
BRAND AWARENESS AND PERCEPTION WITH REFERENCE TO BAJAJ ALLINZ

^{#1}BANOTHU PAVAN KUMAR, *Dept of MBA,*

^{#2}Mr. T. RAMBABU, *Assistant Professor, Dept of MBA,*

Mother Teresa Institute of Science and Technology, Sathupally, Khammam.

ABSTRACT: This paper examines how emotional responses affect Bajaj Allianz brand insurance consumers' trust, loyalty, and decisions. A quantitative survey of varied demographics found that Bajaj Allianz offers a choice of insurance options and reliable service. Survey respondents say customer service and pricing clarity need improved. Strategic positioning and reliability are the company's strengths, but improving product quality and price transparency could boost its market share. The paper shows ways to boost customer satisfaction and loyalty and how brand beliefs affect purchases.

Keywords: *Bajaj Allianz, Emotional responses, Consumer decision-making, Brand loyalty, Consumer trust, Insurance consumers, Brand perception, Customer satisfaction*

1. INTRODUCTION

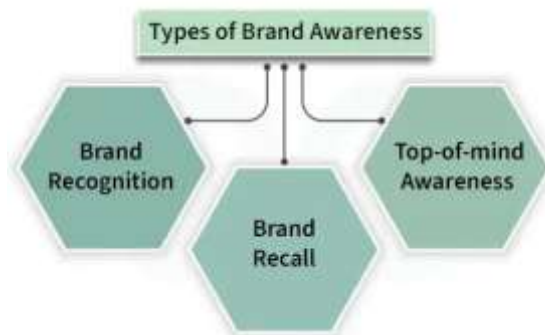
Brand awareness and image strongly impact consumer behavior, especially in the tough insurance industry. Through customer loyalty and brand recognition, Bajaj Allianz has become a major participant in the Indian insurance sector. Brand recognition is how well people remember a brand. Perception involves understanding an organization's ideals, dependability, and service quality. These elements interact to affect customer choice, trust, and persistence.

Intelligent advertising strategies, a strong internet presence, and exciting partnerships have improved Bajaj Allianz's brand recognition. The company uses TV ads, web platforms, and social media to reach a wide audience. People who regularly use a health, life, or general insurance brand are more likely to remember and choose it.

Public perception of Bajaj Allianz is shaped by its reliability, customer service, and case response timelines. Due to its simple processes and extensive customer service, most people view the brand as reliable and user-friendly. Positive events, online reviews, and relationships boost well-being. Any firm that provides a service must provide consistent service since personal experiences shape opinions.

A brand's ability to innovate and adapt to customer needs also affects consumer views. Mobile apps, faster claims processing, and online insurance purchases show Bajaj Allianz's commitment to digital transformation. These proactive efforts show that the company values its customers and improve customer service. Since clients like easy-to-pronounce names, these acts boost the company's reputation.

2. TYPES OF BRAND AWARENESS



Brand Recognition

Brand recognition is recognizing a brand by its name, logo, packaging, or other visuals. People will be obliged to recognize the brand, not use the products. Nike's swoosh logo is always visible on products.

Brand Recall

Consumers and brands must remember a company separately. Keeping customers interested is a business measure. People often mention Burger King and McDonald's while discussing fast food.

Top-of-mind Awareness

A good brand experience makes people more likely to buy it. Brand recall marketing raises firm recognition. Brand success depends on a constant and well-defined image among its target audience. Due to their market share and popularity, Samsung's Galaxy and Apple's iPhone are the first things people think of when they hear "cell phone."

3. LITERATURE SURVEY

Mukherjee Martinez, J. (2025): Martinez studies brand recognition evolution in 2025. He studies the shift from mass advertising to personal relationships and community service. People are less likely to endure unpleasant or uninteresting ads. Honest, moral, and principled companies attract customers. Academic institutions, professional networks, community organizations, and creator-led platforms must build a reputation and influence among their peers to improve brand memory, according to studies.

Smith, J., & Thompson, R. (2024): In 2024, Thompson and Smith examine poll findings and performance data to determine how people view telecommunications brands. Quality of customer service, consistency of services, reliability, and marketing activities all affect how well people remember a business. Newspapers and TV still grab attention, but digital channels and online customer service now impact people.

Kumar, R., & Mehta, S. (2024): Kumar and Mehta (2024) say omnichannel marketing affects telecom brand retention. Learn how to consistently deliver the same message across all platforms to build business trust. Internet, social media, mobile apps, TV, and retail are included. Airtel is a good example of a firm that communicates well across channels. When information is clear, customers are more loyal and repurchase.

Chen, L., & Zhang, X. (2023): In their 2023 paper, Chen and Zhang examine value and brand awareness in developing nations like India. Efficiency, dependability, and social responsibility shape a company's image. Popular, affordable brands are more likely to be remembered and recommended.

Nguyen, P., & Johnson, T. (2023): Johnson and Nguyen's 2023 paper analyzes how social media affects customers' telecoms company knowledge and views. Researchers found a strong link between internet shopping and brand memory. User-generated content, influencer marketing, and celebrity collaborations can greatly impact customer perceptions. Interactive techniques create a sense of belonging, trust, and connection, humanizing businesses.

Morris, C., & Patel, S. (2022): Morris and Patel (2022) focus on how digital advertising changes brand perception. Digital-first campaigns exceed traditional advertising in engagement, click-through, and memory. Real-time analytics boost advertising performance by precisely segmenting viewers, targeting them based on data, and sending personalized communications.

Harrison, E., & Lee, M. (2022): Harrison and Lee paper brand loyalty and feelings in service-based marketplaces in 2022. They emphasize the importance of community presence, excellent service, and consistent communication to retain customers. Customers who trust a company and prioritize their needs are more likely to return and suggest it.

Davis, K., & Smith, R. (2021): Davis and Smith studied urban and rural Indians' knowledge of telecommunications providers in 2021. Their research shows that network reliability, customer service quality, and consistency affect brand memory. These characteristics vary by geography. Regional success is essential for brand awareness because urban and rural consumers choose different things.

4. BRAND PERCEPTION



Quality: Leading brands' high-quality products and services amaze customers. Dependability, efficacy, and quality stand out. Eliminating client risks and offering great solutions that generate good buzz and drive repeat business are two ways to improve your reputation. Although cheaper brands are available, consumers prefer the more expensive ones. This company is known for its high-quality items.

Service: Businesses serve customers throughout the buying process. These include having one-on-one talks with clients, resolving concerns, and answering questions quickly. Excellent service makes customers happier. Prioritizing customer service helps companies build emotional bonds and trust. In congested markets, consumers value brand maintenance.

Branding: A company's branding includes its name, logo, style, narrative, and ideals. Frequent customers are more likely to remain and bond with a company. It shows the company's ideals and sets it apart from competition. Building brand trust and authority is essential for long-term success.

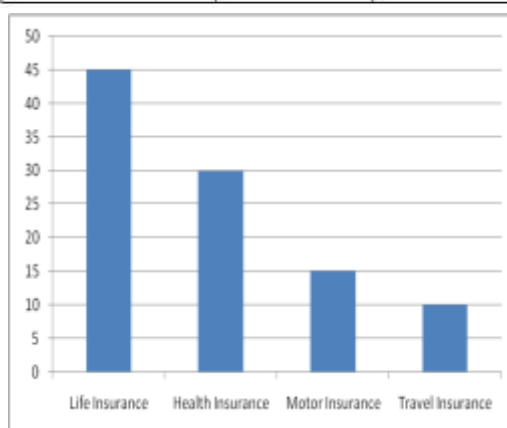
Reputation: Customer input shapes brand perception. Product quality, consumer satisfaction, public relations efforts, and ethical issues all affect it. Positive reviews increase brand trust. Reputation loss can hurt your income and credibility. A firm must keep its promises and beliefs to maintain its reputation. We can easily ignore our beliefs and break our promises.

Price: Cost is vital when choosing a brand's products and services. The following section shows consumers' opinions on brand price, value, and accessibility. Prepared prices help customers compare the actual cost to their perceived worth and determine the value of their products. Customers are more loyal to a business that offers a fair price for its quality and value. A firm may suffer from high or cheap prices.

5. RESULTS

1. How much safety do you want with Bajaj Allianz?

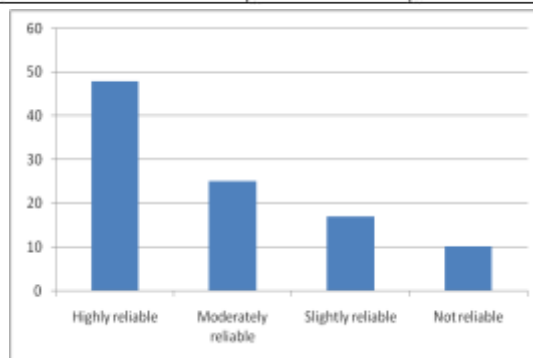
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Life Insurance	45	45%
2	Health Insurance	30	30%
3	Motor Insurance	15	15%
4	Travel Insurance	10	10%
TOTAL		100	100%



INTERPRETATION: Life insurance was the most important insurance worry for 45% of respondents, while health insurance was least important for 30%. About 10% of respondents were unfamiliar with vacation insurance, and 15% with auto insurance.

2. how do you view Bajaj Allianz's insurance business?

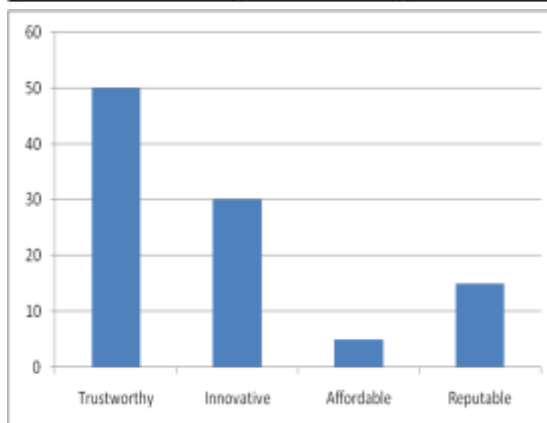
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Highly reliable	48	48%
2	Moderately reliable	25	25%
3	Slightly reliable	17	17%
4	Not reliable	10	10%
TOTAL		100	100%



INTERPRETATION: Nearly half of respondents (48%) consider the source highly reputable, while 25% consider it fairly dependable. However, 10% lack faith in it, whereas 17% have some confidence in it.

3. What is the first thing that comes to mind when you hear the name Bajaj Allianz?

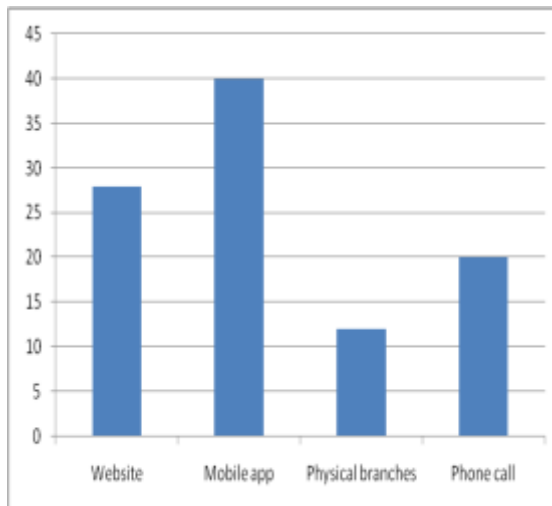
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Trustworthy	50	50%
2	Innovative	30	30%
3	Affordable	5	5%
4	Reputable	15	15%
TOTAL		100	100%



INTERPRETATION: About half of poll respondents believe the term, while the other half find it odd and intriguing. Few poll respondents thought it was reliable or cost-effective.

4. How can I best contact Bajaj Allianz?

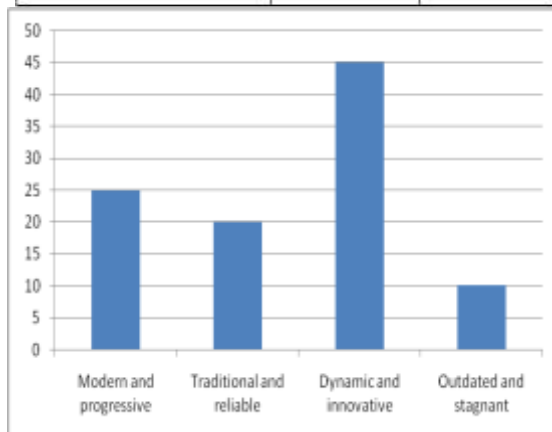
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Website	28	28%
2	Mobile app	40	40%
3	Physical branches	12	12%
4	Phone call	20	20%
TOTAL		100	100%



INTERPRETATION: Forty percent of app users liked the app over the website, and twenty-eight percent chose the app above all other service methods. Only 12% preferred in-person meetings, while 20% chose phone calls.

5. What comes to mind when you hear Bajaj Allianz?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Modern and progressive	25	25%
2	Traditional and reliable	20	20%
3	Dynamic and innovative	45	45%
4	Outdated and stagnant	10	10%
TOTAL		100	100%



INTERPRETATION: The paper found that 45% of respondents see the organization as innovative and futuristic and 25% as modern and progressive. Ten percent of paper respondents think it's outmoded and ineffectual, while fifty percent think it's timeless and will never be outdated.

6. CONCLUSION

Thoughts and emotions affect how people interact with brands. People want familiar, trustworthy names. To recruit and keep customers, you must maintain your reputation. Be honest, consistent, and repeat audience-relevant ideas to maintain this image. Effective marketing strategies that educate and raise consumer awareness help keep companies competitive. They believe this strategy will help them beat competitors and keep clients, encouraging long-term stability, strength, and growth.

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