

EFFECT OF PUBLIC RELATIONS TOWARD PATRONAGE OF FAST FOOD COMPANIES

(A Study of Disney Chicken, Kaduna)

BY

KABIRU KASSIM

KPT/CBMS/18/41843

**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
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DECLARATION

I hereby declare that this research work is solely conducted by me under the supervision of Mr. Lawrence Onah Idibia of the Department of Marketing Kaduna Polytechnic. Therefore all other sources of information have been duly referenced.

Kabiru Kassim
KPT/CBMS/18/41843

Signature

Date

APPROVAL PAGE

This is to certify that this project is an original work undertaken by Kabiru Kassim with REG NO. KPT/CBMS/18/41843 and has been prepared in accordance with the rule and regulations governing the preparation and presentation of project in Kaduna Polytechnic.

Mr. Lawrence Onah Idibia
Project Supervisor

Signature

Date

Mrs. Gloria Asabe Agada
Project Cordinator

Signature

Date

Mr. Ojo Abebayo Ajayi
Head of Department

Signature

Date

External Supervisor

Signature

Date

DEDICATION

This project is dedicated solely to Almighty Allah and my beloved mother.

ACKNOWLEDGEMENTS

All praise goes to Allah (SWT) the creator of the world and what it contains by his mercy and wisdom, may the peace and blessing Almighty Allah be upon his noble prophet Muhammad (SAW) through whom we received the divine guidance and light of knowledge.

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ABSTRACT

The study examines the effects of public relations towards patronage of fast food companies. This research work intends to examine the roles of public relations towards patronage of fast food outlet. Objectives observed are to examine major variables that influence the choice of customer patronage decisions; to examine the value of product and customer satisfier. These strategies serve a variety of benefit to fast food outlets in attracting customer patronage. Description research design was adopted for the study Data's were gathered from the primary source through administration of questionnaires. The population of the study comprises residents of Kaduna metropolis, one hundred and thirty five (135) questionnaires for the customers and fifteen (15) questionnaires for the management staff of Sweeties Fast Food Kaduna in which all the questionnaires were completely filled and returned. The research employed tables crossed data and simple percentage in analyzing data. The finding of the research reveals that Customer perception is a key factor affecting a product's success. It also revealed that customers patronize fast food outlets because of their varieties of product offerings, food taste, interior and exterior decorations, personnel neatness and behavior. Also culture plays a significant role on choice of fast food patronage. From the literature reviewed, and findings from the field, recommendations were made amongst is that owner of Disney Chicken, Fast food outlets should situate and locate their outlet in a suitable place and consider the cultural background of such environment.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Public relation have been defined as the deliberate, planned and sustained effort to establish and maintain initial understanding between organizations and its general public (official definition of institution of public relations).Cornfield and Moore (2007) defined public relations as a social philosophy of management expressed in policies and practices which through two way communication with its public strives to secure mutual understanding and goodwill. The public relations society of America established a committee saddled with the responsibility of receiving terms in current use. In 1988, the committee presented and concluded that there is no satisfactory alternative term which covers specialized area of practice, such as public affairs and cooperate committee.

Public relations help an organization and its public to adapt mutually to each other and it's also helps an organizations effort to win the cooperation of group of people. Public relation helps organizations to effectively interact and communicate with their key publics, the public which may provide the direction for an organization. With its experience and staffing system over the years, Disney Chicken has been able to carve out an outstanding position for itself in the fast food industry and Kaduna in general. Disney Chicken maintains public relation tools which include annual reports, press release, written materials, sponsorship, public service activities and even community projects. Public relation is building good relations with the company's various public by obtaining favorable publicity, building up a good corporate image and handling of unfavorable rumors, stories and events. This will be looking at how Disney Chicken is surviving with

its public relation strategies as against competitors. In the fast food industry today and especially around Kaduna metropolis they are a lot of big names in the industry this making the level of competition high among which are Disney Chicken, food plant, Rity's, Mr. Biggs, to mention among others.

From its beginning few years ago, Disney Chicken was fully incorporated to carry out business activities of fast food and restaurant in the hospitality industry. Some of its various activities includes preparation of breakfasts, launch, dinner fast foods, supply of beverages, management of event and decorations, outdoor catering services, home and office delivery e.t.c.

1.1 Statement of the Problem

The statement of the research problems determines the researcher objectives, importance and consequently helps in designing the questionnaire. A good scanning on public relation activities on the fast food industry has revealed so many unprofessional public relation practices in the fast food industry. Very few organizations have a well organized public relations department and even if they do these offices are mostly occupied by non professionals or an even quack that poses little or no knowledge of public relations practices on fast food outlets.

Coupled with that, public relation activity are handled by low level executives and with low budget allocations, too low to even builds a well represented image for its organization. As a result of the above mentioned, public relation activities are conducted haphazardly in most organizations, therefore this research will be geared towards discovering the areas that may hamper the effective practice of public relations practices in the fast food industry and preferring reasonable solutions for improvement and also

identify the areas that public relation strategies could optimally contribute to the success of marketing fast food products.

1.2 Objectives of the Study

Every research project has a purpose which is referred to as the objectives of the study and therefore, for this research work the following are the objectives.

- i. To examine the major variables that influence the choice of customer patronage decisions
- ii. To examine the value of products and customer satisfier.
- iii. To examine the functions of public relations executive in Disney Chicken Kaduna.
- iv. To examine the effectiveness of public relations programme of Disney Chicken Kaduna.

1.3 Research Questions

Taking the issues discussed above into consideration, this study intends to answer the following questions

- i. What are the major variables that influence the choice of customer patronage decisions?
- ii. What are the value of products and customer satisfier?
- iii. What are the functions of public relations executive in Disney Chicken Kaduna?
- iv. What are the effectiveness of public relations programme of Disney Chicken Kaduna?

1.4 Scope of the Study

This research work focuses on the analysis on the effect application of public relation toward patronage of fast food companies in Kaduna metropolis using Disney Chicken as the study guide, located at Barnawa in Kaduna North Area of Kaduna State.

1.5 Significance of the Study

The effects of Public relations toward fast food companies are very crucial to any organization or company. Disney Chicken are not an exception. The benefit of this research work could be of great importance to the following when completed.

Organization under study which is based on identifying, analyzing, reporting and advising or recommending to the organization on how public relation can be applied in the organization in order to ensure efficiency in service delivery and marketing competitive in the organization.

This study will benefit the future researchers who may wish to undertake related topic to this research work may also find this work as a valuable material.

Students of marketing department and other related field can use this research work as a guide when in need of information on the topic of study.

1.6 Definition of Terminologies

Public relation: This is promotional activity usually undertaken with a view to communicate a favorable image of the organization and its activities. Although public relations transcend the essential needs of marketing, however a favorable image normally helps organizations to serve/satisfy their customer needs.

Product: Products are varieties of goods that can satisfy human or customer needs it could be tangible or intangible.

Marketing: Is a social system of intersecting business activities designed to play, price, promote and distribute something of value (satisfy goods, and service) to customer for profit

Promotion: Is the exercise of passing of information to a target audience. It seeks to inform, persuade and or remind the public about the company's product, services image and community service in its area of operation.

Personal selling: is any form of personal presentation by the company's sales force for the purpose of making sales and building customers relationship.

Advertising: Is the creation of awareness and information about a product or service in the media which is paid for by an identified sponsor.

Communication: Is passing of information idea and opinion within, between or among individual, group or organization and receive feedback in return.

Organization: A group of people coming together to achieve a set objective.

Management: Is a social process entailing responsibility of the operation.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In this section, current related and relevant concepts on the subject matter are reviewed and discussed. Also, past work done on the subject matter were reviewed as well and duly cited.

2.1 Public Relations Defined

Public relation concern many organizations, commercial or non commercial, so misunderstood is public relations that the last place to look for a satisfactory definitions is in a dictionary, in this part of the project, various definitions of public relations from different authors and professionals are considered.

According to (British) Institute of Public Relations (IPR), public relations practice “is a planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.” (a revised Nov, 2015). From the above definition, the key notes can be analyzed as follows:

- a. It is a planned and sustained effort-meaning that public relation activity is organized as a campaign or programme and is a continuous activity. It is not haphazard.
- b. Its purpose is to establish and maintain mutual understanding’ that is, to ensure that the organization is understood by others. Mutual understanding is thus between an organization and its publics, since many groups of people are involved.

According to public relation association of Mexico, in its statement in Mexico City which was agreed; “public relations practices is the art and social science of analyzing trends,

predicting their consequences, counseling organization leaders and implementing planned programme of action which will serve both the organization and the public interest”.

The special significance of this international definition lies in the beginning and the end.

- a. The Mexican statement speaks of ‘analyzing trends’, which implies the application of research technique before planning a public relation programme.
- b. The definition embraces the public affairs and social science aspects of an organization, that is, its responsibility to the public interest. An organization is judged by its behavior. Public relation is about goodwill and reputation.

Today's world is a world of communication and in every second, millions of information units are exchanged in the world. Since development of human life improves, thus increase need to information and communication every day increased and nowadays having accurate and up to date information for people is the important and people with more information will be more successful. Public relations in organizations in term of work quality means assist to organization management in achieving organizational goals, believe to the transparency affairs and accountability, 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 practices of the organization and having specific strategies and programs are divided into three categories: 1- justifier public relations 2-explainer public relations 3- analyzer public relations. Justifier public relations and organization based and manager –based which continually tries to explain the views of managers and their organization benefit and with misrepresentation, concealment, false and misleading and closing real and concrete ways of disseminating information to outside organization with large volumes informing and misleading

advertisements trying to show better objectives and activities of the organization. Explainer public relations in its most optimistic form are describes and narrate public relations that move following events and only deals with to illustrations and report them. This type of public relations is lack of strategic planning and executive program and is passive, and without innovation and creativity. Analyzer public relations is a public relations with program that moves head of affairs, events and trends and improve to levels of management consultants and participates in policies and policies of organization.

The objective of these public relations is promoting mutual understanding with audiences and with confidence and strong reasoning and logic meanwhile safeguarding organization interests protect from the public interest, governments and other organizations. Analyzer public relations recognized desires, needs and attitudes of organization audience and will transfer to managers of organization and by providing technical consultations to organization policy makers can play significant share in policy formulating and executive programs of organization (Botan, 2006).

According Skandari (2004), public organizations have reliable information, accurate and timely, considering the purpose and structure is an organization's greatest asset and survival of an organization depends on having a reciprocal relationship between internal and external of organization and advertising, and up to date and useful information and appears necessity of the real public relations in public affairs station. In today's world that has broken communication boundaries and human seek to discovery of optimal solutions life and attitude of the society oriented. Scientific principles lead to explore and focus on the interaction conditions and to involve. Undoubtedly, an organization, or an agency

cannot be considered unrelated to their island and no need and unrelated from technology and its products (Laver, 2009).

Public relations should be based on thinking oriented, collaboration oriented and information-oriented in order to effectively contribute to the effectiveness of the organization and with innovation and modernity, originality and creativity is continually involved and coincide themselves with developments and responding regularly to public opinion. It seems that keep up the lack of talent innate and degrees is one of the weaknesses of public relations in Iran. Also managers of the public relations should be familiar communication and management. A lot of public relations managers don't have thinking-oriented approach to public relations (Bertrand and Hughes, 2005). Having the capabilities and innate talent for a manager is the important characteristics. Everyone who attended communication studies will not be public relations specialists; because education passing is not at all indicative of expertise in this field. Senior managers should have accurate recognition from the scope of public relations. Public relations are a combination of art and technology to communicate properly with people.

Experts believe that despite the importance of public relations and effective role of managers in this field in different organizations and ministries unfortunately, there isn't look professional and program to the public relations and we see that the majority of public relations by addressing to have quick impact work, not important to the long-term plans and do not perform the necessary investment

2.2 Public Relations Methods and Techniques

An organization's corporate identity consists of these activities that reflect the personality of the organization. Public relations provide some of the deliberate cues which enable

stakeholders to develop images and perceptions by which they understand and recognize organizations.

The range of public relation cues or method available to organizations is immense. Different organizations use different permutations in order that they can communicate effectively with their stakeholders. For the purposes of this study a general outline is provided of the more commonly used methods.

The approach adopted here is that public relations consist of a range of communication activities which publicity and events are the main ones. There are also other activities which are derived from public relation. These are lobbying (one of personal selling and publicity), sponsorship (out of events and advertising), corporate advertising (out of corporate public relations and advertising) and crisis management (which has developed out of issues management, a part of corporate public relations).

In view of the above, the following are methods and techniques of public relations as given by (Confield and Moor, 2000):

1. **Publicity:** The quality of the relationship between an organization and the media will dramatically affect the impact and dissemination of news and stories released by an organization. The relationship referred to are those between an organization's public relation manager and the editor and journalists associated with both the press and broadcast media.
2. **Press releases:** Information that is communicated as a part of the regular TV or/and radio programme, newspapers, magazines and other types of mainstream media achieves a

much bigger impact than advertisements. This is due to the fact that most people consider such information more trustworthy and meaningful than paid ads. Press release is therefore one of the oldest and most effective PR tools.

3. **Press conferences:** Press conferences are used when a major event has occurred and where a press release cannot convey the appropriate tone or detail required by the organization. Press conferences are mainly used by politicians but organizations in crisis (e.g. accidents & mergers) and individuals appealing for help (e.g. police requesting assistance from the public with respect to a particular incident) can use this form of communication.
4. **Interview:** Interviews with representatives of an organization enable news and the organization's view of an issue or event to be conveyed. Other forms of media relations concern by lined articles (articles written by a member of an organization about an issue regarding any company and offered for publication). Speeches, letters to the editor etc.
5. **Events:** Control over public relation events is not as strong as that for publicity. Indeed, negative publicity can be generated by other parties, which can impact badly on an organization by raising doubts about its financial status or perhaps, the quality of its products. The event in this regards can be either product, corporate or community events.
6. **Lobbying:** The representation of certain organizations or industries within government is an important form of public relation work whilst legislation is being prepared, lobbyists provide a view of information to their organizations to keep them informed about events (as a means of scanning the environment) but also to have the views of the organization, and in order that legislation can be shaped appropriately and to limit any essential damage new legislation might bring.

7. **Sponsorship:** It was mentioned earlier that community public relation requires an organization to contribute to the local community with a view to being seen as participative, carrying and more involved with local affairs, the degree of control that can be levied against this type of activity is limited once a commitment has been made. Sponsorship involves an exchange whereby one party permits another an opportunity to exploit an association with an activity for commercial advantage in return for funds, services or resources.
8. **Corporate advertising:** In an attempt to harness the advantages of both advertising and public relations, corporate advertising has been seen by some as a means of communicating more effectively with a range of stakeholders. The credibility of messages transmitted through public relation is high but the control management has over the message is limited.

Advertising, however, allows management virtually total control over message dispersion, but the credibility of these messages is usually low. Corporate advertising is the combination of the best.

2.3 The Role of Public Relations

According to Cutlip et al (2006), a typical department is likely to be made up of junior and more experienced practitioners who are responsible for implementing the public relations and media relations programs. When needed, organizations can utilize the services of external public relations consultants. The roles and responsibilities of public relations practitioners are influenced by two forces: the professionalization of public relations and the nature of the organizational environment. In the early days of the

development of professional public relations, internal departments were often managed by former journalists who translated media skills into public relations by promoting a one-way communication model. As public relations education evolved, so too did the role of a public relations professional. This has corresponded with a shift from one-way to two-way communication to the multi way communication central to online and offline communication exchanges. The state of the organizational environment also influences the make-up of the public relations team. More turbulent environments require more senior practitioners to be aware of the dynamic environment and how changes will affect organizational goals (Grunig, Grunig & Dozier 2002). The complexity and changing dynamics of public relations indicate that tensions exist in practice as public relations are constantly changing. The work of Broom, Dozier, and their colleagues provides the foundation for much of our understanding of public relations roles. In a series of studies, four primary roles were identified and investigated: communication technician, expert prescriber, communication facilitator, and problem-solving facilitator (Broom & Smith 2010 and Dozier & Broom 2012). The communication technician is an entry level role for which the practitioner is hired primarily to write or implement activities and, as such, is not part of the decision making process. An expert prescriber epitomizes authority and is charged by management to make decisions relating to public relations, often by themselves and with limited links to the management team (Cutlip, Center and Broom, 2006).

In contrast to these roles, the communication facilitator and the problem-solving facilitator adopt a more collaborative approach. Communication facilitators operate at the boundary between the organization and its environment to facilitate exchange and

transfer information, while the problem-solving facilitator collaborates with other managers to define and solve problems. A more common categorization is that of the public relations technician and the public relations manager. The public relations technician (whose role equates with the communication technician role outlined above) is responsible for the implementation of public relations activities such as news conferences or events, the production of material such as speeches and news releases, and planning and implementation of projects such as employee involvement in community relations activities (Cutlip, Center and Broom, 2006).

2.4 The Publics/Stakeholders of an Organization

Experts in stakeholder management and public relations have provided many different ways of identifying key stakeholders or publics. At the heart of these attempts is the question, “How much attention does each stakeholder group deserve or require?” This section is revised with permission from Rawlins (2006). Because it is impossible that all stakeholders will have the same interests in and demands on the organization, Winn specified that stakeholder management be about managing stakeholders’ potentially conflicting interests. Winn (2012), once organizations have identified their stakeholders, there is a struggle for attention: who to give it to, who to give more to, and who to ignore. Sacrificing the needs of one stakeholder for the needs of the other is a dilemma with which many organizations struggle. When these conflicts arise it is important to the success of the organization that it has prioritized each stakeholder according to the situation.

It provide a model that moves from the broadest attempts at identifying all stakeholders, to the more specific need of identifying key publics for communication strategies. The

model is situational, and priority of stakeholders and publics will change according to the situation. A stakeholder is a group or individual who is affected by or can affect the success of an organization. Freeman (1984), the definition has been expanded to include groups who have interests in the corporation, regardless of the corporation's interest in them. Employees, customers, shareholders, communities, and suppliers are those most commonly classified as stakeholders within an organization.

Grunig and Repper (2009) differentiated the terms “stakeholder” and “public” in the following way, organizations choose stakeholders by their marketing strategies, recruiting, and investment plans, but “publics arise on their own and choose the organization for attention. This classification relied on John Dewey's definition of a public: That it is a group of people who face a similar problem, recognize the problem, and organize themselves to do something about it, Dewey (2015) therefore publics organize from the ranks of stakeholders when they recognize an issue and act upon it.

Stakeholder Linkages to the Organization

Organization should attempt to identify *all* stakeholders before narrowing them by their attributes. One way to do this is by considering how these groups are linked to the organization. A model by Grunig and Hunt breaks these links into four groups by linkage: enabling, functional, diffused, and normative stakeholders.

- i. Enabling stakeholders have some control and authority over the organization, such as stockholders, board of directors, elected officials, governmental legislators and regulators, and so on. These stakeholders provide an organization with resources and necessary levels of autonomy to operate. When enabling relationships falter, the

resources can be withdrawn and the autonomy of the organization limited, restricted, or regulated.

- ii. Functional stakeholders are essential to the operations of the organization and are divided between *input* providing labor and resources to create products or services (such as employees and suppliers) and *output* receiving the products or services (such as consumers and retailers).
- iii. Normative stakeholders are associations or groups with which the organization has a common interest. These stakeholders share similar values, goals, or problems and often include competitors that belong to industrial or professional associations.
- iv. Diffused stakeholders are the most difficult to identify because they include publics who have infrequent interaction with the organization, and become involved based on the actions of the organization. These are the publics that often arise in times of a crisis; linkages include the media, the community, activists, and other special interest groups.

Going through the linkage model should help an organization identify all its stakeholders. The diffused linkage stakeholders would be different according to situation, but the enabling, functional, and normative linkage stakeholders are likely to be constant.

2.5 Characteristics of Public Relations

Public Relations is one of the growth industries in Nigeria and around the world. More and more graduate talent is entering the industry; more and more journalists are making the crossover to PR as a career choice. Working in PR never used to be particularly fashionable, but right now it's where a lot of people want to be. According to Dewey (2015), the following are the characteristics of public relations.

An ability to communicate brilliantly: Public Relation is all about communications, so it stands to reason that the best Public Relation people are brilliant communicators. “In public relations, writing is everything,” says the industry bible Public Relation Week and it’s true, to cut it in Public Relation your content-creating skills need to be way better than average whether you’re writing a 5000-word client report or a 140-character tweet. Your spoken communications also need to be superb we are an industry of talkers as well as your presentation skills and even your visual literacy.

An insatiable curiosity: When a company takes on a Public Relation agency, there is usually a specific brief based on a set of targets and objectives. What is rarely in the brief is the sort of ‘eyes and ears’ service that the best Public Relation firms provide. At Cullen Communications we call it ‘Public Relation Plus’, a process by which we are constantly thinking about our clients, scanning the market for news and developments of interest, alert to any opportunity that we can turn into a PR win. This requires the sort of curiosity that brought about the demise of the proverbial cat: have you got the eyes and ears for Public Relation?

An appetite for learning: There once was a time when press releases were cranked out on typewriters, then photocopied and posted – posted to news departments. Public Relation has changed a bit since those days, and the industry continues to change at an incredible rate. Today’s public relation professional must be willing to absorb all kinds of new information and skills in order to succeed in the evolving media landscape.

An understanding of the media: Within that changing landscape, traditional media still has an important role to play and media relations skills are a vital tool for any public relation practitioner. An effective media relations campaign can generate third party

endorsement via media mentions and this in turn can add immense value to any brand. Knowing how the media works, and knowing how to work the media, will always be important as important as understanding clients' needs.

A creative streak: Public Relation is often described as ‘hard working’ and it’s true, a lot of what we do is about effort making the calls, following up, networking, meeting, pitching, pushing, promoting. There’s plenty of leg-work in this business, but there’s also a need for bright, brilliant strategic ideas and there always will be. Creativity is the bedrock on which all successful Public Relation campaigns are founded and it’s a trait shared by all successful Public Relation professionals, young and old (Dewey, 2015).

2.6 Understanding Corporate Advertising

Gifts and sponsorships are processed and accounted for differently than advertising revenue. Gifts and sponsorships are tax-exempt. Advertising revenue must be taxed and requires different processing and accounting. Corporate Engagement cannot assist with or offer resources for groups to solicit or process advertising revenue.

Advertising: Advertising is defined as messages that contain qualitative or comparative language, price information, indications of savings or value, endorsement or inducement to use a company, service or product. If your recognition of corporate sponsors constitutes advertising, the support is not countable as a gift and does not qualify for tax deduction or tax receipts.

Corporate Sponsorship: Corporate sponsorship of units, or their respective event(s) and activities, can be categorized as gifts as long as the aforementioned criteria and following factors are met:

- An acknowledgment of a company as sponsor of a unit or its activities and event(s).

- The sponsor should not expect or receive a substantial return benefit (i.e. valued in dollars) for payment other than name acknowledgment and/or promotional value.
- Use of a sponsor's logo or slogan (so long as they do not contain qualitative or comparative descriptions of the sponsor's products, services, facilities or company) in connection with an exempt organization's activities. Simple name or logo placement on websites, t-shirts, brochures, newsletters, etc. is acceptable.
- A list of the sponsor's locations, telephone numbers or internet addresses and value-neutral descriptions on the nonprofit's website or in connection with its activities.
- Sponsorship is not contingent on event attendance, ratings or public exposure.

2.7 Crisis Management

Any business, at one point, will face some sort of public relations crisis and the way you respond can either give you a much-needed image boost or significantly damage your brand, ultimately alienating your customer base and business partners. Especially in this day and age, when news goes viral almost instantly, organizations need to be ready to respond to any PR crisis quickly and efficiently, using all available platforms. Crisis Management prepares the individuals to face unexpected developments and adverse conditions in the organization with courage and determination.

- Employees adjust well to the sudden changes in the organization.
- Employees can understand and analyze the causes of crisis and cope with it in the best possible way.
- Crisis Management helps the managers to devise strategies to come out of uncertain conditions and also decide on the future course of action.

- Crisis Management helps the managers to feel the early signs of crisis, warn the employees against the aftermaths and take necessary precautions for the same.

Essential Features of Crisis Management

- i. Crisis Management includes activities and processes which help the managers as well as employees to analyze and understand events which might lead to crisis and uncertainty in the organization.
- ii. Crisis Management enables the managers and employees to respond effectively to changes in the organization culture.
- iii. It consists of effective coordination amongst the departments to overcome emergency situations.
- iv. Employees at the time of crisis must communicate effectively with each other and try their level best to overcome tough times. Points to keep in mind during crisis
- v. Don't panic or spread rumours around. Be patient.
- vi. At the time of crisis the management should be in regular touch with the employees, external clients, stake holders as well as media.
- vii. Avoid being too rigid. One should adapt well to changes and new situations.

2.8 Functions of the Public Relations Executive

As a vocalized audio-visual mechanism of an organization, the public relations executive has the following functions that he performs amongst others:-

Counseling the Organization Leaders: The public relations executive (PRE) is a 'know-all' of the firm. He must advice management constantly on issues beneficial to

both internal and external publics as well as organizational interest. He is the monitor of management, the reminder and controller of the voice of the organization. Advice to the management and employees are resultant from his opinion survey, an intelligence reports.

Public Research: The public relations executive researches the environments of the firm. He probes the views of the employees, the customers, the government, the shareholders, the community etc; assesses their attitudes and opinions and relates them with the firm's policies and offerings to confirm their compatibility.

Government Lobbying: He realizes the preponderant influence the government exerts on organizations and often come close to influential members of the assembly. The public relations executive understudies the government, her laws, economic trends and sociological factors, makes projections and advice management accordingly.

Communication: The public relations executive communicates internally and externally. He draws the attentions of the public on toward scenario, correct false impressions and disseminates full and truthful information at all times.

Functional support: The public relations executive gives functional support to other departments. He prints materials such as packages, dairies, calendar, in support of production and marketing functions and other functional departments.

Media relation: he prepares and relates with the media, his relationship with the media provides the media with information. He anticipates feedback from the media directly or indirectly from various publics. Media response could be favourable or unfavourable. Yet the aim of the public relations executive is to always get favourable comments about his

organization. He often studies to remedy unfavourable media reports by painting a better picture of events commended or telling the hard truth mildly with justifications, assurances and promise.

Policy Formulation and Plan: The public relations executive formulates public relations policy for his organization. He plans effectively and efficiently to enforce the policies and execute the public relations activities of his department. At the same time, he coordinates his departments in order to achieve corporate objective and policies.

Evaluation: The public relations executive evaluates his departmental performance as well as the public relations contents of the corporate functions of the firm.

Liason: The public relations executive serves as the linkman between his organization and her numerous publics. He coordinates the activities of the staff and the management and ensure that cordial atmosphere exist for collective efforts to yield results.

Other Functional Specific of the Public Relations Executive

- a. **Speaking:** The public relations executive is the spokesman of an organization
- b. **Writing:** Writing is a momentary and daily business of the public relations executive.
- c. **Editing:** public relations executive often edits all write-ups prepared for public relations consumption
- d. **Information display or placement:** The public relations executive does the internal display and dispatch of public information.
- e. **Production:** Where there is an in-house public relations department, the pre executive public relations functions through internal organization.

- f. **Event management:** Events are organized, planned and presented to the public. Such events include special events like anniversaries, conferences, annual general meetings, exhibitions etc.
- g. **Corporate advertising:** The functions of the public relation department include institutional advertising. The public relation executive through institutional advertising promotes the organization, its name, intensifies its reputation, advantages and strengthens.

2.9 Public Relations Communication

Communication plays an essential role in effective public relations. Two way communication between both the parties is essential and information must flow in its desired form between the organization and public. The receiver must understand what the sender intends to communicate for an effective public relation. The receivers (public, target audience, stakeholders, employees, investors) must clearly understand the sender's message. (organization in this case).

The message/information needs to create an impact in the minds of customers for an effective brand positioning. Communication needs to have a strong influence on the target audience for them to remain loyal towards the organization.

In public relations, the receivers play a crucial role than the sender. The sender (organization) must ensure that the receivers interpret the information correctly and also give necessary feedbacks and reviews. It is really essential for the sender to understand its target audience. Public relations experts must do extensive research and gather as much information as they can before planning any public relation activity. Public relation

activities would go unnoticed if receivers do not understand it well. Public relation activities must be designed keeping in mind the benefits of the target audience for a better brand positioning.

2.10 Public Relations Planning

Planning is good for public relations people, and it can contribute to the success of public relations activities. But, it takes time and effort. It can be tedious, and it's neither glamorous nor exciting. It lacks the appeal and the challenge of media relations or crisis communication and, for most practitioners, falls short of providing the satisfaction and sense of accomplishment that completing a publication or a special event does. It's generally viewed as one of those things that should be done rather than something people want to do. It's like eating broccoli instead of a hot fudge sundae.

But, all public relations planning is not the same. It's as diverse as spinach, corn, and squash. Some public relations planning is like radishes. It requires very little preparation and is easy to take advantage of if you simply notice it. Other approaches to planning are more like spaghetti squash. They require much more time and effort to prepare. And some planning methods are like brussel sprouts. They're easily overdone and often become unpalatable, in simplest terms planning is figuring out the best way to accomplish whatever you want to do or to get wherever you want to be. The basic concept is clear, simple, and straight-forward. But, over time planning has become a specialty field in its own right and has developed its own special jargon.

Traditional planners set goals, identify objectives, and define action steps to reach their goals and objectives.

Contemporary planners have added buzz words like strategic, visioning, and organizational advancement to the planning lexicon. They shift into an "organizational advancement mode" to draft "strategic planning documents that enunciate organizational visions."

Public relations planning is simply identifying with whom you want to have a relationship, what you want from that relationship, and what you can do to achieve it. It seems rudimentary, but it's surprising how often such basic forethought is overlooked. Consider, for example, the Midwestern adult literacy program that printed a text-filled booklet to try to convince illiterate adults to sign up for reading lessons.

A public relations plan helps maintain self-discipline as well as being an excellent informational tool. This is especially true for public relations practitioners who have recently changed jobs or taken on new clients. Planning forces them to ask questions and review their underlying assumptions. Each successive step in the planning process sharpens their focus on how the organization operates and where it's going, as well as clarifying public relations' role in that operation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter reveals the general methodology used in carrying out the research work, which includes area of the study, research population, sample and sampling technique, instrument for data collection, administration of the instrument, method of data analysis and presentation.

3.1 Area of the Study

The research was conducted using Disney Chicken Fast Food, located at Ahmadu Bello way in Kaduna South Local Government area of Kaduna State as the study area/guide.

3.2 Research Design

The researcher employed descriptive design for the study, because it enables the researcher to describe the variables under investigation.

3.3 Population of the Study

The research population for this study consisted of 25 management and staff of Disney Chicken Kaduna and an estimated 150 customers of Disney Chicken within Kaduna metropolis. Therefore, the total population for the study stood at 175.

3.4 Sample and Sampling Techniques

The sample size comprises of 15 management staff and 135 customers, making a total number of 150 which were randomly selected from the entire population of the study.

The sampling techniques adopted for the selection is Simple Random Sampling. This is because the technique gives each and every members of the population an equal chance of being selected for representation.

3.5 Instrument for Data Collection

The instruments used for data collection is questionnaire; questionnaire is a formalized schedule to obtain and record specified and relevant information with tolerable accuracy and precision. The Likert five (5) point rating scale of strongly agree (5point), agreed (4points) undecided (3point), disagree (2points), and strongly disagree (1point) is used.

3.6 Administration of the Instrument

The questionnaires were personally administered to the respondents operating within the research area by the researcher.

3.7 Methods of Data Analysis and presentation

The mean (x) statistical methods of data analysis is engaged for this study. The mean statistical method was made possible with the Likert five point rating scale of 5:1 (i.e., SA -5, A-4, UD-3, D-2, and SD-1).With this method, survey statements are either accepted or rejected with a cut-off point of 3.00, derived as shown below:

$$\text{Mean (x)} = \frac{\sum fx}{\sum f}$$

Where f = frequency

$\sum f$ = total frequency

$$X = \frac{5+4+3+2+1}{5} = 3.00$$

Variables below 3.00 signify rejection while variables with points 3.00 and above signifies acceptance.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.0 Introduction

This chapter is concerned with the systematic presentation and analysis of data collected through administered questionnaires to the general public, opinions of respondents are collected, tabulated, analyzed and interpreted in this chapter.

From the survey conducted and questionnaires administered to carry out the research, the opinions of one hundred and fifty (150) out of the one hundred and seventy five (175) questionnaires administered were returned and tabulated, analyzed and interpreted for the purpose of obtaining the required information.

One hundred and fifty (150) copies of questionnaires were filled and returned up in good condition upon which this analysis is based. For easy understanding, below has presented the opinion through likerts 5 points rating scale which has a cutoff point of 3.00

4.1 Analysis of Management and Customer Questionnaire

It contains the presentation and analysis of respondents' bio-data which shows the capability of the respondents to provide appropriate needed responses to the various questions.

Customer Question

Table 1: Classification of Respondent by Gender!

Response	Frequency	Percentage (%)
Male	75	56
Female	60	44
Total	135	100

Source: Field survey 2021

The above table represents the distribution of sample respondent by sex. It shows that 75 (56%) of the respondent are male while the remaining respondent 60 (44%) are female. This shows that majority of the respondent are female.

Table 2: Respondents level of education!

Response	Frequency	Percentage (%)
Primary	5	4
Secondary	55	41
Tertiary	70	51
Uneducated	5	4
Total	135	100

Source: Field survey 2021

Table 2 indicates that 4% respondents are holders of primary school certificate, 41% respondents are holders of secondary certificate, 51% respondents are holders of HND/Degree certificate, while 4% respondents are uneducated respectively. This means that the highest respondents served with questionnaire are secondary and HND/degree certificate holders.

Table 3: Age of the Respondents!

Response	Frequency	Percentage (%)
16 – 25 yrs	35	26
26 – 35 yrs	40	29
36 – 45 yrs	30	23
46 – 55 yrs	20	15
56 – yrs and above	10	7
Total	135	100

Source: Field survey 2021

Table 3 indicates that 26% respondents are between the age 16-25 years, 29% respondent are between 26-35 years, 23% respondents are between the age of 36-45 years, while 15% of the respondents are between the age of 46-55 years and 7% of respondent are between 56 years an above respectively. This means that 55% of the questionnaires have been answered by the respondents between the ages of 16-35 years.

Table 4: Occupation status of respondents!

Response	Frequency	Percentage (%)
Public Servant	50	37
Businessmen/Women	55	41
Hand work	10	7
Student	20	15
Total	135	100

Source: Field survey 2021

Table 4 implies that 33.3% respondents are public servants, 33.3% respondents are business men/women, 13.3% respondents does hand work, while 20% are students. This also indicates that the research seemed more questionnaire to public servants and business men/women.

Table 5: You would rather make things than buy them!

Response	Frequency	Percentage (%)
Strongly agreed	25	19
Agreed	20	14
Undecided	-	-
Disagreed	40	30
Strongly disagreed	50	37
Total	135	100

Source: Field survey 2021

Table 5 indicates that 19% respondents choose strongly agreed, 14% respondents choose agreed, 0% respondents choose undecided 30% respondents choose disagree and 37% strongly disagreed that they would rather make something than buy it.

Table 6: Variety of products offering by Disney Chicken affects your choice of fast food outlet!

Response	Frequency	Percentage (%)
Strongly agreed	30	22
Agreed	20	15
Undecided	35	26
Disagreed	30	22
Strongly disagreed	20	15
Total	135	100

Source: Field survey 2021

Table 6 indicates that 22% respondents choose strongly agreed, 15% respondents choose agreed, 22% respondents choose disagreed while 15% respondents choose strongly disagreed. This shows that 26% of the respondent chooses undecided.

Table 7: A fast food outlet exterior significantly affects your choice of products/service in Disney Chicken!

Response	Frequency	Percentage (%)
Strongly agreed	35	26
Agreed	50	37
Undecided	30	23
Disagreed	10	7
Strongly disagreed	10	7
Total	135	100

Source: Field survey 2021

The table above shows that 26% respondents choose strongly agreed, 37% respondents choose agree, 23% respondents choose undecided, while 14% respondents choose disagreed and strongly disagreed respectively. This shows that 37% of the respondents are affected by fast food outlets exterior settings.

Table 8: Personnel neatness and courtesy influence your choice of patronage in Disney Chicken Fast Food!

Response	Frequency	Percentage (%)
Strongly agreed	90	67
Agreed	20	14
Undecided	15	11
Disagreed	5	4
Strongly disagreed	5	4
Total	135	100

Source: Field survey 2021

Table 8 shows that 67% respondents choose strongly agreed, 14% respondents choose agreed, 11% choose undecided, 4% respondents choose disagreed while 4% respondents

choose strongly disagreed. This means that 67% of the respondents strongly agreed that personnel neatness and courtesy influence their choice of fast food outlets.

Table 9: You often patronize Disney Chicken Fast Food!

Response	Frequency	Percentage (%)
Strongly agreed	90	67
Agreed	20	14
Undecided	15	11
Disagreed	5	4
Strongly disagreed	5	4
Total	135	100

Source: Field survey 2021

From the table 9 above it shows that 90 respondents represent 67% choose strongly agreed, 20 respondents represent 14% choose agreed, 15 respondents represent 11% choose undecided, 5 respondents represent 4% respondents choose disagreed while 4% respondents choose strongly disagreed. This means that majority of the respondents agreed they oftenly patronage Disney Chicken outlet.

Table 10: The use of visuals in advertisements greatly influences your choice of outlets!

Response	Frequency	Percentage (%)
Strongly agreed	60	44
Agreed	50	37
Undecided	-	-
Disagreed	20	15
Strongly disagreed	5	4
Total	135	100

Source: Field survey 2021

Table 10 shows that 60 respondents representing 44% strongly agree, 37% of the respondents agreed, 20 respondents representing 15% disagree and the remaining 5 respondents represent 4% strongly disagreed. This implies that 81% of the respondent agreed the use of visuals in adverts influence their choice of outlets.

Table 11: Value satisfaction is a significant element in your choice of fast food outlet!

Response	Frequency	Percentage (%)
Strongly agreed	55	41
Agreed	40	30
Undecided	20	15
Disagreed	10	7
Strongly disagreed	10	7
Total	135	100

Source: Field survey 2021

Table 11 shows that 41% respondents choose strongly agree, 30% respondents choose agreed, 15% respondents choose undecided, 7% respondents choose disagree while 7% respondent choose strongly disagree. This means that value satisfaction is a significant element in their choice of fast food outlets.

4.1.1 Answering Management Question

Table 1: Gender of Respondents!

Gender	Respondents	Percentage (%)
Male	4	27
Female	11	73
Total	15	100

Source: Field survey, 2021

From the management table above, it shows that 4 respondents are male representing 27% and the remaining 11 respondents represent 73% female

Table 2: Level of staff!

Level	Respondents	Percentage (%)
Management	2	13
Middle management	3	20
Staff	10	67
Total	15	100

Source: Field survey, 2021

The table above shows that 2 respondents are top management representing 13%. 3 respondents representing 20% are middle management staff and other respondents representing 67% are low staff of the organization.

Table 3: Customer's can be triggered by internal or external stimuli in Disney Chicken Fast Food!

Response	Frequency	Percentage (%)
Strongly agreed	7	47
Agreed	5	33
Undecided	-	-
Disagreed	3	20
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

Table 3 above shows that 47% of the respondents strongly agreed, 33% of the respondents agreed and remaining 3 respondents represent 20% were disagreed that customer's cannot be triggered by internal or external stimulus in Disney Chicken .

Table 4: Information gotten from multiple sources by talking with friends or family influences choice of customer patronage!

Response	Frequency	Percentage (%)
Strongly agreed	8	53
Agreed	4	27
Undecided	2	13
Disagreed	1	7
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

The above table shows that 53% strongly agreed, 27% agreed, 13% of the respondents were undecided and 1 respondents represent 7% disagreed.

Table 5: Sponsoring programmes stage by the company influences customer's patronage!

Response	Frequency	Percentage (%)
Strongly agreed	10	67

Agreed	5	33
Undecided	-	-
Disagreed	-	-
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

The table 5 above shows that 10 respondents represent 67% strongly agreed and 5 respondents representing 33% agreed. None of the respondents disagreed nor strongly disagreed with the statement.

Table 6: Price fairness has a significant effect on the value customers derive from products!

Response	Frequency	Percentage (%)
Strongly agreed	6	40
Agreed	4	27
Undecided	3	20
Disagreed	2	13
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

The table above shows that 40% strongly agreed, 27% agreed. 20% were undecided as at the time of questionnaire, and the remaining 2 respondents represent 13% disagreed.

Table 7: Prices of products/service of the company is affordable to customers!

Response	Frequency	Percentage (%)
Strongly agreed	10	67
Agreed	5	33
Undecided	-	-
Disagreed	-	-
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

The above table shows that 10 respondents represent 67% strongly agreed and the remaining 5 respondents represent 33% agreed. None of the respondents were undecided nor disagreed with the statement.

Table 8: Price fairness involves comparing the price with a certain standard

Response	Frequency	Percentage (%)
Strongly agreed	8	54
Agreed	5	33
Undecided	2	13
Disagreed	-	-
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

Table 8 above shows that 54% of the respondents strongly agreed. 33% agreed and 2 respondents represent 13% were undecided.

Table 9: Counseling the Organization Leaders in Disney Chicken

Response	Frequency	Percentage (%)
Strongly agreed	7	47
Agreed	5	33
Undecided	2	13
Disagreed	1	7
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

From the table above, 7 respondents represent 47% strongly agreed, 5 respondents represent 33% agreed 2 of the respondents represent 13% were undecided and 1 respondent represent 7% disagreed.

Table 10: Conducting customer research!

Response	Frequency	Percentage (%)
Strongly agreed	10	67
Agreed	5	33
Undecided	-	-
Disagreed	-	-

Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

The respondents strongly agreed that conducting customer research is among the function of public relations executive in Disney Chicken represent 67% and the remaining 5 respondents represent 33% agreed.

Table 11: Lobbying government for opportunities/patronage!

Response	Frequency	Percentage (%)
Strongly agreed	8	54
Agreed	5	33
Undecided	2	13
Disagreed	-	-
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

Table 11 above shows that 8 respondents represent 54% strongly agreed, 5 respondents represent 33% agreed and 2 respondents were undecided represent 13%. None of the respondents disagreed.

Table 12: Link the results to business outcomes that further the realization of organizational goals!

Response	Frequency	Percentage (%)
Strongly agreed	8	53
Agreed	4	27
Undecided	2	13
Disagreed	1	7
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

The table above reveals that 8 respondents represent 53% strongly agreed, 27% of the respondents agreed, 2 respondents represent 13% undecided and the remaining 1 respondents represent 7% disagreed.

Table 13: Customer patronage is influenced through effective execution of public relations programmes!

Response	Frequency	Percentage (%)
Strongly agreed	10	67
Agreed	5	33
Undecided	-	-
Disagreed	-	-
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

The above table 13 shows that 10 respondents represent 67% strongly agreed and 5 respondents agreed that customer patronage is influenced through effective execution of public relations programmes.

Table 14: Executed public relation programmes assisted in crisis management and misinformation!

Response	Frequency	Percentage (%)
Strongly agreed	7	47
Agreed	5	33
Undecided	2	13
Disagreed	1	7
Strongly disagreed	-	-
Total	15	100

Source: Field survey 2021

The analysis of the respondents' shows that 7 respondents represent 47% strongly agreed. 5 respondents represent 33% percent agreed, 2 respondents represent 13% were undecided and 1 respondents disagreed.

4.2 Presentation and Analysis of Data

This section contains the analysis of data collected from respondents out of one hundred and seventy five (175) questionnaires administered; one hundred and fifty (150) are duly filled and returned. The analyses are based on the research questions asked.

Research question 1: What are the major variables that influence the choice of customer patronage decisions?

S/N	VARIABLES		SA	A	UD	D	SD	Total	Mean	Remark
1	Customer's can be triggered by internal or external stimuli	F	7	5	0	3	0	61/15	4.0	Accepted
		X	5	4	3	2	1			
		Fx	35	20	0	6	0			
2	Information gotten from multiple sources of talking with friends or family influences choice of customer patronage	F	8	4	2	1	0	64/15	4.2	Accepted
		X	5	4	3	2	1			
		Fx	40	16	6	2	0			
3	A fast food outlet exterior significantly affects your choice of products/services	F	35	50	30	10	10	495/135	3.6	Accepted
		X	5	4	3	2	1			
		Fx	135	200	90	20	10			
4	Variety of products offering by Disney Chicken affect your choice of fast food outlet	F	30	20	35	30	20	415/135	3.0	Accepted
		X	5	4	3	2	1			
		Fx	150	80	105	60	20			

Source: Field survey, 2021

From the table above, variable 1 with a means score of 4.0 agreed by the respondents that customer's can be triggered by internal or external stimuli has a variable that influence the choice of customer patronage decisions.

Variable 2 with a mean score 4.2 above the cutoff mark 3.0 also agreed by the respondents that information gotten from multiple sources by talking with friends or family influences choice of customer patronage.

Variable 3 also agreed by the respondents with mean score of 3.6, respondents agreed that a fast food outlet exterior significantly affects their choice of product/services.

Variable 4 with a means score of 3.0 agreed by the respondents that variety of products offering by Disney Chicken affect their choice of fast food outlet.

Research question 2: What are the value of products and customer satisfier?

S/N	VARIABLES		SA	A	UD	D	SD	Total	Mean	Remark
1	price fairness has significant effect on the value customer derive from products	F	6	4	3	2	0	59/15	3.9	Accepted
		X	5	4	3	2	1			
		Fx	30	16	9	4	0			
2	prices of products/services of the company is affordable to customer	F	10	5	0	0	0	64/15	4.6	Accepted
		X	5	4	3	2	1			
		Fx	50	20	0	0	0			
3	price fairness influences brand image building	F	10	5	0	0	0	495/135	4.6	Accepted
		X	5	4	3	2	1			
		Fx	50	20	0	0	0			

Source: Field Survey, 2021

From the table above, variable 5 shows that price fairness has a significant effect on the value customer derive from products with a mean score of 3.9. Variable 6 with a mean score of 4.6 strongly agreed that price of products/services of the company is affordable to customers. Variable 7 with a means score of 4.6 above the cutoff mark shows that respondents agree that price fairness influences customers brand image building.

Research question 3: What are the functions of public relations executive in Disney Chicken Kaduna?

S/N	VARIABLES		SA	A	UD	D	SD	Total	Mean	Remark
1	counseling the organization leaders	F	7	5	5	1	0	63/15	4.2	Accepted
		X	5	4	3	2	1			
		Fx	35	20	6	2	0			
2	conducting customer research	F	10	5	0	0	0	70/15	4.6	Accepted
		X	5	4	3	2	1			
		Fx	50	20	0	0	0			
3	value satisfaction is a significant element of your choice of fast food outlet	F	55	40	20	10	10	525/135	3.8	Accepted
		X	5	4	3	2	1			
		Fx	275	160	60	20	10			

Source: Field survey, 2021

From the table above, variable 1 show that counseling the organization leaders has a mean score of 4.2 above the cutoff mark is agreed by the respondents. Variable 2 with a means score of 4.6 shows that the respondents agreed that conducting customer research is among the functions of public relations executive in Disney Chicken Kaduna.

Variable 3 has a means score of 3.8 above the cut off mark shows that respondents agreed that value satisfaction is a significant element of your choice of fast food outlet.

Research question 4: What are the effectiveness of public relations programme of Disney Chicken Kaduna.

S/N	VARIABLES		SA	A	UD	D	SD	Total	Mean	Remark
1	link the results of business outcomes that futher the realization of organizational foals	F	8	4	2	1	0	64/15	4.2	Accepted
		X	5	4	3	2	1			
		Fx	40	16	6	2	0			
2	customer patronage is influenced through effective execution of public relations programmes	F	10	5	0	0	0	70/15	4.6	Accepted
		X	5	4	3	2	1			
		Fx	50	20	0	0	0			
3	the use of visual advertisment greatly influences your choice of outlet	F	60	50	20	5	0	575/135	4.2	Accepted
		X	5	4	3	2	1			
		Fx	300	200	60	10	0			

Source: Field survey, (2021)

Variable 1 has a mean score of 4.2 above the cutoff mark show that respondents agreed that link the results of business outcomes that further the realization of organizational goals.

Variable 2 with a mean score of 4.6 above the cut off mark 3.0 agreed that customer patronage is influenced through effective execution of public relations programmes.

Variable 3 also agreed by the respondents that the use of visual advertisement greatly influences your choice of outlets in Disney Chicken Fast Food.

4.3 Answer to Research Questions

This is the reflection of the information collected and tabulation from the procedure chapter. The research is on the effect of public relations toward patronage of fast food companies. It is usually designed to ascertain whether the findings are consistent with the existing knowledge and view if different in what ways and why.

Analysis of the research question one which say what are the major variables that influence the choice of customer patronage decision with this variables customers' can be triggered by internal or external stimuli, information gotten from multiple source by talking with friends or family influences choice of customer patronage and variety of products offering by Disney Chicken affect your choice of fast food outlet were all agreed this in line with the objective one of the study to examine the major variables that influence the choice of customer patronage decisions.

From the research question 2 what are the value of products and customer satisfier, all the respondents agreed that price fairness has a significant effect on the value customer derive from products. They also agreed that prices of products/services of the company's are affordable to customers and price fairness influences customers brand image building. This is inline with the existing knowledge and view is to examine the value of products and customer satisfier.

Analysis of research question three are to examine the functions of public relations executive in Disney Chicken Kaduna. The respondents agreed that counseling the organization leaders, conducting customer research and value satisfaction is a significant element of your choice of fast food outlet.

From the research question four, what are the effectiveness of public relations programme of Disney Chicken Kaduna. The respondents were of the view that linking the results of business outcomes that further the realization of organizational goals, customer patronage is influenced through effective executive of public relations programme and the use of visual advertisement greatly influence customer choices of outlets patronage.

4.4 Discussion of Findings

The data analysis shows the followings in the course of the research on public relations towards fast-food companies, Customer perception is a key factor affecting a product's success. Many potentially revolutionary products have failed simply because of their inability to build a healthy perception about themselves in the customer's minds. Disney Chicken being a locally fast food within Kaduna brings with it certain expectations for the customers. Customers expect it to be an ambient, hygienic and a little sophisticated product that respects their values. The customer's expect the product to enhance their self-image. Customer responses obtained at a road outlet confirmed the fact that they connect strongly with the product. However, fulfilling some of the customer expectations like a broader product variety provide food planet's has a great scope for improvement.

Over exposure People of Kaduna metropolis always want something new or that is different from others. But in Disney Chicken scenario, you cannot find its outlets everywhere within the metropolis.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter deals with the summary, conclusion as well as recommendations of the research study.

5.1.1 Summary

This study assess the effects of public relations towards patronage of fast-food companies in Kaduna and the research questions that guided the study were: What are the major variables that influence the choice of customer patronage decisions? What are the value of products and customer satisfier? What are the functions of public relations executive in Disney Chicken Kaduna? What are the effectiveness of public relations programme of Disney Chicken Kaduna?

In chapter two, work of existing literature on public relations toward patronage were reviewed and also highlighted.

A survey method was used for this study, the population consists of the entire staff of Disney Chicken Kaduna out of 25 personnel and customers of Disney Chicken within Kaduna metropolis estimated 150 persons which were selected as the sample size. A questionnaire developed in five Likert scale was used to analyze the data obtained from the field. The result of the analysis indicates that the analysis of data reveals the following results. That Customer perception is a key factor affecting a product's success. Many potentially revolutionary products have failed simply because of their inability to build a healthy perception about themselves in the customer's minds.

The fourth chapter focuses on the presentation, discussion and interpretation of data presented for the study. The researcher used table to present the data collected from respondents in the administered questionnaires.

5.2 Conclusion

From the research findings it can be concluded that major variables that influence the choice of customer patronage decisions. This could be as a result of taste differences.

It also was revealed that consumers patronize food outlets because of their promotion media, value satisfactions, personnel neatness, food outlet exterior designs and varieties of product offerings.

Therefore, for the success of any fast food outlet, they must be well decorated exterior and interior, well trained, mannered and neat personnel, varieties of product offering and value satisfaction.

5.3 Recommendations

Through a comparative study of Disney Chicken development in Kaduna focused on business and competitive strategy, researcher would like to have some suggestions for fast food restaurant if they desire to expand their business in Kaduna metropolis.

- i. That owner of Disney Chicken outlets should situate and locate their outlet in a suitable place and consider the cultural background of such environment.
- ii. Trained and well behaved personnel should be employed to attend to customers.
- iii. Competitive strategy should be provided as a featured of service and health products in achieving standardization in each process and areas of service.

- iv. Setting target market with clear personalized positioning and maintain consistency in the taste and quality of products and also they should include more items in its product line like pizzas.
- v. Finally, a well decorated and arranged interior and exterior to captivate customers attention should be put in place by the Disney Chicken management.

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CUSTOMERS / MANAGEMENT STAFF QUESTIONNAIRE

Department of Marketing,
College of Business and Management Studies
Kaduna Polytechnic,
Kaduna

Dear Sir/Madam,

I am a final year student of the above institution, conducting a research on “Effect of the application of Public Relations skills on customer Patronage” A study of Disney Chicken Kaduna. This questionnaire is meant to elicit (obtain) some information, which is expected to form the basis of the research.

I am appealing to you to please complete the questionnaire attached for this purpose. I promise you that your response to the questionnaire will be treated confidentially and will be used for academic purpose only.

Thank you,

Yours faithfully,

Kabiru Kassim
KPT/CBMS/18/41843

QTUESTIONNAIRE

SECTION A

Please tick the correct answer [√] or any other information if needed

Question 1: Gender of the respondents;

- a. Male []
- b. Female []

Question 2: Respondents level of education;

- a. Primary []
- b. Secondary []
- c. Tertiary []
- d. Uneducated []

Question 3: Age of the respondents;

- a. 1 6 – 2 5 y r []
- b. 2 6 – 3 5 y r s []
- c. 3 6 – 4 5 y r s []
- d. 4 6 – 5 5 y r []
- e. 5 6 y r s a n d a b o v e []

Questions 4: Occupation status;

- Public servant []
- Businessmen/women []
- H a n d w o r k []
- Student []

Question 5: You would rather make things than buy them in Disney Chicken ;

- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []

Question 6: Variety of products offering by Disney Chicken affect your choice of fast food outlet;

- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []

Question 7: A fast food outlet exterior significantly affects your choice of products/services in Disney Chicken Fast Food;

- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []

Question 8: Personnel neatness and courtesy influence your choice of patronage in Disney Chicken Fast Food;

- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []

Question 9: You oftenly patronize Disney Chicken Fast Food?

- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []

Question 10: The use of visuals in advertisements greatly influences your choice of outlets.

- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []

Question 11: Value satisfaction is a significant element in my choice of fast food outlet.

- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []

QUESTIONNAIRE

Please tick the correct answer [√] or any other information if needed

1. Gender of the respondents;

a. Male []

b. Female []

2. Level of staff

a. Top management []

b. Middle management []

c. Staff []

SECTION B

3. Customer's can be triggered by internal or external stimuli in Disney Chicken .

a. Strongly agree []

b. Agree []

c. Undecided []

d. Disagree []

e. Strongly disagree []

4. Information gotten from multiple sources by talking with friends or family influences choice of customer patronage

a. Strongly agree []

b. Agree []

c. Undecided []

d. Disagree []

e. Strongly disagree []

5. Sponsoring programmes stage by the company influences customer's patronage

a. Strongly agree []

b. Agree []

c. Undecided []

d. Disagree []

e. Strongly disagree []

6. Price fairness has a significant effect on the value customers derive from products

a. Strongly agree []

b. Agree []

- c. Undecided []
 - d. Disagree []
 - e. Strongly disagree []
7. Prices of products/service of the company is affordable to customers
- a. Strongly agree []
 - b. Agree []
 - c. Undecided []
 - d. Disagree []
 - e. Strongly disagree []
8. Price fairness involves comparing the price with a certain standard
- a. Strongly agree []
 - b. Agree []
 - c. Undecided []
 - d. Disagree []
 - e. Strongly disagree []
9. Counseling the Organization Leaders in Disney Chicken
- a. Strongly agree []
 - b. Agree []
 - c. Undecided []
 - d. Disagree []
 - e. Strongly disagree []
10. Conducting customer research
- a. Strongly agree []
 - b. Agree []
 - c. Undecided []
 - d. Disagree []
 - e. Strongly disagree []
11. Lobbying government for opportunities/patronage
- a. Strongly agree []
 - b. Agree []
 - c. Undecided []
 - d. Disagree []

- e. Strongly disagree []
12. Link the results to business outcomes that further the realization of organizational goals;
- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []
13. Customer patronage is influenced through effective execution of public relations programmes
- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []
14. Executed public relation programmes assisted in crisis management and misinformation
- a. Strongly agree []
- b. Agree []
- c. Undecided []
- d. Disagree []
- e. Strongly disagree []