

# A Study on Logo Redesign And Impact On Consumers' Brand Attitudes

Manisha Mittal, Assistant professor, CMGGCW Bhodia Khera, Fatehabad (HRY), India.

pariaggarwal001@gmail.com

**ABSTRACT** -This study not only explores the topic of branding, which is often associated with the values and perception of an organization in the customers mind set but also tries to find the answers to a very covalently bonded issues of Re-Branding. The focus of this research is on a specific type of rebranding – **logo changes**. The objective is to have a better insight of consumer perceptions of logo changes by investigating what goes on in the consumer's mind when exposed to a brand logo change in terms of "coping" with this change. This study also try to analyze and investigate the issues associated with the Rebranding and the how could same be implemented to get a better insight towards B2C brand.

After an extensive qualitative analysis, we have tried to develop a model that focused on how exposure to a logo change puts the consumer into a coping process through expressions of curiosity, skepticism and resistance toward the logo change.

During the analysis, we wish to understand the process and requirements of rebranding on the following requirements:

- The need of logo change
- The degree change.
- The favorability of the change

Also tried to examine how these coping mechanisms related to each other and ultimately affected the brand attitude after the logo change.

**Keywords – Branding, Design, Logo, Quality, Rebranding, Synergy.**

## OBJECTIVES

The crisp objectives are:

1. To test people's knowledge of the new Airtel logo
2. To understand the acceptance by people of Airtel's logo redesign
3. To study the relationship between Airtel's logo redesign and people's attitude towards Airtel brand.

## PREFACE

### What is a Brand?

Brands serve several valuable functions. At their most basic level, brands serve as markers for the offerings of a firm. For customers, brands can simplify choice, promise a particular quality level, reduce risk, and/or engender trust. Brands are built on the product itself, the accompanying marketing activity, and the use (or nonuse) by customers as well as others. Brands thus reflect the complete experience that customers have with products. Brands also play an important role in determining the effectiveness of marketing efforts such as advertising and channel placement.

Finally, brands are an asset in the financial sense. Thus, brands manifest their impact at three primary levels—customer market, product market, and financial market. The value accrued by these various benefits is often called brand equity.

### What is Rebranding?

Rebranding is the creation of a new name, term, symbol, design, or a combination of them for an established brand with the intention of developing a differentiated (new) position in the mind of stakeholders and competitors.

Far from just a change of visual identity, rebranding should be part of an overall brand strategy for a product or service.

This may involve radical changes to the brand's logo, brand name, image, marketing strategy, and advertising themes. These changes are typically aimed at the repositioning of the brand/company, sometimes in an attempt to distance itself from certain negative connotations of the previous branding, or to move the brand upmarket. However, the main reason for a re-brand is to communicate a new message for a company, something that has evolved, or the new board of director's wishes to communicate.

## Exploratory Study

### Introduction

We all know about Intel, Kodak, Baskin Robbins, Cisco, and KFC.... these are just some of brands that have rebranded over the past few years. A Brand not only represents one of the most important assets to a company and it may be represented by its name, logo and slogan which is not only characterized by how consumers recognize, remember and recall the brand but also how consumers relate themselves to the brand itself. Over time and with growing competition, many companies decide to rebrand themselves for many reasons as a way of getting a makeover, revitalizing themselves or being totally “reborn” again.

### Importance of Rebranding

Rebranding is not only important to revitalize, rejuvenate and replenish a brands image but also because it involve a heavy cost which starts from hiring a consulting firm to work on the strategy to implementation of the same. This is not to mention the possible effects on the different stakeholders, the most important of which are the customers, shareholders and of course the employees.

Rebranding cost may involve Few thousands to millions of Dollars based on the size, nature and type of rebranding. For instance, the cost of renaming to Exxon cost Esso some \$200 million (McQuade 1984). To perhaps get an idea of the size of work needed and to forecast the possible costs involved, we can take a look at the new AT&T logo. The changes for the new AT&T logo include: “nearly 50,000 company vehicles, more than 6,000 company buildings, roughly 40,000 uniforms and hardhats worn by company service representatives, more than 30 million monthly customer bills, millions of business cards, customer information pamphlets, and phone and online directories and company Web sites.” This does not include any ads and commercials announcing the change. KFC, in perhaps a very unique way of announcing their logo change, had the new logo painted on an 87,500 square-foot area in the Nevada Desert that can be viewed literally from space.

The website for Rebrand.com states that “REBRAND™ is the world's leading resource focused on effective brand transformations. Our annual, juried REBRAND 100® Global Awards is the first and most respected recognition for repositioned brands. View our case studies from around the globe and use our insights to win with your brand.”

### Rebranding: An Overview

#### What is Rebranding?

Rebranding as already discussed has been referred to as noticeable changes of a brand that sometimes not only revitalizes and rejuvenates the value associated with it but in some cases completely “reincarnate” the same.

### Types of Rebranding

Branding as identified by Muzellec et al. (2003) :-

1. Corporate Level
2. Business Unit Level, and
3. Product Level

More specifically, rebranding has been categorized into different types based on name, logo and slogan change. There may be five types of rebranding: a new name and logo, a new name, a new logo and slogan, a new logo only, and a new slogan only (Stuart and Muzellec, 2004).

### Drivers of Rebranding: Why Rebrand?

Muzellec et al. (2003) stated that “corporate rebranding aims to modify the image (the perceived-self) and/or to reflect a change in the identity (the core-self)” of a company (p. 33). They provided four general drivers of rebranding:

1. a change in ownership structure,
2. a change in corporate strategy,
3. a change in competitive position, and
4. a change in the external environment.

They also mentioned that the change in ownership structure “appears to be the most frequent cause of rebranding as well as the most compelling reason for it” (p. 34) with mergers and acquisitions at the top.

### Logos & Logo Changes

As per Aaker (1991, p.197)

“When products and services are difficult to differentiate, a symbol can be the central element of brand equity, the key differentiating characteristic of a brand”

### Logos and their Effectiveness

As per Manville (1965) which tested the effectiveness of aided and unaided recall raising a very good question does the presence of a logo (symbol) add any value to a brand name?

Schechter wrote:

“Recognition/Association is the degree to which the logo’s visual elements are associated with the company or brand, and conversely, the degree to which mention of the name calls to mind the logo’s visual elements”. “The difference in scores between the “Full Logo” cell and the “Name Only” cell determined the image contribution of the logo design”

Henderson and Cote’s (1998) logo design dimensions analyzed and checked logos on two basic characteristics :

- the representative/abstract, and
- angular/rounded dimensions.

” Kohli, Suri and Thakor (2002) brought out “two facets of logo design: content and style,” where content referred to the “elements contained in the logo, including text and graphic representation” and style referred to “how these elements are presented”

### Logo and Font Design Dimensions

Henderson and Cote (1998) analyzed and laid down the “guidelines for selecting or modifying logos.” According to them

1. natural (representative/abstract),
2. harmony (balance/symmetric),
3. elaborate (complexity/active/depth),
4. parallel, repetition, proportion and round.

They also suggested that there are

“three different strategic objectives for logos:

1. High-recognition logos are those selected to create high correct recognition, low false recognition, and high positive affect;
2. Low-investment logos are those selected to create false recognition and positive affect; and
3. High-image logos are those selected to create strong positive affect without thought to recognition” (p. 24).

### Logo and Font Appropriateness

Logo can be identified as either Ornate/plain, Special use/common use, Depth/flatness, Distinctive/not distinctive, Conveys meaning/does not convey meaning, Readable/not readable, Balanced/unbalanced Smooth/rough, Symmetrical/asymmetrical, Uniform/not uniform, etc..

### Beyond the Logo

Stafford, Tripp & Bienstock (2004) tried to work “between consumers’ perceptions of a logo, the organization it represents and the organization’s performance” (p. 37).

The relationship that were found quiet significant were :

1. perceived image of the logo and organization perceptions
2. organization perceptions and performance perceptions
3. logo attractiveness and recognizability and performance perceptions.

Also, Fang and Mowen (2005) found that the respondents attitude was more inclined toward the firm for a round logo versus an angular.

### ABOUT THE COMPANY:



#### Bharti Airtel Limited

- Type : Public(BSE:532454,NSE:BHARTIARTL)
- Industry: Telecommunications
- Founded: 7 July 1995
- Founder(s): Sunil Bharti Mittal
- Headquarters: New Delhi, India
- Area served: South Asian & African countries and the Channel Islands
- Key people:
  - Sunil Mittal (Chairman) and (MD)
  - Sanjay Kapoor (CEO)
- Products: Wireless, Telephone, Internet, Satellite television
- Revenue: 35,699.27 crore (US\$8.1 billion) (2009)
- Operating income:
  - 14,589.33 crore (US\$3.31 billion) (2009)
  - Net income: 9,426.16 crore (US\$2.14 billion) (2009)
  - Total assets: US\$ 11.853 billion (2009)
  - Employees: 25,543 (2009)
- Parent: Bharti Enterprises (63.56%)
- Website: Airtel.in

“Airtel”, is an Indian telecommunications company that operates in 19 countries across South Asia, Africa and the Channel Islands. It is no.1 in India and 5<sup>th</sup> worldwide. It operates a GSM network in all countries, providing 2G or 3G services depending upon the country of operation. Airtel is the third largest telecom operator in the world with over 207.8 million subscribers across 19 countries at the end of 2010. It is the largest cellular service provider in India, with over 152.5 million subscribers at the end of 2010.

### Rebranding:

#### Airtel New Logo

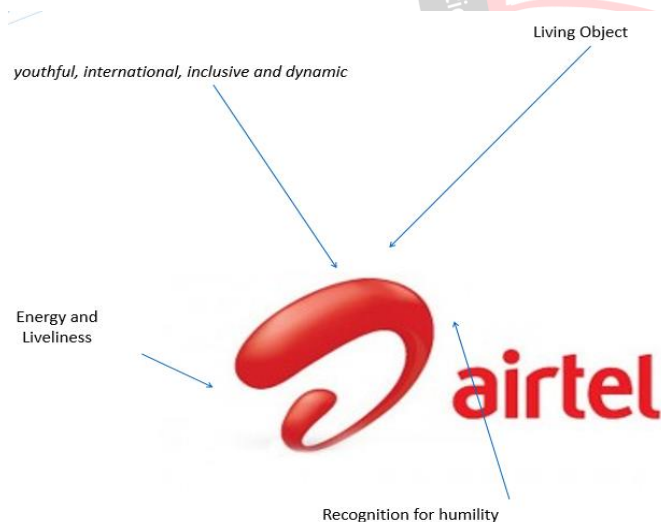
On 18 November 2010, Airtel rebranded itself. The company unveiled a new logo as it has crossed the significant milestone of 2000 crore customers, which strengthen its global presence and leadership.



The new Airtel logo was designed by London-based brand agency, Brand Union. J Walter Thompson (JWT) agency conceptualizes mega makeover campaign.

The new Logo features more curves and lighting effects compared to the old sharp-edge Airtel logo. The new logo is supposed to give the company identity a new youthful and dynamic look, signifying the company's innovative advancement in the telecom industry, not only in India, but across the Globe. The logo type is modern, vibrant and friendly and signals the resolution to be accessible to the customers and stakeholders. And the lowercase is the recognition for humility. The red colour, which is an integral part of the brand, continues to represent heritage, energy and passion. The new curved and the gentle highlight almost gives the impression of a living object; at the same time, it represents a dynamic force of unparalleled energy, brings it closer to consumers and is a symbol which will help ensure instant recognition across diverse international markets.

It has a new positioning statement – *Dil jo chahe pass laye* and it even has a new jingle which is made by tweaking the old one and making it more techno. Airtel the company is trying to gain an international image -- a “new, modern, more friendly and accessible” image in the minds of all the users in various countries.



J Walter Thompson is the man behind this re-branding work. This new look has been particularly designed for operations within the country and also overseas for the perfect synergy of operations for various business ventures.

There has also been the criticism that the new logo is a combination of Videocon and Vodafone logos. The logo will still have the red color which has been dominant.

During the beginning of the year 2010, the communication company had acquired Zain Group of Kuwait's operation centers of Africa across 15 nations with a high priced cost of \$10.7 billion for the enterprise.

The declaration of launch was already made by Bharti Airtel saying that the launch will take place in the month of October or November, 2010.

The base of Airtel already spreads across some 130 million but it only grew with the acquisition to include Africa in the consumer ship further adding 40 million people to its network who are active phone users.

The wireless network of Airtel spreads across nations like India, Sri Lanka, Bangladesh, Africa and many others too which sum up to 19 in total. The logo will have swoosh and the name Airtel.

#### Reason:

Airtel has evolved with changing times quite rapidly. From a very small and loss making telecom company in the late '90s to a mammoth multinational (almost), it has traversed a long distance. The significant challenges it faced on the way were strategic - Mukesh Ambani's entry into Telecom, introduction of CDMA as a rival platform, emergence of newer players, and the need to spread its footprint around the world (not restricting to India alone). To the credit of the company's founders, so far the challenges have been met with ample confidence and style. Reliance could not trample Airtel no matter how hard it tried to, and the myriad & byzantine legal/regulatory apparatus of Indian Telecom sector did not decelerate its growth. It has also entered into all the new-fangled areas of telecom - broadband, 3G, VAS and all such terms most of us fail to fathom! Finally, Airtel rose to the occasion and spread to Africa, thereby becoming the first true Indian Telecom multinational. So now the Airtel head honchos feel that the new look of their company must be very modern, smart, youthful and bright. Remember that India and Africa are both young regions. So, smallcaps + swoosh + red is the combination chosen or simply:

- when they launch new businesses that are significantly different from the traditional one.
- when there has been a merger/acquisition
- to achieve international harmonization of the brand
- to rationalize the brand portfolio and concentrate the brand investment in few, bigger names
- to update the brand image. This typically entails a change to the brand identity policy rather than a total re-branding, but this can happen too
- To shed the negative image
- Call Branding



### Objectives of Rebranding:

Airtel rebranded for reasons that can be evolved from the analysis are:

- To create a sound strategy supported by facts related to sales and profit.
- To increase consumer loyalty
- To refresh consumers
- To enter new market trend and new product direction
- To increase share-holder value
- To refresh design elements or slight naming alteration
- To attain competitive differentiations
- To re-energize a company

### Challenges of Rebranding:

“To successfully build a brand...is to communicate your key value proposition to the key customer segment in an integrated and consistent way.”

The most common catalysts for misguided Rebranding that Airtel has faced is:

- the need for instant gratification  
Trumping long term commitment.

### Extent of rebranding:

#### Total Rebrand

Corporate mergers will often result in complete rebrands. When organizations have failed to establish a brand, or have been through any kind of scandal, total rebranding may also be in order. In these cases, the intent is to erase any previous brand identity and replace it with completely new imagery and messaging.

### Process of rebranding:

It is a complex process involving a number of steps. Neglecting some of these important activities may result in a failure, costing a company a lot of money. Generally, the following activities are necessary for a successful implementation of rebranding.

1. Plan Meticulously
2. Conduct a market survey and research
3. Decide whether the process is addressing the internal(employees) or external customers of the company
4. Take the employees into confidence so that they will be committed to the success of the process
5. Train the employees updating their information on the products/services of the company
6. Put in place a contingency plan to take care of any eventualities

7. A comprehensive communication program may be established to percolate the information flow from the chairman to the doorman
8. Establish a monitoring system to evaluate the progress stage – by – stage .

Since the process of rebranding is not a frequent activity, external expertise may be required. If the decision at the top brings about a new identity for the company, product/service, then a detailed research has to be conducted to finalize the aspects of identity and design of brand. The behavior pattern of the customer should be thoroughly studied as there can be established perceptions of the existing brand in the market. A new visual identity has to be selected after meticulous deliberations among all the stakeholders of the company that include the management, the financiers, the employees, the external customers, the media and communication agencies and the shareholders of the company. A very transparent communications program should be initiated throughout the organization. The internal stakeholders, especially employees of the firm from the top to the bottom, should be taken into confidence as they are the torchbearers of the rebranding exercise. The employees are the mouthpiece of the organization and they act as the brand ambassadors to the external world. So, it is vital that the employees have understood the necessity of rebranding and can deliver the new brand to the customers. This is all the more very essential in the case of rebranding initiated by a service provider, as almost all the employees deal with customers on a one-to-one basis. Hence, it is of paramount importance to educate the employees well before the launch through various training programs. During the changeover, in the transition period, proper monitoring and market research should be initiated to study consumer behaviour/reaction. For this, the existing distribution channels can be used along with extensive public relations, advertising and promotion. Planning the timing of the transition/launch is as important as the execution of the activities in the process.

The success or failure of rebranding depends on all of the above factors.

### The ways of rebranding

- The logo, trademark, graphics, slogans or imagery
- Company livery, packaging or uniforms
- Advertising

### Survey

Thereafter, a questionnaire based on interval scales was prepared by the group, and hosted on the internet using services of Google.com. Nevertheless, as the responses suggest, in many cases where respondents were not sufficiently internet savvy, the group members took the verbal responses and registered them online. This prevented, to some extent, the bias that could come towards

internet users. The complete [questionnaire is included as Appendix 1](#).

**Limitations of the Survey:**

Since this is an un-sponsored academic study, travel was not possible. While Airtel now transcends many countries, much of our study is limited to within India, with a suspected bias towards the urban population- because of their easy accessibility and use of Internet.

**Response to the Survey:**

The survey received a total of 311 responses, with following being the link to summary data:

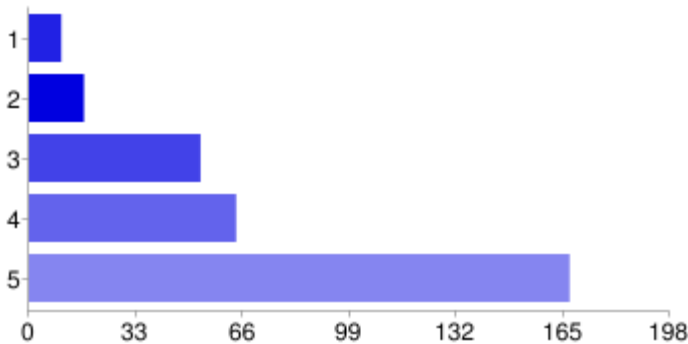
[Summary of Responses](#)

**Analysis**

Each sub-objective has been analyzed separately for various demographic parameters

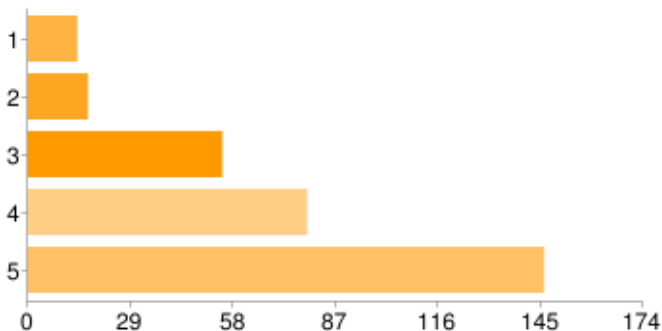
**1. To test people’s knowledge of the new Airtel logo**

**How familiar Are you With Airtel Logo? - Old Logo**



75% of total respondents feel that they are familiar with old logo.

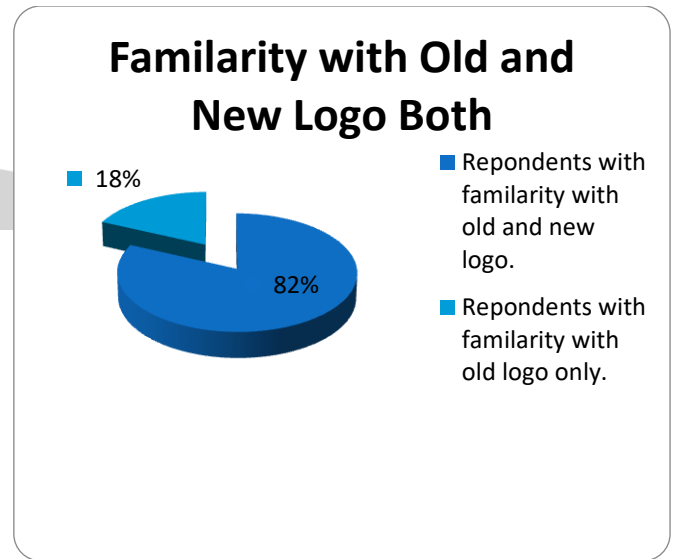
**How familiar Are you With Airtel Logo? - New Logo**



72% respondents feel they are familiar with new logo

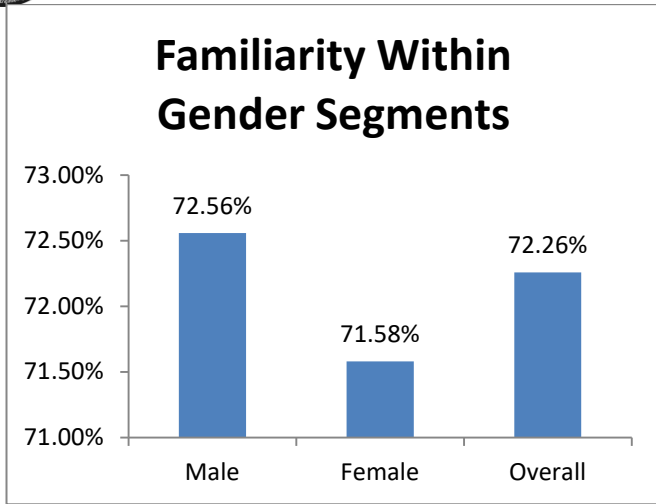
1	14	5%
2	17	5%
3	55	18%
4	79	25%
5	146	47%

Moreover 82% of respondents who were familiar with old logo are familiar with new logo also.



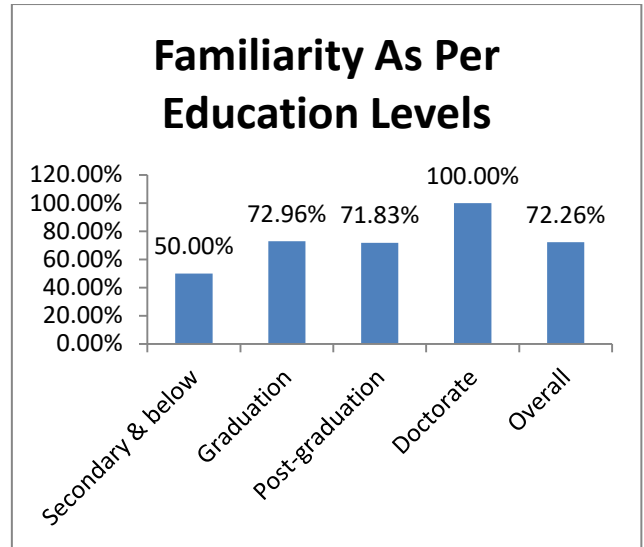
**Number of Respondents**

Familiarity with Logo	High	26	241
	Low	3	6
		Low	High
Perceived Extent of Change in Logo			

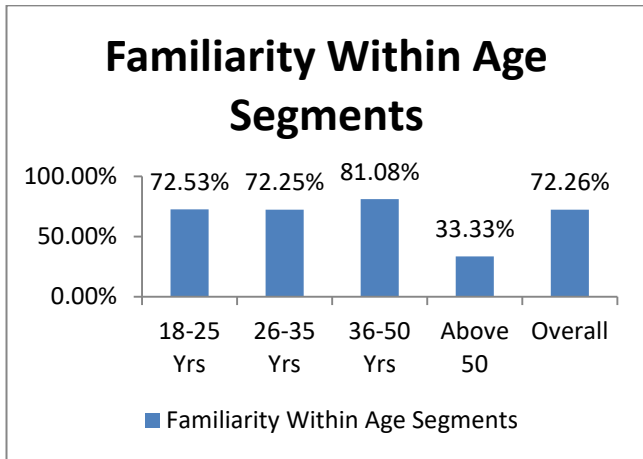


Familiarity isn't too skewed between male and female, both gender equally aware of the brand change which augurs well for the brand

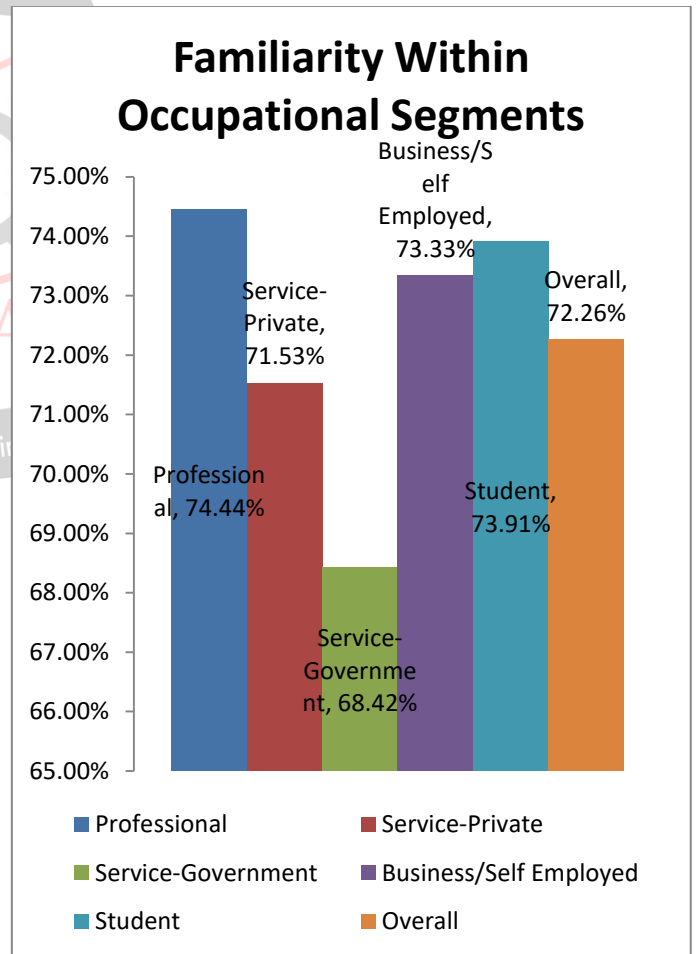
5lac income group which is well below the overall average of familiarity



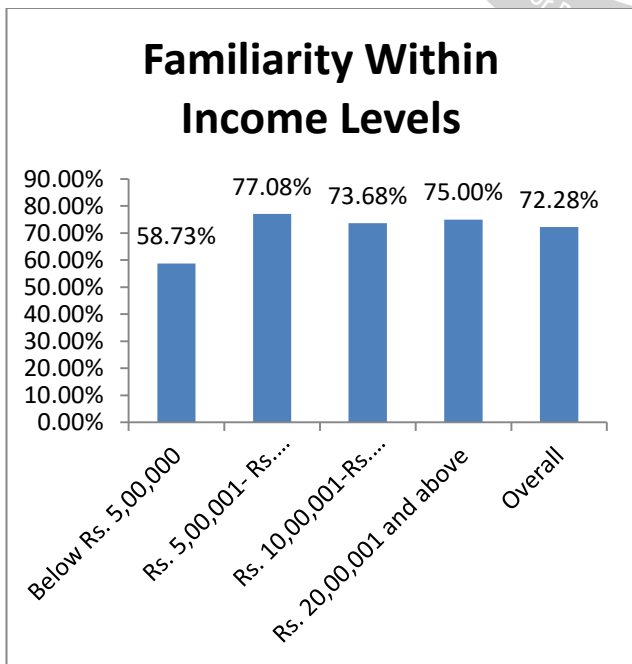
Brand change has not cut through to the secondary and below level, a lot can be worked-out (could also be the brand strategy- not to tap this segment due to less ARPU), Rest all educational level are well aware



Except for > 50 age group rest all are well aware/familiar with new branding.

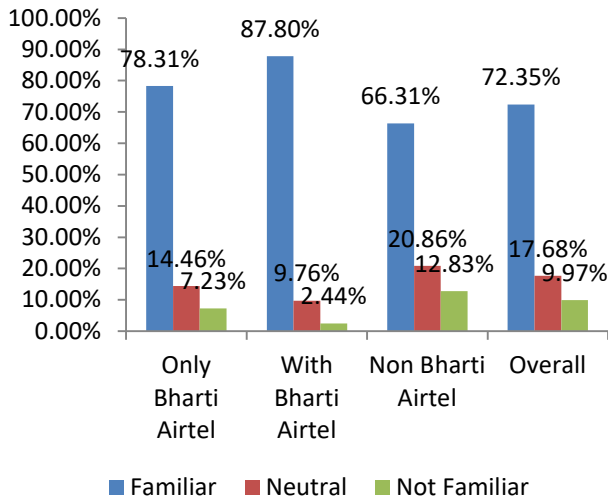


Govt service reps are languishing below the overall average of 72%, Students and Professionals leading the pack with max awareness/familiarity %. Rest all near the average



Good sign for the brand as all the income level are well aware of the brand change however need to look at the <

## Familiarity Based on Existing Service Provider



This graph is an eye opener as exclusive bharti users familiarity/awareness is below the combination of bharti and other operator, ideally one expects the brand to have the max communication for their current users/subscribers.

Natural fall-out of the same is non bharti consumer's familiarity % below the overall average but at a decent level

### 2.To understand the acceptance by people of Airtel's logo redesign

Acceptance of the change of logo among respondents has been measured by counting the average of responses to following five parts of question number 6:

#### Relevant Questions

Rate following statements on Five point scale \*

I don't want the logo to change because I'm used to the old logo

If I had a choice I would stick with the old logo

I prefer they leave the logo alone rather than change it

If it were up to me, I wouldn't have changed the logo

I'm not comfortable with this logo change without a good explanation for it

\* Rating Scale Numerical Equivalent

Strongly Disagree	1
Disagree	2
Neither Agree or Disagree	3
Agree	4
Strongly Agree	5

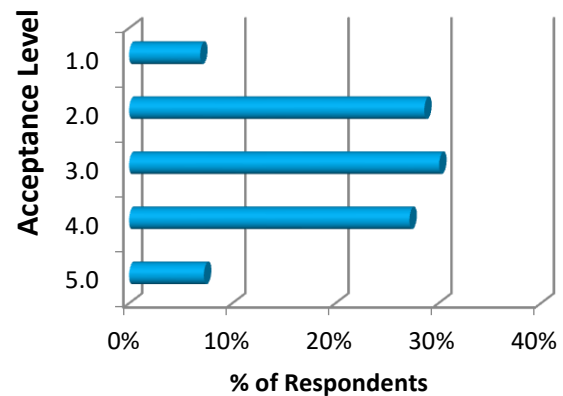
#### Reliability

To ensure that only reliable responses are considered, those cases where the difference between highest and lowest rating on all the above 5 parameters is not more than 2, have been considered. This has eliminated around 2% of responses.

#### Results

- Acceptance of the change in logo is quite low, with 36% respondents reporting low or very low satisfaction, and 30% just a moderate level.

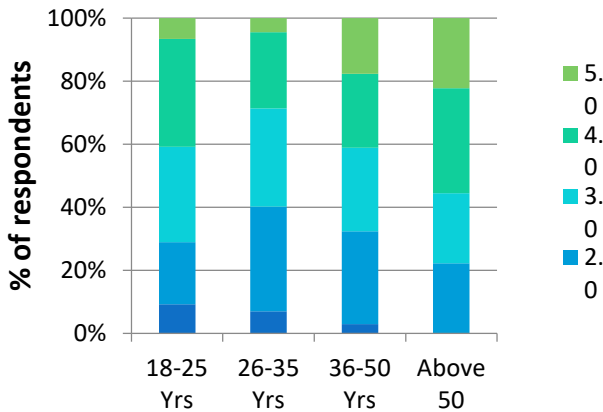
## Acceptance of Logo Change



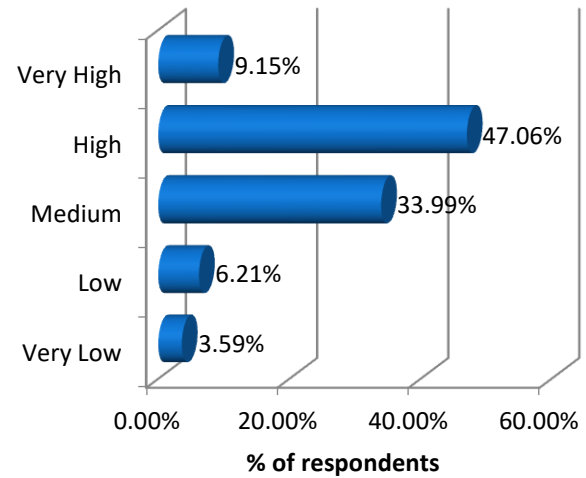
Acceptance is more or less the same across various demographics such as *age groups* and *family incomes*, as seen in following distributions:



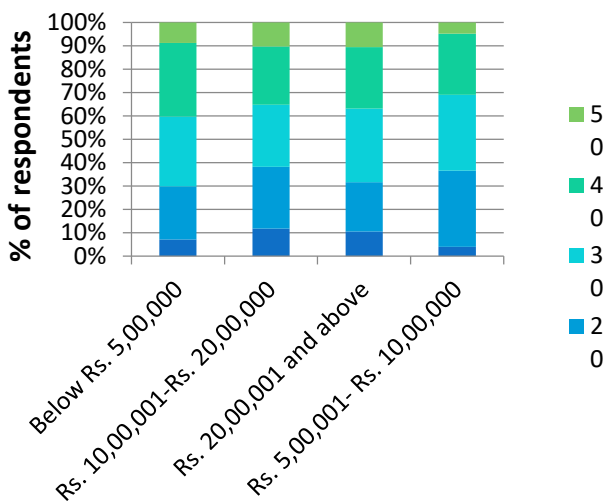
### Acceptance by Different Age Groups



### Perceived Brand Value after Logo Change



### Acceptance for Different Income Levels



### Customer's Perspective

#### DO'S

A successful rebranding process must take care of the following:

- **Intensive Strategy:** The Company is ready to spend a significant amount of money in advertising, communications, and promotion. This will enable the brand to get re-staged.
- **Gradual Restage:** This can be done with a limited overall marketing investment. This requires a low budget, but a considerable amount of time, and should be done on a continuous basis.

#### DON'TS

2. To study the relationship between Airtel's logo redesign and people's attitude towards Airtel brand
- There is however quite a high perceived brand value after change of logo (Q8 of the survey):

- **Non-looking through the customer's perspective:** The needs and mindset of the consumers should be properly evaluated before any changes are implemented. Rebranding strategy of the company should be understood and accepted by the consumers.
- **Lack of credibility and facelift:** The reason for rebranding should be believable and acceptable by the consumers.
- **Intimidated by consultants:** Notwithstanding consultants being hired for rebranding, it is the owner who knows more about the brand than anyone else. The internal point person should be checked for his skills, time and resources.

### Airtel's Perspective

"Rebranding is not just about putting up banners and hoardings to communicate a new brand name. "The brand

needs to deliver its new identity at every touch point." That means employees have to ensure the brand is living up to the new promises it is making.

Don't confuse rebranding – which is a comprehensive, frequently expensive change of strategic direction for a company - with the simple need to update your look. A simple refresh of design elements or slight naming alteration, which may be all that is required, is not the definition of rebranding. Rebranding should only be undertaken based on a proven need to alter course (e.g. new market, new trend, and new product direction). Given changing market conditions, it may even be crucial. Rebranding should be based on sound strategy supported by facts related to sales and profits, not driven by organizational fatigue.

## Conclusions

- There is apparently a low familiarity with the logo in people with lower education level, and those in the higher age group. Airtel's industry segments (Mobile telephony and Internet Services) are also gaining popularity in these segments, and specific initiatives are required to address these segments.
- The logo has found only a moderate acceptance with the public. This is not good news for a company with a customer base as diverse as Airtel.
- Brand Airtel has retained a high value in consumers' minds despite low acceptance of the new logo.
- Airtel should re-visit its re-branding exercise, including
  - The content, and
  - The methods and execution of the new logo and brand promise.



## Appendix 1

### A study on LOGO REDSIGN AND IMPACT ON consumers' brand attitudes (B2C Brand)

#### QUESTIONNAIRE

SEC: A					
Sex	Male	Female			
Age	18- 25	26 - 35	36 - 50	Above 50	
Annual Family Income	Less than Rs. 5,00,000	Rs. 5,00,001- Rs. 10,00,000	Rs. 10,00,001- Rs. 20,00,000	Rs. 20,00,001 and above	
Educational Qualifications	Secondary & below		Graduation	Post-graduation & above	
Profession	Unemployed	Service- Govt	Service- Private	Professional	Business/self employed
Your ownership of CAR Brand					

#### SEC: B

The following questions are based on the **Airtel** brand logo shown below:



New Logo

Old Logo

**Q1. How familiar are you with the Airtel logo?**

Old Logo	Unfamiliar	1	2	3	4	5	Familiar
New Logo	Unfamiliar	1	2	3	4	5	Familiar

**Q2. Compared to old version, how would you rate the new version of the logo**

Little difference	1	2	3	4	5	Very difference
minor modifications	1	2	3	4	5	extensive modifications
no change	1	2	3	4	5	completely changed

**Q3. Rate your ATTITUDE towards Airtel new logo (Please put 'TICK' mark)**

Unfavorable	1	2	3	4	5	Favorable
Negative	1	2	3	4	5	Positive
Bad	1	2	3	4	5	Good

Unpleasant	1	2	3	4	5	Pleasant
dislike very much	1	2	3	4	5	like very much

**Q4. Rate your IMPRESSION towards Airtel new logo on Five point scale ( 1= STRONGLY DISAGREE 2 = DISAGREE 3 = NEITHER AGREE OR DISAGREE 4= AGREE 5 = STRONGLY AGREE) (put 'TICK' mark: Select only one option) (Please put 'TICK' mark)**

	Strongly agree (5)	Agree(4)	Neither agree nor Disagree(3)	Disagree(2)	Strongly Disagree(1)
Artistic					
Engaging					
Interesting					
Clear					
Complete					
Immediately Readable					
Distinctive					
High Quality					

**Q5. Rate your VIEW towards Airtel new logo on Five point scale ( 1= STRONGLY DISAGREE 2 = DISAGREE 3 = NEITHER AGREE OR DISAGREE 4= AGREE 5 = STRONGLY AGREE) (put 'TICK' mark: Select only one option) (Please put 'TICK' mark)**

	Strongly agree (5)	Agree(4)	Neither agree nor Disagree(3)	Disagree(2)	Strongly Disagree(1)
Acceptable					
Vibrant					
Friendly					
Modern					
Portraying organization's image					
Immediately Readable					
Attractive					

**Q6. Rate following statemnts on Five point scale ( 1= STRONGLY DISAGREE 2 = DISAGREE 3 = NEITHER AGREE OR DISAGREE 4= AGREE 5 = STRONGLY AGREE) (put 'TICK' mark: Select only one option) (Please put 'TICK' mark)**

	Strongly agree (5)	Agree(4)	Neither agree nor Disagree(3)	Disagree(2)	Strongly Disagree(1)
I don't want the logo to change because I'm used to the old logo					
If I had a choice I would stick with the old logo					
I think the logo redesign has enhanced the overall brand image					
I prefer they leave the logo alone rather than change it					
If it were up to me, I wouldn't have changed the logo					
logo does fits with the Airtel's overall Brand Image					
I'm not comfortable with this logo change without a good explanation for it					
logo redesign impacts my choice while picking up a new number					
I would recommend Airtel to others					

**Q7. Would you say that while looking at the Airtel Logo you:**

Paid a lot of attention	1	2	3	4	5	Did not Pay lot of attention
Examined the Logos carefully	1	2	3	4	5	Skimmed the Logos very quickly
Found it easy to understand	1	2	3	4	5	Found it difficult to understand
Found it easy to Process	1	2	3	4	5	Found it difficult to Process
Was Very involved	1	2	3	4	5	Was not involved at all
Was Very interested.	1	2	3	4	5	Was not interested.

**Q8. Rate your ATTITUDE towards Airtel BRAND after seeing the logo change on Five point scale ( 1= STRONGLY DISAGREE 2 = DISAGREE 3 = NEITHER AGREE OR DISAGREE 4= AGREE 5 = STRONGLY AGREE) (put 'TICK' mark: Select only one option)**

	Strongly agree (5)	Agree(4)	Neither agree nor Disagree(3)	Disagree(2)	Strongly Disagree(1)
Innovative					
Creative					
Trustworthy					
Reliable					
will improve/impact the services					
Good					
Beneficial					
Desirable					
Nice					

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