



A Study of the Effectiveness of Corporate Advertising in a Metropolitan City like Delhi

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Abstract:

Advertising is an integral part of marketing communication systems. In our In a complex market, advertising has become an important communication system for both consumers and businesses. It's really important to study the ability of corporate advertising to provide carefully crafted messages to target groups for the success of the brand and products. In the present scenario of digital media and diverse consumerism, it is really crucial to study and understand the changing trends of corporate advertising. The role of corporate advertising as a tool of marketing communication is very significant; as not only it helps in selling the products and services but also exclusively to reach the maximum number of consumers. Keeping all such factors in mind, the present research has been conducted to understand the effectiveness of corporate advertising in the present era of digital media. The research also kept as one objective to understand the significance of strategic planning in effective corporate advertising. The research approach in this study was review in nature, and data was collected through a survey using Google Forms questionnaires.

Keywords: Corporate advertising, Effectiveness, Marketing communication, Strategic planning

Introduction:

Advertising in India and other countries usually focuses on products. However, with the advent of modern companies offering more products and/or services, other forms of advertising are becoming a thing of the past, the main purpose of which is to promote the company. The terms of the advertising is also linked with other terms like "marketing communication," or "Branding" have been defined in a certain order since the 1950s. In the last two decades, there have been many scholars who have given their research-based expert comments on the importance of corporate advertising (Singh AK 2019). Considering all the available literature and scholars comments, the researcher has pointed out that there is a severe need for expansion in the understanding of the role of corporate advertising. In this respect, the researcher in this study has mainly placed emphasis on the question: in the era of digital media, what is the significance of corporate advertising in the formation of image companies?

Some of the scholars have also conducted research on the significance of media and communication in contemporary society. There are many studies on the social parameters of the development and role of modern media in society and the social norms related to human rights and civil liberties. It is very important to be aware of these socio-legal factors, as only by knowing them can we understand the value

of commercial media and communication. In this respect, the role of advertising is very important, as professionals in any organisation have to work hard and understand the criteria for using advertising (Kotler P; 2000).

The main gap noted in their work is the lack of emphasis on commercial advertising in modern organizations of the Indian system, rather than the lack of corporate advertising in the integrated development of modern organizations and in customer relationship management in a developing country like Delhi. Moreover, previous studies have not revealed any factors affecting the effectiveness of advertising management in enterprises or methods of increasing the role of advertising in modern society, which are particularly relevant to the state of Delhi. Scientific research that deals exclusively with the situation, problems, and prospects of advertising in the state of Delhi is insufficient, as evidenced by the lack of literature.

With the help of means that create effects and feedback, the communication process involves the transmission of a message, whether it is information, stopping or moving from communication to communication. In the era of globalization, the world has changed in many areas of life, including the question of how the development of information and communication technologies plays an important role in development. Everyone needs knowledge as a part

of life. The need for information can be met in various ways, for example, by interacting with other people or searching the Internet. Advertising is an impersonal message from an advertiser about a company or its product to the mass media of the target audience. In fact, it is a method by which companies attract attention to their products and introduce new products to new and potential consumers. This work provides insight into how advertising can influence consumer purchasing decisions in a growing economy and how successful advertising can support businesses even in highly competitive environments. Advertising calms consumers and influences them because it informs, illuminates and convinces them of the acceptability of products (Singh & Singh;2016). Advertisements in print media (newspapers, magazines, posters, brochures) usually contain images, titles, and product information. Electronic media (radio, television), on the other hand, consist of audio or video content, which can range from 15-second clips to longer segments called commercials, usually lasting 30-60 minutes. Ads can also be seen on the seats of shopping carts, on the walls of airport crossings, on the sides of buses, planes and trains (Ayanwale, Alimi & Ayanbimipe; 2005)

Over the years, corporate communications have become an important tool for organizational development. Internal and external target groups of existing organizations must work with the motive to develop the organization and the leadership of the organizations. Modern organizations need human-centered specialists must have to work on the coordination and cooperation of the organizations and minimize the communication gap for effective outcomes. In general, , Coca Cola, Nike, P&G and Philips commercial communications departments manage the company's advertising activities in order to attract various customers and obtain their consent to consume goods and services. The company's promotional events are organized for the purpose of promoting the company, marketing products, managing the company's reputation (Chopra, Avhad & Jaju;2021). Corporate advertising is also an important customer relationship management tool, currently based in the state of Delhi and has gained sign of economic development. The scientific assessment of a company's social impact is becoming increasingly important in the era of globalization.

Brand Image:

Brand image is a connection that is activated in memory when a person thinks about a particular brand. Brand image can be interpreted as a brand concept reflected in brand associations stored in the memory of consumers (Marshall & Wise;2013).. In fact, the brand image is the knowledge of consumers and trust in the brand. The

brand image is stronger than the competitor's brand image, which means that the brand has a stronger message. Another view of brand image is a set of beliefs about certain brands. Consumers who are accustomed to using certain trademarks tend to adhere to this trademark.

Impact of Corporate advertising on Branding:

Brand management consists in creating associations with such brands so that a product or brand with a positive image can gain a foothold in the minds of consumers. Marketing activities are closely related to the brand applied to the products. Thus, adding a brand is an integral part of marketing. This shows that one brand distinguishes one product from another. A good brand image is one of the company's assets, because the brand image affects the understanding of each consumer, the public perceives the brand positively. In addition, it is an attempt to mark a product or trademark in the market, achieve a longer service life of the product or trademark and be able to compete better in the market. Brand awareness consists in getting to know a brand until it becomes clear that this brand is the only one in a certain class of goods or services. The brand saw the most important aspect of the brand before there was a connection with the brand, a step-by-step memorization of the brand was required (Ashraf & Asif; 2019).

The tendency of consumers to buy a brand or take market-related measures is based on the likelihood that a buyer will make a purchase. The psychological factors influencing a person's purchase consist of the following four factors: motivation (encouraging a person to act to meet stress reduction needs), perception (choosing, arranging and interpreting inputs to create a meaningful image) and cognition (the process by which human behavior changes based on experience), and confidence

Research Methodology:

The present research is a kind of review of the effectiveness of corporate advertising in the present scenario. The research work is qualitative in nature, and the data collected is primarily through the online survey. The questionnaire was distributed through the Google Form. The respondents were selected based on the categorization of education and professionals; pre-existing experience with corporate advertisements is needed. Therefore, only those samples who were very active in making decisions and had a proper understanding of the use and impact of corporate advertising were taken for the study.

Sample:- The total number of samples used for the study was 80 from the Delhi region, with the following demographic details.

| S.No. | Items | Total No. | Male | Female |
|-------|-------------------------|-----------|------|--------|
| 1 | Working professionals | 20 | 12 | 8 |
| 2 | Corporate professionals | 20 | 11 | 9 |
| 3 | College Students | 20 | 10 | 10 |
| 4 | House wives | 20 | 10 | 10 |

Table1. Demographic Classification of Samples

Research Gap:

The main gap of the study is to evaluate the lack of understanding of the applications and emphasis of commercial media. In the Indian commercial market, corporate advertising is considered very important for the integrated development of modern organisations and the development of long-term relationships with customers. In a region like Delhi, commercial media is very active and has a relatable influence on the market and customers’s perceptions, as Delhi is a big market in north India, and in a market like Delhi, the competition is on the rise. In order to reach potential customers, the organisations are applying relevant digital advertising. Therefore, the present research is mainly emphasising the degree of effectiveness of commercial advertisements in the context of digital media.

Research Objectives:

The specific objectives of the study are:

a) To analyse degree of corporate advertising management in Delhi.

b) To understand the appropriate corporate advertising management strategies in the Delhi region.

Discussion and Analysis:

The present study was mainly focused on understanding the situation, problems, and prospects of Delhi's state-owned advertising companies. Based on the data and literature, the research has been conducted in two phases. In the first phase, interviews are being developed to collect key and reliable information from the upper, middle, and lower levels of advertising management professionals at the companies in Delhi. In the second stage, the method of statistical analysis of scientific data has been used to understand the effectiveness of corporate advertising in the market in Delhi. Overall, this study solved the problem using a systematic research method that has been tested and found the corporate advertising is very impactful and have deep value in the market corporate advertising communications and other industries around the world.

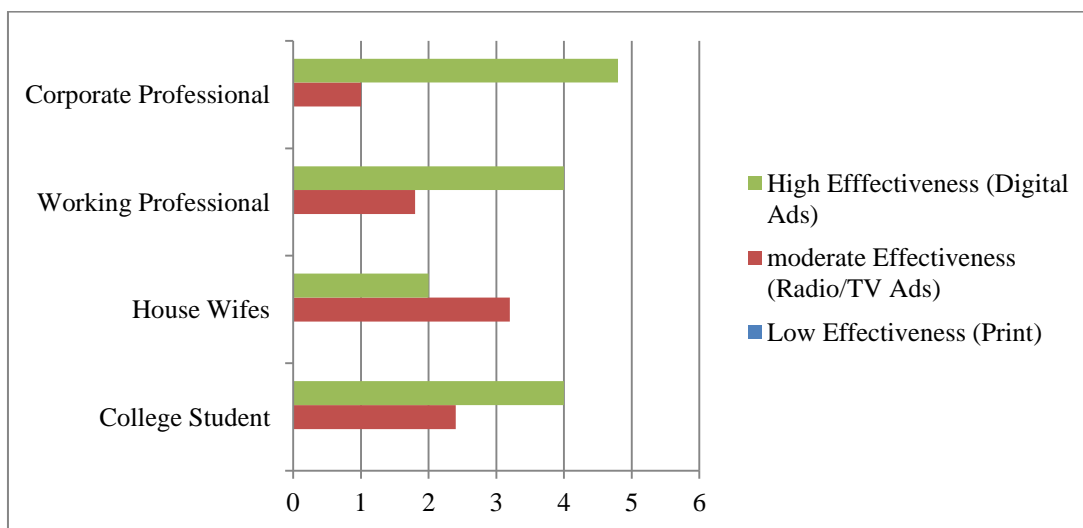


Fig1. Degree of Effectiveness of Corporate Advertising

Fig1. Shows that the degree of effectiveness of corporate advertising in the present digital society, the respondents, given the responses that most of the consumers in the Delhi region are digitally active and very much oriented towards the digital media for awareness about the newly launched products and branding. The samples were categorized into four sections, and in terms of media

uses, most of the samples pointed out digital media and its effective use of corporate advertising. It’s very clear from the data received that corporate advertisements on digital media platforms, i.e., 4.8 out of 5, Which is very high, are working, and have a deep impact on people's mindsets to get converted into potential buyers.

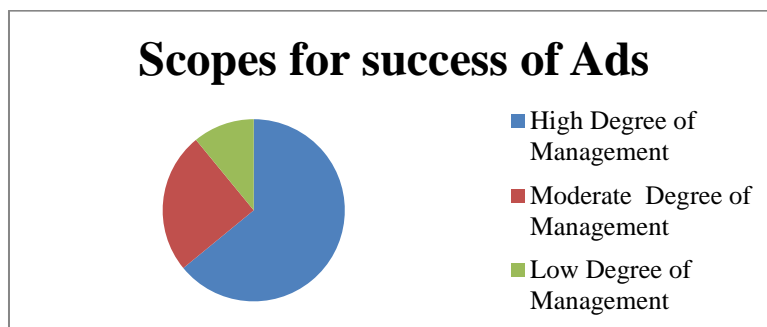


Fig2. Scopes of advertisement Success

In Fig. 2, the data provides a clear idea of the chances of success for corporate advertising in metropolitan markets like Delhi. Here it is very important to add that the market of Delhi is a very ideal place to understand the degree of success of media products as the market is very diverse and full of variations, and the data received from the samples pointed out that corporate advertising has a wide impact and scope in such a market. The data also proves that the management must have well-planned strategies to implement it in the market. Samples clearly pointed out that a high degree of planned management is required for a high degree of success, i.e., 8 out of 10 on a scale.

The responses show that the respondents are fully aware of the nature, scale, and importance of advertising in the present market and the degree of management by modern companies. The data received has provided a clear understanding of how corporate advertising is an important part of the communication process for both public and private sector companies in Delhi. The study also showed that advertising departments managed to get positive customer feedback on products and services. The study also revealed that high managerial skills and an effective team are very important for the effectiveness of corporate advertising in the market. Finally, the research focuses on the professional status enhancement, social benefits, and degree of effective planning for the comprehensive success of corporate advertising in the region of Delhi.

Conclusion:

Research shows that at this stage of the effectiveness of advertising, it is extremely important for companies to form their advertising practices, mainly related to the development of economic policy. The research has also taken some famous companies, such as Coca-Cola, Nike, and P&G, to understand the scope and strategies. In this regard, the respondents stated that these companies are effectively using corporate advertising for the expansion and deployment of support units, for example, in the areas of interpersonal communications, digital media, broadcast media, and external media (Ali; 2021).

These media certainly play a crucial role in the implementation of corporate advertising. The policymakers of the organisations must focus on the

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changing trends and develop their valuable strategies for the expansion of corporate advertising in the market. The study also pointed out that corporate advertisements are very important for the socio-economic awareness of the brand and the products.

In a market like Delhi, business analysts are using various parameters to understand the degree of success of corporate advertising, as buyers and consumers also have multiple options to consider. It is very important for the company to make proper plans in terms of media use, content development, timing, scheduling, and a very important kind of supervision and anticipation to enhance the advertising process of enterprises in modern organisations.

The study also revealed that the management of the company should also enhance regular scientific research to understand the changing patterns of the market and advertisement effectiveness and its legal and ethical boundaries.

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