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A Study on the Customer Awareness about AIRTEL Brand in Hyderabad

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ABSTRACT

This study focuses on customer awareness of the Airtel brand in Hyderabad and aims to understand the level of awareness, perception, and preferences of customers regarding Airtel's telecommunication services. In today's highly competitive telecom industry, brand awareness plays a crucial role in attracting and retaining customers. Airtel, one of India's leading telecom service providers, offers mobile, broadband, digital television, and digital payment services to a wide range of consumers.

The research examines how customers in Hyderabad recognize the Airtel brand, the factors influencing their awareness, and their satisfaction with Airtel's services. Primary data was collected through a structured questionnaire distributed among Airtel users and potential customers in Hyderabad. Secondary data was gathered from company reports, websites, journals, and other published sources.

The findings indicate that Airtel enjoys strong brand recognition among customers due to its extensive network coverage, advertising campaigns, service quality, and digital offerings. However, factors such as pricing, competition from other telecom operators, and customer service experiences also influence customer perceptions and awareness levels.

The study concludes that Airtel has established a strong brand presence in Hyderabad, but continuous innovation, improved customer engagement, and effective promotional strategies are essential to maintain and enhance customer awareness and loyalty. The research provides valuable insights for Airtel and other telecom companies in developing strategies to strengthen their brand image and improve customer relationships in a dynamic market environment.

Keywords: Brand Awareness, Airtel, Customer Perception, Telecommunications, Consumer Behavior, Hyderabad, Brand Loyalty, Marketing Strategies.

INTRODUCTION

India's telecom sector moves fast and stays crowded. Mobile phones, internet access, broadband, and digital services have wired the country together in ways that felt unimaginable two decades ago. Smartphones got cheaper. Data

Vodafone Idea jostle constantly for the same customers — and Airtel sits near the top of that pile by most measures.

Hyderabad is a natural place to study this. The city has a large population, a booming IT sector, and users who actually care about network quality and data speeds — not just call rates. Telecom companies here compete on price, of course, but also on network performance, customer support, and how well they market themselves. What customers know about a brand — and how they feel about it — shapes where they end up.

That customer awareness piece matters more than it once did. Years ago, people picked a carrier based on who charged less per minute. That logic has largely broken down. Now the deciding factors are often 4G/5G coverage, bundled OTT platforms, broadband plans, and app-based services. Trust in service quality tends to outweigh raw price comparisons.

Airtel has responded to this shift through 5G rollouts, digital marketing campaigns, AI-driven customer service, and a growing social media presence. This research looks at how those efforts translate into brand recognition among customers — and what that tells us about how telecom companies build and hold attention in a market that never really sits still.

NEED FOR THE SCOPE

This study focuses on one city, one brand, and one question: how aware are Airtel's customers in Hyderabad of what the company actually offers?

Hyderabad makes sense as the setting. It's a large metro with a dense, tech-savvy population and high telecom consumption — the kind of market where awareness gaps are both likely and consequential. The research doesn't attempt to map Airtel's presence across India; it goes deep in one place rather than shallow everywhere.

The timeframe is the current period, which captures a telecom landscape in active transition — 4G is mature, 5G is rolling out, broadband competition has intensified, and digital platforms like Airtel Thanks and Airtel Payments Bank are increasingly part of the product mix. These aren't background details; they're central to what customers may or may not know about.

Thematically, the study stays in marketing territory. It looks at brand awareness, customer perceptions, service recognition, and promotional reach. It doesn't touch network infrastructure, internal operations, or employee performance — those are separate questions for separate research.

The respondents are everyday Hyderabad residents: students, working professionals, business owners, and general mobile users. The aim is to capture a cross-section of the user base rather than any single segment. Their responses will shed light on awareness levels across Airtel's key offerings — mobile services, broadband, 5G, the Thanks app, and Payments Bank.

A few boundaries are worth being clear about. The findings won't speak to rural India or other cities — the dynamics there are different enough that the comparison wouldn't hold. The data comes from a sample, not the full population, and like any survey-based study, it carries the usual risks: limited time, limited resources, and the possibility that some

respondents said what they thought was expected rather than what they actually knew. Those constraints are real, and the conclusions are interpreted with that in mind.

OBJECTIVES OF THE STUDY

1. To study the customers awareness regarding life time prepaid mobile connection.
2. To identify the customer satisfaction of Airtel services in Hyderabad town.
3. To understand the theories and concepts of customer awareness , to find the age group, educational back ground, occupation / profession and income and income level of the respondents.

HYPOTHESIS OF THE STUDY

Null Hypothesis (H_0): There is no significant association between the age group and gender of respondents.

Alternative Hypothesis (H_1): There is a significant association between the age group and gender of respondents.

LIMITATIONS OF THE STUDY

1. The study was conducted with a limited number of Airtel customers in Hyderabad, which may not fully represent the opinions and experiences of all customers.
2. The research was carried out within a short period, capturing customer awareness and satisfaction only at a specific point in time.
3. .Due to limited time, budget, and resources, the study could not cover a larger geographical area or a greater number of respondents.
4. Convenience sampling was used, and respondents may have provided inaccurate or socially desirable answers, affecting the reliability of the data.

REVIEW OF LITERATURE

1. Latif&Abideen(2011)

Found that advertising plays a significant role in creating brand awareness and influences consumer purchasing decisions by building a strong brand image.

2. Husseinetal. (2008)

Concluded that advertising improves brand visibility and serves as an important communication tool between companies and consumers.

3. Arens(1996)

Defined advertising as a broad concept involving communication, marketing, economic, and social elements that influence consumer behavior.

4. Dunn&Barban(1987)

Stated that advertising is a paid, non-personal form of communication designed to persuade a target audience through various media channels.

5. Ayanwaleetal.(2005)

Revealed that advertising creates product awareness and significantly influences consumers' decision-making processes.

RESEARCH DESIGN

The study adopts a **Descriptive Research Design** to understand the level of customer awareness, perception, and preferences regarding the Airtel brand in Hyderabad. This design helps in describing the current market situation without manipulating any variables.

RESEARCH APPROACH

The study follows a **Quantitative Research Approach**. Quantitative methods are used to collect measurable data from respondents and analyze it statistically to draw meaningful conclusions.

DATA SOURCES**PRIMARY DATA:**

Structured questionnaire administered to Airtel customers and telecom users in Hyderabad.

SECONDARY DATA:

Company reports

Academic journals

Research articles

Industry reports

Websites and online databases

Sampling Design

Population: Airtel customers and telecom users in Hyderabad.

Sampling Technique: Convenience Sampling.

Sample Size: 100 respondents

Sampling Unit: Individual telecom service users residing in Hyderabad.

Data Collection Method

Data was collected using a **structured questionnaire survey**. The questionnaire consisted of questions related to customer awareness, service usage, brand perception, and satisfaction with Airtel services.

Data Analysis Tools

The collected data was analyzed using:

Percentage Analysis

Frequency Distribution Tables

Bar Charts and Pie Charts

Mean Analysis

Correlation Analysis (where applicable)

Microsoft Excel

Study Variables

Independent Variable:

Customer Awareness of Airtel Brand

Dependent Variables:

Customer Satisfaction

Brand Perception

Service Usage Preference

Customer Loyalty

Demographic Variables:

Age

Gender

Education

Occupation

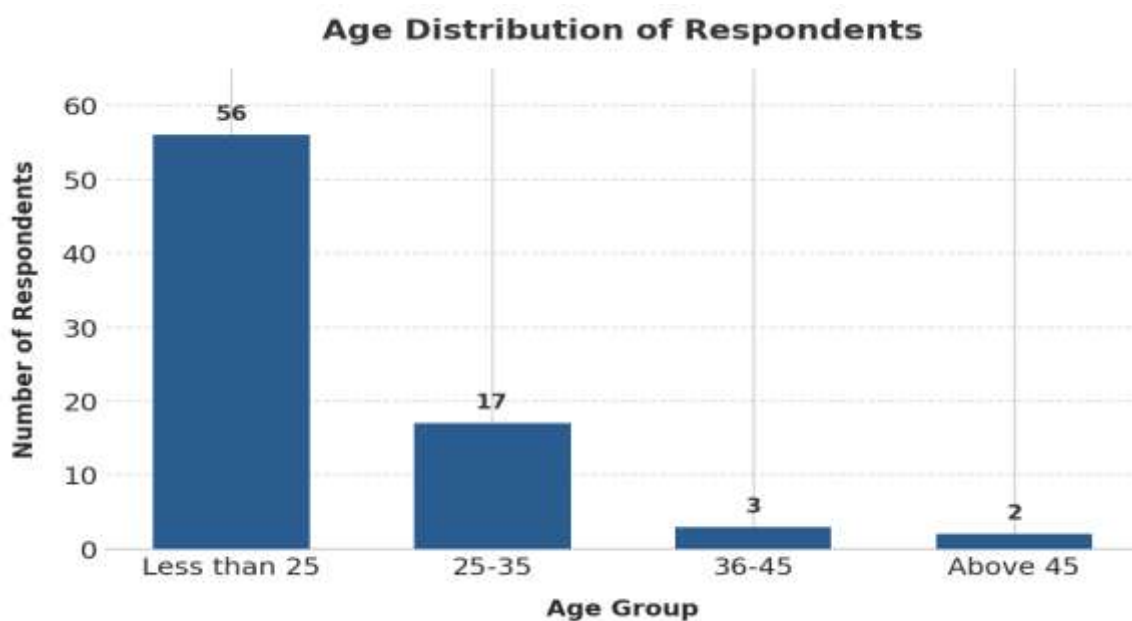
Income Level

These variables help in understanding the relationship between customer awareness and their perception, satisfaction, and usage of Airtel services.

DATA ANALYSIS

1. Age of the respondents.

Age Group	No. of respondents	Percentage
Less than 25	56	71.8%
25-35	17	21.8%
36-45	3	3.8%
Above 45	2	2.6%
Total	78	100%



INTERPRETATION : The survey is predominantly represented by respondents below 25 years (71.8%), indicating strong participation from young consumers. The limited representation of older age groups suggests that the findings mainly reflect the preferences and perceptions of younger users.

2. Are you aware of Airtel telecom services?

Particulars	No.of Respondents	Percentage
Yes	68	86.1%
No	11	13.1%
Total	79	100%

Response Breakdown

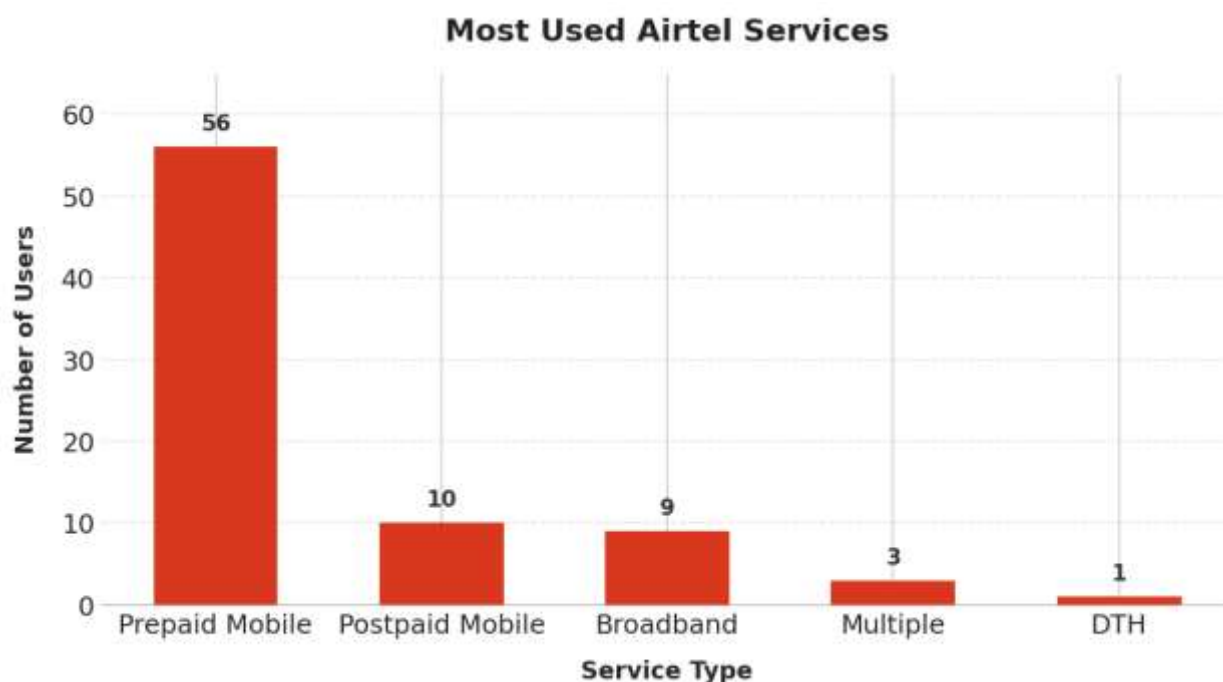


INTERPRETATION:

The findings indicate that Airtel enjoys a high level of brand awareness, with 86.1% of respondents recognizing its telecom services. This demonstrates strong brand penetration and effective market presence among the surveyed customers.

3. Which Airtel service do you use the most?

Airtel Service Used Most	Frequency	Percentage (%)
Prepaid Mobile	56	70.9%
Postpaid Mobile	10	12.7%
Broadband (Wi-Fi)	9	11.4%
Multiple Services	3	3.8%
DTH	1	1.3%
Total	79	100%



INTERPRETATION:

The results indicate that **70.9% of respondents prefer prepaid mobile services**, highlighting the popularity of flexible and cost-effective plans. In comparison, **12.7% use postpaid services**, **11.4% use broadband services**, while only a small proportion subscribe to multiple Airtel services or DTH, suggesting that mobile services remain the primary choice among customers.

Statistical Tool Analysis (Chi-Square Test)

Null Hypothesis (H_0): There is no significant association between the age group and gender of respondents.

Alternative Hypothesis (H_1): There is a significant association between the age group and gender of respondents.

For **Age Group of Respondents**, the Chi-Square calculation table can be presented as follows:

Age Group	Observed Value (O)	Expected Value (E)	$\chi^2 = (O-E)^2/E$
Less than 25	56	19.5	68.29
25–35	17	19.5	0.32
36–45	3	19.5	13.96

Above 45	2	19.5	15.71
Total	78	78	98.28

χ^2 Table Value	χ^2 Calculated Value
7.815	98.28

Degree of Freedom (df) = 3

Level of Significance = 0.05

Decision

Since the calculated χ^2 value (**98.28**) is greater than the table value (**7.815**), the **Null Hypothesis (H₀) is rejected** and the **Alternative Hypothesis (H₁) is accepted**.

Conclusion

The Chi-Square test indicates that the distribution of respondents across age groups is not uniform. A significantly higher proportion of respondents belong to the **below 25 years** age category, showing that the survey is predominantly represented by young consumers.

Options Observed Value (O) Expected Value (E) $\chi^2 = (O-E)^2/E$

Finding of Study

1. The majority of respondents (71.8%) belong to the age group below 25 years, indicating that Airtel has strong visibility among young consumers.
2. Students constitute the largest respondent group (78.2%), suggesting that Airtel services are widely used among the student community.
3. A high percentage of respondents (86.1%) are aware of Airtel telecom services, demonstrating strong brand recognition and market presence.
4. Television and social media emerged as the major sources of awareness about Airtel services, highlighting the effectiveness of the company's promotional activities.
5. Nearly 73.4% of respondents are active users of Airtel services, indicating successful conversion of awareness into actual usage.

Suggestions

1. Introduce more affordable recharge plans to attract students and price-sensitive customers.
2. Improve network coverage and service quality in areas experiencing connectivity issues.
3. Strengthen digital marketing activities through social media promotions and online campaigns.
4. Enhance customer support services by reducing response time and improving problem resolution.
5. Increase awareness about Airtel's value-added services such as Airtel Thanks, OTT benefits, and digital payment solutions.

Conclusion

The study concludes that Bharti Airtel enjoys a strong level of customer awareness and a positive brand image among telecom users in Hyderabad. The findings reveal that Airtel has successfully established itself as a trusted telecom service provider through effective marketing strategies, reliable network coverage, quality internet services, and customer support. Customer awareness was found to have a significant positive influence on customer satisfaction and loyalty. Most respondents expressed satisfaction with Airtel services and demonstrated a willingness to continue using and recommending the brand. Although Airtel maintains a strong market position, continuous improvements in pricing strategies, customer service, and network quality are necessary to sustain long-term growth in a highly competitive telecom market. Overall, the objectives of the study were successfully achieved, and the research provides valuable insights for Airtel management, telecom marketers, researchers, and policymakers.

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