

AN ANALYSIS OF THE KEY FACTORS
THAT AFFECT NIGERIA'S
IMAGE ABROAD

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This study recognizes that an image can be seen as a general picture of an organisation or a corporate entity in people's mind as they see or perceive the entity.

Nigeria is chosen as a social entity for this study because of its associated problems among its people, friends and most especially the international community as a whole.

The aim of this research is to ascertain the reason for Nigeria being a problem nation in terms of her battered foreign image, which will also lead us to other objectives as:

- * To appraise Nigeria's current Image
- * To recommend strategies for ensuring enduring goodwill towards her internal and external relations.
- * To investigate the impact of Nigeria's poor human rights record on her image.
- * To investigate if there are other contributory factors to the negative impressions on Nigeria's image Overseas
- * To suggest ways and means of renewing and putting up a better image abroad and
- * To make recommendations in line with our findings.

The main instrument used in this research project is the questionnaire. The questionnaire was designed for both and Nigerian Local and international community within the population carried out both in Lagos and Abuja.

The researcher examines only a few of the numbered population item because of time and money constraints. The sample size for the research work is 360, drawn mainly from immediate sample population to the Nigeria image.

In designing the questionnaire, care was taken to ensure that the respondents feel free with answers they give. This was made possible by the fact that disclosing their identity was optional.

Multiple choice, dichotomous and open - ended question were used and in it they had the opportunities to make necessary comments, as to the reasons for their actions and in some cases they were required to make suggestions where necessary. The instrument was pre-tested and that resulted into minor changes in wordings and sequence to boost its validity and reliability.

Integrated approach or total approach model to the problem of the Nigeria's negative image which replaces emphasis upon intergrating those activities(the natives, the international friends, sanctions, foreign debts, political activities, and the impact of the negative image) was adopted in the research work.

In this study, a combination of percentage, z - scores test or proportion and normal approximation to binomial distribution were used in the analysis of responses to various questions posed to respondents in the questionnaires.