

Study on Impact of Communication and Public Relation on Corporate Image

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Abstract: *Public relations is a field that involves working with the media and the public. A public relations firm helps an organization improve its reputation among various people, including investors, employees, and the media. It is hired by companies that are committed to maintaining its brand image. Communication and Public relation are vitals tools for managing and shaping a corporate image. A positive corporate image can lead to increased trust, stakeholder support, customer loyalty, and competitive advantage. Communication ultimately contributing to a company's long-term success. Conversely, poor communication and public relations can damage a company's reputation and hinder its growth.*

Keywords: Public relations, Communication.

I. INTRODUCTION

Communication is the process of conveying information, ideas, thoughts, feelings, or messages from one person or group to another through various means and channels. It is a fundamental aspect of human interaction and is essential for sharing knowledge, building relationships, and coordinating activities. Effective communication involves the encoding and decoding of messages, and it can take various forms, including verbal (spoken or written), non-verbal (body language, gestures, facial expressions), and visual (images, symbols, diagrams).

Several well known companies have worked on their public and achieved tremendous growth in it. Below are the few examples of the companies:

Apple: Apple is renowned for its strong public relations and marketing. They maintain a high level of secrecy and anticipation surrounding product launches, effectively building excitement and anticipation among consumers and the media. Apple's communication focuses on innovation, design, and the seamless integration of their products.

The Coca-Cola Company: Coca-Cola has a long history of effective public relations and marketing. Their campaigns, such as "Share a Coke" and "Open Happiness," have created emotional connections with consumers worldwide. The company is also known for its philanthropic efforts, promoting water conservation, and supporting local communities.

Amazon: Amazon's public relations efforts have been successful in creating a positive image of the company. Their commitment to customer service, innovation, and sustainability, along with CEO Jeff Bezos's personal brand, has contributed to their strong PR presence.

Google: Google's public relations and communication efforts are characterized by transparency and their mission to organize the world's information and make it universally accessible and useful. The company is open about its corporate culture, innovation, and commitment to sustainability.

Microsoft: Microsoft has worked diligently on rebuilding its public image in recent years, focusing on innovation, diversity and inclusion, and corporate responsibility. They have also been involved in various philanthropic efforts, including education initiatives and environmental sustainability.

Patagonia: Patagonia is known for its exceptional public relations in the realm of sustainability and environmental activism. The company has taken strong stances on issues related to climate change, conservation, and responsible business practices, which resonates with its environmentally conscious customer base.

Starbucks: Starbucks has built a reputation for its corporate social responsibility efforts, including initiatives related to ethical sourcing, sustainability, and community engagement. They are also known for their employee-focused policies and benefits.

Tesla: Tesla, led by Elon Musk, has been successful in generating extensive media coverage and public attention for its electric vehicles and innovative technology. Musk's active presence on social media and bold statements contribute to Tesla's public relations strategy.

Walt Disney Company: Disney has a long history of effective public relations in the entertainment industry. They are known for their strong brand, successful film and theme park launches, and their commitment to storytelling and creativity.

Nike: Nike's public relations efforts have centered around its marketing campaigns, endorsements of high-profile athletes, and corporate social responsibility initiatives. The "Just Do It" campaign is one of the most iconic and successful marketing campaigns in history.

Communication serves several essential purposes:

Information Sharing: Communication allows individuals or groups to exchange information and share knowledge. This can be in the form of facts, ideas, instructions, or news.

Expressing Thoughts and Emotions: People use communication to express their thoughts, feelings, and emotions, enabling them to connect with others on a personal and emotional level.

Building Relationships: Effective communication is crucial for building and maintaining relationships, both personal and professional. It fosters understanding and trust among individuals.

Problem Solving: Communication is essential for identifying and solving problems. It allows individuals to collaborate, share perspectives, and work together to find solutions.

Decision-Making: In organizations and everyday life, communication is a key component of the decision-making process. People discuss options, evaluate pros and cons, and reach consensus through communication.

Coordination: In group or organizational settings, communication helps coordinate activities, assign roles and responsibilities, and ensure that tasks are completed efficiently.

Influence and Persuasion: Effective communicators can influence others and persuade them to adopt certain beliefs, attitudes, or actions. This is crucial in marketing, sales, and leadership.

Entertainment and Art: Communication also serves as a form of entertainment and artistic expression. This includes storytelling, literature, theatre, music, and visual arts.

Cultural Transmission: Communication is essential for passing on cultural values, traditions, and knowledge from one generation to the next.

Record-Keeping: Written and recorded communication, such as documents, books, and digital media, allows for the preservation of information and knowledge over time.

Effective communication involves not only the transmission of messages but also active listening, feedback, and adaptation to the needs and preferences of the audience. It is a complex and multifaceted process that can be influenced by various factors, including language, culture, context, and the choice of communication channels. Good communication is a valuable skill in both personal and professional contexts, as it enables individuals to connect with others, resolve conflicts, and achieve their goals.

Advantages of Communication:

Building Trust and Credibility: Effective communication and public relations help establish trust and credibility with stakeholders. When a company communicates openly and honestly and maintains transparency in its actions, it can build a positive reputation and earn trust from its audience.

Managing Perceptions: Public relations efforts can help shape how a company is perceived by the public. Through strategic messaging, storytelling, and media relations, a company can influence the way it is viewed by the public and differentiate itself from competitors.

Crisis Management: When a crisis occurs, a well-executed communication and public relations strategy can mitigate damage to the corporate image. Being responsive, transparent, and showing empathy during difficult times can help maintain or even enhance the reputation of a company.

Reputation Management: Corporate communication and PR efforts can proactively manage a company's reputation. This involves consistently conveying positive messages, addressing issues and concerns, and engaging with stakeholders to maintain a favourable image.

Stakeholder Engagement: Effective communication fosters engagement with stakeholders, including customers, employees, investors, and the media. Engaged stakeholders are more likely to have a positive perception of the company and advocate for its success.

Employee Morale and Productivity: Clear and transparent internal communication can boost employee morale and productivity. Employees who feel informed and valued are more likely to be brand ambassadors and contribute positively to the corporate image.

Attracting and Retaining Customers: A positive corporate image can attract new customers and retain existing ones. Customers are more likely to do business with companies they trust and perceive positively.

Investor Confidence: Public relations efforts can influence investor confidence. Companies with a strong corporate image are often viewed as more stable and attractive investment options, which can lead to increased investment and shareholder support.

Competitive Advantage: A well-crafted corporate image can give a company a competitive edge in the marketplace. It can differentiate a company from its competitors and influence customer preferences.

Regulatory and Government Relations: Effective public relations can help a company navigate regulatory and government issues, which can impact its image. Building positive relationships with regulators and policymakers can be crucial in maintaining a favourable corporate image.

Social Responsibility: Companies that engage in corporate social responsibility initiatives and communicate their commitment to social and environmental causes often enjoy a more positive image, especially among socially conscious consumers.

Corporate communication has undergone significant changes in recent years due to various factors, including advances in technology, shifts in consumer behaviour, and evolving societal expectations. Some of the notable changes in corporate communication in recent years include:

Digital Transformation: The rise of digital technology has revolutionized corporate communication. Companies have adopted digital platforms, such as social media, email, chat apps, and video conferencing, for internal and external communication. This has led to faster, more efficient, and cost-effective communication.

Social Media and Online Presence: Social media platforms have become essential tools for companies to engage with customers, share information, and manage their brand image. Real-time interactions and feedback on social media have required organizations to be more responsive and transparent.

Personalization: Companies are increasingly personalizing their communication to target specific audiences and individual consumers. Personalized marketing, email campaigns, and product recommendations are common examples of this trend.

Content Marketing: Content marketing has become a primary communication strategy. Companies are creating valuable and informative content, such as blogs, videos, and podcasts, to engage with their audience and establish thought leadership.

Transparency and Authenticity: Consumers and stakeholders now expect greater transparency and authenticity from companies. Corporate communication has shifted towards more open and honest messaging, with an emphasis on ethical business practices and social responsibility.

Crisis Communication: In an age of instant information sharing, crisis communication has become more challenging and critical. Companies need to respond quickly and effectively to manage and mitigate crises, including public relations issues and cybersecurity incidents.

Remote Work and Collaboration: The COVID-19 pandemic accelerated the adoption of remote work, necessitating new communication tools and strategies for virtual collaboration. Video conferencing, project management software, and team communication apps have gained prominence.

Employee Advocacy: Companies are encouraging employees to be advocates for the brand. Employees can play a significant role in promoting the company's image and values, both internally and externally.

AI and Chat- bots: Artificial intelligence and chat- bots are being used to enhance customer service and streamline communication processes. They can handle routine inquiries, freeing up human resources for more complex tasks.

Data and Analytics: Data-driven decision-making has become central to corporate communication. Companies use analytics to measure the effectiveness of their communication strategies and adjust them based on real-time data.

Globalization: With companies operating on a global scale, corporate communication has become more diverse and multicultural. Effective cross-cultural communication and localization of content are essential for reaching international audiences.

Environmental, Social, and Governance (ESG) Reporting: There is a growing emphasis on ESG reporting, where companies communicate their performance on environmental, social, and governance issues. This is driven by increasing investor and consumer interest in sustainability and corporate responsibility.

Political and Social Issues: Companies are increasingly expected to take a stand on political and social issues. Corporate communication strategies must navigate these complex landscapes and communicate the company's values and positions effectively.

II. CONCLUSION

1. The corporate communication has played very vital role for the company for maintaining the long and reputed relation with the public.
2. It has also been seen that companies who have worked and invested in the PR has seen slow but steady growth in the business.
3. In recent years we have seen a tremendous impact and increase in public relation work of the company.

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