

ST.MARRY UNIVERSITY COLLEGE
FACULTY OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT

AN ASSESSMENT OF PUPBLIC RELATION PRACTICE;
THE CASE OF ETHIOPIAN AIRLINES
ENTERPRISE

BY:
RAHEL DEMOZE

JUNE, 2013
SMUC
ADDIS ABABA

**AN ASSEMENT OF PUBLIC RELATION
PRACTICE; THE CASE OF ETHIOPIAN
AIRLINES ENTERPRISE**

BY

RAHEL DEMOZE

**A SENIOR RESEARCH SUBMITTED TO DEPARTEMENT OF
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**DEPARTEMENT OF MARKETING MANAGEMENT
APPROVED BY THE COMMITTEE OF EXAMINERS**

Department Hade

Signature

Advisor

Signature

Internal examiner

Signature

External Examiner

Signature

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CHAPTER ONE

INTRODUCTION

1.1 Back Ground Of The Study

The ever changing demands of business environment influenced by the external forces of globalization and technology advancement become increasing from time to time. Public relation defined as an applied social and behavioral science which measures evaluates and interprets the attitudes of the various relevant publics. Moreover having a good relation is the most important factors to build a good relation with companies various publics Kaul (1988:14). Belch and Belch, (2003:564) suggested the public relation is management function which evaluates public attitude, identifies the publics and procedures of an individual organization of action to learn public understanding and acceptance.

Public relation (PR) is an effort to inter polices and programs of an organization with the objective to establish a bridge of understanding and good will between organization and its publics (Banik, 2002:39). Nevertheless, there is no single organization or containing around the world that is not affected by rapid changes caused by global competition, customer's pressure and development of information technology. Therefore, the magnitude of public relation activities may differ due to size and nature, no matter what the philosophy the strategy and method is a like whether it is to the global understanding or to escalate relations with in the firms and its customers, agent's employees. (Black, 2004:3).

Ethiopian airlines first found in December 21, 1945 EC and start operation in April 08, 1946 EC by the ownership of Ethiopian government (100%) Addis Ababa. Ethiopian airlines the fastest growing Africa airline is the flag carrier of Ethiopia during the past sixty five plus years, Ethiopian has become one of the continents leading carrier, turning profits for almost all the years of its existence. Operation of the fore from of technology the airlines has also become one of Ethiopian major industries and veritable institution in Africa it commands a lion's share of the pan Africa network including the daily and double dial sedates flight across the continent Ethiopian currently serves 69 international destinations operating with the newest and youngest filed. Ethiopian joined star alliance, the world's largest airline network in December 2011 this experience allowing them access 21, 555 daily departures 1290 destinations with 193 countries.

Ethiopian airlines public relations department start its work as independent office since 1998GC.and public relation and publications department since 2005 GC. Public relation goals and objective is to make Ethiopian airline visible, accessible and acceptable by its customer's and stake holders. Public relation use different activities to reach Ethiopian airlines public like press releases, website, media-newspaper, TV, radio, internet,

email correspondence sharing for communication with governmental, organization,NGOS, Aviation institutions, educational institution's private firms, and individuals.

1.2 Statement of the Problem

Black (2004:5) explains in his books of public relations, public relation recognize a long term responsibility and seeks to persuade and to achieve mutual understanding by securing the willing acceptance of attitudes and ideas. Under modern conditions no government, industry, company or organization of any kind can operate successfully without the cooperation of its publics. These publics may be both at home and overseas, but mutual understanding will be a potent factor for success in every case.

Public relation for external publics has to day become a necessity to modern society. No matter how good an enterprise may be, if it dose not communicate with its publics; it will lose out to its competitors who are using public relation more aggressively to ensure effective communication. Companies which do use public relation 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, 2002:605).

Ethiopian airlines public relation department is organized with the primary aim of assisting the airline to establish a good relationship both internally and externally in maintain its longtime reputation it has in hearts of the public. In light of this, this study tried to give special attention on its external public relation. Ethiopian airline public relations are closely related with its external publics like stakeholders who are passengers, governmental organization, NGOs, UN agencies, Ethiopian airline staff professional associations, business partners etc. public relation also use different activities to reach its external publics like press releases, website, media-newspapers, TV, radio, internet, e-mail correspondence, letters, face-to-face communication. Public relation also keep the public informed about Ethiopian airlines through local and international media, organize Ethiopian's mini and grand events, community developments programs etc.

With regard to this the student researcher gathers informal information on general problems indicated below.

Every department in Ethiopian try to find every information by its own way, because of that there is shortage of centralized information flows in public relation department. The department also has small size in terms of facility and man power as compared to the airlines size and standard hence, limited public relation service offered by the department and there is also a problem of using complaints as an improvement of the company problem and in maintaining a good relationship with its customers.

1.3 Research Questions

It is obvious that public relation always does not emanate from welcome opportunity thus, this research attempted to answer the following basic research questions.

1. What is the company overall public relation plan looks like?
2. What are the factor that affects the airlines public relation practices?
3. How an Ethiopian airline handles a challenge which faces in implementing its public relation plan?
4. To what extent the public relation departments support Ethiopian airlines in building good image in the minds of customer?

1.4 Objectives of the Study

1.4.1 General Objective

The general objective of this research is to study Ethiopian airlines public relations practice in the view of external publics and come up with possible recommendations.

1.4.2 Specific Objective

The specific objectives of this research are listed here under.

- To evaluate the company overall public relation practice.
- To identify the factors that affect PR practice of Ethiopian airlines.
- To investigate the challenges those were present in PR activity of the company.
- To identify how the airlines use complaints in maintaining good relationship with its customers.

1.5 Significance of the study

This study is helping the student researcher to create good opportunity to change the theoretical aspect of research in to the practical research process and technique. And it helps the company to improve the public

relation practice and forward better suggestion with regard to the practice of Ethiopian airlines. It can also use as secondary data for other researcher who will conduct research in similar topic.

1.6 Delimitation of the Study

The study is delimited to the assessment of public relation practice in the case of Ethiopian airlines enterprise. This paper was tried to have an investigation on the head office which is located around Bole. The airlines public relation department relates with its publics in a broad ways. However due to the size of the company and resource limitation the study was concentrate on the external publics. Although the airline is providing passenger and cargo service in different parts of the world, the scope of the study was specifically delimited on the international and domestic passengers customers of Ethiopian airlines situated in Addis Ababa. The study was delimited on the public relation practice of Ethiopian airlines which covers the year 2002 EC up to 2005 EC because it is not possible to get resources more than three years from the company and the time limitation to do the research.

1.7 Research Designs and Methodology

According to Malahotora, (2006:82) descriptive research is a type of conclusive research that has the major objectives for description of something usually market characteristics or function. Therefore, the student researcher selects descriptive research as design for this study.

1.7.1 Population and Sampling Technique

The target populations of the study were the international and domestic passenger customers of Ethiopian airlines and also the public relation manager and officers. The student researcher was using the model provided by Malhotra, (2006:339) as general rule and sample size 200 respondent customers as representative sample were selected and contacted. It is wide to cover the whole population therefore the student researcher were using non-probability sampling approach particularly convenient sampling technique to gain and test ideas.

1.7.2 Types of Data Collected

In order to collect relevant and appropriate information to make the research complete both primary and secondary sources of data were used.

1.7.3 Methods of Data Collection

Different methods of data collection were used in the research paper as primary source questionnaires were prepared in English and translated in to Amharic using structured and semi-structured formats and were distributed to the selected members of passengers of Ethiopian airlines. Interview session was arranged with the public relation manager and officers to triangulate the findings secondary information reports, internet sources books, brochures, and journals.

1.7.4 Data Analysis Methods

Both quantitative and qualitative methods used. The row data was organized and analyzed by using tables and percentage proportion quantitatively. Qualitative analysis was used to analyze data gathered from the interview which is held with manager and officers.

1.8 Limitations of the study

While conducting the study the student researcher had experienced certain limitations. Among others, the following are the major limitations encounter.

- Some respondents were not willing to complete the questionnaires:
- Late replay by respondents (a lot of respondents took more than three weeks to complete and return the questionnaire:
- Electric power interruptions while duplicating questionnaires:
- Time and financial constraints.

1.9 Organization of the Study

This research paper consists of four chapters. The first chapter consists of back ground of the study, statement of the problem, research question, objectives of the study, significance of the study, limitation of the study, research designed and methodology, population and sampling technique, types of data collected, methods of data collection, data analysis and organization of the study. The second chapter consists of literature review which has greater advantage in showing a direction of public relation theories from different scholar's perspective point of view. The third chapter deals with the data presentation, analysis and interpretation of the research study. The forth chapter were having summary, conclusions and recommendation based on data collected analyzed and interview.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1 Meaning and Definition of Public Relations

Public relation is defined as the management function which evolutes public attitudes identifies the policies and procedures of an individual or organization with the public interest and execute program of action to earn public understanding and acceptance (Belch and Belch, 2004:23)

Further, Banik (2004:5) made worthy the above idea by defining PRs as the systematic promotion of mutual understanding between an organization and its public in addition, Allen H.center in Banik defined PRs as creating belongings' and wining employee's cooperation, building good will, furthering mutual interest and overcoming public misconceptions

Relationships may by between an organization and its stakeholders. An organization Communicates with various 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, 2005:47)

Bahil (1994:6) added also PRs is a systematic approach to solve problems. It is creating an understanding between the organization and the target audience, with the objective of building good will and good image. Since PRs is an investment towards good communications and good relationship.

The practical PRs, Banik (2004:5) defined as the establishment of two way communications to resolve conflicts of interest and the establishment of understanding based on truth, knowledge and full information, from this perspective PRS requires execution of communication program designed to bring public acceptance and communication program designed to bring public acceptance and common understanding

Public relation is abroad set of communication efforts used create and maintain favorable relationship between an organization and its stakeholders, An organization communicates with varies stakeholders, both internal and external, and public relations efforts can be directed toward any and all of these firm stakeholders can include customers, suppliers, employees, stockholders, the media, educators, potential investors, government officials, and society in general (pride, 2005:477)

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, 2005:477)

Many companies do not take the task of public relations seriously for various reasons firstly, the term public relations have not been defined properly .Different firms draw different meaning out of it and make use of it in a variety of ways. When they are unable to draw desirable result out of it they start neglected it. Secondly, most firms have a compact organizational structure in which there is a small public relations department whereas this task should be undertaken by the marketing department that is versatile enough to make public dealing. Thirdly, till recently many firms did not realize the value of public relations. For them it was a wasteful activity. After the economic became open, they felt the need for it and started taking it seriously (Monga, 2003:491).

2.2 Objectives of Public Relations

Public relation has its own objectives and goals to establish positive image of the company and among its publics (Belch and Belch, 2004:23). Therefore, the public relations target to create a conducive work environment for the company and its activities, public relations develops and implements program to meet organization objective by maintain suitable image bridging, Customer loyalty and other relevant public including employees, suppliers, Stockholders government labor groups citizen action groups and the general public (Belch and Belch, 2004:95)

2.3 Nature and Function of Public Relations

Public relations have general objectives to establish and maintain a positive image of the company among its various publics (Belch and Belch, 2004:95)

Therefore, PRs target to create a conducive work environment for the company and its activities. PR develops and implements program to meet organization's objectives. 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, 2004:95)

According to Kotler (2006:475), public relation department may perform any or all of the following function:

- **Press relations or press Agency:** creating and placing news worthy information in the news media to attract attention to a person product, or service,
- **Product publicity:** publicizing specific products,
- **Public affairs:** building and maintaining national or local community relations,

- **Lobbying:** building maintain relations with legislators and government officials to influence legislations and regulation,
- **Investor relations:** maintain relationship with share holders and other in the financial community and,
- **Development:** public relations with donors or members of not for profit organizations to again financial or volunteer support.

The PRs practitioner has to conduct activation which concerns every public with which the organizations has contact. The specific natures of such groups will which the organization has contact. The specific nature of such groups will vary according to circumstances. Jerkins in Shaun and Raut (2003:145) identified seven basic publics: distributors, consumers and opinion leaders. With the nature of sure groups, nature of PRs practice will vary accordingly for example, where PRs activity is done to consumers the purpose will focus on why consumers consume our product or service, why they buy from us and the like, with regard to this the nature of PRs various accordingly with the target group.

2.4 History of Public Relation

Public relation have a relatively short history and a very long way to go (Banik 2004:10) further, bank elaborates that public relations in the past has been practiced as an information and publicity tool of the government. He also clearly categorized phase of history, bank explained that public relation in the past has been practiced as an information and publicity tool of the government; he also clearly categorized the phase based on the Indian history as the area of propaganda, the area of publicity and the modern public.

The purpose of public relations in the area of propaganda is to influence the minds of the customer or the public at large towards the companies need and faith in the area of publicity public relations accepted it as a vital arm of management function.

Now a day, companies informing, persuading and integrating with their customers, the new area of publicity, public relations aimed at making every information available and accepted it as vital arm of management function. Now a day, companies informing, persuading and integrating with their publics specially their customers the new area of publics became more effective because of the development of technology that used to practice easily than before.

2.5 The Role of Participating on Social Events for Public Relation Practice

According to Kenneth K. Clow and Donald Baack (2003:411) the company should determine the key marketing objective to accomplish before involved in a particular when the objective that are more internationally oriented, especially those designed to get employees involved and boost morale, would be met by finding events external members will enjoy many times.

According to Peter Doyel (2002:272) achieving positive coverage the major role of participating in social events area as follows.

- ❖ **Achieving positive coverage in the Medias:** helps to get news papers journals and televisions carry positive and persuasive stories about the company, its people or its product.
- ❖ **Creating and reinforcing the corporate image:** it designs to communicate a visual identify that the public immediately recognize and feels good about.
- ❖ **Influencing specific target market segments:** it can be highly effective for demonstrating the value of the firm to the local community or to minority groups and :
- ❖ Helps the firms maintain its market share.
- ❖ Build strong service percents in the market share.
- ❖ Creating service awareness and interests are also can be major role.
- ❖ To overcome negative feelings, harness positive feelings and achieve its objectives.

2.6 Public Relations in Service Sector

PRS interventions are the desired course of actions planned the organization to achieve PR goal. According to Banik (2002:35) the need for pros interventions required serves sector to achieve the goals are:

- ❖ To support the structure and strategic changes made by organization growth and expansion.
- ❖ Recognition to management of the importance of PR and their responsibility to promote it the good of organization.
- ❖ To prepare to respond to the increasing problem faced by the organization and externally;
- ❖ To help build a desirable image of the company by suitable PR strategies and actions.

The service industry being more directly in touch with the user/ consumer PR in serious organization is essential to their proper functioning.

2.7 Public Relations for Internal and External

From the point of view of management there are two aspects of PR, internal and external. As Banik explained in his book of effective public relations in public and private sector (Banik, 2002:40-46), the modern management of many business has to enlist the perception and support of its workers to realize its objectives winning confidences and trusts of its share holders, clients and suppliers and the public at large there by full filing its internal and external obligations.

2.7.1 Internal Public of Public Relation

The employees are the internal public both public and private sector companies. They are important because they participate in the operation, production and formulation of ideas which Leads to achievement of organization objectives. For creativity and productivity in an organization, a prerequisite is harmony between the employees and the management.

Hence communication between management and employees is of great importance. The objective of an internal communication programmer ,should be the creation of understanding and merited support ,of co-ordinate interchange ,of high morale and high efficiency ,an organizations internal image and morale of the work force depend a great deal on the flow of information through internal communications which have successfully launched a program for the flow of information through international communications which have been branded as modern. Organizations which refuse to communicate with their internal constituent and take them for granted, fail to effectively handle the flow communication and on many occasions are compelled to face undesirable consequence (Banik, 2004:40-41)

2.7.2 External Public of Public Relation

As the name implies, external PR is concerned with people outside the organization since necessary to communicate with deferent groups of people, the external target population has to be defined. It is

also very important to carefully identify the public group in order to reach them effectively otherwise it may be difficult to achieve the desired objectives

Generally, public sector organizations have normally the following groups of people external to the organizations. These are customers, government, shareholders and opinion leaders on the other hand, private sector companies being owned by individual or shareholders, opinion leaders, mass media, community at large, civic and government bodies, financial, institution, citizen's action group and public at large.

Customers : Every public and private sector organizations has its own set of publics to whom it products service or ideas in today's competitive market customers look for products or service that are known sales services customer opinions an. these aspects cannot be ignored . Hence, PR can help in controlling and setting right some of customer option and generally protecting the company's reputation concerning the companies' products or service among customers or users PR is, there for used to build image (Banik, 2004:46)

Shareholders :the shareholder are very important public to the private sector companies .they are real owners or of the companies A private sector organization cannot , therefore ,afford to be unmindful of the interested of its share holders.

Opinion leaders: this is altogether a new type of public in PR. Ideally their function is to create public opinion on matters of public interest and build confidence they try to provide information and create the climate and there by influence altitudes .PR must be very carefully of the opinion and attitude of the opinion leaders concerning their organization (Banik, 2004:46)

Media as relation: the media as we know it today a modern institution. Number of factors to the emergency of the media as a predominate feature of modern life. Technical inventions facilitating mechanical reproduction in outlook grew in time to communicate and create public opinion.

Community: the organization should regularly interact with community and give them feedback about their suggestion and complaint to establish everlasting relationship companies have to consider the community as one of its prime target groups. The environment of the community as one of its prime target groups. The environment of the community should not only be protected but it should be developed also for the common benefit of company as well as

community. On the other hand community should be provided with opportunities to share the fruits of the company by getting employment, making supplies of raw material distribution of finished goods and other activities. The objective of PR is to help build the image of the company, as a good corporate citizen, a good company to do business with and a good company to work for.

Government: the next important public of the public sector is the government. a government relation has two facts to it first, the PRS for the government (as an organization) and second, PRS with the government as the target group, PRS for the government involve mobilizing public support for government activist, to build relation with government and also to help for the good of the community or society PRS with the government involve keeping the government on company side or favor. In the west to day, PR is also expected to lobby in the government policy.

Financial Relation: The main target group of a company in financial PR is its shareholder and potential investor they have to be given information they are entitled to have, and they have to be kept interested in the company. PR must establish, maintain and improve the company's image and reputation so that it can ensure financial backing from the financial institution.

Public at Large: The term PR public at large for has three major ramifications: - information give to the public, attempts to modify attitudes and action of an organization to respond to the public and ascertain and convey the reaction of the public to the management. Creating favorable image all the time under the changed situation is the new job of PR practitioners as the company may have to raise new capital from the market. PR is an indispensable tool in today's management both public and private sector organization. In general, any organization must have developed sustainable and frequent PR activities.

2.8 Advantage of Public Relation

Blech (2006:576) specified the following to be advantage of public relations.

- ✓ **Credibility:** because public relations communication are not providing in the same high as advertising. That is the public does not realize the organizations either directly or indirectly paid for them they tend to have more credibility.
- ✓ **Cost:** in both absolute and relative terms, the cost of public relations very low, especially when the possible effects are considered
- ✓ **Avoidance of clutter:** they are typically perceived as new item public relations messages

are not subject to clutter of advertisement.

- ✓ **Lead generation:** information about technological innovation and the likes may lead to prospecting customers to loyalty.
- ✓ **Image building:** effective public relations help to develop a positive image for the organization. For the internal and external publics of management.

2.9 Implementing the Public Relation Program

Once the target audiences identified the public relations program must be developed and delivered to receivers. A number of public relations tools are available for this purpose, including press releases, press conferences, exclusives, interviews and community involvement (Blech, 2004:573).

- **The press release:** one of the most important publics the press. To be used by press, information must be factual true and of interest to the medium as well as to its audience.
- **Conference:** though it is less often used by organization and corporations, it can deliver message very effectively.
- **Exclusive:** although most public relations effort seeks a variety of channels for particular medium. An exclusive for distribution, an alternative strategy is to offer one particular medium. An exclusive right to the story of that particular medium research at substantial number of people in the target audiences offering an exclusive may enhance the likelihood of acceptance.
- **Interview:** mostly someone will raise specific question and a spoke person of the firm will replay them.
- **Community involvement:** many companies enhance their public image in local community they working in. this involvement may take many participating in community events, etc.
- **The internet:** the internet has become the most effective means of information disseminating way by which companies and organizations benefit the most.
- **Sponsoring:** business firm associate themselves in news worthy events.
- Title sponsoring

- Co- sponsoring
- Official supplier states and the like.
- **Event marketing** - event marketing is a new addition to public relation tools. It has developed as an offshoot of advertising and public relations. Making an event spectacular through a variety of communication and display techniques is the crux of event management. The event can be anything, a product launch an exhibition, a contest, a stage show or sport event the whole idea is being a capitalist on the very opportunity by converting the event itself in to a grand display. (Namakmari, 2004:38)

2.10 Public Relation Tools

Public relations tools implemented by the PRS department serve as to have two way communications with the target audiences or customers. Based on the very nature of activities and different target group, various tools can be used. Banik (2004:76)

2.11 Benefits of Public Relation

According to Banik (2002:158), PR is indispensable tool in today's management of both government and private sector organization with the tremendous growth of business and commerce, the need for PR has assumed a new meaning. In every field, be it public or private sector organization, or an educational institution or a government department, there is a for public relation indeed, it is an essential services or a cause to promote. PRS can play a central role in the achievement of specific objectives at all levels in an organization work by focusing, reinforcing and communicating an effective message. Although organization may survive without PRS, with a planned PRs programme they can achieve much better results and an enhanced reputation or image. Obviously no amount of PRs can hide a bad product/service or protect an unethical company or cure a sick organization what it can do is help promote a positive image and minimize the damage or could occur if something has gone wrong In the modern management public is the total communication actively of the organization to achieve its planned objectives. The skilful management of PRS reinforces the growth and development of an organization. Companies witch do use PRS can see the benefits in terms of increased awareness of increased awareness or themselves and their product or services, better staff morale, customer loyalty and share holders

satisfaction among other things.PR for external publics has to day become a necessity to modern society. Each organization or institution has its external publics, who patronize it, and those who constitute has its external publics, who patronize it, and those who constitute its potential customers. The benefit of external PR is, therefore, not only to communicate and create awareness but also to gain and hold favorable opinion of the external public of the organization.

2.12 Effective Public Relation

According to bow man and Ellis is Rahu and Ravt (2003:148) for a public relation program to be effective should be defined and determined the progress success and to be reviewed. To implement effective public relations practice the following three basic factors should be done correctly

- Setting specific objective that are capable of evaluation.
- Fully integrating the public relation function in to the organization, and
- Selecting the right person to carry out the public relation.

The selected personnel should have skills and attributes necessary to be successful including:-sound judgment, personnel integrity, and communication skills, organizational effective ability, strong personality, and team player. To implement effective public relation practice the above three basic factors, objective setting, integration and selection should be done correctly as much as possible.

2.12.1 Measuring the Effectiveness of Public Relation

To measure the effectiveness of PRs is important according to Blech and Blech (2003:566) addition to determine the contribution of PRs program to attain communication objectives, the evaluation offers other advantages.

- 1) It tells management what has been achieved through PRs activates
- 2) It provides management with a way to measure PRs achievements quantitatively
- 3) It gives management a way to judge the quality of PRs achievements and activities

2.12.2 Factors Affecting the Effectiveness of Public Relations

There might be many factors which have an influence on the practical public relations activities of any organization, Hibine and Cooper (2003:383) recommended the following factors should be considered prior to any public relations activities implemented, these activities are:

- Setting public relation objectives

- Identifying the company target group
- Identifying the appropriate public relations tools
- Activities shall be specific
- Setting standards
- Selection of personal public relations department and availability of technology

Companies that are really effective at public relation know that it is a long term process.

To get the era of the top journalists and political influencers, a relationship has to be developed based on mutual intercredible and attractive source of information.

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter deals with the presentation analysis and interpretation of the data which gathered from the sample respondents namely customers, public relation managers and officers of Ethiopian airlines. The data obtained through preparing questionnaire Contained with both open and closed ended questions and also conducted interview. Due to the excessive number of passenger customers who are considered as a target population of the study, the student researcher was forced to use Malhotra's general rule on sampling and selected 200 customers as a representative sample respondent from the total customers' population through applying non-probability convenient sampling technique. Though, questionnaires were distributed for 200 sample respondent but due to various reasons on the respondent acts of filling and returning the questionnaire paper as per the time limit and standard required, the student researcher has managed to collect only 150 questionnaires which are filled and returned appropriately and information also obtained from public relation manager and officers of Ethiopian airlines through conducting interview with them.

Finally all the data gathered were summarized and analyzed by using descriptive statistics method in which the raw data were computed through applying percentage system and depicted on tables and this is only for those data on the questionnaire and also the analyzed and summarized data on the questionnaire have been interpreted quantitatively. And additionally qualitative data analysis and interpretation have been used on the data obtained from conducted interview with managers and officers as well.

3.1 General Characteristics of respondent

The depicted table below shows the personal backgrounds of respondent which includes their age, sex, educational level and business relationship with the Ethiopian airlines.

Table 3:1 Personal background of customers

No	item	Respondent (Customers)	
		No	percentage
1	Gender		
	A. Male	90	60%
	B. Female	60	40%
	Total	150	100%
2	Age		
	A. 18 – 27	36	24%
	B. 28 – 37		
	C. 38 – 47	51	34%
	D. 48 – 57		
	E. 58 – Years and above	33	22%
		24	16%
	6	4%	
	Total	150	100%
3	Educational background		
	A. Below grade 10 th/12 th	12	8%
	B. 10 th /12 th complete		
	C. Diploma / Certificate holder	18	12%
	D. 1 st degree holder	41	27.3%
	E. Above 1 st degree holder		
		52	34.7%
	27	18%	
	Total	150	100%
4	Business relation with the airlines		
	A. International passenger	91	60.7%
	B. Domestic passenger	59	39.3%

	Total	150	100%
5	Number of years of relationship with the air lines		
	A. less than 4 years	69	46%
	B. 4 – 9 years	54	36%
	C. 10 – 15 years	15	10%
	D. 16 years and above	12	8%
	Total	150	100%

Based on the above table 1 (item 1), gender proportion of the sample respondents reveals that among the total 150 respondents, 90 (60%) of them are male respondents and the rest 60 (40%) are female respondents, as it can be seen here majority of the respondent are male who have relationship with Ethiopian Airlines.

On the same table (item 2) shows the age ranges of respondents, and among the total sample respondents 36 (24%) of them are within the age range of 18-27 Years, 51 (34%) are within 28-37 years, 33 (22%) are within 38-47 years, and remaining 24(16%) and 6 (4%) of them are within 48-57 and 58 and above years of age respectively. From this the student researcher realized that most of the sample respondents 144(96%) are at their young and adult age and only few members of the respondent 6(4%) are at their old age.

As the (Item 3) of the same table shows the educational background of the respondents, 12(8%) of them are below grade10th /12th, 18(12%) of them are10th /12th complete, 41(27.3%) of them are Diploma/ certificate holder and the remaining 52 (34.7%) and 27 (18%) of them are 1st degree holder and above 1st degree holder respectively. From this we can see that most of the respondents 120 (80%) can be considered as relatively an educated members of the society whose educational level ranged from diploma/certificate level up to possessing above 1st degree educational status.

According to (Item 4) of the same table, customers were respond about their business relation with the airlines, 91 (60.7) of them said that they are international passenger and the rest 59 (39.3) are Domestic passenger from this we can understand that majority of 91(60.7%) population build business relationship with the airlines by being International passenger and based on this fact the student researcher realized that though, Ethiopian airlines is delivering air transport services to its various types of customers but among these customers most of them are international passenger who travel to different countries of the world. And this is

due to the availability of alternative means of transportation that has financial comparative advantage to the society and the relative expensiveness of transportation services that many members of the society prefer to rarely use air transportation service to travel with in the country.

And at the end of the same table (Item 5) customers responded for the question number of years relationship with the airlines, 69(46%) of them said less than 4 years 54 (36%) of them said 4-9 years, 15(10%) said 10-15 years, and the rest 12 (8%) of them said 16 years and above from this we can understand that most of the respondent 123(62%) have nine and less years of experience on doing business with this airlines.

3.2 Data directly related to the study

Table 3:2 Ethiopian airlines image in the minds of its customers

No	Item	Respondents(customers)	
		No	percentage
1	What is the level of the airlines image in the mind of its customers		
	A. Very good	38	25.3%
	B. Good		
	C. Medium	57	38%
	D. Poor	52	34.7%
	E. Very poor	2	1.3%
		1	0.7%
	Total	150	100%
2	How do you rate the extent of the airlines efforts on creating positive image in the minds of the external public?		
	A. Very high		

	B. High		
	C. Medium	18	12%
	D. Low	37	24.7%
	E. Very low	67	44.6%
		19	12.7%
		9	6%
	Total	150	100%

According to the above table 2 (Item 1), customers asked about the level of the air lines image in the minds of its costumers, 38(25.3%) of them said very good, 57(38%) said Good, 52(34.7%) said Medium and the remaining 2(1.3%) and 1(0.7) of them said poor and very poor respectively. From this we can understand that most 95(63.3%) of the respondents thinks that this airlines has good and above levels of images in the minds of its customers. Therefore the student researcher understands, that Ethiopian airlines has good and even very good image on the majority of its customers mind and this is the most important asset that the airlines should keep carefully on its continuing business activities.

On the same table (Item2), customers responded for the question, the extent of the airlines efforts on creating positive image in the minds of the external public, among the total 150(100%) population of sample respondent 18(12%) of them said very high 37(24.7%) of them said high, 67(44.6%) said medium, and the remaining 19(12.7%) and 9(6%) of them have said low and very low respectively. From this we can understand that the largest proportion 104(69.3%) of the respondent rated the extent of the airlines efforts on crating positive image in the minds of the external public as a medium and good level standard. From this result the student researcher realized that PR department is trying its best to have positive image in the minds of external publics.

As the manager and officer of the airlines public relation department asked to express the airlines image in the minds of their customers and the external public, they underlined that the airlines has a good image in the minds of many of its customers and external public. Though, most of the sample respondents 95(63.3) among the customer on the questioner agreed on rating the image in the minds of customers as a very good and good level, but still there are a significant number of respondents 67(44.6%) who have rated the airline image in the

minds of customers as a medium level which implies that the airlines needs to exert on effort for creating acceptable image in the minds of its external publics.

Table 3:3 Creating common understanding and active participation within the social activity

No	Item	Respondents (customers)	
		No	percentage
1	Do you agree that the airlines work towards creating common understanding with its publics? A. Strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree		
		7	4.7%
		21	14%
		35	23.3%
		70	46.7%
		23	15.3%
	Total	150	100%
2	To what extent do you agree or disagree that Ethiopian airlines participate actively in sponsoring social supporting activities A. Strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree		
		12	8%
		38	25.3%

		24	16%
		51	34%
		25	16.7%
	Total	150	100%

Based on the above table 3 (Item 1), customers responded for the question whether they agree that the airlines works towards creating common understanding with its publics, and among the total 150(100%) of the sample respondents,7 (4.7%)of them said strongly agree 21(14%) said Agree 35 (23.3%) Said Natural on this regard, and the remaining 70(46.7%) and 23(15.3%) of them said Disagree and strongly disagree respectively. From this we can understand that the largest proportion 70(46.7%) of those respondents among the total respondent have said that they disagree on the works of the airlines towards common understanding with its publics. As a result the student researcher realized that this airline has a problem on creating common understanding with its publics.

Contrarily the public relation manager and officer explained that eventhough the airlines has some weakness on creating absolute common understanding with its customers and the external public due to the shortage of skilled professionals, lack of scalable IT environment, undeveloped service recovery system, etc... But still the airlines and its different departments including its public relation department are exerting their effort on creating maximum common understanding with its customers and the external public as per the growing demand and expectation of its customers and the public respectively.

On the same table (Item 2), customers responded for the question, to what extent do you agree or disagree that Ethiopian airlines participate actively sponsoring social supporting activities, 12(8%) of the said strongly agree 38(25.3%) of them said agree, 24(16%) of them said Neutral, and the remaining 51(34%) and 25(16.7%) of them have said Disagree and strongly disagree respectively. From this we can see that the largest proportion 51(34%) among the total respondents have disagreed on the Ethiopian airlines participate actively sponsoring social supporting activities. The implication here is that, the PR practice in sponsoring social supporting activities is not up to the desired level.

As opposing to them, the manager and officer of the airlines public relation department explain that the airline is actively participating in sponsoring various social supporting activities. And among its participations mentioned by them some are great run, women’s run, Cheshire walk, UN walk for hanger, HIV/AIDS, Educational sponsoring etc... from this it can be seen that there is difference between the airlines and its customers on this regard which needs the airlines efforts to fill this gap.

Table 3:4 The Ethiopia Airlines communication with its customers

No	Item	Respondents (Customers)	
		No	percentage
1	<p>The airlines uses adequate communication tools to avail information and established an on-going communication with its customers.</p> <p>A. Strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree</p>	<p>1 32 53 57 7</p>	<p>0.7% 21.3% 35.3% 38% 4.7%</p>
	Total	150	100%
2	<p>How do you rate the adequacy of the airlines information center providing timely information to the external public?</p> <p>A. Very high B. High</p>		

	C. Medium		
	D. Low	11	7.3%
	E. Very low	27	18%
		4	2.7%
		65	43.3%
		43	28.7%
	Total	150	100%

According to the above table 4 (Item 1), customers responded for the question whether the airlines uses adequate communication tools to avail information and establish an on-going communication with its customers, 1(0.7%) of them said Strongly agree, 32(21.3%) said Agree, 53 (35.3%) are Neutral, and the remaining 57(38%) and 7(4.7%) of them said Disagree and Strongly disagree respectively. from this we can understand that the majority proportion of the total sample respondent 57(38%) said disagree. This indicates that the airline is not effective on availing information and establishing on-going communication with its customers through using adequate communication tools.

But as, the public relation manger and officers explain about the mechanisms that their department is using on making relationship with the public's .the public relation manager and officer of the airlines have stated that they are using a number of mechanisms to make a relationship with the public, customers and stake holders and among those mechanisms they are using some of them are press releases, websites, media, newspapers, TV, Radio, Internet , E-mail correspondence, Letters, face -to -face communication are what they mentioned but still public relation department have a problem to use effectively this tools because there is shortage skilled professional.

Based on the sample Table (Item 2) customer respond for the question rate the adequacy of the airlines information centers on providing timely information to its customers, 11(7.3%) of them said Very high 27(18%) said High, 4(2.7%) said Medium, and the remaining 65(43.3%) and 43(28.7%) of them said Low and Very low respectively. from this we can understand that most 65(43.3%) of the respondents have rated the adequacy of the airlines information centers on providing timely information to its customers as a low

level of standard. Hence, the student researcher realized that an Ethiopian airline is not effective in providing an adequate information centers that provide timely information to its customers.

Similarly, the public relation manager and officers of the airlines have explained that the airlines information centers is not adequate enough to provide timely information to its customer and the external public because other department in the airlines using public information than giving for public relation department because of this it's very difficult to have centralized information in public relation department.

Table 3:5 Airlines communication with the external public

No	Item	Respondents (customers)	
		No	percentage
1	Do you think that the airlines has problem on communicating with the general public? A. Yes B. No	78	52%
		72	48%
		Total	150
2	How do you rate the airlines communication with public media like TV, Radio and Newspaper etc? A. Very good B. Good C. Moderate D. Poor E. Very poor	21	14%
		35	25.3%
		49	32.7%

		29	19.3%
		16	10.7%
	Total	150	100%

According to the above table 5 (Item 1), the customers responded for the question whether they think that the airlines has problems on communicating with the general public, 78(52%) of them said yes and the rest 72(48%) of them said No from this we can understand that the number of sample respondents 78(52%) who said yes are a bit larger than those who said No. Therefore, the student researcher realized that the airlines has problem on communicating with the general public since more than half of the customer sample respondent who at the same time are the members of the general public agree about the existence of these problems.

Based on the same above table (Item 2), customers responded for the question ‘rate the airlines communication with public media like TV, Radio, News papers etc, 21(14%) of them said Very good, 29(19.3%) said Good, 35(25.3%) said Moderate, and the remaining 49(32.7%) and 16(10.7%) of them said poor and very poor respectively. From this the student researcher realized that among the total sample respondents, those who have rated the airlines communication with public Medias as a poor level takes the largest proportions 49(32.7%). Therefore from this result, the student researcher understands that Ethiopian airlines are not performing to its best on communicating with public Medias as per the expectation of most of its customers.

Table 3:6 measuring Airlines relationship with its customers

No	Item	Respondents (Customer)	
		No	percentage
1	How far do you agree with this statement? “The airline has good relationship with its customers based on providing up-to-date press releases? A. Strongly agree B. Agree C. Neutral D. Disagree		

	E. Strongly disagree	7	4.7%
		14	9.3%
		59	39.3%
		43	28.7%
		27	18%
	Total	150	100%
2	How do you evaluate the role that the airlines public relation office is playing to help the airlines retain its customers? A. Very high B. High C. Medium D. Low E. Very low	4	2.7%
		7	4.7%
		53	35.3%
		47	31.3%
		39	26%
	Total	150	100%
3	To what extent is the airlines prompt on addressing customers comments and complains and taking corrective actions? A. Very high B. High C. Medium D. Low E. Very low	25	16.7%
		41	27.3%
		51	34%
		22	14.7%

		11	7.3%
	Total	150	100%

Based on the above table: 6 (Item 1), customers responded for the question whether they agree that the airline has good relationship with its customer based on giving up-to-date press releases , 7(4.7%) of them said strongly agree, 14(9.3%) said Agree 59(39.3%) of them said Neutral and the remaining 43(28.7%) and 27(18%) of them said Disagree and strongly disagree respectively. From this we can understand that the largest proportion 59(39.3%) of the respondents are neutral on regarding this statement. From this result the student researcher realized that the airline has a problem on its relationship with its customers.

On the same table (item 2), customers responded for the question evaluate the role that the airlines public relation office is playing to help the airlines retain its customers, 4(2.7%) of them said very High, 7(4.7%) said High, 53(35.3%) said Medium and the remaining 47(31.3%) and 39(26%) of them said Low and very Low respectively. Therefore, the student researcher realized that the majority of 139(92.6%) the sample respondents think that the role of the airlines public relation office on retaining its customers is at medium and less levels. And this implies that the airlines' PR department is not working as it is expected on helping the airlines to retain its customers and build a good relationship with its customers and the public's as a result.

As opposed to this result, the manager and officers explained that they strongly believe that their current activities are more or less effective enough for them to maintain good relationship with their customers and enables them to retain its customer consequently.

According to (Item3) of the same table, costumers responded for the question, To what extent the airlines prompt on addressing customers comments and complains and taking corrective actions, 11(7.3%) of them said very high, 22(14.7%) of them said high, 41(27.3%) said medium and the rest 51(34%) and 25(16.7%) of them said Low and very low respectively. From this we can understand that the majority of 117(78%) of sample respondents said that the airlines prompt on this regard as a medium and above level . Therefore, the student researcher indicates that, the airlines must keep up addressing its customer's comments and complains and take corrective measure according.

the manager and officers of the airlines public relation department explain that the public relation department trying its best facilitate meeting, conducting surveys and other related sessions to address the complain and comments of the customers and the external public.

Table: 7 Airlines relationship with the general public

No	Item	Respondents(customers)	
		No	percentage
1	How do you rate compatibility of the airlines public relation activities with the general public's interest?		
	A .Very good		
	B. Good	21	14%
	C. Medium	39	26%
	D. Very poor	53	35.5%
	E. Very poor	23	15.3%
		14	9.3%
	Total	150	100%

Based on the above table, customers responded for the question rate compatibility of the airlines public relation activities with the general public interest , 21(14%) of them said very good, 39(26%)said Good, 53(35.3%) said medium, and the remaining 23(15.3%) and 14(9.3%) of them said Poor and Very poor respectively from this we can understand that the majority 113(75.3%) number of sample respondents rate compatibility of the airlines public relation activities with the interest of the general public as a medium and above level. As a result the student researcher realized that Ethiopian airlines trying its best in order to maintain compatibility with the interest of the general public.

In line with this, The PR managers and officers also explain about the airlines public relation activities with relative to the interest of its customers and the external public, the manager and officers of the airlines public relation department argued that even though due to the continually increasing demands of the customers and the external public it is somehow difficult to assume the compatibility of the public relation activities with the interest of all customers and external public but they are confident that their current public relation activities are compatible enough with most of their customers and the external public as well.

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

4.1 SUMMARY OF THE MAJOR FINDINGS

The following is the summary of major points and findings obtained from analysis of the data gathered through questionnaires and interview.

- According to the research analysis from the data for what is the level of the airlines image in the minds of its customers majority 147(98%) of the respondents among the total 150 (100%) sample respondents have measured the airlines image in the minds of its customers as a medium and above level.
- On the data that shows the extent of the airlines efforts on creating positive image in the minds of the external public, most 122 (81.3%) of the respondents among those total 150 (100%) sample respondents have rated the airlines' efforts on this specific regard as a medium and above level of standard.
- As the data shows about the airlines' work towards creating common understanding with its public, among the total 150 (100%) of sample respondents the most of 128 (85.3%) of them were neutral and less level on the airlines work towards creating common understanding with its public.
- As the data that revealed about the Ethiopian airlines active participation in sponsoring social supporting activities, among the total 150 (100%) of sample respondents most 76 (50.6%) of them were disagreed and strongly disagree on this specific issue.
- According the data that shows about the adequacy of the airlines information centers on providing timely information to its customers and the external public, most of 108 (72%) of the respondents among the total 150(100%) sample respondents were respond low and very low on the adequacy of the airlines' communication tools and its information centers respectively.
- Generally, the data obtained from the study that shows the measurements of the airlines uses communication with tools to avail information and established an on-going communication with its customers, majority 117(78%) sample respondent were neutral and less level on this regard.

- Another main concern area in this research is what extent the airline prompts on addressing customers comments and complains and taking corrective actions, the data showed the majority 117(78%) sample respondent were respond as medium and above level in this regard.

- Generally, the data obtained from the study show that the airlines relationship with its customers on the bases of providing up-to-date press release , among the total 150 (100%) of the sample respondents the most of 129 (86%) sample respondent were neutral and low level with regarding this statement.
- Based on the data that shows about the compatibility of airlines' public relation activities with relative to the interest of its customers and the external public, among the total 150(100%) of sample respondents most 113(75.3%) of them have rated the airlines activities on this regard as a good and medium and less level of standard.

4.1. CONCLUSIONS

After the completion of analysis the customer response, the student researcher reached at the following conclusions.

- As the data that have been collected from the respondents among the airlines customers have showed the level and rate of the airlines image in the minds of its customers. And its efforts on creating positive image in the minds of the external public as a good and medium level of standard respectively. Therefore, the study has reached to the conclusion that even though the airlines already have possessed good image in the minds of its customers the current public relation department of the airlines is expected to make more offer to sufficiently supporting the airlines on putting maximum efforts to create positive image in the minds of external public.
- Considering the fact that the public relation department within the airlines established in tending to communicate both the internal and external public to resolve conflict of interest and create maximum common understanding based on truth, knowledge and full information, this study have conclude that the PR department of the airlines have weakness on planning and implementing programs which readily enable them to create common understanding the overall public who had relation with the airlines. And because of the insufficient efforts that the airlines have been exerting on mainting a regular interactions with the community trough making active participation in sponsoring social supporting activities, the airlines has failed to implementing effective public relation plans which probably contribute on its attempts of building positive image with in the public's mind.
- According to the data that shows the airlines communication with the external public, even though its public relation department has been using some kinds of communication mechanisms like press releases, websites, media, news papers, TV, Radio, internet and the like, but due to the small size facilities and resources that the PR department have as compared to the airlines overall capacity and standard PR department is not adequately performing on facilitating appropriate communication tools and installing a centralized information flows in which they could avail sufficient information and established an on-going on communication with the external publics.

- Based on the data that shows about the airlines relationship with the external public including customers, the airlines PR departments is not playing good on helping the airlines control and set right options for most of their customers.
- Based on the data that show PR department on addressing customers complains and comments taking corrective actions as an input for solutions of the airlines problems, the PR department trying its best on protecting the airlines reputation concerning addressing customers comments and complains when developing strategic plans, the customers responses on this regard's medium and above level and leads to the conclusion that ET's should keep up on specific regard.

4.2. RECOMMENDATIONS

Based on the above conclusions and overall research findings the following recommendations are given for the improvement of ET's practice.

- Although the PR department is trying to make efforts to create common understanding between the airlines and its customers, it could not take the image up to the desired level in the minds of majority of its customers. hence, being responsible for ensuring sustainability of the airlines image, the department should work aggressively with media especially trough press release and conferences , to enhance the company's image level to a higher level, which have been judged as medium by the respondents. To achieve this, the department must be reinforced in terms of budget, facilities, manpower and the like.
- Keeping in minds that the airline has to be active on sponsoring social supporting activities in a way that will bring benefits both for the whole community and the airlines itself. The airline public relation office need to work more on improving their efforts on finding the ways how the airlines effectively and actively participate on sponsoring several social supporting activities as per the requirements of its publics as a whole. It also helps the company creating and reinforcing the corporate image it designs to communicate a visual identify that the public immediately recognize and feels good about. This can also help the airline to overcome negative feelings, harness positive feelings and achieve its objectives.
- In order to resolve communication problems cited by the respondents, the airlines is needed to provide up-to-date information to the public, update the public continuously on current issues that might affect the public trough leaflets, brochures etc...And maintain consistency on information it provides trough different sources'. The PR department also should work hard to make the decentralized information in to centralized information flows they should have special experts who provide up-to-date information to the public with in PR department. No matter how good an enterprise may be, if it does not communicate with its publics it will lose out its competitors' who are using PR more aggressively to ensure effective communication.

- On the basis of the conclusions made on customers relation, it is recommended that the PR department should develop a system that guides the staff on how, when, with whom conferences, customers events, meeting and get-together should be arranged. Moreover, on top of developing such a system, the department should implement the system probably to help the airline avert the current judgment given by the respondents and eventually build better awareness, reputation and good will. Also this study recommended that activities like company (facility) visit, press conference, customers day, exhibition etc...Should be considered to maintain better relationship with its customers.
- The airline needs to keep up its practice of welcoming comments, complains and suggestion. Mean while the PR office must give quick responses for comments, suggestions and complains received from customers in collaboration with other related departments. Moreover, the airline is needed to corporate customer's comments and suggestions in its strategic plan and long term plans and bridge the gap in perception and expectation of its customers. To assist the airline in this respect, the PR department needs to arrange regular meetings with major clients, Conduct surveys and other similar brainstorming sessions.
- Finally, the airlines needs to keep up on its entire public relation activities to the extent that can fulfill the interests of its customers and the external pubic through making the airlines visible, accessible, and acceptable by its customers and stakeholders in general. And in order to further improve its public relation activities, the airlines should facilitate all possible and feasible resources on certain training and development programs especially for its public relation personnel and finance to the research and study programs on this specific regard and arrange some experience sharing sessions with certain of the world which have better experiences than Ethiopian airlines reading the public relation activities of the airlines.

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APPENDX A

ST MARY'S UNIVERSITY COLLEGE

BUSINESS FACULTY

DEPARTMENT OF MARKETING MANAGEMENT

1. Questionnaire prepared on the public relation services of Ethiopian airlines enterprise

Dear respondent

This questionnaire is prepared to conduct a study on the public relation practices of Ethiopian airlines enterprise aiming mainly at identifying the problems that constrain the public relation department in delivering the required level of public relation services and recommending possible solutions.

Your genuine responses will have much use for the student research paper. Please, fill all answers frankly all information you provide to this study will be kept strictly confidential thanks you in advance for your co-operation to fill this questionnaire

Note: don't put your name

Please put (v) Mark in the box of your choice given below.

1. General backgrounds of respondents

1. Gender female Male.....

2. Age

A. 18-27 B. 28-37 C. 38-47

D. 48-57 E. 58 years and above

3. Educational level

A. Below grade 10th. B. 10th complete C. Diploma/ certificate

D. First degree E. above first degree

4. Business relationship with the airlines

A. international passenger B. domestic Passenger

5. Number of years doing business with the airlines

A) Less than 4 years B) 4-9 years C.10-15 years

D) 16 years and above

2. Questions directly related to the study

A) Ethiopian airlines image in the minds of its customers

1. What is the level of the company's image in the mind of its customers?

- A. very good C. Medium E. Very poor
B. good D. Poor

2. Do you agree that the airline works towards creating common understanding with its publics?

- A. strongly agree Neutral E. strongly disagree
B. agree D. disagree

3. How do you rate the extent of the airlines efforts in creating positive image in the minds of the external publics?

- A. very high C. Medium E. very low
B. high D. Low

4. To what extent do you agree or disagree that Ethiopian airlines participate actively in sponsoring social support actives?

- A. strongly agree C. Neutral E. strongly disagree
B. agree D. Disagree

B) Communication with customers and the information centers

5. How do you rate the airlines relationship with public media like TV, Radio, news papers etc?

- A. very good C. Moderate E. very poor
B. good D. poor

6. How do you rate the adequacy of the airlines information centers in providing timely information to external publics?

- A. very high C. Medium E. very low
B. high D. Low

7. The airline uses adequate communication tools to avail information and establish on going communication with its customers.

- A. strongly agree C. Neutral E. disagree
B. agree D. strongly disagree

8. Do you think that the airline has problems in its communication with the external publics?

- A. Yes B. No

9. If your answer to the above question is yes, please specify the kind of problem?

10. What do you recommend to solve the problems you mentioned above?

C) Customer relationship and participation in social activities

11. Please identify which of the following public relation activities are implemented by the company?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
-community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-sponsorship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-press release	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-provide materials-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
advise experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. How far do you agree/ with this statement? "The airline has good relationship with its customers" based on providing up-to-date press releases?

A. strongly agree C. Neutral E. Strongly Disagree

B. agree D. Disagree

13. How do you rate the airlines system of recognizing and awarding customers to reinforce their loyalty in using its service?

A. very good C. Moderate poor

B. good D. Poor

14. How do you rate the airlines efforts in initiating and arranging conferences, meetings and get together with its customers to promote better relationship?

A. very high C. Medium very low

B. high D. low

15. How do you rate the airlines effort requesting suggestion from its customers as an input for strategic plans?

A. very high C. Medium very Low

B. high D. low

16. How do you evaluate the role the airlines public relation office in playing to help the enterprise retain its customer?

A. very high C. Medium E. very low

B. high D. Low

17. What is the effort of the company to implement public relation in effective way in order to accomplish its objectives?

A. very high C. Medium E. very low

B. high D. Low

18. To what extent is the airline prompt in addressing customer comments, suggestion and complaints and making corrective action?

A. very high C. Medium E. Very low

B. high D. Low

19. How do you rate compatibility of the public relation activities with public interest?

A. very good C. Medium E. very poor

B. good D. poor

20. If you have additional suggestions and comments related to public relation department activities of the airlines please specify.

APPENDIX B

ST MARY'S UNIVERSITY COLLEGE

BUSINESS FACULTY

DEPARTMENT OF MARKETING MANAGEMENT

Interview checklist

Dear public relation process managers and officers

These interview questions are prepared basically to solicit information from the public relation manager and public relation officers in order to identify problem areas on the public relation practice of Ethiopian airlines enterprise and give possible recommendations after assign the public relation activities and practices.

1. personal biography

- A. How long have you been working in the airlines?
- B. How long have you been working in your current position?
- C. Have you ever assumed any other position in the department other than your current position
- D. What is your level of education?

2. Interview questions

1. How do you express the airlines image in the mind of your customers and the external public?
2. What do you think about airlines effort and your department contribution on creating common understanding with the customers and the external public?
3. To what extent does the airlines is actively participating in sponsoring social supporting activities?
4. What are the mechanisms that your department is using on making relationship with the public and stakeholders?
5. How do you see the adequacy of your information centers in providing timely information to the customers and external public?
6. What do you think about your current public relation activities on being effective enough to maintain good relationship with your customers and retain them as a result?
7. How do you express your departments efforts on addressing complain and comments from your customers and the external public respectively?
8. How do you see the compatibility of your department's activities with the interest of your customers and the external public? Please, mention the major weakness and the external public? Please, mention the major weakness and challenges your department on this regard.

APPENDX C

ቅድስት ማሪያም ዩንቨርሲቲ ኮሌጅ

ቢዝነስ ፋካሊቲ

የማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

በደንበኞች የሚሞላ የጸሁፍ መጠይቅ

የመጠይቅ አላማ

ይህ መጠይቅ የተዘጋጀው በኢትዮጵያ አየር መንገድ ህዝብ ግንኙነት ጋር በተያያዘ የሚታዩትን ችግሮችና መንስኤዎቻቸውን ለይቶ በማወቅ የመፍትሄ ሀሳብ ለመስጠት ነው። ይህንን የጥናት አላማ ወጤታማ ድረግ የሚቻለው ደግሞ እንደረሶ ባሉ የአየር መንገዱ ታማኝ ደንበኞች የነቃ ተሳትፎ መሆኑን ይህንን ጥናት የሚያካሂድው አካል ያምናል። በዚህ መሰረት ውድ ጊዜውን ሰጥተው መልሶቹን በአላማና በታማኝነት መስጠትዎ ጥናቱ የታሰበለትን ግብ እንዲመታ ያስችለዋልና በጥንቃቄና በትኩረት መጠይቁን ይሞሉ ዘንድ በአክብሮት እንጠይቃለን።

ማሳሰቢያ :-

- ይህ መጠይቅ የሚሞላው በአየር መንገዱ የሀገር ውስጥ እና የውጪ ተጓዥ ደንበኞች ነው
- በዚህ መጠይቅ ስሞዎን መፃፍ አያስፈልግም ::
- እባክዎን መልሶን በተሰጠው ሳጥን ውስጥ የራይት() ምልክት በማድረግ ይመልሱ ::
- ውድ ጊዜዎትን ሰጥተው ለሚሰጡን መልስ ጥናቱን የሚያካሂደው ክፍል አስቀድሞ ታላቅ ምሰጋናውን ያቀርባል ::

ሀ. ይህንን መጠይቅ የሚሞላው አካል አጠቃላይ መረጃ

1. ፆታ ወንድ ሴት

2. እድሜ

ሀ. ከ 18-27 ለ. ከ 28-37 ሐ. ከ 38-47

መ. ከ 48-57 ሠ. ከ 58 አመት በላይ

3. የትምህርት ደረጃ

ሀ. 10ኛ ክፍል የጨረሰ ለ. ሰርተፍኬት/ዲፕሎማ

መ. የመጀመሪያ ዲግሪ ሠ. ከመጀመሪያ ዲግሪ በላይ

4. ከአየር መንገዱ ጋር ያሉት የደንበኝነት ግንኙነት

ሀ. የሀገር ውስጥ በረራ ደንበኛ ለ. የውጪ በረራ ደንበኛ

5. ከአየር መንገዱ ጋር በደንበኝነት ለምን ያህል ጊዜ ቆይተዋል ;

ሀ. ከ 4 ዓመት በታች ለ. ከ 4-9 ዓመት

ሐ. ከ 10-15 ዓመት መ. 16 ዓመት ና ከዚያ በላይ

ለ. ከጥናታዊ ጽሁፉ ጋር በቀጥታ ግንኙነት ያላቸው ጥያቄዎች

1. ድርጅቱ በደንበኞች የተሸለ ዕይታና ጥሩ ምስል ለመፍጠር የተለያዩ የህዝብ ግንኙነት መንገዶችን የመጠቀም ጥረቱን እንደደንበኝነትዎ እንዴት ይመዝኑታል?

ሀ. በጣም ከፍተኛ ለ. ከፍተኛ ሐ. መካከለኛ

መ. ዝቅተኛ ሠ. በጣም ዝቅተኛ

2. አየር መንገዱ ከደንበኞቹ ጋር የጋራ የሆነ መግባባትን ለመፍጠር ጠንክሮ ይሰራል ::

ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. ለመወሰን እቸገራለሁ
መ. አልስማማም ሠ. በጣም አልስማማም

3. አየር መንገዱ በደንበኞች ዕይታ ውስጥ አዎንታዊ ምልክታ ለመፍጠርና ለመጠበቅ የሚያደርገውን ጥረት እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ ለ. ከፍተኛ ሐ. መካከለኛ
መ. ዝቅተኛ ሠ. በጣም ዝቅተኛ

4. አየር መንገዱ በህብረተሰቡ የሚካሄዱ ፕሮግራሞችን ለመደገፍ በንቃት ይሳተፋል።

ሀ. በጣም እስማማለሁ ለ. እስማማለሁ መ. ለመወሰን እቸገራለሁ
ለ. አልስማማም ሐ. በጣም አልስማማም

5. አየር መንገዱ ከህዝብ መገናኛ ብዙሃን ጋር ማለትም ከቴሌቪዥን፣ ሬድዮ ፣ ጋዜጣና ከመሳሰሉት ጋር ያለውን ግንኙነት መጠን እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ ለ. ከፍተኛ ሐ. መካከለኛ
መ. ዝቅተኛ ሠ. በጣም ዝቅተኛ

6. የአየር መንገዱን የመረጃ ጣቢያዎች/ኢንፎርሜሽን ሴንተር/ ለደንበኞች ጠቃሚና ጊዜውን የጠበቀ መረጃ በማድረስ ረገድ ውጤታማነታቸውን እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ ለ. ከፍተኛ ሐ. መካከለኛ
መ. ዝቅተኛ ሠ. በጣም ዝቅተኛ

7. አየር መንገዱ ደንበኞቹ በቀላሉ መረጃ የሚያገኙበትና ከደንበኛውም ጋር ያልተቋረጠ ግንኙነት ለማድረግ በቂ የሆነ የመገናኛ መንገዶችን ይጠቀማል።

ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. ለመወሰን እቸገራለሁ

መ. አልስማማም ሠ. በጣም አልስማማም

8. አየር መንገዱ በህዝብ ግንኙነት በሚሰጠው አገልግሎቶች ችግር አለበት ብለው ያስባሉ?

ሀ. አዎ አስባለሁ ለ. አላስብም

9. ለተራቀጥር 8 ጥያቄ አዎ ከሆነ ችግሩን እንዲጠቅሱልን

10. በተራ ቁጥር 9 ለተገለጹት ችግሮች ምን አይነት መፍትሄ ይኖራል ብለው ያስባሉ?

11. ከታች ከተዘረዘሩት ውስጥ ካንጋኒው የትኛውን የህዝብ ግንኙነት እንቅስቃሴ በብቃት ያከናውናል?

	በጣም እስማማለሁ	መካከለኛ	አልስማማም	በጣም አልስማማም
-ማህበረሰቡን መደገፍ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-እስፖንሰር ማድረግ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-የዜና እወጃ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

-ማቴሪያሎችን ማቅረብ

-ልምድን ማካፍል

12. አየር መንገዱ ከደንበኛ ጋር ጥሩ የሆነ ግንኙነት አለው *::በዚህ አርፍተነገር ምን ያህል ይስማማሉ?

ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. ለመወሰን እቸገራለሁ

መ. አልስማማም ሠ. በጣም አልስማማም

13. አየር መንገዱ የሚሰጠውን አገልግሎት ደንበኞቹ እንዲጠቀሙ እንዲሁም በደንበኝነታቸው ጸንተውና ታማኝ ሆነው እነውዷል። የሚያደርግ የሽልማትና የማበረታቻ ፕሮግራሞችን በማዘጋጀት ሚያድረገውን ጥረት እንዴት ይመዝኑታል?

ሀ. በጣም ከፍተኛ ለ. ከፍተኛ ሐ. መካከለኛ

መ. ዝቅተኛ ሠ. በጣም ዝቅተኛ

14. አየር መንገዱ ከደንበኞቹ ጋር ስብሰባዎችን፣ ኮንፍረንሶችን፣ ትውውቅ መድረኮችን ወዘተ. በማዘጋጀት ጥሩ የሆነ ግንኙነት ለመፍጠር የሚያድረጋቸውን ጥረቶች እንዴት ይመዝኑታል?

ሀ. በጣም ከፍተኛ ለ. ከፍተኛ ሐ. መካከለኛ

መ. ዝቅተኛ ሠ. በጣም ዝቅተኛ

15. አየር መንገዱ የደንበኞቹን አስተያየት በመጠየቅ ለእቅዱ እንደ ግብአት የመጠቀሙን ጥረት እንዴት ይመዝኑታል?

ሀ. በጣም ከፍተኛ ለ. ከፍተኛ ሐ. መካከለኛ

መ. ዝቅተኛ ሠ. በጣም ዝቅተኛ

16. አየር መንገዱ የሚሰጠው የህዝብ ግንኙነት አገልግሎት ደንበኞቹን ጠብቆ ለማቆየት በምን ያህል ደረጃ ያግዘዋል?

ሀ.በጣም ከፍተኛ

ለ.ከፍተኛ

ሐ.መካከለኛ

መ.ዝቅተኛ

ሠ. በጣም ዝቅተኛ

17. አየር መንገዱ እቅዱና ተልኮውን ወጤታማ ለማድረግ የሚያከናውነው የህዝብ ግንኙነት እንቅስቃሴው ጥረት ምን ያህል የተሳካ ነው?

ሀ.በጣም ከፍተኛ

ለ.ከፍተኛ

ሐ.መካከለኛ

መ.ዝቅተኛ

ሠ. በጣም ዝቅተኛ

18. አየር መንገዱ የደንበኞቹን አስተያየትና ቅሬታ ተቀብሎ ያስተናግዳል*:: ምን ያህል ይስማማሉ?

ሀ. በጣም እስማማለሁ

ለ. እስማማለሁ

ሐ.ለመወሰን እቸግራለሁ

መ.አልስማማም

ሠ.በጣም አልስማማም

19. አየር መንገዱ የህዝብ ግንኙነት ስራ ከህዝብ ፍላጎት ጋር አጣጥሞ የማስኬድ ሁኔታ?

ሀ.በጣም ጥሩ

ለ.ጥሩ

ሐ.መካከለኛ

መ.ዝቅተኛ

ሠ. በጣም ዝቅተኛ

20.አየር መንገዱ በህዝብ ግንኙነት አገልግሎት ተጨማሪአስተያየት ካሎት እባኮን ይግለጹልን::

Declaration

- I. The under designed, declare that this senior research is my original work, prepared under the guideline of W/o Mesert Worku all sources of materials used for the manuscript have been duly acknowledged.

Name: Rahel Demoze

Signature: _____

Place of submission: S.T Mary's university college

Date of submission: _____

This senior research has been submitted for examination with my approval as a university college advisor

Name _____

Signature _____

Date _____