

**THE RELEVANCE OF PUBLIC RELATIONS
(PR) TO BRAND IMAGE AND POSITIONING
IN THE MANUFACTURING INDUSTRY IN
LAGOS**

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ABSTRACT

This study examines “The Relevance of Public Relations to Brand Image and Positioning in the manufacturing industry in Lagos, Nigeria”

Data collected from a random sample of 180 Brand Managers and 45 Public Relations Managers were statistically analysed using z- test at 95 percent level of significance.

Descriptive statistics of the demographic data showed that majority of the respondents (64.5%) are female. This is a new trend as hitherto men have dominated this area and other related management areas. In addition, 80 percent of the respondents are Brand Managers while 20 percent are Public Relations Managers. Ratio 4:1.

It is quite interesting to note that the Public Relations Managers (71.1%) have better understanding of what brand is than the Brand Managers (69.5%). The fundamental difference in both professions was revealed by their perception of what brand image is. Majority of the Brand Managers (78.9%) believe brand image to mean the reputation of a brand. On the other hand, 46.7 percent of the Public Relations Managers understand brand image to mean the publics’ perception of a brand. This reveals the fact that, while the Public Relations Manager is an image manager, carrying the burden of the general publics of an organization, the Brand Manager is after giving a brand (product) a very good image. The latter is a limited image perception. In view of this, the researcher