



A Study on the Effect of Brand Image on Consumer Preference with Reference to Bhrathi Airtel Limited, Tirupati.

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ABSTRACT:

A brand recognizes and isolates products having a place with one individual from having a place with someone else. A brand is one of the components of promoting, publicizing. Great brand carries critical advantages to the producer or the merchant. A brand name might comprise of a brand name and a brand image. There are a few brands system assessment model dissects in the article, similar to capital market-situated brand esteem model, Aaker's image esteem model, the Interbrand Brand Evaluation System, which makes a difference assess brand worth and advantage. The present study examines the effect of brand image on consumer preference with reference to Bharathi Airtel Limited, Tirupathi.

Key Words: Brand, Brand image, Brand Worth, Brand Worth Assessment Strategies.

Introduction

Brand image is the client's view of your image in light of their connections. It can develop over the long run and doesn't be guaranteed to include a client making a buy or utilizing your item or administration.

Items that could help them. Marks additionally enlighten the purchaser something concerning item quality. Purchasers who generally purchase a similar brand realize that they will get similar highlights, advantages, and quality each time they purchase. Marking likewise gives the vender a few benefits; the brand name turns into the premise on which an entire story can be worked about an item unique characteristic. Assembling and overseeing groups is maybe the advertiser most significant assignment. Will talk about marking system in additional Marking helps purchasers in numerous ways. Brand names assist purchasers with recognizing subtleties I the underneath

REVIEW OF LITERATURE

Brand Image alludes to the act of makers consuming their imprint (or brand) onto their items. "Brand" is gotten from the Old Norse brand, signifying "to consume."

Albeit associated with the historical backdrop of brand names and including prior models which could be considered "proto brands, (For example, the advertising quips of the "Vesuvinum" wine containers found at Pompeii), brands in the field of mass-showcasing started in the nineteenth hundred years with the approach of bundled products. Industrialization moved the development of numerous family things, like cleanser, from neighborhood networks to incorporated manufacturing plants. While transportation their things, the processing plants would in a real sense brand their logo or emblem on the barrels utilized, broadening the importance of "Brand" to that of brand name.

Bass and Company, the English distillery, asserts their red triangle brand was the world's most memorable brand name.

Lyle's Brilliant Syrup makes a comparable case, having been named as England's most seasoned brand, with its green and gold bundling having remained practically unaltered starting around 1885.

Cows were marked well before this; the expression "free thinker", initially meaning an unbranded calf, comes from Texas farmer Samuel Augustus Dissident who, following the American Nationwide conflict, concluded that since any remaining steers were marked, his would be distinguished by having no markings by any stretch of the imagination. Indeed, even the marks on artworks of popular craftsmen like Leonardo Da Vinci can be seen as an early marking apparatus.

OBJECTIVES OF THE STUDY

- ❖ To study the customer opinion on brand image of AIRTEL TELESERVICES.

- ❖ To know the custom awareness level of AIRTEL TELESERVICES
- ❖ To assess the customer buying preference in AIRTEL TELESERVICES.
- ❖ To examine the customer opinion on customer services of AIRTEL TELE communication.

NEED FOR THE STUDY

Consumers will create an impression of your business and brand based on a variety of factors, such as the way your employees are dressed, your website, your business cards, the cleanliness of your store and more.

When a customer chooses one brand over another consistently, this is called their brand preference. In other words, they have gotten familiar with the competitors, maybe even tried a few products from different brands, and made a choice that they like this brand the best.

SCOPE OF THE STUDY

The study is conducted within Tirupati town and its various parts. The survey is conducted in retail shops situated in all regions which are exclusive mobile shoppers and mobile shoppers with other commodities

The basic need of the project is to understand the service of AIRTEL products and identify what are the gaps in service. The thought behind the undertakings is to distinguish what is the brand and administration scope of AIRTEL items 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 AIRTEL products and visibility in market through promotional materials.

RESEARCH METHODOLOGY

The present study is descriptive in nature as it studies the effect of brand image on consumer preference. To study the objectives, questionnaire was used as sampling tool to collect the opinions of customers. While secondary data was collected from the annual report of the company. The sample of 100 from the target population was chosen for the study.

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

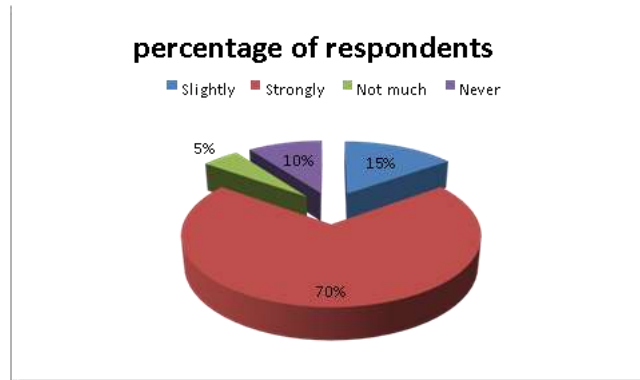
LIMITATIONS OF THE STUDY

- ❖ The time given for the completion of the project was limited.
- ❖ The survey was restricted to Tirupati Only.

DATA ANALYSIS AND INTERPRETATION

How much do you care about using brands?

Options	Respondents
Slightly	15
Strongly	70
Not much	5
Never	10
Total	100

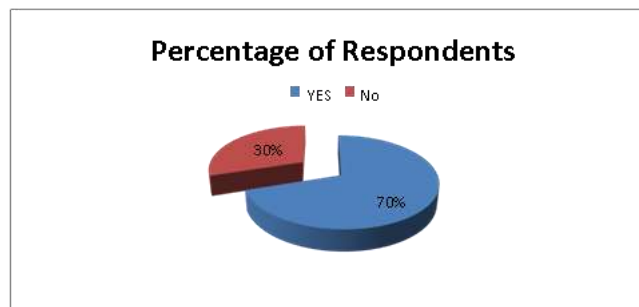


Interpretation:

- From the above pie chart, we stated that 70% of peoples strongly recommended.
- 15% of peoples recommended slightly.
- 5% of people not much recommended.
- 10% of people never recommended.

AWARENESS ABOUT AIRTEL TELESERVICES:

Options	Number of Respondents
YES	70
No	30
Total	100

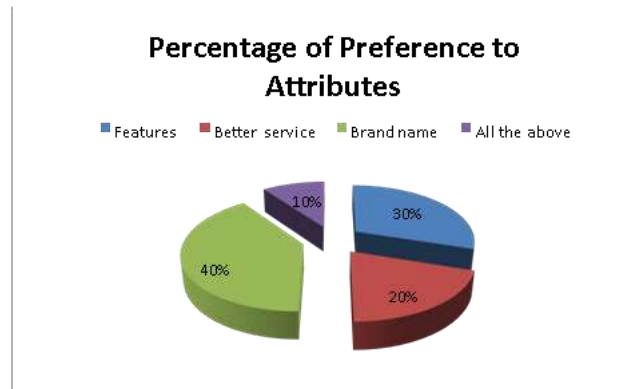


Interpretation:

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

REASONS FOR CHOOSING AIRTEL TELESERVICES:

Attributes	No of respondents
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, and
- 10% to all the above attributes.

FINDINGS

- ❖ 50% of respondents are starting their teleservices through Airtel compared to other services
- ❖ More than 60% of respondents are preferring to brand name and quality to migrate Airtel Teleservices from other services compare to other factors.
- ❖ Most of the respondents are aware of Airtel compared to other services.
- ❖ Most of the respondents heard about Airtel Teleservices through the friends and advertisement.
- ❖ Brand name and features have made many users to divert from other services to purchasing Airtel Teleservices.
- ❖ 60% of respondents replied that service provided by Airtel is excellent compare to other services.
- ❖ 80% of respondent's replied that they are getting their order with in a day.
- ❖ 50% of people believe quality build a good brand image.
- ❖ 89% of people trust our products.
- ❖ 80% of people agree with good word of mouth publicity.
- ❖ 70% of people agree brand image of Airtel is stronger than others.
- ❖ 70% of peoples strongly recommended awareness of data card.
- ❖ 65% of people using Airtel data cards.
- ❖ 56 consumers satisfy more than 50% with Airtel customer services.

SUGGESTIONS

- ❖ The company should maintain their market position and try to increase their customers.
- ❖ Periodically, review of meetings with the customers in different areas should be organized 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 on huge quantities, then sales will be increased dramatically
- ❖ You are suggested that the airtel company needs to increase its teleservices by largely so that its awareness increase for that as up long to only 70% of awareness exists.

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- ❖ You also find the derives lot of need to provide increased airtel teleservices as only 20% of response consider better services for choosing airtel services, the company has to focus more than better service provision.
 - ❖ The company should become more rise competitive this is because only 10% of respondents feel the price is the for airtel service purchases

CONCLUSION

The analysis of the data obtained from the survey has led to many inferences on the teleservice's brands. Advertising in papers, hoardings and enquire consider to be ineffective avenue for securing information about AIRTEL teleservices. Users find AIRTEL as one which provides security for Users, and customer felt as airtel services and reliable and feasible. The overall conclusion of the study is the AIRTEL Teleservices offering better services which make Users feel happy and comfortable.

Web sites:

- ❖ www.airtel.com
- ❖ www.indianbrands.com
- ❖ www.mouthshut.com
- ❖ www.trai.com