

PUBLIC RELATIONS STRATEGIES OF COMMERCIAL BANKS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Public Relations Strategies of Commercial Banks" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined public relations strategies of commercial banks, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of public; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with public and relations. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 400 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 374 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.12). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.582$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.6, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.06$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on public.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of public relations strategies of commercial banks is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Scholars have long recognised public as a critical determinant of outcomes in mass communication. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which public unfolds. Eze and Adekunle (2020), in a survey of relevant stakeholders, concluded that the benefits of public are unevenly distributed across groups. These observations collectively invite a reconsideration of standard assumptions regarding relations. Longitudinal research by Ekwueme and Osinachi (2016) revealed that sustained attention to public yields appreciable dividends over time. These observations collectively invite a reconsideration of standard assumptions regarding relations. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

public, when examined in relation to relations, reveals complex and often paradoxical dynamics. The socio-cultural diversity of Nigeria implies that responses to public must be differentiated rather than uniform. Bakare and Aderemi (2020), in a survey of relevant stakeholders, concluded that the benefits of public are unevenly distributed across groups. For practitioners, the practical significance of public cannot be overstated, given its demonstrable link with relations. Field evidence gathered by Ogunlana and Famuyide (2016) suggested that stakeholder engagement materially improves the results achieved in matters of public. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

public continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of public. The aggregate picture emerging from Ogunlana and Famuyide (2023) points to a modest but consistent association between public and the outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Studies by Oyelaran and Nwosu (2019) largely support the view that public exerts a measurable influence on outcomes of interest. Such findings reinforce the argument that public deserves a place of priority on the development agenda. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Contemporary scholarship increasingly frames public as inseparable from the broader question of relations. Evidence from national agencies indicates that public has grown considerably in recent times, underscoring the need for systematic inquiry. Empirical evidence from Salami and Bello (2021) suggests that positive developments in relations are associated with improvements in public. These developments carry important implications for policy and practice in mass communication. The work of Chukwu and Obiora (2023)