

## BRAND AWARENESS AND PERCEPTION AT BAJAJ ALLINZ

<sup>#1</sup>Mrs SHAHEERA BANU, *Assistant Professor*,  
<sup>#2</sup>MALI BLESSON M K MURTHY, *MBA Student*,  
Department of MBA,

VISWAM ENGINEERING COLLEGE (Autonomous), ANGALLU, MADANAPALLE, AP.

**ABSTRACT:** The purpose of this inquiry is to assess Bajaj Allianz's perception and brand recognition in the competitive insurance industry. The research's goal is to determine the factors that influence consumer choice, trust, and loyalty by analyzing consumer awareness and opinions toward the brand. A quantitative research approach was used to collect data from people of various backgrounds, genders, and ages by administering questionnaires. According to the data, Bajaj Allianz is a well-known brand synonymous with comprehensive insurance alternatives and trustworthiness. Nevertheless, others argue that the level of customer assistance and costs might be improved. Bajaj Allianz may use the useful insights provided by this research to better its marketing tactics, increase customer satisfaction, and strengthen its market position. The research suggests specific tactics for increasing brand loyalty and better understanding the impact of brand perception on consumer decision-making in the insurance business.

**Keywords:** *Brand Recognition, Brand Recall, Customer Perception, Brand Image, Consumer Attitudes, Brand Familiarity*

### I. INTRODUCTION

Brand recognition and perception are two of the most important aspects of modern marketing. They impact a brand's sentiment, recognition, and recall. In an increasingly packed and competitive market, brands are no longer evaluated exclusively on the basis of their merchandise or pricing. Rather, they are evaluated based on the values, meanings, and experiences that customers identify with them. Brand awareness refers to how well customers understand and recognize a brand in various circumstances. Perception describes how people perceive, think, and feel about a specific brand. Collectively, these principles influence a brand's long-term success as well as consumer decision-making processes.

Brand recognition has grown increasingly important as a result of globalization and

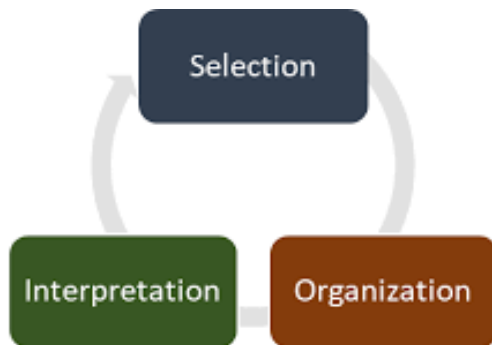
digital media. Every day, people are exposed to thousands of commercials via the internet, social media, television, and in person. In such a congested market, brands must be creative in order to differentiate themselves and remain in the minds of consumers. Individuals who are well-versed in a brand are more inclined to consider it when choosing a product, especially if they are time constrained or lack appropriate information. Consumers usually feel a sense of trust and comfort when they come across well-known brands, even before they look into the product's specifications.

In contrast, brand perception encompasses not only brand recognition but also how customers perceive and comprehend a brand. Perception can be influenced by a variety of factors, including product quality, customer service, advertising

messages, word-of-mouth, and internet reviews. Each engagement with a brand influences the consumer's view of it, which can be neutral, negative, or favorable. Brand perception is subjective and can differ between cultures and individuals. As a result, it is both powerful and difficult to maintain a brand.

Brand awareness and brand perception are highly connected. Awareness educates people about the brand's presence, whereas perception influences their enjoyment of it. Conflicting messaging or poor experiences might lead to a negative reputation for a well-known brand. In contrast, a brand that is highly liked by the public but not yet well-known may face difficulties in communicating its messages. Effective branding strategies seek to strike a balance between the two by creating brand communications that are consistent, real, and meaningful, as well as gradually strengthening desired relationships.

## II. PROCESS OF PERCEPTION



### **Selection:**

At this early step of the perceptual process, information is chosen. Selection is usually done utilizing the five bodily senses.

### **Organisation:**

When you are pulled to a stimuli, your brain tries to identify and analyze patterns. You arrange and interpret this information based on your beliefs, experiences, and preferences.

### **Interpretation:**

The interpretation, which occurs subconsciously, may take the greatest time. The last step in this procedure is to interpret the selected and arranged material by comparing it to your prior knowledge.

## III. STRATEGIES OF BRAND AWARENESS

### **Establish Brand Identity:**

To encourage customers to buy, describe the brand's goals, values, and unique selling points.

### **Recognise your Target Audience:**

Gather information about the intended audience's interests, habits, and traits. This permits the development of messages and strategies that are uniquely suited to the individual.

### **Identify Marketing Channels:**

Create engaging content for a variety of platforms, including podcasts, videos, blogs, and social media.

### **Generate Engaging information:**

Create material that is both practical and engaging, that speaks to your target audience and strengthens your brand. Specify specific categories of content, such as videos, infographics, and blog posts.

### **Consistent Identity:**

Ensure that the same colors, typefaces, logos, and messaging are used throughout your marketing channels. This streamlines the process of finding and building trust in your brand.

### **Influencer Partnerships:**

Collaborate with influencers or brand ambassadors who are relevant to your target demographic. They can reach a larger audience by advertising your brand on their websites.

### **Utilise User Content:**

Request testimonials, evaluations, photos, and videos from your clients about your company. This builds a sense of community and encourages people to talk about your company.

### **Track and Evaluate Results:**

Keep track of customer reviews, internet traffic, social media activity, and brand mentions. Use this information to evaluate your awareness campaign and make any necessary revisions based on the conditions.

## **IV. RELATED WORK**

Martinez, J. (2025): This research examines the evolution of brand awareness tactics in 2025, moving away from traditional mass communication and toward engagement frameworks that are community-focused and relationship-oriented. Martinez claims that aggressive and repetitive commercials are more likely to raise concerns among modern customers. Rather, people prioritize organizations that are transparent, real, and consistent with their ideals. According to the poll, micro-communities such as local communities, professional networks, university organizations, niche interest forums, and creator-led digital communities are becoming increasingly essential in terms of promoting organic brand visibility.

Kumar, R., and Mehta, S. (2024): This research looks into the effects of omnichannel marketing techniques on consumer perception and brand awareness in the telecommunications business. The research shows that a consistent brand message improves recognition and trust by examining how customers interact with firms across several touchpoints, including

TV ads, mobile apps, the internet, social media, and physical storefronts. According to the survey, Airtel's ability to maintain a consistent brand identity across all platforms contributes to its ability to be remembered by consumers while also reducing the likelihood of confusion. The writers also point out that keeping uniformity across all platforms improves a company's legitimacy and professionalism, which benefits customers.

Chen, L., and Zhang, X. (2023): This research focuses on India and investigates the relationship between brand recognition and perceived brand value in emerging markets. The research thoroughly explores consumers' impressions of Airtel's pricing strategy, service quality, and corporate social responsibility activities, and finds a strong positive relationship between perceived value and brand awareness. The findings indicate that customers are more likely to trust and recall Airtel if they believe the company provides solid services at fair costs. The report also shows how Airtel's focus on rural and semi-urban areas has helped to improve its reputation among underserved communities.

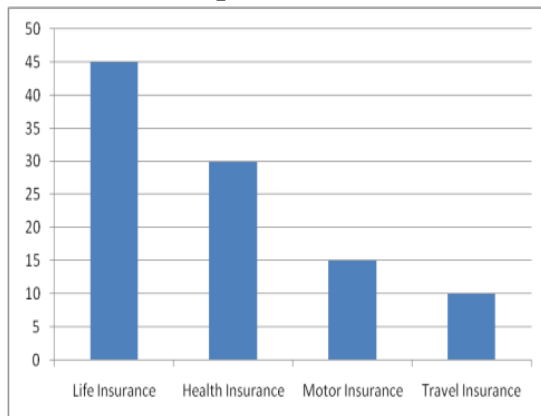
Harrison, E., & Lee, M. (2022): Harrison and Lee (2022) explore how Airtel's marketing strategy affects consumer loyalty in relation to brand perception. According to the survey, delivering outstanding customer service, being truthful, and participating in the community can all help with customer retention by improving their perceptions of the company. The findings show that those who believe Airtel is trustworthy and prioritizes its customers are more likely to stay loyal to the company and promote it to others. According to the survey, having a good brand reputation provides a long-

term competitive advantage while also increasing brand recognition and loyalty. According to the authors, reputation management is a must-have approach in service-driven industries.

Davis, K., & Smith, R. (2021): This research looks on consumer perceptions of Airtel and Jio brands in the Indian telecom business, as reported by Davis and Smith (2021). The research uses survey data and qualitative interviews to show that both brands are well-known in urban marketplaces; yet, consumer perception varies significantly across geographical regions. Airtel's rural customers are more satisfied and trusting because of its reliable network and high-quality service. According to the report, regional variables have a big impact on people's opinions of brands, and Airtel's large presence in rural areas helps to boost its overall brand image and awareness.

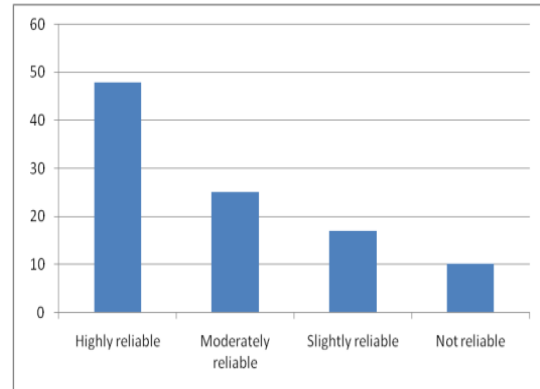
## V. RESULTS AND DISCUSSION

### 1. When you think about Bajaj Allianz, what insurance products come to mind?



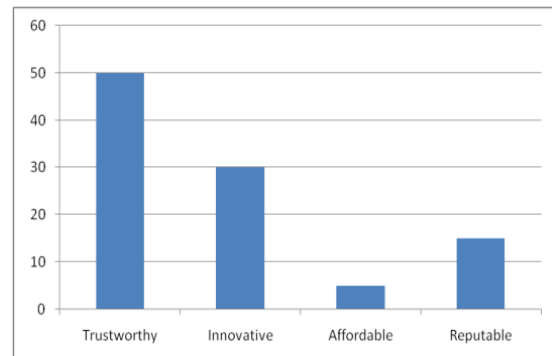
According to the poll, health insurance came in second at 30%, with life insurance chosen as the most important by 45% of respondents. Only 10% of respondents were aware of travel insurance, whereas 15% were aware of motor insurance.

### 2. How dependable do you think Bajaj Allianz is as an insurance provider?



According to the data, 25% of respondents think the source is somewhat reputable, and 48% think it is very dependable. Ten percent of respondents believe it is completely untrustworthy, while seventeen percent think it is somewhat trustworthy.

### 3. What words or phrases spring to mind when you hear the term "Bajaj Allianz?"



The research found that 30% of respondents thought the brand was innovative, while 50% trusted it. Only 5% of respondents think it's competitively priced, while 15% say it's reliable.

## VI. CONCLUSION

Individuals' thoughts and feelings about a brand have a significant impact on their perceptions and actions toward the company's products and services. Consumers are more inclined to remember and acquire a brand that is well-known. Furthermore, developing a positive brand image is critical for gaining client trust,

loyalty, and referrals. Businesses can improve their competitive edge and long-term market performance by regularly delivering on their promises and keeping a great reputation. To retain a strong market position and support growth, strategic marketing strategies that increase brand awareness and perception must be implemented.

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