ABSTRACT

The present investigation was carried out in Bangalore city based public and private corporate houses with a view to understand the role of advertising in corporate image building. The study assumes profound significance in the present times. A synthesis of the available literature suggest that the role of advertising in corporate image building with reference to Karnataka has not been subjected to an extensive research by the past researchers. The objectives of the study include - to understand the attitude of management towards corporate advertising, to analyze the perception of the management towards corporate image building, to find out the appropriateness of the tools of corporate advertising, to examine the suitability of the channels of corporate advertising, to evaluate the impact of advertising in corporate image building; and to suggest appropriate strategies of advertising management in relation to corporate image building.

The present study approached the problem through a systematic survey method which is tested and tried in the field of mass communication and journalism. About 600 representatives of management and 480 customers of select corporate houses namely - Bharat Earth Movers Limited (BEML), Bharat Heavy Electricals Limited (BHEL), Karnataka Power Corporation Ltd (KPCL), Grandi Mallikarjuna Rao Group (GMR), Royal Philips Electronics (Philips) and Biocon were approached for primary data collection.

The data reveal that a majority of the representatives of select corporate houses were aware of the role of advertising in corporate image building and practiced advertising vigorously to facilitate sound corporate image building. Advanced advertising tools and channels were also utilized by the corporate houses frequently for the purpose of corporate image building. The study also reported that customers were satisfied with the role of advertising in corporate image building. The study has also recommended formulation of corporate communication and advertising policy, development of corporate advertising system, scientific management of human resources, delivery of systematic corporate advertising services, ideal media mix for corporate advertising, inculcation of corporate social responsibility, adherence to professional ethics and scientific evaluation of the effects of corporate advertising from image building point of view.
Corporate image building is a specialized area of research which involves several components of corporate advertising. The future generation of researchers would undertake sustainable scientific research in the areas such as – corporate communication policy, corporate advertising policy, corporate advertising management, corporate reputation management, corporate governance, corporate social responsibility, customer relationship management, community welfare and development through meaningful intervention of corporate advertising. The corporate houses under study should launch advertising campaigns which should be strategic, forward looking and constructive so as to strike a balance between service motives and profit motives. These corporate houses are also required to identify and incorporate certain healthy elements of advertising management since it is vital for their progress.