

A COMPREHENSIVE STRATEGIES FOR BUILDING AND MEASURING BRAND AWARENESS IN COMPETITIVE MARKETS AT AIRTEL

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ABSTRACT

Brand awareness is a crucial aspect of marketing that determines the extent to which consumers recognize and recall a brand. It plays a significant role in influencing consumer purchasing decisions, building customer trust, and creating long-term brand loyalty. In today's highly competitive business environment, organizations invest substantial resources in promotional activities, advertising campaigns, social media marketing, and customer engagement strategies to enhance brand visibility and recognition.

This study focuses on understanding the concept of brand awareness and its impact on consumer behavior. It examines the various factors that contribute to brand awareness, including advertising, word-of-mouth communication, digital marketing, brand image, and customer experience. The study also explores how increased brand awareness can lead to higher customer preference, improved market share, and stronger competitive advantage.

The research highlights the importance of maintaining a consistent brand identity and effective communication channels to ensure that consumers can easily identify and remember a brand. Furthermore, the study emphasizes the role of modern technologies and social media platforms in expanding brand reach and engaging target audiences. The findings suggest that organizations with high brand awareness are more likely to attract new customers, retain existing ones, and achieve sustainable business growth. Overall, the study provides valuable insights into the significance of brand awareness as a key driver of marketing success and customer loyalty.

I. INTRODUCTION

Brand awareness

Brand awareness refers to the extent to which consumers are familiar with and can recognize a particular brand. It is one of the most important elements of marketing because it helps businesses establish a strong presence in the minds of customers. A brand that is easily recognized and remembered by consumers has a greater chance of being considered during the purchasing process. Brand awareness serves as the foundation for building brand equity, customer trust, and long-term loyalty.

In today's highly competitive and dynamic marketplace, organizations face the challenge of differentiating their products and services from those of competitors. Effective branding strategies, including advertising, public relations, social media marketing, sponsorships, and promotional campaigns, play a crucial role in increasing brand visibility and consumer recognition. As consumers are exposed to numerous brands every day, creating strong brand awareness has become essential for attracting potential customers and retaining existing ones.

Brand awareness can be categorized into two levels: brand recognition and brand recall. Brand recognition occurs when consumers can identify a brand through its logo, packaging, slogan, or other visual elements. Brand recall refers to the ability of consumers to remember a brand when thinking about a specific product category. Higher levels of brand awareness often lead to increased consumer confidence, preference, and purchase intentions.

With the rapid growth of digital technologies and social media platforms, businesses now have more opportunities to engage with consumers and

strengthen brand awareness. Online marketing campaigns, influencer partnerships, content marketing, and customer reviews significantly influence how consumers perceive and remember brands. Therefore, understanding the factors that contribute to brand awareness is essential for organizations seeking to enhance their market position and achieve sustainable growth.

This study aims to examine the concept of brand awareness, its significance in consumer decision-making, and the various strategies used by organizations to improve brand recognition and recall. The findings of this study will provide valuable insights into the role of brand awareness in shaping consumer behavior and contributing to business success.

Research on metrics

There has been discussion in industry and practice about the meaning and value of various brand awareness metrics. Recently, an empirical study appeared to put this debate to rest by suggesting that all awareness metrics were systematically related, simply reflecting their difficulty, in the same way that certain questions are more difficult in academic exams

Brand recall

Brand Recall is the extent to which a brand name is recalled as a member of a brand, product or service class, as distinct from brand recognition.

Common market research usage is that pure brand recall requires "unaided recall". For example a respondent may be asked to recall the names of any cars he may know, or any whisky brands he may know.

Some researchers divide recall into both "unaided" and "aided" recall. "Aided recall" measures the extent to which a brand name is remembered when the actual brand name is prompted. An example of such a question is "Do you know of the "Honda" brand?"

In terms of brand exposure, companies want to look for high levels of unaided recall in relation to their competitors. The first recalled brand name (often called "top of mind") has a

distinct competitive advantage in brand space, as it has the first chance of evaluation for purchase.

Brand Recognition

Brand Recognition is the extent to which a brand is recognized for stated brand attributes or communications

In some cases brand recognition is defined as aided recall - and as a subset of brand recall. In the case, brand recognition is the extent to which a brand name is recognized when prompted with the actual name.

A broader view of brand recognition is the extent to which a brand is recognized within a product class for certain attributes. Logo and tagline testing can be seen as a form of brand recognition testing. For example, if a product name can be associated with a certain tagline, logo or attribute (safety and Volvo; "Just do it" - Nike) a certain level of brand recognition is present.



India's largest GSM mobile operator **Bharti Airtel** on Nov 18th officially announced the launch of its new global logo, and more **than 200 empirical knowledge 3G zones created**, as its subscriber will be able to experience the power of future 3G mobile data services. **Sunil Bharti Mittal, Chairman and Managing Director of Bharti Airtel**, made **the first 3G video calls** to their brand ambassador **Shahrukh Khan, Airtel 3G networks**. Airtel also launched its new signature tune composed by AR Rahman and **new TV commercials**.

NEED OF THE PROJECT

The study on Brand Awareness is essential because it helps organizations understand how well their brand is recognized and remembered by consumers in the marketplace. In an increasingly competitive business environment, creating and maintaining strong brand awareness is crucial for attracting customers, influencing purchasing

decisions, and building long-term customer loyalty.

The project is needed to evaluate the effectiveness of various marketing and promotional activities used by organizations to increase brand visibility. It helps identify the factors that influence consumer awareness, such as advertising, social media marketing, word-of-mouth communication, product quality, and brand image. Understanding these factors enables businesses to develop effective strategies for enhancing their market presence.

Furthermore, the study provides insights into consumer perceptions and preferences regarding different brands. It helps organizations assess their competitive position and identify areas for improvement in branding and communication efforts. Strong brand awareness can lead to higher customer trust, increased sales, and improved profitability.

The project is also important in the context of digital transformation, where online platforms and social media play a significant role in shaping consumer opinions and brand recognition. By analyzing brand awareness levels, organizations can optimize their marketing investments and strengthen customer engagement.

Overall, this study is necessary to understand the impact of brand awareness on consumer behavior, support strategic decision-making, and contribute to the long-term growth and success of businesses.

SCOPE OF PROJECT

The scope of the project on Brand Awareness is to examine the level of awareness and recognition that consumers have regarding a particular brand and its products or services. The study focuses on understanding how consumers identify, recall, and perceive a brand in a competitive market environment.

This project covers the various factors that influence brand awareness, including advertising, social media marketing, promotional campaigns, public relations activities, customer experiences, and word-of-mouth communication. It aims to analyze the effectiveness of these marketing

strategies in creating a strong brand presence among consumers.

The study also explores the relationship between brand awareness and consumer purchasing behavior, customer satisfaction, brand preference, and loyalty. It evaluates how increased brand awareness contributes to attracting new customers and retaining existing ones. Additionally, the project examines the role of digital platforms and emerging technologies in enhancing brand visibility and engagement.

The scope extends to gathering consumer opinions and feedback regarding brand recognition and perception. The findings can help organizations identify strengths and weaknesses in their branding efforts and develop strategies to improve market positioning and customer relationships.

OBJECTIVES OF THE STUDY

1. To understand the concept and importance of brand awareness among consumers.
2. To measure the level of awareness of a brand among the target audience.
3. To identify the factors influencing brand awareness.
4. To analyze the effectiveness of advertising in creating brand awareness.
5. To examine the role of social media in enhancing brand recognition.
6. To study the impact of brand awareness on consumer purchasing decisions.
7. To evaluate the relationship between brand awareness and customer loyalty.
8. To assess consumer perceptions and attitudes toward the brand.
9. To identify the most effective promotional strategies for increasing brand awareness.
10. To compare brand awareness levels among different consumer groups.
11. To determine the influence of word-of-mouth communication on brand awareness.
12. To provide suggestions for improving brand visibility and market presence.
13. To understand the role of digital marketing in building brand awareness.

14. To examine how brand awareness contributes to brand preference.

15. To help organizations develop effective branding and marketing strategies.

II. RESEARCH METHODOLOGY

Definition:

Research methodology is the specification of the method of acquiring the information needed to the structure or to solve the problem at hand.

It is the pattern of the framework of the project that stipulates what information is to be collected, from which source and by what method.

Primary Source Data:

A questionnaire was prepared helped in gaining an insight view of the factors effecting the customer needs and related issues. The addresses of various customers were given and with the help of the questionnaire prepared, I need to find out the first hand information regarding the share of the AIRTEL in every segment in the market and the satisfaction level of each customer. Further I need to find out the future plans of the customer regarding the purchase of the AIRTEL products.

Each day I met 5 customers for 4 weeks the sample size of 100 respondents was decided upon. Any problem and issues were noted and were informed to our guide later.

Secondary Data:

Secondary data is the annual report of the company and the official.

SAMPLING

Sampling Procedure:

The sampling technique use here was Quota Sampling, which is one of the most commonly used non-probability sample design.

Sampling Unit:

The target population from which the sample is chosen is owners of all brands of cars.

Sample Size:

The sample of 100 from the target population was chosen.

Analysis Used:

The data collected in form of questionnaires was tabulated and analyzed using basic statistical method percentages.

LIMITATIONS

Limited sample size may not represent the entire population.

1. The study is confined to a specific geographical area.
2. Limited time available for data collection and analysis.
3. Responses may be influenced by personal bias or inaccurate information.
4. Consumer preferences and market trends change over time.
5. Not all factors affecting brand awareness are considered.
6. Findings are based mainly on questionnaire responses.
7. Limited financial and research resources may affect the study.
8. The dynamic nature of the market may impact the relevance of results.
9. Results may not be applicable to all industries or customer segments.
10. Lack of access to complete company or industry data.
11. Some respondents may have limited knowledge about the brand being studied.
12. External factors such as economic conditions and competition are not fully analyzed.
13. The study focuses only on selected consumers and brands.
14. Generalization of findings should be made with caution.

III. LITERATURE REVIEW

Introduction

The word "brand", when used as a noun, can refer to a company name, a product name, or a unique identifier such as a logo or trademark.

In a time before fences were used in ranching to keep one's cattle separate from other people's cattle, ranch owners branded, or marked, their cattle so they could later identify their herd as their own.

The concept of branding also developed through the practices of craftsmen who wanted to place a mark or identifier on their work without detracting from the beauty of the piece. These craftsmen used their initials, a symbol, or another

unique mark to identify their work and they usually put these marks in a low visibility place on the product.

Not too long afterwards, high quality cattle and art became identifiable in consumers' minds by particular symbols and marks. Consumers would actually seek out certain marks because they had associated those marks in their minds with tastier beef, higher quality pottery or furniture, sophisticated artwork, and overall better products. If the producer differentiated their product as superior in the mind of the consumer, then that producer's mark or brand came to represent superiority.

Today's modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much, much more than just creating a way to identify a product or company.

Branding today is used to create emotional attachment to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol.

So what exactly is the definition of "brand"? Let's cover some definitions first before we get too far into the branding process.

What is a brand?

If you ask ten marketing professionals or brand managers to define the word "brand", you very well may get ten different answers. Most of the answers you receive, hopefully, will at least have some commonalities.

In my own experience and in my extensive study of brands and branding, there is one definition of "brand" that seems to most succinctly define exactly what a brand is.

The definition of brand: A brand is an identifiable entity that makes specific promises of value.

In its simplest form, a brand is nothing more and nothing less than the promises of value you or your product make. These promises can be implied or explicitly stated, but none-the-less, value of some type is promised.

Additional definitions

Brand image is defined as consumers' perceptions as reflected by the associations they hold in their minds when they think of your brand.

Brand awareness is when people recognize your brand as yours. This does **not** necessarily mean they prefer your brand (*brand preference*), attach a high value to, or associate any superior attributes to your brand, it just means they recognize your brand and can identify it under different conditions.

Brand awareness consists of both **brand recognition**, which is the ability of consumers to confirm that they have previously been exposed to your brand, and **brand recall**, which reflects the ability of consumers to name your brand when given the product category, category need, or some other similar cue.

Aided awareness occurs when you show or read a list of brands and the person expresses familiarity with your brand only after they hear or see it.

Top-of-mind awareness occurs when you ask a person to name brands within a product category and your brand pops up first on the list.

When you think about facial tissue, gelatin, and adhesive bandages, do the brands Kleenex®, Jello®, and Band-Aid® come to mind? These brands enjoy strong top-of-mind awareness in their respective categories.

This is simple so far, right?

Brand awareness is not everything

Brand awareness is vitally important for all brands but high brand awareness without an understanding of what sets you apart from the competition does you virtually no good. Many marketers experience confusion on this point.

Strategic awareness occurs when not only does the person recognize your brand, but they also understand the distinctive qualities that make it better than the competition. Strategic awareness occurs when you have differentiated your brand in the mind of your market. This distinction as to why your brand is unique in your category is also referred to as your Unique Selling Proposition or USP. Your USP tells your target market what you

do and stand for that is different from all of your competitors.

Brand preference occurs when consumers prefer your brand over competing brands. Brand preference might be considered "the holy grail" of branding because it is the result of consumers knowing your brand, understanding what is unique about your brand, connecting emotionally with your brand, making a decision that your brand is superior to others for some reason or combination of reasons, and choosing it over competing brands.

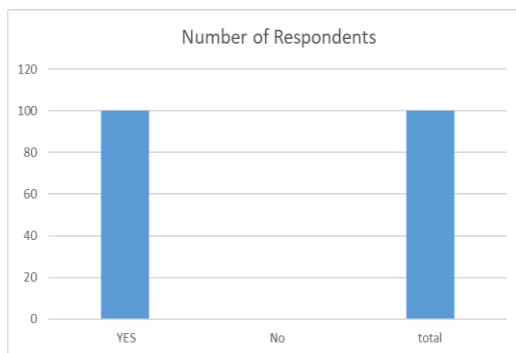
**IV. DATA ANALYSIS & INTERPRETION
BRAND AWARENESS ANALYSIS**

The 100 respondents were asked to scale the performance of various brands

You

1. Do you use teleservices?

Options	Number of Respondents
YES	100
No	0
total	100



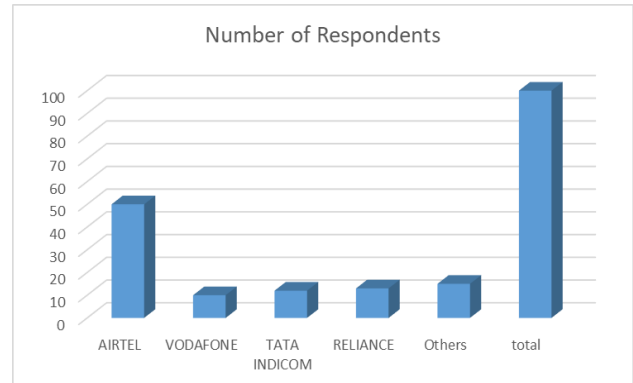
Interpretation:

- From above pie chart it can be stated that 100% people using teleservices for their constructions

2. Which teleservices do you use?

Type of system	Number of Respondents
AIRTEL	50
VODAFONE	10

TATA INDICOM	12
RELIANCE	13
Others	15
Total	100



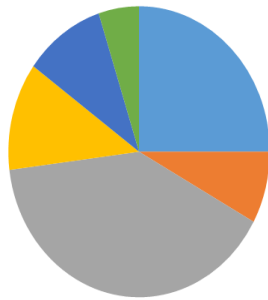
Interpretation:

- From above it can be stated that 50% of people using AIRTEL
- 10% of people using VODAFONE teleservices ,
- 12% of people using TATA teleservices ,
- 13% of people using RELIANCE teleservices ,
- 15% of people using other brands.

3. What are the valuable attributes you normally look while purchasing a teleservices?

Attributes	Number of preference of attribute
Quality	25
Price	8
Brand Name	40
Tariff	12
Service	10
Performance	5
Total	100

Number of preference of attribute



Interpretation:

- From above pie chart it can be stated that people give preference 40% to brand name,
- 25% to quality,
- 8% to price,
- 12% to comfort,
- 10% to service, and
- 5% to performance.

V. FINDINGS

From Table-1 it can be stated that 100% of people in survey using teleservices for their constructions

From Table-2 it can be stated that 50% of people using AIRTEL Teleservices, 10% of people using Vodafone teleservices, 12% of people using tata teleservices, 13% of people reliance teleservices, 15% of people having other brands.

From Table-3 it can be stated that people give preference 40% to brand name, 25% to quality, 8% to price, 12% to comfort, 10% to service, 5% to performance.

From Table-4 it can be stated that 70% people are aware of AIRTEL, 30% are not aware system.

From Table-5 we can state that 40% people heard about the AIRTEL through friends, 24% through advertisements, 6% through tele call, 20% through event and 10% through consultant

From Table-6 it can be stated that people give preference 40% to brand name, 30% to features, 20% to better service, 10% to all the above attributes.

From Table-7 it can be stated that the service provided by AIRTEL is 60% excellent, 20% very good, 10% good and 10% average.

From Table-8 it can be stated that the percentage of people who are getting their order within a day is 80%, within a week is 20%, one week is 0%. And 0% of people getting with in 1-2 week.

VI. SUGGESTIONS

The company should maintain their market position and try to increase their customers. Enough stock should keep in stockiest place & retailers place

To enable the customers to get in touch with the service personal more easily, the number of direct phones should be increase or provide the toll free number to give solutions of constructions.

Periodically, review meetings with the customers in different areas should be convinced, to have a general consensus regarding problems being faced by them.

To increase sales of the teleservices, the company should concentrate on advertisements and try to provide special offers.

If the company reduce the price of the teleservices for who purchase huge quantities, then sales will be increased dramatically.

VII. CONCLUSION

The analysis of the data obtained the market research has led to many inferences on the teleservices brands. In course of conducting marketing survey some value and useful information was given by respondent.

Advertising in papers, hoardings and enquire consider to be ineffective avenue for securing information about AIRTEL teleservices.

Users find AIRTEL as one which provides security for Users and reliable and feasible.

The overall conclusion of the study is the AIRTEL Teleservices offering better services which make Users feel happy and comfortable.

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PRINCI

PLES OF MARKETING

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MARK

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➤ www.airtel.com

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