EFFECTS OF ADVERTISING ON CORPORATE BRANDING AS PERCIEVED BY GENERAL PUBLIC

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Abstract

This paper examines level of impacts caused by advertisement in corporate entities as perceived by general public in Nepal with dependent variable, corporate branding along with five different attributes of promotional tool such as advertising strategy, advertising truthfulness, message-situation match and socio-ethical issues as independent variables. Self administered structured questionnaire among 225 respondents of Kathmandu, Lalitpur and Kavrepalanchok districts were executed by convenience, judgmental sampling. Descriptive statistics was applied to test the stated hypotheses and revealed that advertisements have positive impacts on corporate branding. Our paper identified that those organizations having well-executed and well planned promotional strategies are successful in creating their brand value.

Key words: Brand, Branding, Promotional tools, Advertisements, Corporate entities

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1.   Introduction

Corporate branding refers to the promotion of brand name of corporate entity. These days the companies are intensifying their efforts in marketing communications. This process creates positive impacts to multiple stakeholders and customers. In this discourse, the managers are facing highly challenging as well as rewarding times globally. For example, in a study, two scholars have argued that the major problem for managers is the recognition that they universally face the problems of corporate branding. (Hatch,& Schultz, 2008). Further, this study confirmed that effective corporate branding could be achieved significantly through the use of improved advertisements and promotional tools where by increasing firm's market presence by creating a wider level of consumer awareness of the brand existence and finally leading to their brand choice of such effectively communicated products or services.

Scholar, Arens (2003) has argued that the branding serves as a measure of happiness and value proposition people put on a company. This scholar has further added that depth review of business on offer, consumer willingness to pay a premium for the products or services and general goodwill that is created through providing exceptional value to the consumers refers to the brand in totality.

At the same time, Hansen and Christensen (2003) have suggested that brand is not tangible things at all; rather it is the sum of what someone knows, thinks and feels about a particular product or service. These scholars have stated that in a very real sense, brand only exists in the mind of consumers and the brand and its equity coexist as a result of effective marketing communications, especially advertising. Further, these scholars have stated that only being recognized may not always confirm the success of a brand, rather it should be able to occupy a salient position within the consumers' mindsets, which could be possible only through effective advertising.

Lee, Lee and Park (2009) in another study, have described that successful advertising helps in branding of an organization but the advertisements which are not successful, may result in decline of brand performance. From this research, it has been concluded that advertising has positive as well as negative impact on society and the balance of what is necessary and what is really not needed should be more focused. In this respect, Schudson (2013) has added that advertising can create contentment but can also simultaneously create discontentment as the society and the marketing of products heavily depends on effectiveness of advertising. In times it may have

negative effects but it cannot outweigh many positive social and economic effects. So, to keep on organizational performance consistent and increase brand performance, the organizations should monitor the advertising and communication campaigns more strictly. The impact of advertisement on corporate branding are different according to the organization but in common, it is agreed that the promotional activities like advertisements and public relations (PR) are successful in initial branding campaign. However comparisons between advertising and public relation (PR) has shown the significant difference in contributions made in branding of products or services or the organization as the whole (Michaelson, & Stacks, 2007).

2.   Theoretical Framework

2.1   Review of literature

For the purpose of establishing understanding of the basic conceptual insights on advertisement and its effects on organizational brand this paper identified the definitions of terms given by different scholars. In the study, the paper was first and foremost concerned to understand the conceptual roots factors of advertising which will influence brand performance of an organization. More specifically, this paper found the works of Wells, Burnett and Moriarty (2006), Arens (2006), Belch, Belch and Purani (2007), Patrick, Maggie and Van (2010),Patricia and Adam (2007), Kotler and Armstrong (2008), Chih-Chung, Chang and Lin (2012), Trehanand Trehan(2010),Colley (1961, as cited in Batra, Myers, & Aaker, 1996), Fiona and Leslie (2001)and Al Ries and Jack (1981) as more relevant sources of depth learning of the related theoretical and conceptual constructs governing the nature of the present research. Thus, the subsequent sub-sections present with the detailed, chronological reviews of these sources of learning.

2.1.1   Defining the Advertising

To define the term 'advertisement', many scholars can be credited for their contribution. For example, Wells, Burnett and Moriarty (2006), Arens (2006) and Belch, Belch and Purani (2007) have defined advertising as any paid form of non-personal as well as other forms of interactive communication to reach the target audience by an identified sponsor. For simplicity, advertisement is all about creating a message and sending it to the audience. Patrick, Maggie and Van (2010) have defined advertising as a sponsored activity by a number of stakeholders primarily with the aim of inducing awareness, persuading (building brand liking and encouraging brand switching) and reminding target markets that the brand is on the market. Similarly,

other scholars have also defined advertising as a paid form of communication by an identified sponsor with the aim to influence the people`s attitudes towards certain people, organizations, products, services or ideas (Belch, Belch, & Purani, 2007).

Patricia and Adam (2007) have identified history of advertising which describes evolution of advertising as it was born because of the marked rise in mass production in the late 19th and 20th centuries although it had existed earlier than that period in ancient Egypt where sales messages and wall posters were predominant promotional media for the marketers of that medieval period. These scholars have added that, since then advertising proliferated over the decades and has grown to be the dominant marketing communication mix element for both profit and non-profit making oriented enterprises globally. According to Kotler and Armstrong (2008) advertising is an approach to non-personal communication which is paid for. Scholars have defined advertising as a critical channel of communication between enterprises and consumers. Further, other scholars have stated that advertising stands for reinforcing consumers' impressions on enterprise and its offerings based on the brand image, to be communicated via right spokespersons (Chih-Chung, Chang, & Lin, 2012).

It has been commonly agreed that advertising is normally focused at a group of persons or institutions rather than individual entity and it aims at informing, persuading and reminding the target audience or potential customers about the product or service of the advertiser, place of availability, price, features, after sales services, sales promotion schemes available and many other related facts (Trehan, & Trehan, 2010).

Furthermore, to support advertising as the strongest tool for boosting up the brand of company, Colley (1961, as cited in Belch, Belch, & Purani, 2012) has developed a model for setting advertising objectives and measuring the results of an advertisement. This scholar has added that its goal may pertain to sales, images, attitude and awareness.

2.1.2   Defining Promotions Mix

Many scholarly contributors in the field of integrated marketing communications (IMC) Baines, Fill and Page (2008, Sinha, 2013) can be credited for developing and promoting the concept of marketing communications as a universal business tool. According to these scholars, it is not enough for a business to have good products sold at attractive prices without supported by effective IMC initiatives. Further

scholars have stated that IMC consists of specific blend of 5 different promotional tools which are listed below:

Advertising and publicity: Kotler et al., (2013) have described advertising as any paid form of non-personal communication of ideas or products in the prime media (i.e.) television, newspapers, magazines, billboard posters, radio, cinema etc. Further, scholars have added that advertising is intended to persuade and to inform. Further they have added publicity as the process of communication of a product, brand or business by placing information about it in the media without paying for the time or media space directly.

Personal selling: Personal selling is the process of oral communication with potential buyers with the intention of making a sale. Scholars have described personal selling as a process of making sales and building customer relationships by the firm's sales force directly. The personal selling mainly focus initially on developing a relationship with the potential buyer, but will always ultimately end with an attempt to close the sales.

Sales promotions: Sales promotions are used extensively in consumer markets, where market growth is limited to some extent and provides incentives to customers or to the distribution channel to stimulate demand for a product (Baines, Fill, & Page, 2008, Sinha, 2013).

Public relations: Public relation is an important tool within marketing communication. Hutt, Sharma and Speh (2014) have defined it as a tool in communication mix whose main purpose is to influence the way an organization is perceived by various groups of stakeholders.

Direct and online marketing: The primary role of communication mix is to provide information and to develop brand values. Kotler et al. (2013) have identified the major tasks of direct marketing as to create and sustain a personal and intermediary-free communication with consumers, potential customers, and other significant stakeholders.

2.1.3   Defining Brand of an Organization

Fiona and Leslie (2001) have described corporate branding as a practice of promoting brand name of a corporate entity. These scholars have added it as an attempt to attach

higher credibility to a product by associating with a well-established company. Scholars have identified corporate branding as a different management approach. Other scholars have emphasized that corporate branding requires greater emphasis on factors internal to the organization and also it is paying greater attention to the role of employees in the brand building process (Fiona, & Leslie, 2001). These scholars have added that advertisement creates a consumer loyalty to particular brand as its main aim is to make particular goods/ services produced by particular firms, appear as if they have unique features which the products of competing firms do not possess.

2.1.4   Process of Branding

The truth about the process of branding could not be simpler. It is the process of defining or refining focus. Then being intentional and strategic about making that tangible for people not just in logos and design, but it depends on what organization says important. There are many steps, exercises, tools, and skills that can contribute. The corporate brand is the face of the business strategy and basically it promises what all stakeholders should expect from the corporation. Therefore, the delivery of the right products and services with all the implications should be carefully scrutinized and evaluated on performance before any corporation starts a corporate branding project.

Product's image can be set on the mind of valued consumers by showing the advertising many times, meaning advertising frequency plays great role in brand recognition. Similarly, advertisement should clearly provide truthful information. Brand recognition is also directly dependent to the media and the types of message that is opt and carried out by the organization. Moreover, sensible logo design and situation matching advertisement also seems to have positive relation with the brand performance of an organization.

2.1.5   Conceptual framework

On the basis of overall preliminary review of literature numbers of variables are responsible for the recognition of brand of an organization. Product's image can be set on the mind of valued consumers by showing the advertising many times, meaning advertising frequency plays great role in brand recognition. Similarly, advertisement should clearly provide truthful information. Brand recognition is also directly dependent to the media and the types of message that is opt and carried out by organization. Moreover, sensible logo design and situation matching

advertisement also seems to have positive relation with the brand performance of an organization.

3.   Research methodology

In order to test the stated hypotheses regarding the impact of advertising, Descriptive design has been applied and conducted through structured set of questionnaire from which statistical views and results are generated. The beginning step of sampling design is to specify the target population. In the context of present research, the entire audience directly or indirectly exposed to different advertisements through various media belongs to the population of study. Since the present research intends to assess the impact of advertisement on corporate branding as perceived by the general public, the total size of entire population of the study remains unknown to the present researcher. Though such population can be categorized in distinctive groups such as university professionals, students, house workers, public service bearers, private job holders, etc., there is no explicit counting of such demographic distributions. Thus, the present researcher recognizes the population of the study as all individuals who are exposed to different types of promotional elements of the organizations. The sampling distribution is obtained on the basis of independent variables like age group, gender, academic qualification and professional line of involvement. Assuming 30 respondents of each independent variable 225 samples were taken given that there is error of around 5% unanswered survey questionnaires.

3.1.   Confirmation of Reliability

Basically, there are three aspects of reliability which are equivalence, stability and internal consistency. Equivalence refers to the amount of conformity between two or more instruments that are administered at almost the same point of time. Stability refers to the consistency of scores with repeated testing with the same group of respondents. Finally, internal consistency refers to the extent to which items on the test or instrument are measuring the same thing. So, to confirm the reliability of the tool, a total of pilot test of 20 samples were collected and data entries were performed using IBM SPSS version 20 for windows and Cornbach Alpha was run to figure out the reliability score. The test results of Cornbach Alpha 0.756 confirmed that the instrument was fairly reliable for research administration.

3.2.   Mechanism for Results Analyses

For the purpose of analyzing the result as obtained from the questionnaires, several techniques such as tabulation and graphical presentation were used. More specifically

frequency distribution tables for arraying the data and also the cross tabulation for comparing and analyzing the variation among different variables are used. In order to derive a result from the data collected, it is necessary to perform statistical test and analyses on the data. Hypotheses testing (other statistical testing method like regression, ANOVA, correlation) were performed. These tests will help in deriving the reliability of the data and its usability.

3.3.   Socio-ethical compliances made

While collecting the information from respondents, respondents were not pressurized nor have any excessive request for responding the forms fully and the purpose was well communicated. Approval for participation was asked before doing data collection. In order to make the present research more scientific, researcher coded the data collected from questionnaire by own self and personal anonymity of any of the respondents was not disclosed.

4.   Analysis and key findings

The information gathered from the respondents was recorded into spreadsheet programming, called IBM SPSS, for organizing and computing the information which has been introduced in this segment of the exploration report. The data accumulated has been exhibited in tabular structures as it is prudent to take the benefit of visual systems for passing on the outcomes.

4.1.   Respondents information
4.1.2.   Demographic components wise analysis of Respondents

Table 4.1: Age group-wise display of gender of the respondents

Age		Gender				Total	
		Male		**Female**			
	Below 20	15	6.67%	27	12.00%	42	18.67%
	20-30	59	26.22%	49	21.78%	108	48.00%
	30-40	30	13.33%	22	9.78%	52	23.11%
	40-50	15	6.67%	4	1.78%	19	8.44%
	50 above	2	0.89%	2	0.89%	4	1.78%
Total		**121**	**53.78%**	**104**	**46.22%**	**225**	**100.00%**

The table 4.1 shows the display of the respondents on the basis of the age group. The table reveals that 18% respondents were of age below 20 years, among which 15 were males and 27 were females. Similarly, there were 48% respondents between the age 20-30, among which 59 were males and 49 were females, 8.5% respondents were of age 40-50 accounting to 15 males and 4 females respondents.

Table 4.2: Gender wise display of professional line of attainment of the respondents

Professional involvement	Gender				Total	
	Male		**Female**			
Home maker	0	0.00%	11	4.89%	11	4.89%
Self-employed	17	7.56%	9	4.00%	26	11.56%
Private Service	28	12.44%	17	7.56%	45	20.00%
Student	46	20.44%	53	23.56%	99	44.00%
Public service	15	6.67%	10	4.44%	25	11.11%
Others	15	6.67%	4	1.78%	19	8.44%
Total	**121**	**53.78%**	**104**	**46.22%**	**225**	**100.00%**

And the respondents of the age 50 and above which were 2% among which 2 are males and 2 are females. In contrast, 54% of the respondents in this research are males while 46% respondents are females.

Table 4.2 shows the gender wise display and line of professional attainment of the respondents. From this table, it is inferred that the maximum respondents were students (i.e. 44%) followed by private service workers. Among the total 225 respondents 20% were private service employees, 11.56% were self employed, 11.11% were public servants, while 8.44% respondents did mention their professional line of involvement in others category. Among all the respondents female students participated actively in this survey. 23.56% respondents out of total respondents were female students.

Table 4.3 displays gender wise display of educational attainment of the respondents. From this table, it is inferred that the maximum respondents were bachelor's level students (i.e. 38.22%) followed by master's level students with 29.33% out of total survey participants. Also from this table it is vivid that no participants are below SLC.

Meaning that, all the participants' are able to decode the messages that are shown in advertising.

Table 4.3: Gender wise display of education

		Gender				Total	
		Male		**Female**			
Academic qualification	Up to SLC	2	0.89%	4	1.78%	6	2.67%
	Intermediate	20	8.89%	40	17.78%	60	26.67%
	Bachelors	50	22.22%	36	16.00%	86	38.22%
	Masters	46	20.44%	20	8.89%	66	29.33%
	Others	3	1.33%	4	1.78%	7	3.11%
Total		**121**	**53.78%**	**104**	**46.22%**	**225**	**100.00%**

4.2.   Statement of Hypotheses

Considering all the constructs, the following working hypotheses have been generated for empirical assessment:

H_{01}:   Advertising strategies and perceived brand perception by the general public are independent of each other.

H_{02}:   The impacts of advertisement's truthfulness and brand perception of general public are independent of each other.

H_{03}:   The advertising's socio-ethical issues and brand perception of general public are independent of each other.

H_{04}:   Creativity and effective designs of advertisements and corporate brand performance are independent of each other.

Table H_{01}: ANOVA table of perceived brand and advertising strategies.					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	10.187	6	1.698	9.637	0
Within Groups	38.408	218	0.176		
Total	**48.596**	**224**			

Table H_{02}: ANOVA table of perceived brand performance and advertising truthfulness.					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	24.202	9	2.689	23.702	0
Within Groups	24.393	215	0.113		
Total	**48.596**	**224**			

H_{03}: ANOVA table of perceived brand performance and advertising message media situation match					
	Sum of Squares	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	7.634	4	1.909	10.251	0
Within Groups	40.961	220	0.186		
Total	**48.596**	**224**			

H_{04}: ANOVA table of perceived brand performance and creativity					
	Sum of Squares	**Df**	**Mean Square**	**F**	**Sig.**
Between Groups	29.485	8	3.686	41.656	0
Within Groups	19.111	216	0.088		
Total	**48.596**	**224**			

The entire null hypotheses from H01 to H04 are rejected in this research. Tables above presents the significant value is at 0.000 which is less than p=0.05. (0.000<.05) therefore, al the null hypothesis are rejected and the alternate hypothesis are accepted. Thus, it proved that brand performance and advertising truthfulness, creativity, message media match, and advertising strategies are dependent of each other.

4.3. Pearson correlation

		Strategies	Truthfulness	Message Situation	Creativity	Socio Ethical	Perceived brand
	N	225	225	225	225	225	225
Strategies	Correlation	1	.358**	.318**	0.125	.279**	.278**
	Sig. (2-tailed)				0.062		
Truthfulness	Correlation	.358**	1	.185**	.193**	.378**	.489**
	Sig. (2-tailed)			0.005	0.004		
Message Situation	Correlation	.318**	.185**	1	.305**	.301**	.370**
	Sig. (2-tailed)		0.005				
Creativity	Correlation	0.125	.193**	.305**	1	.472**	.584**
	Sig. (2-tailed)	0.062	0.004	0		0	0
Socio Ethical	Correlation	.279**	.378**	.301**	.472**	1	.633**
	Sig. (2-tailed)						
**. Correlation is significant at the 0.01 level (2-tailed).							

From the table, it is clear that the correlation between all the factors of advertisements and brand performance is positively correlated to each other. Among them, respondents have identified that ethical issues, creativity and truthfulness are somehow strongly correlated to brand performance. Regression analysis

Model	Beta coefficients	T	Sig
(Constant)	-0.297	-1.593	0.113
Strategies	0.003	0.147	0.862
Truthfulness	0.037	5.589	0
Message Situation	0.055	2.36	0.019
Creativity	0.091	6.727	0
Socio- Ethics	0.072	6.254	0

The respective Pearson correlation score are 0.663, 0.548 and 0.498 respectively.

Corporate branding (Y)= 0.297+ 0.003 Strategies + 0.037 Truthfulness +0.055 Message situation +0.091 Creativity + 0.072 Socio- ethical issues

Above table shows the value of alpha α and beta β of the components of advertising for the purpose of corporate branding. It has been identified that the alpha value is 0.297 and beta value coefficient of strategies, advertisement truthfulness, message-situation match, creativity of advertisements and socio- ethical issues are .003, .037, .055, .091 and .072 respectively.

4.4.   Major findings

1. On the basis of overall data presentation and analysis portrayed above, from the information gathered from the survey, researcher has come up with the different findings which further assisted in making the conclusion of the research. Result has considered different components of advertisement that has certain level of impact on corporate branding.

2. After conducting the data analysis, researcher has come up with major key findings. The data collected suggested that, most of the respondents have suggested that advertisement contributes a lot in corporate branding. This means that on average, most of the respondents have rated for the importance of advertising in corporate branding process.

3. The present researcher has also claimed that from the data collected, Internet and Television is the major influencing source of advertisement. Data regarding advertisement campaigns suggest that numbers of respondents which sums to 42.2 % suggesting internet as a good channel for advertisements. Similarly, 36.9% are suggesting Television as a better channel for advertisements. This suggests that conducting advertisement and promotion activities are the major tools for corporate branding.

4. Conducting an ANOVA test, the present researcher has come to a conclusion that perception towards advertisement is not different among various age groups and the tests suggested that advertisement effect vary according to strategies, truthfulness, and creativity and socio-ethical issues.

5. But, considering overall factors affecting advertisement, respondents are sensitive towards the socio-ethical issues resulting that the organization which is advertising its products and services should be sensitive and aware about culture, ethics and social cause. From the above data analysis, researchers have claimed that there is 63.3% correlation between brand perception and ethical advertisements.

4.5. Conclusion

On the basis of overall study, findings, and discussion researcher would like to conclude that all the major factors reveal their importance in advertisement finally to branding process. This means that in average all the respondents moderately consider the strategy, truthfulness creativity and socio-ethical dimensions. The data collected also suggests that the most preferred dimensions are message truthfulness and ethical issues. And further, it also reveals that advertisements should come up with meaningful, informative advertisements more than 200 respondents highly agreed that advertisement should be meaningful, truthful and should match the contemporary situation and environment. Further, the research shows that in order to build brand image from advertisement organization should improve its advertising strategies, truthfulness, creativity and ethical issues.

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