INFLUENCE OF PUBLIC RELATIONS ON
ORGANIZATIONS' PERFORMANCE: A CASE STUDY OF
DYNACORP MOTORS LTD.

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A RESEARCH PROJECT REPORT SUBMITTED IN
PARTIAL FULFILLMENT FOR THE REQUIREMENTS OF
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DECLARATION

I declare this project report as my original work and have not been published or submitted for examinations in this university or any other institution for higher learning.

Signed:..........................  Date: 21/07/2014
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SUPERVISOR

This research project has been submitted for examinations with my approval as a University supervisor.

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ABSTRACT

Public Relations is basically about creating and understanding through knowledge which often affects change. It is a form of communication that applies to every kind of an organization be it in the commercial or non-commercial in the public or private sector. The study on the influence of public relations on an organizations performance was carried out in Dynacorp Motors a company located along Mombasa road. The study aimed at investigating the influence of Public Relations on an organizations performance. The research objectives were outlined as; to find out to what extend customer research affects an organizations productivity, to establish how stakeholders’ participation affect an organizations performance, to determine the effects of Information dissemination on an organizations performance, and to identify how Public Relations department impacts on an organizations performance. The literature review also highlights so many changes in the consumer’s preferences and cultural trends to organizations that have soughed out various ways of promoting their goods and services. The research used a case study as the research design since it involved a direct interaction with the researcher’s subjects thus providing a deep and accurate data analysis. Further, use of cluster sampling method was used during the study because it was the most ideal for this purpose considering the timelines to complete the academic study. A questionnaire and focus group interviews were used for data collection. Measures of central tendency – frequency tables were used for the purpose of data analysis. The research findings were consistent with the literature reviewed though some deviations were evident. Most of the respondents’ responses were skewed towards the research topic that public relations had a direct influence on an organization’s performance. The study concluded by recommending on further areas for research as this study could not exhaust all the areas covered by the Public Relations department in an organization.