# TITLE PAGE

**The Impact of Public Relations on Banks Performance**

**A Case Study of:**

**STANDARD TRUST BANK LIMITED, KADUNA**

**BY**

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**Award of Master in Business Administration**
**(MBA)**

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## DECLARATION

I hereby declare that this research work has been carried out by me under the supervision and guidance of Mallam Sanni Abdullahi of Department of Business Administration, A. B. U; Zaria in accordance with rules and regulations of post graduate school of Ahmadu Bello University, Zaria.

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**CERTIFICATION**

This Project has seen read and approved as meeting the requirements for the Award of Degree - Master in Business Administration (MBA) by the following and on behalf of the Department of Business Administration, Ahmadu Bello University.

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## DEDICATION

To the most High God, who made this dream a reality.

To my wife and soul mate, I bless the day I met you.

To the most wonderful kids on earth. Afolabi and Simsola.

And to you Mama, your prayer support has made a lot of difference.

## ACKNOWLEDGMENT

Putting this work together has been rather tasking but has served as a mental exercise and eye opener to the importance of public relations in successful banking.

I cannot over emphasis the efforts of my project supervisor Mallam Sani Abdullahi Mohammed, a teacher indeed who has trained my mind through this program and has served as a source of inspiration all through.

Some very special people who affected my life positively, we started this program together - Ige Adegboye, Olumide Ogunrinde, Kayode Akande and the rest of my course mates.

## ABSTRACT

This Study was basically conducted to reveal the impact of Public Relations on the performance of Financial Services of Standard Trust Bank Limited in Kaduna metropolis.

Relevant related literatures were extensively reviewed by the researcher to serve as an essential framework and guide for the study. The researcher utilized explorative and survey methods in conducting the study. These necessitate the use of relevant instruments such as questionnaire administration, personnel interview and personal observation in collecting the relevant data in the course of the study.

A sample size of twenty management staff and fifty customers were selected using simple random techniques for an estimated population of one thousand five hundred people including both the staff and the customers.

However the data collected were analyzed using simple percentage method for easy interpretation. And to validate the findings of the study, the following hypotheses were formulated;

HO - That the public relations activities of Standard Trust Bank Limited have no impact on the performance of the services of the bank.

H1 - That the public relations activities of Standard Trust Bank have impact on the performance of the services of the bank.

The hypothesis was proved while the alternative (H1) was accepted and the null hypothesis (HO) was rejected.

The analysis and interpretation reveled some findings among which is that, Standard Trust Bank Limited does not have autonomous public relations department in it's area, zonal and branch offices but only in the Head Office.

And finally the researcher advanced some recommendations among which is that the bank should create autonomous public relations department in every branch especially in the urban cities; such as Kaduna, Port Hercourt and Kano to handle it's public relations services.

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# CHAPTER ONE

## 1.0 INTRODUCTION

Today, specialization in financial services by articulate and well-recognized financial institution has changed. Now is the era where one has to offer a wide range of services so as to favorably compete with other financial institutions. More so, the age of armchair banking and non-marketing orientation in conducting banking services is gone.

Banks and other financial institutions are now confronted with various marketing problems arising from the stiff and vulnerable competitions in the financial industry. This has actually prompted financial institutions especially banks to work harder to retain their existing customers and also strive to get new ones. Therefore banks now attempted to study the needs of their customers adequately and essentially try to provide appropriate services to satisfy these needs of the customers.

To retain existing customers or convincing potential customers to patronize their services, banks require a lot of relevant and appropriate marketing strategies to be applied in this regard. Formulation, implementation and control of these relevant strategies cannot be executed successfully without recognizing the role of public relations in attaining this goal. This is because public relations are total and all embracing and virtually every element of the marketing mix has it public relations implications.

It is very common to hear bank customers complaining of poor services of the banks, ranging from been kept waiting for hours without attention, to unfriendly attitudes of the bank staffs towards customers. This actually indicates that banks in Nigerians carry out little or no public relations. In the face of the stiff banking competition and the economic recession of the country, it becomes very necessary for banks to change their attitude towards their customers. Financial institutions especially the banks can only achieve their corporate objectives by giving special recognition and immediate attention to their public relation problems. To be precise, every bank in Nigeria is confronted by one or more public relation problems. Therefore, these public relations problems need to be identified and addressed promptly and adequately by the banks to increase the efficiency and effectiveness in there banking services.

However, these public relations problems in banks are fundamentally marketing problems, because most Business Executives in banking industry probably do not have marketing orientation. They lacked marketing creativity and not much effort had been put into formulations and implementation of relevant appropriate and adequate marketing strategies or techniques. In this vain, even the marketing mix had not been fully harnessed to achieve better results, talk less of public relations practice, which to them was quite strange and irrelevant. It should be noted that the present circumstance in which the banks find themselves requires evaluating sound and laudable marketing strategies so as to meet the challenges of the industry. The need of marketing in banking stems from the intensive competition not just from other banks but from other financial companies, loan associations, credit unions, insurance companies, building

societies and so on. It is a glaring fact that banks cannot achieve their corporate goals without being marketing oriented. And more so, no matter how superb the marketing strategies applied, the public relations aspect is a relevant tool in facilitating its success, and should be recognized and addressed adequately and appropriately. The truth remains that with sound public relations practice, banks can achieve not only increased turnover but they can also effectively carve out an outstanding reputation for their organization and it's services. The recent recognition of the role of public relations in marketing of services leads to the increase spate of conference, lectures, workshops, seminars, development programmes and other innovative marketing session being organized as efforts geared towards achieving better results by banks. The increased recognition of the role of public relations lies in the new approach and management of banking services. This entails planning and development of strategies and systematically selecting among variable alternatives to provide customers satisfaction and mutual co-existence between banks and its public. No banks or financial institutions wants to be left out in this new development and therefore public relations practice need to be intensified by banks so as to achieve their desired corporate goals. Banks can do more in this regard and would also achieve more where a well - articulated public relations programmes are evolved, executed and controlled systematically in line with the desires of the banks.

## 1.2 STATEMENT OF GENERAL PROBLEM

Most organization especially banking institutions if not until recently did not recognize the role of public relations in conducting and selling their services.

It has been observed that banks perform their activities without practically putting into place the public relations practice. Some of the banks are not well-equipped with the technical manpower to project and protect the image of the bank and its services, that is, the Bank Executive have not taken their time to explore the importance and the benefit of public relations practice in the entire marketing field.

This problem arises not only from non-recognition of the role of public relations in marketing the bank services but inadequate and inappropriate application of public relations practice. Because the banking executives lack the rudimental and fundamental knowledge of public relations, they cannot adequately conduct their banking services successfully without the public relation aspect of marketing. Essentially, there is the problem of lack of creativity, innovativeness, good human relations, corporate image building and public acceptance in this regard.

To solve these fundamental problems, the banking executives should be trained to know the role of public relations in marketing their bank's services and also they should be trained on how to handle public relations practice in maximizing its benefits to achieve the corporate goals of the organization. This is because the role of public relation is very strategic in delivering banking services successfully. The researcher therefore is interested in conducting this research work to adequately address these problems.

## 1.3 RESEARCH OBJECTIVES

The researcher intends to conduct this study to achieve the following goals:

(i) To identify the importance and the place of public relation in the marketing of banking services.

(ii) To appraise the effect of public relations on banking services as practiced by Standard Trust Bank Limited.

(iii) To find out the problems and prospects of public relations in banking industry.

(iv) And finally, to make relevant recommendations on how Standard Trust Bank Limited can effectively achieve better results using public relations.

## 1.4 RESEARCH SCOPE

This study is conducted limiting the scope to Standard Trust Bank Limited, Kaduna. Therefore, all data gathered, analyzed and interpreted are specifically obtained from Kaduna Branch office and the branches within Kaduna metropolis. For a better result, questionnaires were administered and interviews were conducted on the staff and customers of the bank, which were analyzed and interpreted in this study. Basically, the scope of this study is limited to Standard Trust Bank Limited branch office and the branches within Kaduna metropolis.

## 1.5 SIGNIFICANCE OF THE STUDY

The study is very beneficial to the researcher in broadening his knowledge on the subject matter of study - public relation in Banking. Also, at the completion of the research study, it would serve as a partial fulfillment for the requirement for the award of Masters in Business Administration of Ahmadu Bello University, Zaria.

The study would be very useful to the banking industry especially Standard Trust Bank Limited because relevant and appropriate recommendations arrived at by the researcher can be utilized in solving the public relations problems of the bank.

And finally, the study would serve as reservoir for other investigators and students conducting similar or related study in future.

## 1.6 LIMITATION OF STUDY

It is the desire of the researcher to conduct an in depth and wider scope of study regarding this topic. However, the researcher was Constrained by the following factors.:

(i) The time is quite short within which to complete this study. A longer period would have been more valuable to conduct study of this nature.

(ii) Finance was another hindrance in carrying out this research work. This was due to the fact that the costs of stationeries, transportation and other relevant materials have become quite exorbitant at the time of conducting this study.

(III) Unavailability of relevant textbooks and other sources of information is another constraint. And therefore, the researcher has to limit himself to this extent as contained in this report.

## 1.7 DEFINITION OF TERMS

PUBLIC RELATIONS

Public relations practice is the art and science of achieving harmony with the environment through mutual understanding based on truth and full information (Prof. Sam Black)

MARKET

A market is "a set of actual and potential buyers of product" Philip Kotler.

MARKETING

It is a Managerial process of identifying, anticipating and satisfying customers needs and wants at a profit. (American Marketing Association).

SERVICES

Any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything.

INTANGIBLE

Something that you cannot touch or possess but that can be felt.

PROSPECT

They are potential buyers. Those who have needs, willing and able to buy product that will satisfy such needs.

FIELD PERSONS

People possessing the ability to persuade or convince other people about the proposition of a product or services that the person is involved in and desires to buy them at a price profitable to both. [Jerome McCarthy]

BANK NOTE

A note issued by a Bank for sum of money, which if promises to pay the bearer on demand.

COLLATERAL SECURITY

It is said to be a real or personal property which put up or pledged for a loan e.g. land, houses, cars or any other valuables like gold and so on.

DEPOSIT

It is money placed with bank or other financial institutions it could be small or big.

INTEREST

Money paid on a loan given to you by banks or financial houses or amount earned on saving deposits with the bank.

BANK MARKETING

That aspect of banking department or part of the management activities which direct the flow of the banking services profitably to selected customers is referred to as bank marketing.

OVER DRAFT

This is the amount of money a customer is allow to withdraw over and above the actual amount he has deposited in his account.

SERVICES

Services are those activities that has the capacity to add value to the purchaser.

MARKETING CONCEPT

There are so many definition of marketing concept but the most accepted one is that primary function of an organization to identify and satisfy customer's need at a profit.

## CHAPTER TWO

## 2.0 LITERATURE REVIEW

This chapter is mainly concerned with the review of related literature as contained in various texts of renown scholars and experts concerning the subject matter of this study. It is very necessary in this regard to serve as a framework of analysis for data obtained in this research study.

### 2.1 DEFINITION OF PUBLIC RELATIONS

The Public Relations Society of America (PRSA) issued an official statement on Public relation on 6th November 1982 from which the following extract is taken. "Public relations help our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring Private and Public Policies into harmony"

Public relations serves a wide variety of institutions in the society such as business, trade unions, government agencies, voluntary associations, foundations, hospital, educational and religious institutions. To achieve their goals, these institutions must develop effective relationship with many different audiences or publics, such as employees, members, customers, local communities, share holders and other institutions and with society at large. The management of institutions needs to understand the attitudes and values of their public in order to achieve institutional goals. This is because the goals themselves are shaped by the external environment. The public relation practitioner acts as a counselor to management and as a mediator helping to translate private aims into reasonable, publicly accepted policy and action,

According to Marston, (1978, Page 80), He states that; "Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest and executes a program of action and communication to earn public understanding and good will".

Cornfield and Moor (1984, Pages 13-14) look at it the same perspective. "They defined public relations practice as a social philosophy of management expressed in policies

and practices, which through two-way communications with its public strive to secure mutual understanding and goodwill".

Both Marston and Cornfield's definitions of the concept basically emphasized on two – way communication for mutual understanding and goodwill as an essential element contained in public relations.

The standard Webster new International Dictionary defines public relations as: "The promotion of rapport and goodwill between a person, firm or institution and other persons, special public, or the community at large, through the distribution of interpretative materials, the development of neighbourly interchange and the assessment of public reaction".

Black (1989, Page 17) defines public relations as ....."The Art and science of achieving harmony with the environment through mutual understanding based on truth and full information".

However, it is pertinent to note that public relations and marketing are closely related. Most enlightened organizations that practice public relations see their long-term success in marketing closely identified with public relations. In advertising and promotion, public relations has a peculiar challenge with respect to self-regulation and overcoming problems related to misleading and false claim or aspects like truth, quality, safety, ethnic sensitivities etc. Public relations are thus used for business development. In effect, there is the need for closer co-operation between public relations and marketing and a closer working relationship, skills and procedures will invariably be enhanced.

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Public relations will be assuming greater responsibility for keeping the marketing department aware of the over-all pressures and trends that are important to the success of the business.

## 2.2 THE NEED FOR PUBLIC RELATIONS IN BANKING SERVICES

The need for public relations practice in the service sector was not recognized for a very long time, this was because the marketing of intangible products/services was more of a sellers market. Public relations practice today is integrated into the marketing mix. It is concerned with the total organization of which marketing may or may not be a functional virtually every element of the marketing mix has public relation implications.

Feedback which may influence product design making and branding, labeling and packaging, pricing, instruction, dealer/ customer relations, market education, selling, advertising, sales promotion and after-sales services, all have their public relations aspects.

Public relations Practice as a management function, services the entire organization of which it is one very important area. Thus if you accept public relation's broader and more comprehensive roles, its relation to marketing become more significant and practical. However, if you think of marketing as communication, public relations becomes a viral part of the marketing executive's philosophy and links up with all major part of his thinking and strategy.

The need for public relations in the services industry has stemmed up not just from intense competition in the sector but from other related institutions.

Public relations practice therefore seeks to improve on total output of such industries. Since the marketing of services is very dynamic in the business world, it is not just enough to effect promotional techniques, such as advertising and stop at that. A step further by way of public relations practice can go a long way in achieving the total effects of the organization. In effect, public relations efforts is comprehensive as it aids in stretching the promotional essence by ensuring valuable publicity for the organization and its products or services

## 2.3 MARKETING AND PUBLIC RELATIONS IN BANKING SERVICE

Both marketing and public relations have the same genesis - which is communications. However, the techniques and methodologies of reaching out to their target groups, co-coordinating data and delivering results differs.

"According to Kotler and Mindale, (1978, Pages 5-11), they asked whether marketing and public relations should be partners or rivals? They came up with five (5) possible views on the marketing/public relations' relationship.

The traditional view is of separate but equal functions. Other alternatives allow: "Equal but overlapping functions, wherein, one acts as a support to the other. At the other extreme is the version that merges the two into one whole"

However, the interaction of marketing and public relations is essential for communications and sales of an organization. Therefore, marketers and Public Relation Officers Public Relations Officers [PRO's] must work in harmony towards common organizational goals.

Marketers should bear in mind that public relations efforts aid in stretching the promotional essence by ensuring valuable publicity to the company and its products or services. Favorable product or corporate image can be directed to a large percentage of the target group through public relations, PRO's can then help strengthen the linkage and build upon the positive impression people have about the company, and thereby promote confidence in its products or services.

Besides, by obtaining positive publicity for the key top management executives of the organization, the concept can help add a human dimension to an impersonal commercial organization. Such publicity can also help clear-up wrong notions and any misunderstanding that may exist about a company by communicating the top management's business philosophy to the company's publics.

In effect, effective public relations practice helps an organization disseminate information, in addition to mere product messages. However, the marketer's condescension towards public relations, and the not so uncommon antagonism between marketing and public relations personnel notwithstanding is becoming increasingly evident that they are mutually reinforcing allies that can play a very significant role in the achievement of the organizational goals.

## 2.4 MEDIA SELECTION

Osuji (1990, Page 95) has the following to say about media selection. "This area is one that required a careful planning. The broad objective in media selection is to deliver effective Public Relations (PR) advertising messages to the greatest number of prospects at its lowest possible costs". He went further to say that in selecting

advertising media, the nature and type of target audience must be taken into consideration. In order to be able to make the right decision in media selection for an effective advertising, one requires a close familiarity with the advantages of all types of media, and an understanding of how to compare specific media within the same type. The selection of media depends largely on the nature of the advertising message.

## 2.5 SPECIAL EVENTS IN PUBLIC RELATIONS CAMPAIGN

"Osuji (1990, Page 99) said that, "public relation by communication can be done through special events. Events are like actions; they speak louder than words. Special events in public relations can help further in public relation campaign". Apart from Mass media messages, special events carry message of their own. If well planned, they help to strengthen the campaign theme and slogan.

Some of the special events, which can be included in public relations campaign, are:

1. Displays and exhibitions
2. Special days and weeks
3. Conferences
4. Special awards
5. House commissioning
6. Contests
7. Sponsored Community events
8. Dedications.

Special events help to boost the morale of employees when they are designed for the employer and their families. They give management an opportunity to impress the employees with the significance of their individual contribution to the

total success of the campaign. Special event also make it possible for the company to introduce its new products to distributions and dealers, they provide suppliers an opportunity to understanding the needs of the buyer.

**DISPLAYS AND EXHIBITS**

Trade fair provides business organisation the opportunity to display and exhibit their products and services. During the displays and exhibits business organisations can have the opportunity to impress their vision publics. These campaign themes are further highlighted during such displays and exhibits. Behaviour through what its does and what it says. This is public relations by communications.

## 2.6 PUBLIC RELATIONS AND PROMOTION OF SPONSORED EVENTS

Bowman etal (1969, Page 193) said that "NEWS IS SOMETHING WHICH HAPPENS. Why it happened may be immaterial. Who made it happen may also be immaterial? And the same time, why and what may be the reasons that makes the fact news. Strictly speaking, news is something assured. Something notes worthy? In terms of the general news pages, in a news paper, the unusual part of a fact is most often what makes it news in the journalistic sense"

In the circumstance in which the journalist is writing, the standard of what is news and what is not, is different from that of the news editor looking for a front page lead story, Having made that point, it is usually important to make two more of comparable validity. Sales promotion is not normally the province of a public relation man. It belongs to the sale or advertising department of an organization. The public relation man can become involved and some aspect of his duties will be considered later.

A sponsored event such as a gulf tournament is an easy illustration, which is very, much the province of the public relation man.

Sales promotion has been defined as the art of pushing the product towards the consumers. Thus the national tour of fifty theatrical costumed salesmen in specially labeled cars, shouting the wares of a new synthetic detergent is sales promotion. If the public relations man sees that there is some genuine news value in a promotion, he will set in the same way as in handling of any other story. If he wants to invite the press to see the departure of a team of bikini - clad girls on a national sales tour, he will work by exactly the same rules as if he were inviting the pressmen to a factory opening. He will have to resist the pressure to make his invitation and press information too excitable, or to use two florid a style of writing. In this way, he will have a better chance that his story will be seen as a piece of possible news.

He will still be fortune if the brand name is mentioned anywhere even in photographs. It is, of course, perfectly within the rights and duties of a public relations man to suggest that a sales promotion campaign should be used to solve a particular public relations problem.

The public relations man will then consult experts, especially golf associations. This is to find out the form of tournament that would be welcomed likely dates, and the price structure that would make the vent attractive. It is important to be meticulous in the preparation of the checklist, and to make absolutely certain that everything is covered in it. No item can be left out and the list is endless. The objective is to support the game and to draw attention to his organization and its products. For a sporting event on a golf tournament, it is the hope of most public relations men that it will earn

television coverage. For one thing, their needs may dictate part of the timing of the event and it is as well to know the form as early as possible in the planning.

The real key to staging an event is good organization of course, that implies that everybody who is involved any where along the line must know what is happening, why it is happening, when it happening, and what part they have to play. Proper written briefs for every body, as well as regular weekly meeting of an organization committee, are essential. A simple but wise course is the appointment of an organizing secretary who may become involved full-time in the work. In events such as golf, where there are already a number of sponsors, it is fairly standard practice that the sponsoring organizations should share the lime light with the professional body organizing the sport as a whole (for instance, the professional Golfers Association). The public relations man will find that studying this materials will save him a good deal of time. The example of a golf tournament has been given at some length, since it contains most of the elements needed for the conduct of a successful event. In essence, the real need is attention to detail, whether the event is golf, table tennis, pigeon racing or any other sport.

It is worthy to note that the reasons for entering into a sponsored event should be genuine if it is to succeed. The public relations man must study carefully his objective in order to decide whether he can attain them by creating something, which excites the interests of any group, which he tries to influence. The desire for competition is a human attribute, which the public relations men use well, but he must use it for good reasons.

## 2.7 COMMUNITY AND CUSTOMER RELATIONS

Bowman etul (1969, Page 191) in his opinion said, "No man is an island. Every group has a relationship with community around it. A beneficial relationship can be sought and fostered given the right attitude of mind and the application of much time, although not necessarily great deal of money".

Community relations may involve many of the techniques of communication that are used in other areas of a company's public relation. It needs the same disciplines of selectivity and control. The idea of community relations is not new, it might be said to be as old as the organised society itself.

Human relationships are always complex and for the public relations men, there are few times when this is clearer in the dealings between a seller and a buyer.

One of the most important aspects of the customer relation's job is staff education. Training courses for both refreshers also for managerial staff, So as to joint local societies or become identified with their aims, and be involved in community problem and topics. In the context of customer relations, involvement like this can be important. It can help to avoid the anonymity between relationship.

Customer relations in operations where the buyer does not come into a building but buys through the mails present special problems.

## 2.8 EMPLOYEE COMMUNICATION

Bowmun etul (1969, page 238) has this to say; "in any organisation too large for every employee to be known by name to the top management there is bound to be a problem of communication. Conveying a message cease, to be a straightforward

process. In concerns of any size there may be as many as four channels of communication. The normal management chains of command that established relationship with a trade union or staff association, the joint works council or other consultative body, and the grapevine. Management can not control these means of conveying information and attitude to employees".

The sole of the public relation man in employee relations will vary widely from one organization to another. The public relation function is concerned primarily with communication problems of employee relation. And the company, public relations, who is likely to be deeply involved in employee affairs.

Lack of communication or inability to communicate clearly, is at the reach of great deal of industrial unrest, job dissatisfaction, and operational inefficiency. Good communication contribute to a more harmonious working relations, understanding of commercial conditions, the acceptance of changes, and the improvement of productivity. The employees of any organization from a community of sorts, they had in common at lest the fact that they all earn their living from the same source.

Certain means or mediums of communication have to be adopted like: internal publication - magazine and newspapers, duplicator aid sheet, the use of public address systems a quarterly bulleting and notice board. And subjective judgement can from time to time be reinforced by specific investigation and measurement of employee's attitudes and reactions. The scope for employee relations' activities is almost limitless.

## 2.6 THEORETICAL FRAME WORK AND RELATED MODEL

From the definition of public relations on financial services as emphasized in the related literature, the theoretical framework used in the Howard - Sheith model. The model is structured study about consumer behavior manner of the person who conducted the research and come out with the approved model.

The model is closely associated psychology, Anthropology and sociology based on what a man is, how he behave and his past. These studies are very helpful to marketers who use them to cultivate a positive idea and consequently limit the errors they would have made otherwise. Essentially, the theory of this model was developed as an attempt to offer an explanation for purchasing various products within the normal individual constraints of incomplete market information and limit resources. More so, it deals with convert behaviors which are not directly observed while it also emphasize the process of repeat purchase through dynamic rather the static model of buyers behaviors.

The Model therefore, gives additional information about the consumer and much more significantly his behavior. Havard Sheith's model is based upon the theory that if an individual is urged or influenced or motivated through certain means, the individual will receive a signal depending on the individual sense stimulated and he will make a response either negative of affirmative. The theory becomes very relevant because its continuous use would result in the learning process and awareness will be achieved on the part of both the marketer and the customer. Most importantly the model gives definite result about the attitude of consumers towards brand(s) of services or products for a given period of time and can be updated as time passe, and brand are upgraded or regenerated or changed completely.

Therefore, Horvard Sheith model was also used as a framework for this study due to it relevance in studying human behavior and that they can be influenced, motivated and urged to patronize particular brand(s) of services or products. That is, the subject matter of this study the impact of Public relations on financial Services can fundamentally be based on this theory which deals essentially with human behaviour and how their buying behaviours can be influenced. This is because public relation is majority concerned with the creation of satisfaction to both the marketer and the consumer through better communication and relation. Better Communication and relation can be achieved by conducting extensive and intensive study of the consumer's attitudes desired and needs.

Therefore, the result of the study would now be used as a basis of evolving appropriate and adequate marketing strategies would be designed to satisfy the needs and desires of the customers and at the same time to achieve the desired goals of the marketer. In the final analysis Public relation is one of the essential ingredients of any marketing strategy evolved in marketing of financial services. Therefore, the impact of public relations on the performance of financial service organisations as a subject matter of this study was carryout using Hovard Sheith's theoretical framework and model. The below diagram explains better the Hovard Sheith's model as the theoretical framework for this study.

# CHAPTER THREE

## 3.0 RESEARCH METHODOLOGY

In this chapter, the researcher attempts to show the reader the various methods used in collecting his information for this work.

The researcher find it appropriate and convenience to employ survey and descriptive method, which produced a set of gathered data, which are analysed, summarized and interpreted.

## 3.1 JUSTIFICATION OF METHOD USED.

The researcher find it more appropriate and convenient to use survey and descriptive method because it is through them that data gathered could be analysed, summarized and interpreted for study of this nature.

## 3.2 INSTRUMENT FOR TOOLS USED

There are so many tools of collecting data used by various researchers, but for the purpose of this research work, the researcher limited herself to using three (3) basic instrument for data collection, namely:

i. Questionnaire method

ii. Personal interview

iii. Documentation

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### 3.2.1 QUESTIONNAIRE METHOD

The researcher administered questionnaires to te management staff of the bank and to the customers of the bank.

The purpose of administering these questionnaires to both management staff and customers of the bank is to enable the researcher know the problem are in conducting the banking services and to obtain relevant data.

The questionnaire to the customers was aimed at finding out from them to know what extent the services rendered to them by the bank is satisfactory or not. Therefore reliable information about effectiveness of the bank was obtained using questionnaire.

### 3.2.2 PERSONAL INTERVIEW

Personal interview was conducted by the researcher whereby some management staff of the bank were asked relevant questions about their public relation activities. The information gathered in this regard were part of the information analysed and discussed in this study.

### 3.2.3 DOCUMENTATION METHOD

Relevant Journals, were obtained from Standard Trust Bank Plc, while Textbook Newspapers and Bulletins were also used as relevant source of information for this study.

### 3.3. SAMPLING PROCEDURES EMPLOYED

Random Sampling Procedures was used in arriving at the sample size. This is because it covered all levels of management from which data was collected to avoid bias response.

### 3.4 JUSTIFICATION FOR SAMPLE SELECTION/SIZE

Random Sampling technique was adopted for this research in selecting the sample size in order to ensure that each section is represented and also to eliminate the possibility of been bias in responding to question. And the researcher is of the belief that the sample size selected is a true representative of the estimated population.

### 3.5 STATISTICAL TECHNIQUES USED

The researcher use percentage ratio methods to analysed and tabulate the data and information from various respondents. Meanwhile the formula used is explained below.

$$\frac{\text{Number of respondents'}}{\text{Total number of respondents.}} \times \frac{100}{1}$$

### 3.6 RESEARCH POPULATION AND SAMPLE SIZE

For this study, the researcher selected 20 management staff 50 customers of the bank as a simple size out of estimated population of 350 and 1500 management staff and customer respectively.

## 3.7 STATEMENT OF HYPOTHESIS

The researcher developed the below hypothesis to be proved in chapter 5.

Ho: Public relations has no impact on the performance financial services organization, especially the Standard Trust Bank Plc.

Hi: Public relations has impact on the performance financial services organization, especially the Standard Trust Bank Plc.

# CHAPTER FOUR

## 4.0 PRESENTATION AND ANALYSIS OF DATA

This chapter is designed top analyse the primary data collected using tools and simple percentage methods in order to facilitate easy comprehension of analysis. The analysis is based on responses to questionnaires administered randomly to estimated sample management staff and customers of Standard Trust Bank Pic, Kaduna.

1 **ANALYSIS OF MANAGEMENT QUESTIONNAIRES**

Question **1: How long have you been employed in** the **organization?**

Table 4.1

| **Options** | **No. of Respondents** | **Percentage** |
|---|---|---|
| 0-5 years | **-** | **0** |
| 5-10 years | **8** | **40** |
| 10-15 years | 3 | 15 |
| 15-20 years | **7** | **35** |
| 20 years and above | 2 | **20** |
| Total | 20 | 100 |

From table 4.1 it is clear that 40% of respondents have been with the organization for 5-10 years, 15% between 10-15 years, 35%, between 15-20 years, 10% 20 years and above, and nil for the years between 0-5.



> 1

Question 2: What level of management do you belong?

Table 4:2

| Options | No. of Respondents | Percentage |
|---|---|---|
| Top management | 2 | 10 |
| Middle management | 14 | 70 |
| Low management | 3 | 15 |
| Non of the above | 1 | 5 |
| Total | 20 | 100 |

Table 4.2 above depicts that 70% of respondents fall within the middle level management, 10% top management level, 15% low management and 5% did not fall within any of the levels.

Question 3: **Does your company has an autonomous public relation department?**

Table 4.3

| Options | No. of Respondents | Percentage |
|---|---|---|
| Yes | 18 | 90 |
| No | 2 | 10 |
| Total | 20 | 100 |

Table 4.3 above clearly shows that 90% of respondents agreed that the company has an autonomous PR department while 10% disagreed.

Question 4: **If yes who is in charge of the department?**

Table 4.4

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Marketing | - | 0 |
| (b) Trained public relation officer | 15 | 75 |
| (c) Non-trained marketing officer | - | 0 |
| (d)bank Manager/Accountant | 4 | 20 |
| (e)None of the above | 1 | 5 |
| Total | 20 | 100 |

Evidently clear from table 4.4 above is that 75% of respondents chose option (b) that trained PR officer is in charge of the PR department, whereas 20% chose option (d) that Bank Manager/Accountant are in charge of PR department and 5% chose none of the above, while there was no response for both option (a) and (c).

Question 5: **How do your company promote the bank's service?**

Table 4.5

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Advertisement | 8 | 40 |
| (b) sales promotion | - | 0 |
| (c) Personal Selling | 1 | 5 |
| (d) Public Relations | 8 | 40 |
| (e) Others | 3 | 15 |
| Total | 20 | 100 |

Table 4.5 above shows that 405 of the respondents chose advertisement as the means of through which the bank promotes it's services, nil for sale promotion. 5% for personal selling, 40% for public relations and 15% chose others.

Question 6: **How would you assess your bank's relationship with its customers?**

Table 4.6

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Very good | 9 | 45 |
| (b) Good | 8 | 40 |
| (c) Fair | 3 | 15 |
| (d) Poor | - | 0 |
| (e) None of the above | - | 0 |
| Total | 20 | 100 |

Table 4.6 depict that 45% of respondents asserts the banks relationship with its customers as very good, 40% said it is good, 15% said it is fair, while option (d) and (e) have nil response.

Question 7: **Do your bank management recognize and appreciates the role and importance of public relations in Marketing the company's services?**

Table 4.7

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Yes | 20 | 100 |
| (b) No | - | 0 |
| Total | 20 | 100 |

Table 4.7 shows that 100% of respondents revealed that the bank recognized and appreciates the importance of PR in marketing the company's services.

Question 8: **If yes, what strategies have they adopted to enhance it's success?**

Table 4.8

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Training and developing personnel in PR related course years | 5 | 25 |
| (b) Creating an autonomous PR department | 2 | 10 |
| (c) Enhancing public and company's relationship | 2 | 10 |
| (d) Provision of adequate budget for funding PR activities | - | 0 |
| (e) All of the above | 11 | 55 |
| Total | 20 | 100 |

Table 4.8 shows that5 25% of respondents chose option (a), 10% for (b), 10% for (c) Nil for (d) and 55% in support of option (e), that is, all of the above options being adopted as strategies by the bank.

Question 9: **Does your bank formulate relevant Public relations policies?**

Table 4.9

| **Options** | **No. of Respondents** | **Percentage** |
|---|---|---|
| (a) Yes | 15 | 75 |
| (b) No | 5 | 25 |
| Total | 20 | 100 |

Table 4.9 shows that b75% of respondents agreed that the bank formulates relevant PR policies, while 25% disagreed.

Question 10: **How would you assess the public relation policies?**

Table 4.10

| **Options** | **No. of Respondents** | **Percentage** |
|---|---|---|
| (a) Satisfactory | 15 | 75 |
| (b) Fairly Satisfactory | 5 | 25 |
| (c) not Satisfactory | - | 0 |
| (d) None of the above | - | - |
| Total | 20 | 100 |

Table 4.10 shows that 75% of respondents stated that the PR policies of the bank satisfactory, 25% chose fairly satisfactory, while there were more response for option (c) and (d).

Question 11: **How would you date the effectiveness of the bank public relations in marketing their services?**

Table 4.11

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Very Effective | 6 | 30 |
| (b) Effective | 8 | 40 |
| (c) Moderately effective | 6 | 30 |
| (d) Not effective | - | 0 |
| None of the above | - | - |
| Total | 20 | 100 |

Table 4.11 shows that 30% of respondents rate the bank's PR in Marketing the service to be very effective, 30% rate is to be moderately effective while there were no response for both option (d) and (e).

Question 12: **How does your bank generate marketing information?**

Table 4.12

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) conducting marketing research | 11 | 55 |
| (b) customer visit | 2 | 10 |
| (c) bank suggestion box | 4 | 20 |
| (d) PR department information | 3 | 15 |
| (e) None of the above | - | 0 |
| Total | 20 | 100 |

Table 4.12 shoes that 55% of respondents, agrees that the bank generates marketing information by conducting marketing research, 10% by customer visit, 20% through bank suggestion box, 15% by PR department information and Nil response for option (e).

Question 13: **How would you rate the success of your bank services as compared to other banks?**

Table 4.13

| Options | No. of Respondents | Percentage |
|---|---|---|

| | | |
|---|---|---|
| (a) Most successful | 8 | 40 |
| (b) More successful | 8 | 40 |
| (c) Fairly successful | 4 | 20 |
| (d) Not successful | - | 0 |
| (E) None of the above | - | 0 |
| Total | 20 | 100 |

Table 4.13 above indicates that 40% respondents rate the success of the bank's services as compared to other banks as most successful, 40% said it is more successful, 20% said fairly successful and there were no responses for option (d) and (e).

Question 14: **Do you believe that the success of the banks services is a function of its public relations?**

Table 4.14

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Yes | 14 | 70 |
| (b) No | 6 | 30 |
| Total | 20 | 100 |

Tables 4.14 indicate that 70% of the respondents believes that the success of the bank's services is a function of its PR activities, while 30% disagreed.

Question 15: **If yes, rate the impact/effect of public relation activities of the bank to the success?**

Table 4.15

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Very high | 8 | 40 |
| (b) high | 6 | 30 |
| (c) moderate | 6 | 30 |
| (d) Low | - | - |
| (e) None of the above | - | 0 |
| Total | 20 | 100 |

Table 4.15 depicts that 40% of respondents rate the impact/effect of PR activities of the bank to its success as very high, 30% for both high, and moderate, while there were no response for both options (d) and (e).

## ANALYSIS OF CUSTOMERS QUESTIONNAIRES

Question 1: **How long have you been transacting business with Standard Trust Bank?**

Table 4.16

| Options | No. of Respondents | Percentage |
|---|---|---|
| less than one year | 9 | 18 |
| between 1 - 2 years | 8 | 16 |
| between 2-5 years | 6 | 12 |
| between 5-10 years | 15 | 30 |
| 10 years and above | 12 | 24 |
| Total | 50 | 100 |

Table 4.16 indicates that 18% of respondents have been transacting business with Standard Trust bank Ltd. for less than 1 year, 16% between 1 to 2 year, 12% between 2-5 years, 30% between 5 to 10 years and 24% 10 years and above.

Question 2: How did you come to know about the bank?

Table 4:17

| Options | No. of Respondents | Percentage |
|---|---|---|
| Through friends/relations | 20 | 40 |
| through advertisement and other promotions | 15 | 30 |
| through the bank's sales/field personnel | 6 | 12 |
| Other source | 9 | 18 |
| Total | 50 | 100 |

Table 4.17 above shows that 40% of the respondents come to know about the bank through friend/relations, 30% through advertisements and other promotions, 12% through the banks sales/field personnel and 18% chose others.

Question 3: What interest you most in patronizing the bank?

Table 4.18

| Options | No. of Respondents | Percentage |
|---|---|---|
| Its range of service | 14 | 28 |
| Its location | 7 | 14 |
| Its good relationship with customers | 2 | 4 |
| Its quality of service | 15 | 30 |
| All of the above | 12 | 24 |
| Total | 50 | 100 |

Table 4.18 shows that 28% of respondents are interested by the services provided by the bank, 14% by the bank location, 4% by its good relationship with customers, 30% by its quality of services and 24% said all of the above.

Question 4: **Do you recognize the activities of public relations department of the bank?**

Table 4.19

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Yes | 37 | 74 |
| (b) No | 13 | 26 |
| Total | 50 | 100 |

Table 4.19 shows that 74% of respondents recognised the activities of PR department of the bank, while the remaining 26% does not.

Question 5: **If yes, does the public relation activities have positive effect on the performance of the bank, while the remaining?**

Table 4.20

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Yes | 35 | 70 |
| (b) No | 15 | 30 |
| Total | 50 | 100 |

Table 4.20 depicts that 70% of the respondents agreed that the bank PR activities have positive effect on the performance of the bank, while the remaining 30% disagreed.

Question 6: **How would you rate the effectiveness of the public relations activities on the performance of the bank's services?**

Table 4.21

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Very effective | 25 | 50 |
| (b) effective | 12 | 24 |
| (c) None of the above | 9 | 18 |
| Total | 50 | 100 |

Table 4.21 depicts that 50% of respondents rate the PR activities on the performance of the bank services as very effective, 24% rate it as effective, 18% rate it as not effective and 8% says none of the above options.

**Question 7: How would you consider the bank's relationship with its customers in business transaction.**

Table 4.22

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) satisfactory | 30 | 60 |
| (b) fairly satisfactory | 9 | 18 |
| (c) Poor | 5 | 10 |
| (d) Very poor | 1 | 2 |
| (e) None of the above | 5 | 10 |
| Total | 50 | 100 |

Table 4.22 shows that 60% of respondents consider the bank's relationship with its customers in business transaction as satisfactory, 18% a fairly satisfactory, 10% as poor, 2% as very poor while 10% chose none of the above.

Question 8: **If the relationship between the bank personnel and their customers is satisfactory, can you related it to public relation effectiveness?**

Table 4.23

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Yes | 32 | 64 |
| (b) No | 18 | 36 |
| Total | 50 | 100 |

Table 4.23 shows that 64% of respondents can relate satisfactory relationship between the bank personnel and customers to effectiveness agree with this.

Question 9: **How would rate the performance of the service of Standard Trust Bank Ltd. as compared to other banks?**

Table 4.24

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a)Most excellent | 13 | 26 |
| (b) fairly excellent | 8 | 16 |
| (c) Excellent | 21 | 42 |
| (d)Poor | 8 | 16 |
| (e)None of the above | - | 0 |
| Total | 50 | 100 |

Table 4.24 depicts that 26% of the respondents rate the performance of the services of Standard Trust bank as compared to other banks to be most excellent, 16% as fairly excellent, 42% as excellent, 16% as poor and Nil for none of the above.

Question 10: **Do you advice the organization to establish an autonomous public relations department?**

Table 4.25

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Yes | 39 | 78 |
| (b) No | 11 | 22 |
| Total | 50 | 100 |

Table 4.25 shows that 78% of respondents wants the establishment of an autonomous PR department whereas the remaining 22% do not support the idea.

Question 11: **Do you believe that public relations activities played a major role in the organization's performance?**

Table 4.26

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Yes | 41 | 82 |
| (b) No | 9 | 18 |
| Total | 50 | 100 |

Table 4.26 indicates that 82% of respondents believe that PR activities play a major sole in the organization's performance, whereas the remaining 18% do not believed that if is responsible for the organization's performance

Question 12: **Do the bank's personnel pay your business visit?**

Table 4.27

| **Options** | **No. of Respondents** | **Percentage** |
|---|---|---|
| (a) Yes | 28 | 56 |
| (b) No | 22 | 44 |
| Total | 50 | 100 |

Table 4.27 indicates that 56% of respondents agreed that the bank's personnel pay them business visit whereas the remaining 44% disagreed.

Question 13: **If yes, how often is the visit?**

Table 4.28

| **Options** | **No. of Respondents** | **Percentage** |
|---|---|---|
| (a) Weekly | 19 | 38 |
| (b) Fortnightly | 8 | 16 |
| (c) Monthly | 13 | 26 |
| (d) Quarterly | 3 | 6 |
| (E) Annually | 7 | 14 |
| Total | 50 | 100 |

Table 4.28 shows that 38% of respondents says they are visited weekly, 16% fortnightly, 26% monthly, 6% quarterly and 14% annually.

Question 14: **Does the public relation activities of the bank increase your patronage of their services?**

Table 4.29

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Yes | 33 | 66 |
| (b) No | 17 | 34 |
| Total | 50 | 100 |

Table4.29 shows that 66% of respondents agreed that the PR activities, whereas the remaining 34% disagreed.

Question 15: **If yes, how would you rate the influence of their public relations activities on yo9ur patronage?**

Table 4.30

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Very effective | 20 | 40 |
| (b) effective | 10 | 20 |
| (c) fairly effective | 12 | 24 |
| (d) not effective | 5 | 10 |
| (e) None of the above | 3 | 6 |
| Total | 50 | 100 |

Table 4.30 above indicates that 40% of respondents rate the influence standard trust bank PR activities on patronage to be very effective, 10% not effective and 6% chose none of the above options.

Question 16: **Through what channel / medium do you pass your complaints, information and suggestions to the bank when the need arises?**

Table 4.31

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Suggestion box | 20 | 40 |
| (b) personnel interaction with Manager/Accountant | 10 | 20 |
| (c)Through PR department | 7 | 20 |
| (d) Through Newspaper Journals, Television and radio | 3 | 14 |
| (e) None of the above | 10 | 6 |
| Total | 50 | 100 |

Table 4.31 above indicates that 40% of respondents pass their complaints through suggestion box, 20% through personal interaction with Manager/Accountant, 14% through PR department, 6% through News paper, Journal, television and radio and 20% of the respondents chose none of the above options.

Question 17: **How would you rate standard trust bank Ltd. in treating or handling customers' complaints and suggestion?**

Table 4.32

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Very effective | 8 | 16 |
| (b) effective | 7 | 14 |
| (c) fairly effective | 18 | 36 |
| (d) not effective | 14 | 28 |
| (e) None of the above | 3 | 6 |
| Total | 50 | 100 |

Table 4.32 above shows that 16% of respondents rate how standard trust bank treat/handle customers complaint and suggestion to be very satisfactory, 14% to be fairly satisfactory, 36% to be satisfactory, 28% not satisfactory and 6% chose none of the above options.

Question 18: **Do you become satisfied with the way your complaints were handled/treated by the bank?**

Table 4.33

| Options | No. of Respondents | Percentage |
|---|---|---|
| (a) Yes | 23 | 46 |
| (b) No | 27 | 54 |
| Total | 50 | 100 |

Table 4.33 above shows that 46% of the respondents are satisfied with the way their complaints are treated while 54% are not satisfied.

Question 19: **It not, what do you advice?**

Table 4.34

| **Options** | **No. of Respondents** | **Percentage** |
|---|---|---|
| (a) Provide efficient PR department | 7 | 14 |
| (b) take customers complaints and suggestion more seriously | 9 | 18 |
| (c) create and encourage better relationship between the bank and the customers | 10 | 20 |
| (d) Provision of qualitative and satisfactory | - | 0 |
| (e) All of the above | 24 | 48 |
| Total | 50 | 100 |

Table 4.34 above depicts that 14% respondents advice for the provision of an efficient PR department, 18% for customers complaints and suggestion to be taken more seriously, 20% ask for the creation and encouragement of better relationship provision between the bank and customer, Nil response for the provision of qualitative and satisfactory services while 48% chose all of the above options.

# CHAPTER FIVE

## 5.0 DISCUSSION OF RESULT

The Chapter is concerned with the discussion of result of the idea collected, tabulated and analysed in chapter four. The study attempts in this chapter to find the consistencies or inconsistencies of findings made with existing knowledge on the impact of public relations on the performance of financial services organizations.

The hypothesis formulated in chapter three would also be tested and accordingly proven to determine its acceptance or rejection.

## 5.1 DISCUSSION

The study on the impact of public relations on the performance of financial service organization ( a case study of Standard Trust Bank Plc, Kaduna has provided interesting results).

It was evidently clear from table 4.3 that standard trust bank plc has an autonomous public relationship department with 90% of management respondents agreeing and just 10% disagree with the question on whether the company has an autonomous public relations department is a trained public relation officer as supported by 75% of the total respondents. From table 4.7 we would also observe that all the respondents (100%) are in recognition and appreciation of importance of public relation in marketing the company's service. And from table 4.8 there is the indication that the strategies adopted enhance the success of public relations include: Training and developing personnel in public relation related courses (25%), creating an autonomous public relation department (10%), enhancing public and company's relationship (10%)

provision of adequate budget for funding public relation activities (0%) and using all of the above measure (55%).

We would also note from table 4.14 that 70% of respondents attributed the success of standard trust bank plc's services to its public relations activities, while the remaining 30% disagree that the success of the bank's services is a function of its public relations activities. In the same vain table 4.15 show that 40% respondents rate the impact/effect of public relations activities of the bank to its success as very high, 30% rate its as high while the remaining 30% rate it as moderate. From the customer questionnaire administered and presentation and analysis made table 4.16 shows that 30% of respondents have been transacting business with the bank for between 5-10 years, 24% for over 10 years, 12% between 2-5years, 16%, between 1-2 years and 18% less than 1 year.

This concluded that majority of the respondents (customers) have a long standing relationship with the bank, which averagely span over 5 years. Table 4.19 vividly predicts the customers (respondents) recognize the activities of the public relation department of standard trust bank plc with 74% of respondents agreeing and 26% of respondents disagreeing. Supporting this is the analysis made in table 4.20 with 70% respondents approving that the public relation activities of the bank have positive effect on the performance of the bank while the remaining 30% disapprove this.

In conclusion, from table 4.21 50% of respondents rate the public relation activities on the performance of the bank's services as very effective, 24% rate it as effective, 18% rate it as not effective and 8% chose none of the above. This concludes

that the effectiveness of the public relation activities of the bank is very satisfactory to the customers. (respondents). In table 4.26 we would also see that respondents largely agree that public relation activities play a major role in the success of the organization's performance, clearly supporting this is 82% of the total number respondents, while 18% disagree. Also from table 4.30 respondents rate the influence of standard trust bank public relations activities on patronage as very effective (40%), effective (20%), fairly effective (24%), not effective (10%) and (6%) were none of the above.

The analysis and discussion carried out above reveal that public relations have impact on the performance of the standard trust bank ltd., Kaduna.

## 5.2 PROOF AND TESTING OF HYPOTHESIS

In this part of the chapter, the researcher employed data collected to test the validity of the hypothesis proposed in this study, using the simple percentage method.

**HYPOTHESIS**

$H_O$: Public relations have no impact on the performance of financial service organizations, especially the Standard Trust Bank Ltd.

$H_I$: Public Relations has impact on the performance of financial service Organisations, especially the Standard Trust Bank Ltd.

| TABLES | FAVOURABLE | UNFAVOURABLE | TOTAL |
|---|---|---|---|
| 4.3 | 18 | 2 | 20 |
| 4.6 | 20 | - | 20 |
| 4.7 | 20 | - | 20 |
| 4.11 | 20 | - | 20 |

| | | | |
|---|---|---|---|
| 4.14 | 6 | 4 | 20 |
| 4.15 | 20 | - | 20 |
| 4.20 | 35 | 15 | 50 |
| 4.22 | 39 | 11 | 50 |
| 4.23 | 32 | 18 | 50 |
| 4.29 | 33 | 17 | 50 |
| 4.30 | 42 | 8 | 50 |
| TOTAL | 293 | 77 | 370 |

Favourable: $\frac{293}{370} \times \frac{100}{1} = 79.2\%$

nfavourable: $\frac{77}{370} \times \frac{100}{1} = 20.8\%$

The above analysis clearly depicts that 79% of the respondents confirms the alternative hypothesis, ($H_I$) which states that "Public relations has impact on the performance of financial service organization, especially the Standard Trust Bank Ltd." On this outcome, we would therefore accept that alternative hypothesis (HI) and reject the Null hypothesis ($H_0$); which states that public relations has no impact on the formance of financial services organisations, especially the Standard Trust Bank Ltd.

## CHAPTER SIX

### 6.00 SUMMARY, CONCLUSION AND RECOMMENDATION

An attempt is made in this Chapter to summarise the major findings on the impacts of public relation in the performance of financial service Organisations. Based on these findings, conclusion would be drawn and recommendations put forward by the researcher for interested public relations participants.

### 6.1 SUMMARY OF FINDINGS

This study was carried out in standard randomly where questionnaire were administered randomly to 20 management staff and 50 customers of the bank respectively. The following major findings as summaries below were carried out.

1. That through Standard Trust Bank of Nigeria has in existence an autonomous public relations department, but in headquarter i.e. Lagos. This is not the case even in Area or Regional office of the bank talk less of the branches throughout Nigeria.
2. That majority of respondents (customers) have a long standing relationship with the bank which average 3 years. And they rate the performance of the services of Standard Trust Bank as very excellent when compared to other banks.
3. That respondents (customers) believed that public relations activities of Standard Trust Bank increase their patronage of its services and rated the influence of public relations activities of the bank to be effective.

4. Though, a higher percentage of the bank's management staff have knowledge about public relations, but they require a formal training as regard public relations and handling of customer complaints.

## 6.2 CONCLUSION

Based on the analysis of the findings as discussed above it shows that public relations activities of Standard Trust Bank has impact on the performance of the bank's services.

The study also revealed that although the bank maintained an autonomous public relation department in the headquarter which is not the case in its zonal and branch offices throughout Nigeria.

The respondents were of the views that public relation activities of the bank is successful and has positive effect on the bank's performance in a larger perspective. However the researcher concludes that it is very necessary for the management of the bank to appreciate and recognise the relevant rate of public relation in conducting their banking public services. This is because the bank could only create and sustain satisfactory relationship with their organisation and the various public.

Public relations activities in banking can only be conducted successfully to achieve the bank's desired objective if the appropriate medium and the required zeal is put in place by the bank. Hence, Standard Trust Bank is not an exception and more should be done in this regard.

Computerization of the bank's services is not an end but means of achieving the bank's objective. But with effective public relation's the effort of the bank's computerization would be complemented adequately. The researcher is of the opinion that the best available means of improving the businesses image of the bank is through effective public relations, which should be put in place in every branches and zonal offices of the bank.

## 6.3 RECOMMENDATIONS

In the light of the findings of this study and the conclusion drawn, the researcher put forward the following recommendations:

i. Standard Trust Bank should as a matter of urgency establish an autonomous public relations department in every branch, especially in urban Areas like Kaduna, Port Harcourt and Kano to mention but few.

ii. Standard Trust Bank should employ competent experienced and qualified public relation expert to head such department in the branch.

iii Standard Trust Bank should conduct marketing research or situation analysis to find out any change in the behaviour of customers with regard to their patronage of their services on frequent basis.

iv. Standard Trust Bank should also try to as much as possible to constantly train and develop their employees at all levels on how to create positive and attractive image for the organization. They should be made to

responsible to the firm's external public so as to create friendly relation between the public and the bank.

v. Finally, public relation's practitioners who are charged with responsibilities of making the bank a responsible and attractive organisation, should constantly evolve strategies to maintain and sustain the organisation favourable image in the eyes of the public,. Such could be centred on effective media relation, government relations and community relations among others.

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