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Brand Awareness At Bharati Airtel Ltd.

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ABSTRACT

This research project deals measuring brand awareness of Bharti Airtel , the study is intended to access brand awareness lives of different car brands available in the market and also about Bharti Airtel , to identify the factors/source creating brand awareness and also to know importance of brand awareness role in the buying decision.

It is found that majority of respondent owns Bharti Airtel coming to brand awareness, almost all respondent are aware about most of the car brands available in the market advertising plays important role in the creating brand awareness among the respondents. Price, Quality, Durability factors are considered by majority of respondent before making purchasing decision.

Over all Bharti Airtel could able to create significant levels of brand awareness among the public.

It is suggested to focus more on television media for advertising apart from other traditional media

1. INTRODUCTION:

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.

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.

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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.

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

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shops situated in all regions which are exclusive in sales of AIRTEL.

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.

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- The survey was restricted to Hyderabad and Secunderabad only.
- They may be few opinions which might have been missed out.

2. LITERATURE SURVEY

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.

3. DATA ANALYSIS & INTERPRETATION

BRAND AWARENESS ANALYSIS

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

1. Do you use teleservices?

Interpretation:

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

2. Which teleservices do you use?

Interpretation:

- From above it can be stated that 50% of

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people using AIRTEL

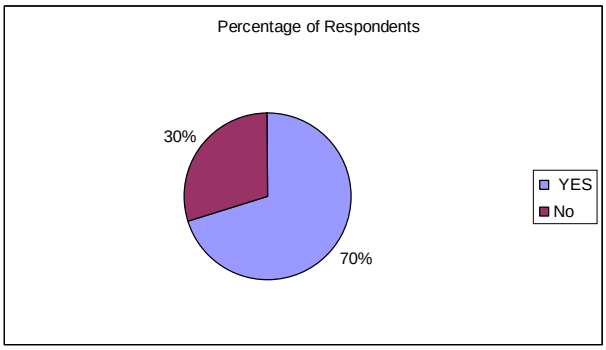
- 10% of people using VODAFONE teleservices ,
- 12% of people using TATA teleservices ,
- 13% of people using RELIANCE teleservices ,
- 15% of people using other brands.

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

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.

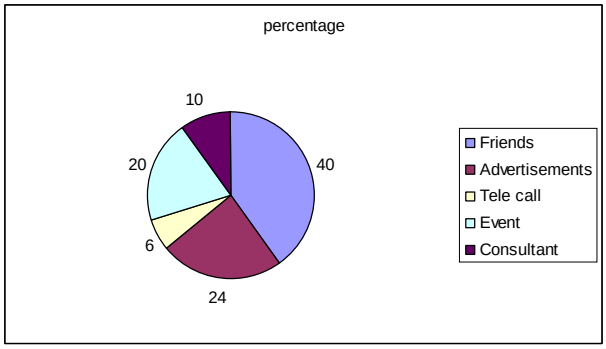
4. Are you aware of AIRTEL Teleservices?



Interpretation:

- From above pie chart it can be stated that 70% people are aware of AIRTEL teleservices,
- 30% are not aware system.

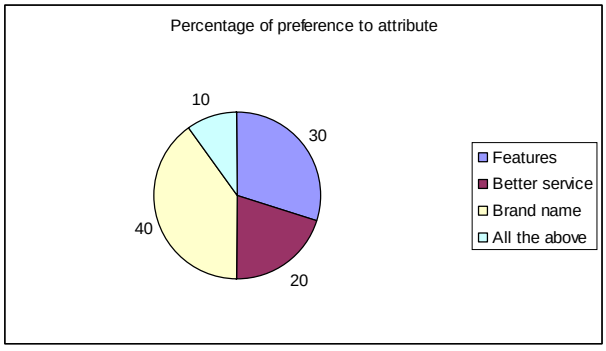
5. You heard about AIRTEL Teleservices through?



Interpretation:

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

6. Why you have chooses AIRTEL Teleservices?

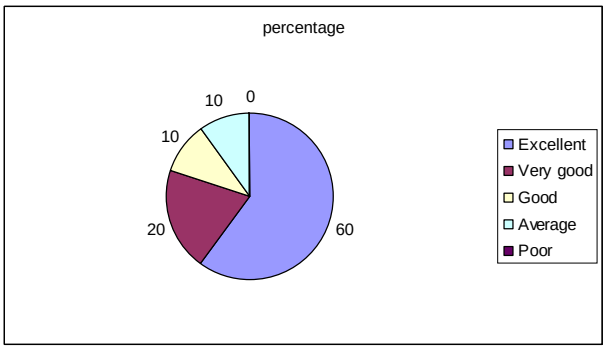


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Interpretation:

- From above pie chart 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.

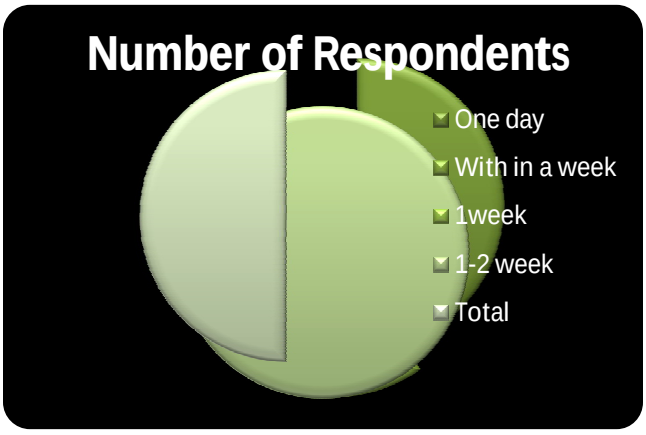
7. Services provided by AIRTEL Teleservices?



Interpretation:

- From above pie chart it can be stated that the service provided by Labcal is 60% excellent,
- 20% very good,
- 10% good and 10% average.

8. When did you getting your order?



Interpretation:

- From above pie chart it can be stated that the percentage of people who are getting their orders on that it self is 80%, With in a week is 20%, &one week is 0%. And 0% of people getting with in 1-2 week.

4.FINDINGS OF THE STUDY

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,

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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

5. 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

6. 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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