A STUDY ON AWARENESS TOWARDS PODCASTING AND ITS ROLE IN BUILDING CORPORATE CREDIBILITY

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ABSTRACT

Resurgence of Podcasting has made many social marketing companies to revisit podcasting to create credibility and to become thought process leader in their respective field. It is imperative to know whether the corporate companies of Chennai are aware of podcasting, and to know their opinion about the ability of podcasting to create corporate credibility. The research paper uses a descriptive research design. The data was collected using an undisguised structured questionnaire from 50 corporates of Chennai using convenience sampling. The analytical tools were Percentage Analysis, Inferential Statistics and Multiple Regression. The respondents were aware that Podcasting is carried out through a portable device, and Podcasting helps to disseminate product news, and were least aware that 'Podcasting is used in providing HR training courses, and Podcastingis useful in announcing HR initiative. 'Podcasting helps to know industry trends', and 'Podcasting helps to publish financial updates' are significant in the estimation of awareness towards podcasting. The significant corporate credibility variables while estimating corporate credibility score were 'client lists in podcast website', and 'detailed information about products'.

KEYWORDS: Podcasting, Corporate Credibility

1. INTRODUCTION ABOUT PODCASTING

Podcasting refers to the creation and regular distribution of podcasts through the Internet. Podcasting is an exciting new way to communicate with people both inside and outside your organization. Effective podcasts build a loyal audience that keeps coming back for more of what you have to say.

Podcasts can include audio, video, PDF, and e-pub files, can be subscribed to and downloaded through web syndication or streamed online to a computer or mobile device. Subscribers are then able to view, listen to, and transfer the episodes to a variety of media players.

A podcast is a great way to demonstrate your expertise and build up credibility with your audience; establishing yourself as an expert in your field and making you someone that people wants to learn from.

2. CORPORATE CREDIBILITY

Corporate credibility forms part of the overall reputation of a company. Corporate credibility is the amount of trustworthiness or expertise that a company has in the eyes of its clients, customers, business partners, and financial resources. Credibility is often a combination of the company's credit profile and its reputation. If it is lacking one or the other, then the company may be viewed as having poor credibility. On the other hand, if the company excels in both areas, it will likely be viewed as a credible company that is worth doing business with.

3. REVIEW OF LITERATURE

Baker, et al., (2008) affirmed, "If used in higher education, this on-demand product puts supplemental educational material into the hands of students in an effective and efficient manner" (p. 50). Podcasts enable the students to access information through their personal computers or mp3 players. The portability of podcasts differentiates the medium from other asynchronous media tools in education (Beheler, 2007)[1.]

Whenever a new media delivery method is invented, a word is adopted to describe it: in this case it is podcasting, which was coined in 2004 by Ben Hammersley. Not everyone has accepted using the term podcasting because they feel that it gives the perception of being the exclusive domain of the Apple iPod but without the millions of iPods and other MP3 devices now available, podcasting would never have gained popularity (Cochrane, 2005)[3]

Eash (2006) described other educational applications for podcasting such as librarians documenting research procedures via audio for student training. Brown (2006) has advocated the use of podcasting in student affairs. Fordham University has specialized in using podcasting for adult learning and has reached over 700,000 students with podcasts (Greenberg, et al., 2006)[4]

Without a doubt, the novelty of podcasting accounts for a lot of the initial attention it received. Aside from the novelty, many educators have experimented and continue to experiment with podcasting as an educational tool. In an era when departmental budgets are tight, it can be

difficult to persuade the dean or department chair to provide funds for a technology experiment. Since podcasts can be created more easily than streaming media, it may be easier for some faculty to integrate podcasting into their curriculum. Podcasting may arguably be considered a low threshold application (LTA), which, according to Gilbert (2003), is a teaching/learning application of information technology that is reliable, accessible, easy to learn, non-intimidating and (incrementally) inexpensive Gilbert (2003)[5]

Podcasting, simply put, was an instructional technology that allowed digital recordings to be posted to the Internet for downloading to a personal audio player. The word podcast was a concatenation of the words iPod and broadcast (Apple, 2007). The idea of broadcasting media via the Internet was conceived in 2000 and to this day, its creators were still talking about what podcasting was and how to use it (Hargis & Wilson, 2006)[6]

Podcasting, although stimulated by the Apple Computer Corporation's iPod, no longer expressly relates to the iPod, but to any software and hardware combination that permits downloading of audio and video files for listening at the user's convenience (EDUCAUSE, 2005). Campbell (2005) had suggested that the term podcasting was controversial as it gives implication that ownership of the iPod was necessary to listen to a podcast. The three major areas that Morales and Moses (2004) found for using podcasting are: standards, tools and usability, and application of the technology. The term podcasting could be found on the Internet with information about how podcasting could be used for learning about subject areas such as history, science, and foreign languages (Piecka, Studnicki & Zuckerman-Parker, (2008)[7]

Using podcasts for content delivery provides learning options that address additional learning styles (Sweeny, 2005)[8]

The name podcasting was popularized in 2004 with the increased availability of portable audio and video devices, particularly Apple's highly rated and best-selling portable audio and video device, called the iPod (Tynan & Colbran, 2006)[9]

On analyzing the effect of argument quality via the central route and source credibility via the peripheral route on initial trust. The results show that both argument quality and source credibility have significant effect on initial trust. In addition, consumer self-efficacy has significant moderation effect. Consumers with high self-efficacy will mainly rely on argument quality to form

initial trust, whereas those with low self-efficacy will mainly rely on source credibility to form initial trust. Thus websites should adopt effective measure based on different consumer group to promote initial trust building and purchase behavior[10]

3. NEED FOR THE STUDY

Resurgence of Podcasting has made many social marketing companies to revisit podcasting to create credibility and to become thought process leader in their respective field. The clients of Business blogging are having the option of podcasting along with blogging, so, it is highly imperative to know whether the clients and non-clients of business blogging are aware of podcasting, their opinion about the ability of podcasting to create corporate credibility and strong thought process leadership.

4. OBJECTIVES

Objectives were as follows:

- To examine the awareness towards podcasting among companies in Chennai; and

- To analysis the role of podcasting on building corporate credibility.

5. SCOPE

The scope of the paper comprises of the following:

- It belongs to the functional area of marketing in management with specific focus to social media marketing; and
- it guides the corporates to use podcasting as an efficient medium for building corporate credibility.

6. LIMITATIONS OF THE STUDY

The research suffers from two limitations

- Time limitation that is the study results are applicable to the study period only (21/3/2016-21/4/2016).

- The responding corporate companies are from Chennai alone, so the research suffers from location constraints.

7. RESEARCH METHODOLOGY

The study was carried out using a descriptive research design. 50 samples from Chennai were contacted conveniently using astructured undistinguished direct questionnaire. The sample units are corporates those who use social media marketing. The statistical tool of the study comprises of percentage analysis, mean, standard deviation, multiple regression analysis.

Two research models were developed, one for the estimation of overall awareness towards podcasting and another model for the estimation of corporate credibility.

8. OVERALL AWARENESS TOWARDS PODCASTING

The respondents were asked to state their level of awareness and the results are furnished below.

Table 1
Level of awareness towards podcasting

Level	Frequency	Percentage
Aware	6	12.0
Slightly aware	20	40.0
Highly aware	13	26.0
Very highly aware	11	22.0
Total	50	100.0

(Source: primary data)

20 corporates forming 40% were neither aware nor slightly aware of podcasting, 13 corporates forming 26% were highly aware of podcasting, 11 corporates forming 22% very highly aware of podcasting, and rest of the 6 corporates forming 40% were aware of podcasting. So all the respondents were aware of podcasting.

8.1. LEVEL OF AWARENESS TOWARDS INDIVIDUAL VARIABLES DESCRIBING PODCASTING

17 variables describing awareness towards podcasting namely, podcasting helps for HR initiative, podcasting helps for providing HR trainings courses, podcasting helps for promoting policies, podcasting helps for providing management tips, podcasting helps to publish financial updates, podcasting helps to know interviews with industry experts, podcasting helps to publish financial

updates, podcasting helps provide commentaries, podcasting helps for company announcements, podcasting helps to know industry trends, podcasting helps to cut cost, podcasting is an demand-technology, podcasting is time efficient, subscription enables to download automatically, podcasting helps to product promotion and discounts, podcasting helps to know product news, and podcasting are portable were identified from the reviews. The table below shows the mean awareness score and its standard deviation for the identified 17 variables.

Table 2
Frequency and descriptive statistics of Agreement towards Podcasting awareness

Podcasting characteristics	Statistics	Highly aware	Aware	Neither aware nor unaware	unaware	Highly unaware	Mean	S.D
Podcasting helps for HR initiative	Frequency	7	14	15	13	1	2.7	1.1
	Percent	14	28	30	26	2		
Podcasting helps for providing HR trainings courses	Frequency	6	14	14	14	2	2.8	1.1
	Percent	12	28	28	28	4		
Podcasting helps for promoting policies	Frequency	4	14	11	20	1	2.9	1.1
	Percent	8	28	22	40	2		
Podcasting helps for providing management tips	Frequency	5	13	14	12	6	3.0	1.2
	Percent	10	26	28	24	12		
Podcasting helps to publish financial updates	Frequency	1	10	16	19	4	3.0	1.0
	Percent	2	20	32	38	8		
Podcasting helps to know interviews with industry experts	Frequency	8	8	14	15	5	3.0	1.2
	Percent	16	16	28	30	10		
Podcasting helps to publish financial updates	Frequency	1	10	16	19	4	3.0	1.2
	Percent	2	20	32	38	8		
Podcasting helps provide commentaries	Frequency	5	12	13	14	6	3.1	1.2
	Percent	10	24	26	28	12		
Podcasting helps for company announcements	Frequency	4	11	13	16	6	3.2	1.2
	Percent	8	22	26	32	12		
Podcasting helps to know industry trends	Frequency	4	12	9	20	5	3.2	1.2
	Percent	8	24	18	40	10		
Podcasting helps to cut cost	Frequency	1	9	19	18	3	3.3	0.9
	Percent	2	18	38	36	6		
Podcasting is an demand-technology	Frequency	1	10	16	19	4	3.3	1.0
	Percent	2	20	32	38	8		
Podcasting is a time efficient	Frequency	2	6	17	17	8	3.5	1.0
	Percent	4	12	34	34	16		
Subscription enables to	Frequency	1	1	2	31	15	4.2	0.8
	Percent	2	2	4	62	30		

download automatically								
Podcasting helps to product promotion and discounts	Frequency	3	1	2	1	27	4.3	0.9
	Percent	7	1	4	34	54		
Podcasting helps to know product news	Frequency	2	1	1	19	27	4.4	0.8
	Percent	5	1	2	38	54		
Podcasting are portable	Frequency	1	3	15	21	9	4.5	5.8
	Percent	2	6	30	42	18		

(Source: primary data)

The table above shows that among the 17 podcasting characteristics the highest awareness is observed for the variable statement 'Podcasting are portable device' with mean of 4.5, followed by 'Podcasting helps to know product news' with a mean of 4.4 and the lowest awreness is observed for 'Podcasting helps for HR initiative' with mean of 2.7, followed by 'Podcasting helps for providing HR trainings courses' with a mean of 2.8.

The highest variation of awareness level is observed for 'Podcasting are portable device' with a standard deviation of 5.8, followed by 'Podcasting helps for providing management tips' with a standard deviation of 1.2 and the lowest variation of awareness level is observed for 'Podcasting helps to know product news' with standard deviation of 0.8, followed by 'Subscription enables to download automatically' with a standard deviation of 0.8.

8.2. MULTIPLE REGRESSION MODEL FOR THE ESTIMATION OF OVERALL PODCASTING AWARENESS LEVEL

A model of podcasting awareness level was built from the 17 variables describing awareness towards podcasting namely, podcasting helps for HR initiative, podcasting helps for providing HR trainings courses, podcasting helps for promoting policies, podcasting helps for providing management tips, podcasting helps to publish financial updates, podcasting helps to know interviews with industry experts, podcasting helps to publish financial updates, podcasting helps provide commentaries, podcasting helps for company announcements, podcasting helps to know industry trends, podcasting helps to cut cost, podcasting is an demand-technology, podcasting is time efficient, subscription enables to download automatically, podcasting helps to product promotion and discounts, podcasting helps to know product news, and podcasting are portable .

Table 3
Model Summary for podcasting awareness level

r²	Sourceof variation	Sum of Squares	df	Mean Square	F	Sig.
.931	Regression	40.048	17	2.356	12.293	.000
	Residual	6.132	32	0.192		
	Total	46.18	49			

The model summary table shows that r square value is 0.931, this shows that the independent variables are able to explain 93.1% of the variance on the estimate or dependent variable and the significance of F being less than 0.05 signify that the model is a good fit.

$$\text{Podcasting awareness level} = a + b_1x_1 + b_2x_2 + \ldots\ldots + b_{17}x_{17}$$

Table 4
Predictor Coefficients for podcasting awareness

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.62	0.632		-0.98	0.336
Podcasting helps to cut cost	0.068	0.121	0.063	0.56	0.578
Subscription enables to download automatically	0.157	0.108	0.114	1.46	0.155
Podcasting is a time efficient	0.246	0.091	0.262	2.72	0.011
Podcasting are portable	0.016	0.011	0.098	1.45	0.156
Podcasting is a demand-tech	0.036	0.098	0.036	0.37	0.713
Podcasting helps to publish financial updates	0.307	0.094	0.375	3.27	.003*
Podcasting helps for company announcements	0.115	0.107	0.136	1.07	0.294
Podcasting helps for management	-0.37	0.138	-0.403	-2.67	0.012
Podcasting helps to know industry trends	0.313	0.101	0.375	3.11	.004*
Podcasting helps to know product news	-0.16	0.13	-0.133	-1.23	0.229
Podcasting helps to product promotion and discounts	0.209	0.109	0.192	1.92	0.064
Podcasting helps to know interviews with industry experts	-0.15	0.11	-0.19	-1.36	0.183
Podcasting helps for providing HR trainings courses	0.339	0.166	0.382	2.05	0.049
Podcasting helps for HR initiative	-0.12	0.121	-0.128	-0.97	0.341

Podcasting helps for promoting policies	0.042	0.202	0.045	0.21	0.838
Podcasting helps for management	-0.37	0.138	-0.403	-2.67	0.012
Podcasting helps to know industry trends	0.313	0.101	0.375	3.11	.004*
Podcasting helps to know product news	-0.16	0.13	-0.133	-1.23	0.229
Podcasting helps to product promotion and discounts	0.209	0.109	0.192	1.92	0.064
Podcasting helps to know interviews with industry experts	-0.15	0.11	-0.19	-1.36	0.183
Podcasting helps for providing HR trainings courses	0.339	0.166	0.382	2.05	0.049
Podcasting helps for HR initiative	-0.12	0.121	-0.128	-0.97	0.341
Podcasting helps for promoting policies	0.042	0.202	0.045	0.21	0.838

* Significant at 5% level

The table above shows that 'Podcasting helps to know industry trends', 'Podcasting helps to publish financial updates' are significant whereas 'Podcasting helps provide commentaries', 'Podcasting helps to cut cost', 'Subscription enables to download automatically to the pc and mobile devices', 'Podcasting are portable', 'Podcasting helps to product promotion and discounts',' Podcasting is an on demand-technology', 'Podcasting is a time efficient', 'Podcasting helps to know product news', 'Podcasting helps for company announcements', 'Podcasting helps for HR initiative', 'Podcasting helps to know interviews with industry experts', 'Podcasting helps for providing management tips', 'Podcasting helps for providing HR trainings courses', 'Podcasting helps for promoting policies' are insignificant in the estimation of podcasting awareness level.

9. ESTIMATION OF CORPORATE CREDIBILITY

9.1. Significant factors of corporate credibility variable that arise out of podcasting

Table 4

Frequency and descriptive statistics for Estimation of corporate credibility

Statements for corporate credibility	Statistics	Highly importa nt	Import atnt	Neither imprtantn or unimporta nt	un important	Highly importan t	Mean	S.D
Accessibility and effectiveness of the brand	Frequency	7	14	15	13	1	2.7	1.1
	Percent	14	28	30	26	2		
Ability to quick answer	Frequency	6	14	14	14	2	2.8	1.1
	Percent	12	28	28	28	4		
web design	Frequency	4	14	11	20	1	2.9	1.1
	Percent	8	28	22	40	2		
Depth of information	Frequency	5	13	14	12	6	3.0	1.2
	Percent	10	26	28	24	12		
Ease of providing feedback	Frequency	1	10	16	19	4	3.0	1.0
	Percent	2	20	32	38	8		
Depth of responsiveness	Frequency	8	8	14	15	5	3.0	1.2
	Percent	16	16	28	30	10		
Guest blog about the brand	Frequency	1	10	16	19	4	3.0	1.2
	Percent	2	20	32	38	8		
Detailed product information	Frequency	5	12	13	14	6	3.1	1.2
	Percent	10	24	26	28	12		
Case study of the work	Frequency	4	11	13	16	6	3.2	1.2
	Percent	8	22	26	32	12		
client list	Frequency	4	12	9	20	5	3.2	1.2
	Percent	8	24	18	40	10		

The mean agreement score shows that the highest aspect for credibility is observed for 'Ability to quick answer' with mean of 3.88, followed by 'Depth of responsiveness' with a mean of 3.84 and the lowest aspect for credibilityis observed for 'Case study of the work' with mean of 3.26, followed by 'client list' with a mean of 3.26.

The highest variation in credibility aspect is observed for 'Accessibility and effectiveness of the brand' with a standard deviation of 1.23, followed by 'Depth of responsiveness' with a standard deviation of 1.23 and the lowest variation in credibility aspect is observed for 'Ability to quick

answer' with standard deviation of 1.52, followed by 'Detailed product information' with a standard deviation of 1.51.

9.2. REGRESSION MODEL FOR THE ESTIMATION OF OVERALL AGREEMENT TOWARDS CORPORATE CREDIBILITY OF PODCASTING WEBSITES

The overall agreement towards corporate credibility was constructed from the independent predictors namely client list, depth of information, accessibility and effectiveness of the brand, ease of providing feedback, depth of responsiveness, guest blog about the brand, ability to quick answer, detailed product information, case study of the work, and web designs.

Table 5
Model summary for corporate credibility

r^2	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
.987	Regression	33.426	10	3.343	151.675	.000
	Residual	.859	39	.022		
	Total	34.285	49			

The above table shows that 'r' square value is 0.987, this shows that the independent variables are able to explain 98.7% of the variance on the estimate or dependent variable and the significance of F being less than 0.05 signify that the model is a good fit.

$$\text{Corporate credibility level} = a + b_1 x_1 + b_2 x_2 + \ldots + b_{10} x_{10}$$

Table 6.Coefficients of the predictors and their significance

Predictors	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.445	0.094		4.724	.000
Accessibility and effectiveness of the brand search engine	0.047	0.022	0.069	2.177	0.036
Depth of information	0.105	0.046	0.191	2.27	0.029
Ability to quick answer	0.017	0.035	0.025	0.474	0.638
Ease of providing feedback	0.148	0.027	0.267	5.579	.000*
Web design	0.068	0.043	0.113	1.558	0.127
Depth of responsiveness	0.058	0.027	0.086	2.152	0.038
Guest blog about the brand	0.001	0.031	0.002	0.031	0.976

Detailed product information	0.136	0.038	0.246	3.625	.001*
Case study of the work	0.111	0.04	0.19	2.814	0.008
Client list	0.16	0.044	0.269	3.594	.001*

* Significant at 5% level

'Ease of providing feedback', 'detailed product information', 'Client list' are significant whereas 'Case study of the work', 'Guest blog about the brand', 'Depth of responsiveness', 'web design', 'Ability to quick answer', 'Depth of information', 'Accessibility and effectiveness of the brand search engine' are insignificant in the estimation of corporate credibility.

10. FINDINGS OF THE STUDY

10.1. Findings from Podcasting awareness level

- In the estimation of podcasting awareness level. 'Podcasting helps to know industry trends', 'Podcasting helps to publish financial updates' are significant whereas 'Podcasting helps provide commentaries', 'Podcasting helps to cut cost', 'Subscription enables to download automatically to the pc and mobile devices', 'Podcasting are portable', 'Podcasting helps to product promotion and discounts',' Podcasting is an on demand-technology', 'Podcasting is a time efficient', 'Podcasting helps to know product news', 'Podcasting helps for company announcements', 'Podcasting helps for HR initiative', 'Podcasting helps to know interviews with industry experts', 'Podcasting helps for providing management tips', 'Podcasting helps for providing HR trainings courses', 'Podcasting helps for promoting policies' are insignificant.

- The highest awareness level agreements are 'Podcasting are portable device', 'Podcasting helps to know product news', and the awareness level agreements are 'Podcasting helps for HR initiative' and 'Podcasting helps for providing HR trainings courses'.

10.2. Findings from Corporate credibility

- In the estimation of corporate credibility 'Ease of providing feedback', 'detailed product information', 'Client list' are significant whereas 'Case study of the work', 'Guest blog about the brand', 'Depth of responsiveness', 'web design', 'Ability to quick answer', 'Depth of information', 'Accessibility and effectiveness of the brand search engine' are insignificant.

- The highest corporate credibility agreement that arise out of podcasting for estimation is observed for 'Ability to quick answer' followed by 'Depth of responsiveness' and the lowest corporate credibility agreement that arise out of podcasting for estimation for 'Case study of the work', followed by 'client list'.

11. CONCLUSION

In India podcasting is resurging as a source of credibility and strong thought leadership. Companies believes that podcasting helps for their business growth and for attaining their prospects.

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