional campaigns.
- Recent disasters, strikes or organizational closure.
- Awards/accolades of the company.
- Visits from company dignitaries/celebrities
- Involvement in local/community activities
- Community engagement.

### **2.2.2 The Concept of Corporate Organisation.**

A corporate organisation is one, which is governed by a body of people. They may be a board of directors or they may be elected as in the case of municipal corporations or local authorities. It is a structured system with a common goal and an identifiable boundary delineating its function and purpose.

A corporate organisation has a distinct identity and generally will have its own mission statement or ethos which its members and staff should adhere to.

A lot of large businesses become corporate organisations and spend vast amounts on developing an identity and then much more on marketing themselves under a particular logo

or badge. They may become a corporation which is a legal entity with its own privileges and liabilities. Business corporations have limited legal liability so that in the event of a collapse, shareholders cannot lose more than their stake in the company.

The employees may lose their jobs but will not have any further liability for any losses the company may incur. So, the core aspects of a corporation are:

- a. A legal identity
- b. Limited liability
- c. Shareholders
- d. Management by a board of directors.

A corporate organisation may be publicly or privately owned but is generally large. In legal terms, it is treated as an individual and has to comply with human rights and health and safety legislation. It can be held responsible for contraventions of these regulations and may be convicted of offenses such as fraud and manslaughter.

### **Positive Impact of Public Relations on a Corporate Organisation**

Public Relations can steer the public opinion in the direction an organisation would like it to go. The way an organisation handles its mistakes are often just as important as what it does to prevent them. How a company handles products recalls that public relations can greatly affect its business.

Public Relations can take into account an organisation's social accountability when it comes to the environment or resources.

Public Relations can also guide management during times of change, such as in the case of corporate downsidings.

In addition, public relations can be good for an organisation when it is genuine.

## **Corporate Social Responsibility.**

Corporate social responsibility is concerned with the way an organisation exceeds the minimum obligation to stakeholder specified through regulation and corporate governance. This includes consideration as to how the conflicting demands of different stakeholders can be reconciled. Since the legal and regulatory frameworks pay uneven attention to the rights of different stakeholders, it is useful to distinguish between contractual stakeholders- such as customers, suppliers or employees- who have a legal relationship with an organisation and community stakeholder – such as local communities, consumers (in general) and pressure groups who do not have the protection of the law to the same extent as the first group. Therefore, the corporate social responsibility policies of companies will be particularly important to these community stakeholders.

## **Organisational Culture.**

Organisational culture is the ‘basic assumptions and beliefs that are shared by members of an organisation, that operate unconsciously and define in a basic taken-for-granted fashion an organisations view of itself and its environment. So expectations and strategies can be seen as the outcome of the collective taken-for granted of organisations. This taken-for-granted is likely to be handed down over time within a group and so organisations can be captured by their culture. The assumptions and behaviours of individuals within organisations are also influenced by assumptions and behaviours in the parts of the business environment with which those individuals and the organisation as a whole ‘impinge’. These are called cultural frames of reference.

Also, there are normally sub-cultures in parts of an organisation – which have different assumptions, behaviours and expectations. This may be the difference between

business functions, geographical locations or even different informal groups (perhaps by age or length or service).

### **2.3 Review of Related Studies**

Two key studies related to this present study were reviewed.

#### **2.3.1 Anyazue, N.I. (2009). *Public Relation as a means of Enhancing Banking***

***Operations: A study of First Bank of Nigeria Plc Enugu main Branch. A BSc Project work, Caritas University.***

In this study, the researcher seeks to examine Public Relations as a means of Enhancing banking operations especially in First Bank of Nigeria Plc Enugu main branch.

The researcher also explored Public Relations as a financial and customer Relation. The researcher also states that the Public Relations department of main branch has succeeded in uplifting the cooperate image of the organisation.

The researcher gathered primary data using the questionnaire method of data collection. In addition, the researcher found numerous articles in communication related books, journals, websites and magazines. Information from Article and secondary survey gave the researcher quantitative and qualitative data that was used to discuss the research purpose, which is to identify how Public Relations can enhance Banking Operations.

The research work under reference and the current study are related in the sense that both studies are focused on the impact of Public Relations on a cooperate organisation. However, it is worthy to note that the reviewed study also studied the impact of Public Relations on First Bank of Nigeria Enugu main Branch.

#### **2.3.2 Nwodu, C.L. (2003, Vol. 2 No. 5), *Public Relations Journal: Public Relations influence on customer patronage of new generation banks in Enugu.***

**Abakaliki: Nwamazi printing and Publishing Co. Ltd.**

In this study, the researcher seeks to examine the influence of public relations on customer patronage of new generation banks in Enugu.

The researcher also explored public relations as a tool of enhancing the public image of a bank.

The researcher also states that

“It is incontrovertible therefore, that in highly competitive banking environment such as ours, sound public relations becomes a potent tool to attract significant number of customers of banking service as well as assuring them that their decision to save their excess monies and other valuables in the bank is a wisest one”.

The researcher gathered primary data using the questionnaire method of data collection.

In this study, the author stated the statement of problem and the researcher also did.

Both studies are related because they are centred on Public Relations in a corporate organisation.

## **2.4 Theoretical Framework**

This study is based on the social marketing theory. The social Marketing Theory emerged during the early 1970s. This theory is a collection of middle-range theories dealing with the promotion of information deemed by elite source to be socially valuable.

Social Marketing theory differs from other contemporary macroscopic theories in that it is an administrative theory and it is essentially source dominated. It assumes the existence of a benign information provider who is seeking to bring about useful, beneficial social change. The theory gives such provider a framework for designing, carrying out, and evaluating information campaigns. In its most recent form, this theory gives increasing attention to audience activity and the need to reach active audience with information they are seeking. Target audiences are identified according to their information needs.

Social marketing theory can be regarded as a logical extension of the persuasion theories and of diffusion theory. It represents an effort to increase the effectiveness of mass media-based information campaigns through greater understanding and manipulation of aspects of societal and psychological factors. Social marketing theory does this by identifying a variety of social system-level and psychological barriers to the flow of information and influence through the mass media. It anticipates these barriers and includes strategies for overcoming them. Some strategies are ingenious; others involve the brute force of saturation advertising. Social marketing theory has several key features:

1. Method for inducing audience awareness of campaign topics or candidates.

A key first step in promoting ideas or candidates is to make people aware of their existence. The easiest but most costly way to do this is with a saturation television advertising campaign.

2. Methods for targeting messages at specific audience segments that are most receptive or susceptible to the messages.

Limited-effects research demonstrated how to identify audience segments that are most vulnerable to specific types of messages. Once these segments are identified, messages can be targeted at them. Targeting is one of several concepts borrowed from product marketing research and converted to the marketing of ideas. By identifying the most vulnerable segments and reaching them with the most efficient channel available, targeting strategies reduce promotional costs while increasing efficiency.

3. Methods for reinforcing messages within targeted segments and for encouraging these people to influence others through face-to-face communication.

Even vulnerable audience members are likely to forget or fail to act on messages unless those messages are reinforced by similar message coming from several channels. Various strategies have been developed to make certain that multiple messages is received

from several channels. These strategy include visits by change agents, group discussions, messages placed simultaneously in several media, and door-to-door canvassing.

4. Method for cultivating images and impressions of people, products, or services.

These methods are most often used when it is difficult to arouse audience interest. If people aren't interested in a topic, it is unlikely that they will seek and learn information about it. Lack of interest forms barrier against the flow of information but it is still possible to transmit images.

5. Method for stimulating interest and inducing information seeking by audience members.

Information seeking occurs when a sufficient level of interest in ideas or candidates can be generated. Numerous techniques have been developed that stipulates interest and induce information seeking.

6. Methods for inducing desired decision making or positioning.

Once people are aware and information or at least have formed strong images or impressions, they can be moved either toward a conscious decision or unconscious prioritization or positioning. Media messages can be transmitted through a variety of channels and used to highlight the value of choosing a specific opinion on product, service, or candidate relative to others. Change agents and opinion leaders can also be used, though these are more expensive. This is a critical stage in any communication campaign because it prepares people to take an action desire by campaign planners.

7. Method for activating audience segments, especially those that have been targeted by the campaign.

Ideally, these audiences will include people who are properly positioned and have decided to act but have not yet found an opportunity. In other cases, people will have prioritized a product, service, or candidates but need to be confronted with a situation in



which they are compelled to make a choice. Many communication campaigns fail because they don't have a mechanism for stimulating action by audience members.

One of the simplest yet most comprehensive social marketing theories is the hierarchy of effects models which states that it is important to differentiate a large number of persuasion effect-some that are easily induced and others that take more time and effort. This model permits development of a step-by-step persuasion strategy in which the effort begins with easily induced effects, such as awareness, and monitors these effects using survey research.

The hierarchy of effects model was first developed by product marketers but has now been widely applied to social marketing. Critics argue that the assumption that it makes about certain effects necessarily preceding others in time is unwarranted. Some people, for example, can be moved to act without ever being informed or even making decision about an issue or a candidate. Social marketers argue that although they can't hope to induce all the desired effects in every targeted person, they have evidence that a well- structured step-by-step campaign that uses survey data to provide feedback is much more successful than persuasion efforts based on simple linear effects models.

Thus, the social marketing model tailored to situations in which elite sources are able to dominate element of the larger social system. This theory doesn't allow for social conflict and this can't be applied to situations in which conflict has escalated to even moderate levels.

Brenda Dervin (1989) tried to develop an audience-centred social marketing theory that could serve some of the purpose while overcoming obvious limitations. She argued that campaign planners must conceive of communication as a dialogue between elite sources and various audience segments.

Dervin's model assumes that mutual interaction between sources and audiences is more effective than a source – dominated communication process. Sources will become better informed about the everyday situations faced by audiences, and audiences will gradually learn

useful information for restructuring their lives. She agreed that elite sources should learn to respect their audiences. Then these audiences will be more likely to see the wisdom of some of the things that those sources want them to do.

The social marketing theory is relevant to this study because it says how public relations practices can promote a corporate organisation as it is an administrative theory.

## **2.5 Summary of Literature Review**

This chapter reviewed the concepts of public relations, media relations, corporate organisation and organisational culture.

The review is mainly centred on the bank and its public relations. From the points and theoretical framework, it is clearly understood that public relations practices is inevitable for the well being of any organization as well as promoting conducive environment whether the organization is profit making or non-profit making.

Also featured in this chapter were the reviews of related studies done by other researchers. It adopted as its theoretical framework for the study, the social marketing theory. The relevance of the theory adopted by the researcher for the study was also clearly stated in this chapter.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter described the method of research design, population of the study, sampling technique / sample size, instrumentation as well as the validity and reliability of the instruments used.

It also stated the method of data collection and method of analyzing the data collected.

#### **3.2 Research Design**

Research design is the researcher's plan of action concerning the study, compressed into few paragraphs (Acholonu, 2012). It is also the plan or blue print which specifies how data relating to a given problem should be collected and analyzed or the procedural outline for the conduct of a given investigation (Nworgu, 1991).

Simply put, research design is a plan for research work which aims at providing guidelines which the research work is being conducted.

This research employed the use of survey in the collection of data because the people's opinions were sought through questionnaire.

#### **3.3 Population of the Study**

Population is generally taken to be the totality of all elements or subject or number which possess common and specific characteristics within a geographical location. It is also the aggregate of all cases that conform to some designated set of specifications (Chein, 1959) quoted in Maduene (2010, p.71).

In this research work, the population is found by all members of the internal public (staff) and external public of First Bank of Nigeria PLC Enugu Zonal Headquarters.

They are summed together 6,000,000.

### 3.4 Sampling Technique/ Sample Size

Sample is a section or part of an entire population of people or things which are studied to obtain information about the research variables (Maduene, 2010). It implies a proportion which was taken as a representative of the whole population and which conclusions are made on them based on the data which they give and was taken to be peculiar to all members of the whole population.

In relation to this study, Taro-Yamane statistical sampling method was adopted in order to obtain a true representation of all categories of the public.

It is denoted thus:

$$n = \frac{N}{1+N(e)^2}$$

Where

n= The sample size

N = The study population

E = Level of significance or (limit of tolerable error) i.e. 0.05

1 = Unity (a constant)

Therefore, we shall have

$$n = \frac{6,000,000}{1+6,000,000 \times (0.05)^2}$$

$$n = \frac{6,000,000}{1+6,000,000 \times 0.0025}$$

$$n = \frac{6,000,000}{15,000}$$

$$n = 399.97$$

$$n \approx 400(\text{nearest whole number})$$

The sample size of the population is 400 from the population of study.

### **3.5 Description of Research Instrument**

The research instrument used for this study was the questionnaire.

A questionnaire is a data collection tool which uses various questions to achieve the research objectives (Madueme, 2012). Questionnaire is used to ascertain facts, opinions, beliefs, attitudes, ideas, practices, and other demographic information (Obasi, 2012).

It was administered to the publics consisting the staff and customers. The questionnaire was designed in a way that all necessary information regarding the study could be obtained so that the hypothesis could be property tested.

A total of 400 items were drawn and administered to the respondents. The questionnaire was divided into two parts.

Part A contained items on the demography of the respondents while part B contained items that answered the research questions formulated for the study.

### **3.6 Validity of Data Gathering Instrument**

The questionnaire used for this study was thoroughly scrutinized by the supervisor to ensure its clarity, relevance, un-ambiguity, and comprehension.

### **3.7 Method of Data Collection**

Data was generated using the questionnaire administered face to face to the respondents by the researcher herself. Out of 400copies of questionnaire distributed, 350copies were returned which gave a response rate of return of 87.5%. The completed copies of the questionnaire were collected and analyzed by the researcher.

### **3.8 Method of Data Analysis**

Data collected was analyzed using frequency tables, percentages, simple descriptive data analysis and chi-square statistical analysis.

Chi-square is a non-parametric statistical tool which can be conveniently used in testing hypothesis when dealing with contented data.

Chi-square formula is presented below:

$$X^2 = \sum \frac{(O-E)^2}{E}$$

Where  $X^2$  = chi-square

$\sum$  = Summation

O = Observation frequency

E = Expected frequency

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction

The aim of this study was to find out the impact of public relations of First Bank of Nigeria Plc Enugu Zonal Headquarters.

This chapter is concerned with the presentation and analysis of data collected through the use of the questionnaires.

The questionnaire was distributed face to face by the researcher to the respondent.

Out of four hundred (400) copies distributed, 350 were returned while the numbers of casualties were fifty (50).

All data presented and analysed stem from the 350 copies that were retrieved.

#### 4.2 Data Presentation and Analysis

Item 1 – 5 in the questionnaire answered questions on the demography of the respondents.

**Table 1: Gender of Respondents.**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	200	57.14
Female	150	42.86
<b>Total</b>	<b>350</b>	<b>100</b>

Table 1 presents a distribution of respondents according to sex. It indicates that 200 respondents (57.14%) are male, while 150 respondents (42.86%) are female.

The table reflects that there is a fair representation of the opinions of both genders.

**Table 2: Age bracket of Respondents**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
18 – 25yrs	100	28.57
26 – 35yrs	150	42.86
36 – 45yrs	60	17.14
46 yrs and above	40	11.43
<b>Total</b>	<b>350</b>	<b>100</b>

Table 2 presents the age bracket of respondents. It indicates that 100 respondents (28.57%) are in the age bracket of 18-25, 150 respondents (42.86%) are in the age bracket of 26 – 35yrs, while 60 respondent (17.14%) are 36-45yrs, and 40 respondent (11.434%) are 46yrs and above.

**Table 3: Occupation of Respondents**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Student	120	34.29
Civil Servant	80	22.86
Business	150	42.89
Others	0	0
<b>Total</b>	<b>350</b>	<b>100</b>

Table 3 presents the occupation of respondents. It indicates that 120 respondents (34.29%) are student, 80 respondents (22.80%) are civil servant, while 150 respondents (42.89) are into business and no respondent fall in the category of others.



**Table 4: Marital Status of Respondents**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Single	150	42.86
Married	120	34.29
Divorced	50	14.29
Widow	10	2.86
Widower	20	5.71
<b>Total</b>	<b>350</b>	<b>100</b>

Table 4 presents the marital status of respondent. It indicates that 150 respondents (42.86%) are single, 120 respondents (34.29%) are married 50 respondent (14.29%) are divorced, 10 respondent (2.86%) are widows, while 20 respondents (5.71%) are widowers.

**Table 5: Academic Qualification of Respondents.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
F.S.L.C	60	17.14
O' Level	40	11.43
N.D	100	28.57
Masters and above	20	5.71
<b>Total</b>	<b>350</b>	<b>100</b>

Table 5 present the academic qualification of respondents.

It indicate that 60 respondents (17.14%) are F.S.L.C holders, 40 respondents (11.43%) are 'O' Level holders, 100 respondents (28.57%) are N.D holders, 130 respondent (37.14%) are HND/BSc holders, while 20 respondents (5.71) have masters and above.

**Table 6: Degree of agreement that Public Relations practice is important in a corporate organization**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	350	100
No	0	0
<b>Total</b>	<b>350</b>	<b>100</b>

Table 6 presents the degree of importance of Public Relations practice in a corporate organisation. It indicates that all respondents agree that yes, Public Relation practice is important in a corporate organisation and nobody said NO

**Table 7: Number of respondent that have an account with FBN Enugu**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	350	100
No	0	0
<b>Total</b>	<b>350</b>	<b>100</b>

Table 7 present the number of respondents that have an account with FBN Enugu.

In indicates that 350 respondents (100%) have an account with FBN Enugu.

**Table 8: The kind of account that respondents operate**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Savings	150	42.86
Current account	80	22.86
Joint account	50	14.28
Student account	0	0
Salary account	70	20
<b>Total</b>	<b>350</b>	<b>100</b>

Table 8 presents the kind of account respondents operate. It indicates that 150 respondents (42.86%) operate savings account, 80 respondents (22.86%) operate current account, 50 respondents (14.29) operate joint account, 70 respondents (20%) operate a saving account and no respondent operate a student's account.

**Table 9: Relationship of respondents with FBN Enugu Zonal Headquarters.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Staff	20	5.71
Shareholder	5	1.43
Customer	325	92.86
<b>Total</b>	<b>350</b>	<b>100</b>

Table 9 presents the relationship between respondents and FBN Enugu zonal Headquarters. It indicates that 20 respondents (5.71%) are staffs, 5 respondents (1.43%) shareholders, while 325 respondents (92.86%) are customers.

**Table 10: How often respondents receive information from the bank.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Daily	0	0
Weekly	30	8.57
Monthly	320	91.43
Yearly	0	0
<b>Total</b>	<b>350</b>	<b>100</b>

Table 10 presents how often respondents receive information from the bank. It indicates that 30 respondents (8.57%) receive information weekly, 320 respondents (91.43%) receive information monthly, while no respondent neither receive information daily nor yearly.

**Table 11: The means through which respondents receive information from bank.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Text messaging	190	54.29
e- mail	80	22.80
Postal Service	20	5.71
Phone call	10	2.86
Radio announcement	50	14.28
<b>Total</b>	<b>350</b>	<b>100</b>

Table 11 presents the means through which respondents receive information from the bank.

It indicates that 190 respondents (54.29%) receive information through text messaging, 80 respondents (22.86%) receive information through E-mail, 20 respondents (5.71%) receive information through postal service, 10 respondents (2.86%) receive information through phone call, while 50 respondents (14.86%) receive information through radio announcement.

**Table12: Number of account holders that ever applied for a loan.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	200	57.14
No	150	42.86
<b>Total</b>	<b>350</b>	<b>100</b>

Table 12 presents the number of respondents that ever applied for a loan.

It indicates that 200 respondents (57.14%) applied for a loan, while 150 respondents (42.86%) did not ever apply for a loan.

**Table 13: Number of loan applicants that were granted loan.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	80	40
No	120	60
<b>Total</b>	<b>200</b>	<b>100</b>

Table 13 presents the number of respondents that have ever applied for a loan and be given.

It indicates that out of 200 respondents that every applied for a loan, 80 respondents (40%) were given, while 120 respondents (60%) were not given.

**Table 14: Degree of agreement that the Public Relations practice of FBN Enugu zonal headquarters attracts new customers.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	340	97.14
No	10	2.86
<b>Total</b>	<b>350</b>	<b>100</b>

Table 14 presents the degree of agreement that the public relations practice of FBN Enugu zonal headquarters attracts new customers.

It indicates that 340 respondents (97.14%) agree while 10 respondents (2.86%) do not agree.

**Table 15: Degree of agreement that the public relations practise the bank helps to maintain its customers.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	210	60
Agree	130	37.14
Strongly disagree	2	0.57
Disagree	5	1.43
No opinion	3	0.86
<b>Total</b>	<b>350</b>	<b>100</b>

Table 15 presents the degree of agreement that the Public Relations practice of the bank help to maintain its customers.

It indicates that 210 respondents (60%) strongly agree, 130 respondents (37.14%) agree, 2 respondents (0.57%) strongly disagree, 5 respondents (1.43%) disagree, while 3 respondents (0.86%) opted out.

**Table 16: Degree of agreement that the public relations practice of F.B.N Enugu zonal headquarters have positive impact on its customer's satisfaction.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	340	97.14
No	10	2.86
<b>Total</b>	<b>350</b>	<b>100</b>

Table 16 represents the degree of agreement that the Public Relations practice of F.B.N Enugu zonal headquarters have positive impact on its customer's satisfaction.

It indicates that 340 respondents (97.14%) agree that yes the practice of F.B.N Enugu zonal headquarters have positive impact on its customer's satisfaction, while 10 respondents (2.86%) do not agree.

**Table 17: The success of F.B.N Enugu zonal headquarters depends on the collaborative effort of its entire staff.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	330	94.29
No	20	5.71
<b>Total</b>	<b>350</b>	<b>100</b>

From the table above, it is observed that 330 respondents (94.29%) agreed that yes, the success of FBN Enugu Zonal Headquarters depends on the collaborative effort of its entire staff while 20 respondents (5.71%) do not agree.

**Table 18:**

**Degree of agreement that the Public Relations practice of FBN Enugu Zonal Headquarters have been able to create and secure understanding on the parts of its publics.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly agree	200	57.14
Agree	80	22.86
Strongly disagree	40	11.43
Disagree	20	5.71
No opinion	10	2.86
<b>Total</b>	<b>350</b>	<b>100</b>

From the table above, it is observed that 200 respondents about 57.14% strongly agree that yes, the Public Relation practice of FBN Enugu Headquarters have been able to create and secure understanding on the parts of its public.

It is seconded by another 80 about 22.86% who also agree. But another 40 of the respondent about 11.43 strongly disagree. They are seconded by 20 respondents about 5.71 who disagree.

Only 10 respondents about 2.86% opted out that they don't have an opinion.

**Table 19: The success of Public Relations practice in FBN Enugu Zonal Headquarters depends on the effectiveness of its Public Relations Officer.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	320	91.43
No	30	8.57
<b>Total</b>	<b>350</b>	<b>100</b>

From the table above, it is observed that 320 respondents (91.43%) agree that yes, the success of Public Relations practice in FBN Enugu zonal headquarters depends on the effectiveness of its Public Relations officer, while 30 respondents (5.57%) do not agree.

**Table 20: The Public Relations department of FBN Enugu zonal headquarters should take credit for the continuous profit posting of the bank.**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	345	98.57
No	5	1.43
<b>Total</b>	<b>350</b>	<b>100</b>

From the table above, it is observed that 345 respondents (98.57%) agree that yes, the Public Relations department of F.B.N Enugu zonal headquarters should take credit for the continuous profit posting of the bank while 5 respondents (1.43%) do not agree.

#### **4.3 Testing of Hypotheses**

Hypotheses were formulated in the chapter one of this study. Hence, it had to be brought back and worked on this chapter so as to be sure of the validity of the study.

##### **Hypothesis 1**

H<sub>1</sub> Public Relations practice has been able to create and secure understanding on the part of the publics in order to patronise the bank.

H<sub>0</sub> Public Relations practice has not been able to create and secure understanding on the part of the publics in order to patronise the bank.



**Table 18 question 18.**

Do you agree that the Public Relations practice of F.B.N Enugu zonal headquarters has been able to create and secure understanding on the parts of its publics?

Using tabular format to calculate  $X^2$ , we have this:

Responses	O	E	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
Strongly agree	200	175	625	625	3.57
Agree	80	70	10	100	1.45
Strongly disagree	40	35	5	25	0.71
Disagree	20	17.55	2.5	6.25	0.36
No opinion	10	8.6	1.4	1.96	0.23
<b>Total</b>	<b>350</b>				<b>6.3</b>

$$\text{Expected frequency} = \frac{\text{Roll total} \times \text{column total}}{\text{Total sample size}}$$

$$X^2 = 6.3, P = 0.05, df = 4, X^2/4 = 9.488$$

X = Calculated chi square

P = Level of significance

Df = No of categories (k) i.e. K1 Or Degree of freedom.

$X^2$  = Probability table value.

**Decision Rule:**

Since the calculated Chi-square value (6.3) is less than the table value (9.488), we reject the alternative hypothesis (H1) which states that Public Relations Practice has been able to create and secure understanding on the part of the publics in order to patronise the bank, and accept the H<sub>0</sub> (null hypothesis) which state that Public Relations practice has not been able to create and secure understanding on the part of the publics in order to patronise the bank. The rejection is that it received statistical support.

## Hypothesis 2

H<sub>2</sub>: First bank continuous profit posting is as a result of efforts of the Public Relations outfit of the bank.

H<sub>0</sub>: First bank continuous profit posting is not as a result of efforts of the Public Relations outfit of the bank.

### Table 20 question 20

The public relations department of FBN Enugu zonal headquarters should take credit for the continuous profit posting of the bank.

Using tabular format to calculate  $X^2$ , we have this:

Responses	O	E	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
Yes	345	301.9	43.1	1857.61	6.15
No	5	4.4	0.6	0.36	0.08
<b>Total</b>	<b>350</b>				<b>6.23</b>

$$\text{Expected frequency} = \frac{\text{Roll total} \times \text{Column total}}{\text{Total sample size}}$$

$$X^2 = 6.23, P = 0.05, df = 1, X^2_{\alpha} = 3.841$$

### Decision Rule:

Since the calculated Chi-square value (6.23) is greater than the table value (3.841), we accept the alternative hypothesis (H<sub>2</sub>) which states that First Bank continuous profit posting is as a result of efforts of the public relations outfit of the bank, and reject the H<sub>0</sub> (null hypothesis) which state that first bank continuous profit posting is not as a result of efforts of the public relations outfit of the bank. The acceptance of the alternative hypothesis (H<sub>2</sub>) is that it received statistical support.

### Hypothesis 3:

H<sub>3</sub>: The Public Relations program of the first bank of Nigeria Plc, Enugu zonal headquarters has contributed to the overall improvement of the bank.

H<sub>0</sub>: The Public Relations program of the first bank of Nigeria Plc. Enugu zonal headquarters has not contributed to the overall improvement of the bank.

### Table 19 question 19

The success of public relations practice in FBN Enugu zonal headquarters depends on the effectiveness of the public relations officer.

Using tabular format to calculate  $X^2$ , we have this:

Responses	O	E	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
Yes	320	280	40	1600	5.71
No	30	26.3	3.7	13.69	0.52
<b>Total</b>	<b>350</b>				<b>6.23</b>

$$\text{Expected frequency} = \frac{\text{Roll total X Column total}}{\text{Total sample size}}$$

$$X^2 = 6.23, P = 0.05, df = 1, X^2_{\alpha} = 3.841$$

### Decision Rule:

Since the calculated Chi-square the table value (6.23) is greater than the table value (3.841), we accept the alternative hypothesis (H<sub>3</sub>) which states that the Public Relations program of the First bank of Nigeria Plc, Enugu zonal Headquarters has contributed to the overall improvement of the bank, and reject the H<sub>0</sub> (null hypothesis) which state that the program of FBN Enugu zonal headquarters has not contributed to the overall improvement of the bank. The acceptance of the alternative hypothesis (H<sub>3</sub>) is that it received Statistical Support.

#### Hypothesis 4:

H<sub>4</sub>: The practice of Public Relations in FBN Enugu zonal headquarters attracts new customers to the bank.

H<sub>0</sub>: The practice of Public Relations in FBN Enugu zonal headquarters does not attract new customers to the bank.

#### Table 14 question 14

Do you agree that the public relations practice of F.B.N Enugu zonal headquarters attracts new customers?

Using the tabular format to calculate  $X^2$ , we have this:

Responses	O	E	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
Yes	340	299.5	42.5	1806.25	6.07
No	10	8.75	1.25	1.56	0.18
<b>Total</b>	<b>350</b>				<b>6.25</b>

$$\text{Expected frequency} = \frac{\text{Roll total} \times \text{Column total}}{\text{Total sample size}}$$

$$X^2 = 6.23, P = 0.05, df = 1, X^2_{/u} = 3.841$$

#### Decision Rule:

Since the calculated Chi-square value (6.25) is greater than the table value (3.84), we accept the alternative hypothesis (H<sub>4</sub>) which States that the practice of public relations in F.B.N Enugu zonal headquarters attracts new customers to the bank, and reject the H<sub>0</sub> (null hypothesis) which states that the practice of Public Relations in F.B.N Enugu zonal headquarters does not attract new customers to the bank. The acceptance of the alternative hypothesis (H<sub>4</sub>) is that it received statistical support.

#### **4.4 Discussion of Findings**

In this section, data collected from survey on “impact of Public Relations on a corporate organisation (a study of F.B.N Enugu zonal headquarters)” would be discussed. The data was contained in 350 fully completed question retrieved from the respondents. Responses to the data in relation to the research questions would be discussed.

**Research Question 1: Has the public relations practice of F.B.N Enugu zonal headquarters been able to create and secure understanding on the part of the publics in order to patronise the bank?**

The aim of this question was to find out if the public relations practice of F.B.N Enugu zonal headquarters has been able to create and secure understanding on the part of the publics in order to patronise the bank.

The data on table 18 was used to answer the research questions. Table 18 showed that 200 respondents (57.14%) strongly agree, that the public relations practice of F.B.N Enugu zonal headquarters has been able to create and secure understanding on the part of the publics in order to patronise the bank, 80 respondents (22.86%) agree, 40 respondents (11.43%) strongly disagree, 20 respondents (5.71%) disagree, whole 10 respondents (2.86%) opted out. Based on the findings above, it is very obvious that the public relations practice of F.B.N Enugu zonal headquarters has been able to create and secure understanding on the part of the public in order to patronise the bank.

**Research Question 2: Is First Bank continues profit posting as a result of efforts of the Public Relations outfit of the bank?**

The aim of this research questions to determine if First Bank continuous profit posting is as a result of efforts of the Public Relations outfit of the bank. The data contained on table 20 answered this research question.

Table 20 showed that 345 respondents (98.57%) agree to yes, the first bank continuous profit posting is as a result of efforts of the public relations outfit of the bank, while 5 respondents (1.43%) agree to No.

Based on the findings above, it is very obvious that First Bank continuous profit posting is as a result of the Public Relations outfit of the bank.

**Research Questions 3: Has the Public Relations program of the First Bank of Nigeria Plc Enugu zonal headquarters contributed to the overall improvement of the F.B.N (PLC)?**

The aim of this question is to determine if the public relations program of the First Bank of Nigeria Plc Enugu zonal headquarters has contributed to the overall improvement of the F.B.N (PLC)?

The data contained on table 17 answered this research question. Table 17 showed that 330 respondents (94.29%) agree to yes, the public relation program of F.B.N Enugu zonal headquarters has contributed to overall improvement of the F.B.N (PLC), while 20 respondents (5.71%) do not agree.

Based on the findings above, it is obvious that the public relations program of F.B.N Enugu zonal headquarters has contributed to the overall improvement of the F.B.N (PLC).

**Research Questions 4: Does the practice of public relations in First Bank of Nigeria Plc Enugu zonal headquarters attract new customers to the bank?**

The aim of this research question is to find out if the public relations practice of F.B.N Enugu zonal headquarters attract new customers to the bank.

The data contained on table 14 answered this research questions. Table 14 showed that 340 respondents (97.14%) agree that yes, the Public relations practice in F.B.N Enugu zonal headquarters attract new customers to the bank, while 10 respondents (2.86%) do not agree.

Based on the findings above, it is clear that the practice of Public Relations in F.B.N Enugu zonal headquarters attract new customers to the bank. This finding support the theory used at the foundation of this study.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

The purpose of this study was to find out the impact of public relations on First Bank of Nigeria Plc Enugu Zonal Headquarters. The study adopted the survey method using questionnaire for the collection of data. This chapter is focused on the summary, conclusion and recommendation.

#### **5.2 Summary**

The study revealed the following:

1. The public relations practice of F.B.N Enugu Zonal Headquarters has not been able to create and secure understanding on the part of the publics in order to patronise the bank.
2. First Bank continuous profit posting is as a result of efforts of the public relations outfit of the bank.
3. The public relations program of F.B.N Enugu Zonal Headquarters has contributed to the overall improvement of the F.B.N (PLC)
4. The practice of public relations in F.B.N Enugu Zonal Headquarters attracts new customers to the bank.

#### **5.3 Conclusion**

Based on the findings of this work, the following conclusions were drawn that public relations helps in contributing immensely to the First Bank of Nigeria PLC, Enugu Zonal Headquarters.

Public relations have not helped to create and secure understanding on the part of the publics in order to patronise the bank.

No doubt, public relations has contributed greatly in enhancing the activities of First Bank of Nigeria Plc, Enugu zonal headquarters.

In a nutshell therefore, with this study, there is a sustained believe that further studies will no doubt spring from it since the exercise in impact of public relations on a corporate organisation is a continuous one.

#### **5.4 Recommendations**

Based on the result of this study, the following recommendations were made;

1. The management of F.B.N Enugu zonal headquarters should consult public relations practitioners in policy making or even inform them on important matters. When this is done we can be sure of a conducive working environment.
2. The bank should consult a public relations practitioner to disseminate information or reach its publics. Infact, one of the functions of a public relations practitioner is to write press releases, report and organise press conference. Therefore, there must be a good relationship between the public relations officer and the media.
3. Finally, public relations practitioners should be consulted at all times especially on important matters concerning the bank because the good image which the Bank has is as a result of the efforts of the public relations practitioners.

#### **5.5 Suggestions for further studies.**

Further studies should be well conducted on the role of public relations in creating and securing understanding on the part of the publics in order to patronise a bank.

The public relations practitioners should work hand-in-hand with the management of the organisation in order to achieve this.



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## APPENDIX A

Department of Mass Communication,  
Faculty of Management and Social Science,  
Caritas University,  
P.M.B 01784,  
Amorji-Nike,  
Enugu State.  
8th May, 2014.

Dear Respondent,

I am a final year student of the above department and Institution. I am conducting a research project on the topic “Impact of Public Relations on a Corporate Organisation (a Study of first Bank of Nigeria Plc Enugu Zonal Headquarters)”.

I appeal to you to kindly supply the answer to the following information in the best of your knowledge. All information disclosed shall be treated in strict confidence and for research purpose only.

Thanks for your anticipated co-operation.

Yours faithfully,

Researcher.

## APPENDIX B

### Questionnaire

Instruction: Please tick  in the appropriate box that indicate your answer to the question.

1. What is your gender?  
(a) Male [  ]                      (b) Female [  ]
  
2. What is your age bracket?  
(a) 18 -25yrs [  ]   (b) 26 – 35yrs [  ]   (c) 36 – 45yrs [  ]  
(d) 46 and above [  ]
  
3. What is your occupation?  
(a) Student [  ]      (b) Civil Servant [  ]      (c) Business [  ]  
(d) others, please specify [  ]
  
4. What is your Marital Status?  
(a) Single [  ]      (b) Married [  ]      (c) Divorced [  ]  
(d) Widow [  ]      (e) Widower [  ]
  
5. What is your academic qualification?  
(a) F.S.L.C [  ]      (b) O' Level [  ]      (c) H.N.D/BSc [  ]  
(d) N.D [  ]      (e) Masters Degree and above [  ]
  
6. Do you think that Public Relations practice is important in a corporate organisation?  
(a) Yes [  ]      (b) No [  ]
  
7. Do you have an account with FBN Enugu?  
(a) Yes [  ]      (b) No [  ]

8. If yes in 7 above, what kind of account do you operate?
- (a) Saving account [ ] (b) Current account [ ]  
(c) Joint account [ ] (d) Student account [ ] (e) Salary account [ ]
9. What is your relationship with FBN Enugu Zonal Headquarters?
- (a) Staff [ ] (b) Share holder [ ] (c) Customer [ ]
10. As a customer of F.B.N, how often do you receive information from the bank?
- (a) Daily [ ] (b) Weekly [ ] (c) Monthly [ ] (d) Yearly [ ]
11. Through what means do you receive information from the Bank?
- (a) Text messaging [ ] (b) Email [ ] (c) Phone call [ ]  
(d) Postal service [ ] (e) Radio Announcement [ ]
12. As an account holder with F.B.N did you ever apply for a loan?
- (a) Yes [ ] (b) No [ ]
13. If yes in 12 above, were you given?
- (a) Yes [ ] (b) No [ ]
14. Do you agree that the Public Relations practice of F.B.N Enugu zonal headquarters attracts new customers?
- (a) Yes [ ] (b) No [ ]
15. If yes in 14 above, do you agree that the Public Relations practice of the bank helps to maintain its customers?
- (a) Strongly agree [ ] (b) Agree [ ] (c) Strongly disagree [ ]  
(d) Disagree [ ] (e) No opinion [ ]

16. Would you say that the Public Relations practice of F.B.N Enugu zonal headquarters has positive impact on its consumer satisfaction?
- (a) Yes [ ] (b) No [ ]
17. The success of F.B.N Enugu zonal headquarters depends on the collaborative effort of its entire staff.
- (a) Yes [ ] (b) No [ ]
18. Do you agree that the PR practice of F.B.N Enugu zonal headquarters has been able to create and secure understanding on the parts of its publics?
- (a) Strongly agree [ ] (b) Agree [ ] (c) Strongly disagree [ ]  
(d) Disagree [ ] (e) No opinion [ ]
19. The success of Pr practice in F.B.N Enugu Zonal Headquarters depends on the effectiveness of its PR officer.
- (a) Yes [ ] (b) No [ ]
20. The PR department of F.B.N Enugu Zonal Headquarters should take credit for the continuous profit posting of the bank.
- (a) Yes [ ] (b) No [ ]