

## A Study on Brand Image – Airtel

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### ABSTRACT

A brand may be a name, a sign, a symbol, a slogan, or anything else that is used to identify and set apart a particular item, service, or company. A proprietary name is a brand name that is legally protected.

The brand is how a product is perceived in the marketplace. Some individuals see a distinction between a brand's psychological and experiential aspects. The brand experience is the culmination of all points of interaction with the brand and represents the experiential component. The psychological component, also known as the brand image, is a symbolic construct individuals generate in their brains that encapsulates all the knowledge and expectations related to a product or service.

By generating the perception that a brand is linked with a product or service that has certain features or characteristics that make it distinctive or unique, those involved in branding work to build or align the expectations behind the brand experience. Because it shows what the brand owner can provide in the market, a brand is one of the most important components of an advertising topic. The practise of building and maintaining a brand is known as brand management. Brand orientation is the process of aligning the whole organisation with its brand.

Effective brand management aims to make the goods or services appealing to the intended market. Therefore, carefully designed advertising efforts may be quite effective in persuading customers to pay amazingly high prices for goods that are already made at a very low cost. This idea, known as "creating value," essentially entails manipulating the projected image of the product so that the consumer perceives it to be worth the amount that the advertiser wants him or her to see, as opposed to a more logical valuation that includes an aggregate of the cost of raw materials, plus the cost of manufacture, plus the cost of distribution. Customers may see branding as a significant value added component of goods or services since it often helps to indicate a particular desirable trait or attribute. Branded goods or services also fetch a greater price in the eyes of brand owners. People often choose the more costly branded product when two items are similar but one of the products has no associated branding because of the brand's quality or the reputation of the brand owner.

### 1. INTRODUCTION

#### Branding

**“According to Cambridge Advanced Learner's Dictionary, "the act of giving a company a specific design or symbol in order to advertise its goods and services.”**

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The brand is how a product is perceived in the marketplace. Some individuals see a distinction between a brand's psychological and experiential aspects. The brand experience is the culmination of all points of interaction with the brand and represents the experiential component. The psychological component, also known as the brand image, is a symbolic construct individuals generate in their brains that encapsulates all the knowledge and expectations related to a product or service.

By generating the perception that a brand is linked with a product or service that has certain features or characteristics that make it distinctive or unique, those involved in branding work to build or align the expectations behind the brand experience. Because it shows what the brand owner can provide in the market, a brand is one of the most important components of an advertising topic. The practise of building and maintaining a brand is known as brand management. Brand orientation is the process of aligning the whole organisation with its brand.

Effective brand management aims to make the goods or services appealing to the intended market. Therefore, well planned advertising efforts may be quite effective in persuading customers to pay astronomically high prices for goods that are naturally made for very little money. This idea, known as "creating value," essentially entails manipulating the projected image of the product so that the consumer perceives it to be worth the amount that the advertiser wants him or her to see, as opposed to a more logical valuation that includes an aggregate of the cost of raw materials, plus the cost of manufacture, plus the cost of distribution. Modern branding and advertising strategies that focus on creating value are quite effective at persuading people to spend, for instance, \$50 for a T-shirt that only cost 50 cents to create or \$5 for a box of morning cereal that only has a few pennies' worth of wheat.

Brands are more than just the price difference between an item's true cost and its retail price; they stand for all of an item's redeeming features in the eyes of the buyer. Business involves several intangibles that are entirely absent from the income statement and balance sheet but have a significant impact on how a company is seen. The sort of metalworking, the type of stitch, and the taught skill of a knowledge worker may not all have a "accounting cost," but for those who actually understand the product—and it is these individuals that the firm should seek out and retain—the distinction is unmatched. An firm will be at a severe disadvantage if it fails to recognise these assets that every corporation may generate and manage.

A brand gains brand awareness when it becomes well-known in the marketplace. A brand is considered to have acquired brand franchise when its awareness grows to the point that it enjoys a critical mass of favourable feeling in the marketplace. Identification of a brand without the corporate name present is one purpose of brand recognition. Disney, for instance, has achieved branding success with their distinctive script typeface (which was first made for Walt Disney's "signature" logo).

Because branding often helps to indicate a certain desirable trait or attribute, consumers may see branding as a significant value added component of goods or services (see also brand promise). Branded goods or services also fetch a greater price in the eyes of brand owners. When two items are similar but one lacks branding (such a generic, store-branded item), buyers often choose the more costly branded product based on the strength of the brand or the reputation of the brand owner.

## NEED OF THE PROJECT

Understanding BHARTI AIRTEL LIMITED's goods' customer service and identifying any service gaps are fundamental requirements for the project. The projects' goal is to determine the brand and service offerings of BHARTI AIRTEL LIMITED in the Hyderabad market.

The business needs to know whether the service process is functioning correctly or not. Are merchants happy with the way services are provided? Through promotional materials, the company also wishes to highlight BHARTI AIRTEL LIMITED's product availability and market exposure.

The necessity for the project is brought on by the company's need to enhance its customer service procedures in order to better position itself in the Hyderabad market. Therefore, they need in-depth examination of the issues in order to come up with new suggestions for development.

## SCOPE OF PROJECT

The survey is carried out across Hyderabad town and its diverse neighbourhoods. In Hyderabad, there are two regions, each with a single town. The poll is done at auto stores located in all areas where BHARTI AIRTEL LIMITED sells exclusively.

## 2. RESEARCH METHODOLOGY

### Definition:

The description of the information gathering process used to build the structure or address the issue at hand is known as the research methodology. What information is to be gathered, from which source, and by what technique is specified by the project's framework.

### Primary Source Data:

A questionnaire that was created enabled researchers to acquire a deeper understanding of the variables influencing client requirements and associated problems. I was provided the addresses of a variety of consumers, and with the aid of the created questionnaire, I needed to get first-hand information about the market share of Toyota in each market sector as well as the degree of pleasure of each client. I also need to know what the customer's future intentions are for purchasing Toyota items. I spoke with 5 clients every day for 4 weeks before choosing a sample size of 100 responses.

### Secondary Data:

The company's annual report and the government's official.

### Research Objective:

#### OBJECTIVES

- To learn more about the AIRTEL sign.
- To research the AIRTEL BRAND.
- To learn more about the AIRTEL story services brand.

- To learn what clients think about AIRTEL TELESERVICES
- How satisfied are they with the service?
- To understand the demands of the consumer and the services the business offers.

## **SAMPLING**

### **Sampling Procedure:**

Quota sampling, one of the most popular non-probability sample designs, was the sampling method employed in this study.

### **Sampling Unit:**

Owners of all automobile makes make up the target demographic from which the sample was drawn.

### **Sample Size:**

100 people from the target demographic were selected as the sample.

### **Analysis Used:**

Utilizing fundamental statistical methods, percentages were used to tabulate and analyse the information gathered from surveys.

## **LIMITATIONS**

- Hyderabad and Secunderabad were the only cities included in the study because of the short amount of time allotted for project completion.
- There could have been a few views that were overlooked.
- The project's duration is 45 days.
- Despite the fact that the customers wanted to provide information, they were unable to do so since it would have wasted their time.
- The level of interest of respondents affects how accurate the answers are.
- Despite wanting to provide information, consumers were unable to do so because they believed it would interfere with their ability to do business.
- The level of curiosity of respondents affects how accurate the replies are.
- The sample's views may or may not accurately reflect those of the whole population.

## **3. BRANDING STRATEGY:**

Some experts believe that a company's brands will live far longer than its particular goods and physical assets.

John Stewart, a co-founder of Quaker Oats, allegedly said that if the company were split up, he would give you the land and buildings while keeping the trademarks and trade names and would do better than you.

Brands convey customers' ideas and feelings about a product and its performance—everything the good or service implies to the consumer—more than simply names and symbols. "Ultimately, brands reside in consumers' minds," says one branding expert.

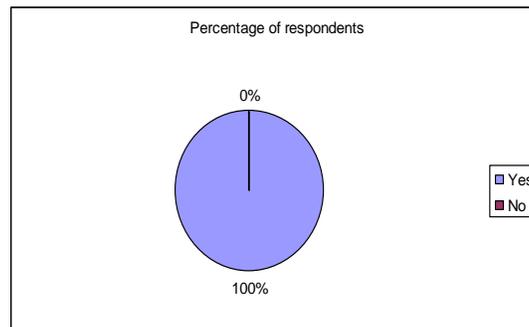
A strong brand has significant brand equity. Brand equity is the favourable effect that brand recognition has on how customers react to a product or service. The degree to which consumers are ready to pay extra for a brand is a measure of its equity. Strong brand equity makes a company's name an extremely valuable asset. The practise of calculating a brand's overall financial worth is known as brand valuation.

A strong brand equity offers various benefits in the marketplace. A strong brand has a high degree of brand loyalty and customer awareness. Customers expect retailers to carry the brand, giving the corporation additional negotiating power with resellers.

#### 4. DATA ANALYSIS AND INTERPRETATION

##### 1. Use of teleservices (mobile or landline)?

Options	Number of Respondents
YES	100
No	0
total	100



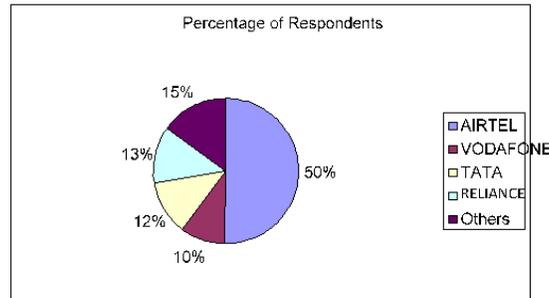
#### Interpretation:

- According to the pie chart above, 100% of individuals use teleservices for their constructions.

##### 2. What telephone services do you utilise?

Type of system	Number of Respondents
<b>AIRTEL</b>	50
VODAFONE	10
TATA INDICOM	12

RELIANCE	13
Others	15
total	100

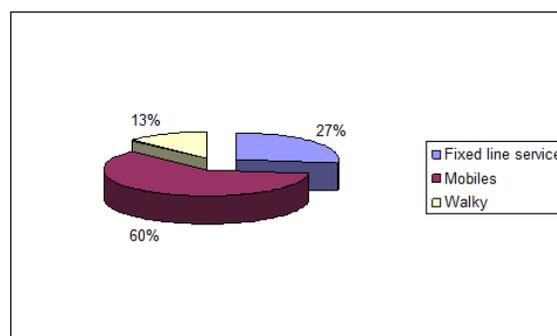


### Interpretation:

- The information above indicates that 50% of those utilising AIRTEL
  - Ten percent of consumers use VODAFONE teleservices,
  - Twelve percent use TATA teleservices,
  - Thirteen percent use RELIANCE Teleservices, and
  - Fifteen percent use other brands.
- 3) What kind of service do you use? Please make note?

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

### Kind of service:

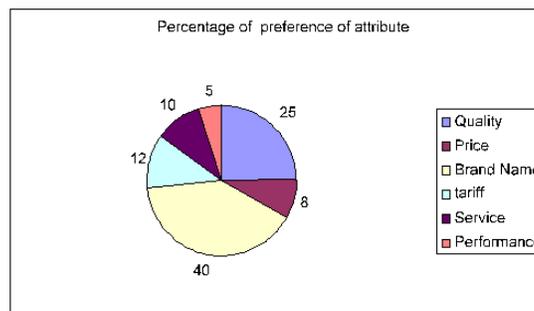


### Interpretation

According to the aforementioned data, 63% of them use mobile services, 27% use fixed line services, and 3% use walkie-talkie services.

4. What are the important qualities you typically consider when buying a teleservices?

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



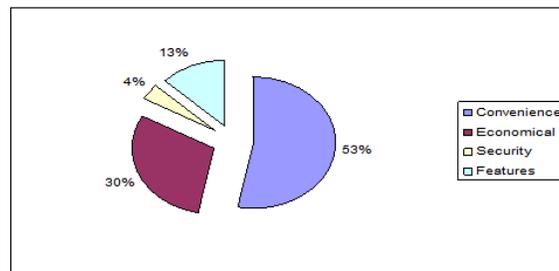
### Interpretation:

- According to the pie chart above, individuals give priority to brand name, quality, price, comfort, service, and performance in that order:
- 40%,
- 25%,
- 8%,
- 12%,
- 10%, and
- 5%.

5) Why do you favour using this service?

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

choose to use this service:



### Interpretation

Convenience seems to be the deciding element when choosing a cellular service in today's hectic society. It is evident that the ease of use and hands-free accessibility of this service are what have attracted 53% of respondents. While just 13% of respondents chose features, 30% of respondents cited the service's affordability. While just 4% of those surveyed cited security as a factor in their decision to use the service.

### FINDINGS

- According to the study, all respondents used teleservices for their constructions.
- According to statistics, 50% of consumers use airtel teleservices, 10% use vodafone teleservices, 12% use tata teleservices, 13% use reliance teleservices, and 15% use other brands.
- It may be said that customers prioritise brand name 40%, quality 25%, price 8%, comfort 12%, service 10%, and performance 5%.
- Airtel is known to 70% of individuals, whereas 30% are unaware of the service.
- According to our data, 40% of individuals learned about Airtel via friends, 24% from commercials, 6% from telemarketing, 20% from events, and 10% from consultants.
- It may be said that individuals prefer brands 40% of the time, features 30% of the time, better service 20% of the time, and all the aforementioned characteristics 10% of the time.
- Airtel's service may be categorised as 60% exceptional, 20% very good, 10% decent, and 10% ordinary.
- It may be said that 80% of individuals get their orders within a day, 20% do so within a week, and 0% do so within a week. Additionally, 0% of those receiving in 1-2 weeks.

## SUGGESTIONS

The business should work to grow its client base while attempting to retain its place in the market.

Enough stock should be kept in both the merchants' and stockiest places.

Increase the number of direct phones or provide a toll-free number to deliver construction solutions so that clients may contact service personnel more readily.

To reach an agreement on the issues that consumers are facing, review sessions with customers from various locations should be held periodically.

The business has to focus on marketing and provide unique offers in order to boost sales of the teleservices.

Sales will grow significantly if the corporation lowers the price of the teleservices for those who buy large quantities.

## CONCLUSION

Numerous conclusions about the teleservices brands have been drawn from the study of the data from the market research. Some valuable and practical information was provided by respondents over the process of completing a marketing survey.

Paper advertisements, billboards, and inquiries are seen to be useless methods for learning more about AIRTEL teleservices.

Users see AIRTEL as a company that offers user security, is trustworthy, and practical.

The study's overall finding is that AIRTEL Teleservices provides superior services that leave users content and at ease.

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