

# A Study on Advertising and Sales Promotion Strategy of Bharti Airtel Ltd., Tirupati

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## Abstract

Advertising and sales promotion are essential elements of the marketing communication strategy used by organizations to influence customer behaviour and increase sales. In the competitive telecom industry, companies use various promotional techniques to attract and retain customers. The present study focuses on analysing the advertising and sales promotion strategies of Bharti Airtel Ltd. in Tirupati. The research examines customer awareness, perception, and satisfaction regarding Airtel's advertising campaigns and promotional offers. The study uses descriptive research methodology and data was collected through a structured questionnaire from 100 respondents in Tirupati. Percentage analysis and graphical interpretation were used to analyse the data. The results indicate that television and social media are the most effective advertising channels for Airtel, while promotional offers such as extra data benefits and recharge discounts strongly influence customer behaviour. The study also shows that most customers have a positive perception of Airtel's promotional strategies and are satisfied with the company's services. The findings suggest that strengthening digital marketing strategies and introducing more attractive promotional offers can further improve customer engagement and market competitiveness.

**Keywords:** Advertising Strategy, Sales Promotion, Customer Perception, Telecom Industry, Airtel

## INTRODUCTION

Advertising and sales promotion are important tools used by organizations to communicate with customers and promote their products and services. In the telecom industry, promotional activities play a significant role in influencing customer choices because customers have many service providers to choose from.

Bharti Airtel Limited is one of the leading telecommunications companies in India. The company provides services such as mobile communication, broadband internet, digital television, and enterprise solutions. Airtel uses various advertising channels including television, social media, newspapers, and outdoor media to promote its services.

Sales promotion activities such as discounts, cashback offers, extra data benefits, and promotional recharge plans are widely used by Airtel to attract customers and encourage frequent usage.

This study focuses on understanding the effectiveness of Airtel's advertising and sales promotion strategies and how these strategies

influence customer awareness, perception, and satisfaction.

## REVIEW OF LITERATURE

Previous studies have highlighted the importance of advertising and sales promotion in influencing customer behaviour.

**Jose (2024)** explained that advertising helps build brand awareness and long-term customer relationships, while sales promotion provides short-term incentives that increase purchase decisions. **Tomar (2025)** stated that advertising creates awareness among consumers, whereas promotional offers motivate immediate purchase behaviour. **Mishra (2024)** observed that promotional tools such as discounts and coupons significantly influence consumer buying decisions.

## COMPANY PROFILE

Bharti Airtel Limited is one of the leading telecommunications companies in India, founded in 1995 by Sunil Bharti Mittal and headquartered in New Delhi. The company provides various

services such as mobile communication, broadband internet, digital television, and enterprise solutions. Airtel operates in several countries across Asia and Africa and serves millions of customers. The company is known for its strong network coverage, innovative technology, and customer-focused services. Airtel has introduced advanced technologies like 4G and 5G to improve communication services and meet the growing demand for digital connectivity.

### **NEED FOR THE STUDY**

The telecom industry is highly competitive, and companies use advertising and sales promotion to attract customers. This study helps to understand how Airtel's advertising and promotional strategies influence customer awareness and buying decisions. It also analyses customer opinions about Airtel's advertisements and promotional offers. The study helps identify the effectiveness of these promotional activities. The results can help the company improve its marketing strategies and increase customer satisfaction.

### **SCOPE OF THE STUDY**

The study focuses on the advertising and sales promotion strategies of Bharti Airtel Limited. It examines customer awareness, perception, and response toward Airtel advertisements and promotional offers. The study is limited to customers in Tirupati town. Data was collected from 100 respondents through a questionnaire.

### **DATA ANALYSIS AND INTERPRETATION**

#### **1. Respondents Occupation**

<b>Occupation</b>	<b>Respondents</b>	<b>Percentage</b>
Employee	25	25%
Business	15	15%
Profession	15	15%
Student	40	40%
Others	5	5%
<b>Total</b>	<b>100</b>	<b>100</b>

The findings help understand the effectiveness of Airtel's promotional strategies and provide suggestions for improving future marketing activities.

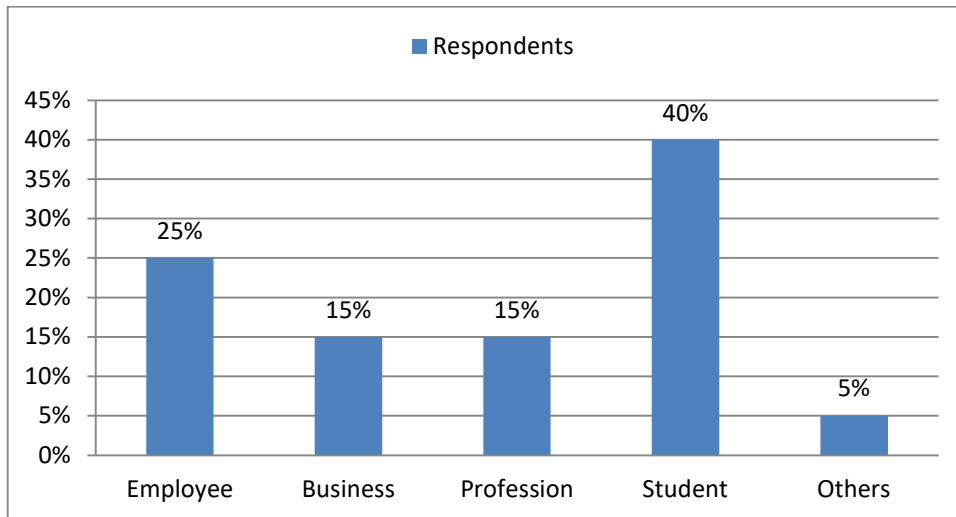
### **OBJECTIVES OF THE STUDY**

- To study the advertising and sales promotion strategies of Bharti Airtel Ltd.
- To analyze customer awareness about Airtel advertisements.
- To examine the effectiveness of Airtel promotional offers.
- To understand customer perception towards Airtel promotional strategies.
- To evaluate customer satisfaction with Airtel services.

### **RESEARCH METHODOLOGY**

The study is based on a descriptive research design.

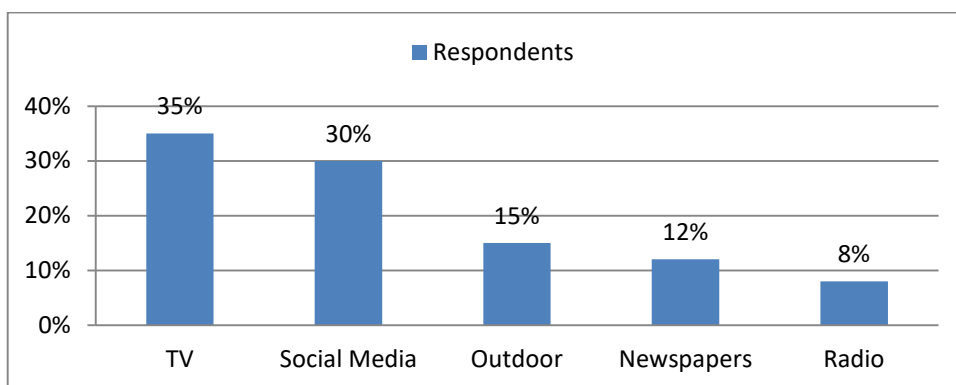
- Primary data was collected from customers using a structured questionnaire.
- Secondary data was collected from journals, websites, books, and company reports.
- The sample size of the study is 100 respondents selected through convenience sampling from Tirupati town.
- The collected data was analyzed using percentage analysis and graphical representation.



**Interpretation:** The table shows that the majority of respondents are students (40%). Employees represent 25% of the respondents, followed by business people (20%) and professionals (15%). This indicates that students form the major part of the survey sample. It also suggests that Airtel advertisements are widely noticed among young users.

### 2. Media through which respondents saw Airtel advertisements

Media	Respondents	Percentage
TV	35	35%
Social Media	30	30%
Outdoor	15	15%
Newspapers	12	12%
Radio	8	8%
<b>Total</b>	<b>100</b>	<b>100</b>

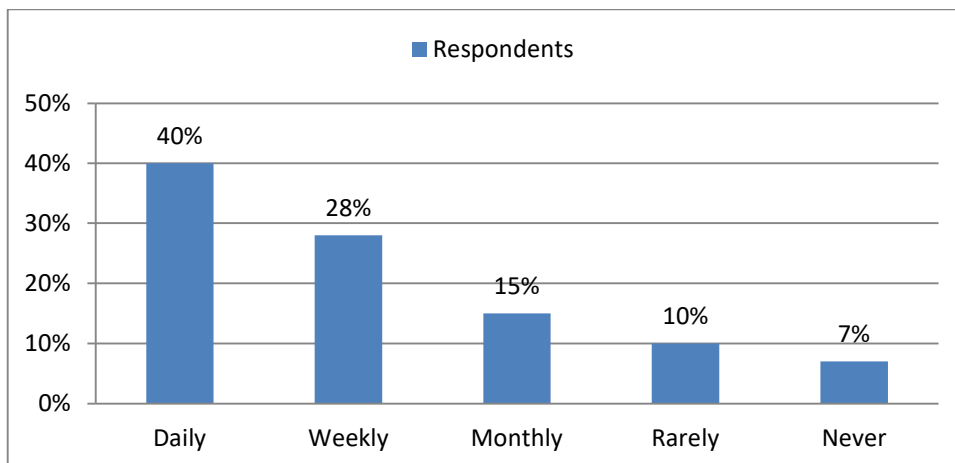


**Interpretation:** The table shows the responses of 100 respondents regarding the question. Majority of respondents selected 'TV', indicating it is the most common opinion among the sample. Other options received comparatively fewer responses. This result helps understand customer perception towards Airtel advertising and promotional activities.

### 3. Frequency of noticing Airtel advertisements

Frequency	Respondents	Percentage%
Daily	40	40%

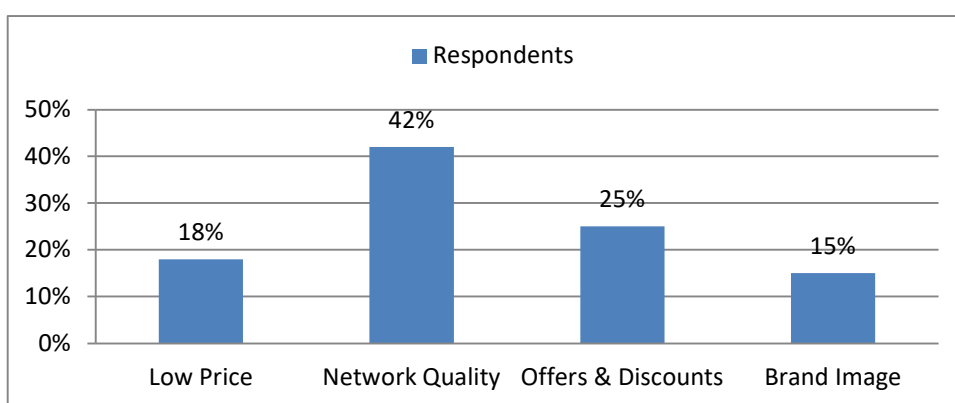
Weekly	28	28%
Monthly	15	15%
Rarely	10	10%
Never	7	7%
<b>Total</b>	<b>100</b>	<b>100</b>



**Interpretation:** The table shows the responses of 100 respondents regarding the question. Majority of respondents selected 'Daily', indicating it is the most common opinion among the sample. Other options received comparatively fewer responses. This result helps understand customer perception towards Airtel advertising and promotional activities.

#### 4. Main highlights of Airtel advertisements

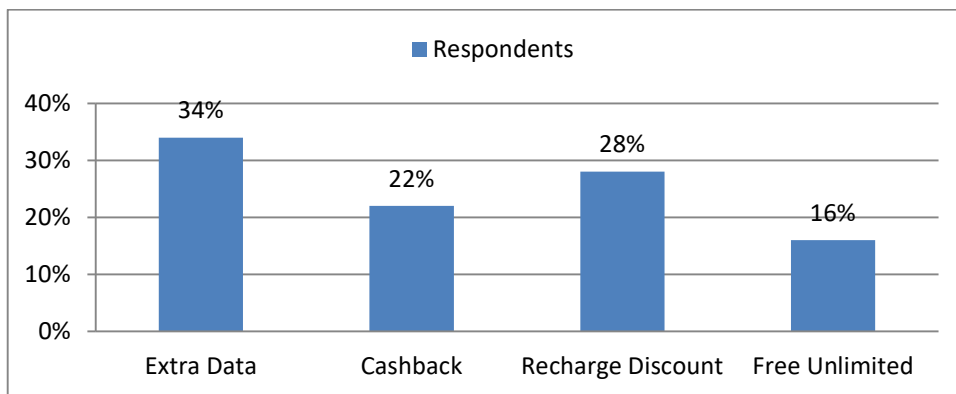
Features	Respondents	Percentage%
Low price	18	18%
Network Quality	42	42%
Offers & Discounts	25	25%
Brand Image	15	15%
<b>Total</b>	<b>100</b>	<b>100</b>



**Interpretation:** The graph shows that **42% of respondents believe that Airtel advertisements mainly highlight network quality**, making it the most noticeable aspect. 25% feel the ads focus on offers and discounts, while 18% think the focus is on low prices. Only 15% believe the advertisements mainly emphasize brand image. This indicates that Airtel's promotional communication strongly promotes its network strength and service reliability.

### 5. Promotional offers influencing customers

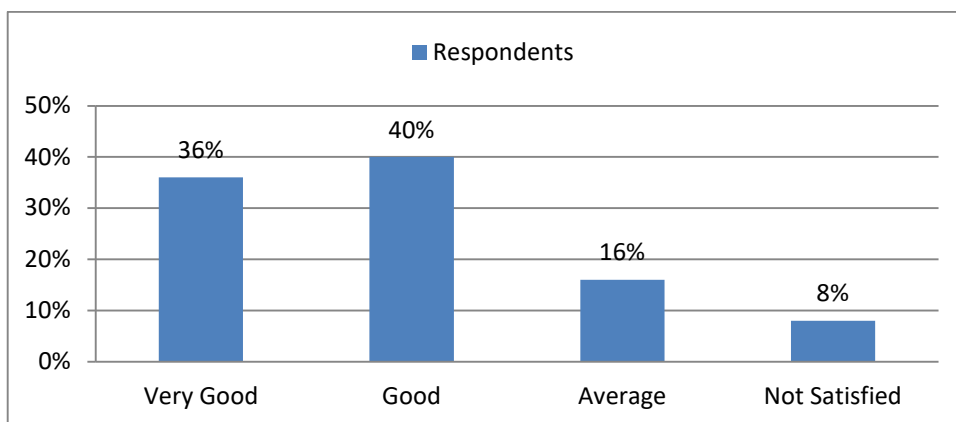
Features	Respondents	Percentage%
Extra Data	34	34%
Cash back	22	22%
Recharge Discount	28	28%
Free unlimited	16	16%
<b>Total</b>	<b>100</b>	<b>100</b>



**Interpretation:** The table shows the responses of 100 respondents regarding the question. Majority of respondents selected 'Extra data', indicating it is the most common opinion among the sample. Other options received comparatively fewer responses. This result helps understand customer perception towards Airtel advertising and promotional activities.

### 6. Overall customer satisfaction

Rating	Respondents	Percentage%
Very Good	36	36%
Good	40	40%
Average	16	16%
Not satisfied	8	8%
<b>Total</b>	<b>100</b>	<b>100</b>



**Interpretation:** The table shows the responses of 100 respondents regarding the question. Majority of respondents selected 'Good', indicating it is the most common opinion among the sample. Other options received comparatively fewer responses. This result helps understand customer perception towards Airtel advertising and promotional activities.

## **FINDINGS**

- Students form the largest group of respondents exposed to Airtel advertisements.
- Television and social media are the most effective advertising channels.
- Most respondents notice Airtel advertisements frequently.
- Airtel advertisements strongly emphasize network quality.
- Promotional offers such as extra data and discounts influence customers to recharge more frequently.
- Word-of-mouth communication from friends and relatives also influences customers.
- Most customers have a positive opinion about Airtel's promotional strategies.
- Customer satisfaction with Airtel services is generally high.

## **SUGGESTIONS**

- Airtel should increase digital advertising on social media platforms.
- The company should introduce more promotional offers focused on data benefits.
- Referral programs should be strengthened to encourage word-of-mouth promotion.
- Outdoor advertising should be expanded to improve brand visibility.
- More attractive recharge plans in the ₹199–₹299 range should be introduced.

## **CONCLUSION**

The study concludes that advertising and sales promotion strategies have a significant impact on customer perception and purchasing behaviour in the telecom industry. Bharti Airtel has achieved strong brand awareness through effective advertising, especially through television and social media. Promotional offers like extra data and discounts encourage customers to recharge more often. Most respondents have a positive opinion about Airtel's promotional activities and are satisfied with its services. To stay competitive, Airtel should continue focusing on digital marketing and introduce innovative promotional offers based on customer needs.

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