INTERNATIONAL JOURNAL OF LATEST TECHNOLOGY IN ENGINEERING, MANAGEMENT & APPLIED SCIENCE (IJLTEMAS)

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XIV, Issue VI, June 2025

# A Study on Advertising Strategies of Bharati Airtel

**Mrs L Bharani, Maddipudi Mouvya**

**CMR Institute of Technology, Hyderabad, Telangana, India.**

**DOI: https://doi.org/10.51583/IJLTEMAS.2025.140600060**

**Received: 18 June 2025; Accepted: 23 June 2025; Published: 12 July 2025**

**Abstract:** It is no wonder that in today's aggressive business environment, the challenges of sustaining in these competitive surroundings, preoccupies the minds of many Business leaders. Customers have many options to choose their telecom operator from competitive market. Furthermore, they often perceive that what they are purchasing is, for all practical purposes, a commodity that can be easily obtained from other companies, if need be. So, how does a corporation distinguish itself in a highly commoditized and competitive market? Today's business is more dependent, than ever before, on their top performing product to be innovate and provide services that differentiate a company from its fierce competitors. In other words, corporations rely upon their product and human assets to survive and thrive.

Airtel is one of the leading telecom firms of the country. Airtel is providing intermediate services to the people of India since 1995. The company is largest cellular service provider in India and third largest in the world in the field of various telecom services like Mobile network, wireless, landline, broadband, satellite television, etc. The company is famous for world presence, vast network coverage, excellent service and brand image managed by experts.

This project was carried out for Bharti Airtel, Begumpet, Hyderabad, Andhra Pradesh. This is one of the leading centers for marketing and sale of Airtel product and services in southern region.

**Key Words:** Intermediate services, preoccupies, intermediate services

## I. Introduction

Advertising is a type of communication used to influence consumers to take action in response to offered goods, concepts, or services. It contains the product Marketing is the central idea of commercial advertising. It encompasses four fundamental components known as the four p's. The first p, product, refers to the tangible item itself, while price signifies the process of establishing a product's value. Area signifying the factors involved in delivering the product to the customer, such as distribution methods, market reach, and organizational logistics. The final p represents promotion, which is the method of connecting with the target market and persuading them to purchase the product.

## II. Review of Literature

**Kotler And Keller (2016):** The advertising strategies in the telecommunications sector often revolve around emotional appeal, technological innovation, pricing, and network quality. According to Kotler and Keller companies in competitive markets like telecom use integrated marketing communications (IMC) to create a consistent brand image and position themselves distinctly in the minds of consumers.

**Ramaswamy and Namakumari (2018):** Brand positioning and Differentiation Telecom brands such as Airtel face the challenges of differentiation in a highly commoditized market. Research by Namakumari and Ramaswamy indicates that telecom companies often focus on lifestyle branding and emotional advertising to gain loyalty. Airtel for instance, has consistently used emotional narratives and human stories.

**Digital-First and Immersive Compaigns**: Airtel has embraced a digital- first approach, integrating immersive technologies into its advertising. The "Future is Airtel 5G" campaign exemplified this strategy by utilizing virtual reality (VR), holograms, and live drone scans to demonstrate the capabilities of Airtel 5G plus.

**Hyperlocal Marketing with Airtel Iq**: IN 2024, Airtel partnered with a furniture rental company to implement hyperlocal marketing using Airtel IQ. By targeting individual ages 25 – 35 who had recently relocated to cities like Bengaluru, the campaign generated 2,700 leads and 1,400 new website signups within a month. This strategy leveraged Airtel's customer cohort data to deliver personalized messages via SMS and WhatsApp, effectively driving in-store visits and customer engagement.

### Objectives of The Study

- To know the advertising impact of Airtel.
- To find the effectiveness of advertisement in developing the brand Airtel.
- To find opinion about brand and service provide by Airtel.
- To measure the brand image towards Airtel.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XIV, Issue VI, June 2025

**Research Design**

This study utilizes a descriptive research approach to examine the strategic advertising techniques of Airtel. It includes gathering primary data by distributing structured questionnaires to Airtel's users to gauge their perceptions and reactions to Airtel's advertisements. Secondary data will be collected from corporate reports, websites, and previous research. The sample will include 100 respondents chosen via convenience sampling. Data will be examined with fundamental statistical methods to assess the impact of Aertex's strategies and their effect on consumer behaviour.

**Research Types**: Qualitative and Quantitative

**Primary Data**: A google form was created and shared to their mails and what 'Sapp.

**Secondary Data**: Secondary Data was collected from articles, Books and Airtel website.

**Population: 130**

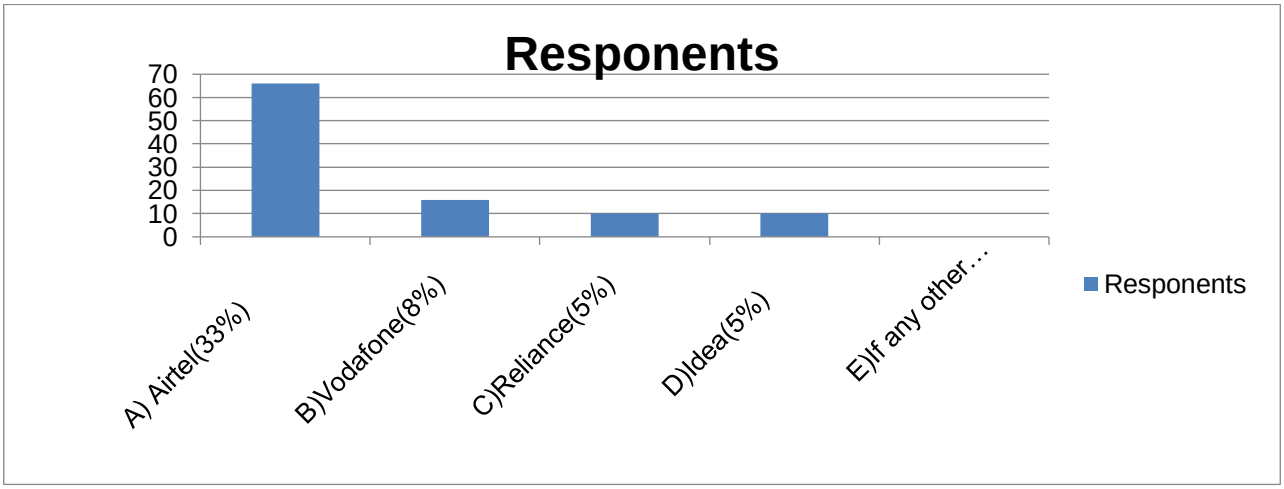
**Samplesize:** 100

**Tools used**: charts, Google forms, chi-square.

**Statistical Analysis**

**Identify the service provider?**

| Base | Responents | percentage |
|---|---|---|
| A) Airtel (33%) | 66 | 66% |
| B) Vodafone (8%) | 16 | 16% |
| C) Reliance (5%) | 10 | 10% |
| D) Idea (5%) | 10 | 10% |
| E) If any other specify (0%) | 0 | 0 |
| total | 100 | 100% |



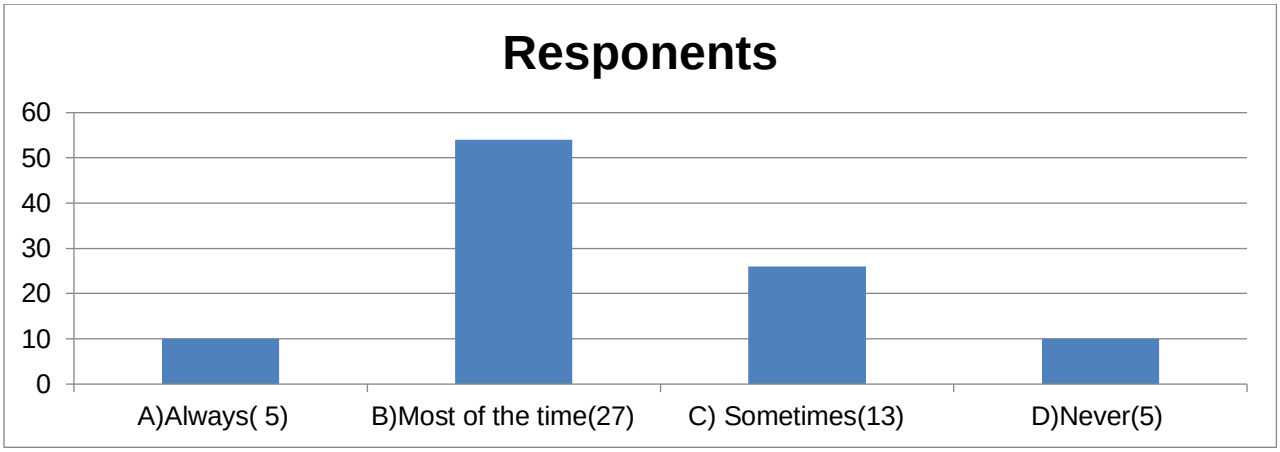

**Interpretation**: The information indicates that Airtel is the favored service provider among respondents, as 66% utilize its network. Vodafone ranks second with 16%, while Reliance and Idea each capture 10% of the participants. No participants mentioned utilizing any alternative service providers. This distribution emphasizes Airtel's significant market presence and appeal relative to its competitors in the surveyed group.

**How frequently do you purchase the identical item that you've seen in the ad?**

| Base | Responents | percentage |
|---|---|---|
| A) Always (5) | 10 | 10% |
| B) Most of the Time (27) | 54 | 54% |

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XIV, Issue VI, June 2025

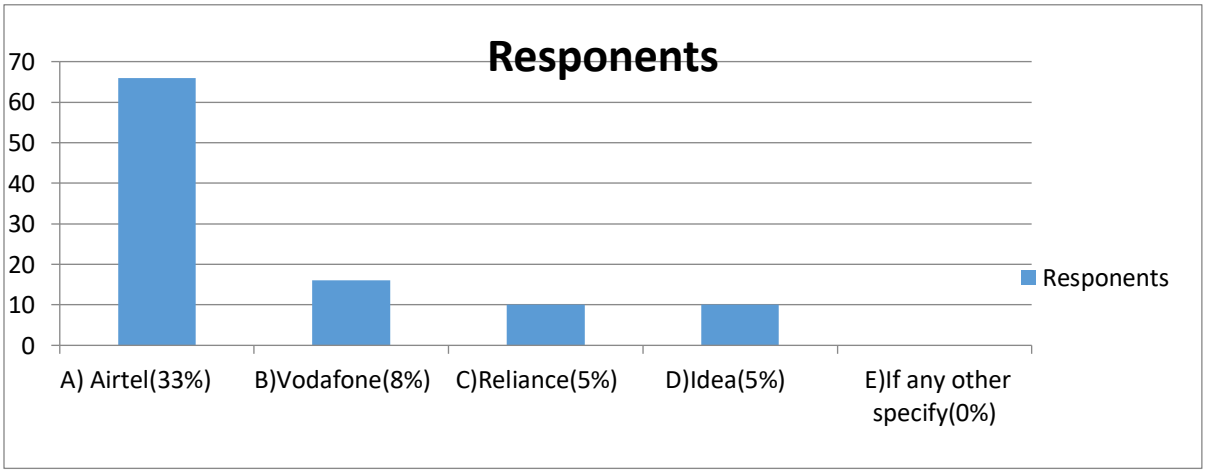
| | | |
|---|---|---|
| C) Sometimes (30) | 26 | 26% |
| D) Never (5) | 10 | 10% |
| Total | 100 | 100% |




**Interpretation:** The data shows a **positive leaning**, with **64%** of respondents (Always + Most of the Time) indicating consistent or frequent agreement. However, the presence of **26%** in the "Sometimes" category and **10%** in "Never" suggests there is still room for improvement or further engagement depending on the context of the question.

**Specify the service provider?**

| network | Responents | percentage |
|---|---|---|
| A) Airtel (33%) | 66 | 66% |
| B) Vodafone (8%) | 16 | 16% |
| C) Reliance (5%) | 10 | 10% |
| D) Idea (5%) | 10 | 10% |
| E) If any other specify (0%) | 0 | 0 |
| total | 100 | 100% |

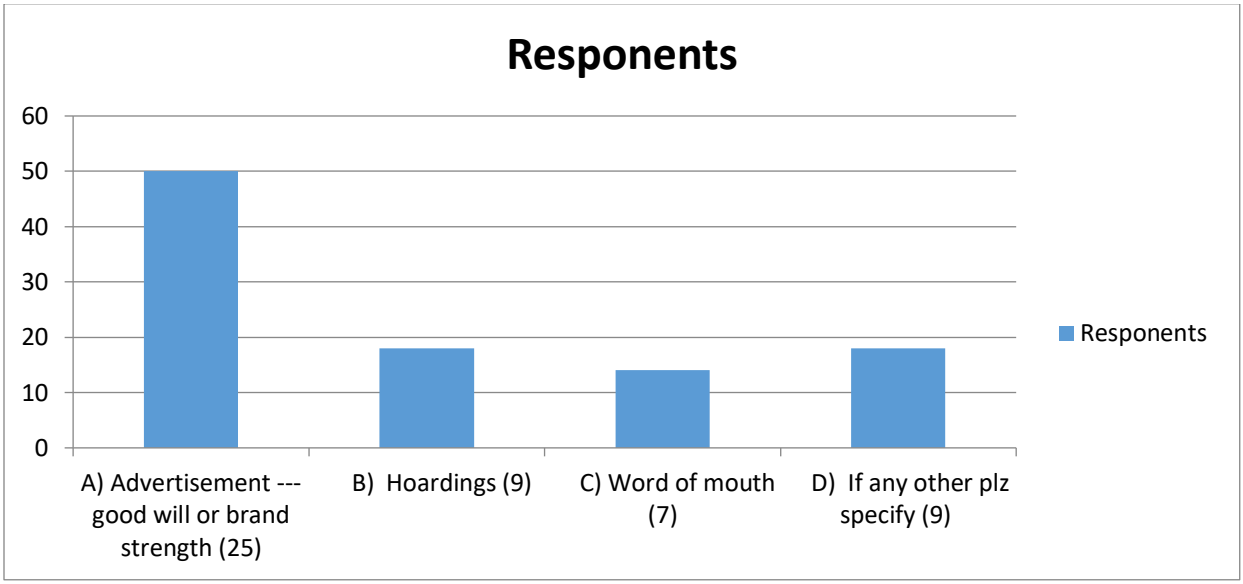



**Interpretation**: -the above question about the service provider 66% using airtel,16% using vodpfone,10% using reliance ,10% are using idea,

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XIV, Issue VI, June 2025

**What influence do you purchase AIRTEL?**

| | Responents | percentage |
|---|---|---|
| A) Advertisement ---good will or brand strength (25) | 50 | 50% |
| B) Hoardings (9) | 18 | 18% |
| C) Word of mouth (7) | 14 | 14% |
| D) If any other ply specify (9) | 18 | 18% |
| total | 100 | 100% |




**Interpretation:-** the influence of advertisement on purchase of AIRTEL services was more when compare to other media.

**Hypothesis Testing**

**Null hypothesis (H0):** Advertisement has no significant effect on developing the brand image.

**Alternative hypothesis (H1):** Advertisement has significant effect on developing the brand image.

| Response category | percentage | Observed(o) |
|---|---|---|
| Strongly Agree | 30% | 30 |
| Agree | 25% | 25 |
| Neutral | 20% | 20 |
| Disagree | 15% | 15 |
| Strongly Disagree | 10% | 10 |
| total | 100% | 100 |

Step-3 Calculate the Expected Frequency (E)

Assuming all responses are equally.

Expected value (E) = 100/5 = 20

So, expected value for each source= 20

Step-4: Apply the chi square formula

x2=∑0-E2/E

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XIV, Issue VI, June 2025

| Responses category | O | E | O-E | (O-E)2 | (O_E)2/E |
|---|---|---|---|---|---|
| Strongly agree | 30 | 20 | 10 | 100 | 5.00 |
| Agree | 25 | 20 | 5 | 100 | 1.25 |
| Neutral | 20 | 20 | 0 | 25 | 0.00 |
| Disagree | 15 | 20 | -5 | 0 | 1.25 |
| Strongly Disagree | 10 | 20 | -10 | 25 | 5.00 |
| Total | | | | 100 | 12.50 |

Step-6 Degree of freedom:

Do=n-1=5-1=4

Step-7: critical value from chi-square Table

Critical value (a=0.05)

From the chi-square: DF=4, a=0.05=9.488

Critical value=9.488

Since 12.50>9.488, we reject the null hypothesis.

There is a significant difference effect of Advertisement on developing the brand image.

**III. Findings:**

The information shows that television is the most potent medium for engaging respondents, with 82% stating it as their favored choice. Print media grabs the interest of 14% of participants, whereas word of mouth affects 12%. Radio seems to be the least captivating medium, as just 2% of participants expressed interest. This underscores television's leading role in connecting with and captivating the audience more effectively than other media types.

The data indicates that advertisements predominantly generate a favorable impression among respondents, with 48% reporting this impact. Moreover, 24% of participants indicated that advertisements capture their attention, whereas 16% remember the advertisement itself. A lesser share, 12%, indicated that advertisements directly create a wish to buy. This implies that although advertisements are successful in creating a positive image and grabbing attention, a smaller number of individuals are prompted to make a purchase solely from ads.

**IV. Suggestions:**

Airtel, you could focus on how the brand has evolved its adverting strategy over the years to maintain relevance and competitiveness in the dynamic Indian telecom market. a good starting point would be to explore the key advertising campaigns that have shaped Airtel's image, such as "Her Eke Friend Zadora Hutia Hai" analysis the emotional and functional messaging used. You can examine how Airtel targets different customer segments through tailored messaging urban youth, professional, and rural populations across various media channels including television, print, Digital platforms, and influencer partnership.

**V. Conclusion:**

The outcome of my research indicates that Airtel's advertisements significantly influence its users. People appreciate its plans greatly. Airtel has established a strong reputation in the minds of new cellular service users. By partnering with NOKIA, the leader in mobile devices, Airtel implemented an effective strategy where many new customers opt for Nokia phones and receive a complimentary AIRTEL connection. AIRTEL has achieved significant market share success through its celebrity endorsement strategy.

All things in this world are created for effective use, but they must be directed to the right individuals or suitable areas for utilization. Otherwise, the value utility originates from the production of a product or service, while time and place utilities are generated through the marketing function. Sales promotion incorporated into the brand's overarching long-term communication strategy is considered to be utilized strategically. A promotion should not solely aim to switch sales in the short term. Sales promotions are highly strategic methods for launching a new product. While advertising significantly contributes to building awareness and shaping perceptions, sales promotions facilitate a smoother and more effective product introduction.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XIV, Issue VI, June 2025

**References**

1. https://www.researchgate.net/publication/354472538
2. https://www.scribd.com/doc/19702918
3. https://iide.co/case-studies/airtel-marketing-strategy

**Books:**

| S.NO | Title of book | Author | Edition | Publishers |
|---|---|---|---|---|
| **1** | Marketing Management | Dr.S.L. Varshney<br>Dr.R.L. Guptha | Third | Sulthan Chand and sons |
| **2** | Marketing Management | Philip Kotler and Keller | Thirteenth | Pearson |

**Appendices**

1. Identify the service provider?
2. What factors lead you to buy AIRTEL?
3. 3.What part of the ad is significant to you?
4. Will you take benefits of schemes offered by AIRTEL?
5. 5.Type of advertisement mostly like by people in AIRTEL is?