

# Corporate Advertising as a Tool of Corporate Stability- An Analysis of its Effect on Consumers' Attitudes

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## Abstract

The core outcome of the corporate advertising at the present time of media globalization is to influence the consumer pattern of the market. In developing countries like India, the management of transnational corporations and advertising company are the center of focus as they mainly set the perspective of market developer. It is recognized that corporate advertising are playing a key role in socio-economic development in general and corporate image in particular. Commercial advertising has become a powerful tool in India and other modern organizations. It is very significant as it has proven its importance in the present market system. A large amount of money is provided for the administration of advertising. The present study attempts to analyze, evaluate and discuss appropriate strategies of corporate advertising and its impact on public responses.

The research methods used in the present study are mainly conducting (most of the data used are primary in nature)

**Key words:** *Corporate Advertising, Commercialization, Consumerism,*

## Introduction

Over the years, the company has become an important tool for Organizational Development. Internal and external audiences in modern organizations need to work together to support their organization and leadership. The Experts focused on the people needed for a modern organization to address the lack of communication between the organizations and the various stakeholders that make the most use in the era of competitive business. In general, the Departments of business communication, MNCs like Reliance, Tata, SBI and Croma operate the advertising as a tool of management of the

company's action in order to realize different customers and conceive their consent to the consumption of goods and services. Advertising the activities of the undertaking shall be organized in such a way as to achieve the objectives of promoting undertakings, marketing products, managing the reputation of the undertaking, proper consumption of goods and services, etc. These four large public and private enterprises have achieved considerable success in arts and crafts enterprises promoting the application of new technologies and the adoption of advanced practices. They also realized that advertising, which has become an important part of the organization's leadership over time.

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Advertising company also became an important tool in Customer Relationship Management at the present time, especially in the metropolitan city like Delhi, which received national recognition as a model of economic development and state perspective. The corporate advertising certainly has an effect on the emotions of the consumers. In the present time media globalization the media are very active and influential as the strategic tools used by the advertising agencies are mainly based on the research and needs of the customers. Similarly, the influences are very intense and targeted. The scientific evaluation is very significant in the area as the corporate advertising has a deep impact on the company's publicity in the present era of globalization.

### Review of the Literature

In India and other countries, advertising is traditionally focused on products. However, with the advent of modern societies, where there are several products and / or services of another type of advertising has been abolished, and the main objective is to promote the society. The "company", the "institution" or the "image" of company defined an advertising in a very consistent way since 1960s as the advertising is one of the major tool and weapon for the company's popularity. The concept of advertising has been expanded to include the "defence" and "issue" of advertising. Over the past two decades, numerous case studies and strategy articles have been written to describe how the advertising company has facilitated a positive understanding of the global economy. As we enter the first decade of the century, factors like physical, social, political and economic environment suggest a broader role for corporate advertising. This is an attempt to respond as the corporate advertising's contribution is very crucial to the image building of the corporate brands.

There are many scientific research has been

conducted on the impact of advertising on society and corporate component. Some studies have also examined the role of communication in modern society Gupta (1976:14). Many scholars have assessed the role of the modern media in the process of progress in education, social change, economic development, public administration, political reform, Environmental Protection, human rights protection and civil freedom rights, rural development, national development, organizational development and so on, Crosier (1978:09), Niefeld (1980:22). Very few scholars have evaluated the role of corporate advertising between the company and the advertising process in the development of the organization worldwide. Jacobs et.al. (1989:15), MacInnis et.al. (1989:19) The greatest gap found in their work is lack of intense focus on advertising business in modern organizations in the multinational companies in India or intervention in corporate advertising integrated with modern organizations and State Development Customer Relationship administration. In addition, previous studies have not identified the factors that contribute to the efficiency of the administration of the advertising company, as well as the means or methods to improve the role of advertising in the modern society, which has a particular in Delhi region. White and Mazur (1995:25) Duncan and Ramaprasad (1995:11), scientific studies that deal only with the state, problems and prospects of the advertising business in the Mumbai region are inadequate as evidenced by the scarcity of literature. These are some of the literature references which were used in this study.

### Objectives of the study

The present study was related to the effectiveness of corporate advertising and its role in the publicity pattern and the way corporate advertising is being used as a tool for the stability of corporate organizations in the present time of globalization.

The core objective of the study is:

- a. To analyze the scope of corporate advertising in the market of Delhi region
- b. To understand the impact of corporate advertising in public and private enterprises in Delhi region.
- c. To examine the consumer response on the use of corporate advertising and its related challenges.

### Research Design

Survey method were used in the study for approximate number of sample i.e. 200 stakeholdes (including the top management peoples and lower management staffs and working class of the organizations) around the Delhi region. The questionnaire is completed in four parts, which include: the basic characteristics of respondents to identify them; the perceived methods the corporate ads uses to reach their target consumers; the response of samples with respect to product information; and the effects of advertising on consumers. The analysis method is based on the collected data, which provides functionality and consumer behavior, especially based on the media that presents the product.

### Discussion and Analysis

#### Distribution of Sample

S.No.	Organizations	Apex Management	Subordinate Management/Staffs	Total
1	Reliance	20	30	50
2	Tata	20	30	50
3	SBI	20	30	50
4	Croma	20	30	50
	<b>Total</b>	<b>80</b>	<b>120</b>	<b>200</b>

The main objective of this study was to better understand the state of business advertising, problems and prospects in Delhi region. To achieve this objective, the research was planned and carried out in three phases. In the first phase, a pilot study was conducted to examine the feasibility and appropriateness of research tools and procedures. The second phase, interviews were developed and developed to collect primary information on the actual proportion of senior, middle and lower management representatives of public and private enterprises in the Delhi region. In the third stage, statistical analysis procedures for science were followed to ensure data analysis and systematic interpretation. The study was mainly focused on the public and private organization like Reliance, Tata, State Bank of India (SBI) and Croma. The Reliance, Tata and Croma have Private management setup while the State Bank of India (SBI) is the PSU. These companies were taken into consideration their impact on the market is well marked and they are recognized as one of the key elements of the present corporate image.

Overall, this study showed that the problem with the method of systematic search, which has been tested and found in the field of corporate advertising around the world.

The data analysis on the impact of corporate advertising, the respondents were public sector (81,56%) and the private sector (79,87%). The analysis pointed out that the data are perceived that the communication system of any organization has been considered as an important part of the organization's communication, which aims to encourage customers to purchase goods and services produced by organizations in the public and private sector ( $X^2 = 0.691$ ,  $p = .389$ ). The vast majority of respondents, the public sector (89.87%) and the private sector (90.09%), believe that the communications company has played an important role in the organization's Communications, which is designed to encourage clients to purchase goods and services produced by public and private sector organizations:

( $X^2 = 0.003$ ;  $p = .959$ ).

The vast majority of respondents, namely the public sector (88.87%) and the private sector (90.01%), believe that advertising is a big source of generating revenues, which are created by the approach towards customer's products and services:

( $X^2 = 0.323$ ;  $p = .570$ ).

The vast majority of respondents, i.e. the public sector (90.89%) and the private sector (94.79%), believe that advertising the ease of running a business an important motivating factor related to brand is related to the development of corporate identity:

( $X^2 = 1.672$ ;  $p = .196$ )

The vast majority of respondents, namely the public sector (89,88%) and the private sector (91,18%) believe that advertising has enabled the customers to cultivate a positive approach with respect to the products and services, as an important source of motivation for better consumption of goods and services:

( $X^2 = 0,611€$ ,  $p = .434$ )

The majority of respondents, which mainly consists, the public sector (85.91%) and the private sector (87.06%), believe that the company's advertising is to ensure that the products and services of the regular customer ( $X^2 = 0.035$ ,  $P = .862$ ). The vast majority of respondents, namely the public sector (82.89%) and the private sector (82.12%), believe that the advertising company provided for the consent of customers, products and services ( $X^2 = 0.061$ ;  $p = .805$ ). The vast majority of respondents, namely the public sector (79.92%) and the private sector (83.81%), consider the ease of managing the advertising company's reputation to be important ( $X^2 = .Two hundred and fifty-two$ ;  $p = .617$ ). The vast majority of respondents, the public sector (94.88%) and the private sector (91.88%), believe that the advertising firm has opened up new limits to advertisers as a means of customer training and persuasion:

( $X^2 = 0.080$ ;  $p = .778$ ).

The vast majority of respondents, the public sector (92.28%) and the private sector (93.05%), felt that the advertising company had replaced religion as a key institution and had promoted hyper-commercial profitability in modern society ( $X^2 = 0.129$ ,  $p = .719$ ). The vast majority of respondents, the public sector (90.94%) and the private sector (90.07%), believe that the advertising company produces unusual messages that attempt to attract customers to modern society ( $X^2 = 0.133$ ,  $p = .715$ ). All respondents representing the public sector (100%) and the private sector (100%) believe that corporate advertising is a function of establishing a program that makes consumption a new way of life in modern society. The vast majority of respondents, namely the public sector (89.93%) and the private sector (90.73%), believe that advertising is a necessity that requires social costs in modern society:

( $X^2 = 0.109$ ;  $p = .756$ ).

All respondents representing the public sector (100%) and the private sector (100%) believe that advertising has taken control of the public space, which has a major impact on the psychology of

modern society.

The majority of respondents, i.e. the public sector (92.04 %) and the private sector (93.06%), believe that the advertising company has exerted psychological pressure on customers, which has been detrimental:

( $X^2 = 0,122, p = .727$ ).

The vast majority of respondents, namely the public sector (85,33%) and the private sector (92,69%) believe that advertising has been taken over by a company that violates the constitutional right to privacy in modern society:

( $X^2 = 0.002, p = 0,002$ ).961).

The majority of respondents, namely the public sector (84.25%) and the private sector (92.05%), believe that corporate advertising has been the most common source of mental health pollution in modern society :

( $X^2 = 0.039; p = .843$ ).

The vast majority of respondents, i.e. the public sector (93.11%) and the private sector (91.89%), believe that advertising has become an integral part of the marrow of capitalism in the modern corporate society:

( $X^2 = 0.071, p = .789$ ).

The vast majority of respondents, i.e. the public sector (91.67%) and the private sector (92.95%), felt that promoting the modal consumption of unhealthy advertising, which negatively affects the public interest in modern society:

( $X^2 = 1.193; p = .275$ ).

The results show that respondents are completely responsive of the nature, capacity and consequence of advertising in the modern business world. They are rightly perceived that advertising has become an important part of the communication process

between the public and private enterprises of the society, and the domain of the Delhi region. The study also found that advertising has a deep impact and positive responses from the social capitals and consumers. The study also reveals the social costs of corporate advertising services for public and private companies in the Delhi market. The study finally highlights the improvement of professional status, social benefits and social costs of corporate advertising in the Delhi region.

## Conclusion

The present research pointed very clearly that the formulation of policies for corporate advertising in the present time of media globalization is very crucial and effective as it directly hit the sentiments and emotions of the consumers. The Management of corporate organizations like Reliance, Tata, State Bank of India (SBI) and Croma may also consider it as an important support by expanding and developing a specialized unit called, interpersonal communication through print, electronic and other advance category of new media and external media, so that the media of these entities can make an apparent contribution to the effectiveness of the advertising administration of these organizations. Decision makers may also consider engaging experts, print media, relationship Media, New Media, Outdoor Media, select media, writing scenarios, monitoring and evaluation to enrich the corporate advertising process in modern organizations. The research has pointed out the respondent clearly stated that the advertising professionals and experts should be actively involved in the design and implementation of advertising services for better results. The social network of advertising has also been promising because advertisers can take advantage of the demographic data provided by users. Advertising services for businesses should be managed on the basis of ethical considerations.

As per the response for the respondents, it is very clear that at the present time of media globalization, advertising messages are very important and crucial to create a positive corporate perspective in the mind of consumers. As we can understand from the study, the

people are using new media platforms and corporate advertising are able to reach through digital messages which can be seen and are likely to be impressive. These new media platforms are very beneficial as it reaches to the people in one click. These corporate messages are able to facilitate corporate objectives and enhances the success rate by creating constructive corporate images. therefore the scope of corporate adverting is very bright in the market like Delhi.

The present study also pointed out that corporate organizations and it's top management needs to understand that scientific research improves the advertising effectiveness of the company. It is clearly emphasized that advertising and media management intervention advertising management of research companies in India and the rest of the world. Therefore, a combination of quantitative analysis, content analysis, case finding and experimental research is strongly recommended to understand the management of corporate advertising in the future.

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