

**CHRISTIAN SERVICE UNIVERSITY COLLEGE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**THE INFLUENCE OF LOBBYING AS A MARKETING COMMUNICATION**

**TOOL USED WITHIN BUSINESS AND SOCIAL ORGANISATIONS**

**(A CASE STUDY OF GREATER ACCRA AND ASHANTI REGION)**

**EMMANUEL TANDOH**

**EVANS ADJEI-MENSAH**

**BENJAMIN APPIAH-KUBI**

**KOFI POKU-AGYEMANG**

**BENEDICTA ANTWI**

**JUNE, 2012.**

### STATEMENT OF AUTHENTICITY

We have read the University regulations relating to plagiarism and certify that this research report is our own work and do not contain any unacknowledged work in any other source. We also declare that we have been under supervision for this report herein submitted.

<b>Candidate Name</b>	<b>Index Number</b>	<b>Sign</b>	<b>Date</b>
Emmanuel Tandoh	10135225	.....	.....
Evans Adjei-Mensah	10135214	.....	
.....			
Benjamin Appiah-Kubi	10140718	.....	.....
Kofi Poku-Agyemang	10124233	.....	
.....			
BenedictaAntwi	10135207	.....	.....

### SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this dissertation we supervised in accordance with the guidelines on supervision lay down by CSUC.

<b>Supervisor's Name</b>	<b>Sign</b>	<b>Date</b>
MrAppiahSarpong	.....	.....
<b>Head of Department</b>		
DrKwakuAhenkora	.....	.....

## **ABSTRACT**

Contemporary business environment is saddled with different forms of communication tools and strategies. This has led to information overload. Besides, the characteristics of businesses and social organizations make it difficult for them to depend on messages pass across by means of traditional communication mix like advertising, sales promotion, direct marketing, personal selling and public relation - traditional communication mix.

This research, therefore, seek to assess, measure and evaluate the effectiveness of using lobbying as communication tool to be used in addition to these traditional communication tools.

The method used was to collect data from both business and social organizations via the use of questionnaires and depth interviews. Afterwards, the researchers used SPSS and Microsoft Excel to analysis the data obtained.

The findings clearly indicated that, both social and business organizations cannot successfully achieve their communication objectives without including lobbying as part of their communication tools deployed.

All persons contacted were of the opinion that lobbying was a managerial and executive decision-making process to boost and progress organizational transaction. The realization of using lobbying as a strategic communication technique will enhance making of decision as well as management teams of institutions to appropriate resources in their disposal in the best interest of corporate objectives and stakeholder's expectations.

In a nutshell, this research work can be described as an exploratory work on the effective role lobbying plays in business and in social organizational communications. It could therefore, be researched into details in the future.

## **DEDICATION**

This piece of academic work is dedicated to the Almighty God for his guidance and protection throughout the undertaken of this project work.

It is also dedicated to our loved ones especially to our parents, spouses, and children for their moral, prayers and financial supports.

## **ACKNOWLEDGEMENT**

What is worth doing is worth doing well – this popular adage applies to this diligent research.

This effort cannot be complete without expressing our profound gratitude to the Universal Supreme Being for the inner strength and commitment to execute this job successfully.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

The study took a general overview of activities that influence lobbying as impacting on marketing communication within a business organization. The research revealed the problem of the study which was a definition denoting the unique or the distinctive qualities of the phenomenon being defined. The researcher examined the phenomenon being researched carefully and specified those features which were either peculiar to it or distinguish it from the other similar phenomena or different aspects of the same phenomenon, Kumekpor (2002). Traditionally, the primary goal of marketing communication is to reach a defined audience to affect its behavior by informing, persuading, and reminding. Marketing Communications has a mix. Elements of the mix are blended in different quantities in a campaign. Marketing Communications is a subset of the overall subject area known as marketing. Marketing has a marketing mix that is made of price, place, promotion, product (known as the four P's), that includes people, processes, physical evidence and productivity, (known as the eight P's), Lovelock (2010).

### **1.2 PROBLEM STATEMENT**

The main aim of conducting the research was to distinguish the features of lobbying from pure marketing communication campaigns that can be embarked upon by an individual, group or a movement.

Of interest was the investigation of this variable of lobbying as determinant factor of influencing decision making in organisations as compared to the traditional communication tools which are Public Relations, Advertising, Sales Promotion, Personal Selling and Direct

Marketing. The objective in writing this proposal was to explore the relevant literature and studies on thematic areas of the intended study which included business interaction of groups in a business organisation.

### **1.3 OBJECTIVES OF THE STUDY**

The objectives may have much to do with determining what elements to consider in arriving at an answer. In other words, unless one knows why something is wanted, one might have difficulty knowing what is wanted, according to Lehman et al (2005). The main focus of the research study aimed at establishing the strength and weaknesses of using lobbying as a communication tool for effective decision-making. In describing these merits and demerits, the research investigation outlined specific steps for the establishment of these variables. The research objectives are as follows:

- i. To assess, measure and evaluate the effectiveness of using lobbying as communication tool to be used in addition to these traditional communication tools.
- ii. To describe the causal effects of lobbying as a marketing communication tool.
- iii. To identify the strengths and weaknesses of lobbying in Marketing Communication
- iv. To draw conclusions on the determinant variables under studied.

### **1.4 RESEARCH QUESTIONS**

The following questions were developed to guide the researchers to achieve their set objectives:

- i. How do you understand the word lobbying?
- ii. Is there a psychological effect of lobbying at the organisation?
- iii. Is your firm successful without lobbying strategies and tactics?
- iv. Would you say lobbying is about sustained relationships for mutual benefits?

The study conducted an investigation into the impact of lobbying as a marketing communications tool used by institutions in the Ashanti Region and Greater Accra. Such variables were purely for economic or political purposes that influences policies and programmes' decision-making. The variables sought to compare the causal-effects and implications of these interactions to influence a certain course of action. Lobbying, for example often evokes images of slick salesmen in expensive suits competing to essentially influence decision making units (DMUs) and regulators to support policies that they know are to a large extent beneficial to organizations.

### **1.5 SIGNIFICANCE OF THE RESEARCH**

The major rationale for adapting the research study was to discover lobbying as an effective tool underpinning marketing communication. An understanding of the merits and demerits of the design of marketing communications, marketing concepts, and implications of lobbying will enhance the literature studies and material data base.

Direct observation of the phenomenon explained the existence of lobbying as a fundamental strategy influencing decision-making in a positive way within the economic or social orientation. Another reason for this study was to appreciate the study by describing the governing policy-framework that provided the guiding principles for the conduct of strategic interactions of interest groups within a business setting. Of prominent interest was the description and development of significant attachment of findings for drawing conclusions and for making recommendations to relevant institutions.

## **1.6 SCOPE OF STUDY**

The research work will distinguish the features of lobbying from pure marketing communication campaigns that can be embarked upon by an individual, group or a movement. Of interest was the investigation of these variables as determinants factors of strategic communication for impacting positively on a decision.

The period of the study is between January to June 2012. The time frame of the study is a three (3) year period.

Greater Accra and the Ashanti were chosen to be the areas of study because of the economic viability as a result of them being regional capital and their sizeable population.

## **1.7 LOBBYING AS SOCIAL INTERACTION**

Lobbying is a protected activity under the U.S. Constitution that guarantees rights to free speech, assembly, and petition to government. Lobbying involves efforts to make direct, private, face-to-face contact with public officials to explain your position on political and social issues in order to shape policymaking.

Lobbying is a necessary component of the dialogue between citizens and their public officials. All sorts of interest groups and private individuals may schedule meetings with public officials in an attempt to get policies they favour. In many cases, lobbyists serve as an “extension” of a congressional office staff. Given the hundreds of bills and amendments introduced during each legislative session, it is impossible for legislators to gauge the potential effects that each may have on affected groups or individuals. Lobbyists assist staff by communicating often complicated issues and by knowing how to break an issue down into relatively small and simple parts. The goal is to simplify the learning process of the Member and/or congressional staff person, yet provide them with accurate and timely information. In

this regard, lobbyists perform a valuable service not only to their client but to the staff and Members of Congress as well. Interest groups play a critical role in all democratic systems of government. Yet, the basic definition of an interest group - a group of individuals organized to seek public policy influence, usually though not exclusively by attempting to influence government actors - masks an enormous amount of diversity among interests and interest groups.

These groups vary considerably in every imaginable way - in age, size, sophistication, resources, tactics, policy focus, geographic focus, and ideological orientation. Some groups focus on only a single issue, while others focus on broader areas of public policy. Some groups are born and disappear over the period of a single election, while others have a long tradition of influencing elections and public policy choices. Some choose to focus not only on government, but on persuading the public or other non-governmental organisations to support their objectives.

Public interest groups seek to achieve results that may be enjoyed by the general population. They promote policies that produce widely distributed benefits that anyone can enjoy - for example, clean air or improvements in public health. Unlike a private interest group, if a public interest group achieves its goals, the benefit to any one persons tends to be quite small. Interest groups may not seem much different from political parties. They are both organizations of individuals sharing some common attitudes and opinions, and they both seek to influence elections, government officials and public policy choices. Texas Politics (2009).

## **1.8 MARKETING COMMUNICATIONS AS SOCIAL INTERACTION**

Marketing Communications has a mix. Elements of the mix are blended in different quantities in a campaign. The Marketing Communications mix includes many different elements. Successful marketing communication relies on a combination of options called the promotional mix. These options include advertising, sales promotion, public relations, direct marketing, and personal selling. The Internet has become a powerful tool for reaching certain important audiences. The role each element takes in a marketing communication programme relies in part on whether a company employs a push strategy or a pull strategy. A pull strategy relies more on consumer demand than personal selling for the product to travel from the manufacturer to the end user. The demand generated by advertising, public relations, and sales promotion “pulls” the good or service through the channels of distribution. A push strategy, on the other hand, emphasizes personal selling to push the product through these channels.

According to Belch et al (1998), marketing communication has become an integral part of the social and economic system in the United States. Consumers rely on the information from marketing communication to make wise purchase decisions. Businesses, ranging from multinational corporations to small retailers, depend on Marketing Communication to sell their goods and services. Marketing Communication has also become an important player in the life of a business. Marketing Communication helps move products, services, and ideas from manufacturers to end users and builds and maintains relationships with customers, prospects, and other important stakeholders in the company. Advertising and sales promotion will continue to play important roles in marketing communication mix. However, marketing strategies that stress relationship building in addition to producing sales will force marketers to consider all the elements in the marketing communication mix. In the future new

information gathering techniques will help marketers target more precisely customers and prospects using direct marketing strategies. New media technologies will provide businesses and consumers new ways to establish and reinforce relationships that are important for the success of the firm and important for consumers as they make purchase decisions. The Internet will become a major force in how organizations communicate with a variety of constituents, customers, clients, and other interested parties.

The study focused on the aspects of communication from the perspective of marketing: from the sender to a destination or a receiver for mutual benefits. Such mutual significance created a relationship between different interest groups whose functions were to promote and influence a certain course of action.

## **1.9 STRUCTURE OF STUDY**

The structure of study is organized in five interrelated chapters. The distributions of these themes were as followed:

Chapter One aimed at introducing the subject under study.

Chapter Two explored Related Literature concerning the subject under review.

The third chapter outlined the Design and Methodology for exploring the facts and situations to arrive at the empirical findings of the study.

Chapter Four highlighted Research Findings and Results presentation. The effects and implications of lobbying as a marketing tool were compared and contrasted through the evaluation of Charts and Graphs.

Chapter Five presented the Summary, Conclusions, and Recommendations of the research study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

The research revealed the problem of the study which was a definition denoting the unique influence of lobbying as a distinctive quality on the phenomenon of marketing communication. According to Kumekpor (2002), the phenomenon being investigated must be carefully examined to specify those features which are either peculiar to it or distinguish it from the other similar phenomena or different aspects of the same phenomenon.

The main aim of conducting the research was to distinguish the features of lobbying from pure marketing communication campaigns that can be embarked upon by an individual, group or a movement. Of interest was the investigation of these variables as determinants factors of strategic communication for impacting positively on a decision.

The objective in writing this proposal was to explore the relevant literature and studies on thematic areas of the intended study which included business interaction of groups in, for a example, a business organization.

This chapter explored related literature concerning the impact of lobbying as a marketing communication tool. This chapter reviewed topics like – influence of social interaction, interest groups for positive impact, Policy and Governing framework, effects of lobbying on social organizations, effects and implications of marketing communication, phase of negative lobbying, marketing campaign and promotions, strategies and lobbying tactics, interest group activities and policies, lobbying and bureaucratic influence.

## **2.1 INFLUENCE OF SOCIAL INTERACTION**

The study concentrated on the impact of marketing communication activities on audience behavior. Conventional wisdom suggests that lobbying is the preferred mean for exerting political influence in rich countries and corruption the preferred one in poor countries. Analyses of their joint effects are understandably rare. This paper provides a theoretical framework that focus on the relationship between lobbying and marketing communication (that is, it investigates under what conditions they are complements or substitutes emerging countries).

In a general sense, lobbying and marketing communication are ways of obtaining help from the public sector in exchange for some favor. Indeed one could argue that lobbying is just a special form of promotion campaign focused on decision-making or some other rule-making agency. There are, however, several important differences. One first difference is that lobbying does not always take the form of bribes or even of campaign contributions.

The fact that lobbying is mainly aimed at policy-making institutions rather than the bureaucracy brings up a second difference since legislatures both set the policies that lobbyists care about and the rules that make it either easier or more difficult to bribe. Thus, lobbying can be both an activity that makes bribing irrelevant if it succeeds in influencing policy and an activity that makes bribing easier if it succeeds in undermining law enforcement. In other words, lobbying can be a substitute for, or a complement to, corruption. These two alternative interpretations of lobbying as a substitute or a complement to bribes have been investigated by two recent papers by Harstad and Svensson (2005) and Damania et al. (2004).

Lobbying is a necessary component of the dialogue between citizens and their public officials, as well as among business entities. All sorts of interest groups and private individuals may schedule meetings with public officials or decision makers in an organisation

in an attempt to get policies they favor. In many cases, lobbyists serve as an "extension" of a congressional office staff. Given the hundreds of bills and amendments introduced during each legislative session, it's impossible for legislators to gauge the potential effects that each may have on affected groups or individuals. Lobbyists assist staff by communicating often complicated issues and by knowing how to break an issue down into relatively small and simple parts. The goal is to simplify the learning process of the Member and/or congressional staff person, yet provide them with accurate and timely information. In this regard, lobbyists perform a valuable service not only to their client but to the staff and Members of Congress as well. Texas Politics (2009).

## **2.2 INTEREST GROUPS FOR POSITIVE IMPACT**

Although the literature on lobbying is large and growing, the attendant empirical evidence is scarce, mostly limited to developed countries and either focuses on firm characteristics (e.g., size and sector) as main determinant of lobbying within a specific country or on macroeconomic variables such as per-capita GDP in cross-country comparisons. Here instead, we investigate lobbying, corruption and influence by examining firm characteristics as well as institutional features of the countries in which these firms operate. One advantage of focusing on the transition countries is that they provide an almost natural experiment setting in the sense that they started out with similar political institutions but implemented different economic and political reforms.

Focusing on this set of countries is also important because they are often perceived to be among the most corrupt in the world (Kaufman et al., 1999) and are therefore countries in which few analysts would expect that lobbying would be able to play an important role.

Interest groups play a critical role in all democratic systems of government. Yet, the basic definition of an interest group - a group of individuals organized to seek public policy influence, usually though not exclusively by attempting to influence government actors - masks an enormous amount of diversity among interests and interest groups.

These groups vary considerably in every imaginable way - in age, size, sophistication, resources, tactics, policy focus, geographic focus, and ideological orientation. Some groups focus on only a single issue, while others focus on broader areas of public policy. Some groups are born and disappear over the period of a single election, while others have a long tradition of influencing elections and public policy choices. Some choose to focus not only on government, but on persuading the public or other non-governmental organizations to support their objectives. Public interest groups seek to achieve results that may be enjoyed by the general population. They promote policies that produce widely distributed benefits that anyone can enjoy - for example, clean air or improvements in public health. Unlike a private interest group, if a public interest group achieves its goals, the benefit to any one person tends to be quite small. Interest groups may not seem much different from political parties. They are both organizations of individuals sharing some common attitudes and opinions, and they both seek to influence elections, government officials and public policy choices. Texas Politics (2009).

### **2.3 POLICY AND GOVERNING FRAMEWORK**

*Senator John F. Kennedy in 1956 argued that "Lobbyists are in many cases expert technicians capable of examining complex and difficult subjects in clear, understandable fashion. They engage in personal discussion with members of Congress in which they explain in detail the reasons for the positions they advocate...Because our congressional*

*representation is based upon geographical boundaries, the lobbyists who speak for the various economic, commercial and other functional interests of the country serve a useful purpose and have assumed an important role in the legislative process.” Meyers & Associates (2007).*

Experienced and successful lobbyists thoroughly understand the legislative process; they have the ability to strategically plan and ensure close follow-up that is of significant value to a client. The Washington process is not getting easier and competition has increased significantly in recent years. Time constraints are making it more and more difficult for congressional offices to follow issues on a timely basis. In addition, opportunities and challenges often occur with a minimum of time to respond. Ongoing, active representation in Washington is critical to effectively responding to these situations. The client that can help a congressional office respond quickly and properly work an issue can benefit both from more complete attention to an issue and stronger relationships with the involved congressional offices. A lobby firm, like Meyers & Associates, that can work on a bipartisan basis can often make the critical linkages that are required for success.

A successful lobby firm has the experience necessary to fully understand the legislative and regulatory processes so as to affect those processes to the benefit of a client. For over 25 years, Meyers & Associates has successfully provided this service to its friends and clients.

Occasionally, a client submits grant applications to federal agencies. Letters of support from Members of Congress can help make sure the application receives proper attention. Lobbyists often draft letters of support and take them to the Member or staff and ask them to send such a letter to the respective agency. Because congressional offices experience significant

demands on their time, the more outside help they can get, the better the chance you will get the response you need. Assistance in support letter preparation is only one example.

Clients may seek a direct federal appropriation to fund a specific need. Lobbyists often assist the congressional offices with information that must be submitted to the appropriate congressional committee or federal agency for funding approval. Having your own office in Washington allows congressional staff the ability to contact locally available experience when they need help. Lobbyists do the "leg work" that often cannot be done by Congressional staff because of time constraints. Lobbyists help formulate strategy and provide follow-up. Lobbyists attend hearings and meetings and keep the Members and staff informed about developments. Lobbyists help create grassroots support. Lobbyists meet with other advocates and organizations that are active on Capitol Hill and work together to advance good legislation or alter bad legislation. Meyers & Associates (2007).

## **2.4 EFFECTS OF LOBBYING ON SOCIAL ORGANISATIONS**

Harstad and Svensson (2005) do not explicitly discuss the effect of political stability but it is easy to see that in their framework high political instability should make lobbying less effective. This is because in any political system where governments change relatively often, any concession obtained from the current government is fragile and liable to be overturned by different politicians unless they are lobbied again. Thus, the lack of commitment problem attributed to bribing would also become a problem in the context of lobbying.

Using 1999 survey data for 3,954 firms in 25 transition economies, our results show that, in addition to the factors highlighted in the literature, there is substantial evidence that lobbying and corruption are substitutes. That is, lobbying is an important alternative instrument of influence to corruption in transition countries.

Our analysis also suggests that political institutions have a significant effect on lobbying. In particular, we find that lobbying is more likely to occur in parliamentary systems and in systems that enjoy high levels of political stability. Finally, we examine the relative effects of lobbying and corruption in terms of the production of political influence.

First, we find that although lobbying is jointly determined with influence, corruption is not. Second, we find that the effect of lobbying on influence is always statistically significant, while that on corruption seldom is (independently of how we measure the latter).

And third, and most importantly, we find that the size of the effect of lobbying is much larger than that of corruption. These findings support the notion that lobbying seems to be a considerably more effective way for firms to exert political influence than corruption. In this light, we argue that future research will do well in paying attention to lobbying activities when researching corruption as a competing medium of influence in poor countries. Campos (2006).

## **2.5 IMPLICATIONS OF MARKETING COMMUNICATION**

Marketing communication helps move products, services, and ideas from manufacturers to end users and builds and maintains relationships with customers, prospects, and other important stakeholders in the company. Advertising and sales promotion will continue to play important roles in marketing communication mix. However, marketing strategies that stress

relationship building in addition to producing sales will force marketers to consider all the elements in the marketing communication mix.

In the future new information gathering techniques will help marketers target more precisely customers and prospects using direct marketing strategies. New media technologies will provide businesses and consumers new ways to establish and reinforce relationships that are important for the success of the firm and important for consumers as they make purchase decisions. The Internet will become a major force in how organizations communicate with a variety of constituents, customers, clients, and other interested parties. Belch et al (1998).

### **2.5.1 Marketing Campaign and Promotions**

According to Belch et al (1998), marketing communication has become an integral part of the social and economic system in the United States. Consumers rely on the information from marketing communication to make wise purchase decisions. Businesses, ranging from multinational corporations to small retailers, depend on marketing communication to sell their goods and services. Elements of the mix are blended in different quantities in a campaign. The marketing communications mix includes many different elements. Successful marketing communication relies on a combination of options called the promotional mix. These options include advertising, sales promotion, public relations, direct marketing, and personal selling. The Internet has also become a powerful tool for reaching certain important audiences. The role each element takes in a marketing communication program relies in part on whether a company employs a push strategy or a pull strategy.

## **2.6 LOBBYING AND BUREAUCRATIC INFLUENCE**

Lobbying firms are now becoming full service communications and consulting firms. It makes sense really. Lobbying and government relations are simply highly specialized forms of public relations that require a targeted approach. The recession has taught many that expansion means rebranding the skills you already have in order to grow your business.

In the last 5 years, lobbying firms have offered "political intelligence" services, which is supposed to alert clients to legislation or regulations that may sway markets. They have offered federal marketing services that match clients' products or services with federal needs and they have branched out into risk management services for corporate merger and acquisition activity. Here, experts anticipate political, "inside the Beltway", reactions to corporate mergers and acquisitions and assist in planning communications activities to ensure a smooth process. The lobbying world is no longer confined to influencing legislation and regulations.

No matter what service one is marketing to potential clients, it has been found that there are a couple of things that you can and should do to win business. First, be upfront and clear about what the potential client is asking for and what realistically can be accomplished. Second, be clear about the services that you plan to provide, what is and what is not included in the scope of work. Finally, be clear about pricing. Clients cannot stand surprises on their bills and too many will destroy a relationship.

## 2.7 PHASE OF NEGATIVE LOBBYING

This negative and significant impact of corruption on lobbying is compatible with the Harstad and Svensson (2005) framework because they suggest that corruption and lobbying are substitutes and that political stability does encourage further lobbying. How does this reconcile with the Damania et al. (2003) results who suggest otherwise?

First of all, we note that while their theoretical model finds a positive relationship between political instability and judicial inefficiency (and thus, corruption) *through* the lobbying activity of firms that ask governments to under invest in law enforcement, their empirical data can only capture the direct link between political instability and judicial inefficiency but not how these relate to lobbying. It is therefore quite conceivable that political instability leads to judicial inefficiency through other mechanisms or even directly.

For example, countries where governments change frequently may end up having underinvestment in law enforcement simply because different governments do make investments in law enforcement but these are incompatible with each other. In other words, our results lead us to believe that Damania et al. (2003) discovers a link between political instability and corruption but suggests that lobbying by firms may not be the relevant mechanism.

It is also very important to note that contrary to Damania et al. (2003) we have access to disaggregated measures of (perceived) stability and corruption, not just country-level measures. Indeed, our results hold for both firm level and country level measures of corruption and stability, even though table 2 shows them to be highly uncorrelated with each other. This is not entirely surprising: Svensson (2003) has shown how country level measures

of corruption can be quite misleading in measuring the extent to which a given firm perceives the level of corruption it deals with.

### **2.7.1 Strategies and Lobbying Tactics**

For instance, Olson (1965) argues that lobby groups are more likely to form when free riders are easier to detect and discourage. Another aspect we investigate is motivated by the Grossman and Helpman's model (1994), which implies that pressure from international competition varies by sectors of activity and, thus, different sectors show different propensities to lobby (for protection).

With specific reference to business lobbies, the first issue implies that lobby groups are more likely to form in more concentrated sectors. By the same reasoning, larger firms would be more willing to join a lobby. On the other hand, smaller firms could have more benefits from joining a lobby because they have fewer means of direct influence on political institutions. In our empirical analysis, we try to determine which of these two opposite effects is more important.

Following Grossman and Helpman (1994), one can also conjecture that sector of activity significantly affects the decision to lobby: different sectors show different propensities to lobby for protection from foreign competition. As this threat is admittedly difficult to measure empirically, we favor the use of sector indicator variables as an important control.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 INTRODUCTION**

The study explored the influence of lobbying as a distinctive quality impacting on the marketing communication which is usually used by rational groups to influence the outcome of a process or a decision. The major objective of the study identified the variables under investigation and compared the causal-effects and implications of these interactions to contrast their assertive influence on certain courses of action. The empirical research described the problem of the study as: what effect is the design of marketing communication strategy or lobbying had upon the performance of a group interaction? The content of the chapter followed the order of: Research Design and Strategy; Population and Sampling; Data Collection Instruments; Data Collection Procedure; Data Analysis.

#### **3.1 RESEARCH DESIGN AND STRATEGY**

The research study adopted a general deductive and quantitative process towards the realization of the empirical findings. An explorative and deductive approach for establishing answers to the research questions of the effects and implications of lobbying as a marketing communications tool which is inherent in the set objectives. The study focused on a survey strategy. The survey strategy is usually associated with the deductive approach for describing such an exploratory research study. With this strategy and philosophy, the study becomes comparatively easy to explain using quantifiable research instruments. The survey system allowed the researcher to collect quantitative data on lobbying as a marketing communication tool used by organizations; which was analyzed quantitatively using descriptive and inferential statistic. Saunders (2007).

### **3.2 POPULATION AND SAMPLING**

From a general observation point of view, the study will sample a representative figure of 50 as its sample size for the estimated population of 100. The population of study span from the Ashanti and the Greater Accra regions. This was made up of institutions and corporate bodies within Ghana Club 100 for empirical research investigation. The sample frame was therefore, made up of on institutions only within Ashanti and the Greater Accra regions. Research data collecting instruments such as interviews, questionnaires and focus discussion will be conducted and administered in the investigation. The main reason for this is to help the researcher develop a good understanding and insight into relevant precious research and the trends that have emerged. Saunders M. et al., (2007).

### **3.3 DATA COLLECTION INSTRUMENTS**

The aim of this section was to derive a means of gathering data to answer the research questions and set objectives under the research study - data that was verifiably unbiased. Primary data was acquired through the administration and conduct of questionnaire and interview respectively. Both were designed and structured in a way to remain focused on the determinant variables to the research investigation. The conduct of the Interviews was restricted to expert opinions in the representative group or population of the study. Secondary data explored literature and other studies in relation to the study to assist in arriving at the requisite study results set within the research questions and objectives of study.

#### **3.2.1 Observation, Questionnaire and Interview**

A major contributing factor towards studying variables under the research investigation was the use of interviews as research instrument. The general observation of trends and some other research variables such as the conduct of lobbying within groups and systems as well as

marketing campaigns and promotions deepened a further understanding of the data collected. The research instruments designed followed a pattern and structure of two basic groupings. This was indicative of the sections of the interview questions and questionnaires. A third category focused on a combination of the determinant variables.

### **3.4 DATA COLLECTION PROCEDURE**

The study's approach to the data collection procedure the conduct and administration of the research study was to use Interviews and Questionnaires in a structured way to elicit accurate, reliable, valid, and consistent findings. Reliability of a research refers to the extent to which data collection techniques or analysis procedures yield consistent findings.

The sampling technique used in this research was a non-probability sampling method. This conduct adopted a cross-sectional survey method to gather information on the population of study. Each respondent was chosen entirely by his or her knowledge to the subject. The questionnaires were distributed to respondents by the researchers over a period of two days and were collected almost immediately. A face-to-face interview was conducted to elicit supporting data from experts within the industry. Personal interviews schedules were strictly simple and had similar basis with the structured questionnaire. Saunders et al, (2007).

### **3.5 DATA ANALYSIS**

The survey approach allowed for descriptive-exploratory data to be quantitatively deducted on the influence of lobbying used as marketing communication on the performance of business. The analyses of data collected were expressed most quantitatively, to enable a comparative and statistical inference using Microsoft Excel program, as well as SPSS. Statistical techniques such as frequency distribution tables and pie chart were the primary

visual forms of research communication that further described the research variables under study. Conclusions were thus drawn upon analysis of these relevant variables inherent in the research process set within the objectives of the study.

## **CHAPTER FOUR**

### **RESULTS, FINDINGS AND DISCUSSION**

#### **4.1 INTRODUCTION**

The Chapter focused on the presentation of findings as a result of the conduct and administration set within the frame work of the research objectives, and problem statement. The research approach was one of both largely quantitative with a touch of qualitative analysis. The deduction of answers and research solutions emanated from the design and methodology set in the objectives and problem of the study. The influence of lobbying as a marketing communication tool used within business and social organizations was the refined title which was embedded with the dominant variables for studying the research process.

The chapter presented related heading such as background analysis, or discussions, findings of the study, and a thorough discussions on the results. Some subheadings were introduced as follows: frequency tables, charts, and figures. These were used to expound the variables of the study for factual reporting and hence, these resultant findings.

#### **4.2 DISCUSSION OF FINDINGS**

The study segmented the process of research into categories to streamline and effectively the research instruments on the resultant findings. This division was based on first general demographics, social interaction groups, lobbying and the business organisation, as well as lobbying/business and theory. Traditionally, the primary goal of marketing communication is to reach a defined audience to affect its behavior by informing, persuading, and reminding. With this definition in mind, the researcher communicated the determinant variables to the designated recipients targeted from the set population represented through the sample size. The communication was to elicit respondents view and opinion on the objectives of the study

as well as the underlying problem of the study as to whether organizational lobbying was entrenched in Ghanaian business transactions.

Findings of the study reflected the general understanding that lobbying was effectively adopted in the more blue collar firms of telecommunications, financial institutions, government functionaries, private agencies, non-governmental organisations, and other public and private bodies. The rise of this kind of marketing communications – lobbying - also depended on some law firms, agencies, and consulting companies often acted as a front for these seemingly clandestine activities of interest groups.

The research investigation stated the Research Hypothesis as: An unsustainable marketing communication through the use of lobbying will negate the emphasis of creating relatedness to different interest groups whose influence is to define a certain course of action for an organization or a social movement.

The study, therefore, focused on effective marketing process planning and efficient deployment of models and general frame works for both private and public business organizations. The effectiveness of the influence of lobbying on business decision-making affected organizational transactions and that it impacted, or rather, escalated the growth and advancement of the corporate association, thus a prime focus to the research study.

The targeted variables set within the objectives, problem statement and research questions were thus studied comprehensively. The first category of demonstrated a male dominance gender of 71 percent (%) and ages ratings between 31-45years. This distribution also had a rather high knowledge and acceptance that marketing tools offset the process of self-interest, and therefore enhanced the benefit of a group.

All persons contacted were sampled randomly within the sample size representing the population of study. These respondents explained lobbying as an effective means of business communication without which most businesses would collapse. The process of advancing the returns on investment relied mostly on planned processes than sudden chances and corporate happenings.

Respondents' knew that communication through lobbying was a transactional mode of management and executive policy making. It was seen as a programme to boost the sales and marketing departments' functionalities. Most thoughts lingered on the fact that lobbying took place under conditions such as a mode of investment – strategic investment to enhance the marketing activities. The study also found out that the benefits of lobbying as a marketing tool was a necessary component of the organizational transaction dialogue that must be mastered through the assistance of a lobbyist or a negotiation specialist.

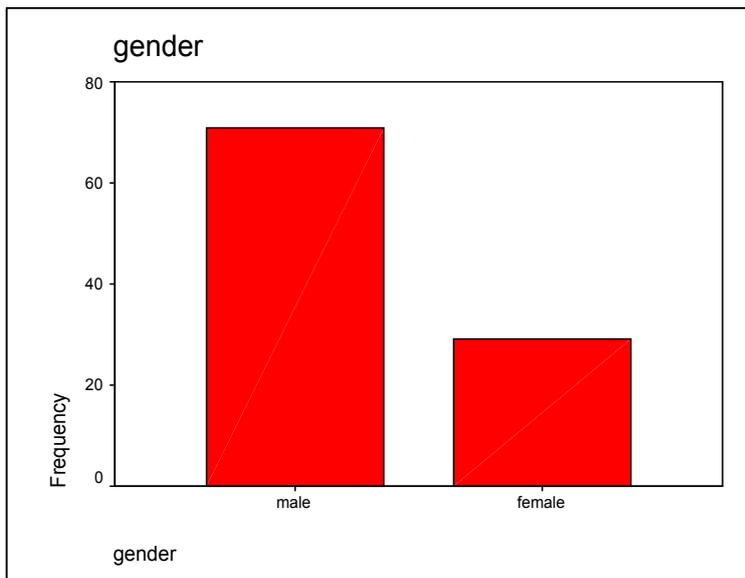
The other categories of research study using the questionnaire and interview; both as research instruments presented other results to the study. The policy to adapt the process of lobbying as a communication tool played a critical role in all democratic systems of governance though there existed a genuine tendency for bureaucratic maneuverings and corruption practices.

**Table 1: Influence of Lobbying as a marketing communication tool by gender.**

		Frequency	Percentage
Valid	Male	71	71
	female	29	29
	Total	100	100

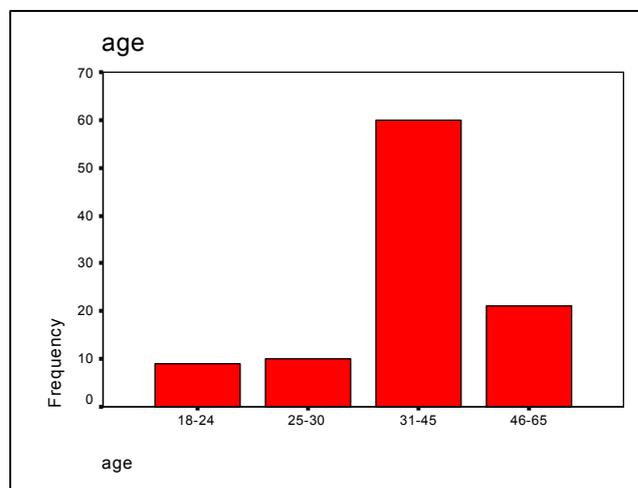
**Source : ( Field Survey 2012)**

**Figure 1: Influence of lobbying as a marketing communication tool by gender.**



**Source : (Field Survey 2012)**

**Figure 2: The age distribution of respondents of the study.**



**Source : (Field Survey 2012)**

Gender and age were the sole demographics used by the researcher to compare and contrast the potency of reliability of the research investigation. For example, the dominance of male

and female respondents were highly educated to understand the requirement of the study and the nature of complexity of lobbying used as a marketing communication tool.

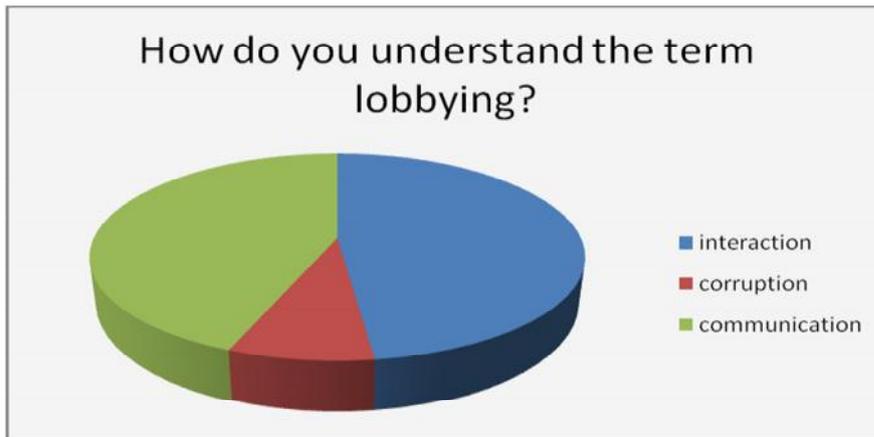
**Table 2: How do you understand the term lobbying?**

		Frequency	Percent	Percent
Valid	interaction	48	48	48
	corruption	8	8	8
	communication	44	44	44
	Total	100	100	100

**Source : (Field Survey 2012)**

The above contrasts of lobbying to communication were of the same phase and meaning to the research investigation. The definition of lobbying basically encompasses the interaction with individuals and bodies for mutual interest and benefits of participating parties. The association of lobbying with marketing communication, as tool, was the combing factor between the two. Respondents reference of 48 percent (%) and 44 percent (%) for interaction and communication respectively, added to 92 percent (%). A rather high understanding of the term lobbying was thus exhibited.

**Figure 3: Level of understanding of respondents of the term lobbying as a communication tool.**



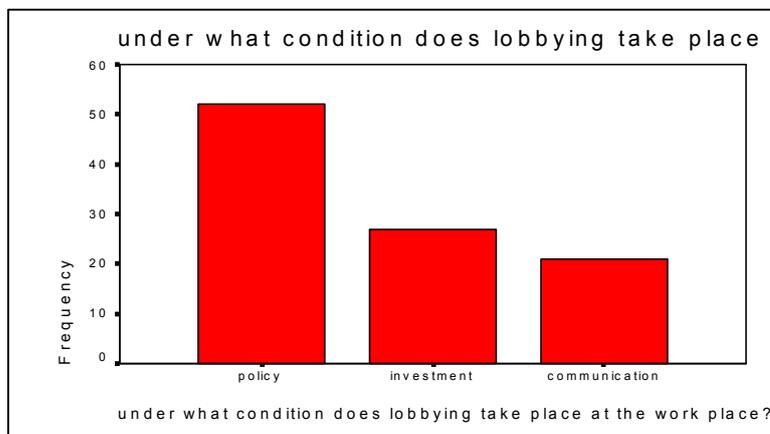
**Source : (Field Survey 2012)**

**Table 3: Under what condition does Lobbying take place?**

		Frequency	Percent
Valid	policy	52	52
	investment	27	27
	communication	21	21
	Total	100	100

**Source : (Field Survey 2012)**

**Figure 4: under what condition does lobbying take place?**



**Source : (Field Survey 2012)**

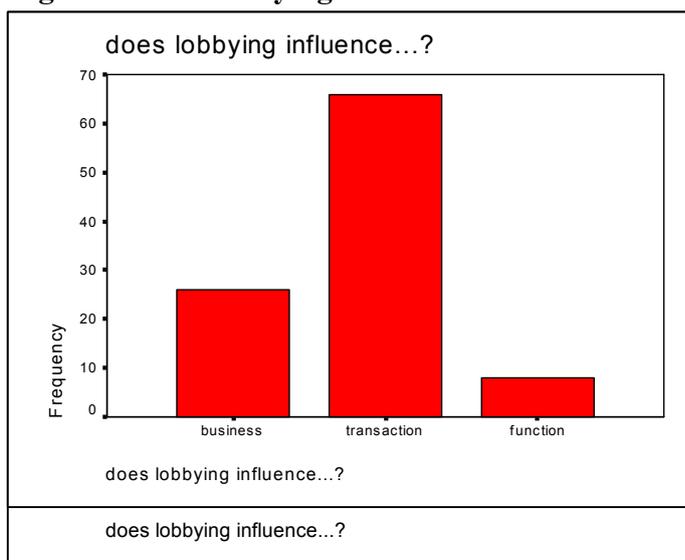
All persons contacted were of the opinion that lobbying was a managerial and executive decision-making process to boost and progress organisational transaction. The furtherance of the course of lobbying was highly associated with persons place high up the organization hierarchy to promote their interest at maximizing profits both directly and indirectly. Respondents' knew that corporate programs and policies by the stake holders, investors and directors who make up the executive structure conditioned attitudes and behavior through this nature of communications.

**Table 4: Does Lobbying directly influence...?**

		Frequency	Percent
Valid	business	26	26
	transaction	66	66
	function	8	8
	Total	100	100

**Source : (Field Survey 2012)**

**Figure 5: does lobbying influence....?**



**Source : ( Field Survey 2012)**

Some questions posed indicated the nature of influence linked to lobbying. The core persuasive factor of lobbying affected the bottom-line of most businesses if not really influencing business functionalities. Most views sought to portray the importance of lobbying to add unforeseeable credit in a way that propelled organizational growth and maturity.

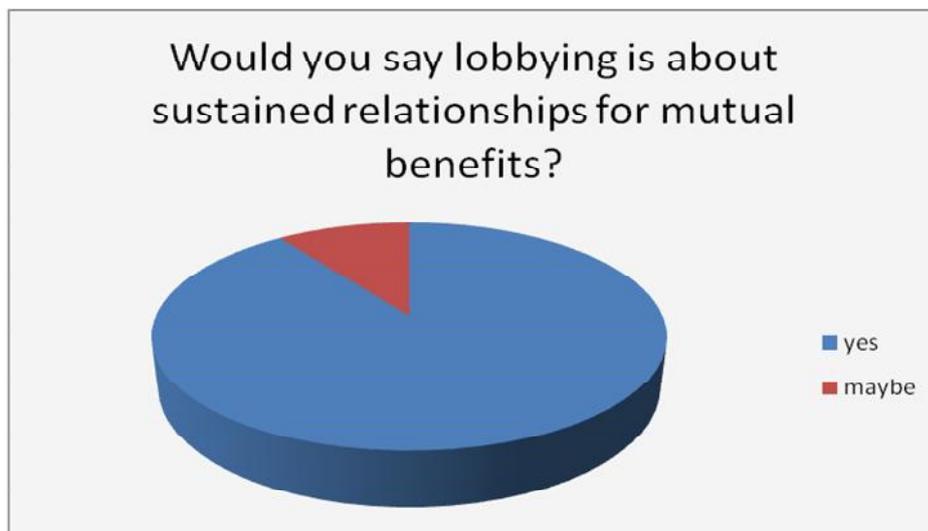
### 4.3 COMMUNICATION STRATEGY USING LOBBYING

**Table 5: Would you say lobbying is about sustained relationships for mutual benefits?**

		Frequency	Percent
Valid	Yes	90	90
	maybe	10	10
	Total	100	100

**Source : ( Field Survey 2012)**

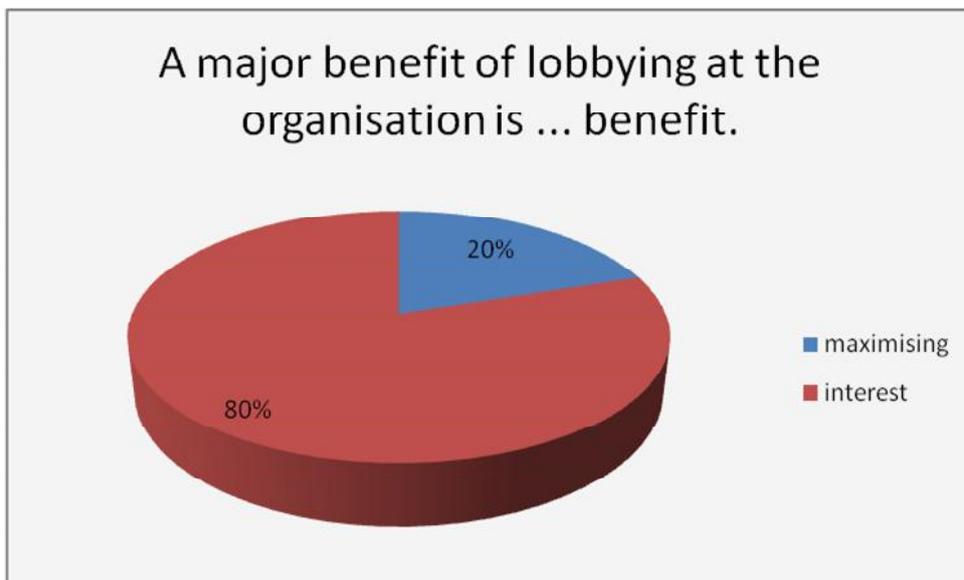
**Figure 6: Would you say lobbying is about sustained relationships for mutual benefits?**



**Source :( Field Survey 2012)**

The majority of respondents easily showed that lobbying is about sustained relationships for mutual benefits. The study sought to explore the relevance of lobbying used by interest groups to expedite business transactions to enhance their chances of success on the industry playing field. Lobbying was seen as a tool or marketing communication mechanism deployed for sustained relationship for mutual benefits. In this light, 90 percent (%) of respondents marked their intention by saying YES. The MAYBE response was a closer to positive than a negative response.

**Figure 7: a major benefit of lobbying at the organization is ..... benefit.**



**Source : ( Field Survey 2012)**

The second category of research study using the questionnaire and interview; both as research instruments presented other results to the study. Out of the other multiple choices set within the questions, the major benefit of lobbying at the organisation was seen as to maximize corporate profits and return on investments. Since the level of profit maximization for any organization is infinite in most undefined settings, so was the level of income for the corporate firm. It is worth noting that corporate organizations work for the sole benefit of its own established interest. Working to maximize their interest at all costs was the respondents' credible opinion about the core objectives of corporate organisation.

The chart below shows a 100 percent (%) indication that lobbying is the preferred means of corrupting individuals and persons, usually leaving behind a trail of mistrust and undignified paths. These attitudes of lobbyist and their associated behavior tend to linger on a lot longer than expected. The study indicated the possibility of derailing genuine intentions and plans from existing sources and resources in order to charting other courses of interest to only a possible few.

**Table 6: Conventional wisdom suggests that ..... is the preferred means of corruption in poor countries.**

		Frequency	Percent
Valid	lobbying	100	100

**Source : ( Field Survey 2012)**

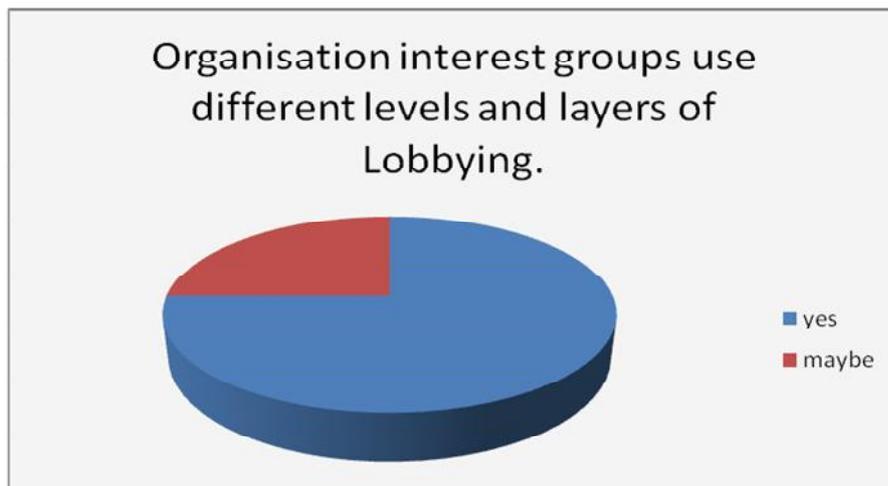
The table below suggested the use of different tactics and strategic marketing communication tools, including lobbying process as a means of reaching out for mutual assistance and interest. Organization interest groups use different levels and layers of lobbying- this was quite indicative of the responses in the table.

**Table 7: Organization interest groups use different levels and layers of Lobbying.**

Valid	Yes	75	75
	maybe	25	25
	Total	100	100

**Source : ( Field Survey 2012)**

**Figure 8: organization interest groups use different levels and layers of lobbying.**



**Source :( Field Survey 2012)**

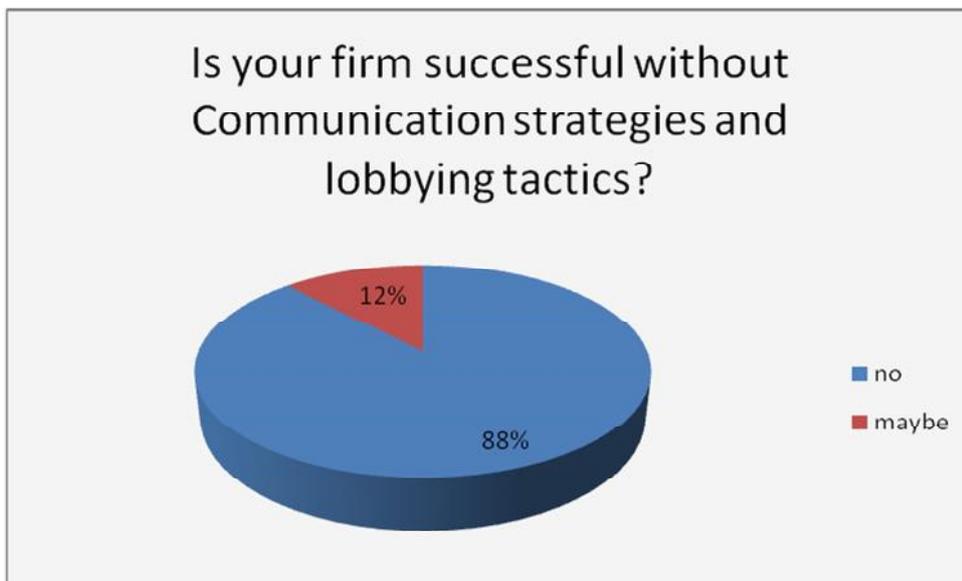
Respondents' were of the opinion that the use of different layers of marketing communication tools including lobbying was a sustainable means of streamlining business transactions in bureaucratic and poor administrative governances. Most institutions that were poorly conducted, monitored and evaluated had to have this kind of institutional boost to expedite administrative proceedings.

**Table 8: Is your firm successful without Communication strategies and lobbying tactics?**

		Frequency	Percent
Valid	No	88	88
	maybe	12	12
	Total	100	100

**Source : ( Field Survey 2012)**

**Figure 9: Is your firm successful without Communication strategies and lobbying tactics?**



**Source :( Field Survey 2012)**

The study found out that most Ghanaian firms, no matter the industry or field of endeavor, lobbying was seen as an activity which one could not do without. Dysfunctional institutions that had difficulty in operational performance used lobbying as a communication tool to advance corporate transactions and general business functions. Most respondents chose NO to the question indicated above.

#### **4.4 DISCUSSION OF RESULTS**

The investigator examined the phenomenon being investigated carefully and specified those features which were either peculiar to it or distinguish it from the other similar phenomena or different aspects of the same phenomenon. Kumekpor (2002).

The findings presented results in both written and visual communications formats. These were the further explain and expound the role played by the determinant variables of the study. Lobbying used as a marketing communication tool when wholly deployed at the organization had merit and demerit in short, medium and long term durations. In the short term, adopting and deploying the practice of institutional lobbying in corporate organizations occurred successfully in environments that were seemingly constraint and deprived in viable communication structures. Manipulating tendencies to skew future events in favor of a few interest groups only pushed personal agenda over the general majority. Progressive use of this technique of lobbying truncated the norms and paths of business transaction.

The medium term to long term strategic use of lobbying enabled the fact that lobbying is not mainly aimed at policy-making institutions. It is also aimed at the bureaucratic business of legislations set within policies that lobbyists care about and the rules that make it either easier or more difficult to bribe. Thus, lobbying can be both an activity that makes bribing irrelevant if it succeeds in influencing policy and an activity that makes bribing easier if it succeeds in undermining law enforcement.

The study took a general overview of activities that influence lobbying as impacting on marketing communication within a business organization in order to promote a mutual interest for profit maximization within the organization. The research revealed the problem of

the study which was a definition denoting the unique or the distinctive qualities of the phenomenon being defined.

The main focus of the research study aimed at establishing the strength and weaknesses of the use of lobbying as a marketing communication tool and not an exploitive weapon of destruction imminent only in the long run. The realization of these was in the fact that the research study brought to the fore those intrinsic and extrinsic parts of the study variables.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 INTRODUCTION**

The research study aimed at presenting a solution to the problem of really using lobbying as a marketing communication tool at the typical business organisation. The problem with this association was the successful deployment of such a marketing communication at the corporate firm with all the organization structures and channels of communications.

The study started out by setting the literature within the context of available documentation after the preliminaries. Presentation of research findings was enabled through the deployment of an effective methodology designed to gather primary data from research instruments selected for the purpose of exploring the quantitative attributes of the determinant variables.

The final chapter, therefore explored the results and findings presented in the previous chapter by presenting a summary and conclusion of the study. It described the totality of the key attributes and variables of the study toward answering the research questions, research objectives and problem statement. Recommendations were given in this section, as well as options or indicators for further study on the research title or theme. This chapter finalized the aim of the study to a conclusive end – with respect to all the variables identified within the research project.

#### **5.2 SUMMARY OF STUDY**

The empirical research investigation embarked on a central theme to find out about the nature of marketing communications mixes and the tools used to effectively impact the transactions of businesses. The use of lobbying to strategically influence decision-making procedures

when executing programs was introduced. It was set within the functions of proper study introduction to have objectives, from research questions and summed within the problem statement for the study.

The thematic and determinant variables of the study were adequately contrasted with other documented evidences by the researcher to favorably position within the secondary data. The research study, hence, aimed at exploring these frontiers and barriers of adequate research techniques by adopting a methodology and procedure designed to test a deduced sample size representing the population of the study.

Research instruments used for the conduct and administration of the study were carefully selected to elicit appropriate respondents opinion as a adequate primary data collection upon which the research highly depended on. The research findings analyzed, thus, were the accurate and verifiable results presented herein: both quantitatively explored and as descriptive presentations.

### **5.3 CONCLUSION**

The study conclusively explained the dependence of marketing activities as a main business function that a company thrived upon in the realisation of its corporate objectives. Lobbying as Marketing communications tool as presented, when adequately adopted and comprehensively used will further corporate intentions towards maximizing stakeholders' interest. The strategic use of lobbying as a marketing communication tool however presented a different scenario for the corporate organisation. Depending on the motives, the lobbyist on the day was equipped to negotiate on behalf of interest groups in the short term to long term business operation. In light of this, lobbying, though a social interaction mechanism, was the

central tool for expediting corporate and organisational intentions. The realisation of using lobbying as a strategic communication technique will enhance making of decision as well as management teams of institutions to appropriate resources in their disposal in the best interest of corporate objectives and stakeholder's expectations.

#### **5.4 RECOMMENDATION**

It is highly recommended for the adoption of a comprehensive marketing communication mix – lobbying as a marketing communication tool, to promote the conduct and administration of businesses organisation. The working organisation would have to fall on marketing expertise in the conduct and administration for the overall performance of organisation operations. Management whose decision-making procedures did not include the use of lobbying to maximize corporate objectives had to stifle firm's return on investments for the stakeholders and shareholders.

The suggestion of the use of the study as a reference material for deepening the understanding of organization planning using lobbying as a marketing communication tool to bring quicken business growth and advancement. Based on the set objectives, the limiting frontiers of the study could be expanded by the potential investigator in scope and methodology to similarly present findings and results.

The research recommends, though with caution, for the adoption of strategic and tactical deployment and use of lobbying as a marketing communication tool by departments within the organizational hierarchy. This is especially true where there is a clear exhibition within the business environment that bureaucratic tendencies are deepened and entrenched.

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## APPENDIX

This Questionnaire focuses on a Research Study by students of CHRISTIAN SERVICE UNIVERSITY COLLEGE. It is confidential, and purely for Academic laurels, as part of the requirement to the Award of a Degree.

Please tick as appropriate.

Research Title: **THE INFLUENCE OF LOBBYING AS A MARKETING COMMUNICATION TOOL USED WITHIN BUSINESS AND SOCIAL ORGANIZATIONS**

Category One: **General**

A. Gender: 1. Male  2. Female

B. B. Level of Education

1. Middle School  2. HND  3. A-Level  4. Tertiary

C. Age: 1. 18-24  2. 25-30  3. 31-45  4. 46-65

D. Private/Public: 1. Self-employed  2. Business  3. Employee

4. Employer/Dir.  5. Student (SRC)

**Category Two: SOCIAL INTERACTION GROUPS AND LOBBYING**

E. How do you understand the word lobbying?

1. Interaction  2. Promotion  3. Corruption  4. Communication

F. Under what condition does lobbying take place at the work place?

1. Policy  2. Investment  3. Purchasing  4. Communication

G. Does lobbying influence.....?

1. Business       2. Transaction       3. Profitability       4. Function

H. Would you say lobbying is about sustained relationships for mutual benefits?

1. Yes       2. No       3. Maybe       4. Don't know

I. A major benefit of lobbying at the organisation is ... benefit?

1. Growth       2. Expansion       3. Maximizing       4. Interest

J. Is there a psychological effect of lobbying at the organisation?

1. Yes       2. No       3. Maybe       4. Don't know

K. Do private interests use different channels to lobby within organisations?

1. Yes       2. No       3. Maybe       4. Don't know

L. Can these lobbying activities include corruption?

1. Yes       2. No       3. Maybe       4. Don't know

M. Is your firm successful without lobbying strategies and tactics?

- N. 1. Yes       2. No       3. Maybe       4. Don't know

O. Organisation interest groups use different levels and layers of lobbying

1. Yes       2. No       3. Maybe       4. Don't know