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BRAND AWARENESS STRATEGIES: CASE STUDIES FROM AIRTEL

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ABSTRACT

The goals of this research project are to determine the level of familiarity with the Airtel brand among consumers, to compare consumers' perceptions of Airtel with those of other popular car brands, to determine what influences consumers' perceptions of Airtel, and to determine the significance of consumers' perceptions of Airtel when making a purchase decision. Advertising has a significant influence in increasing brand awareness among the respondents. The majority of respondents possess Airtel. Almost all respondents are aware of most of the brands present in the market. Before making a purchase, most people think about price, quality, and durability. All things considered, Airtel has the potential to establish a very high degree of public recognition of its brand. In addition to more conventional forms of advertising, it is recommended that additional emphasis be placed on television.

I. INTRODUCTION

Brand awareness

Brand awareness is a marketing concept that measures consumers' knowledge of a brand's existence. At the aggregate (brand) level, it refers to the proportion of consumers who know of the brand.

Brand awareness means the extent to which a brand associated with a particular product is documented by potential and existing customers either positively or negatively. Creation of brand awareness is the primary goal of advertising at the beginning of any product's life cycle in target markets. In fact, brand awareness has influence on buying behaviour of a buyer. All of these calculations are, at best, approximations. A more complete understanding of the brand can occur if multiple measures are used.

A brand equity is the positive effect of the brand on the difference between the prices that the consumer accepts to pay when the brand known compared to the value of the benefit received.

There are two schools of thought regarding the existence of negative brand equity. One perspective states brand equity cannot be negative, hypothesizing only positive brand equity is created by marketing activities such as advertising, PR, and promotion. A second perspective is that negative equity can exist, due to catastrophic events to the brand, such as a wide product recall or continued negative press attention (Blackwater or Halliburton, for example).

Colloquially, the term "negative brand equity" may be used to describe a product or service where a brand has a negligible effect on a product level when compared to a no-name or private label product. The brand-related negative intangible assets are called "brand liability", compared with "brand equity"

NEED OF THE PROJECT

The basic need of the project is to understand the service of AIRTEL products and identify what are the gaps in service. The idea behind the projects is to identify what is the

brand and service range of AIRTEL products in Hyderabad market. Company wants to know whether service process working properly or not? And are retailers satisfied with the service practice? Company also wants to distinguish the availability of AIRTEL products and visibility in market through promotional materials.

The need of project arises from company to improve its service practice in order to have better market placement in Hyderabad market. So, for that they needed in-depth analysis of the problems which would also generate some fresh ideas for the improvement.

SCOPE OF PROJECT

The study is conducted within Hyderabad town and its various parts. Hyderabad was divided in two regions which are one town and two Town. The survey is conducted in Automobile shops situated in all regions which are exclusive in sales of AIRTEL.

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.

Research Objective:

- ➢ To study about the four wheelers.
- ➢ To study about the AIRTEL products.
- ➢ To know about the brand image of AIRTEL.
- ➢ To know the performance level of AIRTEL products.
- ➢ To know about why the customer like this Network.
- ➢ Are they happy with the service?
- ➢ To know about what customer needs and what the company is providing.

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

- As the time given for the completion of the project was limited.
- The survey was restricted to Hyderabad and Secunderabad only.
- They may be few opinions which might have been missed out.
- The Time Period Of Project Is 45 Days.
- Though The Customers Wanted To Give Information They could not Give As It Wastes Their Business Time.
- The Accuracy Of The Answers Depends Upon The Mode Of Interest Of Respondents.
- Though the customers wanted to give information they could not, as they felt it takes away their business time.
- The accuracy of the answers depends upon the mode of interest of respondents.
- The opinions of the sample may or may not depict the exact opinions of the total population.

III. DATA ANALYSIS AND INTERPRETATION

1. Which teleservices do you use?

Type of system	Number of Respondents
AIRTEL	50
VODAFONE	10
TATA INDICOM	12
RELIANCE	13
Others	15
total	100

Percentage of Respondents
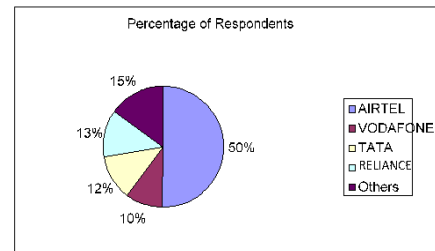
Interpretation:

- 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.

2. 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

Percentage of preference of attribute
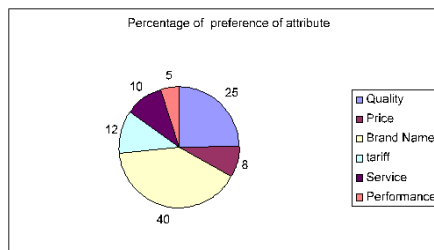
Interpretation:

➢ 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.

IV. 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 with in a day is 80%, within a week is 20%, one week is 0%. And 0% of people getting with in 1-2 week.

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 teleservicess for who purchase huge quantities, then sales will be increased dramatically.

V. 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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