



A Study on Brand Awareness at Bharati Airtel Ltd, Tirupathi.

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ABSTRACT:

This paper reviews the relationship between a brand's awareness and the consumer's decision to purchase that product. It emphasizes how knowing a brand well will affect their decision in making the purchase, such as providing better customer service and allocating more funds towards marketing.

Keywords: Brand awareness, Purchase intention, consumer knowledge.

Introduction:

Brand awareness is a simple form of knowledge about a brand which includes at least recognizing the name of the company or knowing how they are recognized and what they produce. Brand awareness is the first thing a person thinks about when asked to recall any information about the company, but it is the simplest thing that consumers do not need to know much about. It plays an important role in making decisions on whether or not to buy something because it helps people recognize and recall what has been familiar to them before. Brands are powerful and popular in many academic discussions, from new product launches to brand awareness.

Factors influencing brand awareness:

Brands are powerful and popular in many academic discussions, from new product launches to brand awareness.

Name: The name of a brand is the first thing that attracts a consumer to it. If the company has an attractive brand name, consumers are encouraged to buy its products.

Advertising: Effective advertisement is necessary for organisations, as it increases their brand's awareness and brings in more customers.

Promotions & Sales: Giving away a free gift will make your product more popular and let people know about it.

Consumer's Purchase Intention: "A person who buys goods and services." Consumers play a vital role in the economic system, as they are willing to pay what a producer demands for their product. This is called consumer demand. If the demand goes away, producers will lose motivation, affecting the economic system. A consumer has purchase intention when they plan to buy a product of choice or service from a certain company.

Review of Literature

A brand is an important aspect of marketing. It creates a cognitive relationship between the consumers and the products, through which emotions are created and value is derived. Physiological dimension includes the logo or the symbol that creates a long lasting impression on people's minds.

Branding is a popular topic with academics and researchers who find it essential to creating new products and increasing brand awareness. A branded logo can help people develop a positive reaction to your product, which is more profitable than selling an unbranded item. The research shows that brands can increase brand awareness by showing off their logo to consumers. Brands use various strategies such as advertising and reviews to maintain their brand awareness. New products increase awareness by advertising themselves, while existing brands might instead choose attitude advertising or holding up their good image.

The behavior of customers is largely influenced by the elements of their value framework. A brand's experience, class association, price and awareness level in the market are among these values. Further research has shown that brands with higher levels of awareness are more prone to be re-purchased. (Macdonald et al., 2000)

OBJECTIVE OF THE STUDY

To understand the concept of Brand awareness of Airtel .

Airtel's awareness strategies

Why are so many Airtel customers confused about their phone account?

To study the need of a customer who wants to switch from one cell phone company to another.

RESEARCH METHODOLOGY

Research Design : Descriptive Research

Sample Region : Tirupati

Sample Size : 100 Respondents

Sample Design : Simple Random Sampling

Source Of Data : Primary Data, Secondary Data

Primary Data : Questionnaire

Secondary Data : Books, Journals And Internet Websites

Stastical Tools Used : Simple Percentage Method,

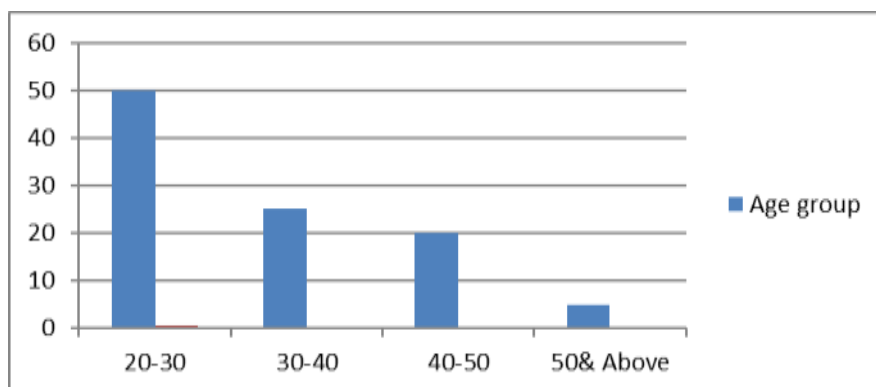
DATA ANALYSIS

Classification of respondents based on age group

Sl.No.	Age Group	No of Respondents	Percentage
1	20_30	50	50%
2	30- 40	25	25%
3	40_50	20	20%
4	50 & Above	05	05%
	Total	100	100%

Graph

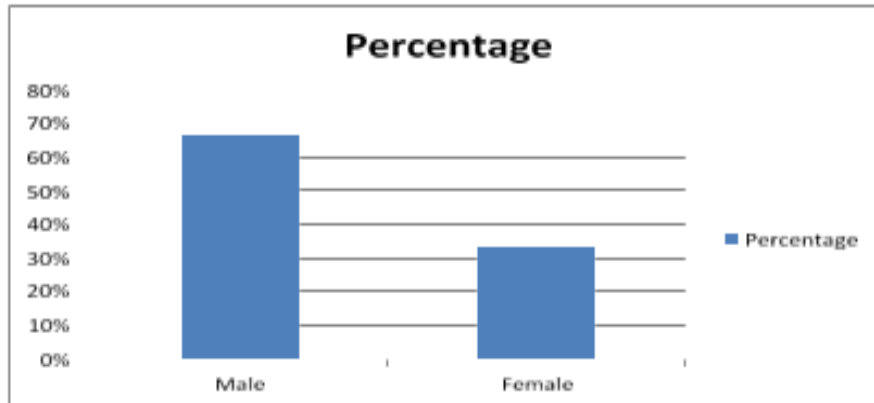
Classification of respondents based on age group



Classification of respondents based on gender

Sl.No.	Sex	No of Respondents	Percentage
1	Male	67	67%
2	Female	33	33%
	Total	100	100%

Classification of respondents based on gender

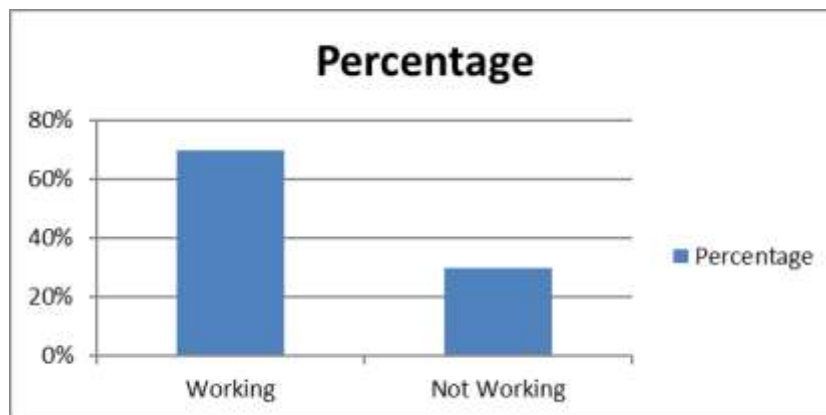


Classification of respondents based on occupation

Sl.No.	Occupation	No of Respondents	Percentage
1	Working	70	70%
2	Non Working	30	30%
	Total	100	100%

Graph

Classification of respondents based on occupation



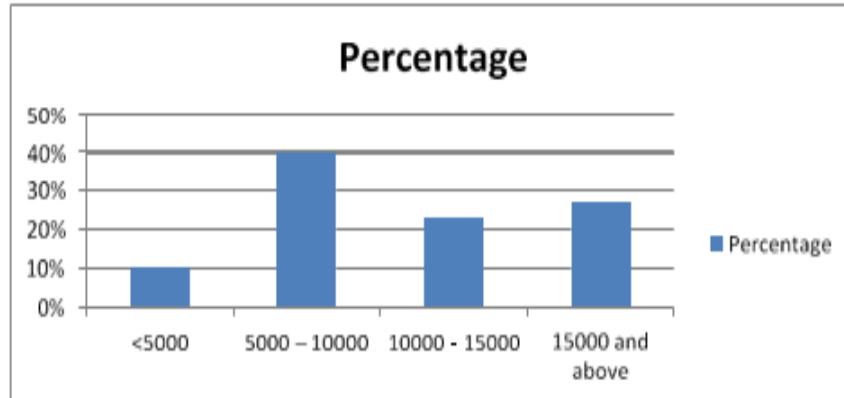
Classification of respondents based on income

Sl.No.	Income	No of Respondents	Percentage
1	<5000	10	10%
2	5000_10000	40	40%
3	10000 -15000	23	23%

4	15000 and above	27	27%
	Total	100	100%

Graph

Classification of respondents based on income

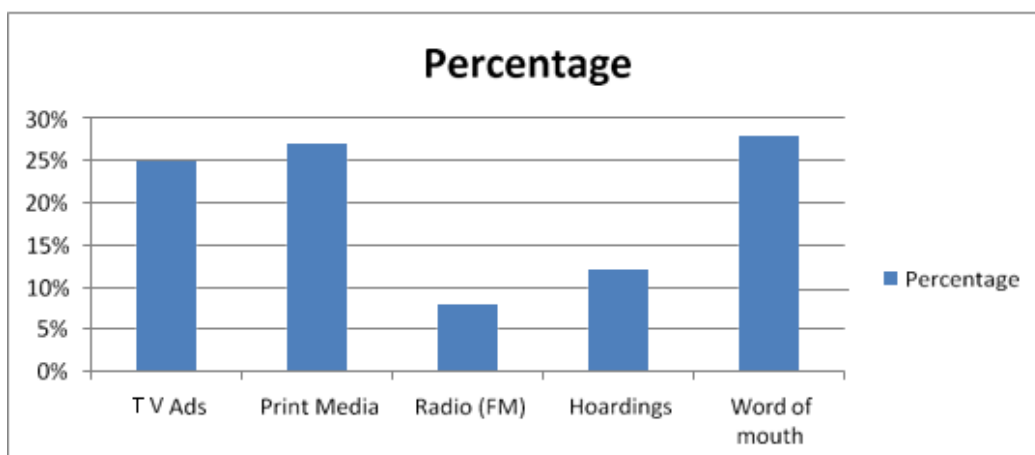


Classification of respondents based on advertisements

Sl.No.	Media	No of Respondents	Percentage
1	T V Ads	25	25%
2	Print Media	27	27%
3	Radio (FM)	08	08%
4	Hoardings	12	12%
5	Word of mouth	28	28%
	Total	100	100

Graph

Classification of respondents based on advertisements



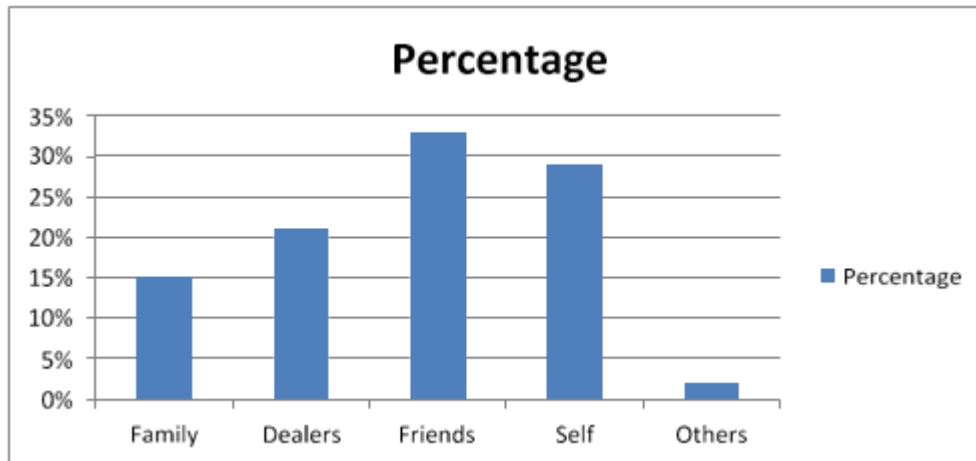
Classification of respondents based on references:

Sl. No.	Reference	No of Respondents	Percentage
1	Family	15	15%

2	Dealers	21	21%
3	Friends	33	33%
4	Self	29	29%
5	Others	02	02%
	Total	100	100

Graph

Classification of respondents based on references:

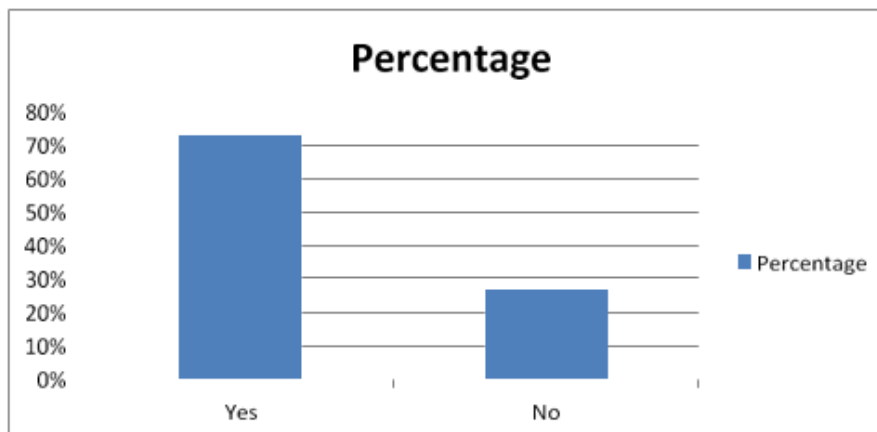


Classification of respondents based on loyal customers:

Sl.No.	Opinion	No of Respondents	Percentage
1	Yes	73	73%
2	No	27	27%
	Total	100	100%

Graph

Classification of respondents based on loyal customers:

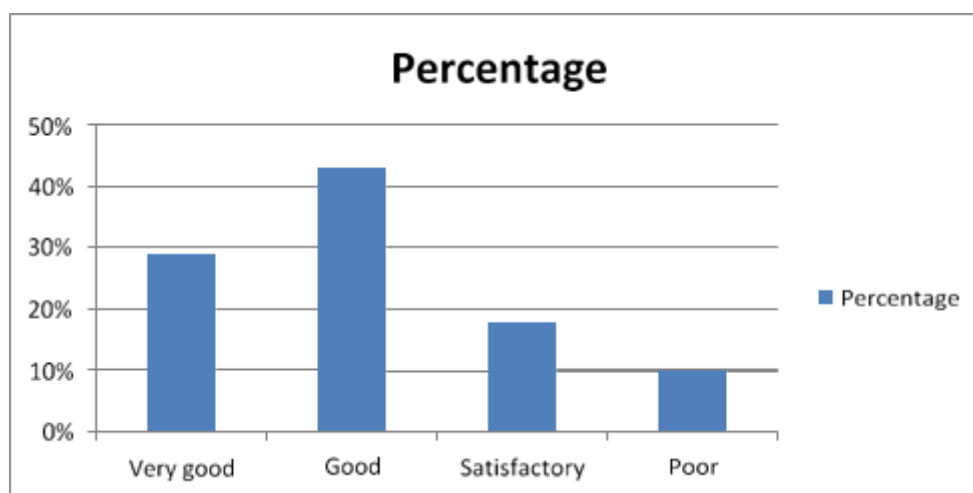


Classification of respondents based on their opinion about brand services:

Sl.No.	Opinion	No of Respondents	Percentage
1	Very good	29	29%
2	Good	43	43%
3	Satisfactory	18	18%
4	Poor	10	10%
	Total	100	100%

Graph

Classification of respondents based on their opinion about brand services:



FINDINGS

1. 70% of people are signed up for prepaid service.
2. 40% of respondents admitted to occupation of respondents.
3. Respondents opt to take a cell phone connection while taking the ballot
4. Learn how to achieve the same satisfaction as 44% of customers, by following these tips
5. Forty percent of respondents are friends aware
6. 72% of people are using AirTel

SUGGESTIONS

1. Airtel should offer more budget-friendly packages this festival season
2. India needs budget WIFI service
3. Too many people are calling our customer service operators
4. Need to be able to provide more offers for their customers.

CONCLUSION

It seems that the brand airtel knows these handsets are accessible to people of all walks and the graphically ascending growth of airtel telecom is clear to see. The continuing spread of the airtel mobile phone connection—all over the market with uniformity—the airtel brand enables customer to identify themselves so well and to be tempted to use it again, thereby setting them among the class of people with higher status and privilege. Airtel not only

dominates the Indian mobile market but is also enjoying a virtual monopoly. With Airtel's vast range of mobile handsets, you're sure to find what you're looking for as it caters towards all types of customers.

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