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Role of Advertising In Corporate Image Building – An Empirical

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ABSTRACT

The purpose of the study is to build the Corporate Image of the Biggies Burger ‘N’ More through the role of advertising.

This research have adopted Descriptive research method. The research uses Primary data with the help of structured Questionnaire with 47 respondents as employees of Biggies Burger and 100 respondents are consumers of Biggies Burger.

As per the findings of the research there is a Good positive image among the colleagues in the management, Majority of the respondents feels the product / service of the Biggies Burger is different from others. The respondents says advertising as top priority to build a Corporate Image of the Biggies Burger.

Biggies Burger have unique product as “Grilled Burgers” they are more concentrated on healthier food and beverages. Thus the conclusion says by opting “Guerrilla Marketing” as advertising tool which help in Corporate Image Building among people in Bengaluru City.

KEY WORDS: Advertising, Corporate Image, Brand, food & beverages, Guerrilla Marketing.

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INTRODUCTION

Fast food is a type of mass-produced food designed for commercial resale and with a strong priority placed on "speed of service" versus other relevant factors involved in culinary science. Fast food was originally created as a commercial strategy to accommodate the larger numbers of busy commuters, travellers and wage workers who often did not have the time to sit down at a public house or diner and wait for their meal. By making speed of service the priority, this ensured that customers with strictly limited time (a commuter stopping to procure dinner to bring home to their family, for example, or an hourly labourer on a short lunch break) were not inconvenienced by waiting for their food to be cooked on-the-spot (as is expected from a traditional "sit down" restaurant). For those with no time to spare, fast food became a multibillion-dollar industry.

INDUSTRY PROFILE:

Fast food cafés are usually well-known by their capacity to serve food through a drive through. Outlets may be standpoints or kiosks, which may offer no shelter or seating, or fast food restaurants (also known as quick service restaurants). Franchise procedures that are part of restaurant chains have uniform foodstuffs distributed to each restaurant from central locations. Fast food outlets are take-away or takeout providers that promise quick service.

The fast food industry in India has developed with the varying standard of living of the young Indian population. The pure range of culinary likings through the areas, traditional or attained, has brought about different sections across the country. It may take some time for the local enterprise to mature to the level of international players in the field.

Some global fast food chains like Kentucky Fried Chicken, McDonald's, and Barista Coffee have their outlets in major cities. Café Coffee Day, again an innovation of Bangalore-based entrepreneur, is the only Indian chain which boasts of hundreds of outlets and is present across India. But then it is categorized more as a coffee shop than a fast food place.

COMPANY PROFILE:

Biggies is a Quick Service Restaurant chain that originated from Bengaluru in 2011, India and specializes in Burgers and Sandwiches, Hot Dogs and Mojitos. They have 18 stores spread over 4 states i.e. Odisha, Karnataka, Chhattisgarh and Tamil Nadu. The stores are either company owned or franchisee owned but centrally controlled and monitored by corporate office at Bengaluru.

The company was started in Bengaluru by Founder Director Mr. Biraja Rout, a visionary entrepreneur with a great passion for global food with an aim to make the service industry processes in India systematic and innovative. The top management is supported by Directors Mr. Abhilash C

who looks after brand expansion, supply chain management, strategy framing across verticals, and Mr. Sandeep Sathpathy whose aim is to reinvent franchisee business culture in India.

The business follows a Franchise model where stores are owned by Master Franchises in different locations who work in close coordination with the central management to provide standard services and products throughout. Franchise owner is responsible for maintaining quality and standard flavour and taste. For achieving a smooth and well-aligned support system, Beamer Foods & Beverages Private Limited (the franchisor) has devised a systematic assistance program for the franchise partners.

LITERATURE REVIEW:

1. **Benedikt Spangrdt, 2016** in this study - “Impact of Corporate Advertising on Consumers’ Attitudes towards products” – Corporate advertising was assumed to affect consumer attitudes towards company products, even if the marketing promoted the company in common terms but did not feature any products. The effects of an online survey connecting 408 participants specify that corporate advertising has a most important influence on consumer attitude toward company products and that this effect could be subjective by product participation.
2. **Rambalak Yadav, 12 – 02 – 2016** in his research paper “The influence of green marketing functions in building corporate image: Evidences from hospitality industry in a developing nation” the study’s purpose is to research the regulation of green marketing purpose on corporate image of hospitality sector. This research is based on snowball sampling from the consumer through an internet survey. The results indicates that environmentally friendly events and green image expressively encourages the corporate image of the hotel, which in turn results into important progressive influence over consumer’s purpose to visit the hotel.
3. **Selda Ene & Betul Ozkaya, 2014:** In their research paper of “A study on Corporate Image, Customer satisfaction and Brand Loyalty in the context of Retail stores” – In the powerful competitive atmosphere, in order for a retail store to gain strength and competitive edge, it wants to enjoy a durable corporate image and to keep and satisfy its customers. The retail store will make a fruitful brand loyalty due to its capacity to be prepared with a durable corporate image and to rise consumer fulfilment .This study talks about corporate image and customer satisfaction features that results brand loyalty and surveys have been directed with customers who shop from the retail stores in Istanbul and the connection between customer satisfaction and brand loyalty is observed with regression study.

4. *Raghavendra, 2013* assessed the structure, procedure and performs of corporate communication in leading public and private corporate houses of Karnataka state and observed that both public and private corporate houses accorded high priority for the management of systematic corporate communication. The study also revealed that modern corporate houses invested a sizable chunk of revenue on corporate advertising for better image building and reputation management.
5. *Desai and Syed, 2010* has assessed the part of two most important advertising activities of India and well-known that these organizations got a fortunate status over innovative effort and important functioning in the Indian advertising industry. The analysis as well shown that present corporate firms mainly be influenced by reputed advertising agencies to plan and apply technical corporate image building schemes in a competitor business surroundings.

RESEARCH METHODOLOGY:

Descriptive research method:

Descriptive research refers to research that provides an accurate portrayal of a particular individual situation, or group. Descriptive research, also known as statistical research. These studies are a mean of discovering new meaning, describing what exists, determining the frequency with which something occurs, and categorizing information. Descriptive research design is a study designed to depict the participant in an accurate way. More simple to put, descriptive research is all about describing people who take part in study.

Objectives of the study

- a) To understand the attitude of management towards corporate advertising
- b) To analyse the perception of the management towards corporate image building.
- c) To examine the suitability of the channels of corporate advertising.
- d) To evaluate the impact of advertising in corporate image building; and
- e) To suggest appropriate strategies of advertising management in relation to corporate image building.

Sample Design

Particulars	Employees	Consumers
Sample Techniques	Probability	Non – Probability
Sample Method	Simple Random Sampling	Convenience
Sample Unit	Bengaluru City Outlets	Bengaluru City
Sample Instrument	Structured Questionnaire	Structured Questionnaire
Sample size	47	100

Limitations of the study

- The study is restricted to Bangalore city only the results obtained in the study cannot be extended to other states.
- The analysis is based purely on the primary data collected from Employees and Consumers.
- Time constraint for carrying out detailed analysis.

DATA ANALYSIS AND INTERPRETATION**Table no. 1: Underrated & not advertised Products**

Particulars	No. of respondents	Percentage(%)
Grilled Burger	22	47
Grilled Hotdogs	14	30
Paninis	4	8.5
Platters	4	8.5
French Fries	0	0
Beverages	3	6
Total	47	100

Source: Primary data

Interpretation: From the above analysis majority 22(47%) of the respondents are employees of BBM thinks that Grilled Burgers and Grilled Hotdogs are underrated and not advertised products so the company should concentrate more on advertising the above product.

Table no. 2: Positive Image of BBM

Particulars	No. of Respondents	Percentage (%)
Excellent	16	34
Good	25	53
Neutral	4	9
Average	2	4
Poor	0	0
Total	47	100

Source: Primary data

Interpretation: From the above analysis it is clear that majority25(53%) of the respondents have rated the Image of the BBM as Good thus BBM should be concentrated more on Brand image to reach its excellence.

Table no. 3: Better Branding

Particulars	No. of Respondents	Percentage
King Burger Cafeteria	2	4
Chals Café	8	17
Wat-a-Burger	6	13
Burger Bite House	0	0
Others	31	66
Total	47	100

Source: Primary data

Interpretation: From the above analysis, it is clear that the majority 31(66%) of them thinks that the other local brands have the better branding range of BBM. Thus BBM has to come up with more Branding activities to reach the best among the competitors.

Table no. 4: Attitude of the Management

Statements	Ranking					Mean	Ans.	Rank
	SA	A	D	SD	NR			
Reach customers	42	5	0	0	0	$(42*1)+(5*2)+(0*3)+(0*4)+(0*5)/47$	1.11	1
Promotes new product	19	23	4	1	0	$(19*1)+(23*2)+(4*3)+(1*4)+(0*5)/47$	1.72	3
Convey what brand stands for	26	19	2	0	0	$(26*1)+(19*2)+(2*3)+(0*4)+(0*5)/47$	1.48	2
Enables the customers to consumes	15	28	3	1	0	$(15*1)+(28*2)+(3*3)+(1*4)+(0*5)/47$	1.78	4

Source: Primary data

Interpretation: From the above analysis, it is clear that Advertising enables the customers to consume the products and services at the most competitive rates and the attitude of the management towards the Corporate Advertising is not reaching the customers thus the Corporate Advertising should concentrate more on Promoting products, reaching the customers and should convey what brand stands for.

Table No. 5: How did the advertisement describe the product/service?

Particulars	No. of Respondents	Percentage
Very bad	7	15
Bad	6	13
Average	11	23
Well	14	30
Very well	9	19
Total	47	100

Source: Primary data

Interpretation: From the above analysis, it is clear that the Advertisement describe the product/service Well. Hence the advertising regarding the product/service should be increased to reach its best.

Table no. 6: Frequently used advertising channels

Channels of Corporate Advertising	Ranking					Mean	Ans.	Rank
	5	4	3	2	1			
I. Interpersonal Communication	5	4	3	2	1			
a. Personal recommendations	41	5	1	0	0	$(41*5)+(5*4)+(1*3)+(0*2)+(0*1)/47$	1.98	3
b. Personal Visit	9	36	1	1	0	$(9*5)+(36*4)+(1*3)+(1*2)+(0*1)/47$	4.13	2
c. Participating Events	19	27	1	0	0	$(19*5)+(27*4)+(1*2)+(0*2)+(0*1)/47$	4.38	1

Source: Primary data

Interpretation: From the above Analysis, it is clear that the respondents have ranked 1st as Participating Events thus Biggies Burger frequently uses as a advertising channels for Corporate Image Building thus BBM has to concentrate more on attracting customers to improve Personal Visit and Personal recommendations as a Internal Communication advertising channels.

Table no. 7: Mass media

II. Mass Media								
a. Newspaper	17	25	1	4	0	$(17*5)+(25*4)+(1*3)+(4*2)+(0*1)/47$	4.17	2
b. Magazines	14	29	3	1	0	$(14*5)+(29*4)+(3*3)+(1*2)+(0*1)/47$	4.19	1

Source: Primary data

Interpretation: The above Analysis shows clearly that the respondents says that Magazines are most frequently used advertising channel used by the BBM for Corporate Image Building. Hence BBM should opt Newspaper as most frequent advertising channel thus they could reach the customer through Newspaper advertising easily and build the Corporate Image high.

Table no. 8: New Communication Technology

III. New Communication Technology								
a. Internet advertising	44	2	1	0	0	$(44*5)+(2*4)+(1*3)+(0*2)+(0*1)/47$	4.19	4
b. Mobile advertising	20	26	0	1	0	$(20*5)+(26*4)+(0*3)+(1*2)+(0*1)/47$	4.384	1
c. web-based programmes	21	23	3	0	0	$(21*5)+(23*4)+(3*3)+(0*2)+(0*3)/47$	4.382	2
d. E-mail Advertising	15	30	2	0	0	$(15*5)+(30*4)+(2*3)+(0*2)+(0*1)/47$	4.27	3
e. Social Network advertising	21	23	3	0	0	$(21*5)+(23*4)+(3*3)+(0*2)+(0*1)/47$	4.382	2

Source: Primary data

Interpretation: From the above analysis it is clear that, Majority of the respondents have rated Mobile advertising as first thus apart from mobile advertising they have to improve Internet advertising thus they could create the Brand image of the café.

Table no. 9: Outdoor Advertising

IV. Outdoor Advertising								
a. Posters	33	14	0	0	0	$(33*5)+(14*4)+(0*3)+(0*2)+(0*1)/47$	4.70	1
b. Billboards	11	34	2	0	0	$(11*5)+(34*4)+(2*3)+(0*2)+(0*1)/47$	4.19	7
c. Flags	24	17	6	0	0	$(24*5)+(17*4)+(6*3)+(0*2)+(0*1)/47$	4.38	3
d. Wall writings	19	25	3	0	0	$(19*5)+(25*4)+(3*3)+(0*2)+(0*1)/47$	4.34	5
e. Banners	22	20	5	0	0	$(22*5)+(20*4)+(5*3)+(0*2)+(0*1)/47$	4.36	4
f. Stickers	18	26	3	0	0	$(18*5)+(26*4)+(3*3)+(0*2)+(0*1)/47$	4.31	6
g. In-store Advertising	23	22	1	1	0	$(23*5)+(22*4)+(1*3)+(1*2)+(0*1)/47$	4.42	2

Source: Primary data

Interpretation: From the above analysis it is clear that BBM has used Posters as most advertising channels for Corporate Image Building thus BBM has to be more creative in creating Billboards this can attract the customers to the outlets easily.

Table no. 10: Demographic Profile

Variable	Option	No. of Respondents	%
Gender	Male	57	57
	Female	43	43
Age	Below 25sss	45	45
	35 - 44	36	36
	45 - 54	19	19
	55 - 64	0	0
	65 or above	0	0
Marital Status	Married	52	52
	Unmarried	48	48
Qualification	SSLC	9	9
	PUC	29	29
	UG	38	38
	Others	24	24
Occupation	A Student	29	29
	Employed for Wages	46	46
	Business	24	24
	Retired	1	1

Source: Primary Data

Gender: Among 100 respondents, 57(57%) are Male and 43(43%) are Female.

Age: Among 100 respondents, 45(45%) are 25 – 34 years aged, 36(36%) are 35 – 44 years, 19(19%) are 45 – 54 years aged respondents.

Marital Status: Among 100 respondents, 52(52%) are Married and 48(48%) are Unmarried.

Qualification: Among 100 respondents, 9(9%) are studying SSLC, 29(29%) are studying PUC,38(38%) are UG and 24(24%) are PG.

Occupation: Among 100 respondents, 29(29%) respondents are Students, 46(46%) are Employed for Wages, 24(24%) are doing Business and 1(1%) are Retired.

Table no.11: Are you familiar with the brand name “BIGGIES BURGER’N’MORE” ?

Particulars	No. of respondents	%
Yes	61	61
No	39	39
Total	100	100

Source: Primary Data

Interpretation: The above analysis shows that the majority like 61(61%) of the respondents were aware of the Brand name of BBM. Thus BBM have Identity of their Brand among the Bengaluru City.

Table no.12: Did you find any of our ad attractive? (rate them below)

Particulars	No. of respondents	%
Much Better	16	16
Better	38	38
More or Less the same	36	36
Worse	10	10
Much Worse	0	0
Total	100	100

Source: Primary Data

Interpretation: From the above analysis, it is clear that Majority of the respondents like 38(38%) & 36(36%) have felt the BBM ad attractive as Better and More or Less the same. Thus the BBM have to create more Creative Ad to look its ad more Attractive.

Table no.13: Burger brand advertisement is the most familiar

Particulars	No. of respondents	%
KFC	13	13
Burger King	29	29
Biggies Burger n More	9	9
Subway	16	16
Mc Donald's	33	33
Total	100	100

Source: Primary Data

Interpretation: The above data clearly shows that majority of the respondents like 33(33%) are familiar with the Mc Donald's Ad and 29(29%) of them are familiar with Burger King Ad. Thus the competition of the Burger Brand is high so BBM Should be Creatively Advertised and should create effective offers among the competitors to reach customers.

Table no.14: While buying burger what plays vital role

Particulars	No. of respondents	%
Price	19	19
Unique Variety	38	38
Quality	20	20
All of the above	23	23
Total	100	100

Source: Primary Data

Interpretation: From the above data, it is clear that Majority of the respondents like 38(38%) of them says Unique Variety plays vital role while buying burger. Thus BBM is Pioneer of the Grilled Burgers they have Unique Product played vital role while buying burgers for consumers.

Table no.15: As a consumer which burger do u like most

Particulars	No. of respondents	%
Grilled Burger	52	52
Fried Burger	32	32
Both	16	16
Total	100	100

Source: Primary Data

Interpretation: From the above analysis it is clear that, majority 52(52%) of the consumers likes Grilled Burger most. Thus Biggies Burger 'N' More are the pioneer of the Grilled Burgers.

Table no.16: Which aspect of BIGGIES BURGER you liked the most?

Particulars	No. of respondents	%
LOGO	19	19
Wall designs	39	39
Packaging	25	25
Product Presentation	17	17
Total	100	100

Source: Primary Data

Interpretation: From the above analysis it is clear that majority 39(39%) of the respondents liked Wall designs most. Thus Biggies Burger have to be more creative to improve other aspects to brand its company.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- 47% of the respondents thinks Grilled Burgers are Underrated & not advertised.
- 53% of the respondents have rated as Good Positive Image among the colleagues.
- 39% of the respondents have rated Neutral response related to High Quality Services which is provided by BBM.
- The respondents have rated Combo Offers as 1st as a best ad strategy by Biggies Burger.
- 66% of the respondents says that Other Local brands have the range of BBM they have seen better Branding.
- The respondents have rated Advertising is easy to reach customers as 1st as an attitude of the management towards Corporate Advertising.
- 57% of the respondents says that the product/service of the Biggies Burger is Very Different from other in the market.
- 30% of the respondents says that the BBM have described the product/service through advertisement as Well.
- The respondents says that advertising channels frequently used by BBM for Corporate Image Building as Participating Events has ranked as 1st as a Interpersonal Communication.
- The respondents have rated Magazines as 1st under Mass Media as Channels of Corporate Advertising
- The respondents have rated 1st as Mobile advertising under New Communication Technology as Channels of Corporate advertising.
- The respondents have rated under New Communication Technology as Channels of Corporate advertising.
- The respondents have rated Posters as 1st under Outdoor Advertising as a Channels of Corporate Advertising.
- 57% of the respondents are Male and 43% of the respondents are Female.
- 45% of the respondents are 25 – 34 age grouped.
- 52% of the respondents are Married and 48% are Unmarried.
- 38% of the respondents are Qualified UG.
- 46% are the respondents are Employed for wages.
- 61% of the respondents are familiar with the brand name Biggies Burger ‘N’ More.

- 38% of the respondents found BBM ad attractive.
- 33% of the respondents are familiar with the Mc Donald's burger brand advertisement.
- Majority 38% of the respondents says unique variety plays vital role in buying burger.
- 52% of the respondents likes Grilled Burger most as a consumer.
- 39% of the respondents liked Wall designs most as a aspect of Biggies Burger.

SUGGESTIONS:

- The company Biggies Burger should concentrate more on advertising the Grilled Burger and Grilled hotdogs which is underrated and not advertised.
- Biggies Burger should concentrate more on Brand image to reach its excellence from Good.
- The respondents are Neutrally satisfied with the High Quality Customer service thus they have to provide more Quality Customer service through both Product and as well as Service to the customers
- Unique products have highly rated ad strategy as best thus the Biggies Burger should provide more Combo Offers at reasonable prices and more Discounts this attracts more consumers towards outlets among the competitors.
- From the analysis it is clear that the other Local Brands have better branding range compared to BBM. Thus BBM have to concentrate more on Branding strategy among Competitors.
- Corporate Advertising is not reaching the customers thus the BBM advertising should concentrate more on Promoting products, reaching the customers and should convey what brand stands for.
- Biggies Burger should opt some of the advertising channels like Newspaper advertising, Internet advertising thus this could reach customers' mind easily.
- As Biggies Burger developing on continuously thus they should give more offers and discounts on burgers and beverages thus they could attract more consumers to the outlets.
- Overall analysis suggests that BBM should create effective and attractive outdoor advertising thus they should opt 'GUERRILLA MARKETING' which means an advertising strategy focuses on low-cost unconventional marketing tactics that yield maximum results and referrals.

CONCLUSION: Biggies Burger 'N' More growing rapidly now-a-days. They are continuously increasing its outlets and concentrating on target of 500 stores by 2023 and 2 overseas as well. The BBM is a conceptualized café and fast food retail enterprise. Now BBM is seeing the positive response and recognition garnered from customers. This café have a unique product as "Grilled Burgers" and BBM is the pioneer of the Grilled Burgers and more concentrated on healthier food choices with unique concept of 'make your own burger' this attracts customers more. Thus we can

conclude that BBM succeeding its target and increasing its outlets among the competitors and should opt the concept of 'Guerrilla marketing' this could help in building Corporate Image to overcome issues and creating more marketing campaign to reach customers.

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