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**A STUDY ON THE ROLE OF MARKETING AND BRANDING IN  
ENHANCING SERVICE VISIBILITY AND CUSTOMER ACQUISITION AT  
ABT LOGISTICS**

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<b>Keywords</b>	<b>Abstract</b>
<i>Branding, Marketing Strategies, Customer Acquisition, Service Visibility, Logistics Industry.</i>	The logistics industry has become a highly competitive sector where effective marketing and strong branding play a crucial role in attracting and retaining customers. This study, titled “ <i>A Study on the Role of Marketing and Branding in Enhancing Service Visibility and Customer Acquisition at ABT Logistics</i> ”, aims to analyze how strategic marketing initiatives and brand positioning contribute to the company’s market presence and customer growth. The research focuses on identifying key marketing practices adopted by ABT Logistics, evaluating their effectiveness in creating brand awareness, and examining their impact on customer acquisition and retention. Both primary and secondary data were utilized, with surveys and interviews conducted among customers and employees to understand perceptions of the brand and its marketing efforts. The findings reveal that consistent branding, digital marketing, and customer relationship strategies significantly enhance service visibility and trust among clients. The study concludes that a strong brand image combined with targeted marketing campaigns can improve competitive advantage, foster customer loyalty, and drive sustainable business growth for logistics service providers like ABT Logistics.



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## **1. INTRODUCTION**

In today's highly competitive business environment, the logistics industry is no longer driven solely by operational efficiency and timely delivery. Companies now face increasing pressure to build a recognizable brand, maintain customer trust, and effectively communicate their value proposition. In this context, marketing and branding have emerged as strategic tools to enhance service visibility and drive customer acquisition.

ABT Logistics, a leading player in the South Indian logistics sector, has established a strong operational foundation. However, as customer expectations evolve and competition intensifies, there is a growing need to leverage marketing and branding initiatives to further strengthen its market presence. This study aims to explore how ABT Logistics can utilize these tools to increase brand awareness, differentiate its services, and attract new clients.

The research focuses on analyzing current marketing strategies, the role of brand identity in customer decision-making, and how digital and traditional marketing channels contribute to visibility and client growth. By understanding the intersection of marketing, branding, and customer behavior, the study seeks to provide actionable insights that can help ABT Logistics enhance its competitive advantage and expand its customer base.

## **2. OBJECTIVES**

1. To examine the impact of marketing efforts on customer awareness and service preference in the logistics sector.
2. To assess the role of branding in building customer trust and loyalty for ABT logistics.
- 3 To identify gaps in the existing marketing and branding activities affecting business growth.

## **3. REVIEW OF LITERATURE**

1. Asim & Siddiqui (2025) Logistics service quality directly influences brand image, customer satisfaction, and loyalty. High service quality strengthens brand reputation and drives customer retention. Branding and service excellence together facilitate effective customer acquisition.
2. Aftab, Sadiq & Usman (2025) Service quality and brand image significantly impact customer loyalty in logistics services. Satisfied customers are more likely to repurchase and recommend services. Marketing and branding strategies enhance visibility and competitive advantage.
3. Sapiński & Kozlova (2024) Digital marketing and social media strengthen brand presence in logistics markets. Strong branding improves service visibility and customer trust.
4. Lin, Al Mamun, Masukujjaman & Yang (2024) Social media marketing enhances brand equity and reuse intention. Digital branding increases visibility and customer engagement.
5. Wang (2024) – Express Logistics Sichuan Service quality, brand image, and trust influence satisfaction and loyalty. Branding combined with quality enhances visibility and acquisition.
6. Pramudita & Guslan (2025) Timely and accurate service boosts satisfaction and perceived brand value. Quality and marketing together drive customer acquisition.



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7. Yin et al. (2022) – 3PL Customer Loyalty Service quality and relationships determine loyalty in 3PL logistics. High loyalty enhances acquisition and long-term retention.
8. Sohaib, Mlynarski & Wu (2023) Brand experience, love, and engagement increase brand equity. Emotional connection supports retention and service visibility.

#### **4. RESEARCH METHODOLOGY**

##### **Research Design**

This study adopts a descriptive research design to measure and present the current status of ABT Logistics marketing and branding. The design enables the collection of quantitative data to evaluate the uncover reason behind gaps, customer perception and satisfaction levels.

##### **Sources of Data Primary Data:**

Primary data was collected through a structured questionnaire administered to customers of ABT Logistics and employees.

**Secondary Data:** No secondary data was used in this study. The research is based solely on firsthand responses to ensure originality, accuracy, and authenticity of findings.

**Sampling Design Population:** the existing customers of ABT Logistics, new customers and internal employees ABT Logistics

**Sample Size:** internal employees– 52 respondents. External customers- 100

**Sampling Method:** stratified sampling for customers (ensuring representation by location, age and income).

##### **Data Collection Tool**

The main tool for data collection was a structured questionnaire.  
Demographic Profile – age, gender, education, employment.

##### **Data Analysis Techniques**

The data collected from respondents through the structured questionnaire was carefully coded, tabulated, and analyzed using SPSS (Statistical Package for Social Sciences) and Microsoft Excel. These tools were chosen because they allow efficient handling of large datasets, simplify statistical computations, and generate accurate tables and graphs for interpretation. The following analytical techniques were applied.



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### Descriptive Statistics

Descriptive statistics were employed to summarize and present the data in a meaningful way. Measures such as frequencies and percentages were calculated to describe the demographic profile of respondents (age, gender, education). Graphical representations such as bar charts, pie charts, and histograms were generated to provide visual clarity

### Cross-tabulation

is used to analyze the relationship between two or more categorical variables. It helps in identifying patterns, associations, or trends that are important for understanding customer behavior, marketing effectiveness, or brand perception.

### Chi square Test

The Chi-square test is used to determine whether there is a statistically significant relationship between two categorical variables. The Chi-square test allows you to test hypotheses like:

"Is there a significant relationship between brand awareness and customer acquisition?" Or: "Does the choice of marketing channel significantly influence service visibility?"

## 5. DATA ANALYSIS AND INTERPRETATION

Table Showing How to Become aware of ABT Logistics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		4	3.9	3.9	3.9
	Online Search	45	43.7	43.7	47.6
	Referral/Word of Mouth	49	47.6	47.6	95.1
	Social Media	5	4.9	4.9	100.0
	Total	103	100.0	100.0	

### INTERPRETATION

47.6% heard about ABT through Referral or Word of Mouth the largest group. 43.7% found ABT via Online Search —the second largest. 4.9% discovered ABT through Social Media a small portion. 3.9% did not specify or gave other answers.

### PERCENTAGE ANALYSIS



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Table Showing The current branding approach helps ABT to its competitors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	18	34.6	34.6	34.6
	Disagree	8	15.4	15.4	50.0
	Neutral	20	38.5	38.5	88.5
	Strongly agree	5	9.6	9.6	98.1
	Strongly disagree	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

**INTERPRETATION** The data reflects the perceptions of 52 respondents regarding whether ABT's current branding strategy gives it a competitive edge. Positive responses (Agree + Strongly Agree): 44.2% This indicates that nearly half of the respondents believe ABT's branding strategy supports its competitiveness in the market. Neutral responses: 38.5% A significant portion of respondents remain undecided. This suggests uncertainty about the effectiveness or visibility of the current branding strategy. It may also indicate a lack of sufficient communication or tangible results from the branding efforts.

Table Showing Income & Which marketing channel of ABT influences your decision the most

			Brochures/Posters	None	Social media promotions	Word of mouth	Total
		3	0	0	0	0	3
	100000 and above	0	0	0	0	8	8
	15000-28000	0	3	1	1	5	10
	28000-40000	0	0	6	0	21	27
	45000-60000	0	0	4	4	24	32
	70000-90000	0	0	9	0	14	23
Total		3	3	20	5	72	103

### INTERPRETATION

Most people (72 out of 103) heard about the promotion through word of mouth. This means people are mainly learning about it from friends, family, or others. Social media worked best for middle-income groups (₹28,000–₹90,000). These people are active online and respond well to digital promotions. Lower-income group (₹15,000–₹28,000) had the least awareness. 3 out of 10 people in this group didn't know about the promotion at all Promotions are not reaching them effectively. Brochures and posters were not effective. Only 3 people mentioned this, and their income was not specified.



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**Chi Square Test**

Table Showing Gender & Visibility of the ABT logistics in the market

			Low	Moderate	Never heard of them before	Very high	Total
V4		Count	3	0	1	0	4
		% within Gender	75.0%	0.0%	25.0%	0.0%	100.0%
		% within visibility	100.0%	0.0%	1.4%	0.0%	3.9%
		% of Total	2.9%	0.0%	1.0%	0.0%	3.9%
	Female	Count	0	4	35	1	47
		% within Gender	0.0%	8.5%	74.5%	2.1%	100.0%
		% within visibility	0.0%	30.8%	47.9%	50.0%	45.6%
		% of Total	0.0%	3.9%	34.0%	1.0%	45.6%
	Male	Count	0	9	37	1	52
		% within Gender	0.0%	17.3%	71.2%	1.9%	100.0%
		% within visibility	0.0%	69.2%	50.7%	50.0%	50.5%
		% of Total	0.0%	8.7%	35.9%	1.0%	50.5%
Total	Count	3	13	73	2	103	
	% within Gender	2.9%	12.6%	70.9%	1.9%	100.0%	
	% within visibility	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	2.9%	12.6%	70.9%	1.9%	100.0%	

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	78.724 <sup>a</sup>	8	.000
Likelihood Ratio	25.374	8	.001
N of Valid Cases	103		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .08.

**INTERPRETATION**

The Chi-Square test value is 78.724 with 8 degrees of freedom. The p-value is less than 0.001, which means the result is statistically significant. This tells us there is a strong relationship between Gender



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and Brand Visibility. In other words, brand visibility (how much people recognize or have heard of the brand) differs by gender.

## CHI SQUARE TEST

Table Gender and have you observed repeat customers citing brand trust as a reason for choosing ABT logistics

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.990 <sup>a</sup>	1	.158		
Continuity Correction <sup>b</sup>	.639	1	.424		
Likelihood Ratio	3.027	1	.082		
Fisher's Exact Test				.276	.224
N of Valid Cases	52				
a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.15.					
b. Computed only for a 2x2 table					

## INTERPRETATION

The Chi-Square test was used to find out if there is a significant relationship between two variables. The Pearson Chi-Square p-value = 0.158, which is greater than 0.05. This means there is no statistically significant relationship between the two variables. In simple terms: the variables are likely independent — one does not affect the other in a meaningful way based on this data.

## 6. FINDINGS

- ✓ Referral/Word of Mouth is the strongest awareness source (47.6%), followed closely by Online Search (43.7%), while social media contributes only 4.9%, showing limited digital visibility.
- ✓ Only 44.2% believe ABT's branding gives a competitive advantage, while 38.5% remain neutral, indicating weak or unclear branding communication.
- ✓ Word of Mouth is the most influential marketing channel across all income groups (72 out of 103), whereas brochures/posters are almost ineffective.
- ✓ The Chi-Square test shows a significant relationship between Gender and Brand Visibility, meaning males and females perceive ABT's presence differently.
- ✓ The Chi-Square test on repeat customers citing brand trust showed no significant relationship, suggesting that brand trust is not a strong reason for customer loyalty at present.



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## 7. SUGGESTIONS

- ✓ Strengthen digital marketing, especially social media campaigns, as current social visibility is very low (4.9%).
- ✓ Improve branding communication, ensuring clearer messaging and stronger differentiation so that neutral respondents gain more clarity about ABT's brand identity.
- ✓ Focus on customer testimonial campaigns, digital reviews, and storytelling to build trust and convert neutral customers into loyal customers.
- ✓ Create targeted marketing strategies for different income groups—especially lower-income segments where awareness is very low.
- ✓ Enhance online search visibility (SEO, Google Ads) since online search is already a major awareness channel and can be further optimized.

## 8. CONCLUSION

The study shows that ABT Logistics is primarily discovered through referrals and online search, indicating moderate visibility but limited digital influence. Branding effectiveness is only partially recognized, with many customers remaining neutral or unsure about its impact. The analysis also reveals that visibility differs by gender, while brand trust does not significantly influence repeat customers. To improve customer acquisition and competitiveness, ABT must strengthen digital marketing, enhance branding communication, and target specific customer groups more effectively. With improved online presence, clearer promotional strategies, and stronger trust-building efforts, ABT Logistics can significantly enhance its market visibility and customer growth.

## 9. AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

## 10. CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

## 11. PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will take care by all authors. Journal and editors are not liable for aforesaid matters.

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