



## EVALUATING THE IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY AND BUSINESS PERFORMANCE- AIRTEL

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### ABSTRACT

A name, sign, symbol, slogan, or anything else used to identify and set apart a particular item, service, or company is called a brand. A proprietary name is a brand name that has legal protection.

The product's brand is how it is perceived in the marketplace. Some individuals make a distinction between a brand's experiential and psychological components. The brand experience, or experiential component, is the culmination of all interactions with the brand. The psychological component—also known as the brand image—is a symbolic construct that individuals develop in their brains. It includes all of the knowledge and expectations related to a product or service.

In order to provide the idea that a brand connected to a product or service has certain attributes that make it exceptional or distinctive, those involved in branding work to build or align the expectations behind the brand experience. As a result, a brand is one of the most significant components of an advertising theme as it shows what the brand owner can provide to the market. Brand management is the art of building and preserving a brand. Brand orientation is when the whole organisation is focused on its brand.

Making the goods or services relevant to the intended market is the goal of careful brand management. As a result, well-designed marketing efforts may effectively persuade people to pay astronomically high prices for goods that are fundamentally quite inexpensive to produce.

Because branding often helps to indicate an appealing trait or attribute, consumers may see it as a significant value-added component of goods or services. According to brand owners, branded goods and services are also more expensive. When two items are similar but one lacks a corresponding brand, consumers are more likely to choose the more costly one.

### I. INTRODUCTION

#### Branding

**“The act of giving a company a particular design or symbol in order to advertise its products and services” from Cambridge Advanced Learner’s Dictionary**

A **brand** is a name, sign, symbol, slogan or anything that is used to identify and distinguish a specific product, service, or business. A legally protected **brand name** is called a **proprietary name**.

Brand is the image of the product in the market. Some people distinguish the psychological aspect of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the **brand experience**. The psychological aspect, sometimes referred to as the **brand image**, is a symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service.

Brands should be seen as more than the difference between the actual cost of a product and its selling price - they represent the sum of all valuable qualities of a product to the consumer. There are many intangibles involved in business, intangibles left wholly from the income statement and balance sheet which determine how a business is perceived. The learned skill of a knowledge worker, the type



of metal working, the type of stitch: all may be without an 'accounting cost' but for those who truly know the product, for it is these people the company should wish to find and keep, the difference is incomparable. Failing to recognize these assets that a business, any business, can create and maintain will set an enterprise at a serious disadvantage.

A brand which is widely known in the marketplace acquires **brand recognition**. When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved **brand franchise**. One goal in brand recognition is the identification of a brand without the name of the company present. For example, Disney has been successful at branding with their particular script font (originally created for Walt Disney's "signature" logo)

Consumers may look on branding as an important value added aspect of products or services, as it often serves to denote a certain attractive quality or characteristic (see also brand promise). From the perspective of brand owners, branded products or services also command higher prices. Where two products resemble each other, but one of the products has no associated branding (such as a generic, store-branded product), people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

### NEED OF THE PROJECT

The basic need of the project is to understand the service of **BHARTI AIRTEL LIMITED** products and identify what are the gaps in service. The idea behind the projects is to identify what is the brand and service range of **BHARTI AIRTEL LIMITED** products in Hyderabad market.

Company wants to know whether service process working properly or not? And are retailers satisfied with the service practice? Company also wants to distinguish the availability of **BHARTI AIRTEL LIMITED** products and visibility in market through promotional materials.

The need of project arises from company to improve its service practice in order to have better market placement in Hyderabad market. So, for that they needed in-depth analysis of the problems which would also generate some fresh ideas for the improvement.

### SCOPE OF PROJECT

The study is conducted within Hyderabad town and its various parts. Hyderabad was divided in two regions which are one town and two Town. The survey is conducted in Automobile shops situated in all regions which are exclusive in sales of **BHARTI AIRTEL LIMITED**.

### RESEARCH METHODOLOGY

#### Definition:

Research methodology is the specification of the method of acquiring the information needed to the structure or to solve the problem at hand.

It is the pattern of the framework of the project that stipulates what information is to be collected, from which source and by what method.

#### Primary Source Data:

A questionnaire was prepared helped in gaining an insight view of the factors effecting the customer needs and related issues. The addresses of various customers were given and with the help of the questionnaire prepared, I need to find out the first hand information regarding the share of the



Toyota in every segment in the market and the satisfaction level of each customer. Further I need to find out the future plans of the customer regarding the purchase of the Toyota products.

Each day I met 5 customers for 4 weeks the sample size of 100 respondents was decided upon.

#### **Secondary Data:**

Secondary data is the annual report of the company and the official.

#### **Research Objective:**

##### **OBJECTIVES**

- To study about the symbol of AIRTEL.
- To study about the AIRTEL BRAND.
- To know about the brand image of AIRTEL tele services.
- To know how customers feel about AIRTEL TELESERVICES
- Are they happy with the service?
- To know about what customer needs and what the company is providing.

##### **SAMPLING**

#### **Sampling Procedure:**

The sampling technique use here was Quota Sampling, which is one of the most commonly used non-probability sample design.

#### **Sampling Unit:**

The target population from which the sample is chosen is owners of all brands of cars.

#### **Sample Size:**

The sample of 100 from the target population was chosen.

#### **Analysis Used:**

The data collected in form of questionnaires was tabulated and analyzed using basic statistical method percentages.

##### **LIMITATIONS**

- As the time given for the completion of the project was limited.
- The survey was restricted to Hyderabad and Secunderabad only.
- They may be few opinions which might have been missed out.
- The Time Period Of Project Is 45 Days.
- Though The Customers Wanted To Give Information They could not Give As It Wastes Their Business Time.
- The Accuracy Of The Answers Depends Upon The Mode Of Interest Of Respondents.
- Though the customers wanted to give information they could not, as they felt it takes away their business time.
- The accuracy of the answers depends upon the mode of interest of respondents.
- The opinions of the sample may or may not depict the exact opinions of the total population.

## **II REVIEW OF LITERATURE**

### **LITERATURE REVIEW**

Branding is simple but it's amazing how few business leaders understand its importance. I have meet directors from large, international businesses who do not see any reason for investing in fresh design, in pr, in web innovation or in core messages.

How a business, product or individual is branded plays a big role in whither they succeed or fail. A brand is not just a logo, it is all your ethics and persona. This includes your style of design,



your execution of that design, your attitude, your logo, your marketing, your internal policies and even your business process can all influence your brand image. If image is everything then this image needs to be right.

If you are a start up company, it is common to be branded as such. The benefit of this is that you are young and enthusiastic – the downside is far worse. People are less likely to invest in something that does not carry much experience or credibility. So you want to look like an industry leader. How do you go about that? Well it all starts, in my opinion, with your target audience. If you can get inside their heads you can appeal to them. If you do not you may find you offend them, upset them, or put them off. You may have a few target audiences but try and consider your key audience.

Next you need to think about what it is that you wish to communicate with them. What are your messages and why do they need to know these messages. Also how can you back these messages up, not only with evidence but also graphically in your brand style, in your logo, the name of your business, in your typography and in your copy.

All these things are a lot easier to make effective if they are proactive rather than reactive. By getting these things clear in your head at the start can help you with everything else that follows. If you wait “to see how things go” then you may find that this simple process becomes a lot more complicated and expensive. Not only will getting these messages straight in your head help you to sell your service or product, but it will also help your employees and their motivation and behavior.

Most companies are so worried about their image to the end user that they forget about communicating this to employees which can create mixed messages when these employees are representing the company elsewhere. Make sure all of your staff are on board and believe passionately in your brand and key messaging. Also your suppliers are good advocates for your brand and they will also spread the word about your service and style of approach.

In terms of the design element of your brand – once you have got a solid style this needs to be implemented consistently across all marketing materials. Not only on your letter heads, business cards and compliment slips, but on your signage, leaflets, brochures, email signatures, PowerPoint presentations and website. Think MacDonald's. It will cost you in money but not in respectability. I have come across so many businesses which have about 6 variations on their logo. This causes confusion in a target audience and gives you a unorganized persona.

You need to make life easy for your target audience. If you can create consistency with your brand this leads to a comfort zone. Simplicity is the key. Your messages may be complex but the way you communicate them needs to be simple.

When starting a company it's important to start building brand identity. Reach potential customers through the use of logo products and create a favorable impression with fun freebies like stress balls and personalized travel mugs. Your company logo is the most recognizable feature of your business whether you've been in business for 2 days or 20 years. Take advantage of the benefits that promotional items can give you.

So in this brief article you will have noticed that you don't have to be a genius to be good at branding. All it is communicating, in a simple way, your messages to your audience. It will take time, money and attention to detail. The starting point is the recognition that branding is worthwhile. Once this is established it's up to you how far you want to go. As they say “your attitude affects your altitude”. So if you get the ball rolling soon you will realize you are flying. It's all in the brand.



### **Definition Of Brand:**

A name, term, sign, symbol or design or a combination of this intended to identify the goods are services of one seller or group of sellers and to differentiate them from those of competitors.

### **Branding Strategy:**

Some analysts see brands as the major enduring asset of a company, outlasting the company's specific products and facilities.

John Stewart, co founder of Quaker oats, once said, "If this business were spilt up , I would give you the land and bricks and mortar, and I would keep the brands and trade marks, and I would fare better than you.

Brands are more than just names and symbols, brands represents consumers perceptions and feeling about a product and its performance-- everything that the product or service means to consumers. As one branding expert suggests, "Ultimately, brands reside in the minds of consumers".

A powerful brand as high brand equity. Brand equity is the positive differential affects that knowing the brand name as on consumer response to the product or service. A measure of a brand's equity is the extent to which customers are willing to pay more for The brand. A brand with strong brand equity is a very valuable asset. Brand valuation is the process of estimating the total financial value of brand.

### **How do customers remember?**

The tendency of a brand to be thought of in a buying situation is known as "brand salience". Brand salience is "the propensity for a brand to be noticed and/or thought of in buying situations" and the higher the brand salience the higher it's market penetration and therefore its market share. Salience refers not to what customers think about brands but to which ones they think about.

Brands which come to mind on an unaided basis are likely to be the brands in a customer's consideration set and thus have a higher probability of being purchased. Advertising weight and brand salience are cues to customers indicating which brands are popular, and customers have a tendency to buy popular brands. Also, an increase in the salience of one brand can actually inhibit recall of other brands, including brands that otherwise would be candidates for purchase.

### **Global Brand**

A global brand is one which is perceived to reflect the same set of values around the world. Global brands transcend their origins and creates strong, enduring relationships with consumers across countries and cultures.

Global Brands are brands which sold to international markets. Examples of Global Brands include Coca-Cola, McDonald's, Marlboro, Levi's etc.. These brands are used to sell the same product across multiple markets, and could be considered successful to the extent that the associated products are easily recognizable by the diverse set of consumers.

### **Local Brand**

A brand that is sold and marketed (distributed and promoted) in a relatively small and restricted geographical area. A local brand is a brand that can be found in only one country or region. It may be called a regional brand if the area encompasses more than one metropolitan market. It may also be a brand that is developed for a specific national market, however an interesting thing about local brand is that the local branding is mostly done by consumers then by the producers. Examples of Local Brands in Sweden are Stomatol, Mijerierna etc..



### **Brand name**

The brand name is quite often used interchangeably within "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of any product. In this context a "brand name" constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary rights in relation to a brand name through trademark registration. Advertising spokespersons have also become part of some brands, for example: Mr. Whipple of Charmin toilet tissue and Tony the Tiger of Kellogg's. Local Branding is usually done by the consumers rather than the producers.

### **Brand identity**

A product identity, or brand image are typically the attributes one associates with a brand, **how the brand owner wants the consumer to perceive the brand** - and by extension the branded company, organization, product or service. The brand owner will seek to bridge the gap between the brand image and the brand identity. Effective brand names build a connection between the brand personality as it is perceived by the target audience and the actual product/service. The brand name should be conceptually on target with the product/service (what the company stands for). Furthermore, the brand name should be on target with the brand demographic. Typically, sustainable brand names are easy to remember, transcend trends and have positive connotations. Brand identity is fundamental to consumer recognition and symbolizes the brand's differentiation from competitors.

Brand identity is what the owner wants to communicate to its potential consumers. However, over time, a product's brand identity may acquire (evolve), gaining new attributes from consumer perspective but not necessarily from the marketing communications an owner percolates to targeted consumers. Therefore, brand associations become handy to check the consumer's perception of the brand.

Brand identity needs to focus on authentic qualities - real characteristics of the value and brand promise being provided and sustained by organisational and/or production characteristics

### **Visual Brand Identity**

The visual brand identity manual for Mobil Oil (developed by Chermayeff & Geismar), one of the first visual identities to integrate logotype, icon, alphabet, color palette, and station architecture to create a comprehensive consumer brand experience.

The recognition and perception of a brand is highly influenced by its visual presentation. A brand's visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colors, and graphic elements. At the core of every brand identity is a brand mark, or logo. In the United States, brand identity and logo design naturally grew out of the Modernist movement in the 1950's and greatly drew on the principals of that movement – simplicity (Mies van der Rohe's principle of "Less is more") and geometric abstraction. These principles can be observed in the work of the pioneers of the practice of visual brand identity design, such as Paul Rand, Chermayeff & Geismar and Saul Bass.

### **Company name**

Often, especially in the industrial sector, it is just the company's name which is promoted (leading to one of the most powerful statements of "branding"; the saying, before the company's downgrading, "No one ever got fired for buying IBM").





In this case a very strong brand name (or company name) is made the vehicle for a range of products (for example, Mercedes-Benz or Black & Decker) or even a range of subsidiary brands (such as Cadbury Dairy Milk, Cadbury Flake or Cadbury Fingers in the United States).

### Individual branding

Each brand has a separate name (such as Seven-Up, Kool-Aid or Nivea Sun (Beiersdorf)), which may even compete against other brands from the same company (for example, Persil, Omo, Surf and Lynx are all owned by Unilever).

### Attitude branding and Iconic brands

**Attitude branding** is the choice to represent a larger feeling, which is not necessarily connected with the product or consumption of the product at all. Marketing labeled as attitude branding include that of Nike, Starbucks, The Body Shop, Safeway, and Apple Inc.. In the 2000 book No Logo,<sup>[12]</sup> Naomi Klein describes attitude branding as a "fetish strategy".

"A great brand raises the bar -- it adds a greater sense of purpose to the experience, whether it's the challenge to do your best in sports and fitness, or the affirmation that the cup of coffee you're drinking really matters." - Howard Schultz (president, CEO, and chairman of Starbucks)

**Iconic brands** are defined as having aspects that contribute to consumer's self-expression and personal identity. Brands whose value to consumers comes primarily from having identity value comes are said to be "identity brands". Some of these brands have such a strong identity that they become more or less "cultural icons" which makes them iconic brands. Examples of iconic brands are: Apple Inc., Nike and Harley Davidson. Many iconic brands include almost ritual-like behaviour when buying and consuming the products.

### "No-brand" branding

Recently a number of companies have successfully pursued "No-Brand" strategies by creating packaging that imitates generic brand simplicity. Examples include the Japanese company Muji, which means "No label" in English (from 無印良品 – "Mujirushi Ryohin" – literally, "No brand quality goods"), and the Florida company No-Ad Sunscreen. Although there is a distinct Muji brand, Muji products are not branded. This no-brand strategy means that little is spent on advertisement or classical marketing and Muji's success is attributed to the word-of-mouth, a simple shopping experience and the anti-brand movement. "No brand" branding may be construed as a type of branding as the product is made conspicuous through the absence of a brand name.

## III DATA ANALYSIS & INTERPRETATION

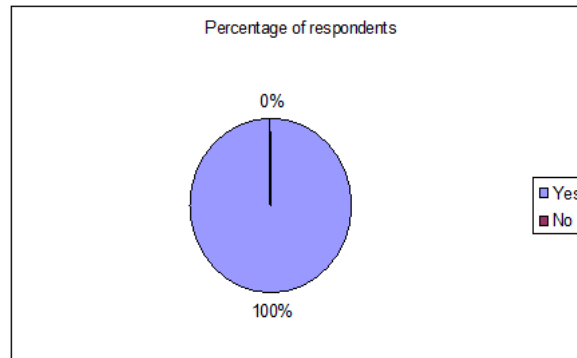
### BRAND IMAGE ANALYSIS

The 100 respondents were asked to scale the performance of various brands

You

1. Do you use teleservices(cell or Land line)?

Options	Number of Respondents
YES	100
No	0
total	100

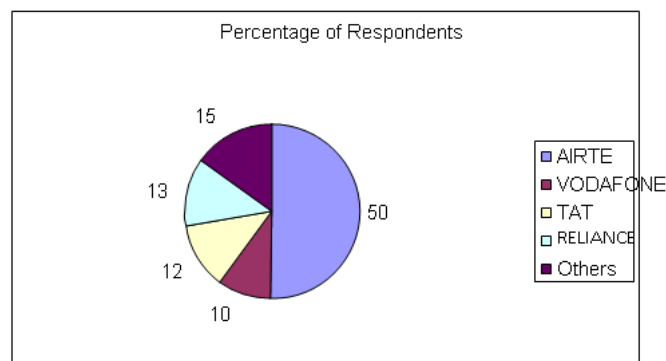


**Interpretation:**

- From above pie chart it can be stated that 100% people using teleservices for their constructions

**2. Which tele services do you use?**

Type of system	Number of Respondents
<b>AIRTEL</b>	50
VODAFONE	10
TATA INDICOM	12
RELIANCE	13
Others	15
total	100



**Interpretation:**

- From above it can be stated that 50% of people using AIRTEL
- 10% of people using VODAFONE teleservices ,
- 12% of people using TATA teleservices ,
- 13% of people using RELIANCE teleservices ,
- 15% of people using other brands.

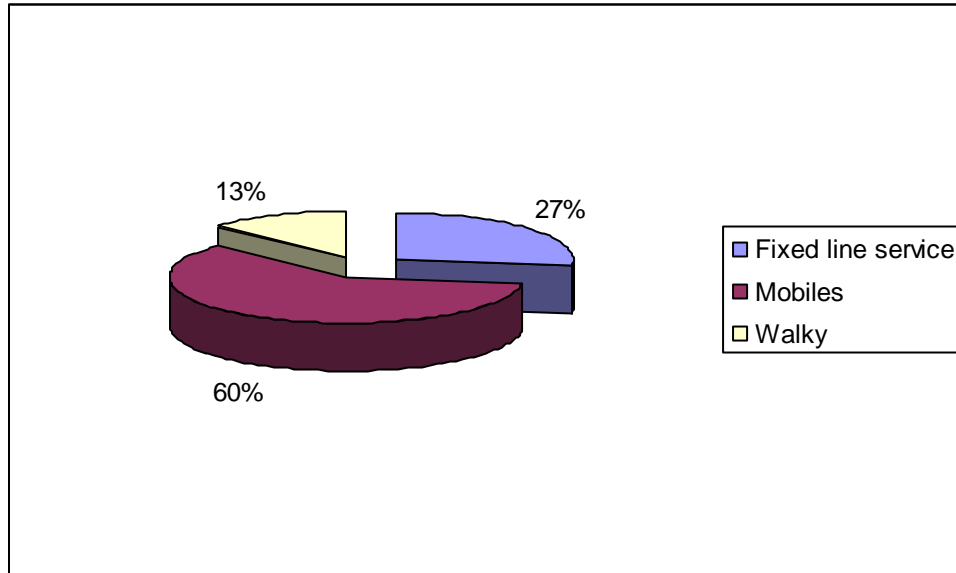




3) Which Kind of service are you using? Please mention?

Type of service	No. of respondents	Percentage
Fixed line service	27	27%
Mobiles	60	60%
Walky	13	13%
Total	100	100%

Kind of service:

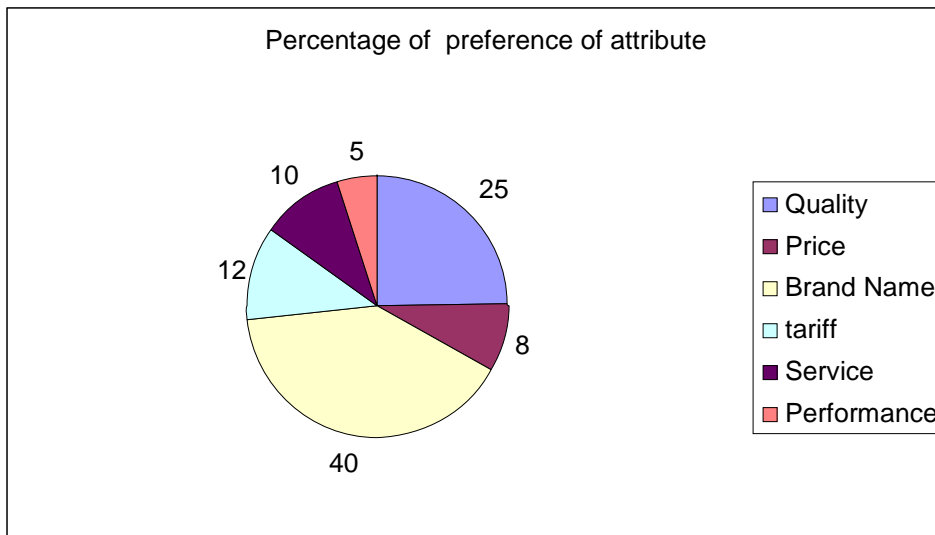


Interpretation

From the above table it can be seen that 60% of them are using mobile services, while 27% are using fixed line services, and the remaining 13% are using walky services.

4. What are the valuable attributes you normally look while purchasing a teleservices?

Attributes	Number of preference of attribute
Quality	25
Price	8
Brand Name	40
tariff	12
Service	10
Performance	5
total	100



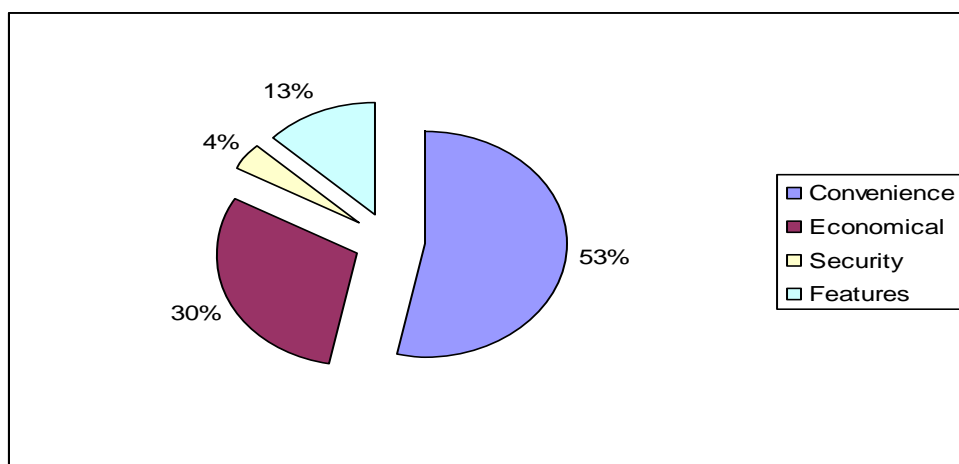
**Interpretation:**

- From above pie chart it can be stated that people give preference 40% to brand name,
- 25% to quality,
- 8% to price,
- 12% to comfort,
- 10% to service, and
- 5% to performance.

**5) Why do you prefer for this service?**

	No. of respondents	Percentage
Convenience	53	53%
Economical	30	30%
Security	04	04%
Features	13	13%
Total	100	100%

Preferring for this service:





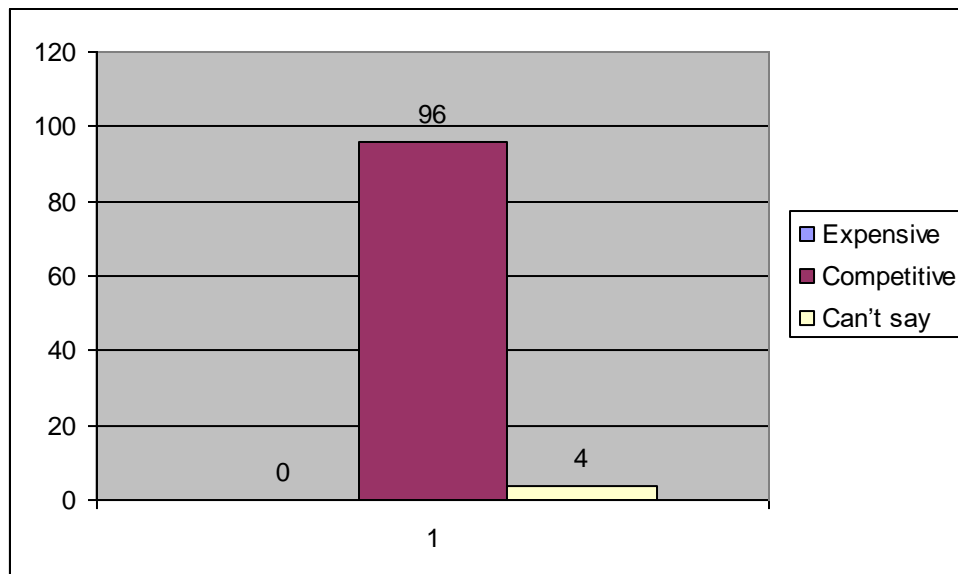
### Interpretation

In today's busy world convenience seems to be the most overriding factor while preferring a cellular service. It is clear that 53% of the respondents have preferred this service due to easy & hands free availability, making it convenient to use it. On the other hand 30% have said economy of the service, while 13% of the respondents have given features as their choice. While a meager 4% of the said security as the reason for preferring the service.

#### 6. How do you feel about the pricing of AIRTEL services as compared with other?

	No. Of respondents	Percentage
Expensive	00	00%
Competitive	96	96%
Can't say	04	04%
Total	100	100%

Pricing of AIRTEL services:

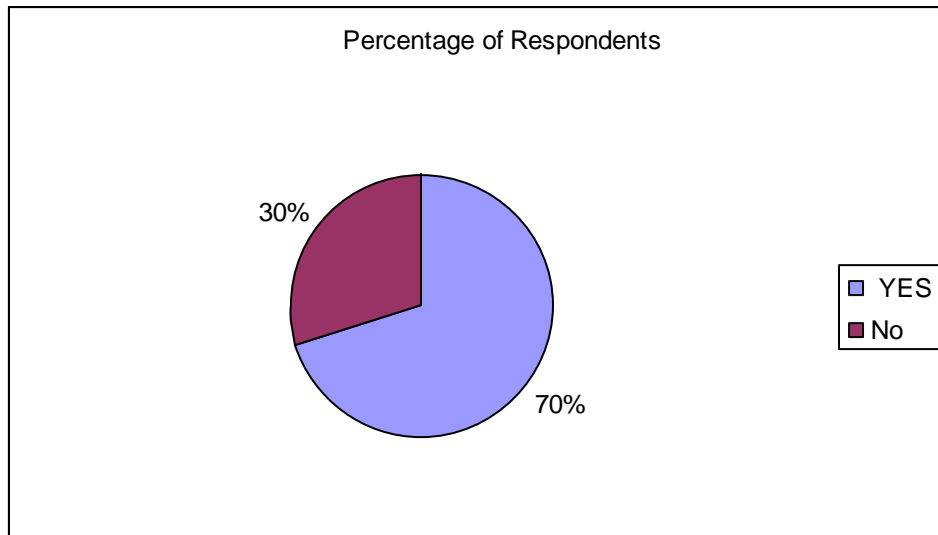


### Interpretation:

The feelings of customers of AIRTEL about the pricing of the services is, 96% of them are satisfied and feel the prices are comparable with others and 4% of them are not satisfied with the pricing of the company as they feel the prices are not competitive enough.

#### 7. Are you aware of AIRTEL Teleservices?

Options	Number of Respondents
YES	70
No	30
Total	100

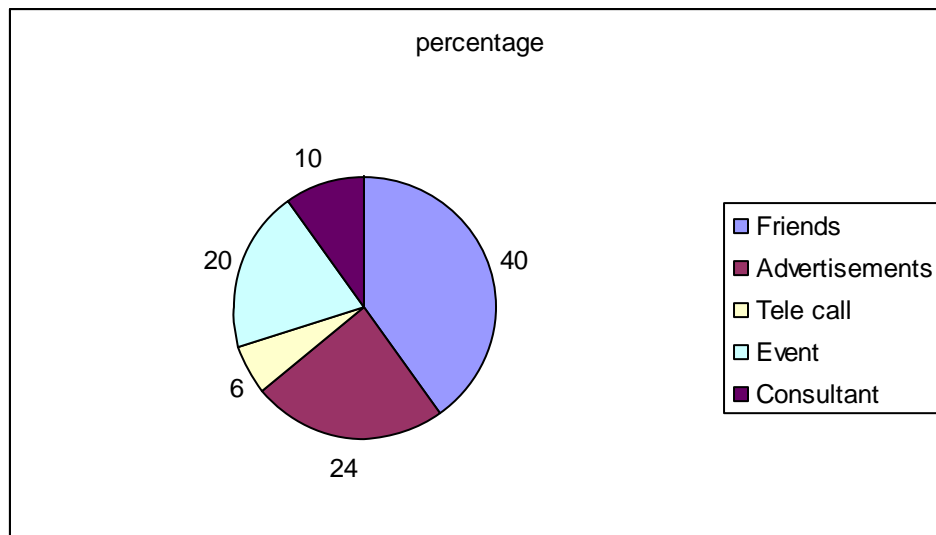


**Interpretation:**

- From above pie chart it can be stated that 70% people are aware of AIRTEL teleservices,
- 30% are not aware system.

8. You heard about AIRTEL Teleservices through?

source	Number of Respondents
Friends	40
Advertisements	24
Tele call	6
Event	20
Consultant	10
total	100

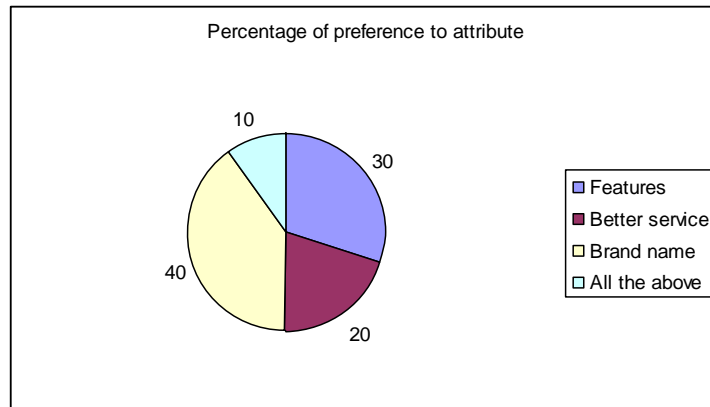


**Interpretation:**

- From the above we can state that 40% people heard about the Labcal through friends,
- 24% through advertisements,
- 6% through tele call,
- 20% through event and
- 10% through consultant.

9. Why you have chooses AIRTEL Teleservices?

Attributes	Respondent towards preference attribute
Features	30
Better service	20
Brand name	40
All the above	10
total	100

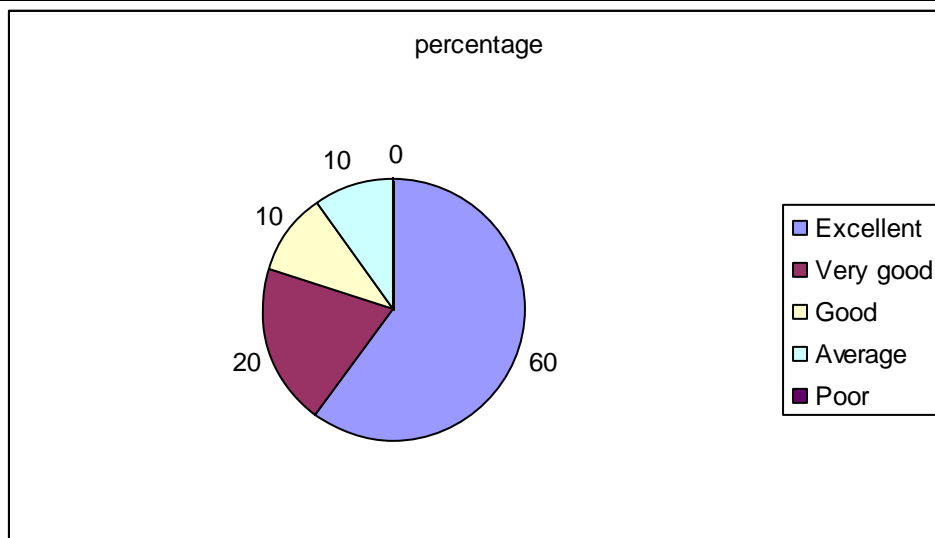


**Interpretation:**

- From above pie chart it can be stated that people give preference 40% to brand name,
- 30% to features,
- 20% to better service,
- 10% to all the above attributes.

**10. Services provided by AIRTEL Teleservices?**

Service provided	Number of Respondents
Excellent	60
Very good	20
Good	10
Average	10
Poor	0
Total	100



**Interpretation:**





- From above pie chart it can be stated that the service provided by Labcal is 60% excellent,
- 20% very good,
- 10% good and 10% average.

## FINDINGS

- It can be stated that 100% of people in survey using teleservices for their constructions
- It can be stated that 50% of people using airtel teleservices, 10% of people using vodafone teleservices, 12% of people using tata teleservices, 13% of people reliance teleservices, 15% of people having other brands.
- It can be stated that people give preference 40% to brand name, 25% to quality, 8% to price, 12% to comfort, 10% to service, 5% to performance.
- It can be stated that 70% people are aware of airtel, 30% are not aware system.
- We can state that 40% people heard about the AIRTEL through friends, 24% through advertisements, 6% through tele call, 20% through event and 10% through consultant
- It can be stated that people give preference 40% to brand name, 30% to features, 20% to better service, 10% to all the above attributes.
- It can be stated that the service provided by airtel is 60% excellent, 20% very good, 10% good and 10% average.
- It can be stated that the percentage of people who are getting their order within a day is 80%, within a week is 20%, one week is 0%. And 0% of people getting with in 1-2 week.

## CONCLUSION

Based on the market research data, several assumptions have been made regarding the teleservices brands. Throughout the marketing survey, participants offered some insightful and useful information.

Advertising AIRTEL teleservices in newspapers, hoardings, and queries is seen to be an ineffective method of information gathering. Users often use AIRTEL when searching for a trustworthy and useful security solution. According to the overall findings of the survey, AIRTEL Teleservices makes its customers happy and comfortable with their enhanced offers.

## SUGGESTIONS

- The company should maintain their market position and try to increase their customers.
- Enough stock should keep in stockiest place & retailers place
- To enable the customers to get in touch with the service personal more easily, the number of direct phones should be increase or provide the toll free number to give solutions of constructions.
- Periodically, review meetings with the customers in different areas should be convinced, to have a general consensus regarding problems being faced by them.
- To increase sales of the teleservices, the company should concentrate on advertisements and try to provide special offers.
- If the company reduce the price of the teleservices for who purchase huge quantities, then sales will be increased dramatically.



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