EFFECTS OF PUBLIC RELATIONS STRATEGIES ON PRODUCTIVITY OF CHICKEN REPUBLIC KADUNA

BY

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**BEING A RESEARCH PROPOSAL SUMMITTED TO THE
DEPARTMENT OF BUSINESS ADMINISTRATION
COLLEGE OF BUSINESS AND MANAGEMENT STUDIES**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF HIGHER NATIONAL DIPLOMA IN BUUSINESS
ADMINISTRATION AND MANAGEMENT
KADUNA POLYTECHNIC**

MAY, 2022

DECLARATION

The entire research study has been conducted solely by **Rukayat Abdullkareem Sanusi** with **Reg. No. KPT/CBMS/19/52502** under the guidance and supervision of Mallam Abu Ubaida Abubakar of the Department of Business Administration, Kaduna Polytechnic and that, I has neither copied someone's work nor have someone else done it for me.

Reference made to published literatures have been duly acknowledged

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APPROVAL PAGE

This is to certify that this project report titled "The effects of public relations strategies on productivity of chicken republic Kaduna'' was carried out by **Rukayat Abdullkareem Sanusi** with Registration Number **KPT/CBMS/19/52502.** It has been prepared in accordance with the regulations governing preparation and presentation of research project in Kaduna Polytechnic. It is hereby approved for meeting the requirement for the award of Higher National Diploma in Business Administration and Management, and for its contribution to knowledge and literacy presentation.

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DEDICATION

This project work is dedicated to Almighty Allah for His love, grace, opportunity source of knowledge and wisdom that saw the researcher through studying years.

ACKNOWLEDEGEMENT

All praise are due to the Almighty Allah, the Beneficent, the merciful, the researcher sincere and utmost gratitude goes to Almighty Allah, the Lord of the worlds, the beginning and the end who made it possible for me to pass through the entire duration of my course.

My sincere appreciation goes to my supervisor, Mallam Abu Ubaida Abubakar for his understanding, support, and inspiration, patience and offering of constructive criticism where necessary in the course of this project. To her beloved parents, my husband and my children who have been with me through thinks and thin right from my childhood to where I am today, their parental guidance, love care, moral and financial support, the basic training in life. Thank you all

My special thanks go to the Head of Department Mr. Tunde Lawal for his encouragement moral academic support. She also thank all her lecturer and none teaching staffs and the entire student of the department of business administration and management studies, may Allah in His infinite mercy visit you all in your various point of need.

Finally to my sibling whom his or her name is not mentioned, none of these would have been possible, love you all.

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ABSTRACT

The study examined the Effects of Public Relations Strategies on Productivity of Chicken Republic Kaduna. This research work intended to examine the roles of public relations towards patronage of fast food outlet. Objectives observed were to examine major variables that influence the choice of customer patronage decisions; to examine the value of product and customer satisfier. These strategies served a variety of benefit to fast food outlets in attracting customer patronage. Chapter two of this study reviewed works of different authors on the subject matters. 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, fifteen (15) questionnaires were distributed to the staff of Chicken Republic 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.

CHAPTER ONE

INTRODUCTION

1.1   Background to the Study

Public relation was regarded as publicity, but currently publicity is regarded as one of the tools of public relation. This is because of the vital roles public relations is performing in the society now which among others involves a revaluation of public attitude identification of the policies and procedures of an organization or individual with respect or individual with respect to attitudes values comprehensive functions and medium of creating awareness. Public relations also determines the activities to be executed in order to improve or maintain those candidate treasures taken by an individual or an organization to maintain the good image of the organization and to keep a cordial relationship with its environment. This could be done through welfare packages, advertising, publicity or adequate promotions and marketing strategy.

A manger can afford this bearing in mind that the analysis offers the application of research techniques before planning a programme that any attempt to present a biased information on the activity of the company or potency of their products which is not based on truth and honesty purpose will yield unfavourable result to the image of the organization. Robbins

believes that an organization is productive if it achieves its goals in less time and with less cost (Aplbom et al., 2005). In industry, the productivity is often defined as ratio of output to input in the production process. Productivity means how well we have been able to use resources in the production process. If we use the same resources to produce more goods we have increased productivity. Or if we could produce more goods by less resource still we have increased productivity. Here the purpose is human and physical resources (Tenjin, 2005). Human resources productivity leads to the organizational development and excellence. Productivity can increase among society members when they feel joy and happiness. Activities of public relations are along with achieving this feeling of joy and happiness, thereby increasing the productivity of employees, because the increase in productivity is directly related to the degree of freshness (Saatchi, 2013). The concept of productivity has long been considered by economists (Casey, 2006). Productivity is one of the key issues in developing and developed countries. Developed countries are well aware of the importance of economic growth and social welfare. Developing countries with problems of unemployment, inflation and resource shortage should seek ways to make better use of existing resources and subsequently improve economic growth and the lives of its citizens. Improving productivity is an issue that is

particularly important in this regard (Anshasiv et al., 2007). The most important factor for productivity in organization and, ultimately, in society is the human resources. Human resource development system in any organization must find new ways to improve workforce management which creates positive impact on performance and employee productivity (Chen et al., 2003). Public relations activities and try to connect and communicate with people there have been from ancient times, andthe only tools and implements public relations and public relations skills and professional. Therefore, the present research seeks to study the impact of public relations on the productivity of employees in petrochemical terminals and reservoirs and suggestions should be provided in this area.

1.2   Statement of Problem

Experience have shown that development grow and survival of service and commodity industries like the marketing firms depends much on their ability to maintain good public relation, communicate effectively with customers and fashioning out a good and effective promotional and marketing strategies. The management of most commodity services and marketing firms faces the problem of identifying the actual effect of public relations, promotion and market strategies on their organizational objectives. The effect therefore variable in term of its techniques, roles,

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public/stakeholders of an organization as well as customer satisfaction will be examined.

1.3   Objective of the Study

The main objective of this study is to examine the effect of public relations strategy on the productivity of chicken republic Kaduna. Other specific objectives are;

i.   To identify the extent good public relation, and organized promotional strategy and marketing techniques has affected the achievement of Chicken Republic.

ii.   To examine the effect and rewarding promotional strategies and tools has enhanced the organization productivity.

iii.   To find out the effects of the external environment on these strategies.

1.4   Research Questions

1.   To what extent has public relation and organized promotional strategy and marketing techniques has contributed to the achievement of Chicken Republic?

2.   How effective is rewarding promotional strategies and tools has enhanced the organization productivity?

3.   What are the effects of the external environment on these strategies?

1.5   Significance of the Study

The significance of the study rest on the fact that public relation will help to set standards to achieves profitable results using plans that are effectively controlled and monitored. For example high marketing objectives will be achieved since sources of complexities would have been discovered and resolved before revenue collection.

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.

The study will also suggest how firms can effectively control their operations for successful results, influencing customers through good public relation and adequate promotional strategies and increase productivity and sales volume through effective control and marketing strategy.

This study will also act as a good referential material for scholars carry out a study of this kind.

It is also serve as a prerequisite to the award of Higher National Diploma in Business Administration Management in Kaduna polytechnic.

1.6   Scope of the Study

This research work focuses on the analysis on the effect of public relation on productivity using Chicken Republic as the study guide, located in Kaduna North Area of Kaduna State. The study will cover the period of five (5) years i.e 2016 – 2021 of the eateries.

1.7   Limitation of the Study

No meaningful research work of whatever nature can be without short comings. In undertaking on academic research writing in a country like Nigeria a student is bound to be contented with the available information. The limitations of this essay are:

Materials: Problem of materials were encountered which takes a lot of time before compiling the research work and also leads to adding self ideas to the study which makes an individual to rack his/her brain before the study can be complete.

Finally, time is a major factor to the researcher as research of this kind requires enough time in gathering of data, which was not given to carry out the research, distribution, collection and analysis of questionnaire.

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   Concepts of Public Relations

Public relation concern many organizations, commercial or noncommercial, 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, 2017). 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, 2016).

According to Skandari (2014), 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, 2015).

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, 2015). 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 identify consists of these activities that reflect the personality of the organization. Public relation provides 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.

Cues used by Public Relation to Project Corporate Identity

Cues to Build Credibility	Cues to Signal Visibility
• Product quality	• Sales literature & company publications
• Customer relations	• Publicity and media relations
• Community involvement	• Speeches and presentation
• Strategic performance	• Event management
• Employee relations	• Promotional messages
• Crisis management skills	• Media mix
• Third party endorsement	• Design (signage, logo, letter head)
• Perceived ethics & environmental awareness	• Dress codes
• Architecture and furnishing	• Exhibitions/seminars
	• Sponsorships

Source: Confield and Moore (2015)

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 have 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, 2015):

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 adds. 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 one 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 (2016), 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, organisations can utilise the services of external public relations consultants. The roles and responsibilities of public relations practitioners are influenced by two forces: the professionalisation of public relations and the nature of the organisational 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 organisational 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 2012). The complexity and changing dynamics of public relations indicate that tensions exist in practice as public relations is 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, 2016).

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 organisation 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 categorisation 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, 2016).

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. This 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.

2.4.1 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 are 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 Concept of Productivity

The International Labour Organisation in its report summarizes the concept of productivity, thus some think of productivity as a measure of the economy as a whole. Others think of productivity in terms of individual industries or plants". Some businessmen in their public relations speak as though the whole matter of productivity had to do with the degree of application of the workers to their Jobs. At other times, the concept of productivity is used as though it were a measure of the degree of efficiency achieved in production.

The I.L.O. publication "Higher Productivity in Manufacturing Industries" has defined productivity as the ratio between output of wealth and the input of resources used in the process of production".1 The organisation for European economic cooperation (OEEC) has defined the concept of productivity as follows. In its widest sense it may be said that productivity is the measurement of the economic soundness of the nations

Productivity as defined in Oxford dictionary (2017) is the efficiency with which things are being produced. Staff productivity however is the measure of output per unit of input economically. It is the log of net sales over total staffs (Rohan & Madhumita 2012). Thus staff productivity of an economy as whole or industry could be determined.

2.8   Customer Satisfaction

Farris, Neil, Phillip and David (2010) customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses it is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy

According to Farris et al, (2010) customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market

perceptions. Their principal use is twofold within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services.

1. Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes.

   on a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. A second important metric related to satisfaction is willingness to recommend.

2. This metric is defined as the percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage. Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to

prospective customers. Willingness to recommend is a key metric relating to customer satisfaction (Sheila, 2013).

2.9   The Effects of Customer Satisfaction in Enhance Service Delivery

Customer satisfaction is outcome of purchase and use resulting from the comparison of the rewards and costs vis-à-vis customers' expectations and actual performance of the product purchased in relation to the expected consequences (Anderson et al., 1994).Customer satisfaction is a measure of extent the existing bank is fulfilling the general expectations of a customer and how far and/or close does the existing bank come to the customer's ideal bank in his mind (Beerli et al., 2004). Customer satisfaction can also reviewed as the future intentions of customers towards the service provider, which is moreor less related to the attitude (Levesque and McDougall, 1996). Recently, there has been a keen interest, especially in banking, where banks are looking at the life time value of the customer base rather than focusing on the cost of transactions. Customers perceive services in terms of the quality of the service and how satisfied they are overall with their experiences (Zeithaml and Bitner, 2003). Satisfaction is the consumer's fulfillment response. Customer satisfaction is influenced by price, product quality; service quality and brand image (Wirtz and Chew, 2002).

Service quality perceived service quality has been defined as a global judgement or attitude relating to the superiority of a service (Zeithaml and Bitner, 2000). The majority of research on service quality has been built around the SERVQUAL (Parasuraman et al.,1988) methodology. The SERVQUAL model suggests that service quality can be measured by identifying the gaps between customers' expectation and perceptions of the performance of the service. Parasuraman et al. (1988) also suggested that service quality was a many-sided concept consisting of five dimensions: reliability, assurance, tangible, empathy and responsiveness.

2.10   Summary of the Chapter

This chapter provided an in-depth literature about the effect of public relations strategies on productivity with particular reference to Chicken republic Yakubu Gowon way Kaduna, the chapter discusses the concepts of public relations, public relations methods and techniques, the role of public relations, the public/stakeholders of an organization, characteristics of public relations, understanding corporate advertising, concepts of productivity as well as customer satisfaction. Also impact of customer satisfactions on productivity were discussed in this chapter.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Introduction

This chapter reveals the general methodology to be 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.

3.2   Research Design

The researcher shall employ descriptive design for the study, because it enable the researcher to describe the variables under investigation.

3.3   Area of the Study

The research shall be conducted using Chicken Republic Fast Food, located along Yakubu Gowon way in Kaduna North Local Government area of Kaduna State as the study guide.

3.4   Population of the Study

The research population for this study consisted of 15 staff of Chicken Republic Fast food Kaduna. Therefore, the total population for the study stood at 15.

3.5   Sample Size and Sampling Techniques

The sample size comprises of 15 staff that made up 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.

3.6   Instrument of Data Collection

The instruments 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 employed.

Strongly agreed	Agreed	Undecided	Disagreed	Strongly disagreed
5	4	3	2	1
5.0 – 4.5	4.4 – 3.5	3.4 – 2.5	2.4 – 1.5	1.4 – 0.5

3.7   Validity of the Instrument

The questionnaire formulated for the purpose of this study will be presented to the project supervisor Mal. Abu Ubaida Abubakar and some other two

lecturers from the Department of Business Administration for validation in which after through scrutinization, immeasurable comments and observations and necessary corrections based on the supervisors observations and this correction were effected before administering to the research respondents.

3.8   Reliability of the Instrument

To obtain reliability for factual questions, Oppendhelim (2009) suggested that internal checks in the form of logical test in the questionnaire should be included. In line with this a number of questions will be built into the questionnaire to give a clue to their respondents consistency of responses.

3.9   Method of Data Collection

The researcher shall personally collect data from the respondents through the help of human resource manager who is to double as research assistant. A letter will be prepared to accompany the questionnaire to each respondent, this is meant to introduce the researcher to the respondents and to state the purpose and significance of the study. The questionnaire will be designed in simple language to help the respondents to easily interpreted and fill appropriately. After distribution of the questioner, the respondents will be given three days to reflect upon the items in the questionnaire and fill them

accurately, afterward, the researchers will personally collected back the filled questionnaire.

3.10 Methods of Data Analysis

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 signifies 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 fifteen (15) out of which all were completely filled and returned and tabulated, analyzed and interpreted for the purpose of obtaining the required information.

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, 2022

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 Education

Level	Respondents	Percentage
Primary	2	13
Secondary	3	20
Tertiary	10	67
Uneducated	-	-
Total	15	100

 Source: Field survey, 2022

The table above shows that 2 respondents are top staff representing 13%. 3

respondents representing 20% are middle management staff and other

respondents representing 67% are low staff of the organization.

Table 3: Age of the Respondents

Level	Respondents	Percentage
16-25 years	2	13
26 – 35 years	3	20
46 – 55 years	10	67
56 years and above	-	-
Total	15	100

 Source: Field survey, 2022

From the above table 2 respondents represent 13% are age 16 – 25. Three (3)

respondents represent 20% are age 26 – 35. 10 respondents represent 67%

are the respondents with age 46 – 55 years while there is no respondents that

is above 56 years and above in the organization.

Table 4: Years of working experience

Level	Respondents	Percentage
1-5 years	2	13
6 – 10 years	3	20
11 – 15 years	10	67
16 years and above	-	-
Total	15	100

Source: Field survey, 2022

From above table 2 respondents represent 13% are 1-5 years. Three (3) respondents 20 are the respondents that have 6-10 years experience, 10 respondents represent 67% are the respondents that 11-15 years of experience and none of the respondents has been in the organization for 16 years and above.

4.3 Presentation and Analysis of Data

This section contains the presentation and analysis of data collected from the respondents and it is analysis below.

Research question 1: To what extent has public relation and organized promotional strategy and marketing techniques had contribute to the achievement of Chicken Republic?

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 by 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.	Sponsoring programmes stage by the company influence customer's patronage	F	7	5	0	3	0	61/15	4.0	Accepted
		X	5	4	3	2	1			
		fx	35	20	0	6	0			
4.	Price faireness has a significant effect on the value customers derive from products	F	10	5	0	0	0	70/15	4.6	Accepted
		X	5	4	3	2	1			
		fx	50	20	0	0	0			

Source: Field survey, (2022)

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 chicken republic affect their choice of fast food outlet.

Research question 2: How effective is rewarding promotional strategies and tools has enhanced the organization productivity

S/N	Variables		SA	A	UD	D	SD	Total	Mean	Remark
1.	Prices of products/services of the company is affordable to customers	F	6	4	3	2	0	59/15	3.9	Accepted
		X	5	4	3	2	1			
		fx	30	16	9	4	0			
2	Price fairness influences customers brand image building	F	10	5	0	0	0	70/15	4.6	Accepted
		X	5	4	3	2	1			
		fx	50	20	0	0	0			
3.	Counseling the organization leaders in chicken republic	F	10	5	0	0	0	70/15	4.6	Accepted
		X	5	4	3	2	1			
		fx	50	20	0	0	0			
4.	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			

Source: Field Survey, (2022)

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 effects of the external environment on these strategies?

S/N	Variables		SA	A	UD	D	SD	Total	Mean	Remark
1.	Link the results of business outcomes that further the realization of organizational goals	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.	Lobbying government for opportunities/patronage	F	6	4	3	2	0	59/15	3.9	Accepted
		X	5	4	3	2	1			
		fx	30	16	9	4	0			
4.	Executed public relation program assisted in in crisis management and misinformation	F	10	5	0	0	0	70/15	4.6	Accepted
		X	5	4	3	2	1			
		fx	50	20	0	0	0			

Source: Field survey, (2022)

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 Chicken republic.

Variable 4 also reveals that Executed public relation program assisted in in crisis management and misinformation with a means score of 4.6 above cutoff mark.

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. Chicken Republic Fast Food 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 Chicken Republic scenario, you cannot find its outlets everywhere within the metropolis.

4.5   Summary of Findings

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 to what extent has public relation and organized promotional strategy and marketing techniques has contribute to the achievement of chicken republic. 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 chicken republic 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 how effective is rewarding promotional strategies and tools has enhanced the organization productivity, 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.

From the research question four, what are the effects of the external environment on these strategies. 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.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study assessed the effects of public relations strategies on the productivity in Chicken Republic Fast Food Kaduna, 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 Chicken Republic Fast Food Kaduna? What are the effectiveness of public relations programme of Chicken Republic Fast Food 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 Chicken Republic Kaduna totaled 15 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 Chicken Republic 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.

1. That owner of Chicken Republic Fast food outlets should situate and locate their outlet in a suitable place and consider the cultural background of such environment.

2. Trained and well behaved personnel should be employed to attend to customers.

3. Competitive strategy should be provided as a featured of service and health products in achieving standardization in each process and areas of service.

4. 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.

5. Finally, a well decorated and arranged interior and exterior to captivate customers attention should be put in place by the Chicken Republic management.

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QUESTIONNAIRE

Department of Business Administration
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 "Effects of public relations strategies on the productivity: Chicken Republic Kaduna. This questionnaire is meant to elicit 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.

Yours faithfully,

Rukayyat Abdulkareem Sanusi
KPT/CBMS/19/52502

QUESTIONNAIRE

SECTION A: Characteristics of Respondents

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. 16 – 25 yrs   [   ]

b. 26 – 35 yrs   [   ]

c. 36 – 45 yrs   [   ]

d. 46 – 55 yrs   [   ]

e. 56 yrs and above [   ]

Questions 4: Years of working experiences

a. 1 – 5 [   ]   b.   6 - 10   [   ]   c.   11 – 15   [   ]

Keys:

SA   =   Strongly agree
A   =   Agree
UD   =   Undecided
D   =   Disagree
SD   =   Strongly disagree

SECTION B:

Research question 1: To what extent has public relation and organized promotional strategy and marketing techniques had contribute to the achievement of Chicken Republic?

S/N	Variables	SA	A	UD	D	SD
1	Customer's can be triggered by internal or external stimuli					
2	Information gotten from multiple sources by talking with friends or family influences choice of customer patronage					
3.	Sponsoring programmes stage by the company influence customer's patronage					
4.	Price fairness has a significant effect on the value customers derive from products					

Research question 2: How effective is rewarding promotional strategies and tools has enhanced the organization productivity

S/N	Variables	SA	A	UD	D	SD
1.	Prices of products/services of the company is affordable to customers					
2	Price fairness influences customers brand image building					
3.	Counseling the organization leaders in chicken republic					
4.	Conducting customer research					

Research question 3: What are the effects of the external environment on these strategies?

S/N	Variables	SA	A	UD	D	SD
1.	Link the results of business outcomes that further the realization of organizational goals					
2.	Customer patronage is influenced through effective execution of public relations programmes					
3.	Lobbying government for opportunities/patronage					
4.	Executed public relation program assisted in in crisis management and misinformation					