



## **The Impact of Corporate Visibility on Image and Credibility of Radio Stations in the Kumasi Metropolis**

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### **Abstract**

The study focus was to examine audience perception of corporate visibility of radio stations, and its impact on the image and credibility of radio stations in the Kumasi Metropolis, Ghana. Based on quantitative approach, data was collected from 385 respondents (managers of radio stations and radio listeners), and analysed based on both descriptive and inferential statistical tests. The results revealed that most of the radio stations had in place corporate visibility strategies. Though some respondents could not attest to the link between such strategies and visibility, corporate visibility was found to influence corporate image and credibility positively and in a statistically significant relationship. The results suggest a linear dependence of corporate image and credibility on corporate visibility. The implication is that increasing and improving corporate visibility has potential to strengthen corporate image and credibility. Recommendations include the development of customer-oriented service which stresses on good corporate visibility and image-building to influence public perception and choice.

*Keywords: Radio station, visibility, credibility, perception*