

**EFFECTS OF PUBLIC RELATION ACTIVITIES ON MARKETING OF
ORGANIZATIONS, THE CASE OF BUSIA COUNTY GOVERNMENT**

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**RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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DECLARATION

Declaration by the student

This project is my personal innovative work and has not been submitted to any other university for any award.

Sign.....

Adm: ODL-BML/9/00427/2/2016

Date:

Recommendation by the supervisor

This project has been submitted for examination with my consent as university supervisor.

Tom Kawino

Sign.....

Date.....

Management University of Africa

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DEDICATION

I dedicate this research project to my late parents, Juliana Nduti and Joseph Muange who morally brought me up and gave me a good foundation, not forgetting to encourage me to work hard both in my studies and life.

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LIST OF ACRONYMS AND ABBREVIATIONS

BCG	Busia County Government
CIM	Chartered Institute of Marketing
PR	Public relations
ROI	Return on investment

DEFINITIONS OF OPERATIONAL TERMS

Corporate communication: is a set of accomplishments involved in handling and coordinating all internal and external communications aimed at generating favorable point of view among stakeholders on which the company depends.

Marketing Organization: This refers to the vehicle for making decisions on all marketing areas viz. products, marketing channels, prices, physical distributions and promotions.

Media Relations: This involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media.

Promotion: This is a media & non media promoting pressure smeared for a programmed, limited period of time in order to stimulate trial & impulse purchases, increase consumer demand or improve product quality.

Public Relations: It is the practice of handling the movement of information between an individual or an organization and the public.

Publicity: Refers to the giving out of information about a product, person, or company for advertising or promotional purposes.

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ABSTRACT

The purpose of the study was to investigate the effect of Public Relation activities on marketing of organizations, a case of Busia County Government. The issue is to investigate the contribution of PR to marketing of organizations. The objectives of the study were: to identify effects of media relations on marketing of organizations, to assess the effects of PR promotional activities on the marketing of organizations, to find out how product publicity affects marketing of organizations and to evaluate the effects of corporate communication on the marketing of organizations. The study reviewed relevant literature from previous studies done on public relations activities and what their findings were in regard to how organizations used them. Descriptive research design was used because the problem was specific and well defined. The study targeted 120 employees from Busia County Government. Yamane formula was used to determine a sample size of 92 from the study population. Questionnaires were used to obtain quantitative data on the subject with the aim of having facts on the situation. Data was analyzed using descriptive statistics mainly frequencies and percentages. The findings were presented in the form of tables. The study found out that media relations had a significant effect on marketing of organizations, PR promotions had effect on the marketing of organizations, product publicity affected marketing of organizations, and corporate communication had a significant effect on the marketing of organizations. Finally, the study found out that Public Relations activities had a significant effect on marketing of organizations. It is recommended that the management should ensure that they adopt the appropriate social media tool that will enhance marketing of the organization. Also the management should adopt the right promotion strategies to facilitate better marketing of the organizations products/ services. In addition, product publicity should be encouraged in order to ensure better organizational marketing. Further, the management should encourage application of corporate communication to enhance marketing of the organization. Finally, the management should adopt the right public relations activities so that to boost marketing of organizations.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

According to Broom & Tucker (2008), Public Relations is the management procedure whose aim is to achieve and preserve accord and positive behaviors among social groupings on which an organization depends to achieve its mission. Its important responsibility is to shape and maintain a warm environment for an organization. Public Relations and marketing may be done by the same or different people. However, attainment in one may counterbalanced by failure in the other. Both needs attention and both deals with relationships that are prior to the survival of the organization:

Public Relations build and maintain a cordial environment for an organization. Marketing builds and sustains a market for the organization's products and services. However, nonprofit making organizations have Public Relations but do not have Marketing Department.

According to Riel, Van & Fombrun, it is essential to triumph the trust of the different organizational stakeholders by creating better relations with them through improved communication channels (Riel, Van & Fombrun, 2007). It also aims at satisfying the stakeholder's needs in order to improve marketing of organizations and sales. All these are aimed at boosting good corporate image through public relations as a tool for marketing of organizations.

Botan & Hazleton expounds on the Excellence Theory through their approaches and stated that every organization must integrate all the strategic constituency values which here indicate the internal and external threats which can hinder an organization from attaining her goals. This is done in order to attain the highest value goals to its strategic constituencies and win the highest market shares. Organizations should first attain their goals, verify their operating systems, work on their strategic constituencies and move to

compete for greater market shares as they bridge the gap between the these strategic constituencies and their specific organization goals. Thus, this Excellence Theory or the Public Relations Theory stresses a long term good affiliation between an organization with her publics, with cheap costs and undesirable publicity while basing on the requirements of the key stakeholders (Botan,1989).

However, Public Relations involve a variety of programs designed to maintain or enhance a company's image and the products and services it offers. Successful implementation of an effective public relations strategy can be a critical component to a marketing plan. A Public Relations (PR) strategy may play a key role in an organization's promotional strategy. A planned approach to leveraging public relations opportunities can be just as important as advertising and sales promotions. Public Relations is one of the most effective methods to communicate and relate to the market. It is powerful and, once things are in motion, it is the most cost effective of all promotional activities. In some cases, it is free. The success of well executed PR plans can be seen through several organizations that have made it a central focus of their promotional strategy. Paul Newman's Salad Dressing, The Body Shop, and Ben & Jerry's Ice Cream have positioned their organizations through effective PR strategies. Intel, Sprint and Microsoft have leveraged public relations to introduce and promote new products and services. (Newman & Hotchner, 1982)

Moreover, a number of Public Relations scholars and professionals have sustained that organizations should make more efforts to discover problems in their initial stages, before they affect the organizations. Otherwise, these snags can change into issues, possibly crises, which may be serious to the organization's endurance (Grunig & Dozier, 2002). By carefully observing and scanning their environment, organizations can identify problems early so that they can be proactive in managing them. In addition to this, the positive effects of good communication which translates to effective marketing of organizations has increased positive effects to the marketing of organizations. This shows the relationship between Public Relations and organizations. (Grunig, 1992)

As companies become more customer-centric in their tactic to digital marketing, there is an increase in collaboration between departments to create more steadiness in the customer experience. From brand promotion to product content, to structures in industry publications, the prospects for co-operation between marketing and PR flourish (Odden, 2017). According to the Chartered Institute of Marketing (CIM), more companies are seeking to integrate marketing with PR. This is a rational perspective as brands take a more customer-centric approach to content. Overall, both the marketing and PR industries are growing. In 2016, the U.K.'s PR industry was valued at £12.9 billion, according to the PRCA's PR Census. Meanwhile, U.K. advertising increased to £20.1 billion, a five-year high, according to Advertising Association/ Warc Expenditure Report. (company, 2018)

As companies realize the integrated nature of communications and the blending of brand content with industry editorial, the cross-functional needs of aligning (or not) marketing and PR are becoming a fundamental part of business strategy. "The convergence of PR and marketing is a matter of your organization's strategy and nothing else," said Philip Sheldrake, a managing partner at Euler Partners (Odden, 2017). "If your strategy diminishes the PR discipline to the simple practice of customer-focused media relations, then there's a lot to be said for amalgamation. If, however, your organization sees strategic advantage in the planned and sustained effort to influence opinion and behaviour, and to be influenced similarly, to build mutual understanding and goodwill with all stakeholders, then you will want to maintain distinct disciplinary excellence."

According to Aaker, David & Myres (1991) advertising is the best way to communicate to different stakeholders as a key aspect in Public Relations to inform about the brand or new services available in the market and offered by a certain organization. Common Public Relations-focused goals often include increased brand awareness, audience education, thought leadership, reputation, community building and influencing an increase in sales. These goals are most often achieved through some form of content. (Aakar, David & Myres, 1991)

According to Gray & Balmer. (1998) in their book; *Managing Corporate Image and Corporate Reputation*, corporate brands are well sold through a good observation of the corporate image and reputation. A good corporate image leads to a good reputation of an organization and thus different stakeholders will go for that organization brand or services as a result of the good public relations.

Integrated PR tactics can include earning editorial exposure in publications, events, thought leadership content, blogs, social and newsrooms as well as working with influencers. The metrics that digital marketers are held accountable to include increasing website traffic, leads, and sales. Content marketing goals also include revenue-related objectives such as increasing order volume, frequency, and profitability as well as shortened sales cycles and referrals.

In conclusion, the real Public Activities affects the marketing of organizations both positively and negatively. If well implemented and practiced, they increase the organization performance and investor confidence while in not well executed, they lead to tarnishing of the organization name and thus advantage to the competitors thus leading to low sales and profits.

1.2 Statement of the Problem

Public Relations have both positive and negative impacts on the marketing of organizations. If Public Relations is well practiced, it favors organization businesses and operations with the rest of her publics like the customers, suppliers, government, investors, general public and even her employees, without expensive costs of traditional marketing or advertising. This is due to good communication and coordination between the publics, and thus better teamwork in business operations all the time. Poor public relations practices makes organizations to suffer due to lack of good and a democratic management and governance. In addition, lack of well trained and qualified PR managers who could build the good image of an organization always leaves these organizations vulnerable to bad image within societies since no one to protect the organizational name against bad information to her competitors.

Therefore, many organizations are not taking advantage of Public Relations as a marketing tool, and its usefulness in every organizational operation thus widening the gap between organizations and their publics. This prompted the researcher to set up this study to investigate on the Effects of Public Relations Activities on Marketing of Organizations, A Case of Busia County Government

1.3 Research Objectives

The overall objective of the study was to explore the effect of Public Relations activities on marketing of organizations, a case of Busia County Government.

The study was directed by the following specific objectives:

1. To identify effects of media relations on marketing of organizations.
2. To assess the effects of PR promotions on the marketing of organizations.
3. To find out how product publicity affects marketing of organizations.
4. To evaluate the effects of corporate communication on the marketing of organizations.

1.4 Research Questions

The study was steered by the following research questions.

1. How do media relations affect marketing of organizations?
2. What are the effects of PR promotion on the marketing of organizations?
3. To what extent does product publicity affects marketing of organizations?
4. What are the effects of corporate communication on the marketing of organizations?

1.5 Significance of the study

The society: The study will be useful to the society which surrounds an organization since they will be handled with respect and good services and products shall be provided to them by these organizations.

Government: It will be useful to the government since ministries like the Ministry of Trade, in ensuring that they formulate policies that will assist in empowering the business owners within Busia Town, and in other parts of the country in general.

Other researchers: The research findings of this study will be useful to the other researchers interested in the public relation field as I will provide more data and reference to their study.

Other organizations: This study will help other organizations in coming up with better ways of improving their Public Relations Department to provide the best marketing of organizations **services and build up the image of an organization.**

Stakeholders: Other stakeholders will benefit since there will be enhanced and good communication within all organizational publics thus prompting to better understanding within them. This will foster business activities and satisfaction.

1.6 Limitation of the study

The respondents might not be willing of providing relevant information due to fear of being victimized. The researcher countered this by assuring the respondents of complete confidentiality of the research findings and also assured them that the research was only meant for educational purposes.

1.7 Scope of the study

The study investigated the effect of public relations as a Marketing Tool, on the marketing of organizations, a case of Busia County Government. Busia Government is located in the Western Province of Kenya, within Busia County and approximately 451 kilometers (280 miles), by road, northwest of Nairobi, Kenya's capital and largest city.

The study targeted 120 employees of Busia County Government. It was done in the months of May and August 2018.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter focuses on the literature review. The literature review will cover the media relations, promotions, publicity, corporate communication and the conceptual framework.

2.2 Media relations and marketing of organizations

Social media are used by business companies and governmental establishments as communication tools. These bodies aggressively make use of social media for publicizing and marketing, interconnecting with customers, constructing relationship with customers, branding etc.,(Kim &Ko, 2011). In order to investigate the usage of social media in organizations we consider the informed and effective use of social media which is an important indication of technology success, which in turn have an impact on organizations (DeLone and McLean 2003). Social media impact refers to the actual benefits organizations receive from using social media.

According to Williams (2011), most establishments are beginning to practice social intranets. A social intranet is defined as intranets that use social media tools. According to a study from Prescient Digital media, 90 percent of intranets in organizations used some kind of social media instrument such as “blogs, wikis, status updates, comments and rankings”(Williams, 2011,). Crescenzo (2009) trusts that social media can also aid enhance communication in organizations. In his article, Crescenzo (2009) describes a time when gathering information was not nearly as easy as it is now in the workforce. Social media, the Internet, and email has now made communicating easier as a person no longer has to wait for someone to return their call, or wait to actually get a chance to see a person that you needed information from.

Interactive digital media platforms are changing the marketing scene. These platform shave sanctioned consumers to connect, share, and work together, creating scopes of

effect that have intensely misleading the way marketers engage in manipulating activities (Hanna, Rohm, & Crittenden, 2011). Social media platforms such as Facebook, Twitter, YouTube, and numerous others have begun to alter the state of marketing, advertising, and promotions. These platforms have transformed the Internet from a platform for information, to a platform for influence which represents a novel marketing chance for businesses by reducing traditional middlemen and connecting businesses directly with customers. Social network advertising offers an online marketing opportunity that narrowing the gap between sales and advertising activities, which are obtained from tracing consumer reactions (Hanafizadeh & Behboudi, 2012). This is why nearly every business is planning social media marketing activities.

The digital era has redefined modern consumption, trans-forming customers from their former inactive roles into an energetic group (Law et al., 2003). This change is a direct result of the Web 2.0 era in which internet savvy consumers have unlimited access to information as well as the ability to interact freely with other consumers as well as brands and businesses. The recently invented ‘Web2.0’ is a notion that describes the development of the internet from a static environment to an collaborative community (Brennan, 2010)

According to Jones et al. (2008), a company Web site’s unique characteristics—vividness, interactivity, challenge, interaction speed, machine memory and allowable social interactions can create consumers’ positive or negative emotions toward the site, brand and its employees. Liu et al. (2003) examined that 62 percent of online consumers gave up at least once while observing for products and 42 percent turned to traditional channels to make their purchases. They attributed this “lost-in-hyperspace” to engineering problems with the actual Web site, such as the site’s poor design. These emotions can become attached to the brand. Lie et al. (2003) also considered the psychological difficulties users understanding with innovative knowledge.

2.3 PR promotion and marketing of organizations

The increasing managerial position of sales campaign has created a great deal of research on how sales promotion affects productivity (Loudon and Bitta, 2002; Perreault and McCarty, 2002; Schiffman and Kanuk, 2004). There is no doubt sales promotions have become a vital tool for marketers and its importance has increased significantly over the past 2 decades. In Ghana, sales promotions overheads by several companies is projected to be in thousands of Ghana cedis and the weight on sales promotion activities by the various industry companies continue to escalate year on year (Hinson, 2005). Sales promotion is an initiative undertaken by organizations to promote sales, usage or trial of a product or service (i.e initiations that are not covered by other elements of the marketing communication/promotional mix). It is a vital constituent of an organization's general marketing approach along with advertising, public relations, and individual selling (Schiffman and Kanuk, 2004). Sale promotion acts as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over another. It is particularly effective in spurring product trial and unplanned purchases (Aderemi, 2003).

As presented by Achumba (2002), sales promotion refers to marketing actions, other than individual selling, advertising and publicity that excites consumer purchasing and dealer efficiency, such as displays, shows and expositions, demonstration etc. Sales promotion has been defined as a direct stimulus that offers an extra worth or incentive for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale (George, 1998). Elsewhere, Strang (2006) reviewed major trends in the management of sales promotion in a sample of U.S. package goods companies. He documented the shift of funds from advertising to sales promotion budgets. However, the author did not explore specific promotions nor specific success factors associated with promotions. In investigating Nielsen data, Peckham (1998) observed many of individual promotions. He determined that sales promotions are most actual in inspiring sales during the introductory and growth phases of the brand's life cycle. Peckham further asserted that sales promotions frequently mortgaged the brand's

future sales and he doubted the profitability of many sales promotions. Similarly, Lembeck (1999) established that only 40% of sales promotions are real but there was no definition of accomplishment or efficacy.

Other studies suggest that sales promotions do not have a continuous or continued effect on capacity of sales of a firm which tend to reduce and come at the initial level at which it was before the sales promotion is being presented (Pauwels et al. 2002; Srinivasan et al. 2000). Still some researchers contend about the practicality of sales promotion, that whether it encourages the long term growth and productivity among brands for which it is anticipated is not compulsory (Kopalle, Mela and Marsh, 1999). In dissimilarity, a study showed by Ailawadi and Neslin (1998) discovered that sales promotions stimulate the consumers to make instant purchases and also absolutely impacts the consumption volume. In the middle of the above controversies, this research sought to examine the effect of sales promotion on marketing organization, a case of Busia County Government.

2.4 Product publicity and marketing of organizations

Publicity is the distribution of information by personal or non-personal ways, which is not directly rewarded for by the company, nor is the company the source. (Grasby et al., 2000) express publicity as the application of the medium to display free exposure in their articles and features connected to their product. Contrasting to advertising that depends on purchasing power to get a message crossway, publicity depends exclusively on the quality of content to convince others to get the message out. Ismail et al. (2010) claims that if the qualities of the business and worth offered by Publicity hard work meet the forecasts of the consumer, it can guide to creating lasting association and firming up of the consumer allegiance. And those corporations which instigate cause- oriented marketing campaigns differentiating themselves in aggressive competition and improve their image which results in enhanced sales performance. A study prepared by Ismail et al. (2012) claimed that publicity activities help the organization to produce auspicious

image of the product and generate trust among customers and thus persuade the attitude and perception which results to better-quality sales.

Okyere et al. (2011) researched on the result of marketing communication on sales performance of Ghana telecom. The study developed a model to explain the connection between marketing tools (independent) and sales performance (dependent), the model was designed to examine the impact of marketing communication on the sales volume of GT (Vodafone). The observations used for the study was 40, derived from GT's (Vodafone) sales accounts and promotions that are within the period of 2006 to 2008. The study established that there was strong association connecting sales promotion and advertising budgets on total sales. There was on the other hand an opposed relationship between TV advertisements and sales. Additionally, a negative association was also established to exist between sponsorship budget and total sales. The outcome signifies that Vodafone was not dedicating much notice to its total communication costs and the return on investment (ROI) on such expenditures. The main limitation of the study was lack of relevant information to assist the study and recommended further research to establish relevant supporting data and definite indication of the relationship on other marketing communication strategies. A study led by Ismail et al. (2012) focused on the effect of marketing communication plans on sales performance of multinational companies; the research design was a case study of a multinational company Proctor & Gamble and the data were assembled from the yearly report and sales records of the organization. The promotional expenditures and data concerning sales of P&G Company were taken for analysis. Correlation coefficient method was applied for data analysis sequentially to achieve the purpose of the study. Findings concluded that there was a positive/significant relationship connecting marketing communication strategies and sales performance; marketing communication strategies can be used to reach target potential customers and persuade them to purchase. The study was conducted on a global perspective hence it may not apply on the local or domestic companies' perspective. Further research can be conducted on the local companies setting so as to associate with the local environment.

Hosseini and Navaie (2011), examined the effect of promotion combination on the event of improving sales in cosmetics and beauty products, questionnaires were dispersed among 384 women who used Atousa hair color products at least once. The questionnaires contained question on the subject of the impact of promotion mix tools on enhance of sales. Testing of research hypotheses (one-sample T-test) results demonstrated that sales promotion, advertising and personal selling were the most powerful factors in increasing sales but direct marketing had less effect on increasing sales. Limitation of the study was reluctance of the respondents to answer questions and the study did not observe all the marketing communication mix such as publicity hence further research can be done on the role of marketing mix in increasing sales of products.

Onditi's (2012) study on the assessment of promotional essentials encouraging sales of an organization; this is a case study of agricultural and non agricultural products. The population of the survey comprised two hundred and four women groups in Homa- Bay District, in the south of Kisumu City. These groups manufacture agricultural and non-agricultural products. A sample of sixty-six was chosen from these women groups by use of simple random sampling technique. The study concluded that sales promotion and personal selling are the most influential promotion factors in increasing sales of products than other promotional elements. The study established that most women groups mainly use sales promotion but face the challenge of cost due to lack of funding for carrying out promotion. Limitation of the study was accessibility of the respondents due to remoteness of the study area; the research gap is that the study ignored the implication of other elements that can affect performance on small scale business hence further research can be conducted on other elements of promotion on small scale business.

2.5 Corporate communication and marketing of organizations

Communication is the process by which individuals share meaning. It is essential, therefore, that respondents are able to interpret the meanings surrounded in the message they receive, and then, as far as the sender is concerned, able to answer coherently. (Baines et al 2011). Mobile Communication platforms can be used for studying and collecting information on problems and issues faced by customers and consumers (Shih,

2009). This when combined with market intelligence data, will help create value proposition for an organizations' future direction as well as products and services. The organization can then act fast to solve the problems faced by consumers before they get out of hand and bring bad image to the organization.

Marketing communications represents the process and the state in which organizations can unveil a conversation with consumers and other stakeholders, about their products' contributions and/or other company matters (Keller, 2001). The implication of marketing communications has really developed in recent years for several reasons. For example, in the development of new technology and viewers partition where it has mainly changed the marketing communication situation (Low, 2000). The replication of consumer right of entry, through customary and non-traditional media, have indebted businesses to consider other things to market communication that are for example a move from mass communication (Kotler, Wong, Saunders, & Armstrong. 2005). Information from various medium channels which can integrate to be part of communication about a firm and its goods and service to consumers (Keller, 2001).

Marketing communication in a way, operates as a connection between a seller or producer and a customer. The vender uses different types of promotional methods in order to acquire the objective market, depending on the features of the product, emotional view and point of view of the target audience (Lin & Chang, 2010). The response of customers to the marketing communication mix of a firm has greatly and constantly been a concern of huge hypothetical and practical value. This is why marketers at all times put great hard work to organize between an organization's marketing communication activities and sales performance for sustainability and development of the firm (Matthyssens & Johnston, 2006). Due to too many complex and competitive business environments, demand curve changes constantly hence business entities have to enhance the levels of income by focusing the attention on customer awareness and retention systems. Besides creating awareness and continuity, purchase is essential for most organization attainment and ongoing growth. In that connection, the main challenge is to

assess the effect of their marketing communication work and their market result in the market (Okyere, Agyapong & Nyarku, 2011).

Ana and Raluca (2009) realized that integrated marketing communication is quite an essential concept which is specifically used in managing lucrative relations with the employees, consumers and shareholders and sending a uniform message to provide coherence and the maximum impact of communication in an organization. As observed by Ana and Raluca (2009), in order to provide the success of such an approach the marketing, the manager must observe the following steps which includes; recognizing the target audience, setting communication objectives, creating the message, structuring integrated efficient communication and promotion programs by choosing both the personal and measured communication paths of the message with an aim to emphasize the expected feedback from potential and also the present customers. In addition to that, the purpose of integrated marketing communication is the simplicity its message and the use of various online and offline communication means by the act of improving the potential of the company so as to send the right message to the right customers at the right time and place.

2.6 Conceptual frame work

This section shows the relationship between public relations activities and marketing of organizations. The framework is shown in figure 1.

PUBLIC RELATIONS ACTIVITIES

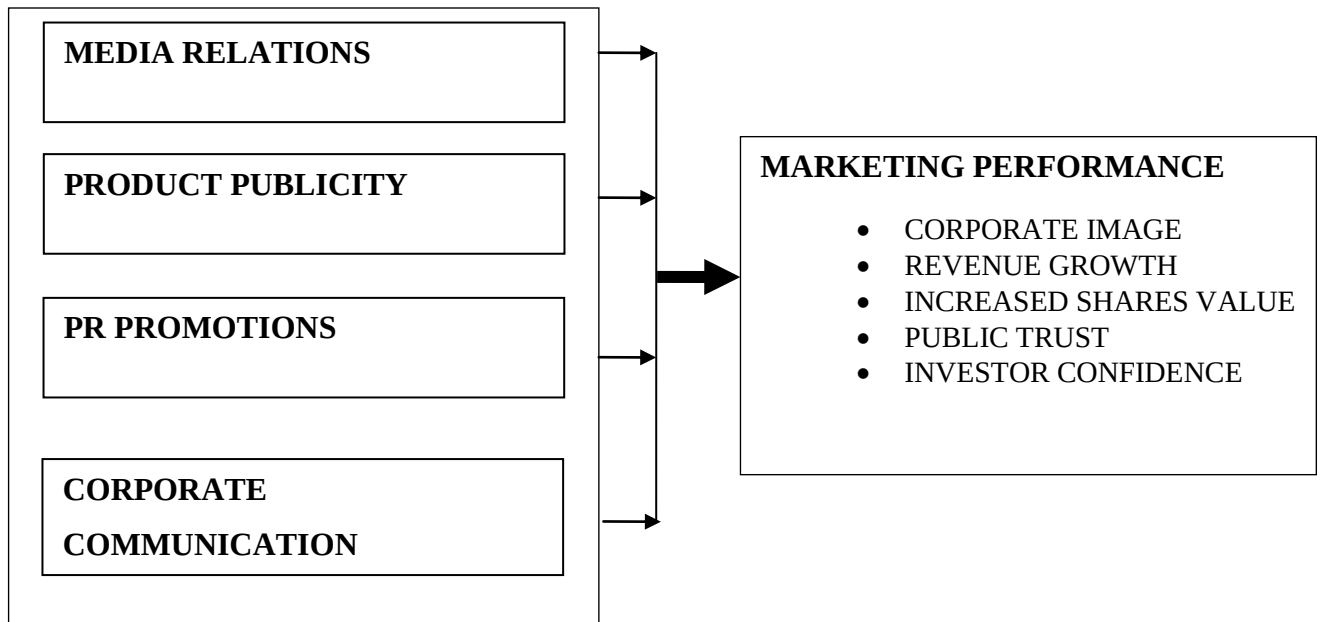


Figure 1: Conceptual framework

Source: Researcher (2018)

The figure 1 shows the independent variable and dependent variable. The elements of the independent variable to be studied are: media relations, product promotion, publicity, corporate image. On the hand, the dependent variable is marketing performance. The marketing performance will be measured in terms of corporate image, revenue growth, increased share value, public trust and investor confidence. This implies that the public relations activities will affect the organization marketing.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents a number of areas which includes the research design, area of study, population of the study, sample and sampling techniques, research instruments, validity and reliability of the instruments, data collection procedures and methods of data analysis.

3.2 Research design

Study design implies to the plan, structure of investigation conceived so as to obtain answers to research questions and control variance (KIM, 2009). Therefore, this study will adopt survey design which was selected because the study entails asking a large number of people questions (in form of questionnaires) about their opinions and ideas, and even describe what the people say. The major purpose of survey research design is to expound on the description of the state of affairs as it exists at present (Kothari, 2012). According to Oso & Onen (2009), a survey design is a branch of social scientific investigation which studies large and small populations or universe by selecting and studying a sample which is chosen from the population in order to discover the relative incidence, distribution and interrelations. The survey will now allow collection of large amounts of data from the entire target population. The study will use survey because it described what was by use of quantitative and qualitative methods.

3.3 Target Population

Population here implies to the aggregate of all that conforms to a given specification (Mugenda & Mugenda, 2008). Thus, this study targeted 120 employees of Busia County Government.

3.4 Sample design

A sample design is the overall framework, or road map, that serves as the basis for the selection of a survey sample and which also affects many other important aspects of a

survey as well. A sampling size represents the population of interest, from which a sample is to be drawn. In this connection, the sampling size may be identical to the population, or it may be only part of it and is therefore subject to some under coverage, or it may also have an indirect relationship to the population (Lavrakas, 2008). Sampling is the process of selecting a particular predetermined number of individuals from a population of concern in a way that allows the selected group in order to effectively represent the characteristics of the entire group (Kombo and Tromp, 2006). The researcher used Yamane (1967) simplified formula to calculate the size at 95% confidence level and $p=0.05$. The formula produced an effective method of determining sample size as shown below:

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

Where n is the sample size, N is the population size, and e is the level of precision.

$$n = \frac{120}{1+120(0.05)^2}$$

$$= 92$$

Therefore, the sample size was 92 respondents chosen from Busia County Government.

The study used simple random sampling technique to select 92 respondents from the target population. The simple random sampling was more convenient way of selecting a random sample from the targeted population.

3.5 Data Collection Procedure/Instruments Used

The research instruments are measurements tools which are designed in order to obtain data on the research topic (Kothari, 2012). The study used questionnaire to collect data.

3.5.1 Questionnaire

Kothari (2012) defined a questionnaire as consisting quite a number of questions which are printed or typed in a definite way or order on a form or set of forms. A questionnaire

is preferred because questionnaires consist of many items combined and more reliable measure of constructs than would any single item. It offered considerable advantages in administration: it presents an even stimulus potentially to large numbers of people simultaneously and provides investigation with an easy accumulation of data. This study used questionnaires because they had advantages over some other types of instruments in that they are cheap, do not require as much effort from the questioner as verbal or oral surveys, and often have standardized answers that make it simple to collate and compile data. Further, questionnaires are an inexpensive way to gather data from a potentially large number of respondents. Often they are the only feasible way to reach a number of reviewers large enough to allow and enhance statistical analysis of the results (Mugenda & Mugenda, 2008). The questionnaire was administered by the researcher to 92 respondents in Busia County Government.

3.5.2 Reliability of research instrument

Mugenda and Mugenda (2008) define reliability as one of the measures of the degree to which a research yields consistent and reliable results after repeated trials. Mugenda and Mugenda (2008) observe that for research data to be reliable it must have the ability to consistently field the same results when repeated measurements are taken under the same or constant conditions to test reliability of the instruments. Kasomo (2006) recommends a test of reliability of instruments in order to ensure dependability. In case the reliability is low, correction and modification is done to attain a Cronbach reliability of $\alpha = 0.7$ which is the minimum threshold for social sciences research. The study tested the reliability of the instruments through piloting which was done on 5 questionnaires from the study population. (Frankel & Wallen, 2006). The study obtained a reliability coefficient of 0.81. Since the reliability coefficient was more than 0.7, the instruments was accepted to be reliable for the study.

3.5.3 Validity of research instrument

Validity is the accuracy and meaningfulness of inferences which are based on research results (Oso and Onen, 2009). It is the ability of the instrument to measure well what it

purports to measure. The questionnaire were tested in order to check its content, construct and face validity. Content validity was done to ensure that contents of the instrument contained an adequate sample of the domain of content it was supposed to represent. Face validity dealt with the format of the instrument and includes aspects like clarity of printing, font size and type, adequacy of workspace, and appropriateness of language among others. Construct validity determined the nature of psychological construct or characteristics measured by the instrument. Two experts were selected and questionnaires given to them to check. The tool was perfectly acceptable during the pretest and therefore no adjustment in the tool. This tested the construct validity.

3.5.4 Administration of research instruments

After the approval of research proposal, the researcher sought permission and authority from the Research Department, and then proceeded to the field to collect data from the employees at Busia County Government. The researcher made appointment with the respondents and then issue them with the questionnaires.

3.6 Data analysis methods

Data was carefully screened for accuracy to address issues of omissions, or inaccuracies that have been inadvertently made by the researcher. This was done by conducting cross-checks between items to identify potential inconsistencies in responses. Data code book providing clear and comprehensive description of variables in the database was prepared.

Quantitative data from closed ended items of the questionnaires were coded and analyzed by descriptive statistics such as frequency counts and percentages. Thereafter, data was entered in the computer clearing process and analyzed using Ms Excel. According to Kothari (2011), descriptive analysis that involves a process of transforming a mass of data into Tables, charts, with frequency distribution and percentages.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

The chapter contains data analysis and presentation. Data analysis part is divided into: demographic information and objective based questions.

There researcher distributed 92 questionnaire to the respondents. Only 80 filled questionnaires were returned. The response rate was 87% of the questionnaires distributed. In relation and reference to Mugenda and Mugenda (2008), a response rate of 50.0% is acceptable in a survey research. Therefore the above response rate met the criterion hence the response rate was appropriate for this study

4.2 Presentation of data analysis

4.2.1 Demographic information

The research sought the demographic information of the respondents. The demographic details included: gender, age bracket, highest level of education and work experience. The findings are as shown below.

The respondents were tasked to state their gender category. The finding of the result was summarized in table 1.

Table 1: Age of the respondent

Gender	Frequency	Percent (%)
Male	34	42
Female	46	58
Total	80	100

Source: Research Data, 2018.

Table 1 revealed that 42% (34) of the respondents were male while 58% (46) were female.

In addition, respondents were requested to state their age bracket. The results were recorded and displayed in table 2

Table 2: Age of the respondent

Age	Frequency	Percent (%)
Below 20 years	11	14
21-30 years	30	37
31-40 years	22	28
41-50 years	12	15
Over 50 years	5	6
Total	80	100

Source: Research Data, 2018.

Table 2 indicated that 14% which now represents (11) of the respondents were of age below 20 years, 37% (30) of them were 21-30 years old, 28% (22) of them were 31-40 years old, 15% (12) of the respondents were of age 41-50 years while only 6% (5) of the respondents who were over 50 years old.

Further the respondents were requested to state the highest level of education. The results were recorded and displayed in table 3

Table 3: Highest level of education of the respondent

Level of education	Frequency	Percent (%)
Primary	5	6
Secondary	44	55
College/University	31	39
Total	80	100

Source: Research Data, 2018.

The research result in table 3 above revealed that 6% (5) of the respondents had primary education, 55% (44) of them had attained secondary education while 39% (31) of them had college/university education. The finding implied that the population was literate enough to enable them tackle the questionnaires with ease with minimal support from the researcher.

The respondents were asked to state their work experience with the county government of Busia.. The finding is shown in table 4.

Table 4: Work experience of the respondent

Year	Frequency	Percent (%)
Less than 1 year	13	16
1-3 years	40	50
4-5 years	10	13
More than 5 years	17	21
Total	80	100

Source: Research Data, 2018.

The finding of the study in table 4 above revealed that 16% (13) of the respondents had worked in the organization for less than 1 year, whereas 50% (40) of had worked for 1-3 years. Also, 13% (10) of them had worked for 4-5 years while 21% (17) have worked for more than 5 years in the organization.

4.2.2 Media relation and marketing

The first objective of the study was to identify effects of media relations on marketing of organizations. The respondents were asked if they had social networking account. The results are shown in table 5

Table 5: Owning Social networking Account

Response	Frequency	Percent (%)
Yes	80	100
Total	80	100

Source: Survey Data, 2018.

Table 5 shown that all(100%) of the respondents had social networking account. This was important in relation to media relations within the county government of Busia and its customers. It was revealed that respondents are mostly active as follows on the social media accounts: WhatsApp (95%), twitter (65%), Facebook (100%) and Instagram (60%).

The study requested the respondents to state how important do they think it if one has a social media account. The finding was put in table 6.

Table 6: Importance of having social media account

	1.Very important	2.Importance	3.Moderate important	4.Less important	5.Unimportant
You tube	30(37%)	47(59%)	3(4%)	0(0%)	0(0%)
Facebook	44(55%)	30(38%)	6(7%)	0(0%)	0(0%)
MySpace	31(39%)	47(59%)	2(2%)	0(0%)	0(0%)
LinkedIn	30(37%)	39(49%)	6(7%)	2(3%)	3(4%)
Twitter	60(75%)	20(25%)	0(0%)	0(0%)	0(0%)

Key: Unimportant (5), less important (4), moderate important (3), important (2), very important (1)

Source: Research Data, 2018.

Table 6 revealed that 96% of the respondents concurred that it was important to have YouTube account. Respondents in addition agreed that Facebook was important (93%). Further, the study showed that 88% of the respondents cited that having MySpace account was important. In addition, 86% of the respondents stated that having linked account was important while 100% said that twitter account was important.

The respondents were tasked to state the extent of which social media affected marketing organization. Their response was recorded in table 7.

Table 7: Extent effect of social media on marketing organization

Statement	Frequency	Percent
Very Large extent	40	50
Large extent	11	14
Moderate extent	15	19
Less extent	5	6
No extent	9	11
Total	80	100

Key: No extent (5), less extent (4), Moderate extent (3), Large extent (2), very large extent (1)

Source: Research Data, 2018.

The finding in table 7 showed that 50% (40) of the respondents cited that social media to a very large extent had an effect on marketing organization. In this connection, 14% (11) of them said large extent, 19% (15) of the respondents mentioned moderate extent, 6% (5) of them said little extent while 11% (9) of the respondents felt that there was no extent effect of social media on marketing organization. In interpretation, the study result implied that more than half of the respondents (64%) concurred that social media had effect on marketing organization.

Further, the research sought the respondents' level of agreement or disagreement on the effect of media relation on marketing organization. The finding was put in table 8.

Table 8: Effect of media relations on marketing organization

Statement	SD	D	U	A	SA
Media relations improves the organizational image	0(0%)	0(0%)	13(16%)	28(35%)	39(49%)
Media relations reaches out more customers	0(0%)	0(0%)	6(7%)	44(55%)	30(38%)
Media relations speeds up information sharing about products/services with the customers	0(0%)	0(0%)	9(11%)	10(13%)	61(76%)
Media relations helps in managing customers issues	0(0%)	0(0%)	15(19%)	50(62%)	15(19%)
Media relations facilitates quick feedback about products/services	0(0%)	0(0%)	0(0%)	36(45%)	44(55%)
Media relations strengthen networking with the customers	0(0%)	0(0%)	13(16%)	28(35%)	39(49%)

Key: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree (2) SA=Strongly agree (1)

Source: Research Data, 2018.

The study result in table 8 revealed that 49% (39) of the total respondents strongly agreed that media relations improved the organizational image, 35% (28) of the agreed while 16% (13) of the respondents were undecided with the statement. Therefore, the finding indicated that more than two thirds (84%) of the respondents supported that media relations improved the organizational image. In addition, 38% (30) of the respondents strongly agreed that media relations reach out more customers, 55% (44) of them agreed while 7% (6) of them were undecided with the statement. It was evident that media relations reached out more customers. Further, the results revealed that 76% (61) of the respondents strongly agreed that media relations quickness and speeds up information sharing about products/services with the customers, 13% (10) of them agreed while 11%

(9) of the respondents were undecided with the statement. This showed clearly that media relations speeds up information sharing about organization products with the customers. Moreover, the finding of the study showed that 19% (15) of the respondents strongly agreed that media relations helped in managing customers issues, 62% (50) of them agreed while 19% (15) of the respondents were undecided with the opinion. In addition to that, 55% (44) of the respondents strongly agreed that media relations facilitated quick feedback about products/services while 45% (36) of them agreed with the statement. Besides, the finding of the study showed that 49% (39) of the respondents strongly agreed that media relations strengthen networking with the customers, 35% (28) of them agreed while 16% (13) of the respondents were undecided with the statement.

4.2.3 Promotion and marketing organization

The second objective of the study was to assess the effects of PR promotions on the marketing of organizations. The study sought on the respondent's level of agreement and disagreement on the sales promotion activities in place in the company. The finding was summarized in table 9.

Table 9: Sales promotion activities in place in the company

Statement	SD	D	U	A	SA
Before new products are launched, we provide free samples to consumers for pre-testing	0(0%)	0(0%)	6(7%)	44(55%)	30(38%)
We use roadshows to promote consumption of our brand	0(0%)	0(0%)	0(0%)	20(25%)	60(75%)
We use coupons to reward loyal customers	0(0%)	0(0%)	2(2%)	31(39%)	47(59%)

Key: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree (2) SA=Strongly agree (1)

Source: Research Data, 2018.

Table 9 showed that 38% which represents (30) of the respondents strongly agreed that before new products are launched, they provided free samples to consumers for pre-testing, 55% (44) of them agreed while 7% (6) of the respondents were undecided with the statement. The finding implied that the majority (93%) of the respondents concurred that before new products are launched, they provided free samples to consumers for pre-testing. In addition, the finding revealed that 75% (60) of the respondents strongly agreed with each other, that the county used roadshows to promote consumption of their brand while 25% (20) of them agreed with the opinion. This implied that the county government of Busia used roadshows to promote consumption of its brand. Moreover, the study finding indicated that 59% (47) of the respondents strongly agreed that the county used coupons to reward loyal customers, 39% (31) of them agreed while only 2% (2) of them were undecided with the statement. The result implied that the county government of Busia used coupons to reward loyal customers.

The study further sought the respondent's level of agreement or disagreement on the effect of promotion on marketing organization. The finding of the study was summarized in table 10

Table 10: Effect of promotion on marketing organization

Statement	SD	D	U	A	SA
Promotion improves our market share and size	0(0%)	0(0%)	0(0%)	36(45%)	44(55%)
Promotion enhance the product/service brand loyalty	0(0%)	0(0%)	10(12%)	30(38%)	40(50%)
Promotion enhances sales growth	0(0%)	0(0%)	0(0%)	36(45%)	44(55%)
Effective promotional activities help in increasing organizational profitability	0(0%)	0(0%)	0(0%)	50(62%)	30(38%)
Sales promotion attracts customer's attention to purchase	0(0%)	0(0%)	13(16%)	28(35%)	39(49%)
Promotional activities increase positive perception of the products in the mind of customers	0(0%)	0(0%)	13(16%)	28(35%)	39(49%)
Promotional activities help in creating new customer	0(0%)	0(0%)	6(7%)	44(55%)	30(38%)

Key: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree (2) SA=Strongly agree (1)

Source: Research Data, 2018.

The finding of the study in table 10 above showed that 55% (44) of the respondents strongly agreed that promotion improved county's market share and size while 45% (36) of the agreed with the statement. It is evident here that promotion can improve market share and size. In addition, 50% (40) of the respondents strongly agreed that promotion enhanced the product and services brand loyalty, 38% (30) of them agreed while 12% (10) of the respondents were undecided. It was also clear that promotion enhanced the product and services brand loyalty. Further, the study revealed that 49% which comprised (39) of the respondents strongly agreed that sales promotion attracted customer's attention to purchase, 35% (28) of them agreed while 16% (13) of them were undecided.

It implied that sales promotion attract customer's attention to purchase. Respondents in addition concurred that promotion enhances sales growth with a response rate of 55% (44) strongly agreed and 45% (36) of them agreeing with the statement. In addition, the study revealed that 38% (30) of the respondents strongly agreed that effective promotional activities helped in increasing organizational profitability while 62% (50) of them agreed with the statement. However, the research revealed that 49% which consisted of (39) of the respondents strongly agreed that promotional activities increased positive perception of the products in the mind of customers and 35% (28) of them agreed. Just 16% (13) of the respondents were undecided with the statement. Finally in relation to the study, it was revealed that promotional activities helped in creating new customer with 38% (30) and 55% (44) of the respondents strongly agreed and agreed respectively.

4.2.3 Publicity and marketing organization

Third objective of the study was to find out how product publicity affects marketing of organizations. The study sought the respondent's level of agreement or disagreement on the effect of Publicity on marketing organization. The results were shown in table 11

Table 11: Effect of product publicity on marketing of organizations.

Statement	SD	D	U	A	SA
our preferred mode of publicity has resulted to positive branding of our products	0(0%)	0(0%)	2(2%)	30(38%)	48(60%)
effective use of our company trade name and slogans for our products improved our company publicity	0(0%)	0(0%)	0(0%)	36(45%)	44(55%)
the cost of using publicity method on our company products has influenced the manner of communicating of our company products	0(0%)	7(8%)	3(4%)	55(69%)	15(19%)
Product publicity improve our company's product profitability	0(0%)	0(0%)	13(16%)	28(35%)	39(49%)
Product publicity encourages customers to buy our products/services	0(0%)	0(0%)	15(19%)	50(62%)	15(19%)
Product publicity enhance the market size	0(0%)	0(0%)	4(5%)	35(44%)	41(51%)
Product publicity improves our corporate image	0(0%)	0(0%)	0(0%)	50(62%)	30(38%)

Key: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree (2) SA=Strongly agree (1)

Source: Research Data, 2018.

Table 11 revealed that 60% (48) of the respondents strongly agreed that their favorite mode of publicity has resulted to positive branding of the organization product, 38% (30) of them agreed while 2% (2) of the respondents were undecided. The results indicated that majority (98%) of the respondents concurred that their preferred and favourable mode of publicity has resulted to positive branding of the organization product. In

addition, the study result showed that 55% (44) of the respondents strongly agreed that effective use of company's trade name and slogans for their products improved the company's publicity while 45% (36) of them agreed with the statement. Hence, the results indicated that respondents supported that effective use of company's trade name and slogans for their products improved the company's publicity. Further, the study revealed that 19% (15) of the respondents strongly agreed that the cost of using publicity method on company's products had influenced the mode and way of communicating the company products, 69% (55) of them agreed, 4% (3) of them were undecided while 8% (7) of the respondents disagreed with the statement. In addition, the study finding showed that 49% (39) of the respondents strongly agree that product publicity improved our company's product profitability, 35% (28) of them agreed while 16% (13) of the respondents were undecided with the statement. These findings indicated that majority of the respondents (84%) concurred that product publicity improved our company's product profitability. Moreover, the result of the study revealed that 19% (15) of the respondents strongly agreed that product publicity encouraged customers to buy products/services, 62% (50) of them agreed while only 19% (15) of the respondents were undecided with the opinion. This finding of the study indicated that 81% of the respondents concurred that product publicity encouraged customers to buy products/services. Besides, the study revealed that 51% (41) of the respondents strongly agreed that product publicity enhanced the market size while 44% (35) of them agreed with the statement. Only 5% (4) of the respondents were undecided with the statement. The finding of the study indicated that majority of the respondents (95%) concurred that product publicity enhanced the market size. Further, the study result showed that 38% (30) of the respondents strongly agreed that product publicity improved company's corporate image while 62% (50) of them agreed with the opinion. The results indicated that all the respondents supported that product publicity improved company's corporate image.

4.2.5 Corporate communication and marketing organization

The fourth objective of the study was to evaluate the effects of corporate communication on the marketing of organizations. The respondents were to indicate their level of

agreement or disagreement on the effect of corporate communication on marketing organization. The findings were recorded in table 12.

Table 12: Effect of corporate communication on the marketing of organizations.

Statement	SD	D	U	A	SA
integrated marketing communication is an essential concept used in managing lucrative relations with the employees, consumers and shareholders and sending a uniform message	0(0%)	7(9%)	6(7%)	44(55%)	23(29%)
Communication platforms can be used for studying and collecting information on problems and issues faced by customers and consumers	0(0%)	0(0%)	9(11%)	10(13%)	61(76%)
Corporate communicate improves the image of our organization	0(0%)	0(0%)	0(0%)	45(56%)	35(44%)
Corporate communicate improves our market base and growth	0(0%)	0(0%)	11(14%)	42(52%)	27(34%)

Key: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree (2) SA=Strongly agree (1)

Source: Research Data, 2018.

The finding of the study in table 12 as indicated, revealed that 29% (23) of the respondents strongly agreed that integrated marketing communication is an essential concept used in managing productive and mutual relations with the employees, consumers and shareholders and sending a uniform message, 55% (44) of them agreed while 7% (6) of the respondents were undecided. Only 9% (7) of the respondents disagreed with the statement. The finding also indicated that more than half (84%) of the respondents agreed that integrated marketing communication is an essential concept used in managing lucrative relations with the employees, consumers and shareholders and

sending a uniform message. Further, the finding showed that 76% (61) of the respondents are the one who strongly agreed that Communication platforms could be used for studying and collecting information on problems and issues faced by customers and consumers, 13% (10) of them agreed while 11% (9) of the respondents were undecided with the statement. In real sense, it was evident that 89% of the respondents concurred that communication platforms could be used for studying and collecting information on problems and issues faced by customers and consumers. In addition, the 44% (35) of the respondents strongly agreed that corporate communication improved the image of their organization while 56% (45) of them agreed with the same. This result clearly showed that corporate communication does improve the image of an organization. The research finding showed that 34% (27) of the respondents strongly agreed that corporate communication in Busia County improved organization's market base and growth, 52% (42) of them agreed while 14% (11) of the respondents were undecided. This finding indicated that more than two thirds (86%) of the respondents supported that corporate communication improved organizations market base and growth.

4.2.6 Public relations activities and Marketing performance

The overall objective of the study was to investigate the effect of Public Relations activities on marketing of organizations, a case of Busia County Government. The respondents were required to state their level of agreement or disagreement on the effect of public relations activities on marketing performance of the organization. The finding of the study was summarized in table 13

Table 13: Effect of Public Relations activities on marketing of organizations.

Statement	SD	D	U	A	SA
Our corporate image is improved	0(0%)	2(2%)	15(19%)	43(54%)	20(25%)
Increase in revenue growth	0(0%)	0(0%)	10(12%)	30(38%)	40(50%)
Increased market share and size	3(4%)	13(16%)	7(9%)	40(50%)	17(21%)
The organization achieve profitability	0(0%)	0(0%)	10(12%)	51(64%)	19(24%)
More customers are reached through public relations activities	0(0%)	0(0%)	1(1%)	55(69%)	24(30%)

Key: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree (2) SA= Strongly agree (1)

Source: Research Data, 2018.

The finding of the study in table 13 showed that 25% (20) of the respondents strongly agreed that public relations activities and practices improved the organizations corporate image, 54% (43) of them agreed while 19%(15) of the respondents were undecided. Only 2% (2) of the respondents disagreed on minimal ground, in relation to the statement. The findings implied that more than half (79%) of the respondents concurred that that public relations activities improved the organizations corporate image. The respondents also strongly agreed (50%) that that public relations activity increased the revenue growth while 38% (30) of them agreed with the statement. 12% (10) of the respondents were undecided that public relations activities increased the revenue growth. The results indicated that 88% of the respondents accepted that public relations activities increased the revenue growth of the organization. Further, the study revealed that 21% (17) of the respondents strongly agreed that public relations activities increased market share, the profitability of an undertaking and venture, in this organization of study, whereas, 50% (40) of them agreed while 9% (7) of the respondents were undecided on the statement. However, 16% (13) of the respondents disagreed that public relations activities increased

market share and size while 4% (3) of them strongly disagreed with the opinion. The result of this study indicated that majority (71%) of the respondents concurred that public relations activities increased market share and size. Moreover, the study finding showed that 24% (17) of the respondents strongly agreed that public relations activity enhanced organizations profitability, 64% (51) of them agreed while 12% (10) of the respondents were undecided with the statement. The findings also revealed that 88% of the respondents supported that public relations activity enhanced organization profitability index. The finding of the study also revealed that 30% (24) of the respondents strongly agreed that public relations activity reached out more customers, 69% (55) of them agreed while 1% (1) of the respondents was undecided with the statement. The finding of the study indicated that more than two third (99%) of the respondents supported that public relations activity reached out more customers.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This section presents results of the study. Analysis, presentations and discussions were done in terms of the study objectives.

5.2 Summary of findings

The first objective of the study was to identify effects of media relations on marketing of organizations. The study found out that more than half of the respondents (64%) concurred that social media had effect on marketing organization. Also, the finding indicated that more than two thirds (84%) of the respondents supported that media relations improved the organizational image. Further, the results revealed that 89% of the respondents concurred that media relations speeds up information sharing about products/services with the customers.

The second objective of the study was to assess the effects of PR promotions on the marketing of organizations. The finding showed that majority (93%) of the respondents concurred that before new products are launched, they provided free samples to consumers for pre-testing. Respondents in addition concurred that promotion enhances sales growth with a response rate of 55% (44) strongly agreed and 45% (36) of them agreeing with the statement. In addition, the study revealed that promotional activities helped in creating new customer with 93% (of the respondents strongly agreed and agreed respectively).

Third objective of the study was to find out how product publicity affects marketing of organizations. The results indicated that majority (98%) of the respondents agreed in harmony that their preferred mode of publicity has resulted to positive branding of the organization product. In addition, the finding indicated that majority of the respondents (84%) concurred that product publicity improved our company's product profitability.

Further, the finding of the study indicated that 81% of the respondents concurred that product publicity encouraged customers to buy products/services.

The fourth objective of the study was to evaluate the effects of corporate communication on the marketing of organizations. The finding indicated that more than half (84%) of the respondents agreed that integrated marketing communication is an essential concept used in managing lucrative relations with the employees, consumers and shareholders and sending a uniform message. It was evident that 89% of the respondents concurred that communication platforms could be used for studying and collecting information on problems and issues faced by customers and consumers. Also the finding indicated that more than two thirds (86%) of the respondents supported that corporate communication improved organizations market base and growth.

The overall objective of the study was to investigate the effect of Public Relations activities on marketing of organizations, a case of Busia County Government. The findings showed that more than half (79%) of the respondents concurred that that public relations activities improved the organizations corporate image. Also, the study indicated that 88% of the respondents accepted that public relations activities increased the revenue growth of the organization. The finding revealed that 88% of the respondents supported that public relations activity enhanced organization profitability index. Further, the finding of the study indicated that more than two third (99%) of the respondents supported that public relations activity reached out more customers.

5.3 Conclusion

Based on the study results, the research concluded that media relations had a significant effect on marketing of organizations. Secondly, the study concluded that PR promotions had effect on the marketing of organizations. Thirdly, the research concluded that product publicity affected marketing of organizations. Fourth, the study concluded that corporate communication had a significant effect on the marketing of organizations. Finally, the study concluded that Public Relations activities had a significant effect on marketing of organizations.

5.4 Recommendations

The following recommendations were made for the study:

- The management should ensure that they adopt the appropriate social media tool that will enhance marketing of the organization.
- The management should adopt the right promotion strategies to facilitate better marketing of the organizations products/ services.
- Product publicity should be encouraged in order to ensure better organizational marketing.
- The management should encourage application of corporate communication to enhance marketing of the organization.
- The management should adopt the right public relations activities so that to boost marketing of organizations.

5.5 Suggestion for further studies

Similar study can be carried out on private sector within Kenya. Also a study can be done on the effect of Training of public relations officers on organizational performance.

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APPENDICES

APPENDIX 1: RESEARCH QUESTIONNAIRE

This questionnaire is designed to obtain information on the effect of public relations activities on marketing of organizations. The information obtained from respondents will be used for academic purposes only. All responses will be handled with high confidentiality. You are required to respond to the various statements in different sections of the questionnaire according to the guidelines provided in each section

SECTION A: DEMOGRAPHIC INFORMATION

Dear respondent, kindly select the appropriate category and put a tick on the spaces provided

1. What is your gender? Male (☐) Female (☐)
2. Kindly state your age bracket. Below 20 years (☐) 21-30 years (☐) 31-40 years (☐)
41-50 years (☐) Over 50 years (☐)
3. What is your highest level of education?
Primary (☐) Secondary (☐) College/University (☐)
4. Kindly state your work experience. Less than 1 year (☐) 1-3 years (☐) 4-5 years (☐) more than 5 years (☐)

SECTION B: RESEARCH OBJECTIVE QUESTIONS

MEDIA RELATION AND MARKETING

1. Do you have a social networking account?

Yes () No ()

2. if the answer in 1 above is Yes, which social media tool are you mostly active on?

.....

3. How important do you think it is, 1 being very important and 5 unimportant, to have an account with one of the following social media tools:

	1.Very important	2.Important	3.Moderate important	4.Less important	5.Unimportant
You tube					
Facebook					
Myspace					
Linked					
Twitter					

4. To what extent has the social media affected marketing of your organization?

Very large extent ()

Large extent ()

Moderate Extent ()

Less Extent ()

No Extent ()

Kindly state your level of agreement or disagreement on the effect of media relation on marketing organization. The likert scale to use is: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree(2) SA= Strongly agree(1).

Statement	SD	D	U	A	SA
Media relations improves the organizational image					
Media relations reaches out more customers					
Media relations speeds up information sharing about products/services with the customers					
Media relations helps in managing customers issues					
Media relations facilitates quick feedback about products/services					
Media relations strengthen networking with the customers					

PROMOTION AND MARKETING ORGANIZATION

Which of the following sales promotion activities are undertaken by your organization?
The likert scale to use is: SD=Strongly disagree(5), D=Disagree (4), N=Neutral(3),
A=Agree(2) SA= Strongly agree(1).

Statement	SD	D	U	A	SA
Before new products are launched, we provide free samples to consumers for pre-testing					
We use roadshows to promote consumption of our brand					
We use coupons to reward loyal customers					
We use roadshows to promote consumption					

Kindly state your level of agreement or disagreement on the effect of promotion on marketing organization. The likert scale to use is: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree(2) SA= Strongly agree(1).

Statement	SD	D	U	A	SA
Promotion improves our market share size					
Promotion enhance the product/service brand loyalty					
Promotion enhances sales growth					
Effective promotional activities help in increasing organizational profitability					
Sales promotion attracts customer's attention to purchase					

Promotional activities increase positive perception of the products in the mind of customers					
Promotional activities help in creating new customer					

PUBLICITY AND MARKETING ORGANIZATION

Kindly state your level of agreement or disagreement on the effect of Publicity on marketing organization. The likert scale to use is: SD=Strongly disagree (5), D=Disagree (4), N=Neutral(3), A=Agree(2) SA= Strongly agree(1).

Statement	SD	D	U	A	SA
our preferred mode of publicity has resulted to positive branding of our products					
effective use of our company trade name and slogans for our products improved our company publicity activities					
the cost of using publicity method on our company products has influenced the manner of communicating of our company products					
Publicity activities improve our company's product profitability					
Publicity encourages customers to buy our products/services					
Publicity enhance the market size					
Publicity improves our corporate image					

CORPORATE COMMUNICATION AND MARKETING ORGANIZATION

Kindly state your level of agreement or disagreement on the effect of corporate communication on marketing organization. The likert scale to use is: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree(2) SA= Strongly agree(1).

Statement	SD	D	U	A	SA
integrated marketing communication is an essential concept used in managing lucrative relations with the employees, consumers and shareholders and sending a uniform message					
Communication platforms can be used for studying and collecting information on problems and issues faced by customers and consumers					
Corporate communicate improves the image of our organization					
Corporate communicate improves our market base and growth					

MARKETING PERFORMANCE

Kindly state your level of agreement or disagreement on the effect of public relations activities on marketing performance of the organization. The likert scale to use is: SD=Strongly disagree (5), D=Disagree (4), N=Neutral (3), A=Agree(2) SA= Strongly agree(1).

Statement	SD	D	U	A	SA
Our corporate image is improved					
Increase in revenue growth					
Increased market share and size					
The organization achieve profitability					
More customers are reached through public relations activities					

Thank you

APPENDIX 2: RESEARCH WORKPLAN

ACTIVITY	May/June 20182018	July 2018	August 2018
Development, submission and approval			
Development of instruments and testing for quality control			
Data collection			
Data organization, analysis and interpretation			
Report writing and submission			

Source: Researcher, 2018

APPENDIX 3: RESEARCH BUDGET

Item	Quantity	Price /Rate	Amount
STATIONERY			
Ruled pads			500.00
Field note books			200.00
Typing papers			1,200.00
SUBSISTENCE			
Days of data collection 4 days			5,000.00
Travelling			1,500.00
SUPPORT SERVICES			
Research assistants			3,000.00
Typing services			3,000.00
Photocopying			2,500.00
Binding			1,500.00
Internet surfing			2,000.00
CONTINGENCY			3,000.00
Total			23,400.00

Source: Researcher, 2018