



# JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

## A STUDY ON THE ROLE OF PUBLIC RELATIONS POLICY IN BRAND MARKETING OF MNC'S

\*Dr. Yashoda, Assistant Professor of Commerce, Smt. Indira Gandhi Govt. First grade Women's College,  
Sagar

### Abstract

*This paper attempted to overview the public relation policy and its objectives, Multinational marketing is the process of advertising and selling products and services to customers around the world. It is sometimes called global marketing because it allows companies, even smaller-sized ones, to expand into new markets via the internet, international distribution and competitive pricing. Four key strategies underlie a business' approach to multinational marketing. Since the onset of globalisation, many multinational corporations (MNCs) have been increasingly opening up subsidiaries in several host nations. While the entry of MNCs in some nations has been generally unproblematic, that has not been the case in every host nation. Fears of neocolonialism and postcolonial anxieties are very real phenomena in many parts of the world. When it comes to such resistant environments, MNCs need to be especially careful in how they conduct their public relations activities. It is today widely recognized that public relations and marketing have crucial roles to play in the total business system. This is the reason why in most of the Multinational companies in India, marketing is usually the dominant function, and public relations is treated as another element of the marketing mix. So through this it is found that public relation policy in brand marketing is play important role such as it create High brand awareness, Positive brand image, Credibility, Lead generation, Attract Investors, Enhanced media relations, Third-party endorsement, Maintains reputation, Educational Value.*

**Keywords :** Public relation Policy, MNC's, Branding, Growth, Brand awareness

The international marketplace is no longer the preserve of the multinational. Its influence reaches companies of every size, anywhere in the world (Hart N, 2014). The dramatic growth and expansion of information technology during the past decade show that the marketing public relations professional today operate in an international arena. Soeganda Priyatna (Priyatna, 2001) mentioned that marketing public relations practices practitioners are needed in running the business in India, especially in handling the marketing communication problem in order to be able to compete in the global market.

**Public relations (PR)** is the practice of managing and disseminating information from an individual or an organization (such as a business, government agency, or a nonprofit organization) to the public in order to affect their public perception. Public relations (PR) and publicity differ in that PR is controlled internally, whereas publicity is not controlled and contributed by external parties.<sup>[1]</sup> Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.<sup>[2]</sup> The exposure mostly is media-based. This differentiates it from advertising as a form of marketing communications. Public relations aims to create or obtain coverage for clients for free, also known as earned media, rather than paying for marketing or advertising also known as paid media. But in the early 21st century, advertising is also a part of broader PR activities.

An example of good public relations would be generating an article featuring a PR firm's client, rather than paying for the client to be advertised next to the article. The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders, and ultimately persuade them to maintain a positive or favorable view about the organization, its leadership, products, or political decisions. Public relations professionals typically work for PR and marketing firms, businesses and companies, government, and public officials as public information officers and nongovernmental organizations, and nonprofit organizations. Jobs central to public relations include account coordinator, account executive, account supervisor, and media relations manager.

**According to Bernays**, the public relations counsel is the agent working with both modern media of communications and group formations of society in order to provide ideas to the public's consciousness. Furthermore, he is also concerned with ideologies and courses of actions as well as material goods and services and public utilities and industrial associations and large trade groups for which it secures popular support.

In simple terms, public relations is a strategised process of managing the release and spread of organisation-related information to the public to maintain a favourable reputation of the organisation and its brands.

The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

## 1. OBJECTIVES OF THE STUDY

1. To overview the public relation policy and its objectives
2. To Study the Growth of MNC's in India
3. To explore the factors influence brand marketing in MNC's
4. To analyze the role of public relations policy in brand marketing of MNCs

In order to accomplish the said objectives researcher collected data from the secondary source such as marketing websites, Newspaper, marketing Magazines and Research Articles, and referred book Phillop kotal. Researcher employed the analytical research technique in order to overview the public relation policy and its objectives, study the growth of MNC's in India. And this study also focuses on exploring the factors influence the brand marketing in MNC's, in addition to this this research also analyze the role of public relations policy in brand marketing of MNC's

In the early 1990s, multinationals catered to the basic demands of the Indian consumer in fast-moving consumer goods (FMCG) and automobiles, and Hindustan Unilever Ltd (HUL) and Maruti Suzuki India Ltd together held around 40% of the MNC share. As India's economic liberalization played out, the demographics of successful MNCs shifted: new and diverse sectors such as technology and consumer durables became prominent. By 2014, the top two MNCs were Maruti Suzuki and Samsung Electronics Co. Lts, each accounting for just around 5% of total MNC revenue while HUL's share dropped to roughly 4%. Moreover, firms from many more countries came to the fray, with South Korea establishing a significant presence—as one can ascertain from Samsung's success—alongside the US and Japan, while the pre-eminence of the UK significantly diminished.

Over the years, the business reasons drawing multinationals to India have evolved, and based on their market focus, MNCs can be grouped into three distinct categories: those that look on India as an end market, treat it as a centre for back-office functions, or as a global business hub (including for exports).

As early as the 20th century, global brands were in India, focusing on local consumers as the end market. The first of these companies included Goodyear Tire and Rubber Co., Citibank and Siemens AG. Many are now well established. Siemens, for example, counts India as the fourth largest contributor to its global revenue. The years after liberalization saw MNCs such as Lafarge SA (now LafargeHolcim), Macquarie Group Ltd and Marks and Spencer Plc. enter India with the same focus.

Then multinationals developed a new business focus: outsourcing. A number of financial services firms, including Genpact Ltd (spun off from GE Capital), Wells Fargo and Co. and Fidelity Investments, leveraged India's low-cost skilled workforce to provide back-office functions such as information-technology services.

More recently, a number of MNCs have gone to the next level, positioning India both as a business hub serving global clients and as a base for exports. Most such companies are automobile or consumer durables manufacturers. Hyundai Motor Co., for example, is now India's second largest car maker and looks at India as an export hub for other emerging markets.

Not all MNCs have been successful, of course. In 2005, South Korean steel producer Posco entered India after signing an agreement to build a \$12 billion steel plant, billed as the largest foreign direct investment in India at that time. However, delays and hurdles encumbered the project and now Posco is reportedly not proceeding with the project.

India remains an unavoidable draw for MNCs even when their first efforts fail. A number of companies, including Coca-Cola Co., have entered, exited, then re-entered India, ultimately finding success.

There are many businesses in this world and a lot of them working for the same thing but what gives them their unique identity is their brand. A brand is an identity that is given to a business to make it popular and easily remembered by the people. A brand can be easily recognized by its unique logo designs and taglines which makes them stand out in the crowd.

When the competition is high, the products have to make completely different from other brands. This needs telling your clients about the benefits of your brand. In such highly competitive surroundings, the alternative could be product branding, endorsement marketing, or double marketing depending upon the resources on the market.

When the resources are scarce building a brand becomes expensive and in such situations, the umbrella marketing strategy will be a good option. In this, all the products come under one equity. Product quality is to be maintained and the client services too.

## 1. Market Size

When a product's market size is big, firms follow a product marketing strategy if the sales generated could fund the investment within the brand but when the size of a market is small and growing slowly the investments in an exceeding brand might not be equal. In this situation, the company should check for the brand assets that increase the brand asset

## 2. Product Newness

Products become obsolete with a new product coming in the market and the consumers get a lot of alternatives to choose from. It becomes difficult for consumers to choose when the brand has a large range of product, therefore, to differentiate the all-new features of the new product from the previous products, the company could follow the product-branding strategy. This is often expensive but the other choices that could be opted for are a double marketing strategy or an endorsement branding strategy.

There are so many changes happening around the world in everything, especially in bringing innovations and new technologies every day. Business needs to stay updated and very creative when they bring their brand in front of people. The success of the product builds the reputation and popularity of a brand but it often fails because of some reasons. Here the sales of different brands mustn't get affected badly. In a situation like this, the product marketing approach can be chosen but it requires a lot of investments. The next option is endorsement marketing, here there is a mention of the name of the company, for an example, big brands like Apple, Du Pont, and 3M follow product branding and endorsement marketing ways and the double branding strategy that is followed by Tata Motors for its Indigo brand could be another option

## 1. High brand awareness

One of the key benefits of public relations is that it helps to elevate the reach of your holistic communications and marketing strategy, ultimately generating increased brand awareness among the masses. Since PR aims to communicate a brand or company's innovative, industry pioneering and future-thinking ideas, the stories tend to receive heightened levels of media attention.

## 2. Positive brand image

After PR creates awareness, the PR team can start working on shaping a positive brand image in the markets where it matters the most. Many advantages of PR speak about image creation and maintaining a healthy brand reputation, this is because image greatly contributes to the company's market position and overall status.

## 3. Credibility

A positive brand image greatly ties into the credibility of the company. Another key benefit of PR is that brand credibility is reinforced when someone else speaks positively about your brand. PR strategies are developed with this in mind - to create positive talk (from the media and public) about your brand, so that credibility is enhanced.

## 4. Lead generation

As PR starts developing your company's credibility and reputation, your market position will start to enjoy the added benefit of new and qualified leads. This is because well-planned PR strategies make you more discoverable, by sending the right messages and call-to-actions to the right receivers.

## 5. Attract Investors

A PR strategy is highly beneficial when needing to secure funding from investors. The right media placement and right timing can be used to make venture capitalists or equity investors aware of what you have to offer. Since PR is concerned with creating credibility, it gives investors more reason to believe that you're a lucrative investment opportunity.

## CONCLUSION

In India, the relationship between public relations and marketing was also very interesting for multinational companies. This is the reason why in most of the Multinational companies in India, marketing is usually the dominant function, and public relations is treated as another element of the marketing mix. Practitioners who handle marketing communication are usually called marketing public relations practitioners. The marketing public relations from most multinational companies need to form and maintain good relationships with the public especially the customers and the media. The philosophy "global reach and local touch" is shared by marketing public relations practitioners in multinational companies in India. The marketing public relations in multinational companies in India do apply a mixed model of communication in their operations. This mixed model is a mixture of the press-agentry and a two-way asymmetrical model. For the time being, these two models seem to be the models which are applied in multinational companies in India, even though they still use external agencies (consultancies) for handling specific issues. In the future, there may be additional factors that must be taken into consideration when choosing a communication model of marketing public relations to be implemented in multinational companies, such as effects of new technology that may affect a company.

## 2. REFERENCES

1. Anggoro, M. L. (2008). Teori dan profesi kehumasan serta aplikasinya di indonesia(5th ed.).
2. Bumi Aksara.Brannan, T. (2005). Integrated Marketing Communication: Memadukan Upaya Public Relations, Iklan dan Promosi Untuk Membangun Identitas Merek. Jakarta: Penerbit PPM
3. Dennis L. Wilcox, Glen T. Cameron, B. H. R. (2015). Public Relations -Strategies and tactics. Pearson(11th ed.). Pearson Education Limited. <https://doi.org/10.4324/9781315181660>



4. Ferdasy, Shameema, M. S. R. (2009). Impact of Multinational Corporations in Developing Countries. *The Chittagong University Journal of Business Administration*, 24, 111–137.
5. Grunig, J. E. (2004). Two-way symmetrical public relations: Past, present, and future. In *Handbook of Public Relations*. <https://doi.org/10.4135/9781452220727.n1>
6. Grunig, J. E. (2017). Excellence Theory in Public Relations. In *The International Encyclopedia of Communication*. <https://doi.org/10.1002/9781405186407.wbiece047>
7. Grunig, J. E., and H. T. (1984). *Managing Public Relations*.pdf(1st ed.). New York: CBS College Publishing.Hall.

