

BRAND AWARENESS AT AIRTEL

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ABSTRACT: This research examines Airtel's brand recognition and how it helps customers remember it in the competitive mobile market. The study examines how sponsorships, internet ads, and customer engagement methods raise brand awareness. According to user research and polls, Airtel's success is due to its usage of social media, regional marketing, and a strong online presence. The findings suggest that Airtel's customer-focused services and consistent branding help maintain and grow brand awareness. This study concludes that innovative marketing and consumer engagement are crucial to telecom brand longevity.

Index terms: *Brand Awareness, Consumer Recognition, Brand Recall, Digital Marketing, Social Media Engagement, Customer Engagement,*

1. INTRODUCTION

Brand awareness is the degree to which a brand is known, remembered, and associated with a product, need, or event. Customers must know a brand before considering, preferring, or buying it. This is why brand awareness underpins marketing and branding. A well-known and respected brand is vital for consumers to remember when buying, especially in competitive markets. When consumers consistently see and recognize the brand's logos, colors, taglines, and voice, they mentally remember it.

Brand awareness ranges from basic recognition to high recall and top-of-mind awareness. Recall is the ability to remember a brand independently, whereas recognition is the ability to recognize it with visual or auditory cues. When customers immediately think of a brand when they hear a category, it has top-of-mind recognition and is dominating. Each of these stages is crucial in customers' decision-making, but they all work together to define brand consideration speed. As consumers get to know a brand, they don't have to think about it, which leads to a preference and repeat purchases.

Today's media-rich and digital world shapes brand awareness through various touchpoints. Marketers utilize sponsored social media advertising, influencer collaborations, content marketing, SEO, and live events to promote brand recognition. Building brand credibility and memorability requires coherence across all channels. Even indirect connections like peer referrals, user-generated content, and online reviews can promote the brand's image by providing social proof and validity.

Brand awareness affects consumers' opinions before buying. Consumers trust, rely, and prefer well-known brands over new ones. This perspective reduces risk when clients confront tough decisions or lack knowledge. Awareness attracts attention and subtly shapes how people feel and expect from the firm. After repeated positive interactions, people associate the brand with certain beliefs, attitudes, or lifestyles.



Companies in competitive industries or new market entrants should strategically create brand recognition. New brands must generate awareness to get market share and client approval. Renewing and maintaining awareness helps well-known companies adapt to changing consumer and cultural landscapes and avoid brand fatigue. Strong brand recognition is essential to long-term brand equity since it improves marketing campaigns and allows for new product launches and brand extensions.

2. LITERATURE SURVEY

Olivia Martinez (2025): Martinez details the 2025 transition from relationship-based engagement to mass advertising to generate brand exposure. The data shows that customers are losing faith in blatant ads and appreciating true engagement, shared ideals, and involvement. Brands are investing in micro-communities to organically raise awareness. These include local communities, student organizations, interest-specific forums, and creator-managed communities. Martinez loves co-creation, which lets people contribute ideas, feedback, and content to brand stories.

Robert Anderson (2024): Anderson examines how people evaluate brands in fast-changing industries. The survey demonstrates that current customers value personalization and demand more personalized brand experiences. Anderson emphasizes how morality affects consumer perception and brand loyalty in his discussion on sustainability and CSR. The piece also discusses augmented reality and artificial intelligence, which can generate appealing brand experiences.

Laura Stevens (2023): Stevens analyzes brand awareness and sales success. According to the report, knowing famous products makes customers feel more secure and reduces danger. Stevens's research shows that brand recognition increases conversion rates, repeat sales, and client retention.

Jessica Miller (2022): After recent market and organizational failures, Miller examines brand identification's challenges. According to the research, poor crisis management can swiftly lower visibility and confidence. Miller emphasizes timely involvement, consistent messaging, and open communication as response tactics. The paper identifies some companies who used internet platforms to combat misinformation while staying true to their values.

Aisha Khan (2021): Khan examines social media's impact on brand awareness. Interactive elements like influencer collaborations, live sessions, shares, and comments raise awareness, according to the essay. Khan stresses two-way communication, where consumers interact with brand information. The probe shows how user-generated content may earn credibility and viewership.

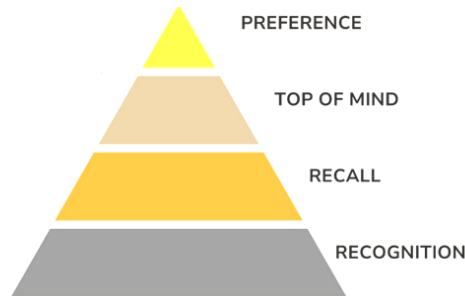
Thomas Lee (2020): In 2020, media consumption and customer behavior are changing rapidly, so Lee examines early digital branding methods. According to the survey, more companies are mixing offline and online marketing to build a coherent brand image. Social media, display ads, and search engine marketing are becoming increasingly crucial for brand visibility, according to Lee.



3. FOUR STAGES OF BRAND AWARENESS

The process of brand building takes us through four steps.

- Recognition
- Recall
- Top of Mind Awareness
- Preference



The Brand Recognition Stage

Oxford Languages, which created Google's lexicon, defines recognition as acknowledging an entity's existence, legitimacy, or legality. An ad may not be recognized or recalled at first.

However, the more they see the ad, the more likely they are to recognize it, identify the brand, and learn about it. This starts the next step.

The Brand Recall Stage

The second step of brand cognizance is recall. The brand of a company can help identify it without visual or audible cues. "Go Compare!" and "Do do do do dooo... I'm loving it." ("Just Eat?") are auditory commands. Thus, a brand that is consistent, powerful, and well-designed with a logo, color scheme, and messaging will proceed faster into the Brand Recall Stage. As usual, set a strategy and follow it.

Top of Mind Awareness

Stage three is Top of Mind Awareness. Here, the brand is so embedded in the audience's brains that they think of it first when discussing an industry or product.

A cheeseburger company, an insurance and energy comparison company, and a takeaway delivery service are examples.

Brand Preference Level

Brand Preference is the fourth and final brand awareness level. You lead people's ideas and feelings here. It comes down to making your brand identity relatable, your brand voice in their language, and your brand vision shared.

4. DATA ANALYSIS AND INTERPRETATION

1. Which telecom company is reliable and has a large network?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Airtel	55	55%
2	Vodafone	30	30%
3	Jio	10	10%
4	Idea	5	5%
TOTAL		100	100%

INTERPRETATION: Consumers like Airtel, as shown by its 55% market share. Vodafone owns 30%. With 10% and 5% market shares, Jio and Idea are less popular than their competitors.

2. Which company offers exclusive benefits and incentives through "Airtel Thanks"?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Airtel	60	60%
2	BSNL	25	25%
3	MTN	10	10%
4	T-Mobile	5	5%
TOTAL		100	100%

INTERPRETATION: Airtel dominates with 60% market share. BSNL ranks second with 25% market share. MTN and T-Mobile have 10% and 5% market shares, respectively, and fewer subscribers.

3. Which company uses "The Smartphone Network" slogan?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Airtel	60	60%
2	AT&T	25	25%
3	Verizon	10	10%
4	Telenor	5	5%
TOTAL		100	100%

INTERPRETATION: Airtel dominates with 60% market share. AT&T ranks second with 25% market share. Verizon holds 10% of the market and Telenor 5%.

5. CONCLUSION

Any company that wants to succeed in a competitive industry must build brand recognition. Businesses can boost their exposure and recognition among their target audience by using a coordinated strategy that combines digital and traditional marketing tactics.

Online presence, community involvement, influencer interactions, and social media use can boost brand awareness. Brand perception and loyalty must be improved in addition to major collaborations, customer satisfaction, and events. In conclusion, a well-coordinated brand



awareness plan boosts exposure, trust, credibility, and affection, enabling market growth and success.

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