



School of Commerce

Department of Marketing Management

**The ROLE OF PUBLIC RELATION IN CREATING BRAND
AWARENESS: IN THE CASE OF MALTA GUINNESS ETHIOPIA.**

**A Thesis Submitted to Department of Marketing Management in Partial Fulfillment of the
Requirement for the Masters of Arts Degree in Marketing Management**

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Addis Ababa, Ethiopia

August, 2021

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ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE, COLLEGE OF BUSINESS AND
ECONOMICS, DEPARTMENT OF MARKETING MANAGMENT

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ETHIOPIA**

BY

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for the Degree of Masters in Marketing Management.

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August 2021

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DECLARATION

I hereby declare that this thesis titled “The role of public relation on creating brand awareness in the case of: Malta Gunnies” has been carried by me under the guidance and supervision of my Advisor Belaynesh Tefera (PHD). This Thesis is my original work based on a reliable data obtained from both primary and secondary data source that are already acknowledged and cited.

Researcher’s Name Signature Date

Blen Tigistu _____ August, 2021

ACKNOWLEDGEMENT

First of all, I offer my heartfelt thanks to God, for giving me his blessing and endurance to this research work and to make my life easy all the time. Next, I express my heartfelt gratitude to my advisor Belaynesh Tefera (PHD) for her invaluable advice, meticulous review, earnest encouragement, constructive suggestions and corrections throughout my thesis work. Then, my great thanks also go to all my family members and friends for their material and moral support. Last, but not least, I would also like to thank Mr. Eyob Hailu, Mr. Dagmawi Sheewangzawe, Mr. Michael and all the Marketing and PR staff member of Malta Gunnies brand sub units for your unlimited efforts to provide the essential inputs for the study.

ACRONYMS/ ABBREVIATIONS

AAAA	American Association of Advertising Agencies
IMC	Integrated Marketing Communication
NGO	Non-Government organization
PLC	Private Limited Company
PR	Public Relation
PRSA	Public Relations Society of America
S.C	Share Company
TV	Television
URL	Uniform Resource Locator

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ABSTRACT

This research aims to examine the role of public relations in creating brand awareness and indicate the effective public relation (PR) tools. According to Kotler et al. (2005), public relations defined as: building good relations with the company is various publics by obtaining favorable publicity, building up a good 'corporate image', and handling or heading off unfavorable rumors, stories and events. Major PR tools include press relations, product publicity, corporate communications, lobbying and counseling.

Public relations activities go a long way in making incomprehensible notoriety for the organization the studies employed qualitative approach. Primary and secondary data related for the study was conducted through structured questionnaire interview. The target population for the study was 350 the total employees of the company and 100 customers of the brand. The study sample was a total of 225; 100 customer and 125 employee respondents' encompassing from direct PR department and other related department such as marketing, brand and sales. Purposive sampling technique were used to select the research sites and respondents. Out of the distributed 225 questionnaires 157 of completed and returned thus, this makes the response percentage 72%. Mixed method of research approach is used to conduct this particular study. The rationale that researcher selected both qualitative and quantitative method approach was that the method allowed a researcher to collect and analyses data, integrates the findings and draws inferences using both qualitative and quantitative approaches or methods in a single study. Tashakkori and Creswell, (2007)

Constructed on the research problem and stated objectives, descriptive survey design was employed. To be conducting this research both qualitative and quantitative data have been used, assuming that it helps to gather a large variety of data related to the problem under consideration. In this research questionnaires are coded and checked for consistency to analyze the customer's response by using Statistical Package for Social Science (SPSS) version 20 and the research method of data analysis with the help of quantitative and qualitative methods of statically tools the sequential explanatory strategy (Creswell, 2008) have been used.

The results of linear regressions exposed that public relation has a positive and significant effect on brand awareness with a standardized coefficient beta value (0.16), at 95% confidence level. Besides, the findings of the research show that Malta Gunnies Ethiopia public relation activities moderately takes place with required PR principles, standards and ethics but the company needs to consider improvements on the profession. Respects to PR exercises the major activity of public relations mostly played by the organization marketing and PR department is event and social media management. In general, the result shows that PR play a role of strategic messaging, communication facilitation, anticipating public's opinion and problem solving respectively to the non-alcoholic drink brand Malta Gunnies Ethiopia. The brand awareness of Malta Gunnies has built by public relation somehow specially in recent years

Key Words: Brand, Brand strategy, Brand awareness, public relation, public relation strategy

CHAPTER ONE

INTRODUCTION

In this first chapter back ground of the study, background of the company, statement of the problem, research question, research objective both general and specific, the study significance, scope of the study, limitation and organization of the study is presented.

1. Background of the study

Public relation defined as building good relations with the company publics by obtaining favorable publicity, building up a good 'corporate image and handling or heading off unfavorable rumors, stories and events. Kotler et al (2005).

A major aspect of branding and PR linked to attracting a client's interest in product advertising. This results in the collective act of promoting a brand along with public relations' press release. Both of these methods together lead to doing everything possible to sell a product. Ritu Baria (2018). Furthermore, Ritu Baria (2018) on the study presented that PR and branding professionals use various methods to attract media interest in a product with the view to develop positive expectations in the mind of the public. There are many parallels in the world of branding and public relations as they both work hand in glove. Today, almost all the brands use public relations well and effectively to build their brands. It is not wrong to call public relations as the most crucial part of brand building. Public relations help to build the image and reputation of the brand using different tools.

The study result by Simpson, (2014) shows that there was a time when many companies did not see the value of public relations, unless a crisis happened and some public relations professionals face challenges in convincing key executives of their value to the function of the company with the abundance of information readily available to audiences worldwide, companies are more vulnerable than ever to misinformation about their brand. An audience's attitudes and beliefs about a company can greatly influence its success. Therefore, the public relations professional helps to monitor and control conversations about a company or client and manage its reputation in the marketplace. In addition, Simpson (2014) presented that viewing public relations as a key management function of a business or an essential strategy to manage one's individual reputation will help accomplish important goals such as establishing trust among key publics, increasing news media and social media presence, and maintaining a consistent voice across communication platforms.

In Ethiopian context public relations, profession has not developed due to political impact yet. The existing PR profession has no great picture within the intellect of Ethiopian individuals Citizens consider the PR professional as a Cadre (supporter of FDRE). Endalkachew wossen (2019)

The reason is basically, PR instruction has not given broadly within the level of to begin with degree and master's program in all higher instruction establishing in Ethiopia indeed in spite of the fact that the government giving thought for the field by Publishing association division at Addis Ababa College in afterward a long time. Secondly, and different ponders not been conducted within the range of PR calling. Other than this, a proficient PR firm or PR affiliation are few in number in Ethiopia, in this manner, all PR exercises are being executed in conventional way. As the study has uncovered "Ethiopia is at chance in light of the nature and status of Public relations ranked by ACI in Africa." (Skinner and Mersham, 2009: 303). Moreover, there's a need.

PR is a very important and dynamic service for brand building because it helps in building a good working relationship with clients and building image of a particular brand. It also plays a vital role in building the reputation of a brand and in consistently maintaining it. PR is the medium through which a company can attract and acquire new clients, retain them and maintain trust between them by rendering good services. Public Relations as a function has evolved over the years and has manifold aspects to it in today is corporate structure. But we must not forget that PR needs to be relevant at all times, and it may also mean that there has to be a lateral shift to digitally-driven PR. PR plays a significant role in brand building, and an increasing number of organizations have understood the impetus that an effective PR provides to their respective ecosystems. In these cases, in spite of the fact that each organization has PR specialist, PR exercises that exist in any organizations are applied non-professionally and blended with advertising exercises due to need of proficient talented people, need of Information of recognizing PR and advertising hence, researcher has chosen one of the brand Malta Gunnies and conducted a research on how the company utilize the PR and how the PR department members understands PR , how they execute it and what tools are utilized to execute the PR exercises.

This study intends to explain and highlight the roles played by public relation and its effect on the brand awareness, identifying and indicating the effective public relation tools that help to create brand awareness in Malta Guinness. As a result, researcher seeks to identify the factors of the problem with regard to applying proper PR activities, and tools, finally, to forward constructive recommendations for the coming researcher.

1.1 Background of the Company

Diageo is the world's leading premium drinks business with an outstanding collection of international brands across spirits, wine and beer. Many of its brands have been around for generations, while some have been developed more recently to meet new consumer tastes and experiences. Trading in approximately 180 markets, Diageo employ over 20,000 talented people around the world. With offices in 80 countries, its manufacturing facilities across the globe including Great Britain, Ireland, United States, Canada, Spain, Italy, Africa, Latin America, Australia, India and the Caribbean. Diageo is at the forefront of industry efforts to promote responsible drinking. Meta Abo Brewery S.C, established in 1967, is one of Ethiopia's leading beer markets. Meta Abo Brewery, a Diageo company, completed the expansion of its non-alcoholic beverage factory that produces the first Malta Guinness packed in plastic bottles for 14 million dollars. The new plant, located on the premises of the factory in Sebeta, 20Km outside of the capital city, has a capacity to produce 32,000 bottles an hour. The construction of the plant took a year and created jobs for 270 people. The new product joined the market in early January 2020 with 330ml plastic bottles in six and 12 packs.

The Diageo/Malta office is located in Addis Ababa around Jackross; the marketing, public relation and brand department is also there. Diageo has strong communication strategy been adopted by Guinness in order lead the market and making its consumer aware of the brand existence. Guinness has been the out of box thinker in promoting its product and has used various means of promotion to make its heritage known to the consumer. Guinness tries to get use all element of promotional mix like advertising, personal selling, direct marketing, internet promotion and publicity. Malta Guinness is using the internet promotion in order to reach the mass society and to make them aware about its different products. (Marketing-activities-of-Guinness-diageo.php)

1.2 Statement of the problem

When companies need to tell the story of the business a public relations strategy is the way to do it. Despite the rise and continuing influence of digital and social media, which is a critical part of many of today's successful media campaigns, there is still a place and a need for good public relations. For new brands, public relations can be an important tool for building an industry presence and for established businesses, the practice can help to further their reach and reformulate the aims and targets of a new product or service. Suki Mulberg (2018) According to Suki Mulberg (2018) The main ideal role of public relation (PR) is develop brand identity, build consumer interest, grow consumer trust and drive greater valuations whether

the PR done in-house or with an agency. The issue of public relations practices in different countries including Ethiopia has been controversial within in the field of communication. The possible reason for this could attribute to the lack of understanding of the role of public relations. At the same time, very few people know what public relation encompasses, what it aims to achieve and how it works. Some persons see public relations as propaganda, while some other persons understand public relations as a technique of embellishing ugly or even antisocial realities in some other part of the world (Piperopoulos, 2013).

Malta Guinness practiced public relation rather than advertising nowadays and it plays a vital role on creating the awareness to the publics. Malta Guinness has done many public relation actives such as sponsoring Ethiopian grate run, donating the Ethiopia red-cross society, donation of money to children with heart case releasing a news on Televisions, publish press release on webs, release ads and commercials on social medias like Face book and Instagram. However, there is a problem of identifying the significant effect of using public relation on creating brand awareness and identifying the effective public relation tools to create a brand awareness, which was the main aim of the study and that initiates the researcher to conduct the study in this area on this particular brand.

The purpose of this study was to explain PR role on brand awareness and indicate the effective tools that enhance the brand awareness as related to a particular brand Malta Guinness. In arrears to the limitation of a study on the sector related to public relations and brand awareness especially in Ethiopia context, the researcher was motivated to do this study on the brand.

In relation to this, the study explains the PR roles, tools and activities, the function of public relation, the relationship between public relations with brand, the PR measurement tools and the effectiveness of the public relation tools in image building. As a result, researcher seeks to identify the factors of the problem with regard to applying proper PR activities, and tools, finally, to forward constructive recommendations for the coming researcher.

1.3 Research Questions

The study designed to seek answer for the following major research questions.

- What are the roles of public relation activity in the brand Malta Guinness?
- How public relation used in Malta Guinness Ethiopia in related to creating brand awareness?
- What are the PR tools used by Malta Guinness and to what extent they create awareness in its public's mind?

1.4. Research objective

1.4.1 General objective:

The central objective of this research is to explain the role of public relation in creating brand awareness and identify/indicate the effective PR tools in the case of Malta Guinness.

1.4.2. Specific objectives

To achieve the generally objectives stated over, the specific objectives of the study have been;

- To Identify and describe the role of public relation in the brand Malta gunnies.
- To understand the PR activity in Malta Guinness Ethiopia in related to Brand awareness.
- To identify the effective Public Relation tools used by the brand and their effects in creating brand awareness.

1.5 Significance of the study

The researcher believes that the discoveries of this study will have a profoundly significant to supply knowledge on the relationship between public relation and brand awareness for the brand Malta gunnies Ethiopia. The result picked up from discoveries of this study will recognize or show the compelling PR tools that can be utilize to form brand awareness within the public mind of the brand. It as well utilized to include an input within the zone of proficient public relation practices development framework in light of its exercises and tools. Other than that, the theoretical and Observational studies which are tied to the study employing a number of Scholarly works, Articles, Journals and books with particular explanations for rising brand awareness through public relation will be a significant reference as additional assistant data for the organization examine and progression division on PR extend furthermore for academic examiners. In common, the findings of this study work will basically concern.

1.6. Delimitation/Scope of the Study

The study was conducted in Addis Ababa city with a selected brand Malta gunnies Ethiopia about the role of public relation on creating brand awareness. Public relations profession is a broad field of area. In this case, researcher intends to commence the roles, functions and tools in the public relations area and the effects of this variable on the brand awareness.

1.7. Limitations of the study

The major boundary of the study was the current situation all over the world (covid-19) which was a challenge to have face-to-face interaction easily with the respondents in the case company plus its customers. Besides COVID 19, the other limitation of the study was collection of complete data from the respondents that haven't adequate time and reluctance of giving sufficient data and some respondents were also indifferent to express their views transparently. Furthermore, relevant source of materials hasn't been enough especially in the area of a public relation and brand awareness in the case of local Ethiopian companies and even within the case company. The time, experience and budget constraint has also restricted the researcher to concentrate on most relevant literatures and the case company only.

1.8. Organization of the Study Paper

The research paper comprises of five chapters. Chapter one presents the introductory segment which grasps background of the study, statement of the problem, objective of the study, research questions, significance of the study, scope of the study, limitation of the study. Chapter Two, Literature Review this chapter covers vital issues related to the consider; chosen review of related Writing advertised on, theoretical establishment and empirical review of the study have been displayed. Chapter Three, Methodology portrayed how the sample was chosen, how the questionnaire that was utilizes, construct and validate, and how the data have been accumulated and analyzed. Chapter Four, Findings were displayed the results and out comes which correspondent to each component address of the study. Chapter Five, Summery, Conclusion and Suggestions provided a summary of the complete study, conclusion based up on the discoveries and recommendations for further research or think about based up on the findings and recommendations for further research or study based up on the conclusion of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

2. Theoretical and Empirical Frameworks

This second chapter of the study presented the theoretical and Empirical frame work with a related literature.

2.1. Theoretical literature

2.1.1. Public relations (PR):

According to Kotler et al. (2005), public relations defined as: building good relations with the company is various publics by obtaining favorable publicity, building up a good 'corporate image', and handling or heading off unfavorable rumors, stories and events. Major PR tools include press relations, product publicity, corporate communications, lobbying and counseling.

Researchers characterize the term PR but still they haven't concurred with it; No generally concurred common definition of PR. Harlow (1976), stemming from his investigation of 472 definitions of public relations. What recognizes this definition from prior ones is that it that incorporates both the conceptual and operational perspectives of Public relations (Cutlip et al, 2000):Public relations is the unmistakable administration work which makes a difference set up and keep up common lines of communication, understanding, acknowledgment and participation between an organization and its publics; includes the administration of issues or issues; makes a difference administration to keep educated on and responsive to Public conclusion; characterizes and emphasizes the duty of administration to serve the Public intrigued; makes a difference administration keep side by side of and successfully utilize alter, serving as an early caution framework to assist expect patterns; and employments investigate and sound and moral communication as its central apparatuses.PR, as an industry and a calling has quickly progressed all through the world amid the past decade. In truth, the field has presently developed to the point that it is presently an indispensably portion of the scene in cutting edge and industrialized countries around the globe.

PR is presently commonly utilized by all teach of society - be it government, NGOs, organizations, proficient and exchange union bunches, dissident bunches, and indeed people to viably communicate data to the Public (White & Greenery, 2010).

PR is a continuous and systematic process that involves multiple publics and provides advice to the management of an organization concerning policies, relationships and communication. It is a planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics (Jefkins, 2010). A public-relations (referred to hereafter as PR) is the practice of managing communication between a particular organization and its publics. Broom and Sha (2013) define PR as "the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends".

The main objectives of PR are to build the image and reputation of the business and its products or services, to achieve favorable publicity for the business, and to communicate effectively with the stakeholders (Paine, 2011). PR is a way for companies, organizations or people to enhance their reputations. Public relations professionals or PR firms on behalf of their clients, typically perform this task. PR usually involves communicating with the media and presenting the clients in the most favorable way possible through the media. It also often involves cooperative efforts with other people and organizations to create goodwill within the community and enhancing the client's image. Wise Geek (2012) Public relations are a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics. It involves the management of problems or issues; helps management to keep informed on and responsive to public opinion defines and emphasizes the responsibility of management to serve the public interest.

Helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and ethical communication techniques as its principal tools (Kayode, 2014).

2.1.2 PR Roles

Research on public relations roles began in 1979 with Broom and Smith's exploratory study of clients' perceptions of practitioner's job tasks. The four roles identified were the expert prescriber, problem - solving process facilitator, communication process facilitator, and communication technician. Discourse on PR roles is one of the most frequently addressed topics in PR research literature. Pasadeos, Renfro, & Hanily (2010) The communication technician role of public relations is mostly conceptualized as the beginning of professionalism (Gruning & Gruning, 2002).

The practitioners are often responsible for the communication tactics of news releases, organizing press conferences, and employee newsletters, position papers, and designs brochures and media placements. Castelli (2007) Gruning and Gruning (2002) further maintained that the practitioners, in performing this role, are usually not involved in defining problems and developing solutions, but base their tactics on the technical skill of writing. Theaker (2004) further stated that the communication technician's role of public relations may not require them to undertake researches or be involved in organizational decision making; except to decide which communication mechanism suits their prescribed purpose.

The communication facilitator of public relations is a boundary spanner who listens to and brokers information between the organization and its key publics. Theaker (2004) According to (Cutlip et al., 2000), the goal of this role is "to provide both management and publics the information they need for making decisions of mutual interest. "Practitioners serving as the public relations manager within an organization are expected to be knowledgeable about innovations in public relations and are expected to demonstrate leadership in new approaches to old problems (Dozier 1984, cited in Castelli, 2007). The expert prescriber's theoretical role of the public relations is associated with the responsibility to handle consultation function or participation by other senior management. It is the role where the practitioner is responsible for describing and solving public relations problems independently. The expert prescriber acts as the authority on both public relations problems and their solutions (Castelli, 2007).

The problem-solving facilitator's roles of public relations, according to (Dozier cited in Castelli, 2007), is the role where the practitioners are assumed as problem solver, decision-maker and planner. They are expected to be knowledgeable about innovations in public relations and expected to demonstrate leadership approach to solve problems. Stroh (2007, p. 1) explaining the importance of public relations stated that it must be the parasol function that manages the communication between an organization and its publics to build and enhance healthy relationships to the benefit of all parties involved. As Rosenberg (2013) put it, "the most valuable type of public relations activities involves anticipating problems, planning to prevent problems or at least trying to solve them while they are still small" (p. 13). The issues of the roles of public relations were also dealt by Cutlip et al., (in Theaker, 2004, p. 57). They identified two dominant roles of public relations: the communication manager role and the communication technician role.

The communication manager plans and manages public relations programs, advises management, makes communication policy decisions and oversees their implementation. On the other hand, the communication technician is the one who is not involved in organizational decision making, but implements public relations programs.

Concerning the roles of public relations practitioners, Pearson (2008) stated that public relations practitioners today vary from the purely technical to the respected counsel or within organizations of every kind, from huge profit-making conglomerates to small grassroots not-for-profit and everything in between. On the other hand, Mehta and Xavie (ND), points out that the roles and responsibilities of public relations practitioners are influenced by two forces: the professionalization of public relations and the nature of the organizational environment. In fact, the multiple roles of public relations may be because of its multiple functions through its association with communications, management, marketing and others. Lubbe and Puth (2002) showed how public relations practitioners are involved in a variety of work assignments or functions which may include research, strategic planning, counseling, communication, evaluation, media relations and placement, organizing, writing, editing, media production, speaking, training, management. However, the most common prevailing perspectives that influence the function of public relations in broad concept, as Venter (2004) put it, are communication, management and marketing.

Research on the roles of PR practitioners has been important to the body of knowledge in PR roles because it made it possible to link PR work to a broader investigation of how excellent PR departments structured in organizations (Dozier & Grundig, 2010). Whereas the Dozier & Grunig provide complements on the role of PR, they do not provide in detail how PR departments are structured, an element that would inform this study.

One important function of PR is anticipating public opinion. For effective anticipation of public opinion, the PR department must deal with real and perceived public opinion as they establish and maintain relationships with their many internal and external publics (Black, 2010). If public opinion is not anticipated, then there will be no dynamic process of any interpersonal and media communication on issues, resulting in misunderstanding. The role of organizational public relations is expanding with the changing times: “Public relations don’t just focus on Companies business product; it also assists in shaping strategic messaging” (Benyman, 2010).

Concurring to Smith (2013), public relations specialists can be set in two bunches based on duties: communication supervisors and communication specialists. Communication supervisors help within the vital arranging of an organization's communication endeavors. The wide term "communication manager" incorporates a few comparative public relations positions: master specialist, problem-solving facilitator, and communication contact. Master experts create a specific communication arrange to assist accomplish organizational objectives. Problem-solving facilitators give emergency administration to an organization amid a deterrent. Contacts talk on sake of the brand and encourage communication between the organization and its key publics.

Before entering an administrative part, most public relation practitioners begin their career as a communication professional. This will allude to an assortment of entry-level positions, counting public relations master, communication partner, and junior account executive. Communication specialists' type in press discharges, pitches, highlights articles, and other communication materials and help in occasion arranging. Together, communication supervisors and professionals play an imperative part in relationship building and the administration of a brand.

2.1.3. The Function of Public Relations

The function of professional public relations (PR) is to create understanding. Unlike advertising, which used to generate awareness and promote sales, public relations aim to change attitudes. The PR efforts lead individuals towards exactly what should they believe regarding a particular organization, service, or a company. Mostly, public relations techniques adopted to educate people about new public services, and in order to introduce new lifestyles. Pahwa (2020)

The British Institute of Public Relations characterizes it as "a think, arranged, and supported exertion to set up and keep up shared understanding between an organization and its publics" (Jethwaney& Sarkar, 2000; Grunig, 2005). From the over definition, two fundamental fundamentals of PR can gather: to begin with that it is "the arranged and supported effort" indicating that PR campaigns or endeavors are well arranged and a persistent action.

Besides, its reason is "to establish and keep up shared understanding", which implies guaranteeing clear understanding between an organization and its publics, as numerous publics bunches of individuals, are included. Onyiengo (2014)

Public relations functions designed to help build trust and credibility with groups that are important to Companies organization. They help raise awareness about Companies organization as well as give it a chance to define, control and distribute its message to those both inside and outside Companies. Effective public relations functions can also promote Companies organization, help communicate during a crisis or defend its reputation from attacks people make on it in the media. The primary function of PR is to build a beneficial relationship with the public.

2.1.3.1. Media Representation:

Representing a company or individual to the media is one of the more well-known functions of public relations. Media management includes developing and distributing both written and video news releases, pitching stories to journalists and responding to reporter inquiries. Depending on the organization, the public relations department may also handle spokesperson duties. Media representation also includes monitoring and measuring news coverage of the organization or individual.

2.1.3.2. Crisis Communication:

Protecting a company from a threat to its reputation is another public relations function. While media representation is a part of crisis communication, a public relations department handles preparing a crisis communication plan and training leadership and employees on its components. A crisis communication plan developed by a public relations team typically includes determining specific logistics for expected reporters, the designation of an official spokesperson for the crisis, the development of targeted messages for internal and external audiences and training for company leadership on how to handle tough or hostile questions.

2.1.3.3 Content Development:

Preparing documents, written and electronic, are another function of public relations. Examples of content developed by a public relations department include company newsletters, blogs, speeches and annual reports. Content may also write for another member of the company, such as a letter to employees from the CEO. Often, a public relations department will work with another department to ensure a project fit with an overall company message. For example, a public relations department may work with advertising and marketing departments on creating a description, report or other content about a new product or service.

2.1.3.4 Stakeholder Relations:

Stakeholders are any persons or groups who have an interest in or could be affected by an organization's objectives or actions, such as the company's employees, lenders and government agencies. Representing an organization to stakeholder groups is another function of public relations.

2.1.3.5 Social Media Management:

Establishing, monitoring or growing an organization's or individual's online presence is another function of public relations. Specific tasks may include creating or updating Facebook pages, tweeting information and keeping an eye on what others are saying in cyberspace about an organization. Eryn (2018)

2.1.4. Public relations tools and activities

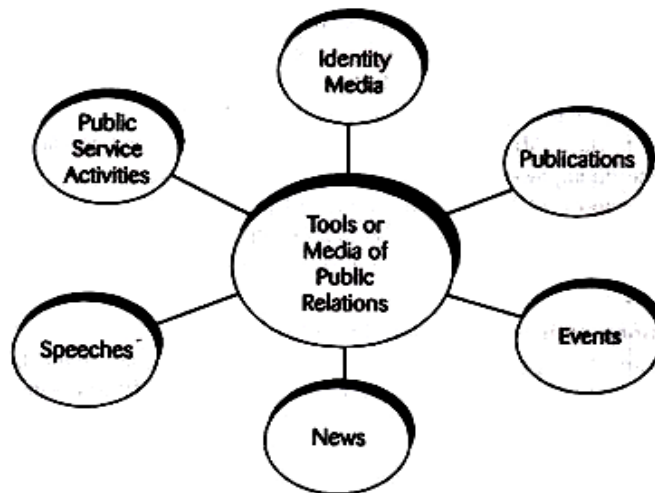
Public relations tools are things effectively utilized by public relations experts or organizations on behalf of their clients, and tools clients are encouraged to utilize to enhance their own visibility. A longitudinal study of showcasing public relations instruments by Kotler and Kevin (2015) has numerous aspects. Public relations may include an organization or individual gaining exposure to an audience through topics of public interest and news items. Building and managing relationships with those who influence organizations or individual's audiences is critical in public relations. When a public relations practitioner is working in the field, they build a list of relationships that become assets, especially in media relations.

The ultimate objective of PR is to retain goodwill as well as create it; the procedure to follow to achieve this is to first do good and then take credit for it. The PR program must describe its target audience—in most instances, PR programs are aimed at multiple audiences that have varying points of view and needs. Flickr (2019)

Public relations program of a company consists of various decisions, such as establishing objectives of public relations, choosing message and vehicle, implementing the marketing public relations, and evaluating marketing public relations.

Thus, choosing appropriate tools or vehicle is one of the important decisions of PR/MPR. Various media are used for market public relations. Selection of suitable means or tool depends on a large number of factors, such as objective, type of message to be conveyed, costs, time, parties with whom public relations are to be built, etc. S. Jaideep (marketing/public-relation-top-6-tools-of-public-relation-with-diagram) After analyzing various relevant factors, suitable means/tools should be selected. Most popular and widely used tools for public relations, as stated by Philip Kotler, have been depicted.

Figure one: Most popular and widely used PR tools by Philip Kotler



Source: Kotler, Philip. (2000) Marketing Management. Upper Saddle River, New Jersey

2.1.4.1. Publications

Publications are widely practiced tools for developing public relations. Publications include publishing the annual reports, brochures, articles, company’s newsletters, pamphlets and magazines, diaries, calendars, and audio-visual materials such as films, slides-and-sounds, video and audio CDs. Cost of audio-visual and multimedia materials is greater than printed materials, but audio-visual media have comparatively more impact on the audience. Using these all tools, the company tries to provide information on its products, services, facilities, schemes, achievements, etc. These all publications reach the shareholders, general public, employees, customers, traders, etc., and can create a good image.

2.1.4.2 Identity media

In order to be easily identified in over-informed society, a company must create its distinctive visual identity. A company uses advertisements in forms of signboard, hoardings and wall-paints.

It can use word, logo or symbol, slogan (in particular text format), picture, uniform of the employees, shapes, color combination, and so on visual means to create a unique image or fame. They may be known as visual identities. Each of the tools has its merits and demerits. A company should use the most suitable tools for successfully establishing public relations with various parties' concern. Which tool is to be used depends on the overall suitability of the tool on one end, and policy decision of company management on the other-ends? Mostly, decision on public relations tools is taken after due consideration of relevant variables stated in the beginning of this topic. A company spends considerable amount for arranging events, hiring space and time of mass media, preparing and delivering speeches, and carrying out various activities in the interest of common public.

2.1.4.3 Events:

A company may highlight certain attractive events for developing public relations. It can draw public attention toward new products, other activities, and achievements by arranging special events. These events may include news (press) conferences, seminars, exhibitions, contests and competition, sport and cultural events sponsorships, anniversaries, etc. When a brand is used to sponsor and athletic team or sport, it automatically re-frames for the consumer how they see the brand. It creates a new association with the team or sport that it had not previously been. This new association forces the consumer to think of the product or brand differently than he or she previously had. This is effective for a consumer that already had loyalty to the product or brand, as it reinforces the beliefs and trust in the product or brand.

2.1.4.4 News:

Many times, public relations professionals prepare favorable and interesting news stories about the company – its activities, products, employees, achievements, and so on. The news stories must be interesting, attention getting, timely, and written well as per press media needs. Public relations officer needs to maintain good relations with reporters and editors for getting more favorable coverage to the company.

2.1.4.5 Speeches

Speeches are also widely used for public relations. Key position holders such as managing director, general manager, or outside experts deliver speeches on the company's products, policies, its outstanding achievements, etc., before a large audience to get popularity among various masses. Carefully prepared and effectively delivered speeches build the company's image. Speeches delivered during special functions can create a good impression on various groups of people.

2.1.4.6 Public service activities

This tool includes various activities directed for the public welfare or interest. The firm can improve its goodwill by contributing money, time, and efforts to support community affairs where its offices and plant are located. Such activities involve running schools, colleges and charity-based hospitals, tree plantation programs, organizing medical/vaccination camps, events for offering charity or donation publicly, preparing and maintaining gardens for general public, taking villages as data, provision of potable water at public places, etc.

2.1.5 Tools to Measure the Effectiveness of PR Activity

Concurring to Kate O. (2018) How PR experts illustrate the viability of their work has moved altogether within the past decade. Presently, any great PR pro measures result instead of yields and adjust PR goals with the organization's primary trade objectives. So fair, how companies demonstrate how PR action bolsters key business objectives and fortifies a company's foot line should be measured.

2.1.5.1 Social Media Monitoring and Measurement:

Digital and social media are an integral part of PR. Most communications campaigns focus on creating content that people want to talk about and share on social channels, increasing the importance of measuring the impact of social media. Because social media measurement tools have evolved so extensively, social media ROI can measure many ways. While there is still value in measuring awareness of and engagement with the company brand through the number of likes, comments, re-tweets, replies and shares, the real pay-off is measuring how these likes and shares turn into sales. Traffic driven to the site can be measured through tracking URL shares, clicks and conversions; share of voice can be measured by tracking activity compared to that of competitors so the company can understand where Companies brand falls in the hierarchy.

2.1.5.2 Website Traffic:

Website traffic provides an excellent gauge of how a PR campaign's performance. Measuring web traffic before and after a campaign launch can help determine the PR campaign's success. Straightforward visitor numbers tell part of the story, but the company should also drill down into web traffic by evaluating demographics including age group, location and device to ensure companies reaching Companies target audience. It is also important to measure where website traffic originates to establish which sites and social media networks send the most traffic and create the most value for Companies brand. A rise in new unique visitors indicates that brand awareness has grown, but it is also important to monitor returning visitor numbers – a good indication that brand trust is has developed. Engaging content, such as blog posts, info graphics and videos, encourages return visits and ensures Companies audience relies on Companies brand for inspiration or the latest information. Another important web metric is goal conversions. Whether they are subscriptions, form completions, or e-commerce transactions, conversions enable the company to track the ROI of PR. If the PR campaign reaches the right target audience, it should increase the number of conversions or qualified leads.

2.1.5.3 Market Surveys:

Qualitative research is essential to track a PR campaign's success. Surveys should use prior to a PR campaign to ascertain awareness and perceptions of the brand. While PR professionals use market research to gather information on market trends and potential opportunities when planning a campaign, it is also worthwhile to conduct surveys during and afterwards to measure how awareness, attitudes and perceptions have changed. Awareness statistics that trend upwards will certainly prove the value of PR activity.

2.1.5.4 Number of Back-links:

Back links are among the most important factors in achieving high search engine ranking. They boost SEO and increase web traffic. Gaining better search engine placement is a key measure of successful PR activity. Because, Google assigns greater value to legitimate back-links from authoritative sources, PR can be critical in obtaining those back-links through innovative and engaging content. The number of back links is a good metric for understanding if Companies audience finds Companies content relevant, useful and valuable.

2.1.5.5 Higher Rankings for Specified Keywords:

Keyword rankings can be used to measure specific terms the company is trying to rank. If the company does not rank for its most relevant keywords, its organic website traffic will decrease, which will affect lead generation and ultimately sales and revenue. Measuring keyword rankings enables the company to ensure it is targeting the right keywords and to determine if its brand's page rank is improving over time. As the company gains more back-links, its site becomes more trusted. If the measurement of keyword rankings reveals that this is not happening, then there is something wrong with the existing PR campaign.

2.1.5.6 Media Monitoring:

Checking a company's brand's scope over all media channels is indispensable to assessing the success of a PR campaign. A few measurements to screen for include the number of articles secured in target titles and groups of onlookers come to. In addition to conducting quantitative estimation, consider subjective results to analyze the substance of the scope.

Were key messages included? Was the tone of the article positive? What share of voice did a company's brand get versus competitors? These components will decide not only how much scope a company's brand has gotten but also whether the scope was profitable. Eventually, measuring the adequacy of PR movement depends on having strong PR targets and KPIs concurred to by all partners at the start of the campaign. To have the most prominent effect on commerce comes about, PR estimation must decide its return on endeavors and venture. It must distinguish where campaigns can make strides. Whereas none of the measurements said over will grant a full picture of the success of a PR campaign, together they will clearly demonstrate the effectiveness of PR activity.

2.1.6 Brand concept

The concept of branding has been in existence for hundreds of years, ever since the times when early cattle-rearing men stamped their images of proprietorship on their live-stock by burning a check of their title or image on the cattle to recognize proprietorship, "branding" the hide of their cattle. Nowadays a brand has advanced to expand promoting procedures and advancement. A brand symbolizes assurance and validity that guarantees the shopper that the item will convey its guarantee. Okonkwo (2007)

In addition, Branding isn't around getting Companies shopper to select the company over the competition. It is almost getting them to see the company as the as it were arrangement. (L. Aldisert cited in Okonkwo 2007). A brand is an identifiable entity that makes promises of value and results in an overall experience for the customer. A company's brand resides in the mind of consumers and the success and failure of a brand depends therefore on its relative position compared to substitutes in the minds of consumers. The rewards of branding are overwhelming, but the process of building a successful brand is long, tedious and expensive, with much dedication required. (Okonkwo 2007) The brand concept is the overall idea behind the creation of a brand and has to be compelling and appealing to anyone that encounters the brand.

2.1.7 Brand awareness

There are distinctive ways in which buyers keep in mind a brand. These ways run from acknowledgment; in the event that the company have seen the brand some time recently, to review; the company keep in mind the brand, to "top of mind"; the primary brand that comes to intellect, and finally to prevailing; this is often the as it were brand reviewed. Brand value can in this way surprisingly be upgraded by making mindfulness for the brand.

Brand awareness means the intensity of customer satisfaction; recognition and brand recall (Percy and Rossiter, 1992; Perrault et al., 2013). According to Aaker (1991) brand awareness is a potential buyer's ability to identify or recall a brand as a member of a particular product division. Keller (2009) said that brand awareness refers to the capability to identify or recall a brand in a customer's brain in different situations. Aaker (1996) referred to brand awareness by the capacity of a customer to recognize, detect and recall of a brand in various circumstances. Additionally, Hoeffler and Keller (2002) recognized that brand awareness can be demonstrated by two factors; depth and width. Depth explains how customers can easily remember and identify the brand. And the width refers to when customers buy a commodity, how the specific brand name comes immediately to their minds. If a product has depth and width concurrently, it means a buyer will consider a specific brand while purchasing a commodity. Finally, it is said that brand awareness of that certain product is high.

Brand awareness cuts the time and risk that consumers spend for exploring the commodity while they buy it (Verbeke et. al., 2005). In this case, customers are expected to buy the brand that they know. Homburg et al. (2010) claim that brand awareness tells us about this commodity.

Pikturnien (2009) states that brand awareness (remembrance, imagination, decision-making) is an essential condition for choice. Cernikovaite (2011) said that brand awareness can be a precondition for buying the product. The high-quality products or services encourage buyers to purchase products through which additional profits are made. Urbanskieneet al. (2006) claimed that brand awareness indicates whether a particular brand gets priority from a particular category in a consumer's mind and whether it occurs rapidly. This is one of the major aspects of the value of the brand. The importance of brand recall and recognition depends on the extent to which consumers make product-related decisions with the brand present or not. If the product decisions made in store, brand recognition is more important because the brand is physically present and the consumer then recognizes the brand. However, if the product decisions made outside the store and in other situations where the brand is not present, it is more important that the consumer can recall the brand from memory to remember and buy the product. (Keller 2003)

Aaker (1991) considered that brand awareness provides a customer adequate reason to consider the brand in his consideration set. Brand awareness has been examined in customer' behavior studies (Hsu et al., 2011; Huang &CAI, 2015; Bianchi & Pike, 2010). Most models of customer' behavior argued that awareness is a first and necessary step for choosing the brand. Precisely, brand awareness considered a central element of brand equity (Azad et al., 2013). Brand awareness is a successful factor for competition that improves competition among brands (Jakeli & Tchumburidze, 2012). Aaker (2010) Awareness alludes to the quality of a brand's nearness within the consumer's intellect.

2.2 Empirical literature

There are masses of investigates that been done almost brand awareness and public relations, few inquiries about interface these two subjects closely. On one hand, ponders on brand awareness at times say public relations or as it were composing a little chapter to demonstrate it. On the other hand, books and articles on public relations barely conversation almost brand Awareness. In common, awareness depicts peoples' recognition and cognitive response to a condition or occasion. Awareness does not necessarily infer understanding because it is a theoretical concept. Awareness may center on an inner state, such as an intuitively feeling, or on outside occasions such as tactile recognition. www.diva-portal.org

Many showcasing researchers have begun to receive the public relations conception of IC; Grunig, Grundig, and Dozier (2002)), who “concluded that the concept of brand is at the center of considering almost IC and prescribed that Public relations and showcasing be coordinates into a single function”. Gronstedt (2000) upheld the consideration of public relations concepts in showcasing hypothesis. He expressed that the reason of IC is to construct connections with publics; brand methodology and situating perform this work by affecting notoriety. Gronstedt (2000) defined IC as a “strategic administration process” that's “a handle of including esteem and developing connections with key clients and stakeholders”.

Smith (2012), in his study about beneath the title of “Public relations character and the partner organization relationship: A changed hypothetical position for Public relations scholarship”, watched that the experience to recognize the public relations from other communication considers by surveying the thought of the speculator, organization and PR. For case, the ubiquity of the relationship thought within the field of publicizing as looks for after different pros and specialists express that advancing is associated to structure and keeping up an affiliation’s relationship with its publics. Handy and Dinda in 2018 on their research on public relation strategy in improving brand awareness with the purpose of this research was to know the strategies used by public relations of Pt Pertamina (Persero) MOR III to improve brand awareness of 5,5 Kg Bright Gas product, which was new. The research used a qualitative descriptive method by case studies, which had restricted clearly through the existing focus research. The technique of data collection also acquired through a semi-structured interview, observation, documentation, and research reference.

This research would respond to the strategy of public relations of Ptpertamina (Persero) MOR III to improve brand awareness of 5, 5 Kg Bright Gas product. Attainment from this research told that public relations of PT (Persero) MOR III have done pencils strategy to improve brand awareness of 5, 5 Kg Bright Gas product. It concludes that public relations have done all of pencils strategy; however, the implementation of the strategy is not yet fully maximized. Ferguson (2018), in his research on “Building hypothesis in Public relations, inter-organizational associations as a PR model” set up that contract on a show accentuation on PR grants will increment the Number of chances of productive hypothesis advancement. The researcher impacted by Kuhn uncovers that the people who claim themselves as PR researchers have concurred to concentrate on PR inquire about and hypothesis improvement. He assists claims there may be more exercises in public relations investigate but there will not be more improvement of PR speculations.

Kambaho Narasi (2014) in his study to investigate the Part of PR in advancing government improvement programs with extraordinary center on Microfinance Back Middle Restricted in Kampala he came up with a result that uncovered that the Ugandan PR professionals in government teach are not exceptionally powerful within the Organization. Typically, essentially since of how PR work is situated within the organizational structure of these educate and does not warrant PR specialists to take part within the decision-making prepare of the teach. In most cases, the PR work is depended on to organize press conference, get ready press discharges, and compose talks on capacities and plan data and communication materials.

Tien-Chin Wang, Muhammad Ghalih and Glen Andrew Doorman, (2017) on their thesis in Showcasing Public Relations Methodologies to Create Brand awareness of Coffee and points to propose strategies to make public relations and promoting methodologies towards creating brand awareness of coffee items from Indonesia into the worldwide showcase, such as in Taiwan. The researchers show that public relations practitioners have the ability to create the correct techniques on the web, such as website, web journal and social media or indeed construct the great picture in media relations to extend brand awareness within the worldwide market. In expansion, the innovation presently is creating quickly, and social media presently is the capable weapon to advance brand awareness since it encompasses a potential number of individuals. A goal brand ought to in an assortment of ways.

Stroh (2007) maintained on his research that in order to build and enhance healthy relationships between an organization and its publics, it is vital to recognize that many cross-disciplines have been integrated to build a theory of public relations in terms of relationships and relationship management. This idea strengthens the view that public relation is a communication process that maintains mutual benefit for both an organization and its public.

Papadopoulos (2003, p. 284) argued that public relation is a distinctive management function which helps in the understanding, acceptance and cooperation between an organization and its publics. It also involves the problems or issues of the management. Further, public relation helps management to keep informed on and responsive to public opinions; defines and emphasizes the responsibility of management to serve the public interest; helps management to effectively utilize change; serves as an early warning system to help anticipate trends; and uses research and ethical communication techniques as its principal tools.

Lenka Mikacova, Petra Gavlakova in their study on the part of public connection 2013, they conclude that public relations provide “legs” and life to brand states of mind and the fundamental brand guarantee by telling solid stories and giving bolster for the truth of a brand’s publicizing pictures. It is more vital in an advancing media and commerce environment. In spite of the fact that public relations are utilized for a wide assortment of purposes in organizational communication, that of the representation of the organization, its objectives, and its self-understanding has been progressively compelling with publics.

Concurring to finemanpr.com on its distribution 2015, at its center, Brand &PR is the projection of a solid picture –introduce on which prepared to apply advanced devices and methods to have triumph. It is around parlaying an organization’s fundamental messages with a compelling story, emphasizing characteristics that bolt in clients and making an “experience” with the brand. It is based on a set of values – what the brand’s “trust mark” incorporates to the thing. Brand PR makes a distinction to create the brand ensure so viscerally noteworthy – in lingo, stories and messages – those other components (fetched, for case) lose noteworthiness. Besides, the blending of communication exercises ought to incorporate a role for public relations within the transmission of the organization, item, or benefit brand.

Public relations professionals are talented and experienced in narrating and social media, both of which have gotten to be critical instruments in fruitful brand communication. Additionally, Public relations intuition in relationship- and trust-building contributes to the organization’s realness, another key figure in brand organizational branding activities. Companies utilize an assortment of instruments for their public relations purposes, counting yearly reports, brochures and magazines for both workers and the Public, Web locales to appear great things they’re doing, discourses, blogs, and podcasts. A few of the foremost commonly utilized PR apparatuses incorporate press discharges, news conferences, and reputation.

Sponsorships, item situations, and social media moreover create a parcel of positive PR. Portion of a company’s public relations endeavors incorporate putting a positive turn on news stories. A press discharge may be a news story composed by an organization to advance an item, organization, or individual. Consider how much way better a story or an item suggestion is likely to be seen when the recipient considers the content is from an objective third party instead of an organization composing around itself. Public relations work force as often as possible get ready press discharges in trusts that the news media will pick them up and spread the data to the Public.

In any case, there's no ensure that the media will utilize a press discharge. A few of the PR Publicans that companies may look for to highlight in their press discharges incorporate charity occasions, grants, modern items, company reports, and things they are doing to make strides the environment or neighborhood community. According to Principles of marketing/chapter/12-1-public-relations-activities; a Fair as press discharges can be utilized to advance the great things an organization or individual does, press conferences can too be held when a company is basically looking for great PR. An organization might hold a press conference to report that it has enlisted modern, exceedingly sought-after administrators, that it is breaking ground on an unused building, or to conversation almost its community benefit projects. Events, grants, unused items, company reports, and things they are doing to move forward the environment or neighborhood community.

According to ParchiJunja, (2015) in his research shows that public relations specialists make awareness and advertise their organization and its products/services to different media sources which incorporate TV, Radio, web, daily papers, magazines and so on. Public relations specialists create and plan different curiously and inventive stories approximately their organization and items and pitch it to different media individuals. Organizations bank on their relations with media channels to upgrade the notoriety of their brand. Instruments utilized in media relations: Press Kits Press units incorporate composed fabric approximately the organization and its best people. Audio Releases Audio discharges or video discharges are prerecorded messages disseminated to different media channels.

ParchiJunja, on his study (2015) concur that media Tour Public relation specialists publicize their organization and its items through media visit where key individuals of the organization travel to critical places and areas and advance their items through different interviews to media individuals. They connected and share the benefits and USPs of their products/services with individuals from different news channels, radio channels and indeed print media. Organizations moreover contract celebrities or other. Press agentry exposures demonstrate takes after one-way communication where the stream of data is as it were from the sender to the receiver. The sender isn't much concerned almost the moment party's input surveys and so on. In Press agentry reputation show, public relations specialists upgrade the notoriety of the organization among the target gatherings of people, partners, representatives, accomplices, financial specialists and all others related with it through control. In accord to this demonstrate, organizations contract public relations specialists who create a positive picture of their brand within the minds of target groups of onlookers through contentions and thinking.

They impact their potential clients by essentially forcing their thoughts, considerations, inventive stories of their brand, USPs of the items and so on. Stream of data takes put as it were from the public relations specialists to the target groups of onlookers. According to Elizabeth (2016) on her publication a public benefit could be a benefit aiming to serve all individuals of a community. Public administrations incorporate administrations given by a government to individual's lives inside its purview, either straightforwardly through public division organizations or by financing arrangement of administrations by private businesses or intentional organizations. Other Public administrations are embraced on behalf of a government's inhabitants or within the intrigued of its citizens. In addition, Re-shaping buyer demeanors approximately a brand can be greatly troublesome. In any case, when a brand is utilized to support and athletic group or don, it naturally re-frames for the shopper how they see the brand. It makes an unused affiliation with the group or don that it had not already been. Also, Elizabeth asserted that this modern affiliation strength the buyer to think of the item or brand in an unexpected way than he or she already had. In expansion, it quickly builds a solid affiliation for customers that were not commonplace with the brand or product. Frequently they have a heightening individual relationship with the group or don, and there's the appearance that this modern brand or item offers their dependability.

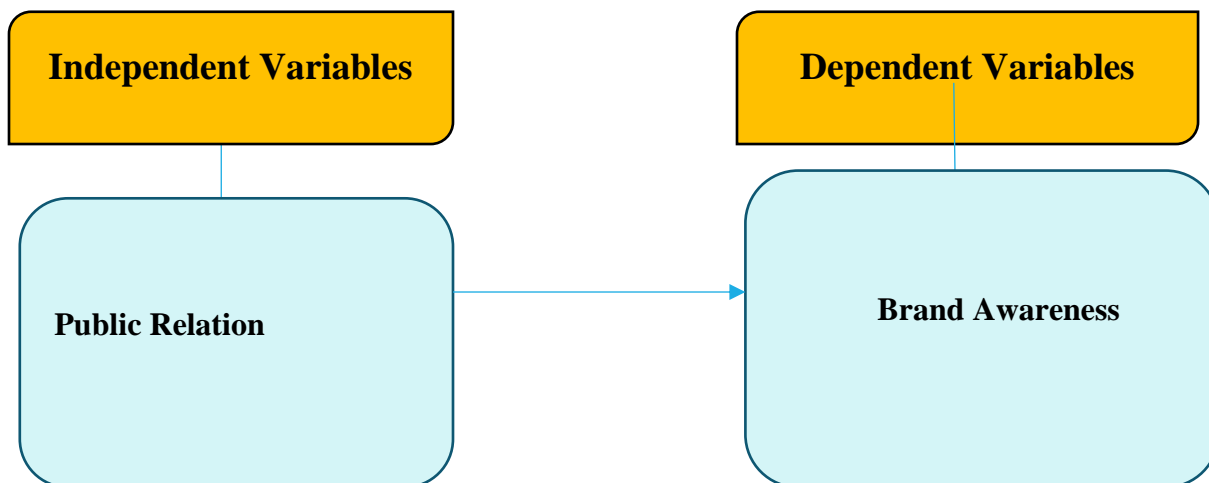
2.3. Conceptual Framework

The research has involved a review of published resources, including academic and trade journals, research texts, and publications by different authors, researchers and industry associations in regards to the relationship between public relation and brand awareness. Public relation mainly deals with building good relations with the company is various publics by obtaining favorable publicity, building up a good 'corporate image', and handling or heading off unfavorable rumors, stories and events. Khotler (2005) besides, according to Keller (2009) said that brand awareness refers to the capability to identify or recall a brand in a customer's brain in different situations.

Public relations provide "legs" and life to brand states of mind and the fundamental brand guarantee by telling solid stories and giving bolster for the truth of a brand's publicizing pictures. It is more vital in an advancing media and commerce environment. In spite of the fact that public relations are utilized for a wide assortment of purposes in organizational communication, that of the representation of the organization, its objectives, and its self-understanding has been progressively compelling with publics. Lenka et. (2013)

Thus, this research attempts to fill the gap identified above by developing a conceptual model or framework which emphasizes on the relationship between the independent variable public relation and the dependent variable brand awareness.

Figure 2: Conceptual framework



Source: (Developed by the researcher own framework and literature review)

To establish the relationship between public relation and brand awareness, the study will be guided by the following two hypotheses:

H0: There is no significant relationship between the practice of public relation and brand awareness.

H1: There is a relationship between the practice of public relation and brand awareness.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This third chapter of the study discusses about the approach, designs, methods and procedures of the study.

3. Design, Methods and Procedures of the Study

3.1 Research Approach

According to Jennifer Wisdom (2013) the term approach refers to an emergent methodology of research that advances the systematic integration, or mixing, of quantitative and qualitative data within a single investigation or sustained program of inquiry. The basic principle of this methodology is that such integration permits a more complete and synergistic utilization of data than do separate quantitative and qualitative data collection and analysis. Thus, mixed method of research approach is used to conduct this particular study. The rationale that researcher selected both qualitative and quantitative method approach was that the method allowed a researcher to collect and analyse data, integrate the findings and draw inferences using both qualitative and quantitative approaches or methods in a single study. Tashakkori and Creswell, (2007)

3.2 Type/design of Research

A research design is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems and development of procedures and logistical arrangements required to undertake a study (Ranjit K, 2011). Constructed on the research problem and stated objectives, descriptive survey design was employed. To be conducting this research both qualitative and quantitative data have been used, assuming that it helps to gather a large variety of data related to the problem under consideration. The study intends to describe and interpret the existing facts. Various authors recommended the use of descriptive design (Orodho, 2004) contends that, to produce information that is of interest to marketing professionals even for policy makers descriptive design is helpful. This involved collection of information by administering questionnaires and interviewing a sample of individuals.

3.3 Source of Data

The data were collected both primary and secondary sources. The primary data was collected through interview and questionnaires. The questionnaire has been distributed to respondents to the organization employees and customers. From the company questionnaire was distributed to Marketing Director, Marketing Manager, and Marketing Supervisors, Sales and territory, PR and brand development teams. Furthermore, the interview was held with the two top level managers from marketing and PR department. The secondary data were gathered from Journals, related literatures to the subject study; internal documents such as public relation guideline from the company, books and articles which are publicly available. In this particular study primary data were used and analyzed.

3.4 Sample Size and Sampling Method

To make the research manageable and achieve the desired result, researcher used purposive sampling to select from the company employees that the people directly related to the problem. Regarding the customers, it was difficult for the researcher to get the exact number of customers of the company. Due to this, it was not simple to determine the sample frame. Therefore, according to Malhotra (2006:364-385), when there is no sample frame, the sample size that is usually taken for studies conducted particularly on public relation is 100. For this reason, the study included 100 customers of the company. Currently, the company has over 350 employees and out of those 350 employees, 125 of the employees are working under marketing, sales and territory, PR and brand development department in-bound and out bound of the company.

The researcher has only considered the 125 marketing; sales and brand development department staff purposively including two managers for the interview those working in close relation with public relation and brand department to get accurate information in relation to the research questions. In general, the population size of the study was 450 and the sample size taken from the population from both company and customer side is 225. Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study. Thornhill, A. (2012)

3.5 Data Collection Instrument

To attain binding and reliable data for the study, the researcher has been used both primary and secondary data. Primary data was collected by using adapted structured survey/questionnaires through a link created by a Google form; this is basically a web based or internet-based survey, involving a questionnaire link created and shared to samples sizes via email so that they can log into and accomplish electronically. The question was employed both open and closed ended questions. This is because beside its low cost and give the respondents time to give well through answers and variable like level of educations, requires closed questions on the other hand, reason for informality challenges they were facing is attached with open ended questions. The other primary data collection instrument that the researcher used for this study is interview with the purposely selected respondents via mobile phone by recording the respondent's response with the mobile recorder.

According to Kothari (2004) through the questionnaire method of data collection is quite popular, particularly in the case of big inquires. It is being adopted by private individuals, research workers, private and public organizations, and even by governments. A questionnaire consists of a number of questions printed or typed in a definite order a form or set of forms. Concurring to Kothari (2004) explaining the potency of interviewing writes "the interview method of data collection involves presentation of oral verbal stimuli and reply in terms of oral verbal response. This method can be used through personal interviews and if possible, through telephone interviews" A writer further explains that the method of collecting information through personal interview is usually carried out in a structure way. Structured interview is one of types of method of interview.

3.6 Methods of Data Analysis

In this research questionnaires are coded and checked for consistency to analyze the customer's response by using Statistical Package for Social Science (SPSS) version 20 and the research method of data analysis with the help of quantitative and qualitative methods of statically tools the sequential explanatory strategy (Creswell, 2008) have been used. A sequential explanatory design is a popular strategy for mixed methods design that often appeals to researchers with strong quantitative leanings (Creswell, 2009). It is typically used to explain and interpret quantitative results by collecting and analyzing follow-up qualitative data.

It can be especially useful when unexpected results arise from a quantitative study. The straightforward nature of this design is one of its main strengths. It is easy to implement because the steps fall into clear, separate stages. In addition, this design feature makes it easy to describe and to report Creswell (2009). After all the relevant data were collected, then they are described by using tabulation through computation of percentage and analyzing the content of respondent's interview results for both quantitative and qualitative methods respectively. Finally, based on the analyzed data, conclusions were made and possible recommendations also developed.

3.7 Reliability

The issue of reliability and validity is important for the objectivity and credibility of the research. Kirk and Miller (1986, p. 20, cited in Perikyma, 2006) define reliability as "the degree to which the finding is dependent of accidental circumstances of research". The reliability describes whether the researcher would expect to obtain the same finding if he or she tried again in the same way (Perikyma, 2006). In this thesis the researcher tried to minimize questionnaire bias by choosing respondents willing to participate in it and therefore comparatively willing to disclose information.

3.8 Validity

Another test of the quality of the research is validity. Generally, validity refers to the question whether the research is conducted with the right indicators for the chosen research questions. Yin (2003) in simple terms, the concept of validity can be divided into internal and external validity; however, internal validity is more suitable for the explanatory studies, for example to explain causalities in certain conditions. In this study, multiple sources of information were used when designing the theoretical framework and empirical research in order to provide accurate findings and conclusions from the research.

3.9 Ethical Considerations

To keep the individual security in research, applying the Ethical thought is fundamental principle amid research. In this case, researcher has inquired the interviewees' willingness to specify either their title within the research paper or mysterious sources were informed the nature of the research. Ethical issues are critical components in setting up believe and validity during data collection in research.

3.9.1 Informed consent form

Deals with recognizes that participants' right have been secured. During data collection, Components of this assent form are the taking after: the proper to take part deliberately and the proper to pull back at any time, the proper to inquire questions, get a duplicate of comes about and have their privacy regarded. Amid information collection picking up the consent of people in specialist (illustration guardian) to supply get to think about members at investigate location, people get it the nature of the investigate and its likely effect on them (Creswell, 2002) Thus, before conducting the study, researcher made respondents cognizant that the objective of the think about isn't past the scholastic consider, and ask their readiness to require portion within the inquiry.

3.9.2 Confidentiality

Involve a set of rules or a promise usually executed through confidentiality agreements that limits access or places restrictions on certain types of information. Ares (2010) As a result, researcher too ought to expect the possibility of harmful data being uncovered amid the data collection prepare. For case, "an understudy may talk about parental manhandle or detainees may conversation about elude. In this circumstance, the ethical code for researcher is to secure the privacy of members and not to communicate this assurance to all people included in this study" (Creswell ,2002). In this respect, the data that researcher gotten from respondents kept privately.

3.9.3 Ethics in writing

The ethical issues don't halt with data collection and analysis. They moreover expand into genuine composing and disseminating of the ultimate research report. "Discuss how the research will not utilize language or words that are biased against people since of sex, sexual introduction, racial or ethnic gather, incapacity, or age" (Creswell,2004), subsequently, a researcher is capable to show impartial dialect to recognize members. Frey, Botan, and Kreps (2000) cited in Wimmer and Dominick (2011:67) offer the taking after outline of ethical standards commonly supported by researchers: Give the individuals being considered with free choice, ensure their right to protection, advantage them, not hurt them and treat them with regard.

CHAPTERFOUR

4. DATA PRESENTATION AND ANALYSIS

In this fourth chapter of the study the data processing and analysis undertaken are broadly discussed and research findings are disclosed.

4.1 Data Processing and Analysis

For data analysis researcher used Statistical Package for Social Science (SPSS) software version 20 for the information gathered in quantitative method and implemented for the data analysis. The particular aim of the study was to explain the role of Public Relations in creating brand awareness by using the different PR roles and indicating the effective PR tools in the case of Malta Gunnies Ethiopia. In order to collect the required data for the study, questionnaire and in-depth interview were employed as major tools and the researcher used table, chart and graphs to describe the data. The data that were interviewed during in depth individual interview was with two Managers on PR and General Marketing Manager. Plus, Data recorded on mobile recorder as the interview takes place via mobile phone due to the current COVID 19 situation and is transcribed into written statements full in English language and thematically arranged. It is a must to interpret the meaning of data considering the sense of interviewees to present the most important feature coherently and the researcher has presented in narrative way. Structured questionnaire was distributed to the respondents that selected randomly from permanent employees whose positions are related to PR, Brand, sales and Marketing of Malta from the company and were distributed to 100 customers. Out of 125 respondents from the organization 65 were completed and returned and out of the 100 respondents from customer side 92 were completed and returned. (See, Table 1 below). The overall return rate is 70 percent from the sample size. The researcher has interpreted the processed data in the form of statements that the information gained via in depth interview technique qualitatively.

Table 4.1. Survey response rate

No.	Respondent	Size
1.	Sample Size	225
2.	Completed and responded questionnaire	157
Response rate		70%

Source: Survey outcome July 2021

4.2 Reliability Test

The data's obtained was coded & inputted in SPSS then after reliability test was conducted. (Malhotra, 2007) states the value of 0.60 is considered as in the lower limit of acceptability for Cronbach's alpha. All variables on this the research had alpha values above 0.60 with the overall alpha value of 0.814 which displayed relevance.

Table 4.2: Reliability Analysis

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
0.869	0.814	4

Source: Survey Result (July 2021)

4.3 Respondents' Demographic Background

From the total respondents including 65 employee respondents and 92 customer respondents 109 (69.4 percent) are female and 48 (30.6 percent) are males; based on this it shows that female respondents are much more than male but both genders are involved. Age interval of respondents from both employee and customer respondents result shows on the age of 20-25 67 (42.7 percent) respondents 26 up to 30 76 (48.4 percent), from 36-40 4 (2.5 percent) and more than age of 40 10 (6.4 percent) are involved. Conversely, educational background of the respondents has 15 (9.6 percent) diplomas, 116 (73.9 percent) first degree and 26 (16.6 percent) of respondents has second degree.

In relative with work experience from the employee respondents, 40 (62 percent) of respondents has 6 less than 5 years of experience, 25 (38 percent) of respondents from employees have from 6 to 10 years' experience. In pertinent to job titles of employee respondents, 32 (49 percent) has public relation, 20 (31 percent) has Brand, 8 (12 percent) has sales and territory and the remaining 5 (8 percent) has a title of marketing manager from employees' respondents.

Table 4.3. Demographical distribution of respondents

No.	Sex	Frequency	Percentage
1.	Female	109	69.4%
2.	Male	48	30.6%
Total		157	100%
No.	Age Interval		
1.	20-25	67	42.7 %
2.	26-30	76	48.7 %
3.	36-40	10	6.4 %
5.	Above40	4	2.5 %
Total		157	100%
No.	Level of Education		
1.	Certificate	0	0%
2.	Diploma	15	9.6%
3.	First Degree	116	73.9%
4.	Second Degree	26	16.6%
	Total	157	100%
No.	Years of Experience		
1.	Less than 5years	40	62%
2.	6-10 years	25	38%
3.	Above10years	0	0%
Total		65	100%
No.	Job title of respondents		
1.	Public relation	32	49%
2.	Brand	20	31%
3.	Marketing Mgr.	5	8%
4.	Sales and territory	8	12%
Total		65	100%

Source: Survey result July 2021

4.4 Descriptive Statistics of variables

In this section the descriptive analysis was presented, the researcher used frequency, and percentage to show the result gained from the primary source. Discussion on the descriptive summary of each variable is made based on the responses of respondents and supported with relevant literature.

4.4.1 Public relations activities for awareness creation

Researcher asked if public relation is a professional activity in the company and from 65 employee respondents 52, (80 percent) of respondents have said yes ,6(9percent) of respondents have said public relations is not professional activity in Malta Gunnies, and 7(11percent) of respondents shows difficult to say that public relation is a professional activity. PR is a continuous and systematic process that involves multiple publics and provides advice to the management of an organization concerning policies, relationships and communication. It is a planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics (Jefkins, 2010).

According to the outcome the respondents have agreed on public relations required a professional training 83 percent of them have say yes, 17 percent of respondents have said difficult to say. In Pertinent to the response of respondents we can say majority of them (88 percent) agreed on marketing public relations have an appropriate importance of the organization and the remaining 12 percent said it's difficult to say. From the total 65 employee respondents 36 (55 percent) has said yes 25 (38 percent) said it is difficult to say and the remaining 4 (6 percent) said no for the respondent's questionnaire public relations experts assigned based on appropriate Knowledge, capacity and skills?

Table 4.4. Public relations activities for awareness creation

No.	Are public relations a professional activity in your organization?	Percentage	
		Frequency	
1.	Yes	57	88%
2.	Difficult to say	8	12 %
Total		65	100%
No.	Does public relations require Professional training?		
1.	Yes	54	83%

2.	Difficult to say	11	17%
Total		65	100%
No.	Are marketing public relations give an appropriate importance for your organization?		
1.	Yes	57	88%
2.	Difficult to say	8	12%
Total		65	100%
No.	Are public relations experts assigned based on appropriate? Knowledge, capacity and skills?		
1.	Yes	36	55%
2.	No	4	6%
3.	Difficult to say	25	38%
Total		65	100%

Source: Survey result July 2021

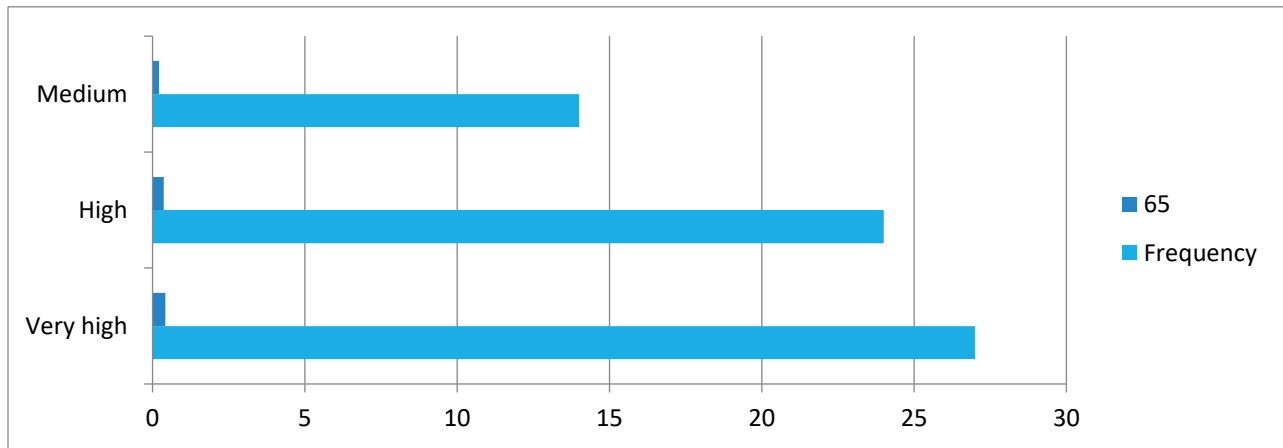
According to the respondents the major public relation tools used by Malta Gunnies Ethiopia has 63 percent Social events, 14 percent Identity Medias and 12 percent news, 6 percent publication and the remaining 3 percent respondents are said the company used public service activities.

4.4.2. Respondent's response on major Public Relations questions

- What do you believe about the level of public relations practice for your organization?

According to the 65-employee respondent's response the public relation practice 27 (42 percent) have agreed on very high performance, 24 (37 percent) of them have says the organization practiced on the high level and the remaining 14 respondents (22 percent) said the public relation practice is high. Based on respondent's result shows Malta Gunnies Ethiopia practice public relations well but it still needs to be practice properly as it has to be practiced. This indicates to the company that improvement on the practice is needed to enhance the credibility, trust and long-term relationship with the stakeholders and customers on its business activities.

Chart 1 Level of public relations practice

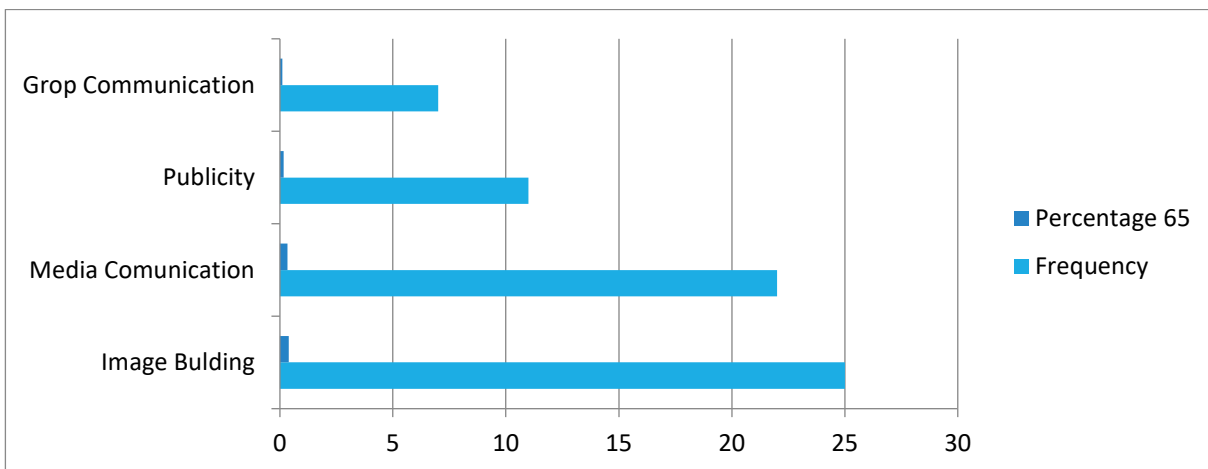


Source-Survey result July 2021

- What is the major activity of public relations mostly played by the marketing department of Malta Gunnies?

The below chart two indicates that from 65 employee respondent's 25 (38 percent) of the respondents agreed that Image building is the mostly played or practiced public relation activity for Malta Gunnies. The second most played PR activity that has 22 (34 percent) of the response is media communication. Furthermore, publicity and group communication have 17 and 11 percent response respectively.

Chart 2: marketing department public relations activities



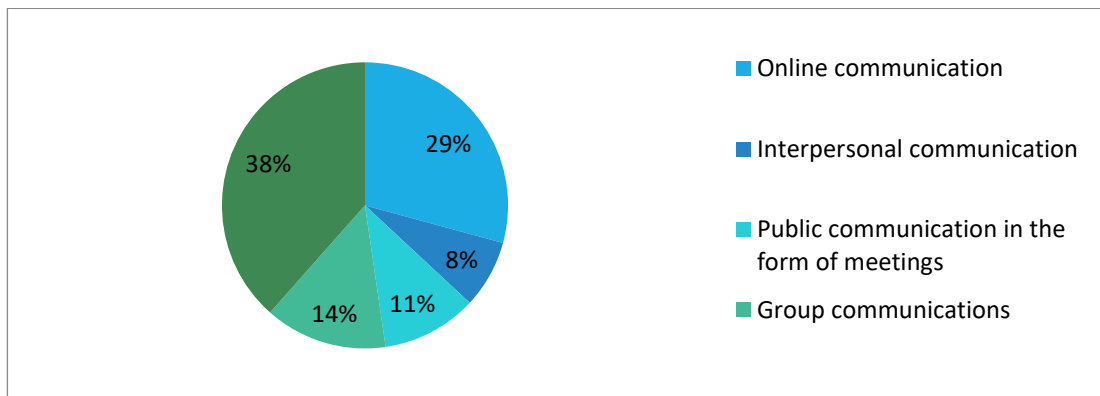
Source-Survey result July 2021

The British Institute of Public Relations characterizes it as “a think, arranged, and supported exertion to set up and keep up shared understanding between an organization and its publics” (Jethwaney& Sarkar, 2000; Grunig, 2005). From the definition, two fundamental precepts of PR can gather: to begin with that it is “the arranged and maintained effort” indicating that PR campaigns or endeavors are well arranged and a ceaseless movement. Besides, its reason is “to build up and keep up shared understanding”, which suggests guaranteeing clear understanding between an organization and its publics, as numerous publics bunches of individuals are included (Onyiengo, 2014).

- Which type of communication more practically used in corporate marketing department of your organization in relation with marketing public relation

According to the 65-employee respondent’s response and as the below chart three shows that media communication is the type of communication that Malta Gunnies practically used to communicate with its publics regards to the brand Malta gunnies which 38 percent of the respondents agreed on. Also 29 respondents agree that online communication is the second mostly used communication type in the marketing department. Additionally, from the total 65 respondents 14, 11 and 8 percent of respondents agreed that group communication, public communication in the form of meetings and interpersonal communications are used by the marketing department for Malta gunnies.

Chart 3 Types of communication



Source: Survey output 2021

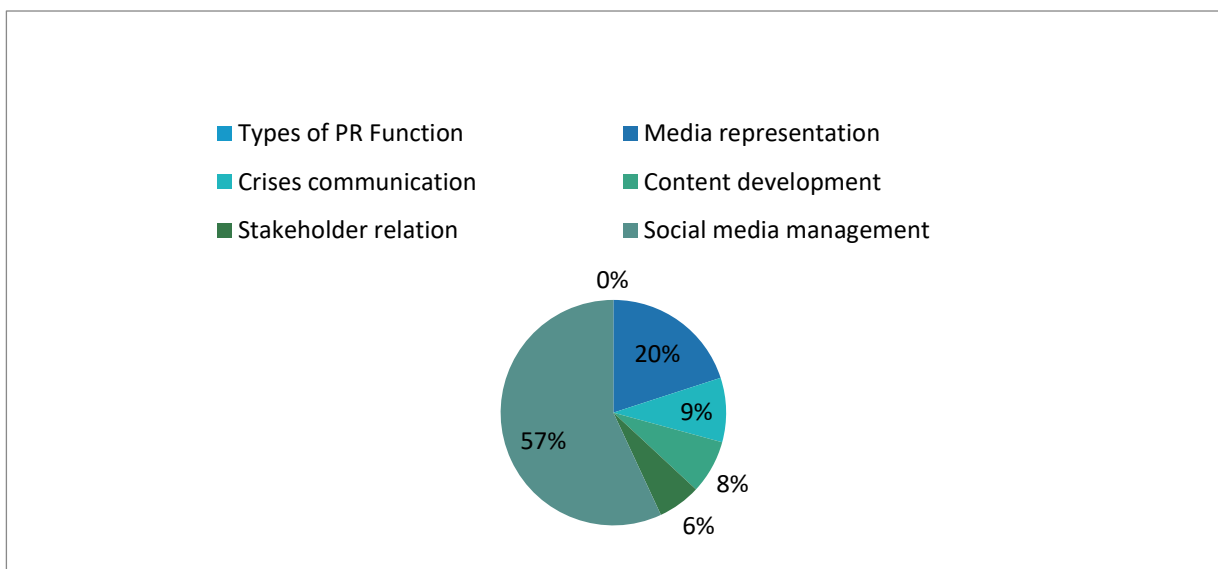
Functionally to the response, a communicator works closely with the entities that most influence the perception of the organization and its products and services among potential clients or customers. These can include the media, community groups, and other key audiences or publics.

The communicator should build a good relationship of receptiveness and conviction with these publics, so that they can have the information accuracy and visibility.

- Which type of public relation functions mostly practiced in your organization?

Social Media management is the most functions which practiced in the organization that 57 percent of respondents agreed on. Additionally, based on the respondent's response Mediarelation 20 percent, crisis communication 9 percent, content development 8 percent and stakeholder relation 6 percent practiced in the organization.

Chart 4 public relations Functions



Source: Survey output July 2021

Public relations functions designed to help build trust and credibility with groups that are important to Companies organization. They help raise awareness about Companies organization as well as give it a chance to define, control and distribute its message to those both inside and outside Companies. Effective public relations functions can also promote Companies organization, help communicate during a crisis or defend its reputation from attacks people make on it in the media.

4.5 Summary of Respondents for Questionnaire Part Three

4.5.1 Marketing and Public Relations

Researcher has asked respondents if marketing professionals are having public relations knowledge in the organization. From 65 employee respondent's 66.2 percent of respondents with (mean value 3.95, standard deviation 0.759) agree that the professionals are having knowledge of PR, 18.5 percent of respondents strongly agree, 7.7 percent of respondents shows neutral, 7.6 percent of the respondents disagree and the remaining 3.33 percent of respondents strongly disagree on that marketing professional in the organization have knowledge on PR. This entails that the organization has marketing professionals that have PR knowledge to execute the PR and marketing practice for the brand Malta Guinness in-fact still the company needs to improve its personnel's PR knowledge based on the response indication.

For the researcher question if marketing and PRs are done under professional Principles, standards & ethics 27.7 percent with (mean value 3.75, standard deviation 1.09) of the respondents strongly agree, 17.2 percent of respondents agree, 8.9 percent respondents disagree and the remaining 3.8 percent of respondents shows neutral. Thus, as the below table one shows, Malta Gunnies Ethiopia public relation activities moderately takes place with a required PR principles, standards and ethics but the company needs to consider improvements on the profession. On the other hand, researcher has asked if Marketing and PRs are inter-related fields in the organization. From the 65 employee respondent's 72.3 percent with (mean value 4.28, standard deviation 0.451) of respondents agree that they are inter-related fields and the remaining 27.7 percent of respondents strongly agree.

Public relation is a management function aimed at managing the relationships and communication between the organization and various public groups to establish common good will and maintain the good reputation of the organization (Arensetal.,2011).Cant et al (2004) define marketing as a combination of management tasks and decisions aimed at meeting opportunities and threats in a dynamic environment in such a way that its market offerings lead to the satisfaction of consumer's needs and wants in such a way that the objectives of the business, the consumer and society are achieved.

Table 4.5. Marketing and Public Relations

Marketing and Public Relations (PRs)	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
Marketing professionals are of having public relations Knowledge	18.5	66.2	7.7	7.6	3.33	3.95	.759
Marketing and PRs are done under professional principles, standards & ethics	27.7	17.2	3.8	8.9	-	3.75	1.090
Marketing and PRs are inter-related fields in the organizations	27.7	72.3	-	-	-	4.28	.451

Source: Survey output July 2021

4.5.2 Summary of respondents regarding Public Relations (PR) Function

The below table shows 57percent of the respondents with (mean value 4.4, standard deviation0.524) agreed on that Malta Guinness designed the PR functions to build trust and credibility. Besides, 41 percent of the respondents strongly agree and the remaining 2 percent shows neutral. This shows that the PR functions are practiced with a focus of trust and credibility building with its public but still needs improvement and focus going forward. For the researchers question if crises communication protecting your company from a threat to its reputation, 57 percent of the respondents with (mean value 3.74, standard deviation 0.644) agreed, 32.3 percent of the respondents Shows neutral, 9.2 percent of the respondents strongly agree and remaining 1.5 percent of the respondents disagree.

On the other hand, out of the 65 employee respondent's 54 percent agree and 46 percent strongly agreed with (mean values 4.46, standard deviation 0.502) on that Malta Gunnies has developed content includes company newsletters, flyer, brochures, blogs, speeches and annual reports. Then again 51 percent of respondents strongly agree and 43 percent agree with (mean value 4.38, standard deviation 0.784) on that Malta Gunnies is having good customer/stakeholder relationship function and the remaining 6 percent of respondents disagree on it. This entails that the PR functions by Malta are mainly focuses or designed to build trust and credibility plus to communicate crises for the sake of protecting the company from its threats and developing contents.

Table 4.6: Public Relations (PR) Functions

Public Relations (PR) Functions	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
PR functions are designed to build trust and credibility that important to Companies organization	41	57	2	-	-	4.4	.524
Crises communication protecting your company from a threat to its Reputation	9.2	57	32.3	1.5	-	3.74	.644
Developing content include company newsletters, flyer, brochure, blogs, speeches and annual reports etc.	46.2	53.8	-	-	-	4.46	.502
Having good customer/ stakeholder relationship	51	43	-	6	-	4.38	.784

Source: Survey result July 2021

It is clear that public relations profession is used as bridge between an organization and the target population in connection with good rapport. Mainly, the function of public relations will be done via appropriate tools; meaning the task of public relations has its own nature in divergent organizations. Therefore; tools are the key elements in functioning activities. But it does not mean that all tools have the same functions.

According to Cut lip et al (2000) cited in Girma (2013:12-13) Public Relations can communicate its message to a target group in a variety of channels. The key to reaching a target audience is to place the message in the channel that is target audience is likely to use. For example; the channel could be an article in accompany newsletter, a letter to local residents, an email to specific people, a blog post, a tweeter, an article by a journalist and much more.

4.5.3 Summary of Public relation Roles on Malta Guinness

According to the below table six for the researchers' questions what is the role of public relation on the brand 43.1 percent agree, 41.5 percent strongly agree (mean value 4.28, standard deviation 0.718) and the remaining 6 percent of respondents disagree on problem-solving. Besides, out of the 65 employee respondent's 66 percent strongly agreed with (mean value 4.64, standard deviation 0.515) that PR role is facilitation of communication in the brand, 32 percent of the respondents agree and the remaining 2 percent shows neutral.

Anticipating public opinion has 68 percent strongly agree and 27 percent agree, with (mean value 4.63, standard deviation 0.477) and the remaining 5 percent of respondents show neutral. On the other hand, 67 percent of the respondents agree and the remaining 33 percent of respondents agree with (mean value 4.66, standard deviation 0.477) on PR plays a strategic messaging role in the brand. In general, below table result shows that PR play a role of strategic messaging, communication facilitation, anticipating public's opinion and problem solving respectively to the non-alcoholic drink brand Malta Gunnies Ethiopia.

Table 4.7: Public relations roles

<i>Public Relations roles</i>	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
Problem Solving	43.1	41.5	15.4	-	-	4.28	.718
Communication Facilitator	66	32	2	-	-	4.64	.515
Anticipating Public Opinion	68	27	5	-	-	4.63	.575
Strategic Messaging	67	33	-	-	-	4.66	.477

Source: Survey result July 2021

One important function of PR is anticipating public opinion. For effective anticipation of public opinion, the PR department must deal with real and perceived public opinion as they establish and maintain relationships with their many internal and external publics (Black, 2010). If public opinion is not anticipated, then there will be no dynamic process of any interpersonal and media communication on issues, resulting in misunderstanding. The role of organizational public relations is expanding with the changing times: “Public relations don’t just focus on Companies business product; it also assists in shaping strategic messaging” (Benyman, 2010).

4.5.6 Summary of Components of Successful PR Strategies

Researcher has asked if the organization has a successful PR strategy and out of the 65 employee respondent’s 49.2 percent with (mean value 4.42, standard deviation 0.635) strongly agree on it, 43.1 percent of respondents shows neutral and the remaining 7.7 percent of the respondents disagree. This shows that there is a gap on designing a successful PR strategy on Malta Gunnies Ethiopia. For

the question that researcher asked if Malta have good organizational relation with media 52 percent of respondents strongly agree and the remaining 48 percent agree with (mean value 4.51, standard deviation 0.504). Besides, as the below table 4.8 shows having a good strategic event management has 50 percent agree ,43 percent strongly agree with (mean value 4.35, standard deviation 0.623) and the remaining 7 percent shows neutral. On the other hand, researcher has asked if the organization has a good strategic crises management 42 percent of respondents strongly agree, 32 percent of respondents agree with (mean value 4.02, standard deviation 1.053), 14 percent of the respondents disagree on it and the remaining 12 percent of respondent shows neutral on their response. This entails that the strategy for crises management is needs additional improvement.

Table 4.8: Components of successful PR strategies

Components of successful PR Strategies	Strongly Agree (5) %	Agree (4) %	Neutral (3) %	Disagree (2) %	Strongly Disagree (1) %	Mean	St. Dev
The organization has successful PR strategy	49.2	-	43.1	7.7	-	4.42	.635
Have good organizational relation with media	52	48	-	-	-	4.51	.504
Have a good strategic event management	43	50	7	-	-	4.35	.623
Have a good strategic crises management	42	32	12	14	-	4.02	1.053

Source: Survey result July 2021

Public relations have several functions in the IMC mix (Skinner, 2004); Planning the problem-solving process in collaboration with identified role players and stakeholders. Organizing, writing and editing media releases and other correspondence, as well as liaising with the media, this includes developing activities aimed at image-building and damage-control. Producing presentations and corporate advertisements, among others, the management of PR and training of personnel involved in public appearances. Publicity, which a subdivision of public relations and is generated when newsworthy items are, published without charge in mass media, such as broadcast or print media. Arensetal (2011)

4.5.7 Summary of Brand awareness response from Malta Gunnies Customers

Building strong brands has in today's highly competitive market become a priority for many organizations because it has been shown to provide advantages (Yasin, Noor and Mohamad 2007). In order to measure the overall value of the brand, a term called "brand equity" has been introduced by researchers and practitioners (Aaker 1991; Keller 1993) which has been identified as the value that a brand name provides to producers, retailers and consumers of the brand (Yasin, Noor and Mohamad 2007). In order to build strong brand equity, the first step is to build brand awareness. Brand awareness is concerned with whether consumers can recall or recognize a brand, and if the consumer has any prior knowledge about the brand (Keller 2008).

So, concurring the above previous showcases researcher has designed and assess the brand awareness of Malta gunnies customers with some related questions. Based on the collected response from the overall 92 customers of the brand 100 percent with (mean value 1, standard deviation .000) which we can say all of the respondents are aware of the brand or have heard about the brand before. From 92 customer respondent's 50 percent with (mean value 3.85, standard deviation 0.7) feel positive about the brand Malta gunnies, 32.6 percent of the respondents feel neutral and the remaining 17.4 percent of the respondents feel very positive.

This indicates that most customers have positive feeling for the brand. As the below table 4.9 portrays 70 percent of the respondents with (mean value 3.83, standard deviation 1.4) saw the brand on Television, 20 percent of the respondents saw it on the social media and the remaining 10 percent saw the brand on social events. So, this entails that Malta has reach majority of its customers via television and somehow on social media.

And need to consider improvement on public relation activities. For the researcher question on how the customers are familiar with the brand 46 percent of the respondents says slightly and 25 of the respondents are extremely familiar with (mean value 3.033, standard deviation 1.4) the remaining 14 percent says they are very familiar, 7.7 and 7.6 percent of respondents moderately and not at all respectively.

Brand recognition requires that the customers correctly discriminate the brand as having been seen or heard previously (Keller 1993). Brand recall on the other hand relates to the customers' ability to retrieve the brand when the product category is given and the needs fulfilled by the category (Keller 1993). Another way to describe brand recall is the ability the customers have to generate the brand from their memory.

As the below table portrays again about how often Malta Gunnies customers recall the brand both very often and a few times has 29.3 percent of response with (mean value 2.41, standard deviation), 21 percent of respondents recall the brand often and the remaining 20.4 percent of respondents not remember at all. Besides from 92 customer respondent's 84 percent confirmed that Malta gunnies Ethiopia comes to their mind when they think of a non-alcoholic brand and the remaining 16 percent of the respondent says no Malta is not the one that comes to our brand when we think of a nonalcoholic brand.

Researcher has asked the customers what's the first thing that comes to their mind when they think of Malta Guinness and 40.2 percent of the respondents with (mean value 2.42, standard deviation 1.45) has said it is the TV advertising, 30.4 percent of the respondents has said the social media campaign and the remaining 17.4 and 12 percent of respondents said the public service activities and the event organized by Malta comes to their mind respectively. This indicates that from the public relation activities Malta gunnies customers remember the social media campaign and the events organized by the brand but the brand needs to consider improvement on the activities.

Besides, 41.3 percent of the respondents with (mean value 3.0, standard deviation 1.81) has recalled that they use the brand's product within the past year, 38 percent of the respondents recall within the last week from the assessment takes place and 14 and 7 percent of the respondents recall they use the brand within the previous three months and within the previous month respectively. In addition, for the researchers request which activities give them awareness about the brand, 64 percent of the respondents with (mean value 2.63, standard deviation 0.51) has said the social events or exhibition and the remaining 36 percent of the respondents the logo, symbol or slogan.

So as to this we can say that from Malta gunnies public relation practice Events and Identity media are the activities that creates awareness to its publics. For the researcher request how the customers experience with Malta gunnies 46 percent with (mean value 2.8, standard deviation 1.01) has said they have a favorable experience with the brand, 24 percent of the respondents have not favorable experience, the remaining 17 and 13 percent of the respondent's has an extremely favorable and very favorable experience with Malta gunnies Ethiopia. Moreover, 72 percent of the respondents said that Malta is the one that comes to their mind while they thinking of non-alcoholic brand and the remaining 28 percent of the respondents said yes other brands comes to their mind such as Sofi Malt, Senqe and Nigues.

Table nine: Brand awareness

Descriptive Statistics			
	N	Mean	Std. Deviation
Have you heard of this brand before?	92	1.0000	.00000
How do you feel about this brand	92	3.8478	.69432
Where did you see the brand	92	3.8043	1.26003
Where have you seen or heard about Malta Gunnies Ethiopia?	92	3.8261	1.40336
How familiar are you with the brand's product?	92	3.0326	1.38636
How often do you remember or recall the brand Malta	92	2.4130	1.12075
Did Malta Guinness come to your mind when you think of non-alcoholic drink?	92	1.1630	.37143
When you think of Malta Guinness, what's the first thing that comes to your mind	92	2.42	1.454
Can you recall the last time you used this product?	92	3.00	1.810
Which one of the following activities gives you awareness about the brand?	92	2.63	.507
How was your experience with Malta Guinness?	92	2.76	1.010
Valid N (listwise)	92		

Source: Survey result July 2021

4.5.8 Correlation Analysis

Correlation is a number between + 1 and -1 that determine the degree of association between variables. Pallant (2016) in addition, a positive correlation coefficient implies that there is a positive association while a negative correlation coefficient implies that there is an inverse or negative relationship. For this study Pearson’s correlation analysis was used to measure the magnitude of the relationships between public relation and brand awareness. To interpret correlation result and its strength of relationship between variables the guidelines suggested by Field, (2006) was followed mainly for simplicity his classification of correlation coefficient (r) as follows 0.1 to 0.3 is weak: 0.3 to 0.5 is moderate and above 0.5 is strong. Regarding relationship between variables, Table 11: shows that figures with symbol (**) indicates that each of variables significantly contributes or correlated at significance level of $P < 0.01$.

Table ten: Correlation analysis between the independent and dependent variables

Correlation		
Brand awareness	Effective’s level of Brand Awareness	
	Pearson Correlation	1
	Sig.(2-tailed)	
	N	157
Public relation	Pearson Correlation	.612**
	Sig.(2-tailed)	.304
	N	157
*. Correlation is significant at the 0.05 level (2-tailed)		
**. Correlation is significant at the 0.01 level (2-tailed).		

Source Survey result July 2021

According to the finding showed in the above table the independent variable public relation is significantly and positively correlated with the dependent variable brand awareness ($r=0.612$, $p < .001$). Thus, the result portrays that Malta gunnies public service activities has a significant role on creating brand awareness with its publics.

4.5.9 Regression analysis

Regression models describe the relationship between variables by fitting a line to the observed data. Linear regression models use a straight line, while logistic and nonlinear regression models use a curved line. Regression allows researcher to estimate how a dependent variable change as the independent variable(s) change. Rebecca Bevans (2021).

In this particular study the researcher has use a simple liner regression analysis method to understand and describe the relationship between the independent variable public relation and the dependent variable brand awareness. Simple linear regression is used to estimate the relationship between two variables and models can be represented as 'lines of best fit' or regression lines on scatter plots. Researcher can use simple linear regression when sought to understand how strong the relationship is between two variables and the value of the dependent variable at a certain value of the independent variable. Rebecca Bevans (2021). A simple linear model is in which the value of one variable can be used to predict the value of an outcome variable. The formula for a straight line is the basis for this model:

$$Y_i = (b_0 + b_1 X_i) + \epsilon_i$$

Y = outcome variable,

X = explanatory variable,

b_0 = value of outcome when explanatory variable has a value of zero (intercept),

b_1 = regression coefficient for the explanatory variable,

ϵ_i = error.

Where:

Y= Dependent variable brand awareness

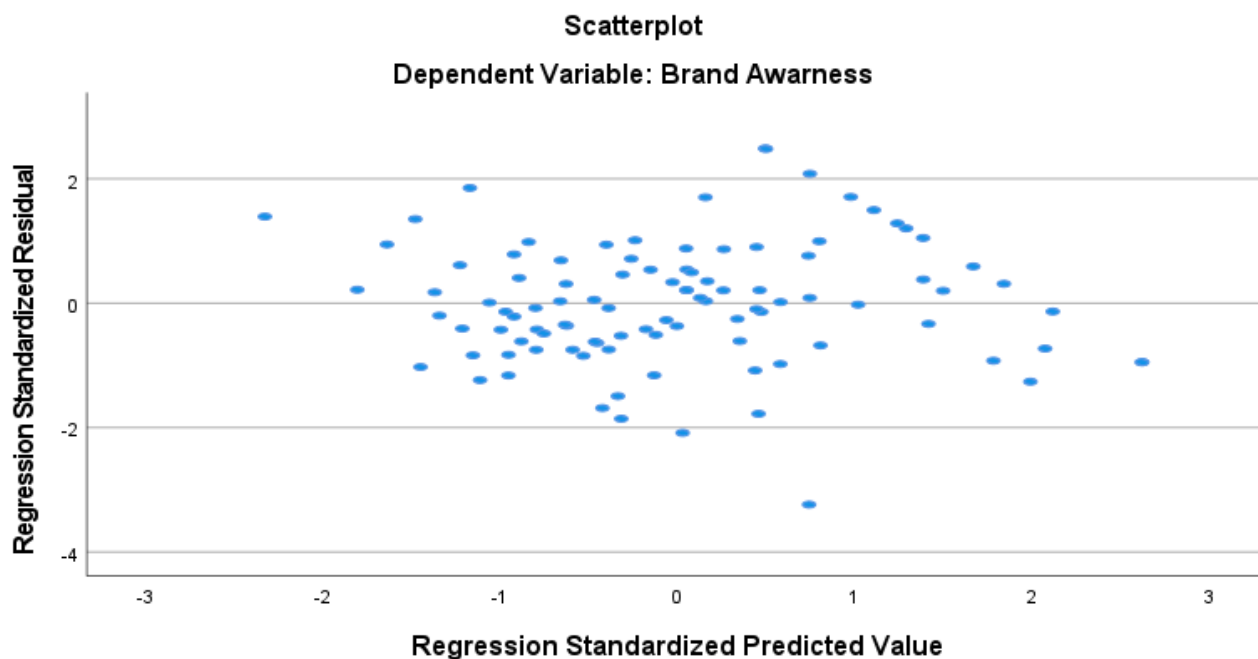
X= Independent variable public relation

Before moving on conducting a regression analysis, the basic assumption tests for the mode must be carried out. There are four major assumptions of simple linear regression namely; homogeneity of variance/homoscedasticity, independence of observations, normality and the relationship between the independent and dependent variable is linear.

1. Homogeneity of variance (homoscedasticity)

The assumption of homoscedasticity refers to equal variance of errors across all levels of the independent variables (Osborne & Waters, 2002). This implies it requires even distribution of residual terms or homogeneity of error terms throughout the data. Homoscedasticity can be checked by visual examination of a plot of the standardized residuals by the regression standardized predicted value (Osborne & Waters, 2002). If the error terms are distributed randomly with no certain pattern, the problem is not detrimental for analysis. The scatter plot in figure 3 shows that the standardized residuals in this research are distributed evenly which shows that no violation of homoscedasticity.

Figure 3. Heteroscedastic: Brand awareness



Source: Survey result July 2021

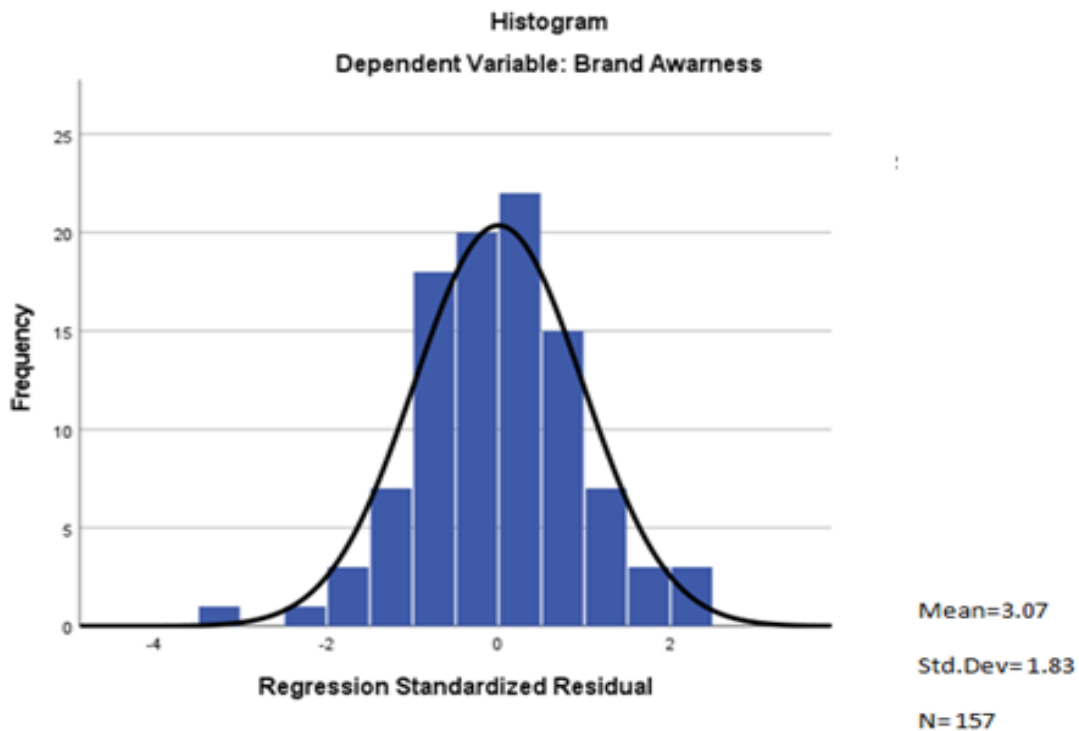
2. Independence of observations

The observations in the dataset were collected using statistical valid method and there are no hidden relationships among observations. Because we only have one independent variable and one dependent variable, we don't need to test for any hidden relationships among variables. Thus, the researcher has not tested the independence of observation between the independent variable public relation and the dependent variable Brand awareness.

3. Normality

A very important assumption in regression is that the dependent variable is normally distributed. Normality is used to describe a symmetrical, bell-shaped curve, which has the greatest frequency of scores around in the middle combined with smaller frequencies towards the extremes (Pallant, 2005). The regressions in this paper have brand awareness as the dependent variable. If the dependent variable is not normally distributed, there is little point in performing regression analysis because a major assumption of the model is broken. The frequency distribution of the computed variable can be seen in the below figure 4. The histogram on the left shows the dependent variable before transformation. The variable is negatively skewed as the mean score is 4.55, which is above the median score of 3.58.

Figure 4. Test of normality of residuals: Brand awareness

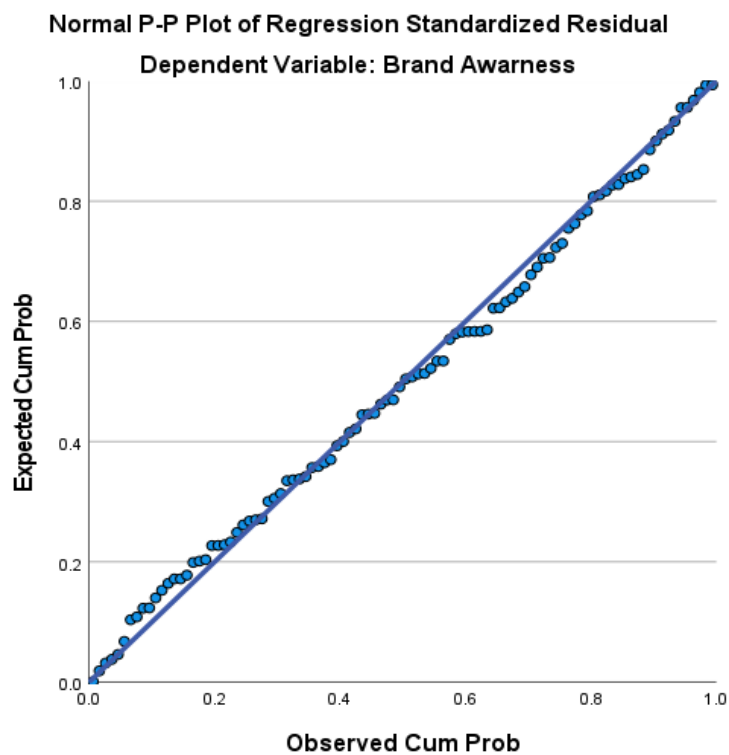


Source: Survey result July 2021

4. Linearity

The relationship between the independent and dependent variable must be linear. We can test this visually with a scatter plot to see if the distribution of data points could be described with a straight line. This part of the analysis will look at the predicting powers of the established constructs on the dependent variable using linear regression, and inspect if the established hypotheses can be confirmed or disconfirmed. The intention of this model is to confirm or disconfirm the hypotheses (H1 and H2).

Figure 5: Normal P-P Plot of regression Standardized Residual



Source: Survey result July

4.6 The regression analysis result description

Table 4.11: Model Summary

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.729 ^a	.587	.52	.56571		
a. Predictors: (Constant), Public relation						
b. Dependent Variable: customers" Satisfaction						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.323	4	37.64	74.183	.016 ^b
	Residual	53.344	153	.560		
	Total	165.667	157			
a. Dependent Variable: Brand awareness						
b. Predictors: (Constant), Public relation						

Source: Survey result July 2021

The above model also showed that the model is significant in predicting brand awareness and it is interpreted as 59% of variance in brand awareness is due to public relation (p value < 0.05).

4.7 Discussion of Major Finding of the result

This research has found the subsequent results potted in a below that demonstrates the results of the hypothesis; generally, this study has found that public relation has an impact on creating brand awareness at Malta Gunnies Ethiopia.

H1: There is a relationship between the practice of public relation and brand awareness.

The results of linear regressions exposed that public relation has a positive and significant effect on brand awareness with a standardized coefficient beta value (0.16), at 95% confidence level. Therefore, the researcher may accept the null hypothesis. Since, public relations have a positive and significant effect on customer satisfaction creating brand awareness at Malta Gunnies Ethiopia. In addition to the hypothesis result following are also the major finding of the result.

- In the case Brand public relation is yet to be a very professional practice and requires a professional training for the PR practitioners.
- Malta Gunnies Ethiopia public relation activities moderately takes place with required PR principles, standards and ethics but the company needs to consider improvements on the profession.
- Research entails that the brand has marketing professionals that have PR knowledge to execute the PR and marketing practice for the brand Malta Guinness in-fact still the brand needs to improve its personnel's PR knowledge.
- The major activity of public relations mostly played by the organization marketing and PR department is event and social media management.
- The PR functions by Malta are mainly focuses or designed to build trust and credibility plus to communicate crises for the sake of protecting the company from its threats and developing contents Malta Gunnies Ethiopia PR functions play a Major role of communication facilitation, and strategic messaging to its non-alcoholic drink brand Malta Gunnies Ethiopia.
- In general, the result shows that PR play a role of strategic messaging, communication facilitation, anticipating public's opinion and problem solving respectively to the non-alcoholic drink brand Malta Gunnies Ethiopia.
- The brand awareness of Malta Gunnies has built by public relation somehow specially in recent years.
- Most customers have positive felling for the brand and Malta has reach majority of its customers via television and somehow on social media. And need to consider improvement on public relation activities.

4.7.6 Summary of interview Responses

- In general, what do you believe about public relations applying to private business organization? Is it a challenge or an opportunity?

Interviewee I- In my understanding it may be a challenge for business organizations emphasis on product selling or service delivery and marketing activities; that did not much concern with relations but if the organizations understand the.

Interviewee II- I think it is a good opportunity to organizations since business organizations are profit based institutions that make a business for maximizing market share. So, using PR will allow the organizations to have a relation with customers or publics.

2. What do you believe about public relations practice for your organization? Is it a challenge or an opportunity?

Interviewee I- yes, it is an opportunity for our organization if we are able to experience public relations. I believe it creates smooth relations with our stakeholders such as employees', suppliers, agents, potential customers and the community also.

Interviewee II- I think public relation is opportunity for service sector organizations. In some way it is a difficulty as our organization is working on different brands alcoholic, non-alcoholic manufacturing investment sector and producing quality products with fair price. Furthermore, for doing things in effective way for instance promoting and creating awareness about the organizational products we should perform public relations more from the practice that we have now. Probably we may face some challenge but it's an opportunity.

3. What is the status of PR at Diageo, Malta Gunnies non-alcoholic Trade and Industries?

Interviewee I: I believe currently we understand what PR is and how it helps the organization. We are practicing the PR activities in good way; we can take the social media and the billboard campaigns We are doing as an example. Plus, I believe we are number one among the other competitor in the practice as we are the leading on the sector in Ethiopia.

Interviewee II: The status that we are in the PR activity for Malta Guinness is good I think but we need to work on improvement and give focus more for the PR considering all the means or tools of PR to increase the good relationship with customer and can get more potential market.

4. What is the role of public relations in creating the brand awareness?

Interviewee I: I believe the main role of PR in the organization is facilitation a communication with publics or customer and create awareness about the brand on the public's mind with different social media events, sponsorships, news and Boucher's as I mentioned earlier. We also use PR to solve the problems we have with our stakeholders.

Interviewee II: Mainly PR plays a role of creating or transmitting a designed or strategic message to our publics with different PR strategies and additionally the activity of the PR for Malta Guinness helps to anticipate our customer's opinion.

5. What are the advantages and disadvantages of PR in the Brand name?

Interviewee I: In my understanding the biggest advantage of PR is to make consumers accept and recognize the brand by release proper and correct information to consumers in time so that consumers can know and accept the brand.

However, it also misleads or creates false perception the publics on the brand which might be a disadvantage for the brand name Malta Guinness as well as understanding the PR properly is yet in the country.

Interviewee II: "I think the advantage of PR on the brand name is to communicate the mass audience about the brand and its futures in different location as PR can reach the mass publics than the other marketing mix strategies. It can also retain the relationship between the organizations and publics whenever there is a problem on consumption or delivery or if there are any additional products on the organization. In addition, it is also helping the organization and the brand sub unit to reach the overall goal. Besides, I believe the disadvantage is the level of understanding on the PR practice among the internal employees and the strategies used to communicate public are studied well to design the proper message to the customers and I hope this may bring competitors to bit the market by designing a PR based on our gaps".

6. How public relation used in Malta Guinness in related to creating brand awareness?

Interviewee I: There is a public relation unit department in the organization that design and operate the PR related activities such as designing the press release, working on the brochures with internal and external graphic design teams and printing companies. Plus arranges the social media events and other public activities like Ethiopia greater run and a woman's run with several fun activities that her availability of different give away of the brand Malta to the public's.

Interviewee II: In our organization there are a marketing department, PR department and Brand department that work internationally to design the PR activities and overall marketing activities including advertising, promotion and personal selling. Mainly the PR department is the one that handles the preparation of the PR activities.

7. What are the most helpful PR tools that use to create brand awareness with the public and what is the outcome?

Interviewee I: "I think the most help full PR tool that we use to create brand awareness is social events, publication by using different social Medias and Medias and Sponsorship".

Interviewee II: "We use publications, Events and Identity media mostly that helps us to reach to our customers and stake holders".

8. What do you think should be done for improving marketing public relations practices in your organization?

Interviewee I: "we do have some public relations strategies and functions but we used as organizational marketing activities and also using marketing and PR interchangeably. I think our organization should be evaluating and assessing the department's effectiveness as well as doing researches to improve those gabs already faced in the organization. Thus, activate to recruiting professional staffs, implementing modernized and technologically advanced tactics, techniques and strategies".

Interviewee II: "Our organization may have good relationships with potential and other walking customer and it also be transparent and responsible for those customer's that directly contribute for effective organizational performance and successful complain handling when the organization may face problem. For doing things in effective way for example promoting and creating awareness about the organizational products we should practice marketing public relations.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 CONCLUSION

Based on the study data and discoveries show that the brand works more on marketing activities like advertising, promotion and personal selling and somehow promoting and advertising organizational items on broadcast media and respects to PR exercises in current a long time they are utilizing social media, event management and online communication frameworks. Public relations on the chosen brand working as it were center on organizational marketing exercises not on the mutual useful relationships with its publics. Public relations are moderately functioning on the proper way of implementing public relations exercises, procedures and capacities that needs an emphasizing on public's benefits as well and modification in like manner. There's still a need of having a well-educated and understanding what PR is within the organization and a few within the showcasing, PR and related office. The respondent's reaction, show that showcasing office enact on a few of public relations exercises, but not sufficient and well organized from the staff member up to their proficient aptitudes moreover in address. The company has to adjust on public relation and have relegated to a top-level administration as office. Other than, the showcasing and PR office ought to get it the utilize of each diverse PR tools plan and execute the devices appropriately as they got to be performed with the Public and ought to change the office PR methodologies agreeing to the respondent's reaction and researcher's perception.

In addition, marketing communications with inner and outside partners have its own impact, respondents show that there is gap of effective communication between the organization and its publics. Inner as well as outside smooth connections and successful communications are utilized for the organizations have more productive and fruitful. In conclusion, public relations have their own importance and opportunities for manufacturing organizations and benefit conveyance companies. Not as it were practicing and actualizing public relations exercises but also, its own contribution for maximizes their market share with reputation, image building and crisis management strategies.

5.2 RECOMMENDATIONS

The objective of this research was to explain the role of public relation on creating brand awareness plus to indicate the effective PR tools to the organization. The outcomes of this study show that, almost all the respondents have agreed with public relations should have progressed from marketing and PR units for working on a better management function level as correctly. Therefore, based on the findings of this study the researcher forwards the following recommendations to effectively utilize the public relations practices and/or provided to make the brand's public relations activity more efficient. The organization should:

- Provide continuous training support as well as awareness creation to all employees and management teams, regarding Public Relations Strategies, functions, activities and the tools to be used in order to have a better knowledge-based PR practice.
- Needs also to consider and practice well the other PR tools such as news, sponsor ship and public service activities to address the what about of the brand and to interact with the public with mutual benefit.
- Practicing PR should be more creative and innovative in design new approach to solve every challenge and crisis management with new tactics to build positive reputation that can facilitate effective performance
- Need to consider implementing the other function of PR like content development to have an electronic or written well prepared and recorded document like speeches, blogs and news and in addition to emphasize on media relation as it will help the company to develop and distribute the written and video news release and pitching's plus helps to monitor and measure the news coverage of the organization.
- It is appreciated that the organization focuses on creating trust and credibility building with its public but needs to include the mutual benefit with its public.

- Also, to reflect on more the PR activities such as facilitate news conference, symposiums, seminars and address publics by printed and electronic media, publicity, online communication and organize special events more than advertising and promotion as PR saves money, time and reach more publics. Furthermore, to work on social responsibility that enables them to have a good word of mouth and acceptance with the publics.

Recommendations for further studies

The study theme has new or we can say with less investigation in the area and it requires further research broadly on the relationship between public relation practice, challenges, major determinants, components, and its relation with creating brand awareness.

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APENDIX

Appendix one: Questionnaire

Addis Ababa University

Graduate School of commerce department of marketing management

Research Questionnaire

Dear Respondents:

This questionnaire proposed to gather primary data on “The Case of Malta Guinness Ethiopia “. The purpose of the study is to fulfill a project work requirement for the fulfillment of MA in Marketing Management at Addis Ababa University School of commerce.

Your sincere responses for the questions are very important for the success of completing this study. All information collected through the questionnaire will be used only for the purpose of the study and will be kept confidential. Accordingly, I would like to thank you in advance for your volunteer participation.

Thank you, for your support!

Blen Tigistu

Email: Blukidanbilu2@gmail.com

Mobile; 0921-79-77-80

This questionnaire is prepared for the selected respondents of Malta Guinness Ethiopia; Public relation department officers, brand development, sales and marketing department officers and corporate managers.

Part One: -

Personal Information (Please circle or underline your answer)

I. Sex: A) Male B) Female

II. Age:

A) 20-25 B) 26-30
C) 31-35 D) 36-40 E) Above 40

III. Education:

A) Certificate B) Diploma
C) First Degree D) Second Degree E) PhD

IV. Work Experience:

A) Less than 5 years B) 6-10 years C) above 10 years

V. Work Position:

A) Sales and territory B) PR C) Marketing Mgr. D) Others

Part two: -

Please answer the following questions by using Circle or tick mark with the appropriate choice

1. Is public relation a professional activity in your organization?

A) Yes B) No C) Difficult to say

2. Does a public relation require professional training?

A) Yes B) No C) Difficult to say

3. Is marketing public relations give an appropriate importance for your organizations?

A) Yes B) No C) Difficult to say

4. What are the major public relation tools used by Malta Gunnies?

A) Publications B) Identity Medias C) Social Events D) News E) public service activities

5. Are public relations experts assigned based on appropriate knowledge, capacity and skills?

A) Yes B) No C) Difficult to say

Why is it so? _____

6. What do you believe about the level of public relations practice for your organization?

A) Very high B) High
C) Medium D) Low E) Very low

7. What is the major activity of public relations mostly played by the corporate marketing department of Malta Guinness?

- A) Image building
- B) Publicity
- C) Promotion/Advertising
- D) Event management
- E) Media relations

8. Which type of communication more practically used in public relation department for Malta Guinness?

- A) Online communication
- B) Interpersonal communication
- C) Public communication in the form of meetings
- D) Group communications
- E) Media communication

9. Which type of public relation functions mostly practiced in your organization?

- A) Media representation
- B) Crises communication
- C) Content development
- D) Stakeholder relation
- E) Social media management

Part Three: -

Major Questions

Your answers in this part are to be answer by making a tick (✓) mark on your choice that provided in front of each question. Please mark or tick your choice in the table below

5= Strongly Agree 4=Agree 3=Neutral 2= Disagree 1= Strongly Disagree

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
No.	Item	1	2	3	4	5
I	Marketing and Public Relations (PRs)					
1	Marketing professionals are of having public relations Knowledge					
2	Marketing and PRs are done under professional principles, standards & ethics					
3	Marketing and PRs are interrelated fields in the organizations					
II	Public Relations (PR) Functions					
1	PR functions are designed to build trust and credibility that important to your organization					
2	Crises communication protecting your company from a threat to its reputation					
3	Developing content include company newsletters, flyer, brochure, blogs, speeches and annual reports etc.					
4	Having good customer/stakeholder relationship					

III	<i>Public Relations Roles</i>					
1	Problem solving					
2	Communication facilitator					
3	Anticipating public opinion					
4	Strategic messaging					
IV	<i>Components of Successful PR Strategies</i>					
1	The organization has successful PR strategy					
2	Have good organizational relation with media					
3	Have a good strategic event management					
4	Have a good strategic crises management					

I. What do you think should be done for improving public relations practices on Malta Guinness?

Part Four:

This Part of the questionnaire are prepared for the selected respondents of Malta Guinness Ethiopia customers. (Please circle or underline your answer)

Personal Information (Please circle or underline your answer)

I. Sex: A) Male

B) Female

II. Age:

A) 20-25

B) 26-30

C) 31-35

D) 36-40

E) Above 40

II. Education:

A) Certificate

B) Diploma

C) First Degree

D) Second Degree

E) PhD

1. Have you heard of this brand before?

- A) Yes
- B) No

2. How do you feel about this brand?

- A) Very negative
- B) Negative
- C) Neutral
- D) Positive
- E) Very Positive

3. Where did you see the brand?

- A) Website
- B) News
- C) On social events
- D) Social media
- E) Press release
- F) TV

4. Where have you seen or heard about Malta Gunnies Ethiopia?

- A) Billboard
- B) Social Media
- C) Radio
- D) Website
- E) Television Commercials

4. How familiar are you with the brand's product?

- A) Not at all
- B) Slightly
- C) Moderately
- D) Very
- E) Extremely

5. How often do you remember or recall the brand Malta?

- A) Very Often
- B) Often
- C) A few times
- D) Not remember at all

6. Did Malta Guinness come to your mind when you think of non-alcoholic drink?

- A) Yes
- B) No

7. When you think of Malta Guinness, what's the first thing that comes to mind

- A) The TV advertising
- B) The Events organized by Malta
- C) Social media campaigns
- D) Press release
- E) Public service activities by the brand

8. Can you recall the last time you used this product?

- A) Within the last week
- B) Within the previous month
- C) Within the previous three months
- D) Within the last six months
- E) Within the past year

F) Never

9. Which one of the following activities gives you an awareness about the brand?

- A) The brochures and newsletters
- B) The Logo, symbol or Slogan
- C) The Social events or exhibitions
- D) Public service activities
- E) None

10. How was your experience with Malta Guinness?

- A) Extremely favorable
- B) Very favorable
- C) Favorable
- D) Not So favorable

11. Does any other brand come to your mind while thinking about Non-alcoholic drink? If yes please specify which brand and why?

- A) Yes
 - B) No
-
-

Questions for Interview

THIS QUESTION PREPARED FOR THE MANAGEMENT TEAMS OF DIAGEO, META ABO S.C IN THE DEPARTMENT MARKETING, PUBLIC RELATION AND BRANDING.

1. In general, what do you believe about public relations applying to Brands?
2. What do you believe about public relations practice for the brand Malta Guinness? Is it a challenge or an opportunity?
3. What is the status of PR at Malta Gunnies non-alcoholic Industries?
4. Do you believe that the PR activates by Malta Guinness build awareness to your audiences or publics?
5. How public relation used in Malta Guinness in related to creating brand awareness?
6. What are the most helpful PR tools that uses to create brand awareness with the public and what is the outcome?
7. What do you think should be done for improving public relations practices in regards to Malta Guinness?

Appendix Two: Budget and time schedule

Nature of Expenditure /Item	Quantity	Cost	Total Amount
Internet		500.00	500.00
Interview cost		500.00	500.00
Data coding analysis		500.00	500.00
Transportation, accommodation, meals		1000.00	1000.00
Photo copy and printing	40-80 page	500.00	500.00
Binder	1	100.00	100
Learning cost		18,120.00	18,120.00
Total			ETB 22,120.00

Appendix three: Time Schedule

S/ No	Activities	Duration in Months (M)								
		NOV EMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	July
1	Finalizing the proposal					02				
2	Finalizing the Review of Related Literature						20			
3	Finalizing the Research Methodology						31			
4	Development of the research instrument							25		
5	Data collection							31		
6	Research Report Writing								20	
7	Submission of Draft Report								25	
8	Submission of Final Report								30	
9	Presentation									04

Thank You!!!!