



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!

Addis Ababa University
አዲስ አበባ ዩኒቨርሲቲ



ADDIS ABABA UNIVERSITY

COLLEGE OF HUMANITIES AND JOURNALISM

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATIONS

**THE DEGREE OF MASTERS OF ARTS IN PUBLIC RELATIONS AND
STRATEGIC**

COMMUNICATIONS

**THESIS ON: THE EFFECT OF MARKETING PUBLIC RELATION PRACTICE ON
CUSTOMERS SATISFACTION: IN THE CASE OF ETHIOPIAN
TELECOMMUNICATION CORPORATION**

By

HENOK YIRGA REDA

Advisor: Samson Mekonnen (Ph.D.)

January , 2023

ADDIS ABABA, ETHIOPIA

Declaration

I, Henok Yirga, declare that the thesis entitled “The effect of Marketing Public Relation Practice on Customers Satisfaction: In The Case of Ethiopian Telecommunication Corporation” is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Samson Mekonnen (Ph.D.). Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other Institution.

Submitted by;

HENOK YIRGA REDA

Name

Signature

Date

Approved by:

This Thesis has been submitted for examination with my approval

Samson Mekonnen (Ph.D)

Name of Advisor;

Signature

Date

Approval Sheet

THE EFFECT OF MARKETING PUBLIC RELATION PRACTICE ON CUSTOMERS SATISFACTION: IN THE CASE OF ETHIOPIAN TELECOMMUNICATION CORPORATION

BY: HENOK YIRGA REDA

APPROVED BY BOARD OF EXAMINERS

Dean, Graduate Studies	Signature	Date
Adviser	Signature	Date
External Examiner	Signature	Date
Internal Examiner	Signature	Date

Acknowledgements

First of all and foremost I would like to express my deepest gratitude to the Almighty God for his blessing and for making every step of my life possible. Secondly, I am greatly indebted to thank my advisor, Samson Mekonnen (Ph.D.) for his unreserved attention to correct my report and advising me for the better improvement of this thesis.

Thirdly, I am very grateful to thank my Mom for her support morally, financially, and for everything she have done for me up to this moment, you are my everything. All my friends, I have no words to express my heart full thank but let God bless you. You are the one who have been contributing a lot in every part of my work.

Finally yet importantly, I would like to acknowledge participants of the study for being willing to participate in the study and provide valuable information. Moreover, those individuals who have been contributing a lot for the entire work, either directly or indirectly deserve to be acknowledged. *THANK YOU ALL.*

HENOK YIRGA REDA

Table of Contents

Declaration.....	i
Approval Sheet.....	ii
Acknowledgements.....	iii
List of tables.....	vii
List of figures.....	viii
Abstract.....	ix
CHAPTER ONE.....	1
1. INTRODUCTION.....	1
1.1. Background of the study.....	1
1.2. Problem Statement.....	4
1.3. Objectives of the Study.....	6
1.3.1. General objective.....	6
1.3.2. Specific objectives.....	6
1.4. Research questions.....	6
1.5. Scope of the study.....	7
1.6. Significance of the study.....	7
1.7. Limitation of the study.....	8
1.8. Organization of the Thesis.....	8
CHAPTER TWO.....	9
2. REVIEW OF RELATED LITERATURES.....	9
2.1. Definition of Public relations.....	9
2.2. The role of public relations.....	11
2.3. Theoretical Framework.....	14
2.3.1. The Excellence Theory.....	14
2.3.2. Legitimacy Theory.....	15
2.3.3. System Theory.....	16
2.4. Major Public Relation Tools.....	17
2.5. Models of Public Relation.....	18
2.5.1. Press agent /publicity model.....	18
2.5.2. Public information model.....	18
2.5.3. Two-way asymmetrical model.....	19
2.5.4. Two-way symmetrical model.....	20

2.6.	Marketing and Public relations	21
2.7.	The Function of Public Relations.....	23
2.8.	Public relation and customers' satisfaction.....	26
2.9.	Conceptual Framework	29
CHAPTER THREE		32
3.	RESEARCH METHODOLOGY	32
3.1.	Research Paradigm.....	32
3.2.	Research Approach	32
3.3.	Design of the study.....	32
3.4.	Sampling Technique and Size Determination.....	33
3.5.	Data Collection Instruments.....	34
3.5.1.	Questionnaire	34
3.5.2.	Focus Group Discussion	34
3.5.3.	Key Informant Interview.....	35
3.6.	Data collection procedure.....	35
3.7.	Reliability and Validity	35
3.7.1.	Reliability.....	35
3.7.2.	Validity	36
3.8.	Method of data analysis and Interpretation	36
3.9.	Ethical consideration	37
3.10.	Trustworthiness of the study.....	37
CHAPTER FOUR.....		38
4.	RESULTS AND DISCUSSION.....	38
4.1.	Introduction	38
4.2.	Demographic Characteristics of Respondents.....	39
4.3.	Descriptive Analysis	40
4.3.1.	Earned Media Marketing Activities (EMMA).....	41
4.3.2.	Paid Media Marketing Activities (PMMA).....	43
4.3.3.	Shared Media Marketing Activities (SMMA).....	45
4.3.4.	Owned Media Marketing Activities (OMMA).....	46
4.4.	Correlation Results.....	47
4.5.	Multiple Regression Result	48
4.6.	Hypothesis Testing.....	56

4.7. Discussion of results.....	57
CHAPTER FIVE	63
5. CONCLUSION AND RECOMMENDATION	63
5.1. Conclusion.....	63
5.2. Recommendation.....	65
References	66
Appendix: Questionnaire Sample	71
Focus Group Discussion (FGD) Guide Questions.....	76

List of tables

Table 1. Reliability results	38
Table 2 Demographic Characteristics of Respondents	40
Table 3. Summary of Earned Media Marketing Activities (EMMA).....	41
Table 4. Summary of Paid Media Marketing Activities (PMMA)	43
Table 5. Summary of Shared Media Marketing Activities (SMMA)	45
Table 6. Summary of Owned Media Marketing Activities (OMMA).....	46
Table 7. Correlational coefficients.....	47
Table 8: Durbin Watson statistics	52
Table 9: Multi-collinearity test of the Independent Variable.....	54
Table 10. The regression model statistics	55
Table 11. Coefficients	56

List of figures

Figure 1: Conceptual framework adapted from Dietrich (2018)	31
Figure 2: P-P Plot of Regression Standardized Residual	50
Figure 3: Scatterplot of standardized residuals	51
Figure 4. Normality Histogram.....	53

Abstract

The major purpose of this thesis is to assess the perceived effect of marketing public relation practice on customers' satisfaction in Ethiopian Telecommunication Corporation. This study used constructivist research paradigm to test the application of PESO public relation model on the practice of marketing public relation in Ethiopian Telecommunication Corporation. The study embraced both qualitative and quantitative research approach, where it can be use of a questionnaire provided primarily descriptive and qualified data. The qualitative approach was utilized for exploring concepts and experiences of customers using subjective expressions and evaluations in more detail. The sample size was determined by using the statistical formula based on the assumption of 95% confidence level and $P = .05$ and the estimated population size of customers of the corporation in Addis Ababa. Both quantitative and qualitative data collection methods, self-administered questionnaire (what the study participants say, they think, feel and act), Focus Group Discussion (FGD) and Key Informant Interview (KII) were employed as instruments for data collection. Qualitative as well as descriptive statistics, correlational analysis, and multiple linear regression data analysing methods were utilized. The descriptive and qualitative results of this study showed that Ethiopian telecommunication corporation used all the four marketing media activities (Paid, Earned, Shared, and Owned) as part of its public relation efforts evaluated using PESO model. Based on the correlational analysis of this study showed the presence of positive and significant correlation between Earned Media Marketing Activities (EMMA) ($r = .557$), Paid Media Marketing Activities (PMMA) ($r = .356$), Shared Media Marketing Activities (SMMA) ($r = .715$) and Owned Media Marketing Activities (OMMA) ($r = .652$), and customers' satisfaction of Ethiopian Telecommunication Corporation. The multiple linear regression also showed that 65.5% of variance in customers' satisfaction is due to the corporation's public relation marketing activities. Ethiopian Telecommunication Corporation is highly recommended to take into account integrating and strengthening the contents of social media websites of its own, which are a real invitation for them to develop partnerships and therefore promote its product and services in the virtual market of the country.

Key Words: Public Relation, Marketing,

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

The ever-evolving needs of the business environment, which are driven by external influences like globalization and technological improvement, are growing more often. Public relations analyze, evaluate, and measure the attitudes of the various relevant publics. Additionally, one of the most crucial elements in developing positive relationships with one's stakeholders is establishing good relations. According to Banik (2006), public relations (PR) is an effort to connect an organization's policies and activities with the goal of building a bridge of goodwill and understanding between the institution and its publics. Public relations actions are carried out to disseminate and transmit all the information required to establish a positive reputation in the eyes of the general public. An efficient and good public relation department use to adopt positive programs for this purpose and always emphasize to eliminate negative publicity arises due to questionable practices.

Public Relations (PRs) is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics; 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 (Alison, 2001).

According to Bernays (2013), public Relations are described as a way of persuading the public to provide support to an institution, activity and movement. Former president of American PR association, George Meredith refers to PR as anything that contributes in attaining a suitable opinion (Hallahan, 2010). Though the main aspects of public relation dates back to the ancient Greeks and Egyptians, the public relations aspect today is a twentieth century phenomenon whose existence is largely from the advent of the industrial revolution in United States and Europe (Jaques, 2010).

Public relations activities include helping the public to understand the company and its products and/or a media. For example, newspapers, television, magazines, business press etc, and often considered one of the primary activities included in promotions. According to Bernays (1945), one of the pioneers of PR stated that three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people.

The major objective of public relation are facilitating smooth functioning of business and achievement of organizational objectives, building corporate image and creates a favorable impression and creditability of company's products, assisting in launch of new products and maintain interest and confidence in the existing products, as well as serving as a supplement to advertising in promoting existing and new products.

The need for Public Relations (PR) services worldwide has gained prominence in the last 10 years. This is as a result of the increased competition in foreign markets among multinational companies (Petersen, 2010). Western based multinational companies like the Coca-Cola, international banks and many more are expanding their businesses to hitherto unchartered territories while using PR to build relationships with their publics. As a result of the increased trade between nations of the world and need to sensitize, support and promote government development projects, practices of PR are becoming internationalized (Tindall, 2010).

In most situations, public relations are very critical in the resolution of conflicts among organizations and groups. Similarly, it is important to note that public relation plays an important role in achievement of the company's goals, like maintaining the reputation of the firm and also marketing of products and services (Mbeke, 2011).According to Bronn (2014), in Africa, investing in PR would assist the government institutions to accomplish each objective smoothly and effectively. Van Heerden and Rensburg (2009) contend that public relations do not only motivate public involvement but also results in better practice of government corporations. Effective public relations can help in enhancing effectiveness of the government development projects. In situations of adverse publicity or in case the government is under crisis on development projects, advanced public relations can get.

Public relations is more and more about effectively communicating with key audiences that have an impact on corporate outcomes, including media analysts, decision-makers and influencers of policy, consumers, and shareholders. It is a crucial component in sustaining the

strength and value of a company's brands among all stakeholders. If fully utilized with internal and external audiences, every aspect of a company brand from tone and personality to functional and emotional benefits, core message and ultimate goal can aid in boosting performance and credibility. Public relations are typically a crucial component of any overall strategy aimed at maintaining and growing standards of performance and credibility. This includes increasing brand awareness, knowledge, and loyalty (Winchel, 2010).

PR recognizes a long term responsibility and seeks to persuade and to achieve mutual understanding by securing the willing acceptance of attitude and idea. Under modern condition no government, industry, company or organization of any kind can operate successfully without cooperation of its publics (Black, 2004). Public relations have general objectives to establish and maintain a positive image of the company among its various publics. Sustainable image, brings customer loyalty, and other relevant public including employees suppliers, stockholders, governments labor groups citizens action groups and the general public (Belch and Belch, 2004).

Companies which implement PRs in an organized and modern way can see the benefits in terms of increased awareness of themselves and their products or services, better staff morale, customer loyalty and shareholders satisfaction among other things (Kotler, 2002). Rosenberg (2013) argued that many people wrongly assume that public relation is preoccupied with image-making in the sense of creating a false front or cover-up. Modern PR has evolved to embrace corporate sustainability; corporate sustainability is built around the organizational structure that embraces public relations theories and practices.

An organization Communicates with numerous stakeholders, both internal and external. Public relations efforts can be directed toward any and all of these. Firm's stakeholders can include customers, suppliers, employees, stockholders, the media, educators, potential investors, government officials and society in general public relation can be used to promote people, places ideas activities and even countries it focuses on enhancing the image of the total organization (Pride, 2005).

According to Rigopoulou et al. (2008) customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. Service companies have since recently focused on customers in order to improve competitiveness. The satisfaction judgment is related to all the

experiences made with a certain business concerning its given products, the sales process, and the after- sale service. Whether the customer is satisfied after purchase also depends on the offer's performance in relation to the customer's expectation. Customers form their expectation from past buying experience, friends' and associates' advice, and marketers' and competitors' information and promises (Kotler, 2010).

Additionally, customer satisfaction measures how well a company's products or services meet or exceed customer expectations. These expectations often reflect many aspects of the company's business activities including the actual product, service, company, and how the company operates in the global environment. Customer satisfaction measures are an overall psychological evaluation that is based on the customer's lifetime of product and service experience (Smith, 2007).

1.2. Problem Statement

Public relation is a vital tool for the governments in an attempt to foster good governance and ensuring democracy. The Government has adopted public relations to help news media in covering important activities (Coombs, 2015). However, (Ogolla, 2011) identifies poor usage of media and low awareness of public relations tool as some of the challenges the use public relations in promoting governance faces. As a result, there is, low sensitisation, mistrust and negative perception amongst the public in relation to government institutions, making it difficult to promote governments projects because of the way the public relations function has been handled in a non-professional manner, (Omondi, 2012).

To maximize any business's potential a public relations program is part of the major marketing plan. In comparisons with the high cost of advertising, a public relations program (while perhaps less costly) can create a major impact among both established and potential customers for a company's goods and services. Effective public relations can be increased sales, a competitive edge over business rivals, and, eventually, improved profitability. Additionally, public relation can manage tough times of the company such as a product recall, a major product liability lawsuit, bankruptcy, or other potentially damaging situations; an effective public relations initiative can minimize or even eliminate the negative fallout. In the presence of increasing competition from both local and international companies, effective and efficient public relation activities are the most serious matters of any company.

In terms of theoretical framework, this study will use the theory of value of public relations. This theory was developed by the International Association of Business Communication team who began by assessing the theory of social responsibility, resolving conflict and ethical issues in businesses. They posit that public relations is valuable both in individual organizations and also the society at large.

In the government institutions, there is little appreciation of the role played by Public Relations tools in sensitizing the public on government projects (Kiambi, 2010). This is evidenced by the fact that public relations officers are not part of the top management teams that make decisions including policies and regulations that would need to be communicated to the public. This underscores the role of public relations in sensitizing the public on government projects, since there is limited participation in decision making process (Njuru, 2011).

In Ethiopia, there is a varied way of perceiving public relations endeavors made by companies. For instance, according to Geremew (2017), 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 be attributed 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. However, to the best knowledge of the researcher, there are no prior studies conducted in assessing the perceived role of public relation practices on the level of customers' satisfaction. Additionally, in the case of government owned corporations, it the perception of public relation activities are not studied so far.

The good image of any organization is determined by the level of satisfaction its publics or customers receive from the services it offers. Currently, in Ethiopia most government owned corporations have been associated with negative reports like scandals of mismanagement of public funds, nepotism in employment poor customer relationship management and poor services. Sometimes, the public relations units of these organizations are not effective in ensuring there is mutual understanding between them and the public. Customer dissatisfaction remains a setback as it contributes to low support. The absence of a pleasant relationship between an institution and its clients is worsened when the institution refuses to

place satisfaction of customers' needs at the fore-front of its objectives. It is in view of this critical role that public relations plays in customer satisfaction that necessitated this study in order to address the problems of low level of customer satisfaction, bad organizational image, and poor customer relationship management. The question therefore is, how public relations can be used as a tool to enhance customer satisfaction.

Despite the importance of the public relations, there is limited empirical evidence on the role of public relations in supporting the activities of government owned corporations like Ethiopian Telecommunication Corporation, most of these variables are not studied by prior researches, hence the research gap. It is against this backdrop that the study seek to fill the existing research gap by conducting a study to establish the role of public relations tools in sensitizing Ethiopian Telecommunication Corporation's customers' satisfaction.

1.3. Objectives of the Study

1.3.1. General objective

The general objective of this thesis is to assess the effect of marketing public relation practice on customers' satisfaction in Ethiopian Telecommunication Corporation.

1.3.2. Specific objectives

More specifically, this thesis has tried to-

- Examine the effect of earned media marketing activities on customers' satisfaction of Ethiopian Telecommunication Corporation
- Find out the effect of paid media activities on customers' satisfaction of Ethiopian Telecommunication Corporation
- To test the effect of shared media activities on customers' satisfaction of Ethiopian Telecommunication Corporation
- To examine the effect of owned media marketing activities on customers' satisfaction of Ethiopian Telecommunication Corporation

1.4. Research questions

This study attempted to answer the subsequent research questions;

- To what extent do earned media marketing affect customers' satisfaction of Ethiopian Telecommunication Corporation?

- What is the role of paid media activities for customers' satisfaction of Ethiopian Telecommunication Corporation?
- To what extent do shared media activities affect customers' satisfaction of Ethiopian Telecommunication Corporation?
- What is the effect of owned media marketing activities on customers' satisfaction of Ethiopian Telecommunication Corporation?

1.5. Scope of the study

Regarding the geographical limit of the study, it focused on the Addis Ababa offices of Ethiopian Telecommunication Corporation. The corporation provides telecom services. The company offers services such as hybrid sim account, VSAT, mobile broadband, VPN service, business mobile and internet, M2M business, fax, fixed wireless CDMA, fixed line service, domain name service, Mobile Internet, EVDO, ADSL, Roaming, and mobile services.

Conceptually, numerous authors and researchers have proposed different models for marketing public relation practices, however, this study will measure the marketing public relation of Ethiopian Telecommunication Corporation based on Dietrich (2018) in which earned media, paid media, shared media and owned media of Ethiopian Telecommunication Corporation dimensions were investigated.

1.6. Significance of the study

Public relations practice has a great role to inform the publics. It provides basic information to understand the importance of public relations for maintaining mutual relationships among the general public to build well on organizational reputation. Therefore, this study may contribute for Ethiopian Telecommunication Corporation to identify its weakness and adjust itself to build sustainable reputations.

The study findings will have importance for management of government institutions as they will understand the role of public relation in sensitizing the public on their customer's satisfaction. This assists them in designing public relation strategies that will help them in sensitizing the public on various government projects; this increases the public awareness on government projects and other undertakings. The findings of the study can be of great use to the policy makers since it provide them with knowledge on the role of public relations in

sensitizing the public on government corporations. This will help them in creating policies aimed at improving implementation of governments by first sensitizing the public.

Additionally, it can be used as an input for other researchers who are interested in the subject matter. The researcher contemplates that public relations professionals can use the findings of this study useful in understanding strategic public relations and organizational reputation in detail.

1.7. Limitation of the study

This study has encounter lack of willingness of some respondents to fill the questionnaire as well as due to the nature of their job or other reasons. However, the researcher has tried his best to minimize the effects of such limitations.

1.8. Organization of the Thesis

The thesis is organized in to five chapters which are sub-divided into small sections. The first chapter deals with an overall introduction and provides an overview of the entire study. The second chapter presents the theoretical backgrounds and empirical literatures related to the study.

The third chapter presents the study design and methods used in the study. This chapter encompasses discussion on type and source of data, sampling design, data collection instruments and procedure and data analysis methods. The fourth chapter gives the summary of the data and analysis i.e., it deals with the descriptive analysis. Finally, the last chapter (fifth chapter) attempts to conclude the result and forward relevant recommendations based on the findings.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURES

It is clearly explained in the above chapter that the objective of this study tries to assess the effect of marketing public relation practice on customers' satisfaction in Ethiopian Telecommunication Corporation. To this end, this chapter emphasis on reviewing few topics that would help lay a foundation for the basic understanding the issues of public relations practice as well as the basic model proposed to be used. It's well thought-out, the definitions and the nature of public relations practice and theoretical foundations.

2.1. Definition of Public relations

There are numerous definitions of public relations and the essential definition is normally something very similar. As indicated by Barany (2002) public relations is an administration work that spotlights on the relationship and interchanges that individual and associations have with different gatherings (called publics) to make shared kindness.

This definition profoundly relies upon two components: "Correspondence and the board". This shows the reliance among public relations, correspondence and the board. From this, we can comprehend that administration can't remain solitary; public relations is additionally capacity of the board, and assumes open part among the association and the public. What's more correspondence is a fundamental component for both administration and public relations. Without correspondence, both can't exist.

The definition of public relations is provided by Jefkins (2004) in the context of "Mexican articulation." This claim is based on data from an international conference of public relations organizations that was held in Mexico City in 1978. The term emphasizes the necessity of reviewing the public relations program's plan. "The craft and sociology of breaking down partners, predicting their consequences, counseling association founders, and carrying out planned projects of activity that will serve the two associations and the public interest" (Jefkins, 2004).

According to Brush (2009), public relations is an administration cycle whose goal is to achieve and maintain goodwill and positive societal norms on which an association depends in order to achieve its main objective. Its main responsibility is to create and maintain a

welcoming environment for an association. PR is the full realization of the vote-based rule, where each citizen is valued for themselves, has the right and the duty to express their opinion on public problems, and where decisions are made based on the open exchange of those presumptions that result in public assent.

Bahil (1994) added additionally, PRs is an efficient way to deal with tackle issues. It is making a comprehension between the association and the interest group, with the target of building kindness and great picture. Since PRs is a venture towards great interchanges and great relationship. PRs is basically a specialty of influence, and to impact individuals, it is clearly useful to know however much as could reasonably be expected with regards to the manner by which individuals think and the way in which they respond to specific conditions (Black, 1999).

As per Broom (2009), public relations are a management strategy that aims to build and retain goodwill and constructive social behaviors within the social groups that an organization needs to succeed in its objective. Its primary duty is to create and keep up a welcoming environment for an organization. Every person of society is respected for who they are, has a right and a responsibility to share their thoughts on matters of public concern, and policies are established on the basis of a free exchange of those opinions that culminates in public consent. PR is the complete blooming of this democratic principle.

A methodical approach to problem solving is PRs. To foster goodwill and a positive image, it fosters communication between the organization and its target audience. Since PR is an investment in strong relationships and effective communication. PR is really a persuasion skill, and in order to influence others, it is obviously beneficial to have a thorough understanding of how people think and behave in various situations (Black, 1999).

An organization communicates with a variety of internal and external stakeholders. Any of these can be the focus of PR campaigns. Customers, suppliers, employees, stockholders, the media, educators, potential investors, public authorities, and society at large can all be considered among a company's stakeholders. PR focuses on improving the perception of the entire organization and can be used to promote people, places, ideas, events, and even nations (Pride, 2005). The two most significant variables have made PR practice more difficult. First, PR roles are becoming increasingly important in many firms. This elevation actually made it easier for science to be practiced alongside art and other disciplines. Second, PR is becoming

a more sophisticated communication instrument. The presence of both factors has resulted in a specialization of art and science within the practice of PR (Cutlip et al. 2000).

2.2.The role of public relations

Public relations can significantly increase public awareness while costing much less than advertising. Instead of paying for space or time in the media, the firm pays for people to create and disseminate information and oversee events. If the business creates a compelling story, it will be picked up by numerous media outlets, having the same impact as advertising but with greater credibility (Kotler, 2006). The proximity and access to management define the function of public relations in strategic decision-making (Cutlip, et al, 2006).

Along with marketing, human resources, legal, research and development, and operations, public relations departments are operational. A management structure known as the dominant coalition coordinates these departments. The representatives of the organization and, in some situations, the outside world who make up the dominant coalition have the authority to decide the organization's mission and goals (Grunig, Grunig & Dozier 2002). PR's job is to show the corporation as a decent corporate citizen who cares about the future of the nation, not merely to assist the company sells its product or service. Public relations are frequently required to address the unique issues that a firm encounters. It takes responsibility to maintain mutual beneficial relationships between the organization and its publics.

PR aims to shape negative attitudes that the public has created about the organization as a result of its internal and external environment in order to change how the public perceives the organization. Additionally, establishing two-way communications between a company and the general public can help foster a relationship that is mutually beneficial. To connect their organization with the outside world, PR professionals should commit their time, resources, and other abilities (Tench & YeoMans, 2006).

The correspondence expert job of public relations is for the most part conceptualized as the start of professionalism (Gruning, 2002). The experts are often answerable for the correspondence strategies of information discharges, coordinating public interviews, representative pamphlets, position papers, plans leaflets and media situations (Castelli, 2007). As per Gruning (2002) further kept up with that the professionals, in playing out this job, are typically not engaged with characterizing issues and creating arrangements, yet base their strategies on the specialized expertise of composing. Theaker (2004) further expressed that

the correspondence professional's job of public relations may not expect them to attempt research or be associated with hierarchical direction; but to conclude which correspondence component suits their endorsed reason.

The correspondence facilitator of public relations is a limit spanner who pays attention to and dealers data between the association and it is a key publics (Theaker, 2004). As indicated by (Cutlip et al., 2000), the objective of this job is —to give both administration and publics the data they need for settling on choices of shared interest.¶ Practitioners filling in as the public relations administrator inside an association are relied upon to be educated with regards to advancements in public relations and are relied upon to exhibit authority in new ways to deal with old issues (Dozier 1984, refered to in Castelli, 2007).

The master prescriber's hypothetical job of the public relations is related with the obligation to deal with conference capacity or cooperation by other senior administration. It is the job where the professional is answerable for depicting and tackling public relations issues autonomously. The master prescriber goes about as the expert on both public relations issues and their answers (Castelli, 2007).

The critical thinking facilitator's jobs of public relations, as indicated by (Dozier refered to in Castelli, 2007), is the job where the professionals are accepted as issue solver, chief and organizer. They are relied upon to be proficient with regards to advancements in public relations and expected to exhibit administration way to deal with tackle issues. Ströh (2007, p. 1) Explaining the significance of public relations expressed that it should be the parasol work that deals with the correspondence between an association and its publics to construct and improve sound relationships to the advantage of all gatherings included.

As Rosenberg (2013) puts it, the most significant sort of public relations exercises includes expecting issues, wanting to forestall issues or if nothing else attempting to settle them while they are still smallll. The issue of the jobs of public relations was likewise managed Cutlip et al., (at Theaker, 2004). They distinguished two prevailing jobs of public relations: the correspondence director job and the correspondence professional job. The correspondence director designs and oversees public relations programs, exhorts the executives, settles on correspondence strategy choices and administers their execution. Then again, the correspondence expert is the person who isn't associated with hierarchical direction, yet executes public relations programs.

Public relation can emphatically affect public mindfulness at a much lower cost than publicizing. The organization doesn't pay for space or time in the media rather; it pays for staff to create and flow data and to oversee occasions. Assuming the organization creates and intriguing story, it would by got a few distinct media, having the very impacts as publicizing that would have more believability than promoting (Kotler, 2006).

The job of public relations in essential not entirely settled by closeness and admittance to the board (Cutlip, Center and Broom 2006). Public relations divisions work close by others, including promoting, HR, lawful, innovative work, and activities. These divisions are facilitated by an administrative framework that is alluded to as the prevailing alliance. The prevailing alliance contains a scope of delegates from the association and sometimes, the outer climate, who have the ability to decide the association's main goal and objectives (Grunig, Grunig and Dozier 2002).

The pretended by PR isn't simply to assist the organization with selling its item or administration yet additionally to introduce the organizations as a decent corporate resident worried about the eventual fate of the country. Often, public relations are expected to manage explicit issues an organization faces. It assumes liability to keep up with common helpful relationships between the association and its publics.

Concerning the jobs of public relations professionals, Pearson (2008) expressed that public relations experts today changes from the absolutely specialized to the regarded guide inside associations of each sort, from enormous profit-production combinations to little grassroots not-forprofit and everything in the middle. Then again, Mehta and Xavier (ND), bring up that the jobs and obligations of public relations specialists are affected by two powers: the professionalization of public relations and the idea of the hierarchical climate. Truth be told, the various jobs of public relations might be a direct result of its numerous capacities through its relationship with correspondences, the executives, advertising and others.

Lubbe and Puth (2002) showed how public relations professionals are engaged with an assortment of work tasks or capacities which might incorporate examination, vital preparation, directing, correspondence, assessment, media relations and position, sorting out, composing, altering, media creation, talking, preparing, the executives. In any case, the most well-known winning viewpoints that impact the capacity of public relations in expansive idea, as Venter (2004) put it, are correspondence, the executives and advertising.

2.3.Theoretical Framework

The theory of worth of public relations was created by the International Association of Business Communication group who started by surveying the theory of social obligation, settling struggle and moral issues in organizations. They set that public relations is important both in individual associations and furthermore the general public at large. Grunig, Grunig and Ehling (1992) place that the IABC group noticed that compelling companies are the individuals who recognize and achieve goals that are vital for them and the public interest in their business climate. Further, through helping firms to further develop relationships and resolve clashes among associations and the public, the branch of public relations works with successful execution of tasks.

By joining a subjective report and study research, fourteen conventional elements of productive public relations were distinguished; they were subsequently assembled to frame ten nonexclusive variables. The standards include: fusing vital administration in public relations; predominant alliance PR strengthening or ranking directors direct announcing affiliation; public relation incorporated capacity and guaranteeing that public relation is a component of the administration which is particular from different capacities. Associations are utilizing the PR capacity to help different divisions like showcasing,

HR, finance, regulation; the head of PR is an administrator and not a professional, data experts are crucial in directing the everyday correspondence errands; a PR model which is even is fundamental; the interior correspondence should be a balanced framework; the board job information; expansion of jobs; great association setting (Grunig, 2001)

A compelling Public relation office is one in which is participative in nature other than legitimate, dissident tensions in the climate and natural other than designs of mechanical administration. The theory was liked for the review since it underlines on jobs of public relations devices work in project.

2.3.1. The Excellence Theory

The first general theory of public relations is the excellence theory (Lindeborg, 1994). The idea outlines how public relations (PR) improves organizational performance, how it should be organized and managed to support organizational success, and how to estimate the financial worth of PR (Grunig, et al, 2002).

Because companies carefully complete each task, effective businesses are particularly good at maintaining their reputation. As a result, they enjoy good relationships and public perception, particularly in regards to their services and goods. They therefore enjoy widespread public acceptance of their services and goods and have a positive organizational reputation. This rating is dependent on how well a company interacts with its stakeholders and general public. According to the notion, PR must be a part of strategic management for it to be useful to an organization. This idea states that in order for an organization to be effective, it must address the issue and achieve all relevant stakeholder and public objectives. Organizations need to identify the various publics who are impacted by their decisions or who want them to address a problem that matters to them.

2.3.2. Legitimacy Theory

Public relations professionals must be able to comprehend and negotiate the many environmental factors that have an impact on the organization's survival in order to be successful in developing and sustaining mutually beneficial relationships with stakeholders. According to institutional theory, an organization's ability to survive depends not only on its availability of financial resources and access to technical knowledge, but also on its perceived legitimacy. A summative reflection of the interaction between an organization and its surroundings is organizational legitimacy. Many authors define and explain legitimacy theory.

Weber (1988) emphasized the significance of legitimacy by holding that social behavior was dictated by legitimate order. According to Weber, the legitimacy theory is crucial for organizations because it upholds the proper social order. Organizations are created by social divisions and can be found in the environment. As a result, according to Weber (1998), the legitimacy theory is utilized to organize and direct social in the organizations' actions.

Additionally, Hooghiemstra (2000) examines a company's reputation using the legitimacy theory. This idea contends that an organization's ability to survive depends on how closely it complies with social norms. This implies that businesses that do not appear to have a beneficial impact on their immediate publics may be on the verge of ceasing to exist. The social norms are gradually shifting, thus businesses must rely on corporate reporting the communication of their activities to demonstrate that they are adapting to the new circumstances. Corporate reporting in this situation will need to be self-laudatory in order to

show the stakeholders what the company is doing for the environment, such as lowering pollution, maintaining quality, and supporting causes that are dear to the public. In order to develop effective interactions in order to improve organizational image, it is vital to analyze the relationships between organizations and their environment.

2.3.3. System Theory

Gregory, one of the most popular theoretical schools of thought to underpin the practice of public relations is system theory (2000). According to system theory, an organization is a collection of related systems that is a component of the social system. System theory consequently influences how an organization's internal and external systems interact, according to Tench et al (2009). As a result, system theory incorporates individuals, groups, and various organizational stakeholders as a component of social theory (communities, employees, government and etc.) System theory was employed by public relations to spread information.

Based on system principles, Miller (2012) makes a system theory observation that is pertinent to general organizational communication. The challenges of organizational communication—globalization, terrorism, changing demographics, and climate change—are described throughout, including in terms of crisis communication and management and support for managing brand strategy. These challenges cause the organization to experience crises.

This notion is often helpful for public relations to build positive relationships with internal and external stakeholders of the organization's brand strategy. A practitioner of public relations has a system theory with brand strategy communication and management activity for applying the communication and management activity of organizational challenges successfully. Systems theory gives the organization a global view and dispels the island mentality, which holds that each individual works independently of the others. To maintain system functionality and establish homeostasis, every interaction in the organizational system is dependent on one another. Systems theory helps us to not only analyze an issue more thoroughly but also to determine its root cause. We would never fully recover from an illness if doctors merely addressed the symptoms of patients rather than the underlying sickness. The Ethiopian Coffee Organization's Brand Strategy would also fail if Public Relations were not used.

2.4. Major Public Relation Tools

According to Banik (2004), Public Relation tools used by the public relation department to communicate with the public's and target groups depending up on the nature of activity and different target groups, different tools can be used.

Publications: may include interim report, annual report, and reports of firms meeting for the purpose of influencing the general background information to the reader about the overall condition of the organization. The written and printed communication produces higher level of comprehension to readers. It in corporate objective idea and goal by way of production of booklets, brochures, pamphlets.

Information center: the information center are multi-purpose in nature and provide in several services to the organization as well as employees and also the members of the public outside, among different purpose of the information center. The following three are the most important.

Sponsorship: sponsorship as a means of giving something to the community in which they operate and consider them as PR activities, like sponsorship to school and college in the project area, hospitals, and big events like national seminars or Exhibitions on telecommunication or various institutional of telecommunications.

Bulletins: It is an official publication of an organization, highlighting its policies, programs and achievements; it serves as a vehicle of communication among the various members of the company. The bulletins is published at regular intervals, they includes weeklies, fortnightlies, monthlies, bimonthlies and quarterlies.

Company website: Company website can be a good public relation vehicle. Consumers and member of other publics can visit the site for information and entertainment. Such site can be extremely population.

Advertising: It is the dissemination of information concerning an idea, service or product for the action accomplishment of a definite purpose with the ultimate objective to create a favorable image of an organization. Uses of advertisement are to achieve wide coverage and to build the image of the company among its target group. Their objectives are varied from just an announcement, to imparting specific information to communicating the organization

stand on an issue. The objective also includes launching a new service or project or plant installation confidence and building image of among its target groups.

Relation with press: Despite the emergence of electronic media like radio and television, a relation with the print media is the oscillatory in PR. the press provides information and creates the climate and thereby influences attitudes. Normally there are four methods to conduct press relation which include press releases, press conferences, facility visits and letters to the editors. Issuing new and initiating articles, and features and reports.

2.5.Models of Public Relation

The following four models of public relations that describe the field's various management and organizational practices. These models serve as guidelines to create programs, strategies, and tactics.

2.5.1. Press agent /publicity model

In the press agent/publicity model, communications professionals use persuasion to shape the thoughts and opinions of key audiences. In this model, accuracy is not important and organizations do not seek audience feedback or conduct audience analysis research. It is a one-way form of communication. One example is propagandist techniques created by news media outlets in North Korea.

Grunig (2013) explained that this model is a one way communication model and refers to a communication strategy without the need of careful strategy and study of their targeted public. The flow of communication comes from the organization to the targeted audience and did not include feedback.

2.5.2. Public information model

Public information is similar to press agency in that its goal is the one-way spread of information, but it differs from press agency in that its goal is truth. The data must be truthful, precise, and accurate. This model's main objective is to provide information. Beyond evaluating the clarity of their message, practitioners using this technique undertake a little audience research. The public information and press agency/publicity models both place emphasis on information via outgoing information from the organization to the public and the comparatively low level of response. The main difference between them is the former's

readiness to support a cause at the expense of calculated truth and objectivity. Some supervisors only communicate in one direction.

This model is still using one-way communication but the distinct relies in the approach of honesty in communication. The role of public relations in an organization or company is to inform the public objectively and report it just like the journalist would be (Grunig and Hunt, 1984). In this model they use news release, guide books, and including recent media which is website (Grunig, 2011). Haley Edman added that the public information model provides one-way communication but does not focus on persuasion. This model uses straightforward, relatively objective information.

The public information model moves away from the manipulative tactics used in the press agent model and presents more accurate information. However, the communication pattern is still one-way. Practitioners do not conduct audience analysis research to guide their strategies and tactics. Some press releases and newsletters are created based on this model, when audiences are not necessarily targeted or researched beforehand

2.5.3. Two-way asymmetrical model

The two-way asymmetrical model presents a more “scientifically persuasive” way of communicating with key audiences. Here, content creators conduct research to better understand the audience’s attitudes and behaviors, which in turn informs the message strategy and creation. Still, persuasive communication is used in this model to benefit the organization more so than audiences; therefore, it is considered asymmetrical or imbalanced. The model is particularly popular in advertising and consumer marketing, fields that are specifically interested in increasing an organization’s profits.

Grunig (2011) explains two-way asymmetric model views public relations as a scientific persuasion program, where it stresses the needs of social research method in determining an effective message and persuasion. Nevertheless communication in this model is still one-way

Some experts think of public relations more broadly. For instance, they may argue that political lobbying is a form of public relations because lobbyists engage in communication activities and client advocacy in order to shape the attitudes of Congress (Berg, 2009).

Communication from the organization to the target audience and trying to persuade the recipient of the message in order to perform an action. In this model, the communicators get a response from the public and then apply the theory of communication and persuasion in their findings, and then persuade the audience to accept the organization's viewpoint. So although this model sees feedback from audiences one of its important elements, the practitioners would still prefer having the targeted public to adapt to the organization interest than the otherwise.

The basic goal of two-way asymmetric communication is to persuade the audience to share the organization's point of view in order to build agreement between the company and its audiences. This model uses a social science research methodology to make its ideas more convincing. Or the organization is far more interested in having the publics adjust to the organization's interest than the contrary, using feedback from the public to modify communications techniques to be more compelling. This approach makes it impossible to develop positive relationships for both parties' benefit.

2.5.4. Two-way symmetrical model

Finally, the two-way symmetrical model argues that the public relations practitioner should serve as a liaison between the organization and key publics, rather than as a persuader. Here, practitioners are negotiators and use communication to ensure that all involved parties benefit, not just the organization that employs them. The term “symmetrical” is used because the model attempts to create a mutually beneficial situation. The two-way symmetrical model is deemed the most ethical model, one that professionals should aspire to use in their everyday tactics and strategies (Simpson, 2014).

The main character of this model is challenged companies to conduct direct dialogue with stakeholders not only persuade but also to listen, learn, and most important is to adapt the behavior of the organization as a result of the communication process. In contrast to the linear one-way communication model, this model performs two reciprocal process in which they are involved in the same position when communicating. Grunig (2012) explained that in this model, the organization and the targeted public both adapt and build mutual understanding. Two-way symmetrical public relations being done with honest two-way communication, mutual giving and mutual acceptance, respect, focus on the common understanding between the parties involved in the communication. Negotiations and willingness to adapt and

compromise is an important element in this process. This requires the participation of the company in public relations activities being willing to make adjustments in the operation of the company so that it can accommodate the public and their audience. Significantly, this model seems to be widely used by nonprofit organizations, government agencies, and legal institutions than profit-oriented enterprise and competition.

Communication that is symmetrically two-way and is meant to foster understanding. Both the public's and the organization's opinion on an issue should evolve as a result of the two-way communication process. The organization and its audiences adjust to one another using this two-way communication paradigm in order to reach mutual understanding and maintain happy relationships. Additionally, the two-way symmetrical model of communication is both a true model and a model that should be followed. Organizations are able to employ this paradigm, but they frequently choose not to do so because an authoritarian dominating coalition regards it as a challenge to their authority. However, two-way symmetrical public relations exemplify expert public relations and reflect the expanding corpus of knowledge in the discipline. In comparison to other public relations models, this ethical approach makes a bigger difference in the effectiveness of the organization. The two-way symmetrical model's practitioners have conflicted motivations because they also want to protect the interests of their employers (Grunig, 1984).

2.6. Marketing and Public relations

Skinner, Mersham, and Von Essen, (2004) recognize marketing and public relations as significant outer elements of an organization. The two capacities start their examination and arranging according to the perspective of fulfilling at least one of the public's that have as of now been distinguished. Skinner et al. claims that a few associations treat trade relationships with clients as just one of numerous authoritative relationships. On their hierarchical graphs, marketing is essential for the bigger public relations work. Different associations view marketing as the essential capacity focusing just to those "non-client relationships" considered to be critical to the marketing exertion. Public relation is subordinate to marketing in these associations. Different organizations put "client relations" under public relations making it liable for non-marketing worries of clients, for example, protests, and guidelines for item use, security data and fix administrations.

Koekemoer (2004) states that, practically speaking Marketing comprises of facilitated program of examination, item configuration, bundling, valuing, advancement and conveyance. The objective is to draw in and fulfill clients on a drawn out premise. Its major liability is to fabricate and keep a business opportunity for an association's items as well as administrations. Item publicity is important for marketing correspondence. Since many think that publicity is inseparable from public relations, item publicity likewise adds to the disarray among marketing and public relations. Public relations experts truly do help in the marketing exertion by composing item publicity stories and orchestrating media inclusion of new items.

Be that as it may, Cutlip et al. (2000) contend that viable public relations add to the marketing exertion by keeping a friendly, social and world of politics. Likewise, effective marketing and fulfilled clients make great relations with others more straightforward to fabricate and keep up with for the public relations work. Koekemoer (2004) reasons that public relations and marketing are two capacities that are most frequently confounded, with public relations regularly being subsumed under the bigger all the more remarkable marketing capacity.

Public Relation is basic while marketing exercises and deals are impacted by public assessment or emergency occasions. At times, marketing exercises can be the reason for such emergency occasions (Amisha and Xavier, 2009). Cornelissen (2004) notice that a few associations contend for the incorporation of the two disciplines, while others broadcast that these two authoritative capacities ought to stay autonomous. In light of this, it tends to be presumed that without an obvious sign of the job and spot of these two capacities in the association, their commitment to the general working and execution of the association will be enormously misjudged and diffused.

Public relations' function and media preferences were the subject of research by Tom Kelleher in 2001. Based on the fusion of media richness theory and public relations theory, a survey was conducted in this study to investigate the relationship between public relations roles and media preference. Confirmatory factor analysis was used to categorize respondents as public relations managers or technicians, supporting earlier findings.

An investigation on "Practitioner Roles in Public Relations" was carried out by Hogg, Gillian (1999). This study looked at the numerous jobs that public relations professionals hold and how those jobs affect how public relations is perceived within a company. In the context of

Scottish local authorities, taking into account the limitations imposed by organizational structures on public relations practitioners and the extent to which the expectations of those within the organization in charge of establishing public relations policy have an impact on the practitioners' roles.

The research was completed using a two step process. Data were initially gathered through in-depth interviews and focus groups and delivered to all Scottish local administrations. A random questionnaire was delivered to the person in charge of public relations in the second phase. The findings show that chief executives and politicians have very clear perceptions of public relations and expectations of practitioners, and that even practitioners themselves have a limited understanding of the potential contribution that public relations can make to local government decision-making. This suggests that they are neither a member of the dominant coalition nor likely to be one, which has ramifications for the advancement of excellence in public relations. Taking a broader look at the organizational and intrapersonal aspects that directly affect day-to-day public relations activity, this study is the empirical expression of a new trend in research on public relations jobs. By exposing and examining the complexity of role episodes, this kind of research produces a solid foundation for obtaining future organizational roles that are more favorable to practitioners.

In 2017, a study on the "Role of Public Relations in Image Management of an Organization" was carried out by Neha Singh and Dr. A. Ram Pandey. The purpose of the article is to demonstrate the significance of preserving positive and meaningful relationships with every member of the public who engages with a corporate organization. The reputation of an organization is determined by the people who acquire an opinion about it through time. Therefore, it is crucial for an organization to establish positive relationships with all relevant publics. Maintaining relationships with the public is the main focus of public relations, as the name suggests. In order to succeed, corporate organizations believe that they must uphold, cultivate, and enhance positive relationships with their potential clients (the public). Public Relations' part in this aspect becomes very vital.

2.7.The Function of Public Relations

We can infer from the evolution of public relations that its purpose has changed throughout time. The role of public relations is essentially growing. Public relations have gained a lot of attention in the modern era for businesses. Publicity, advertising, press agencies, public

affairs, issues management, lobbying, investor relations, and development are all included in the field of public relations. According to Hutton (1996), the main duties of public relations are: conducting research; creating an impression; counseling; managing; providing early warning; and communicating.

It is thought that strategic management of organizations includes public relations. Strategy is the key to achieving a broad objective. In long-term planning, components like public relations work in concert to achieve corporate goals. When it helps the organization formulate its strategy for achieving its broad goals and then supports that effort in a coordinated and consistent way, public relations are strategic. According to Grunig (1992), the finest practices in corporate communication can be evaluated on four different levels: the micro, managerial, macro, and effects of excellent public relations. According to Oliver (1991), operational communications for a corporate entity include public relations.

Public relations is used by certain academics to carry out marketing strategy. Public relations for marketing is what Harris (1991) calls it. He maintains that public relations is expanding almost everywhere. In order to maximize the impact of product debuts, maintain brand recognition throughout the product life cycle, and protect products in danger, businesses assign public relations staff specialists to product marketing teams and work with public relations agencies. McCarthy (1975) also suggests that the fundamental objective of marketing public relations is to include the marketing mix, or the four components of product, price, place, and promotion, into a marketing program to assist the market exchange.

Chinese academics have recently embraced the role of public relations in their thinking. According to Ju (1993), the role of public relations includes acquiring data, providing guidance and advice, taking part in decision-making, corresponding communication, infiltrating and organizing daily affairs, and arranging activities related to certain topics. According to Sun (1997), public relations must encompass five elements: creating an image, disseminating information, building relationships, consulting on decision-making, and organizing specific issue activities. The role of public relations, according to Dong (1996), is to command information, provide consultancy and advice, establish contacts, plan actions, and handle crises. He also emphasizes that developing an image and corresponding relationships are the fundamental duties of public relations.

We can infer from the various definitions and purposes of public relations put forth by researchers above that public relations is the public environment created when businesses use various information management and dissemination techniques to achieve reciprocal understanding, cooperation, and recognition that is appropriate for their long-term growth. The following four traits apply to this idea: (1) Explicitly defining the four pillars of public relations They are the public, the management function, social organizations, and media that spread information. (2) Taking information communication as the primary goal of public relations. (3) Reflecting the core qualities of public relations that are scientific management and bi-directional communication. (4) Educating the public about social organizations and their mission to boost their stature and cultivate positive perceptions of them.

Despite the fact that scholars' views on the role of public relations vary, the fundamental idea is often the same. The primary role of public relations should be to support and serve the needs of social groups, individuals, and the entire community. One essential role of public relations is establishing an organization's reputation. In the field of public relations, businesses and universities have seen a concept evolution from image (refers to organizations' form, appearance, and outward appearance, etc.) to identity (refers to the special status or individuality characteristic identification of organizations in industrial structure and social structure). All social organizations must think about attracting the public and extending the market by giving attention to personality difference as the global market enters the buyers' market from the sellers' market and the time of homogeneity. Therefore, as the times have changed, organizations' image identification strategies have emerged.

Communicating with the public is a key component of public relations. The bi-directional symmetrical balancing theory by Cary Lip serves as a crucial theoretical cornerstone for corresponding public relations communication. Both parties operate in corresponding communication, especially through self-propaganda and impression feedback (Dong, 1997). Interests, objects, attitudes, and conduct are the four fundamental components of organizations' correspondence with the public. Organizations communicate with the public by setting the agenda and dispersing the tide of interest in order to fulfill their objectives of internal cohesion and external growth. Establishing an image and corresponding communication are the two primary tasks of public relations that the author theoretically explores because they are closely related to an organization's brand strategy.

2.8. Public relation and customers' satisfaction

The role of public relations in enhancing customers' satisfaction in an organizations can't be undervalued particularly in this serious and shopper driven society that organizations end up since the picture of an association decides its benefit or disappointment. It will be troublesome in the event that certainly feasible for any benefit arranged association accomplish development, expansion in turnover and benefit without a few public relations endeavors to acquire altruism and public interest. Public Relations exercises impact the public assessment which can both form and break an association's customer base. Positive customer satisfaction improves the association's picture. Associations enjoy PR exercises since how the pariahs see the business is significant.

To accomplish customer satisfaction, the firm should incorporate the customer's viewpoints with the PR strategy to catch the market. Through public relations, a brand pays attention to what the public needs to say about the business, examines something very similar and acts as indicated by the customer's preferences and inclinations. For the customers, it is vital to know how the firm is doing them. That is the quintessence of public relations and building a brand that buyers can depend on. While PR doesn't straightforwardly further develop customer satisfaction, fundamentally, it puts forth the public mindful of the attempts that the organization takes to work on its services and items.

In the public area a significant part of the Public Relations (PR) related exercises are worried about the satisfaction of customers. On account of the public area, helpless customer satisfaction doesn't upgrade the association's picture. PR plays a more extensive part to play by fulfilling the necessities of various and now and then clashing interests of buyers and helping the picture of the association. Associations practice public relations since how others outside the association see it and its activities is vital. Public Relations expect paying attention to the requirements of the clients the association fills in as well as examining and understanding the disposition and conduct of its shoppers. Its principle point is to make, keep up with and safeguard the association's standing, improve the glory, and present ideal picture to the public.

Levary and Mathieu (2000) proposes that hierarchical public still up in the air by an association's capacity to draw in new customers and hold existing customers; customer

absolute satisfaction with the service arrangement experience influences association's capacity to draw in new customers and hold existing customers.

Krampf (2003) states that customer satisfaction is a key for the activities of any associations. Satisfaction of purchasers stays the need of associations that needs to remain and furthermore fill in business. At the point when buyers are not happy with the items and services presented by associations and with the manner in which they offer them, they become deterred to go on with the deals. Customer's needs to be dealt with appropriately and to that end a powerful public relations the executives is vital to keeping purchasers fulfilled and furthermore to draw in more buyers.

At the point when associations disregard objections from their customers it prompts abusing and helpless publicity. Assuming customers raise protests about specific issues, and an organization disregards them that may prompt a circumstance of public emergency which is never really great for a brand. In this manner, the firm should find ways to keep an exchange open with the public consistently. On the off chance that PR exercises are centered around the essential business and brand targets, the firm can make a fine situating on the lookout. Arowosegbe (2005) in Abodunrin (1995) places that Public Relations accepts that the climate inside which an association works ought to be favorable and serene to guarantee the proceeded and blissful endurance of that association and the steady accomplishment of its destinations. This means amicability between an association and its publics.

It should be noticed that the center interest of public relations is to accomplish common relations between an organisation and its different publics which customers is one. Ogbiten (2014) in British Institute of Public Relations verified this position when it characterizes Public relations as "the deliberate, arranged and supported work to lay out and kept up with common comprehension between an association and its publics"

Likewise, Arowosegbe (2005) referred to International Public Relations Thus, public relations is a special administration work that each association should incorporate into its way of thinking since it helps in laying out, keeping up with common interest, two way correspondence and acknowledgment of an association among its different publics. It includes the administration of issues, assists the board with keeping illuminate, gain public assessment, fills in as rest of social obligation, helps examination patterns, anticipating future

and outcomes, directing administration and executing arranged software engineers of activity to assist the association and its publics. Ogbiten (2014).

Public relations as an administration work should impact all administration endeavors, strategies, projects and choices to lean toward the public interest. Along these lines, association should act directly to the greatest advantage of the larger part and backing exercises that will improve the government assistance of the customers and cement their trust in your association. Charles, (2006) in Ogunsanya (1991) places that public relations is an unavoidable ointment in the wheel of key administration. Focusing on that public relations should be communicated in real life and in should be in the public interest. Charles, (2006) was of the assessment that there may not be any conceal space in today's business environment that is been formed by what the public needs, says or inclines toward which can be summed up as 'public assessment and public perspectives'. In this century, we are presently living in a time of "The public be satisfied" "the customer is correct all the time".

Item advancement, innovative improvement, cost streamlining and fantastic service conveyance are vital for any association yet their significance is provided that the customer likes it. For instance, both jewel and coal are carbon however they are evaluated diversely because of various valuations by the customer. Thusly, any business starts and finishes with the customer (Sugandhi, 2002). Along these lines, service associations are moving their concentration from "value-based trade" to "relational trade" for growing commonly fulfilling relationship with customers. Stretched out relationships are accounted for to fundamentally affect exchange cost and benefit, and customer lifetime esteem. Serving the customers, in obvious sense, is the need of great importance as the customer was, is and will stay the focal point of every hierarchical action.

Public relations help in building trust in the general public by giving outsider approvals for your item, service or organization. For example, getting cited in a report will give certainty and fulfill the shoppers that the organization's item is to be sure dependable, and it likewise has every one of the elements to fulfill them. Public relations exercises likewise count the respectability of the firm to the customers that assistance in cultivating trust in the personalities of the public at large.

Numerous associations take public relations and marketing exercises gently. These outcomes in low customer satisfaction that could bring significant difficulties for the firm. In this way, PR is a fundamental device for further developing buyer satisfaction.

2.9. Conceptual Framework

The conceptual framework of this study is prepared based on PESO model. The PESO model classifies communication tactics into paid, earned, shared and owned forms of media (Dietrich, 2018) and is commonly used in communication research as well as by practitioners (Thabit, 2015). According to Macnamara et al. (2016), the paid media component of this model entails traditional advertising and other forms of purchased content. Earned media encompasses all editorial publications that an organisation gains through providing journalists with useful information such as in the form of media releases. Shared media are defined as all social media channels that are open for interactions of other users, such as in the form of comments. Owned media are publications that are developed and controlled by the organization, such as corporate magazines or websites.

PESO model is selected because of its inextricably relationship with marketing activities of an organization. PR and Marketing used to be very distinct domains. Advertising agencies focused on creative and paid media strategies, while the public relation professionals work to secure the strongest relationships with journalists as well as offering crisis communications and PR strategy. There's always been a third component, owned media, to represent content that has been produced and published by a brand itself. As the internet came to allow brands the option of publishing more cost-effectively, owned media earned its place among paid and earned as a go-to channel for marketing. Currently, the radical growth of emergent media practices has created a convergence of practices in the marketing communication industry. Public relations scholars considered the model of paid, earned, shared (social), and owned media (PESO model) as an effective approach to categorize media content (Bayles, 2015), which originally evolved from the categorization of media as "paid, owned, and earned" (Burcher, 2012). According to Macnamara et al. (2016), paid media refers to "traditional advertising and other forms of content commercially contracted between organizations and mass media" (p. 377). Owned media are the media outlets and content controlled by organizations (e.g., corporate magazines, newsletters, and websites). Earned media denotes the editorial publicity generated through media relations activities (Stephen & Galak, 2012).

Additionally, shared media, or social media, as an emerging quadrant to the paid, owned, and earned model, is defined as the media “open for followers, friends, and subscribers to contribute and comment” (Macnamara et al., 2016), including popular social networking sites (e.g., Facebook, YouTube, Sina Weibo). Social media usually applies light moderation (a form of editorship) and offers free open access to users (Macnamara et al., 2016), resulting in sharing and co-production of content. Advertising and public relations professions have traditionally been defined by media placements paid for or earned on behalf of client accounts, respectively. For example, advertising has traditionally been concerned with the paid placement of creative content (e.g., television advertising), versus earned media coverage, which has traditionally been the domain of public relations. However, today, public relations agencies offer paid strategies for their clients (Bruell, 2013). Another example of blurring between public relations and advertising is native advertising, also known as advertorials or branded content, which refers to paid content designed to match the editorial standards of a printed or digital publication (Wilcox et al., 2015).

Breakenridge (2008), claimed that social media gave public relations practitioner’s opportunities to address traditional media via a different channel and also engage directly with influencers and customers. Social media’s conversational format even led Solis and Breakenridge (2009) to exclaim in their book title that social media was “putting the public back in public relations”.

Edosomwan et al. (2011) considered conversation to be a key factor for the successful use of social media as a lack of conversation would lower the organization’s credibility and brand loyalty. Therefore, they advised organizations to assign enough resources to engage in conversations with their publics on social media.

Edosomwan et al. (2011) argued that social media had increased the number of communication channels as well as their effectiveness within organizations. Consequently, Macnamara et al. (2016) predicted a shift in media use by organisations from the traditional PESO towards an emerging SOEP model (shared, owned, earned, paid), placing the focus on shared media, followed by owned media.

They explained this development by the shift in importance from traditional paid media and earned media towards shared media. For instance, Allagui and Breslow (2016) predicted that social media tactics would increasingly replace events to create publicity for public relations

campaigns. Public relations practitioners in Europe and the Asia-Pacific region believed that social and owned media would grow significantly in importance (Macnamara et al., 2016; Zerfass et al., 2015).

This was confirmed by their Latin American colleagues who believed that the importance of social media would increase notably (Navarro et al., 2018). Earned media was perceived to remain important in Europe and the Asia-Pacific region, particularly regarding online recommendations or strategic partnerships, whereas traditional paid media notably declined in importance (Macnamara et al., 2016).

In contrast, Latin American practitioners believed that the importance of earned media would decrease (Navarro et al., 2018). Despite this alleged power shift between media types, organisations were advised to use all media types complementarily. For instance, Sutherland (2016) wrote that practitioners needed to adopt a ‘propinquital’ approach while using social media to strengthen relationships between an organisation and its publics. This concept sees social and traditional media as interconnected entities that encourage interactions in the online and offline environments. For example, the promotion of an event on social media and sharing photos of this event with tagged participants asking them for their comments afterwards would strengthen relationships with the publics.

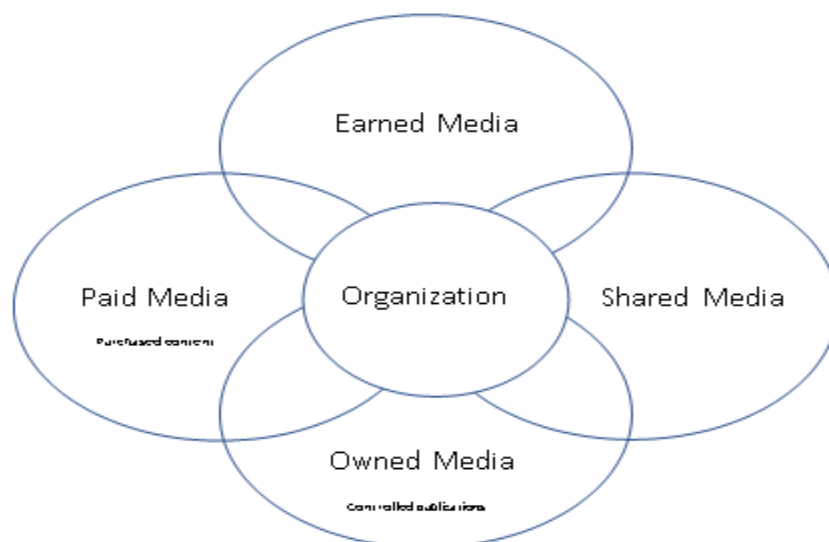


Figure 1: *Conceptual framework adapted from Dietrich (2018)*

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Research Paradigm

This research has used constructivist research paradigm to test the application of PESO public relation model on the practice of marketing public relation in Ethiopian Telecommunication Corporation. The strategy as practice research program challenges concepts of strategy that have long been taken for granted, uncovering the complexities of the ‘social fabric’ of strategy-making of the marketing relationship with the practice of public relation in the case study organization.

For instance, constructivism philosophical paradigm as an approach that asserts that individuals construct their own understanding and knowledge of the world through experiencing things and reflecting on those experiences. In this sense, this research paradigm is appropriate to study the perception of public relation practices using PESO model on customer satisfaction since much of the customers satisfaction part is subjectively evaluated by the customers themselves.

3.2. Research Approach

The study embraced both qualitative and quantitative research approach, where it can be use of a questionnaire provided primarily descriptive and qualified data. The qualitative approach was utilized for exploring concepts and experiences of customers using subjective expressions and evaluations in more detail.

Quantitative research was used to assess the numbers and statistics of the study measurable variables while qualitative research was used to deal with words and meanings of marketing public relation activities for customers’ satisfaction. Quantitative methods enabled the researcher to systematically measure variables and test hypotheses.

3.3. Design of the study

Research methodology is a way to systematically solve the research problem and research methodology shall identify the research basis, research hypothesis or questions, research design and research analysis (Kothari, 2004). A research design is a plan according to which a researcher obtains research participants and collects information from them.

Accordingly, the research design for this study was sequential mixed method design. In this research design the researcher has used both qualitative and quantitative ones. Thus, quantitative data sets are were used along with some elements of qualitative data. The study embraced both quantitative and qualitative research approaches. In terms of quantitative approach, it can use of a questionnaire provided primarily descriptive and qualified data. Quantitative method is study involving analysis of data and information that are descriptive in nature and quantified.

The researcher used qualitative type of data to describe the perception of customers regarding the public relation activities of Ethiopian Telecommunication Corporation. Scientifically without the use of numerical data while quantitative research consists of research, it can be analyzed in terms of numbers. Mixed approach is an approach, additionally; the results that were collected from the focus group discussion (FGD) and interview were handled qualitatively.

The major reason for adopting this type of research method is due to the strong believe that neither quantitative nor qualitative methods alone are sufficient by themselves to capture the trends and details of this specific research situation. Thereby, this research approach enabled the researcher to collect, analyze and integrate both quantitative and qualitative data. Therefore, a mixed approach with survey questionnaire, focus group discussions and key informant interview was carried out and secondary data were collected and analyzed.

3.4.Sampling Technique and Size Determination

The sample size was determined by using the statistical formula by Yamane (1967). Based on the assumption of 95% confidence level and $P = .05$ and the estimated population size in Addis Ababa (customers of the corporation) are the above 10,000. Therefore;

$$\text{sample size} = \frac{\text{Population size}}{1 + \text{Population size}(e)^2}$$

$$\text{sample size} = \frac{10,000}{1 + 10,000 (0.05)^2}$$

$$\text{sample size} = 384.696 \approx \mathbf{385}$$

Regarding the sampling technique to select this selected sample of respondent for etho-telecom customers is convenience sampling. The researcher used non-probability sampling especially convenience sampling because it would have been difficult to access each population unit and difficult to get their address hence the study may not use probability sampling technique. In addition, convenience-sampling technique will be applied because in this case the respondents will be supposed to be accessible to the researcher when doing this research. Because of the large number of the sample unit, time and cost constraint, the sample will be drawn from the targeted population by using convenience-sampling technique. Although, non-probability sampling has problems related to selection bias, in small inquiries and researches by individuals, the sampling technique can be adopted (Kothari, 2004).

3.5.Data Collection Instruments

In the this study, having understood the need to triangulate and complement the collected data from both quantitative and qualitative data collection methods, self- administered questionnaire (what the study participants say, they think, feel and act), Focus Group Discussion (FGD) and Key Informant Interview (KII) were employed as instruments for data collection.

3.5.1. Questionnaire

In this study, the researcher developed and employed a five point Likert scale self-administered questionnaire which were translated into Amharic by a language expert and filled by the respondents after its final version were checked by researcher. The questionnaire were designed to assess the objective this study. Generally, the questionnaire has two major themes under which a total of items were developed and administered to be filled by the sampled participants.

3.5.2. Focus Group Discussion

According to Weston (2006) a focus group discussion involves gathering people from similar backgrounds or experiences together to discuss a specific topic of interest. It is a form of qualitative research where questions are asked about their perceptions attitudes, beliefs, opinion or ideas. In focus group discussion participants are free to talk with other group members; unlike other research methods it encourages discussions with other participants. It generally involves group interviewing in which a small group of usually 8 to 12 people. It is

led by a moderator (interviewer) in a loosely structured discussion of various topics of interest.

In this study, Focus Group Discussion (FGD) was employed because it would allow the researcher to gain deep insights on public relation activities as perceived and evaluated by customers of Ethio Telecom in Addis Ababa. To guide the focus-group discussions, semi-structured items were developed by the researcher. Therefore, in this FGD guide, items which try to assess the study variables were presented.

3.5.3. Key Informant Interview

According to Dickson (2012) Key informant interviews are qualitative in-depth interviews with people who know what is going on in the community. The purpose of key informant interviews is to collect information from a wide range of people including community leaders, professionals, or residents who have firsthand knowledge about the community. These community experts, with their particular knowledge and understanding, can provide insight on the nature of problems and give recommendations for solutions.

In the case of this study, Key Informant Interview (KII) was used as it would allow in getting knowledge-based and experience-backed insights on customers satisfaction.

3.6.Data collection procedure

A survey is a method of collecting data in which people are asked to answer a number of questions (usually in the form of a questionnaire). The main advantages of questionnaires are that they can be administered to groups of people simultaneously, and they are less costly and less time-consuming than other measuring instruments. For this study, survey research method was used where the questionnaire was used to collect the information.

3.7. Reliability and Validity

3.7.1. Reliability

Before the analysis of the primary data that were collected through close ended questionnaires, analysis of the variables' reliability and validity of the constructs were verified. To ensure reliability of this research, the questionnaire was designed to measure the concepts in the theoretical model in a consistent manner. This implied that the research study could be conducted by other researchers to arrive at the same findings.

Reliability is a measure of the degree to which a research instrument yields consistent results or data after repeated trials. For this study, internal consistence reliability is determined by Cronbach's alpha. It is useful in assessing the consistence of the results across items within a test. It represents number between 0 and 1. According to Zikmundet (2010) scales with coefficient alpha between 0.6 - 0.7 indicate fair reliability and higher are considered adequate to determine reliability. Therefore, the Cronbach's alpha coefficient were tested for checking whether it is in acceptable and reliable range mentioned above.

3.7.2. Validity

Validity is the degree to which a test measures what it purports to measure (Creswell, 2009). The validity of the research were concerned with the measurement of the data collection process implemented regarding the quality of the study. It outlined the evaluation of the quality of both the primary and secondary data used in the research. To ensure the validity of this study, each question in the questionnaire were designed to represent the concepts that are used in the conceptual framework of the study.

3.8.Method of data analysis and Interpretation

A survey is a method of collecting data in which people are asked to answer a number of questions (usually in the form of a questionnaire). The main advantages of questionnaires are that they can be administered to groups of people simultaneously, and they are less costly and less time-consuming than other measuring instruments. Additionally, focused group discussion (FGD), interview and observations will be utilized. According to Merriam, (1998), qualitative data analysis is a complex process that involves moving back and forth between concrete bits of data and abstract concepts, between inductive and deductive reasoning and between description and interpretation. Additionally, analysis of collected data is ongoing in qualitative research and begin with data collection simultaneously

Thematic analysis were also be utilized to analyze the data collected through interview and FGD. According to Gouge and Medill (2007), focuses on the coding of qualitative data producing clusters of text with similar meaning often searching for the central themes capturing the essence of the phenomenon under investigation. The data that were collected wre transcribed verbatim individual interviews.

For this study, survey research method were used in terms of a questionnaire through which to collect the information needed for this study.

The researcher employed different statistical techniques to analyze the data to be collected using statistical data analyzing software, specifically SPSS (Statistical Package for the Social Sciences) version 26. Descriptive statistics correlational analysis, and multiple linear regression were utilized.

3.9.Ethical consideration

There are areas of ethical and moral concerns that must be addressed in research undertakings for assessing harms and benefits (the well-being of research participant) informed consent (ensuring that people understand what it means to participants' in the study), privacy and confidently (protecting participants identities and the data and cultural sensitively (Papps, 2005)

Accordingly, all the research participants who were participated in this study were appropriately informed about the purpose of the research and their willingness and assent were secured before the commencement of distributing questionnaire. Concerning the right to privacy of the respondents, the studies maintain the secrecy of the identity of each participant.

3.10. Trustworthiness of the study

As qualitative research which becomes increasingly recognized and valued, it is imperative that it is conducted in a rigorous and methodical manner to yield meaningful and useful results. Therefore, this study to assure that it is accepted as trustworthy, the researcher analyzed the data in a precise, consistent, and exhaustive manner through recording, systematizing, and disclosing the methods of analysis with enough detail to enable the reader understand the process credibility.

Additionally, the use of measurable, statistical tools, and scientific cut points enabled this research to support the qualitative results, thereby, enhancing its trustworthiness to ensure its acceptance.

CHAPTER FOUR

4. RESULTS AND DISCUSSION

4.1. Introduction

In this chapter, the collected data has been analyzed and interpreted. The chapter consists of introduction, respondents' demographic characteristics, and impact of marketing public relation practice on customer's satisfaction in the case of Ethiopian Telecommunication Corporation marketing public relation variables such as Earned Media Marketing Activities (EMMA), Paid Media Marketing Activities (PMMA), Shared Media Marketing Activities (SMMA), Owned Media Marketing Activities (OMMA) and Customers' Satisfaction were measured using structured questionnaire items. The items of the questionnaire on variables were Likert scaled using five points ranging between 1=Strongly Agree to 5=Strongly Disagree. In addition, some demographic descriptions of the respondents were presented in subsequent section. Concerning the response rate of the questionnaire, 385 questionnaires were disseminated while recollecting 367 questionnaires, which makes the response rate 95.3%.

Table 1. Reliability results

Sub scales	Number of items	Cronbach's Alpha
Earned Media Marketing Activities (EMMA)	5	.854
Paid Media Marketing Activities (PMMA)	5	.856
Shared Media Marketing Activities (SMMA)	5	.881
Owned Media Marketing Activities (OMMA)	3	.781
Customers' Satisfaction	7	.887
Entire scale	25	.892

As it is indicated on the above table Cronbach's coefficient alpha was calculated for each field of the questionnaire and the entire questionnaire. The values of Cronbach's Alpha showed that all of the results are more than acceptable, which fall in the range between 0.7 and 0.95. The resulting range is considered high as the result ensures the reliability of each field of the questionnaire. Moreover Cronbach's Alpha for the entire questionnaire shows the value of 0.892 which falls in an excellent range and it indicates reliability of the entire questionnaire. Therefore, based on the test, the results for the items are reliable and acceptable.

4.2. Demographic Characteristics of Respondents

To discuss the effect of marketing public relation practice on customer's satisfaction in the case of Ethiopian Telecommunication Corporation survey was handed out to the respondents. In this section, the researcher described respondents profile in terms of age, gender, educational level, and experience of customers in the organization. These responses were analyzed using frequencies and percentage distributions below.

Regarding the sex of respondents, the majority 62.4% of respondents were males, and the remaining 37.6% of the respondents were female. This data implies that more male participated in the study than female respondents as well as it reflects the male dominance in many products and service subscription customers in Ethiopian Telecommunication Corporation.

Concerning age categories of the respondents, 43.6% of the respondents are between 20 – 30 years old whereas 40.1% of the customers were in the age range below 31 – 40 years, the remaining 13.4% and 3.0% were in the age range between 41 – 50 years and above 50 years, respectively. The result shows that majority of the customers of Ethiopian Telecommunication Corporation were below 40 years old, which implies the presence of more younger customers as compared with older customers above 40 years old.

With regard to educational level of respondents, more than half of the respondents 54.0% were diploma holders, followed by 23.2% who had certificate and below educational status, while the remaining first degree holders and second degree holders and above consisting of 12.5% and 10.4% the total respondents, respectively. The compositions of the respondents' educational background showed that the participants' are well educated and presents an opportunity to obtain accurate response for the study questions.

Lastly, regarding the experience of customers in Ethiopian Telecommunication Corporation, the larger of the groups among the experience categories were customers who had 5 – 10 years and 11 - 15 years of experience in Ethiopian Telecommunication Corporation containing 40.6% and 32.2% of the total respondents while the remaining 12.8% and 14.4% of the total respondents had less than five years of experience as well as above 15 years of experience in Ethiopian Telecommunication Corporation respectively.

Table 2 Demographic Characteristics of Respondents

Variables		Frequency	Percentage
Sex	Male	229	62.4%
	Female	138	37.6%
Age	20 - 30	160	43.6%
	31 - 40	147	40.1%
	41 - 50	49	13.4%
	above 50	11	3.0%
Educational background	Certificate and below	85	23.2%
	Diploma	198	54.0%
	First Degree	46	12.5%
	Second Degree and above	38	10.4%
How long since you are you the customer of Ethio Telecom?	< 5 years	47	12.8%
	5 – 10 years	149	40.6%
	11- 15 years	118	32.2%
	Above 15 years	53	14.4%
Total		367	100%

Source: Own Survey, 2022

4.3.Descriptive Analysis

In order to show how much the respondents agreed with their implications for the industry, descriptive data in the form of mean and standard deviation were brought in this section. The replies of the respondents were scored on a five point Likert scale with 1 representing highly disagreement, 2 strongly disagreement, 3 neutral, 4 strongly agreement, and 5 strongly agreement for the characteristics listed below. However, in order to facilitate and clarify interpretation of the mean results, the scales were reassigned as follows..

This formula is adapted from (Vichea, 2005), with 5 point scales, the interval for breaking the range in measuring each variable id calculated by $5-1/5= 0.8$. It means items with scores fall

between the ranges of: 4.20 – 5.00 are considered as strongly agreed; 3.40 – 4.09 as agreed; 2.60 – 3.39 as Neutral; 1.08 – 2.59 as disagree and 1.00 – 1.79 strongly disagree.

Interview results are also presented along with the results of the questionnaire. Data from questionnaires were processed by SPSS program in terms of frequency, mean, and standard deviation (Descriptive statistics).

4.3.1. Earned Media Marketing Activities (EMMA)

In order to measure the major activities with relation to Earned Media Marketing Activities (EMMA) in Ethiopian Telecommunication Corporation, the following items were presented for respondents and the following descriptive (mean and SD) result are depicted.

Table 3. Summary of Earned Media Marketing Activities (EMMA)

Items	N	Mean	Std. Deviation
Publicity activities of Ethio telecom has helped customers to know more about its products and services	367	4.2752	.86714
Media relations activities performed by Ethio Telecom in print media are highly informative.	367	4.1935	.88284
Trade publication depiction of Ethio Telecom is closer to its reality	367	4.3052	.91410
Public relation experts appearing in various media effectively convey the company's position to its customers.	367	4.2125	.99097
Pubic relation activities conducted by Ethio telecom using earned media (radio, TV, Newspaper etc) is effective in providing marketing information.	367	4.2561	.85239

Source: Own Survey, 2022

Earned media marketing activities (EMMA) are mostly concerned about the attention that is organically generated for your brand's content that the company did not create or pay for. For instance, when someone mentions the brand or posts a photo or video to social media that the company didn't create or pay for. According to the results of the descriptive statistics depicted in the above table 4.3, all of the items fall in the agreement range (mean > 3.39). This result implies that Earned Media Marketing Activities of Ethiopian telecommunication corporation has helped customers know more about its products and services. Additionally, the above descriptive statistics also showed that print media were highly informative for customers as well as trade publication depiction of Ethiopian telecommunication corporation was based on reality, Finally, public relation experts appearing in various media on behalf of Ethiopian telecommunication corporation convey the company's position to its customers as well as using earned media (radio, TV, Newspaper etc) is effective in providing marketing information.

Regarding the practice of Earned Media Marketing Activities (EMMA) during the focus group discussion, one of the participants from the corporation replied as follow:

“We made different action research based on the customer's interest. This in turn helped us to implement the public relation activities to help the marketing effort of our company. The second one is consulting the target customers by doing their need assessment of interest. This is because Public Relations are not guessed rather than it had to be proved something by depth research”

Similarly, other corresponding respondent also added the following:-

“The pillars of public relation is the facilitation of customer and company interest. Customarily, we use any media platforms in promote our products, and to give indispensable information for our valued customers. ”

Many secondary sources also express the major advantages of utilizing the opportunities provided by earned media. Ethio telecom also uses such alternative media to inform the latest affairs of the company. Earned media is extremely successful for accelerating a company's growth and boosting revenue (Owman, 2006). It can be found on a variety of platforms, including as print, online, broadcast, and even in private contacts..

4.3.2. Paid Media Marketing Activities (PMMA)

This is also known as bought media. Online, paid media is where you invest in paying for reach, visitors, or conversions through a variety of methods, including search, affiliate marketing, influencer marketing, display ad networks, etc. Offline, it can include traditional media such as TV advertising, print advertising, direct mail, etc. So as to measure the major activities with relation to Paid Media Marketing Activities (PMMA) in Ethiopian Telecommunication Corporation, the following items were presented for respondents and the following descriptive (mean and SD) result are depicted.

Table 4. Summary of Paid Media Marketing Activities (PMMA)

	N	Mean	Std. Deviation
Ethio Telecom’s paid media for a PR program has helped to illustrate its products for customers.	367	4.2316	.88601
Social media advertising activities of Ethio Telecom are very accessible	367	4.0763	.94647
Various sponsored contents distributed by Ethio Telecom are very informative	367	4.1444	.97137
Online marketing efforts of Ethio Telecom is on target to reach as many customers as possible	367	4.0082	1.04669
Facebook ads, LinkedIn video ads and other paid social media approaches of Ethio Telecom is with acceptable range for customers	367	4.0817	.97166

Source: Own Survey, 2022

The results depicted in the above table 4.4., showed that all of the items fall in the agreement range (mean > 3.39). This indicates in terms of the practice of paid media marketing activities of Ethiopian Telecommunication Corporation had a relatively higher level of practice, since in terms of paid media for a PR program has helped to illustrate its products for customers, accessible marketing, disseminating informative advertisement, and the utilization of social media ads such as Facebook and other platforms.

According to Jonson (2011), paid media refers to outside marketing initiatives that include a paid placement, including display adverts, branded content, and pay-per-click marketing. For internet firms, paid media is a crucial part of revenue growth and brand visibility. Organizations can advertise their material through paid media, which includes display advertisements, paid search results, video ads, pop-ups, and other promoted multimedia. Paid media can be a useful tool for increasing brand awareness, click through rates, and traffic.

Based on the interview and FGD result, generating qualified leads requires you to regularly publish compelling, valuable content, explore guest blogging opportunities, identify co-marketing campaigns, and devise a strategy for promoting said content. Accordingly, Ethiopian Telecommunication Corporation has performing consistent advertising efforts through both electronic as well as printing media. This effort of the firm helps the company to give information about the major products of the company, to inform the usage and other mechanism of their products and services.

According to the interview results conducted with various stakeholders of the corporation paid media efforts of the corporation have helped the company to reach it millions of customers across the country. In line with this, the following replay has been reported by one of the interviewee;

“Ethio telecom uses various paid media outlets especially on TV and radio programs, to inform, and attract new and existing customers the release of new product or service, when there is holiday discount and other attractive offers. These products include; Fixed Broadband internet, Home Wireless 4G Broadband internet, Domain Name System (DNS) and Web hosting, and other international services in addition to the conventional products and services”

Social media advertising is a part of paid media advertising. For instance, you can increase your exposure by utilizing the advertising options provided by social media sites like Twitter, LinkedIn, Facebook, and Pinterest. For our B2B marketers, LinkedIn and Twitter are the most effective promotion platforms; however, you may use a similar approach on Facebook or Pinterest. Everything relies on where the target market for the company is most active and engaged with their brand. We believe in providing the correct content to your audience, through the right medium, at the right time. This is why we prefer to promote gated content via sponsored updates rather than blog articles.

4.3.3. Shared Media Marketing Activities (SMMA)

Shared Media Marketing Activities are usually used when some organization shares a video or article of the company across social media without you prompting them to do so. Firms consider this type of in the form of viral content that's on the internet. That said, it's much more difficult for companies to go viral as opposed to individuals. In order to measure the major activities with relation to Shared Media Marketing Activities (SMMA) in Ethiopian Telecommunication Corporation, the following items were presented for respondents and the following descriptive (mean and SD) result are depicted

Table 5. Summary of Shared Media Marketing Activities (SMMA)

Items	N	Mean	Std. Deviation
Ethio Telecom's usage of unpaid social media platform is acting as an effective marketing tool.	367	3.8120	1.06359
The contents presented in unpaid social media accounts of the company reflects its main marketing activities.	367	3.5831	1.01251
The company releases timely information on its social media accounts.	367	3.4632	1.21832
The company provides accurate representation of its marketing information about its product and service on social media.	367	3.4605	1.17949
The company strives to make accessible its marketing information of social media platforms.	367	3.4278	1.23456

The results of Shared Media Marketing Activities (SMMA) of Ethiopian Telecommunication Corporation presented in the above table 4.5, exhibited that all the items fall in the agreement range (mean > 3.39). This result implies that with regards to shared media marketing activities of the corporation, such as the usage of unpaid social media as an effective marketing tool, public announcements and posts made online using social media to promote the product and accurate representation of the company's products and services. Additionally,

the result also revealed that the company releases timely information on its social media accounts, provides accurate representation of its marketing information about its product and service on social media as well as it strives to make accessible its marketing information of social media platforms.

4.3.4. Owned Media Marketing Activities (OMMA)

Owned media refers to the media that the company possess. Online, owned media includes the company’s website, blog and mobile apps, as well as their social media presence on sites like Facebook, Twitter, LinkedIn, Instagram, etc. Offline, owned media includes retail stores, brochures, flyers, billboards, etc. So as to measure the major activities with relation to Owned Media Marketing Activities (OMMA) in Ethiopian Telecommunication Corporation, the following items were presented for respondents and the following descriptive (mean and SD) result are depicted.

Table 6. Summary of Owned Media Marketing Activities (OMMA)

Items	N	Mean	Std. Deviation
Ethio Telecom release its product types and prices on the media it owns.	367	3.4905	1.16144
Etho telecom’s magazines and newspaper are effective in terms of enlightening customers about its product information.	367	4.0191	.97911
Ethio Telecom possess a powerful media such as magazines to inform existing as well as potential customers	367	4.0245	.92148

The results of the above descriptive statistics showed that all the items fall in the agreement range (mean > 3.4). This result implies Ethiopian Telecommunication Corporation Owned Media Marketing Activities are helping the company to release its product types and prices on the media it owns to the potential customers in the broader market of the country. Additionally, the results also showed that the company’s magazines and newspaper are effective in terms of enlightening customers about its product information.

Based on the results of the interview as well as FGD, owned media by the corporation such as TV programs as well as magazines provide on timely information about the major products and services offered by the company.

4.4. Correlation Results

According to Saunders et al. (2009) a correlation analysis used to identify the direction and relationship between the variables. Correlation coefficient enables to quantify the strength of the linear relationship between two variables.

Based on this, correlation analysis was made for independent variables and the dependent variable as follow.

Table 7. Correlational coefficients

		CS	EMMA	PMMA	SMMA	OMMA
CS	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	367				
EMMA	Pearson Correlation	.557**	1			
	Sig. (2-tailed)	.000				
	N	367	367			
PMMA	Pearson Correlation	.356**	.338**	1		
	Sig. (2-tailed)	.000	.000			
	N	367	367	367		
SMMA	Pearson Correlation	.715**	.327**	.361**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	367	367	367	367	
OMMA	Pearson Correlation	.652**	.426**	.391**	.631**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	367	367	367	367	367

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient can range in value from -1 to $+1$. The larger the absolute value of the coefficient, the stronger the relationship between the variables. For the Pearson correlation, an absolute value of 1 indicates a perfect linear relationship. A correlation close to 0 indicates no linear relationship between the variables. The sign of the coefficient indicates the direction of the relationship. If both variables tend to increase or decrease together, the coefficient is positive, and the line that represents the correlation slopes upward. If one variable tends to increase as the other decreases, the coefficient is negative, and the line that represents the correlation slopes downward.

Based on the correlational results of this study presented in the above table have showed the presence of positive and significant correlation between the independent variables and the dependent variable (customers' satisfaction). More specifically, Earned Media Marketing Activities (EMMA) ($r = .557$), Paid Media Marketing Activities (PMMA) ($r = .356$), Shared Media Marketing Activities (SMMA) ($r = .715$) and Owned Media Marketing Activities (OMMA) ($r = .652$), have been found to be correlated positively and significantly with Customers' Satisfaction of Ethiopian Telecommunication Corporation.

4.5. Multiple Regression Result

The link between the variables is estimated using the regression analysis that follows. It makes it possible to ascertain the degree to which variables are correlated with one another as well as the independent variables' ability to predict the dependent variable. Regression, in essence, enables researchers to determine the extent to which changes in one independent variable while holding other independent variables constant result in changes in the values of the dependent variable. Regression analysis is a statistical method for identifying the variables that actually have an impact. Although there are many different kinds of regression analysis, they all essentially look at how one or more independent variables affect a dependent variable.

It is necessary to do the fundamental presumption tests for the model before moving on to conducting a regression analysis. In order to describe the connections between dependent and explanatory variables, this is a necessary prerequisite. Four key presumptions were verified and found to be largely met: Linearity Test, Homoscedasticity Test, Auto Correlation (Durbin Watson Test), and Normality Test. Below are explanations for each test.

The following regression analysis is used for estimating the relationships among variables. It enables to determine the strength of the relationship between variables and the predictive power of the independent variables on the dependent variable. In short, regression helps a researcher understand to what extent the change of the value of the dependent variable causes the change in the value of the independent variables, while other independent variables are held unchanged.

The basic assumption tests for the mode must be carried out. This is a compulsory precondition in explaining the relationships between dependent and explanatory variables. Four major assumptions namely, Linearity Test, Homoscedasticity Test, Auto Correlation (Durbin Watson Test), and Normality Test checked and proved to be met reasonably well. Each test is explained below:

1. Linearity Test

The linearity of associations between the dependent and independent variables can be tested by looking at the P-P plot for the model. The closer the dots lie to the diagonal line, the closer to normal the residuals are distributed. As depicted in the below graph, the visual inspections of the p-p plot revealed that there exist linear relationship between the dependent and independent variables.

Normal P-P Plot of Regression Standardized Residual

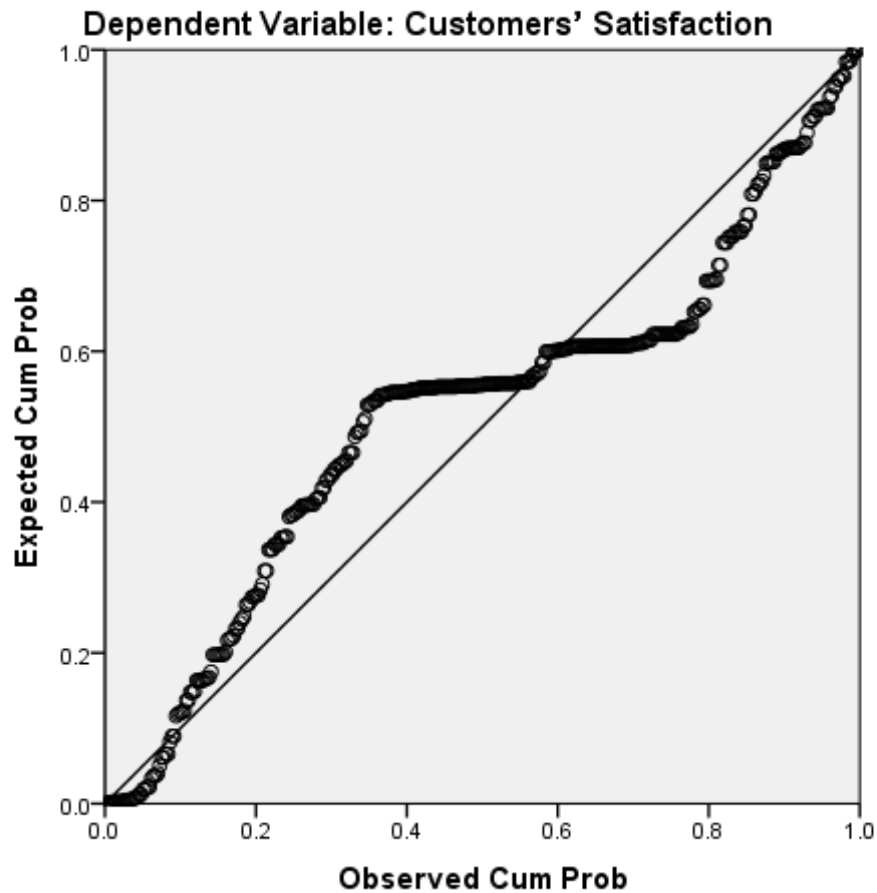


Figure 2: P-P Plot of Regression Standardized Residual

2. Homoscedasticity Test

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 scatterplot in fig 4.2 shows that the standardized residuals in this research are distributed evenly which shows that no violation of homoscedasticity.

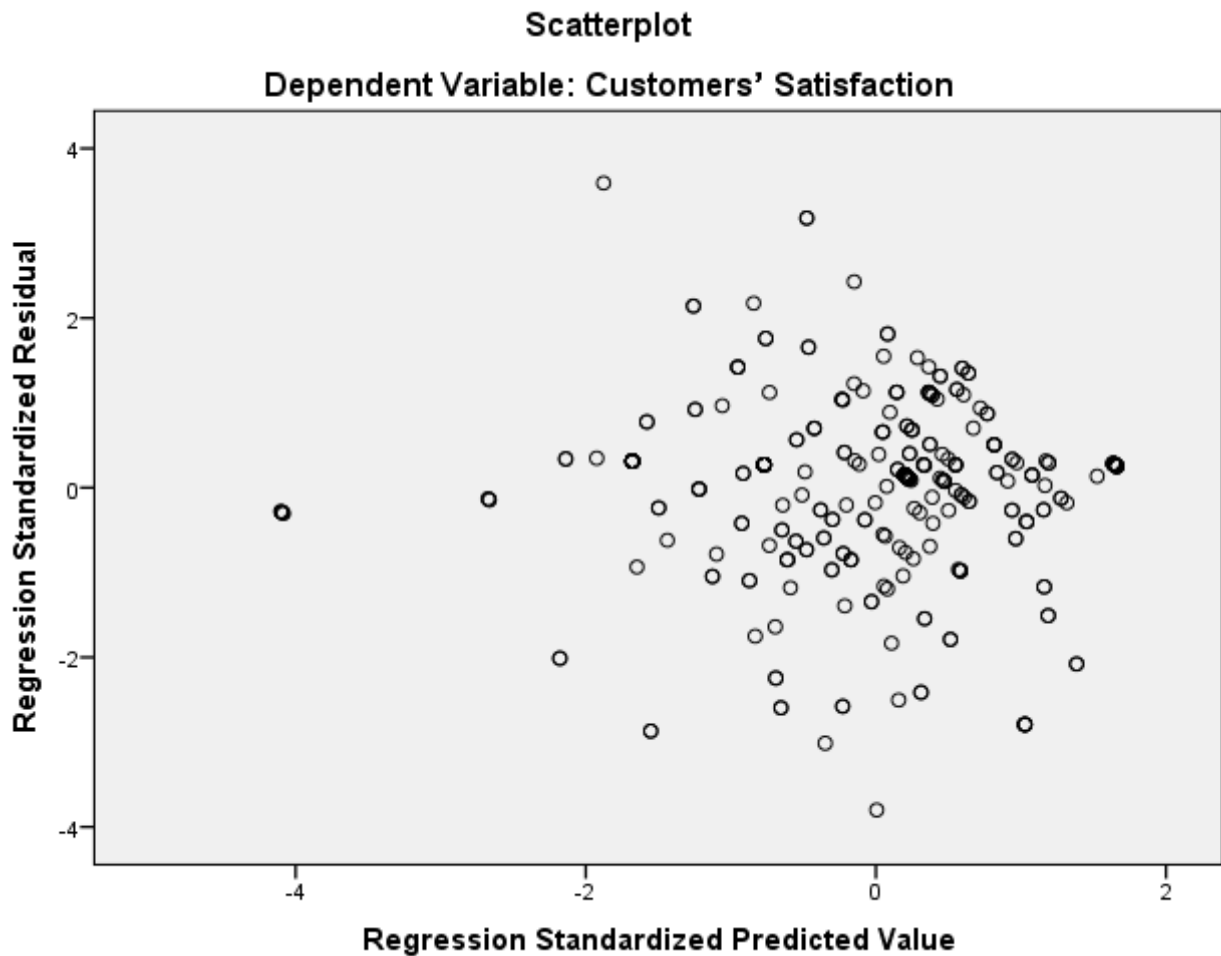


Figure 3: Scatterplot of standardized residuals

3. Auto Correlation (Durbin Watson Test)

Autocorrelation or independence of errors refers to the assumption that errors are independent of one another, implying that subjects are responding independently Stevens (2009). Durbin-Watson statistic can be used to test the assumption that our residuals are independent (or uncorrelated). This statistic can vary from 0 to 4. For this assumption to be met, the Durbin-Watson value needs to be close to 2 (Field, 2006). Values below 1 and above 3 are problematic and causes for concern. To check this assumption we need to look at the Model Summary box presented below.

Table 8: Durbin Watson statistics

Model	Std. Error of the Estimate	Durbin-Watson
1	.47483	2.115
a. Predictors: (Constant), OMMA, PMMA, EMMA, SMMA		
b. Dependent Variable: Customers' Satisfaction		

The above reveals that errors are responding independently and autocorrelation is not a concern with Durbin-Watson value of 2.115. Therefore, it is possible to say the autocorrelation test has been met.

4. Normality Test

Multiple regressions require the independent variables to be normally distributed. This means that errors are normally distributed, and that a plot of the values of the residuals will approximate a normal curve (Keith, 2006).

Frequency distribution comes in many different shapes and sizes. Therefore, it is quite important, to have some general description for common types of distributions. In an ideal world our data would be distributed symmetrically around the center of all scores. As such, if we draw a vertical line through the center of the distribution then it should look the same on both sides. This is known as a normal distribution and is characterized by bell-shaped curve. This shape basically implies that the majority of scores lie around the center of the distribution (Field, 2006). The normal distribution graph was shown on fig 4.3 below and revealed that the assumption of normality of has been met.

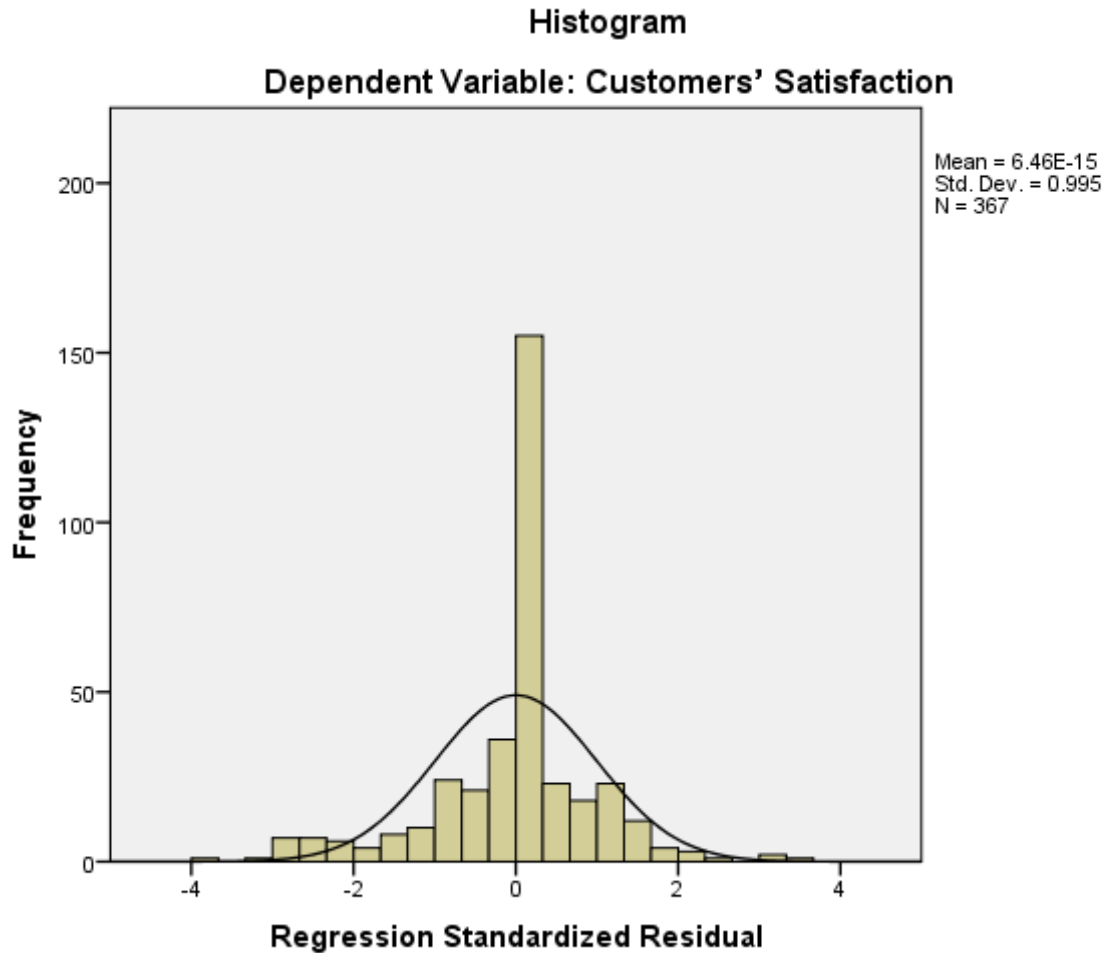


Figure 4. Normality Histogram

5. Multi-collinearity Test

Multi-collinearity exists whenever an independent variable is highly correlated with one or more of the other independent variables in a multiple regression equation. It is a problem because of it under mines the statically significance of an independent variable. For this study result of multi-collinearity test of the dependent variables was display in the following table.

Table 9: Multi-collinearity test of the Independent Variable

Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	EMMA	.782	1.279
	PMMA	.794	1.260
	SMMA	.584	1.712
	OMMA	.533	1.877
a. Dependent Variable: Customers' Satisfaction			

The variation inflation factor (VIF) is a measure of the reciprocal of the complement of the inter-correlation among the independent variables. The decision rule is a variable whose VIF value is greater than 10 indicates the possible existence of the multicollinearity problem. Tolerance (TOL) is a statistic used to show the variability of the specified independent variable that is not explained by another independent variable in the model. It is also used by many researchers to check on the degree of Collinearity. The decision rule for tolerance is a variable whose TOL value is less than 0.1 shows the possible existence of a multi-collinearity problem (Gujarati, 2004).

From the above table information, all VIF variables less than 10 and all tolerance (T) is greater than 0.1, therefore, this study has no multi-collinearity problem.

Table 10. The regression model statistics

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.809 ^a	.655	.651	.47483		
a. Predictors: (Constant), OMMA, PMMA, EMMA, SMMA						
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.821	4	38.705	171.670	.000 ^b
	Residual	81.618	362	.225		
	Total	236.439	366			
a. Dependent Variable: Customers' satisfaction						
b. Predictors: (Constant), OMMA, PMMA, EMMA, SMMA						

The above model also showed that the model is significant in predicting customers' satisfaction and it is interpreted as 65.5% of variance in customers' satisfaction is due to public relation marketing activities (Earned Media Marketing Activities (EMMA), Paid Media Marketing Activities (PMMA), Shared Media Marketing Activities (SMMA) and Owned Media Marketing Activities (OMMA) (p value < 0.05). Whereas the remaining variability in customers' satisfaction was unexplained and it can be explained by adding other variables that is not included in this model. Therefore, p-value test table shows that model is working well.

Table 11. *Coefficients*

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.225	.164		1.373	.171
	EMMA	.319	.036	.309	8.855	.000
	PMMA	-.007	.036	-.007	-.199	.842
	SMMA	.405	.034	.476	11.771	.000
	OMMA	.211	.040	.223	5.262	.000
a. Dependent Variable: Customers' satisfaction						

According to table above coefficient table, Earned Media Marketing Activities (EMMA), Shared Media Marketing Activities (SMMA) and Owned Media Marketing Activities (OMMA) have a positive and significant effect on Customers' satisfaction while Paid Media Marketing Activities (PMMA) didn't have a significant effect on customers' satisfaction.

4.6.Hypothesis Testing

H₁: Earned media marketing have positive and significant effect on customers' satisfaction of Ethiopian Telecommunication Corporation

Based on the regression model coefficient results, Earned Media Marketing Activities (EMMA) have significant and positive effect on customers' satisfaction of Ethiopian Telecommunication Corporation with Beta value = 0.319, P value < 0.05. Therefore, we accept this hypothesis.

H₂: paid media activities have positive and significant effect on customers' satisfaction of Ethiopian Telecommunication Corporation

On the other hand, according to regression model coefficient results, Paid Media Marketing Activities (PMMA) did not have a significant effect on customers' satisfaction of Ethiopian Telecommunication Corporation with Beta value = -.007, P value > 0.05. Therefore, we reject this hypothesis

H₃: shared media activities have positive and significant effect on customers' satisfaction of Ethiopian Telecommunication Corporation

As it is illustrated on the above table, the regression model coefficient results, Shared Media Marketing Activities (SMMA) have significant and positive effect on customers' satisfaction of Ethiopian Telecommunication Corporation with Beta value = 0.405, P value < 0.05. Therefore, we accept this hypothesis

H₄: owned media marketing activities have positive and significant effect on customers' satisfaction of Ethiopian Telecommunication Corporation

As it is demonstrated on the above table, the regression model coefficient results, Owned Media Marketing Activities (OMMA) have significant and positive effect on customers' satisfaction of Ethiopian Telecommunication Corporation with Beta value = 0.211, P value < 0.05. Therefore, we accept this hypothesis

4.7. Discussion of results

The above results are supported by the following support from the various scholars and researchers around the world. This study has found that 65.5% of variance in customers' satisfaction is due to public relation marketing activities (Earned Media Marketing Activities (EMMA), Paid Media Marketing Activities (PMMA), Shared Media Marketing Activities (SMMA) and Owned Media Marketing Activities (OMMA)

This result is confirmed by other researchers, for instance, Skinner, Mersham, and Von Essen, (2004) recognize marketing and public relations as significant outer elements of an organization. The two capacities start their examination and arranging according to the perspective of fulfilling at least one of the public's that have as of now been distinguished. Skinner et al. claims that a few associations treat trade relationships with clients as just one of numerous authoritative relationships. On their hierarchical graphs, marketing is essential for the bigger public relations work. Different associations view marketing as the essential capacity focusing just to those "non-client relationships" considered to be critical to the marketing exertion. Public relation is subordinate to marketing in these associations. Different organizations put "client relations" under public relations making it liable for non-marketing worries of clients, for example, protests, and guidelines for item use, security data and fix administrations.

Additionally, Koekemoer (2004) states that, practically speaking Marketing comprises of facilitated program of examination, item configuration, bundling, valuing, advancement and

conveyance. The objective is to draw in and fulfill clients on a drawn out premise. Its major liability is to fabricate and keep a business opportunity for an association's items as well as administrations. Item publicity is important for marketing correspondence. Since many think that publicity is inseparable from public relations, item publicity likewise adds to the disarray among marketing and public relations. Public relations experts truly do help in the marketing exertion by composing item publicity stories and orchestrating media inclusion of new items.

Be that as it may, Cutlip et al. (2000) contend that viable public relations add to the marketing exertion by keeping a friendly, social and world of politics. Likewise, effective marketing and fulfilled clients make great relations with others more straightforward to fabricate and keep up with for the public relations work. Koekemoer (2004) reasons that public relations and marketing are two capacities that are most frequently confounded, with public relations regularly being subsumed under the bigger all the more remarkable marketing capacity.

Public Relation is basic while marketing exercises and deals are impacted by public assessment or emergency occasions. At times, marketing exercises can be the reason for such emergency occasions (Amisha and Xavier, 2009). Cornelissen (2004) notice that a few associations contend for the incorporation of the two disciplines, while others broadcast that these two authoritative capacities ought to stay autonomous. In light of this, it tends to be presumed that without an obvious sign of the job and spot of these two capacities in the association, their commitment to the general working and execution of the association will be enormously misjudged and diffused.

The role of public relations in enhancing customers' satisfaction in an organizations can't be undervalued particularly in this serious and shopper driven society that organizations end up since the picture of an association decides its benefit or disappointment. It will be troublesome in the event that certainly feasible for any benefit arranged association accomplish development, expansion in turnover and benefit without a few public relations endeavors to acquire altruism and public interest. Public Relations exercises impact the public assessment which can both form and break an association's customer base. Positive customer satisfaction improves the association's picture. Associations enjoy PR exercises since how the pariahs see the business is significant.

To accomplish customer satisfaction, the firm should incorporate the customer's viewpoints with the PR strategy to catch the market. Through public relations, a brand pays attention to

what the public needs to say about the business, examines something very similar and acts as indicated by the customer's preferences and inclinations. For the customers, it is vital to know how the firm is doing them. That is the quintessence of public relations and building a brand that buyers can depend on. While PR doesn't straightforwardly further develop customer satisfaction, fundamentally, it puts forth the public mindful of the attempts that the organization takes to work on its services and items.

In the public area a significant part of the Public Relations (PR) related exercises are worried about the satisfaction of customers. On account of the public area, helpless customer satisfaction doesn't upgrade the association's picture. PR plays a more extensive part to play by fulfilling the necessities of various and now and then clashing interests of buyers and helping the picture of the association. Associations practice public relations since how others outside the association see it and its activities is vital. Public Relations expect paying attention to the requirements of the clients the association fills in as well as examining and understanding the disposition and conduct of its shoppers. Its principle point is to make, keep up with and safeguard the association's standing, improve the glory, and present ideal picture to the public.

Levary and Mathieu (2000) proposes that hierarchical public still up in the air by an association's capacity to draw in new customers and hold existing customers; customer absolute satisfaction with the service arrangement experience influences association's capacity to draw in new customers and hold existing customers.

Krampf (2003) states that customer satisfaction is a key for the activities of any associations. Satisfaction of purchasers stays the need of associations that needs to remain and furthermore fill in business. At the point when buyers are not happy with the items and services presented by associations and with the manner in which they offer them, they become deterred to go on with the deals. Customer's needs to be dealt with appropriately and to that end a powerful public relations the executives is vital to keeping purchasers fulfilled and furthermore to draw in more buyers.

At the point when associations disregard objections from their customers it prompts abusing and helpless publicity. Assuming customers raise protests about specific issues, and an organization disregards them that may prompt a circumstance of public emergency which is never really great for a brand. In this manner, the firm should find ways to keep an exchange open with the public consistently. On the off chance that PR exercises are centered around the

essential business and brand targets, the firm can make a fine situating on the lookout. Arowosegbe (2005) in Abodunrin (1995) places that Public Relations accepts that the climate inside which an association works ought to be favorable and serene to guarantee the proceeded and blissful endurance of that association and the steady accomplishment of its destinations. This means amicability between an association and its publics.

Shared Media Marketing Activities (SMMA) is performing various activities such as the usage of unpaid social media as an effective marketing tool, public announcements and posts made online using social media to promote the product and accurate representation of the company's products and services. Additionally, the result also revealed that the company releases timely information on its social media accounts, provides accurate representation of its marketing information about its product and service on social media as well as it strives to make accessible its marketing information of social media platforms

This finding is further supported by shared media, or social media, as an emerging quadrant to the paid, owned, and earned model, is defined as the media “open for followers, friends, and subscribers to contribute and comment” (Macnamara et al., 2016), including popular social networking sites (e.g., Facebook, YouTube, Sina Weibo).

Social media usually applies light moderation (a form of editorship) and offers free open access to users (Macnamara et al., 2016), resulting in sharing and co-production of content. Advertising and public relations professions have traditionally been defined by media placements paid for or earned on behalf of client accounts, respectively. For example, advertising has traditionally been concerned with the paid placement of creative content (e.g., television advertising), versus earned media coverage, which has traditionally been the domain of public relations. However, today, public relations agencies offer paid strategies for their clients (Bruell, 2013). Another example of blurring between public relations and advertising is native advertising, also known as advertorials or branded content, which refers to paid content designed to match the editorial standards of a printed or digital publication (Wilcox et al., 2015).

Breakenridge (2008), claimed that social media gave public relations practitioner's opportunities to address traditional media via a different channel and also engage directly with influencers and customers. Social media's conversational format even led Solis and Breakenridge (2009) to exclaim in their book title that social media was “putting the public back in public relations”. Edosomwan et al. (2011) considered conversation to be a key factor

for the successful use of social media as a lack of conversation would lower the organisation's credibility and brand loyalty. Therefore, they advised organisations to assign enough resources to engage in conversations with their publics on social media. Edosomwan et al. (2011) argued that social media had increased the number of communication channels as well as their effectiveness within organisations. Consequently, Macnamara et al. (2016) predicted a shift in media use by organisations from the traditional PESO towards an emerging SOEP model (shared, owned, earned, paid), placing the focus on shared media, followed by owned media.

This was confirmed by their Latin American colleagues who believed that the importance of social media would increase notably (Navarro et al., 2018). Earned media was perceived to remain important in Europe and the Asia-Pacific region, particularly regarding online recommendations or strategic partnerships, whereas traditional paid media notably declined in importance (Macnamara et al., 2016).

The study has revealed that Earned Media Marketing Activities of Ethiopian telecommunication corporation has helped customers know more about its products and services. Additionally, the above descriptive statistics also showed that print media were highly informative for customers as well as trade publication depiction of Ethiopian telecommunication corporation was based on reality, Finally, public relation experts appearing in various media on behalf of Ethiopian telecommunication corporation convey the company's position to its customers as well as using earned media (radio, TV, Newspaper etc.) is effective in providing marketing information.

They explained this development by the shift in importance from traditional paid media and earned media towards shared media. For instance, Allagui and Breslow (2016) predicted that social media tactics would increasingly replace events to create publicity for public relations campaigns. Public relations practitioners in Europe and the Asia-Pacific region believed that social and owned media would grow significantly in importance (Macnamara et al., 2016; Zerfass et al., 2015).

In contrast, Latin American practitioners believed that the importance of earned media would decrease (Navarro et al., 2018). Despite this alleged power shift between media types, organisations were advised to use all media types complementarily. For instance, Sutherland (2016) wrote that practitioners needed to adopt a 'propinquital' approach while using social media to strengthen relationships between an organisation and its publics. This concept sees

social and traditional media as interconnected entities that encourage interactions in the online and offline environments. For example, the promotion of an event on social media and sharing photos of this event with tagged participants asking them for their comments afterwards would strengthen relationships with the publics.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The objective of this study is to assess perceived impact of marketing public relation practice on customers' satisfaction in Ethiopian Telecommunication Corporation, Ethiopia. On the bases of the analysis given in the previous chapter, the following conclusion is drawn.

- ✓ The study has revealed that Earned Media Marketing Activities of Ethiopian telecommunication corporation has helped customers know more about its products and services. Additionally, the above descriptive statistics also showed that print media were highly informative for customers as well as trade publication depiction of Ethiopian telecommunication corporation was based on reality, Finally, public relation experts appearing in various media on behalf of Ethiopian telecommunication corporation convey the company's position to its customers as well as using earned media (radio, TV, Newspaper etc.) is effective in providing marketing information.
- ✓ In terms of the practice of paid media marketing activities of Ethiopian Telecommunication Corporation had a relatively better practice in terms of paid media for a PR program has helped to illustrate its products for customers, accessible marketing, disseminating informative advertisement, and the utilization of social media ads such as Facebook and other platforms.
- ✓ With regards to Shared Media Marketing Activities (SMMA) this research showed that is performing various activities such as the usage of unpaid social media as an effective marketing tool, public announcements and posts made online using social media to promote the product and accurate representation of the company's products and services. Additionally, the result also revealed that the company releases timely information on its social media accounts, provides accurate representation of its marketing information about its product and service on social media as well as it strives to make accessible its marketing information of social media platforms
- ✓ Ethiopian Telecommunication Corporation Owned Media Marketing Activities are helping the company to release its product types and prices on the media it owns to the potential customers in the broader market of the country. Additionally, the results

also showed that the company's magazines and newspaper are effective in terms of enlightening customers about its product information.

- ✓ Based on the correlational analysis of this study, there is a positive and significant correlation between the independent variables and the dependent variable (customers' satisfaction). More specifically, Earned Media Marketing Activities (EMMA) ($r = .557$), Paid Media Marketing Activities (PMMA) ($r = .356$), Shared Media Marketing Activities (SMMA) ($r = .715$) and Owned Media Marketing Activities (OMMA) ($r = .652$), have been found to be correlated positively and significantly with Customers' Satisfaction of Ethiopian Telecommunication Corporation.
- ✓ The multiple linear regression also showed that 65.5% of variance in customers' satisfaction is due to public relation marketing activities (Earned Media Marketing Activities (EMMA), Paid Media Marketing Activities (PMMA), Shared Media Marketing Activities (SMMA) and Owned Media Marketing Activities (OMMA) (p value < 0.05).

5.2.Recommendation

Based on the findings and conclusions of the study, the researcher forwards the following recommendations.

- Since Ethiopian Telecommunication Corporation Earned Media Marketing Activities are assisting the company to create awareness about its products and services, the corporation is highly recommended to boost its earned media impact through training and sufficient orientation given to public relation and marketing experts who will appear in various media on behalf of Ethiopian telecommunication corporation to convey the company's position to its customers
- Since practice of PR program has helped the corporation to demonstrate its products for customers, accessible marketing, disseminating informative advertisement, and the utilization of social media ads such as Facebook and other platforms is highly recommended to target customers' needs and their product knowledge.
- In todays digitalized world, social media marketing plays a vital role for service and product providers to reach customers in a wide spectrum of the market, therefore, the public relation as well as marketing department of Ethiopian Telecommunication Corporation are highly recommended by this study to capitalize its effort on Shared Media Marketing Activities (SMMA) since it will provide the opportunity to deploy unpaid social media as an effective marketing tool, public announcements and posts made online using social media to promote the product and accurate representation of the company's products and services.
- Regarding the usage of social media for marketing purpose, frequency of users visit as well as trust of the platform should be assessed before deploying a form of advertisement. Additionally, assurance of reliability and other credibility issues have a paramount importance when utilizing social media platforms. In this age of over information age, there are various fake outlets which try to counter fit the original information or advertisement released on social media platforms.
- Lastly, Ethiopian Telecommunication Corporation is highly recommended to take into account integrating and strengthening the contents of social media websites of its own, which are a real invitation for them to develop partnerships and therefore promote its product and services in the virtual market of the country.

References

- Alison, T (2004). *The Public Relations Hand Book* (Second edition). London New York: Rutledge Tailor and Francis Group.
- Anyijuka, K.N. (2016), *The Role Of Public Relations In Promoting Government Development Programmes: A Case Study Of Microfinance Support Centre Limited In Kampala*. Unpublished Master Thesis, Makerere University.
- Argenti, P.A., (2012), *Corporate communication*. Newbury Park, CA: Sage Publications.
- Asunta, L. (2016), *The role, the goal and the soul of professional public relations: Developing a holistic model of PR professionalism*. Jyväskylä: University of Jyväskylä.
- Banik, G.C (2004), *Effective P.R in public and private sector*, Mumbai: Jaico publishing house.
- Baron, R. A. (2012), *Entrepreneurship: An Evidence-Based Guide*. Cheltenham, UK: Edward Elgar
- Bayles, S. (2015). *What value does paid media hold for the PR industry?* In S. Hall (Ed.), *FuturePRooft: The go-to guide for managers of agencies and communication teams* (pp. 129–134). London, UK: Sarah Hall Consulting
- Bernays, W. T., (2013), *Dealing with cynical citizens*. *Public Administration Review*, 57(2), 105- 112.
- Black, S. (1999). *Introduction to Public Relations*, London: Modino Press Ltd
- Black, S. (2004). *Public Relations Practices (Managerial case Studies and Problems)*. India: UBS publishers' Distributors Pvt. Ltd.
- Blech E and A Blech. (2004), *Advertising and promotion*. New Delhi: Tata me Graw-hill.
- Boakye, F., Celestinatabi, N. & Awuah, S. (2012), *An assessment of the contribution of public relations in achieving organisational goals: a case of selected private tertiary institutions in the Ashanti region*. Unpublished Master Thesis, Christian Service University College.

- Broom, M (2006). *Effective Public Relations*, 9th ed. Upper Saddle River, NJ: Prentice–Hall, Inc.
- Bruell, A. (2013). Weber shandwick sets up new unit to capitalize on content marketing craze. *Advertising Age*. Retrieved from <http://adage.com/article/agency-news/weber-shandwick-sets-unit-c>
- Burcher, N. (2012). *Paid, owned, earned: Maximising marketing returns in a socially connected world*. Philadelphia, PA: Kogan Page
- Coombs, W T. (2015), *Ongoing Crisis Communication: Planning, Managing, and Responding*. 4th edition. Los Angeles, LA: Sage.
- Cox, P., Brammer, S., & Millington, A. (2010), An empirical examination of institutional investor preferences for corporate social performance. *Journal of Business Ethics* 52(1), 27-42
- Cutlip, S.M., Allen H. Center, and Glen M. Broom, (2006). *Effective Public Relations*, 9th ed. Upper Saddle River, NJ: Prentice–Hall, Inc
- Deephouse, D. L. (2017), Media reputation as a strategic resource: An integration of mass communication and resource-based theories. *Journal of Management*, 26(6), 1091-1112
- Edition. London, NY: John Wiley & Sons
- Field, A. (2009). *Discovering statistics using SPSS (3rd Ed.)*. Thousand Oaks, CA: Sage
- Green, T. L. (2017), *Community-Based Equity Audits: A Practical Approach for Educational Leaders to Support Equitable Community-School*
- Grunig, L.A. Grunig, J. E., & Dozier, D. M. (2002), *excellent public relations and effective organizations: A study of communication management in three countries*. Mahwah, NJ: Lawrence Erlbaum Associates
- Grunig, J. E. (2012), What is excellence in management? In J.E. Grunig (ed.) *Excellence in Public Relations and Communication Management*. Hillsdale, NJ: Lawrence Erlbaum Associates.

- Hallahan, K. (2010), Being public: Publicity as public relations. In Robert L. Heath (Ed.), Handbook of public relations (2nded.). Thousand Oaks, CA, USA: Sage.
- Hogg, Gillian. Practitioner Roles in Public Relations. *European Journal of Marketing* 33.5/6 (1999):597-611.
- Hutton, J.G. (1996). Making the connection between public relations and marketing: Building relationships, corporate equity, and a “culture-to-customer” business philosophy. In *Journal of Communication Management*. 1(1), 37-48.
- Improvements. *Educational Administration Quarterly*, 53(1), 3-39.
- Jaques, T. (2010). Embedding issue management: From process to policy. In R. L. Heath (Ed.) *Handbook of Public Relations*. (2nded.). Thousand Oaks, CA, USA: Sage.
- Karani, G. G., (2012) *The Role Of Public Relations In Enhancing Institutional Image: A Case Study Of The Ministry Of Lands*. Unpublished Master Thesis, University of Nairobi.
- Kiambi, D. M. (2010), *Public Relations in Kenya; An exploration of public relations models and cultural influences*. Unpublished Thesis. Miami University.
- Kotler (2006), *Principle of marketing*, 12 edition, New Delhi
- Kotler, p. and Armstrong, G. (2010). *Principles of Marketing*. 14th Edition, New Jersey, USA
- Lane, A. (2003). Working at the interface: The descriptive relevance of Grunig and Hunt’s theories to public relations practices in south east, Queensland schools
- Macnamara, J., Lwin, M., Adi, A., & Zerfass, A. (2016). ‘PESO’ media strategy shifts to ‘SOEP’: Opportunities and ethical dilemmas. *Public Relations Review*, 42, 377–385. doi:10.1016/j.pubrev.2016.03.001
- Management. *Communication Management*, 16(2), 146-161
- Mbeke, P.O. (2011), The Status of Public Relations in Kenya. In S. Krishnamurthy & V. Dejan (Eds), *The Global Public Relations Handbook*, 3(2), 89-112.

- Mbogo, C. M. (2011), Factors Influencing Staff Engagement in Corruption in the Service of Kenya: A case of the Department of Immigration. Unpublished thesis, University of Nairobi
- Njuru, W. (2011), Challenges of adopting technology: The case of Kenya. *Journal of Global Affairs and Public Policy*, 1(4), 1-20
- Northouse, P. G. (2010), *Leadership. Theory and Practice*. Thousand Oaks, CA: Sage.
- Omondi, M.O., (2012), The Performance of Public Relations Practice in Government Ministries in Kenya: A Critical Analysis. Unpublished Master Thesis, University of Nairobi.
- Oneya. F. P. (2010), The impact of social media on public relations practice. MA Thesis. University of Nairobi. *Organisation Performance. International Journal of Scientific and Research Publications*, 5(9), 1-10
- Petersen, B. (2010), Change of subsidiary mandates in emerging markets: The case of Danish MNCs in India. *Transnational Corporations Review*, 3(2), pp 104-116.
- Pride M. (2005), *Marketing public relation work*. New Delhi: Rajkamal electric press.
- Raupp, J., & Hoffjann, O. (2012), Understanding Strategy in Communication Management. *Communication Management*, 16(2), 146-161
- Rigopoulou, Irini D, Tsiotsou, Rodoula H, Kehagias, John D, (2008). Shopping orientation Defined segments based store-choice criteria and satisfaction: an empirical investigation. Published in *Journal of Marketing Management*
- Rosenberg M. (2013). *This is PR: The realities of public relations*. 11th edition, Wadsworth, Learning, Saddle River, NJ: Prentice Hall.
- Sekaran, U. (2003), *Research Methods for Business: A Skill-Building Approach*. 4th
- Shamsan, R.M. & Otieno, M. (2015), *Effects of Strategic Public Relations on*
- Simpson, J.A. (2014). *Foundations of interpersonal trust*, 2nd ed. London, NY: Guilford; 587-607

- Smith, M. (2007). *How to Measure Satisfaction: Satisfaction Measurement and Theory*. Qualtrics Question Library, Inc
- Stephen, A. T., & Galak, J. (2012). The effects of traditional and social earned media on sales: A study of a microlending marketplace. *Journal Of Marketing Research*, 49, 624–639. doi:10.1509/jmr.09.0401
- Steyn, B. (2003), From strategy to corporate communication strategy: a conceptualization. *Journal of Communication Management*, 8(2), 168-83
- Tench, R.&Yeomans, L. (2009), *Exploring Public relations*.2ndedition, Pearson Education.
- Tindall, H.M. (2010),*Public sector communication: how organizations manage information*. Washington, DC: Congressional Quarterly Inc.
- Tom Kelleher. (2001). Public relations role and media choice. *Journal of public relations research* 13 (2001): 303-320.
- Van Riel, C. B. M. (2012), *The Alignment Factor. Leveraging the power of total stakeholder support*. London, New York, NY: Routledge
- Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public relations strategies and tactics* (11th ed.). Upper Saddle River, NJ: Pearson Education

Appendix: Questionnaire Sample

QUESTIONNAIRE

Dear Respondents

I would like to extend my deep gratitude in advance for volunteering to devote your valuable time to fill this questionnaire. The main objective of the study is to assess the effect of marketing public relation practice on customers' satisfaction in the case of Ethiopian Telecommunication Corporation. Thus I kindly request your assistance in responding to the questions listed below. Any information you present will be kept utterly confidential and will be used only for academic purpose. I would like to thank you very much for your willingness to spare 10 minutes of your precious time to complete the questioner. Your cooperation and prompt response will be highly appreciated.

If you have any comments, please contact the following address;

Name Henok Yirga

Phone: +251 93 599 9090

General Instruction

- **Writing your name is not necessary**
- **Put “√” for your choice in the box provided**

Thank You in advance!

Part 1: Socio- Demographic Information

1. Sex

Male

Female

2. Age

- A) 20-30 years
- B) 31 – 40 years
- C) 41 – 50 years
- D) Above 50 years

3. Educational background

High school and below

Diploma

First Degree

Master's Degree and above

4. How long since you are you the customer of Ethio Telecom?

< 5 years

5 – 10 years

11- 15 years

Above 15 years

Part 2: For the following Likert scale questions:-

Tick (√) or check the appropriate cell by expressing your opinion on the following 5-points scale shown below to the best of your knowledge.

Rating Scale: 1=Strongly Disagree (SD); 2= Disagree (DA); 3=Neutral (N); 4= Agree (A); 5=Strongly Agree (SA).

Earned Media Marketing Activities (EMMA)		Responses				
		5	4	3	2	1
1.	Publicity activities of Ethio telecom has helped customers to know more about its products and services					
2.	Media relations activities performed by Ethio Telecom in print media are highly informative.					
3.	Trade publication depiction of Ethio Telecom is closer to its reality					
4.	Public relation experts appearing in various media effectively convey the company's position to its customers.					

5.	Public relation activities conducted by Ethio telecom using earned media (radio, TV, Newspaper etc) is effective in providing marketing information.					
Paid Media Marketing Activities (PMMA)		5	4	3	2	1
1.	Ethio Telecom's paid media for a PR program has helped to illustrate its products for customers.					
2.	Social media advertising activities of Ethio Telecom are very accessible					
3.	Various sponsored contents distributed by Ethio Telecom are very informative					
4.	Online marketing efforts of Ethio Telecom is on target to reach as many customers as possible					
5.	Facebook ads, LinkedIn video ads and other paid social media approaches of Ethio Telecom is with acceptable range for customers					
Shared Media Marketing Activities (SMMA)		5	4	3	2	1
1.	Ethio Telecom's usage of unpaid social media platform is acting as an effective marketing tool.					
2.	The contents presented in unpaid social media accounts of the company reflects its main marketing activities.					
3.	The company releases timely information on its social media accounts.					

4.	The company provides accurate representation of its marketing information about its product and service on social media.					
5.	The company strives to make accessible its marketing information of social media platforms.					
Owned Media Marketing Activities (OMMA)		5	4	3	2	1
1.	Ethio Telecom release its product types and prices on the media it owns.					
2.	Ethio telecom's magazines and newspaper are effective in terms of enlightening customers about its product information.					
3.	Ethio Telecom possess a powerful media such as magazines to inform existing as well as potential customers					
Customers' Satisfaction		5	4	3	2	1
1.	I am satisfied with the relationship I have with the employee of Ethio Telecom					
2.	I am pleased with employees treatment of customers at Ethio Telecom					
3.	I am happy with the effort this company is making towards consumers like me.					
4.	My decision to use the products and services of Ethio Telecom was wise.					

5.	I am pleased by the performance of Ethio Telecom products and services					
6.	I am satisfied with Ethio Telecom's marketing programs in assisting me to fulfill my needs.					
7.	I am satisfied with the overall services of Ethio Telecom					

Thank you for your participation again!

Focus Group Discussion (FGD) Guide Questions

- What is the current practice and the effect of earned media marketing affect customers' satisfaction of Ethiopian Telecommunication Corporation?
- What is the role of paid media activities for customers' satisfaction of Ethiopian Telecommunication Corporation?
- To what extent do shared media activities affect customers' satisfaction of Ethiopian Telecommunication Corporation?
- What is the effect of owned media marketing activities on customers' satisfaction of Ethiopian Telecommunication Corporation?