

Impact of Advertisement on Brand Awareness WRT Bharat Sanchar Nigam Limited

T.Praveen Babu

**Department of Commerce &
Management Studies,
Andhra University, Visakhapatnam.**

Abstract:

The Telecom industry is one of the leading and fastest growing in the world as communication plays a vital role in the world and especially in India. Bharat Sanchar Nigam Limited (BSNL), the government owned player, acts as a major catalyst for the economic growth. Branding correlates with Image Building in an organization vis-a-vis its products produced/services rendered. In today's world a brand occupies a space on the consumer landscape much like that of a person.

Advertising also provides the necessary support after the consumer has made the purchase. If the consumers experience dissonances or discomforts owing to their purchase decision, then advertisement reduces this feeling of discomforts by providing information on the products attributes. It is even more necessary to neutralize the impact of the advertisements of rival brands. In this paper, we attempt to gauge the role of branding and advertising in promoting Products and services of BSNL.

This research study is useful for BSNL to understand the expectations and requirements of Customers and can serve them in a better way. The researcher strongly believes that this study would be helpful to the BSNL Management in knowing about the Customers Satisfaction, Customer Perception, Customer Preferences, and service requirements and about the other competitors status in the market thereby helping them in improve their quality of Services offered.

Keywords:

BSNL, Branding, Advertising, marketing, Brand Awareness, Customer.

Introduction:

Telecommunication is one of the prime support services needed for rapid growth and modernization of various sectors of the economy. It has become especially important recent year's enormous growth of information technology (IT) and its significant impact on the rest of the economy. The telecom industry is one of the fastest growing industries in India. India has nearly 200 million telephone lines making it the third largest network in the world after China and USA. With a growth rate of 45%, Indian telecom industry has the highest growth rate in the world. India is the 12th largest telecom market in the world and 5th largest in Asia.

Telecommunication sector in India can be divided into two segments: Fixed Service Provider (FSPs), and Cellular Services. Fixed line services consist of basic services, national or domestic long distance and international long distance services. The state operators (BSNL and MTNL), account for almost 90 per cent of revenues from basic services. Private sector services are presently available in selective urban areas, and collectively account for less than 5 per cent of subscriptions. Cellular services can be further divided into two categories: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). BSNL has good brand awareness among the people.

This could be attributed to its long history in the market and continued support from the Government. In today's competitive world, BSNL has to provide excellent services to attain a major market share and keep their Customers satisfied in all aspects. A brand's practical attributes and symbolic values are inherent elements that help the brand appeal on consumers' minds and emotion.

When consumers relate brands with symbols, it becomes easier for an organization to raise consumer interest. For instance, Lexus is known for luxury, or Apple is known for innovation. Therefore, in consumers' minds, a brand is more than just a recognizable name: it is a promise that needs to be met on a regular basis. This is, after all, the importance of building brand awareness. By raising consumer interest and making consumers aware of their products and services, firms not only expand their customer base, but they also keep their loyal customers and increase the market share. In other words, the more aware consumers are of a brand, the more likely they are to buy from a particular business.

As a firm increases its customer base and attracts more customers, it also increases its sales and profitability. Ideally, a firm wants to introduce its products and services to a growing number of consumers, who will become loyal customers of the firm as soon as they relate the firm with the brand and the promise it conveys to the satisfaction of their needs. By identifying and understanding the needs of target customers and adding brand value to its products and services, a firm is able to build brand awareness through advertising. Consumers will soon turn into customers and subconsciously will act as advocates of the firm by using word-of-mouth advertising. Moreover, by being aware of the brand and its value, they are highly likely to make repeat purchases, thus increasing the firm's profitability even more.

Moreover, brand awareness enables a firm to achieve product differentiation. For instance, Apple is widely regarded as highly recognizable brand that nearly 90% of consumers are aware of. This means that Apple has the option to offer to consumers and prospect customers differentiated products and services, thus gaining a competitive edge. This enables Apple to position its products more effectively and to increase its market share, only because consumers, as a result of brand awareness, would choose an Apple product over a similar product of another company. Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product.

It is measured as ratio of niche market that has former knowledge of brand. Brand awareness includes both brand recognition as well as brand recall. Brand recognition is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or heard. While brand recall is the potential of customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or buying scenario as a signal. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he can recall the specific brand when the product category is mentioned. It is generally easier to recognize a brand rather than recall it from the memory. Brand awareness is improved to the extent to which brand names are selected that is simple and easy to pronounce or spell; known and expressive; and unique as well as distinct. For instance - Coca Cola has come to be known as Coke.

There are two types of brand awareness:

Aided awareness- This means that on mentioning the product category, the customers recognize your brand from the lists of brands shown. Top of mind awareness (Immediate brand recall)- This means that on mentioning the product category, the first brand that customer recalls from his mind is your brand. The relative importance of brand recall and recognition will rely on the degree to which consumers make product-related decisions with the brand present or not. For instance - In a store, brand recognition is more crucial as the brand will be physically present. In a scenario where brands are not physically present, brand recall is more significant (as in case of services and online brands).

Building brand awareness is essential for building brand equity. It includes use of various renowned channels of promotion such as advertising, word of mouth publicity, social media like blogs, sponsorships, launching events, etc. To create brand awareness, it is important to create reliable brand image, slogans and taglines. The brand message to be communicated should also be consistent.

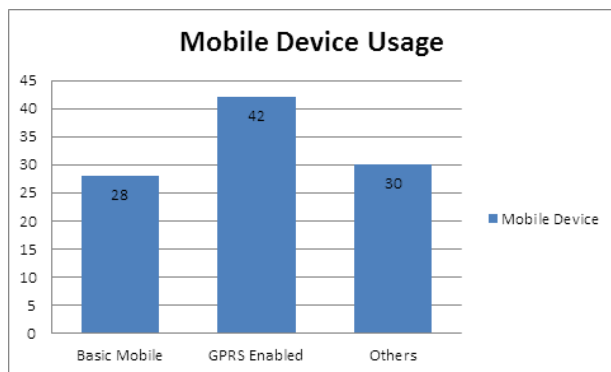
Strong brand awareness leads to high sales and high market share. Brand awareness can be regarded as a means through which consumers become acquainted and familiar with a brand and recognize that brand.

DATA ANALYSIS & INTERPRETATION

1. Which mobile device are you using?

- a) Basic Mobile b) GPRS Mobile c) others

Basic Mobile	GPRS Enabled	Others
28	42	30



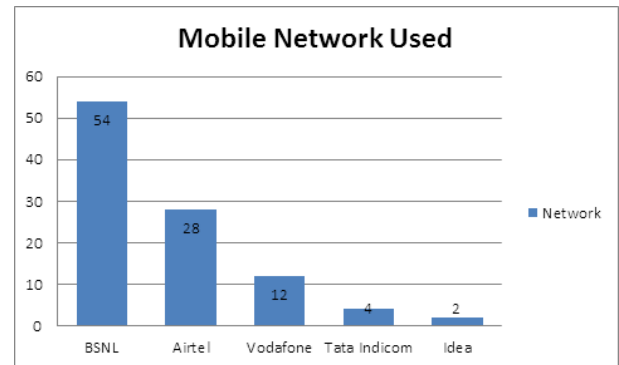
INFERENCE:

In the above table and graph it is clearly shown that 42% of users are using GPRS enabled phones whereas 28% of users are using basic models and 30% of users are using other phones. This shows that there is a lot of scope to increase the use of GPRS enabled handsets, which supports many features and contribute to the incorporation of Services.

2. Which mobile subscription are you using?

- a) Airtel b) Vodafone c) BSNL
d) Tata Indicom e) Idea

BSNL	Airtel	Vodafone	Tata Indicom	Idea
54	28	12	4	2



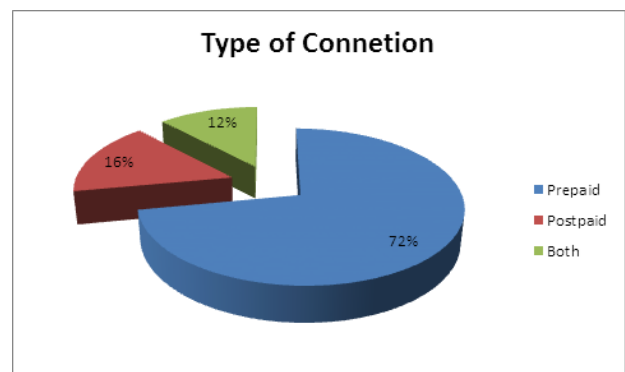
INFERENCE:

According to the above table and graph, it is clear that 58% are using BSNL, 28% are using Airtel, 12% are using Vodafone; 4% are using Tata Indicom, 2% are using Idea. In my survey the data conclude that there is a large number of customers for BSNL and the tough competitor is Airtel.

3. Which type of connection do you prefer?

- a) Prepaid b) Post-paid c) Both

Prepaid	Postpaid	Both
72	16	12



INFERENCE:

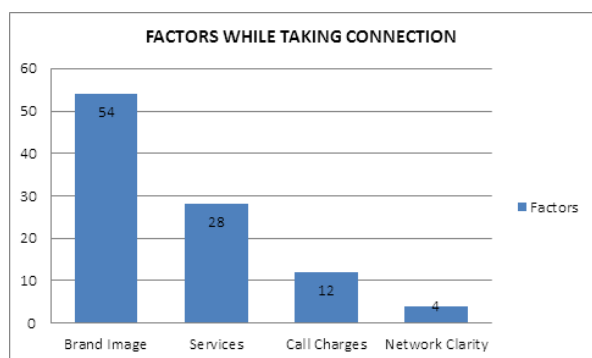
According to the above table and pie chart, it is clear that there are 72% prepaid customers, 16% postpaid customers and 12% customers who are using both prepaid and postpaid services. If the postpaid customers increase in number, then there will be a scope for the increase in spending, which in turn

provides an opportunity to improve the spending on Value Added Services.

4. What factors do you consider while taking a connection?

- a) Brand Image b) Services c) Call Charges d) Network Clarity

Brand Image	Services	Call Charges	Network Clarity
54	28	12	4



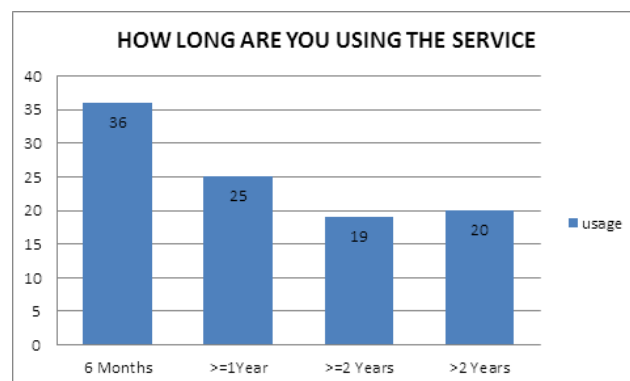
INFERENCE:

According to the above table and graph it is clear that nearly 54% users are considering brand image while taking the connection, 28% users are considering services while taking the connection, 12% users are considering call charges while taking the connection, 4% of users are considering network clarity while taking the connection. It will be better if there is improvement in the brand image of the company to attract more number of customers

5. How long are you using this connection?

- a) 6 Months b) >=1 Year c) >=2 Years d) >2 Years

6 Months	>=1 Year	>=2 Years	>2 Years
36	25	19	20



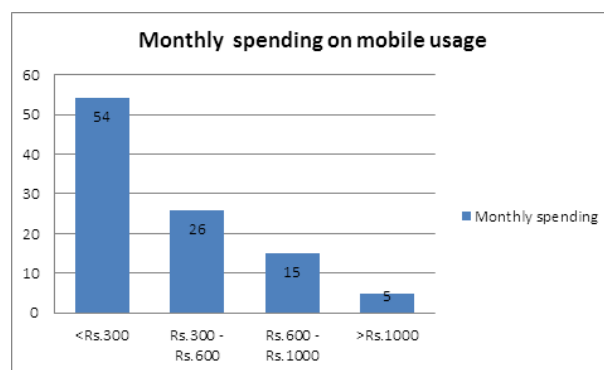
INFERENCE:

According to the above table and graph it is clear that nearly 36% users are using the connection for last 6 months, 25% users are using the connection >=1 year, 19% users are using the connection >=2 years, 20% users are using the connection >2 years. It will be better if there is improvement in the tariff plans like increasing the validity period, giving extra talk time to attract the customers.

6. What is your approximate monthly spending on mobile usage?

- a) <Rs.300 b) Rs.300 - Rs.600 c) Rs.600 - Rs.1000 d) >Rs.1000

<Rs.300	Rs.300 - Rs.600	Rs.600 - Rs.1000	>Rs.1000
54	26	15	5



INFERENCE:

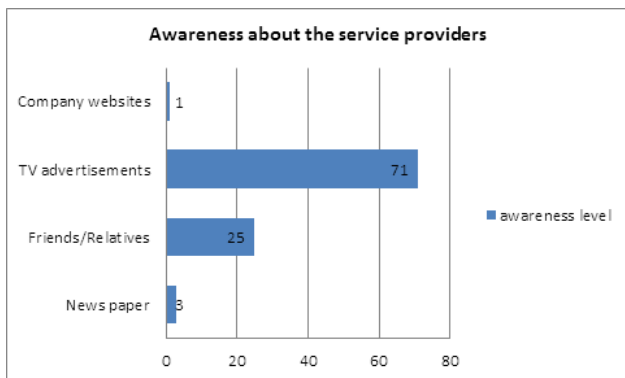
According to the above table and graph it is clear that nearly 54% users are spending less than 300Rs, 26%

users are spending between Rs.300 - Rs.600, 15% users are spending between Rs.600 - . Rs.1000, 5% users are spending more than Rs.1000 . It will be better if there is improvement in the tariff plans like increasing the validity period, giving extra talk time to attract the customers.

7. How do you have awareness about the service operators?

- a) News paper
- b) Friends/Relatives
- c) TV advertisements
- d) Company websites

News paper	Friends/Relatives	TV advertisements	Company websites
3	25	71	1



INFERENCE:

According to the above table and graph it is clear that nearly 71% users are having awareness through TV advertisements, 25% users are having awareness through Friends/Relatives, 3% users are having awareness through news paper, 1 % users are having awareness through Company websites. So it is better to improve customer care services..through service messages, voice based interactive sessions etc.

8. How do you come to know about the services provided by the service provider?

- a) Service messages

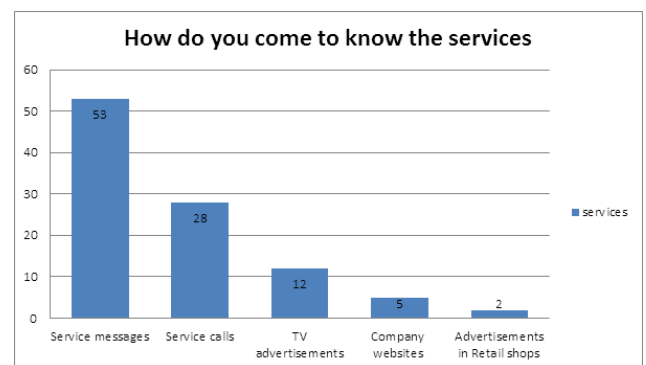
e) Service calls

f) TV advertisements

g) Company websites

h) Advertisements in Retail shops

Service messages	Service calls	TV advertisements	Company websites	Advertisements in Retail shops
53	28	12	5	2



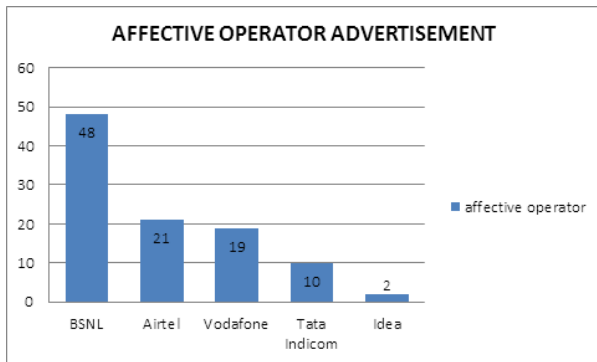
INFERENCE:

According to the above table and graph it is clear that nearly 81 % users are being communicated through service messages and service calls. By improving the other communication devices like Service calls, TV advertisements, Company websites and Advertisements in Retail shops so that there will be an opportunity to improve the Service.

9. Which operator's advertisement do you think is affective?

- a) Airtel
- b) Vodafone
- c) BSNL
- d) Tata Indicom
- e) Idea

BSNL	Airtel	Vodafone	Tata Indicom	Idea
48	21	19	10	2



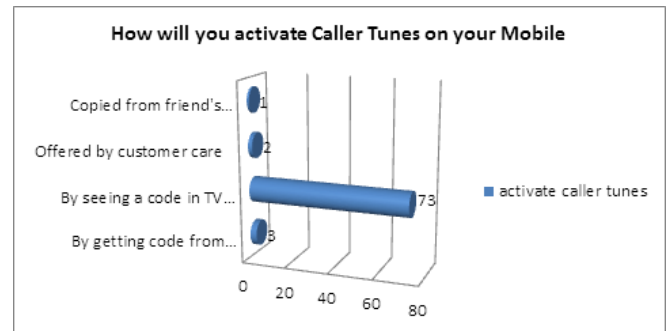
INFERENCE:

According to the above table and graph it is clear that 48% users voted BSNL as the best operator's advertisement, 21 %users voted airtel as the best operator's advertisement, 19% users voted vodafone as the best operator's advertisement, 10% users voted tataindicom as the best operator's advertisement, 2% users voted idea as the best operator's advertisement. In my survey the data conclude that there is large number of voters for BSNL; and the tough competitor is Airtel.

10. If you want to have caller tune on your mobile, how do you activate it?

- a) By getting code from customer care(through call or message)
- b) By seeing a code in TV advertisement
- c) Offered by customer care
- d) Copied from friend's mobile

By getting code from customer care(through call or message)	By seeing a code in TV advertisement	Offered by customer care	Copied from friend's mobile
3	73	2	1



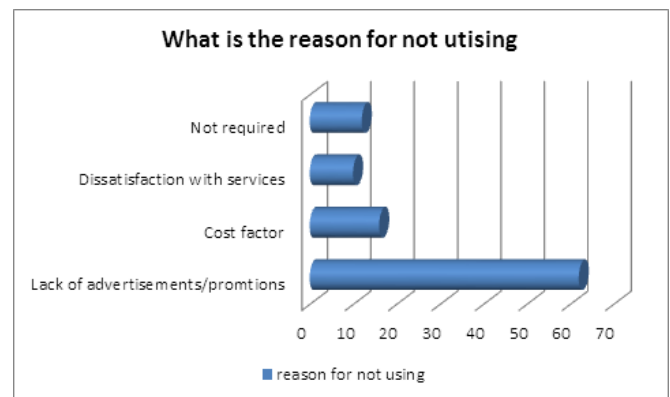
INFERENCE:

According to the above table and graph it is clear that nearly 75% users are activating the caller tunes when offered by by seeing code in TV advertisement; 3 % by getting code from customer care(through call or message), 2% Offered by customer care, 1 % users are copying from their friends mobiles So it is better to improve the advertisement techniques.

11. If you are not utilising the services, what could be the reason?

- a) Lack of advertisements/promotions
- b) Cost factor
- c) Dissatisfaction with services
- d) Not required

Lack of advertisements/promotions	Cost factor	Dissatisfaction with services	Not required
62	16	10	12



INFERENCE:

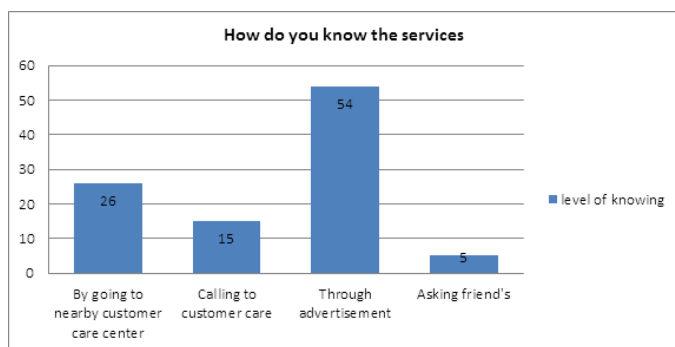
According to the above table and graph it is clear that nearly 62% users feel that Lack of

advertisements/promotions, 16% users are feeling it is bit costlier, 10% users are dissatisfied with the services, 12% users are not using because they not required the service By implementing some changes, there is a chance to attract customers who are not using the services.

12. If you want to know the extra services provided by your service provider, how do you know it?

- a) By going to nearby customer care center
- b) Calling to customer care
- c) Through advertisement
- d) Asking friend's

By going to nearby customer care center	Calling to customer care	Through advertisement	Asking friend's
26	15	54	5



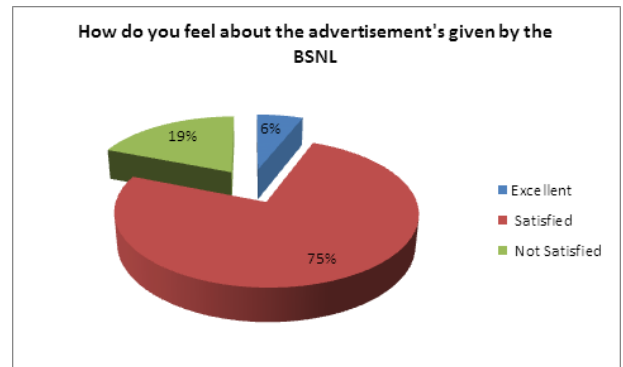
INFERENCE:

According to the above table and graph it is clear that nearly 54% users are knowing about the services through advertisement, 26% users are .by going to nearby customer care center, 15% users calling to customer care, 5% users by asking friend's. It will. be better if there is improvement in the advertisement techniques to attract the customers.

13. How do you feel about the advertisement's given by the BSNL?

- a) Excellent
- b) Satisfied
- c) Not Satisfied

Excellent	Satisfied	Not Satisfied
6	75	19



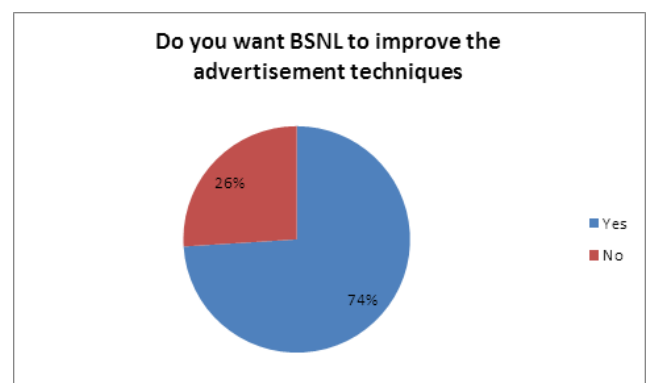
INFERENCE:

According to the above table and pie chart it is clear the nearly 75% users find satisfied with the advertisements given. by the BSNL.. By implementing this service, there is a chance to attract customers who are not using services..

14. Do you want B SNL to improve the advertising techniques implemented by it?

- a) Yes
- b) No

Yes	No
74	26



INFERENCE:

According to the above table and pie chart it is clear that 74% o customers are voted for improvement in the advertisement techniques and 26% are not

encouraging. So it is better if the customer is provided with innovative advertising techniques to attract the customers.

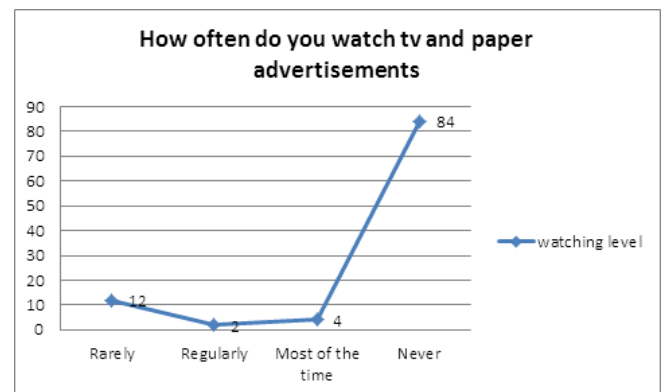
15. Through which means of sources the available Value Added Services that are available are being communicated?

a) service messages b) service calls c) TV advertisements

d) company websites e) advertisements in retail shops

Service messages	Service calls	TV advertisements	Company websites	Advertisements in Retail shops
1	17	52	2	18

Rarely	Regularly	Most of the time	Never
12	2	4	84

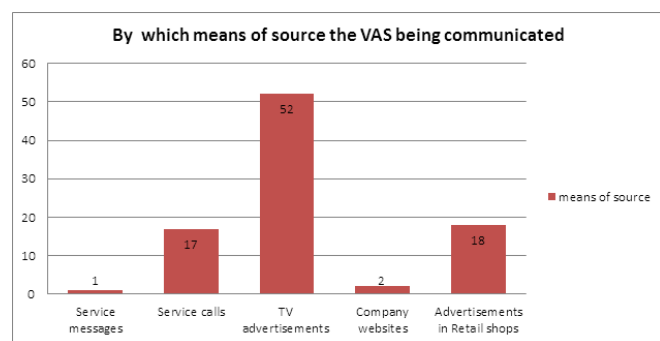


INFERENCE

According to the above table and graph it is clear that 84% of users are not watching TV and Paper advertisements provided by mobile operators. These customers can be involved by offering attractive advertisements for attracting them to use the services.

FINDINGS

- From my survey it is clear that 58% are using BSNL, 28% are using Airtel, 12% are using Vodafone, 4% are using Tata Indicom, 2% are using Idea.
- I found that there are 72% prepaid customers, 16% postpaid customers and 12% customers who are using both prepaid and postpaid services.
- In my survey nearly 54% users are considering brand image while taking the connection, 28% users are considering services while taking the connection, 12% users are considering call charges while taking the connection, 4% users are considering network clarity while taking the connection.
- I found that nearly 36% users are using the connection for last 6months, 25% users are using the connection >=1year, 19% users are



INFERENCE:

According to the above table and graph it is clear that nearly 80% users are being communicated through TV advertisements and Advertisements in Retail shops. By improving the other communication devices like Service calls, TV advertisements, Company websites and Advertisements in Retail shops so that there will be an opportunity to improvement in the communication process.

16. How often do you watch T.V and Paper advertisements given by the BSNL?

a) Rarely b) Regularly c) Most of the time d) Never

using the connection ≥ 2 years, 20% users are using the connection > 2 years.

- I found that 54% of users are spending less than 300Rs, 26% users are spending between Rs.300 - Rs.600, 15% users are spending between Rs.600 - Rs.1000, 5% users are spending more than Rs.1000.
- I found that nearly 71% users are having awareness through TV advertisements, 25% users are having awareness through Friends/Relatives, 3% users are having awareness through news paper, 1% users are having awareness through Company websites.
- In my survey I found that nearly 81% users are being communicated through service messages and service calls.
- When customers asked to vote for best operator's advertisement they voted as follows: 48% users voted BSNL as the best operator's advertisement, 21% of users voted airtel as the best operator's advertisement, 19% users voted vodafone as the best operator's advertisement, 10% users voted tataindicom as the best operator's advertisement, 2% users voted idea as the best operator's advertisement.
- I found that nearly 75% users are activating the caller tunes when offered by seeing code in TV advertisement, 3% by getting code from customer care (through call or message), 2% offered by customer care, 1% users are copying from their friends mobile.
- 62% users feel that Lack of advertisements/promotions, 16% users are feeling it is bit costlier, 10% users are dissatisfied with the services, 12% users are not using because they not required the service.
- I found that nearly 54% users are knowing about the services through advertisement, 26% users are by going to nearby customer care center, 15% users calling to customer care, 5% users by asking friend's.

- I found that nearly 75% users find satisfied with the advertisements given by the BSNL.
- I found that 74% customers are voted for improvement in the advertisement techniques and 26% are not encouraging.
- I found that nearly 80% users are being communicated through TV advertisements and Advertisements in Retail shops.
- From my survey it is clear that 84% of users are not watching TV and Paper advertisements provided by mobile operators.

SUGGESTIONS

- BSNL has to improve the customer care service for increasing customer loyalty.
- BSNL has to put more effort in making their customers to get aware of the various Services provided by them. Must give widespread publicity to the Services through messages in local TV channels, telephone bills, broadcasting SMS, IVRS etc in addition to print and electronic media so as to push the services.
- It will be better if the customer were provided with innovative advertising techniques so, that the customers will come to know about the services provided by BSNL.
- The students are the driving force behind the development of these services. But, the students are limiting their usage because of the cost factor.
- It will be better if there is improvement in the brand image of the company to attract more number of customers.
- It will be better if there is improvement in the tariff plans like increasing the validity period, giving extra talk time to attract the customers and retain them.
- BSNL should improve the advertising techniques to improve customer care services through service messages, voice based interactive sessions etc.

- By improving the other communication devices like Service calls, TV advertisements, Company websites and Advertisements in Retail shops so that there will be an opportunity to improve the Service.

CONCLUSION

Hence The Project Titled "Impact Of Advertisement On Brand Awareness In Telecom Sector With Reference To Bsnl, Visakhapatnam," is successfully completed I am so thankful to my guides for giving me suggestions and supporting me in completion of my project. In my project I took 100 samples for conducting the survey and collected data from all the 100 customers through the structured questionnaire prepared by me.

After collection of the data I transmitted the gathered data into the form of tables, bar diagram, pie charts. I analyzed the data and gave some findings, and suggestions keeping in mind the information I am having. I hope it will be useful to the BSNL for further modifications if any and also it may help in improving the quality of the customer service to their customers.

Finally I conclude by saying that the advertising plays an important role in pushing the services provided by BSNL in to the customers. To improve the advertisements and to promote the services provided by BSNL it should widespread publicity through

messages in local TV channels, telephone bills, broadcasting SMS, IVRS etc in addition to print and electronic media so as to push the services.

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