

## EFFECT OF THE APPLICATION OF THE TRADITIONAL MEDIA IN PROJECTING A FAVOURABLE IMAGE OF A MANUFACTURING FIRM IN NIGERIA: A STUDY OF INNOSON GROUP OF COMPANIES

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**ABSTRACT:** *An organizational image is the “shared meanings, attitudes, knowledge, and opinions’ of organizational stakeholders, influenced, at least in part, by strategic communications emanating from the organization. Organizational images are created and sustained by both organizations and stakeholders; while the organization is actively attempting to project a particular image of herself, stakeholders are forming perceptions of the organization. In communicating an organization’s policies, programmes, activities and further projecting its image, traditional media which tend to appeal to both rural and urban dwellers come to mind. However, most organizations seem to be ignorant of the significance and efficacy of the usage of traditional media thereby leading to the organization recording low patronage; having few loyal customers; weak financial impact; and negative perception of the organization. The main objective of this study was to determine the effect of traditional media in projecting the image of Innoson Group of Companies. The population for this study comprised of selected management and staff of Innoson Group of companies on one hand and publics of Innoson group of companies. Data were tested using simple percentages, Pearson Moment Correlation Coefficient and Regression analyses at 0.05 level of significance. Findings from the study showed that: Demonstrations as traditional media tool to a large extent positively influence public perception of Innoson Group of Companies ( $r = 0.764$ ;  $F = 418.677$ ;  $p < 0.05$ ). There is a significant relationship between fair as a traditional media tool and public support ( $r = .955$ ,  $P < .05$ ). It was concluded that usage of traditional media (demonstration and fair) serve as credible tools and are capable of influencing the image of political candidates in Nigeria. The study therefore recommended that the management of Innoson group of companies should as much as possible recognize, appreciate and attach importance to usage of traditional media tools, as such may be the needed inputs for the growth, development and revamping/boosting the image of the company.*

**KEYWORDS:** Image, Traditional Media, Agenda Setting Media Theory, Organisational Image

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## INTRODUCTION

### Background of the Study

An organizational image is the “shared meanings, attitudes, knowledge, and opinions’ of organizational stakeholders, influenced, at least in part, by strategic communications emanating from the organization” (Moffitt, 2004). Organizational images are therefore created and sustained by both organizations and stakeholders; while the organization is actively

attempting to project a particular positive image of herself, the public(s) are forming perceptions of the organization. An organizational image is the product of discourse between organizations and stakeholders, not simply the result of one-way communication that ipso facto produces a desired image in the minds of the target audience.

As Garbett (1988) argues, “although the company image portrayed must reflect reality, it is entirely possible as well as desirable to select and promote those characteristics that harmonize with the strategic plans of the company. Development of the firm’s image therefore requires that the organization look to its mission statement and overall purpose, and promote desirable characteristics of itself to its stakeholders; desirability defined by both the organization and its stakeholders. This process is key to an organization’s success, and is what we refer to as organizational image management.

In communicating an organization’s policies, programmes, activities and further projecting its image, traditional media which tend to appeal to both rural and urban dwellers come to mind. According to Nwosu (2000), Traditional media is seen as “the product of interplay between a traditional community’s custom and conflict, harmony and strife, cultural convergences and divergences, cultural specific tangible and intangibles, inter-personal relations, symbols and codes and oral traditions which include mythology, oral literature (poetry, rites, rituals, music, dance, drama, customs and similar abstractions and artifacts which encompasses a people factual, symbolic cosmological existence from birth to death and even beyond)”.

Nwosu (2000) further stated that traditional media represents a form of communication employing vocal, verbal, musical and visual folk art forms, transmitted to a society or group of societies from one generation to another; they are indigenous modes and have served the society as tools/medium of communication for ages. In fact, traditional media is nothing but the tool of communication having special characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong; it is also used for educational purposes and as a tool to reform society; and helps to convey educational messages through entertainment, colour, costume, music and dance; as these elements constitute an integral part of their culture, the audiences are able to identify easily with the experience provided by traditional media (Nsude, 2007).

Traditional media plays an important role in sustaining agriculture. Traditional media helps farmers to make efficient, productive and sustainable use of their land and other agricultural resources by providing information, training and education (Nsude, 2007). Certain traditional media forms are identified to assist farmers to improve farming methods and techniques, to increase production, efficiency and income. This, it is hoped will ultimately improve their standard of living and lift the social and educational standards of rural life.

Similarly, manufacturing firm like Innoson Group of Companies who operate in local communities in developing economies need to de-emphasize the application of above the line media such as national television, national radio, billboards, etc and therefore use below the line media such as demonstration, fair, interaction with expert and puppetry to communicate to their local audience. Companies need not go international, national or regional when they are operating at a local or community level. There is need that the needs and wants of the local community are met by the policies, goods and services produced by companies to ensure sustainability. Most companies had relegated this strategy and that is the lacuna which this study has filled. The implication of this study is that the moment the local people are reached

with the media easily accessible to them, they will positively adopt the offerings of the company. And they will become friendly instead of being hostile.

Furthermore, most organizations are interested in profit instead of customer satisfaction. They continue to attract without deploying adequate retention strategies and this quest for profit has really battered their corporate image. Companies need to focus on what the public feel about them (real image) instead of how they personally perceive themselves (mirror image) (Alhadid and Qaddomi, 2016). By building, nurturing and sustaining a good corporate image and even graduating to corporate reputation, a win-win situation will be established. The study therefore seeks to determine the effect of traditional media in projecting the image of Innoson Group of Companies

### **Statement of the Problem**

Traditional media thus represents a form of communication employing vocal, verbal, musical and visual folk art forms, transmitted to a society or group of societies from one generation to another. They are indigenous modes and have served the society as tools/medium of communication for ages. In fact, traditional media is nothing but the tool of communication having special characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong. Traditional media is also used for educational purposes and as a tool to reform society. It helps to convey educational messages through entertainment, colour, costume, music and dance. As these elements constitute an integral part of their culture, the audiences are able to identify easily with the experience provided by traditional media. Traditional media plays an important role in sustaining agriculture. Traditional media helps farmers to make efficient, productive and sustainable use of their land and other agricultural resources by providing information, training and education. Certain traditional media forms are identified to assist farmers to improve farming methods and techniques, to increase production, efficiency and income. This, it is hoped will ultimately improve their standard of living and lift the social and educational standards of rural life.

However, most organizations seem not to have come to terms with the efficacy of the usage of traditional media. These organizations appear ignorant of the significance of usage of traditional media to business growth, development, and positive projection of organizational image and this situation may have led to many of them recording low patronage; few loyal customers; weak financial impact; and negative perception of the organization.

The consequence of the above situation is that organizations without effective usage of traditional media in most cases stand the chance of abysmal performance in terms of communicating its programmes, policies, and services to its publics.

It is therefore in the light of the foregoing that the researchers seek to determine the effect of traditional media in projecting the image of Innoson Group of Companies.

### **Objectives of the Study**

The main objective of this study was to determine the effect of traditional media in projecting the image of Innoson Group of Companies. The specific objectives sought to:

- i. Determine the extent to which demonstrations as a traditional media tool influence public perception of Innoson Group of Companies.

- ii. Ascertain the nature of relationship between usage of fair as a traditional media and public support of Innoson Group of Companies.

### **Research Questions**

1. To what extent do demonstrations as a traditional media tool influence public perception of Innoson Group of Companies?
2. What is the nature of relationship between usage of fair as a traditional media tool and public support of Innoson Group of Companies?

### **Research Hypotheses**

1. Demonstrations as traditional media tool to a large extent influences public perception of Innoson Group of Companies
2. There is a significant positive relationship between usage of fair as a traditional media tool and public support of Innoson Group of Companies.

### **Significance of the Study**

The following stand to benefit from the study:

1. The study is significant to the Nigerian organizations in the sense that it will help in bringing to the knowledge of these organizations the importance of the usage of traditional media; and how to identify the various types of traditional media capable of projecting organizational image.
2. The management of Innoson Group of Companies, in the sense that they will be made to know and appreciate the importance of traditional media necessary for the communication of organizational programmes, policies, and sustenance of organizational image.
3. Researchers and scholars, as the study will add to the existing body of knowledge.

### **Operational Definition of Terms**

**Demonstrations:** This is a form of traditional media tool that are useful for the transfer of knowledge and encouraging individuals to try new ideas and technology which is suitable in their area.

**Fair:** This is a form of traditional media tool that helps to create awareness about improved technology amongst a large number of people within a short period of time.

**Image:** This is something projected” by the organization, and “something perceived or interpreted by others

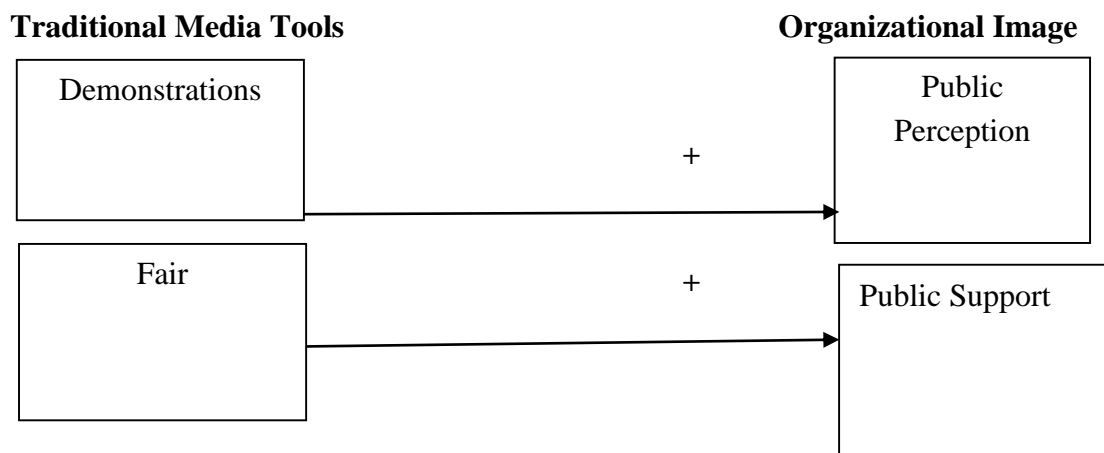
**Media:** This is a vehicle that propels organizational messages to its publics.

**Organizational Image:** This is the “shared meanings, attitudes, knowledge, and opinions’ of organizational stakeholders, influenced, at least in part, by strategic communications emanating from the organization.

**Traditional Media:** This is a tool of communication having special characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong.

## REVIEW OF RELATED LITERATURE

### Conceptual Framework



**Fig. 2.1 Effect of traditional media on organizational image**

Source: Researcher, 2016.

### Overview of Traditional Media

According to Nwosu (2000), Traditional media is seen as “the product of interplay between a traditional community’s custom and conflict, harmony and strife, cultural convergences and divergences, cultural specific tangible and intangibles, inter-personal relations, symbols and codes and oral traditions which include mythology, oral literature (poetry, rites, rituals, music, dance, drama, customs and similar abstractions and artifacts which encompasses a people factual, symbolic cosmological existence from birth to death and even beyond)”.

Traditional media was discovered several years ago in India as a means of development and educational communication; it has remained a significant tool in the process of motivating people in the desired direction and most appropriate medium for bringing about changes in attitude as it is informal and unscripted in nature which in turn helps the rural masses to accept social changes. For example, use of traditional media can help to create awareness about the need for cleanliness in your neighbourhood (Nwosu, 2000).

Traditional media can be the most effective in rural areas, tribal areas and among illiterates as they may not understand the language of modern communication. In fact, traditional media is nothing but the tool of communication having special characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong (Nsude,

2007). Traditional media is also used for educational purposes and as a tool to reform society. It helps to convey educational messages through entertainment, colour, costume, music and dance. As these elements constitute an integral part of their culture, the audience will be able to identify easily with the experience provided by traditional media.

### **Forms of Traditional Media**

Traditional media could be employed as message carriers to the audience through face to face situations which makes rural communication meaningful and convincing. Different forms of traditional media include the following (Nwodu and Nwammuo, 2006):

- 1. Demonstrations:** These are useful tools for the transfer of knowledge and encouraging individuals to try new ideas and technology which is suitable in their area.
- 2. Fair:** These help to create awareness about improved technology amongst a large number of people within a short period of time. It provides individuals with an exposure to new technology, techniques used by other organizations, as well as government and non government agencies. It provides relevant literature and enables discussion in a lively and informal atmosphere.
- 3. Interaction with experts:** Visits to other organizations and research organizations which have been successful in this area provides farmers with an opportunity to interact directly with experts in this area. Their problems could be discussed and solved on the spot and the success of other farmers can be a motivating factor.
- 4. Puppetry:** Puppetry is a very popular form of traditional medium which is used to educate people. This form combines entertainment with education.

### **Advantages of traditional media**

The advantages of traditional media include (Nwosu, 2000):

1. Most useful in human communication.
2. Need for special training or technology
3. Mostly embedded in one's own culture and tradition.
4. Very much a part of our lives.
5. Feed back is immediate and known.
6. Flexibility in changing the form and content for the existing context. For example, songs can be written for a social cause without changing the forms and style.
7. Cost effective.
8. Very easy to remember and can quickly attract the masses.
9. Most intimate with the masses in all the regions of the country.
10. Primary appeal is to the emotions rather than the intellect.

11. Commands an immense variety of forms and themes to suit the communication requirements of the masses.
12. Local and live, and able to establish direct rapport with the audience.
13. Easily available to their audience.
14. Flexible to accommodate new themes.
15. Enjoyed and approved by all the people from different age groups, and they are low-cost media as compared to the sophisticated electronic media.

### **Disadvantages of Traditional Media**

The disadvantages of traditional media include (Nwosu, 2000):

1. Restricted to the place of performance.
2. Reach is limited.
3. Limited scope for archiving the performance.
4. Can cater only to a limited audience.

### **Use of Traditional Media in Communication**

Traditional media have been in existence in India for long and have been used as a medium of communication in rural areas. Over the years, rural masses have been using the folk media for expressing their social, ritual, moral and emotional needs. Traditional media has a crucial role to perform in the process of socio-economic development in India. It helps in convincing and influencing people in a very effective way. For example during the freedom struggle, folk media played a great role in spreading the message of patriotism. Utpal Dutt who was a popular actor is said to have used *Jatra*, a traditional theatre form in Bengal during the freedom struggle. *Paala*, a traditional form of ballad singing is used for spreading awareness on various social issues by the government of Orissa.

*The Song and Drama Division* of the government of India uses various forms of traditional media that to spread awareness on a number of social issues like AIDS, polio immunization etc.

You all know that during festivals, we exchange sweets, greet each other and decorate our houses. This communicates our friendship and love for others. This is also an example of the traditional form of communication. Today we use modern ways of communication such as the mobile phone and internet to send messages of friendship and greetings. Communication through traditional media thus helps in building good relations.

### **Concept of Corporate/Organizational Image**

Image is very important in the existence of many organizations (Weiwei, 2007). Corporate image is fundamentally critical in the assessment of an organization (Eman, Ayman and Tawfik, 2013). It depicts the culture and tradition of business organizations (Howard, 1999). It is the perception the members of the public have for an organization (Dutton, Dukerich, Harquail, 1994). According to Nwosu (1996), corporate image refers to the overall reputation

of an organization as determined by the various pictures, impression, knowledge, information and perceptions that the publics of that organization have at it. Organisations become more successful if they are perceived to wield good corporate image (Ayanda, 2013). Corporate image grants confidence and trust on organizational activities (Farzana, Rohaida and siti, 2013).

Corporate image is determined by multiple factors which include its corporate performance or non-performance, corporate identity, and corporate communications over a period of time (Uduji, 2007). The corporate image of any organization is closely related or is affected (positively or negatively) by the way its publics perceive or see its corporate culture or corporate lifestyle, media image as well as the totality or nature of its corporate communications (Nsude, 2007).

The importance of good corporate/organizational image cannot be overemphasized. Tench and Yeomans (2006) opined that the following are notable importance of good corporate image:

1. Others are more willing to consider the organization's point of view.
2. It helps to strengthen the organizations' information structure with the society and therefore improve resources in all areas.
3. It makes it easier for the organization to motivate and recruit employees and to promote increased employee morale.
4. It enhances and adds value to the organization's products and services.

## **THEORETICAL FRAMEWORK**

### **The Agenda Setting Theory**

Agenda Setting Theory holds that the mass-media have a great influence on audiences by their choice of what stories to consider newsworthy and how much prominence, time and space to give them (McCombs, 2009). The Agenda Setting Theory's main postulate is *salience transfer*. Salience transfer is the ability of the mass-media to transfer issues of importance from their mass-media agenda to public agenda. The agenda setting theory has become one of the most acknowledged theories of communication. The Theory which was propounded in 1972 by Maxwell McCombs and Donald Shaw was derived from their study that took place in Chapel Hill North Carolina, U.S.A. where the researchers surveyed 1000 undecided voters during the 1968 US presidential campaign on what they thought were key issues and measured these against the actual media contents.

The data or results they generated from the study helped them demonstrate empirical support for their main hypothesis. That hypothesis was that the mass-media positioned the agenda for public opinion by emphasizing specific issues and at the same time neglecting the other issues. This clearly demonstrated that proper use of various mass-media in communication campaigns to facilitate a positive behaviour change (negativity to positivity) would help the campaigns to be effective. This means that the mass media would help to force the issue involved in organizations (communicating an organization's policies, programmes, activities, and organization's image) into the public agenda and so influence their awareness, knowledge, opinions and attitude towards the organization.



The Agenda Setting Theory shows therefore, that the media institutions usually help to tell the public what issues they need to have in their mind. Hence, it can be assumed that if a news or advertising medium is not successful, in directing people's thoughts, it is not doing what it is supposed to do in this day and age and will not be successful generally. Furthermore, the essence of this Theory is to show empirically that the audience usually learns from the mass media driven campaigns in direct proportion to the emphasis placed on those issues of the media campaigns.

### **Organizational Image Management Theory**

The theory of organizational image management argues that a primary goal of public relations is the creation and maintenance of an organization's image. Organizations communicate strategically with stakeholders to encourage desirable images and discourage undesirable ones. Although organizations are different from individuals in important ways, organizations can be and are treated in the same way as individuals by many theorists and practitioners.

According to organizational image management theory, an organization's image is the perception that stakeholders have about the organization, so it is aligned most closely with the "communicated image" (Gioia and Thomas, 1996). This is an important distinction in that it suggests that a dialogue is necessary for the creation of an organizational image. Specifically, an organizational image is developed dialectically by the organization and its stakeholders over time.

Organizations must sustain an effective image with their stakeholders in order to maximize their chances for success (Garbett, 1988). Although failure is not inevitable when an organization's image is tarnished, it is more likely, as many studies have demonstrated (Englehardt, Sallot, & Springston, 2001; Massey, 2001).

What is effective, however, is constantly in flux. Changes in the organization's environment, and changes in the organization itself make image management challenging. The concerns of both organizations and stakeholders are affected by a host of variables, including market dynamics, technology, and contemporary social and political issues, among others. The challenge for organizations lies in being able to understand these changes and continually adjust the organization's image in anticipation of and/or response to environmental change. Furthermore, the multiplicity of organizational stakeholders demands a strategic approach to image management in which the organization attempts to present itself in terms relevant to all stakeholders, both internal and external (Garbett, 1988).

Although challenging, organizations must engage in image management in order to be successful. Organizational image management is important for at least two reasons. First, images determine cognitive, affective, and behavioral stakeholder responses toward the organization. Second, shared images make possible the interdependent relationships that exist between organizations and stakeholders (Treadwell & Harrison, 1994). Although each person's perception of an organization is subject to idiosyncrasies, the collectively shared image of an organization held by most stakeholders, when managed properly, allows for coordination of organizational activity that is consistent with stakeholder expectations. As mentioned, organizational image management is a dialogic process in which organizations and stakeholders communicate with one another to co-create the image of the organization. Moffit's (1994) work provides support for the argument that image management is a dialogic process—indeed, she argues that sometimes organizations have little influence over the images held by

organizational stakeholders. Ginzel, Kramer, and Sutton (1993, p. 248) further clarify the dialogic process of organizational image management:

Thus, an organization's image represents a collaborative social construction between organization's top management and the multiple actors who comprise the organizational audiences. A particular interpretation of an organization's image may be proposed by top management, but that interpretation must in turn be endorsed, or at the very least not rejected, by their various audiences if it is to persist.

## METHODOLOGY

The study adopted the survey design, which allows for collection of original data from respondents, and describes the present situation in their natural setting. The primary source of data which majorly was the questionnaire was adopted and used as instrument for data gathering. Also, the secondary source of information was adopted and this includes texts, journals, Internet materials. The population for this study comprised of selected management and staff of Innoson Group of companies on one hand and publics of Innoson group of companies.

The sample for this study was 660, drawn from an infinite population. This is because the exact population of the management, staff and publics of Innoson group of companies could not easily be ascertained.

## PRESENTATION AND ANALYSES OF DATA

### Presentation of Data

From the six hundred and sixty (660) copies of questionnaire distributed to management, staff and publics of Innoson Group of Customers, a total of six hundred and six (606) copies of the questionnaire were correctly filled and returned while fifty-four (54) copies were not returned.

**Table 4.1 Distribution and Return of the Questionnaire.**

| <b>Respondents</b>                              | <b>Number Distributed</b> | <b>Number Returned</b> | <b>Number not Returned</b> |
|---|---------------------------|------------------------|----------------------------|
| Management/Staff                                | 330                       | 296                    | 34                         |
| Customers/Publics of Innoson Group of Companies | 330                       | 310                    | 20                         |
| <b>Total</b>                                    | <b>660</b>                | <b>606</b>             | <b>54</b>                  |
| Percentage (%)                                  | 100                       | 92                     | 8                          |

Source: Field survey, 2016.

**Table 4.2 Responses to demonstrations as traditional media tool influences public perception of Innoson Group of Companies**

| <b>Responses</b> | <b>Management/Staff</b> | <b>Customers</b> | <b>Total</b> | <b>Percentage</b> |
|------------------|-------------------------|------------------|--------------|-------------------|
| Strongly agree   | 255                     | 180              | 435          | 72                |
| Agree            | 75                      | 54               | 129          | 21                |

|                   |            |            |            |            |
|-------------------|------------|------------|------------|------------|
| Undecided         | 10         | 9          | 19         | 3          |
| Disagree          | 9          | 7          | 16         | 3          |
| Strongly disagree | 5          | 2          | 7          | 1          |
| Total             | <b>354</b> | <b>252</b> | <b>606</b> | <b>100</b> |

*Source: Field Survey, 2015*

The tables 4.2 presents the responses from management/staff and customers of Innoson group of companies based on questions related to objective one of this study. From table 4.2, it was revealed that four hundred and thirty five (435) respondents representing 72% of respondents (management/staff and customers) strongly agreed that demonstrations to large extent influence public perception of Innoson group of companies. A breakdown indicates that two hundred and fifty five (255)59% of the respondents were management/staff of Innoson group of companies, while one hundred and eighty (180)41% were customers of Innoson group of companies. On the other hand, one hundred and twenty nine (129) respondents representing 21% of management/staff and customers agreed that demonstrations to large extent influence public perception of Innoson group of companies. It shows that seventy five (75)58% respondents were management/staff of Innoson group of companies while fifty four (54)42%were customers. Again, Nineteen (19) respondents representing 3% of management/staff and customers were undecided that demonstrations to large extent influence public perception of Innoson group of companies. It indicates that ten (10)53% of the respondents were management/staff of Innoson group of companies and nine (9)47% of the respondents were customers of Innoson group of companies. Also, sixteen (16) respondents representing 3% of management/staff and customers disagreed that demonstrations to large extent influence public perception of Innoson group of companies. This shows that nine (9)56% respondents were management/staff of Innoson group of companies and seven (7)44% respondents were customers of Innoson group of companies. Finally, seven (7) respondents representing 1% of management/staff and customers strongly disagreed that demonstrations to large extent influence public perception of Innoson group of companies. A breakdown indicates that five (5)71% of the respondents were management/staff of Innoson group of companies and two (2)29% of the respondents were customers of Innoson group of companies.

**Table 4.3: Responses to nature of relationship between usage of fair as a traditional media tool and public support of Innoson Group of Companies.**

| Responses         | Management/<br>staff | Customers  | Total      | Percentage |
|-------------------|----------------------|------------|------------|------------|
| Strongly agree    | 157                  | 109        | 266        | 44         |
| Agree             | 188                  | 122        | 310        | 51         |
| Undecided         | 3                    | 9          | 12         | 2          |
| Disagree          | 4                    | 4          | 8          | 1          |
| Strongly disagree | 2                    | 8          | 10         | 2          |
| Total             | <b>354</b>           | <b>252</b> | <b>606</b> | <b>100</b> |

*Source: Field Survey, 2015*

From table 4.3, it was revealed that two hundred sixty six (266) respondents representing 44% strongly agreed that there is a significant relationship between usage of fair as a traditional media tool and public support of Innoson group of companies. A breakdown indicated that one

hundred and fifty seven (157)59% were management/staff of Innoson group of companies, while one hundred nine (109)41% respondents representing customers of Innoson group of companies. Three hundred and ten (310) respondents representing 51% agreed that there is a significant relationship between usage of fair as a traditional media tool and public support of Innoson group of companies. A breakdown indicated that one hundred and eighty-eight (188)61% respondents were management/staff of Innoson group of companies and one hundred and twenty two (122)39% respondents were customers of Innoson group of companies. Twelve (12) respondents representing 51% were undecided about the statement, three (3)25% of the respondents were management/staff of Innoson group of companies while nine (9)75% of the respondents were customers of Innoson group of companies. Eight (8) of the respondents representing 1% disagreed with the statement. A breakdown indicated four (4)40% of the respondents were management/staff of Innoson group of companies and four (4)50% of the respondents were customers of Innoson group of companies. Ten (10) of the respondents representing 2% strongly disagree that there is a significant relationship between usage of fair as a traditional media tool and public support of Innoson group of companies. A breakdown indicated that two (2)20% respondents were management/staff of Innoson group of companies while eight (8)80% respondents were customers of Innoson group of companies.

## TEST OF HYPOTHESES

To test the hypotheses, the work adopted the following statistical tool, Pearson's product moment correlation coefficient and Simple linear regression, aided by computer Microsoft special package for social sciences (SPSS).

### Hypothesis One

Ho: Demonstrations as traditional media tool to a large extent negatively influences public perception of Innoson Group of Companies

Hi: Demonstrations as traditional media tool to a large extent positively influences public perception of Innoson Group of Companies

**Table 4.4 Descriptive Statistics**

|                   | Mean   | Std. Deviation | N   |
|-------------------|--------|----------------|-----|
| Public Perception | 1.7667 | .61657         | 560 |
| Demonstrations    | 2.1633 | .99664         | 560 |

Source: SPSS Version 20

**Table 4.5 Correlations**

|                     |                   | Public Perception | Demonstrations |
|---------------------|-------------------|-------------------|----------------|
| Pearson Correlation | Public Perception | 1.000             | .764           |
|                     | Demonstrations    | .764              | 1.000          |
| Sig. (1-tailed)     | Public Perception | .                 | .000           |
|                     | Demonstrations    | .000              | .              |
| N                   | Public Perception | 560               | 560            |
|                     | Demonstrations    | 560               | 560            |

Source: SPSS Version 20

**Table 4.6 Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted Square | R | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-----------------|---|----------------------------|---------------|
| 1     | .764 <sup>a</sup> | .584     | .583            |   | .39825                     | .082          |

Source: SPSS Version 20

a. Predictors: (Constant), Demonstrations

b. Dependent Variable: Public perception

**Table 4.7 Coefficients<sup>a</sup>**

| Model |                | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|-------|----------------|-----------------------------|------------|---------------------------|--------|------|
|       |                | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)     | .744                        | .055       |                           | 13.516 | .000 |
|       | Demonstrations | .473                        | .023       | .764                      | 20.462 | .000 |

Source: SPSS Version 20

a. Dependent Variable: innovation

R = 0.764

R<sup>2</sup> = 0.584

F = 418.677

T = 13.516

DW = 0.082

**Interpretation:**

The regression sum of squares (66.403) is greater than the residual sum of squares (47.263), which indicates that more of the variation in the dependent variable is not explained by the

model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.764, indicates that there is positive relationship between demonstration and public perception. R square, the coefficient of determination, shows that 0.584% of the variation in innovation is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about 0.39825. The Durbin Watson statistics of 0.082, which is not more than 2, indicates there is no autocorrelation.

The demonstration coefficient of 0.764 indicates a positive significance between demonstration and public perception, which is statistically significant (with  $t = 13.516$ ). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus, demonstrations as traditional media tool to a large extent positively influence public perception of Innoson Group of Companies.

### Hypothesis Two

Ho: There is no significant relationship between usage of fair as a traditional media tool and public support of Innoson Group of Companies.

Hi: There is a significant relationship between usage of fair as a traditional media tool and public support of Innoson Group of Companies.

**Table 4.8 Descriptive Statistics**

|                                  | Mean   | Std. Deviation | N   |
|----------------------------------|--------|----------------|-----|
| Fair as a traditional media tool | 1.8261 | 1.16043        | 560 |
| Public support                   | 1.9065 | 1.26713        | 560 |

Source: SPSS Version 20

**Table 4.9 –Correlations**

|                                  | Fair as a traditional media tool | Public support |
|----------------------------------|----------------------------------|----------------|
| Fair as a traditional media tool | 1                                | .955**         |
| Pearson Correlation              |                                  |                |
| Sig. (2-tailed)                  |                                  | .000           |
| N                                | 560                              | 560            |
| Public support                   | .955**                           | 1              |
| Pearson Correlation              |                                  |                |
| Sig. (2-tailed)                  | .000                             |                |
| N                                | 560                              | 560            |

Source: SPSS Version 20

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

Table (4.8) shows the descriptive statistics of fair as a traditional media tool via, public support with a mean response of 1.8261 and std. deviation of 1.16043 for fair as a traditional media tool and a mean response of 1.9065 and std. deviation of 1.26713 for public support and number of respondents (560). By careful observation of standard deviation values, there is not much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table (4.9) is the Pearson correlation coefficient for fair as a traditional media tool via, public support. The correlation coefficient shows 0.955. This value indicates that correlation is significant at 0.05 level (2tailed) and implies that there is a significant positive relationship between fair as a traditional media tool and public support ( $r = .955$ ). The computed correlations coefficient is greater than the table value of  $r = .195$  with 458 degrees of freedom ( $df. = n-2$ ) at alpha level for a two-tailed test ( $r = .955, p < .05$ ). However, since the computed  $r = .955$ , is greater than the table value of  $.195$  we reject the null hypothesis and conclude that there is a significant relationship between fair as a traditional media tool and public support ( $r = .955, P < .05$ ).

## **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

### **Summary of Findings**

It was discovered at the end of the study that: demonstrations as traditional media tool to a large extent positively influence public perception of Innoson Group of Companies; and there is a significant relationship between fair as a traditional media tool and public support.

### **Conclusion**

Based on the findings above, it can be concluded that demonstrations as traditional media tool to a large extent positively influence public perception of Innoson Group of Companies ( $r = 0.764; F = 418.677; p < 0.05$ ). Finally, there is a significant relationship between fair as a traditional media tool and public support ( $r = .955, P < .05$ ).

### **Recommendations**

From the conclusion above, the following recommendations were made: the management of Innoson group of companies should as much as possible recognize, appreciate and attach importance to usage of traditional media tools, as such may be the needed inputs for the growth, development and revamping/boosting the image of the company. Secondly, the management should as a matter of importance make available the expertise of public relations practitioners for the day-to-day researching on the appropriate traditional media that would be relevant to the teeming publics of the company in order to ensure the steady growth and expansion of the company. Thirdly, the management of Innoson group of companies should endeavour to always utilize traditional media tools like demonstrations, fair, puppetry, etc in the most effective and efficient manner, considering the efficacy of the media, as this will help the organization to be brought to both rural and urban recognition via its programmes and activities, and subsequently help to attract new customers while retaining the old customers, and by implication helping to grow, develop and project positively the image of the company.

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