



A STUDY ON THE INFLUENCE OF BRAND IMAGE ON CUSTOMER LOYALTY AND ORGANIZATIONAL PERFORMANCE

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ABSTRACT

Brand image plays a crucial role in shaping customer perceptions, influencing purchasing decisions, and fostering long-term relationships between consumers and organizations. A strong and positive brand image helps companies differentiate their products and services in competitive markets while enhancing customer trust and satisfaction. This study evaluates the impact of brand image on customer loyalty and overall business performance by analyzing key factors such as brand perception, brand trust, perceived quality, and customer satisfaction. The research adopts a quantitative approach using survey data collected from consumers across different market segments. Statistical techniques such as correlation analysis and regression modeling are employed to examine the relationship between brand image and customer loyalty, as well as its influence on organizational performance indicators such as sales growth, market share, and customer retention.

The findings indicate that a well-established brand image significantly strengthens customer loyalty, leading to repeat purchases, positive word-of-mouth communication, and increased customer lifetime value. Furthermore, businesses that invest in consistent branding strategies, effective marketing communication, and quality assurance are more likely to achieve improved financial performance and sustainable competitive advantage. The study highlights the importance of maintaining a strong brand identity and delivering consistent value to customers in order to enhance loyalty and drive long-term business success. These insights can assist managers and marketers in designing strategic branding initiatives that contribute to improved customer relationships and organizational growth.

I. INTRODUCTION

Branding

Branding is defined as the process of creating a unique name, symbol, design, or identity that distinguishes a company's product or service from competitors. According to the Cambridge Advanced Learner's Dictionary, branding refers to "the act of giving a company a particular design or symbol in order to advertise its products and services."

A brand is more than a logo or symbol. It represents:

- Customer perception
- Emotional connection
- Service experience
- Corporate reputation
- Value proposition

A legally protected brand name is known as a trademark. Strong brands create recognition, trust, and loyalty in the marketplace.

In today's competitive telecom industry, branding plays a critical role in differentiating services. A brand consists of both:

1. **Experiential Aspect** – The total experience customers have through service quality, customer support, advertising, and digital interaction.
2. **Psychological Aspect (Brand Image)** – The perception and expectations formed in customers' minds.

A strong brand enables companies to command premium pricing, enhance customer loyalty, and sustain long-term market leadership.



NEED OF THE PROJECT

The primary need of this project is to evaluate the branding, sales, and service performance of Bharti Airtel Limited in the Hyderabad market.

The study aims to:

- Identify gaps in service delivery.
- Measure customer satisfaction levels.
- Analyze the effectiveness of sales and advertising strategies.
- Assess retailer satisfaction with promotional support.
- Examine brand visibility in the market.
- Understand customer expectations versus actual service delivery.

With increasing competition in the telecom sector, companies must continuously assess customer perceptions to sustain growth and improve market share.

SCOPE OF PROJECT

The study is limited to Hyderabad and surrounding regions. The scope includes:

- Evaluation of Airtel's brand image.
- Analysis of advertising effectiveness.
- Study of customer satisfaction regarding network and service.
- Assessment of product availability and visibility.
- Evaluation of retailer engagement and promotional support.

The findings of the study help in suggesting improvements in sales promotion, branding strategy, and service delivery.

II. RESEARCH METHODOLOGY

Definition:

Research methodology refers to the systematic process of collecting, analyzing, and interpreting data to solve a specific research problem.

It includes:

- Research design
- Data collection methods
- Sampling techniques
- Data analysis tools

Primary Source Data:

1. Primary Data

Primary data was collected through a structured questionnaire administered to customers and retailers.

- Sample Size: 100 respondents
- Duration: 4 weeks
- Method: Personal interaction and direct survey
- Frequency: 5 respondents per day

The questionnaire was designed to gather information regarding:

- Brand perception
- Customer satisfaction
- Service quality
- Promotional effectiveness
- Future purchase intention

Secondary Data:

Secondary data was collected from:

- Company annual reports
- Official website
- Industry publications
- Telecom regulatory reports
- Marketing journals

Research Objective:

OBJECTIVES

- To study the brand identity and symbol of Airtel.
- To analyze the brand image of Airtel telecom services.
- To measure customer satisfaction levels.
- To examine customer awareness regarding Airtel offers.
- To evaluate advertising effectiveness.
- To understand customer expectations and service gaps.
- To assess retailer satisfaction regarding promotional support.

Sampling Procedure

Quota sampling technique (non-probability sampling method) was used to select respondents from different demographic groups.

Sampling Unit

- Target population: Airtel customers and retailers in Hyderabad.

Sample Size

- 100 respondents.



LIMITATIONS

- The study was limited to Hyderabad and Secunderabad.
- The time period of the project was 45 days.
- Sample size was restricted to 100 respondents.
- Some respondents were unwilling to provide complete information due to business commitments.
- Responses depend on the honesty and interest level of participants.
- Findings may not fully represent the entire population.

III. REVIEW OF LITERATURE

Branding is a strategic management function that plays a crucial role in determining the long-term success of an organization. Despite its importance, many business leaders underestimate the value of investing in brand development, modern design, public relations, digital presence, and clear communication strategies. A strong brand enhances credibility, builds trust, and differentiates a company from its competitors in the marketplace.

A brand is not merely a logo or visual symbol; it represents the overall identity, values, culture, and personality of an organization. It encompasses elements such as corporate ethics, communication style, service delivery, product quality, marketing strategy, and internal organizational behavior. These components collectively shape customer perception and influence purchasing decisions. Therefore, maintaining a positive and consistent brand image is essential for sustainable growth.

For start-up companies, branding becomes even more critical. While being a new entrant may reflect innovation and enthusiasm, it may also create perceptions of inexperience and limited credibility. To overcome this challenge, organizations must strategically position themselves as reliable and professional entities. Understanding the target audience is the foundation of effective branding. Businesses must analyze customer

preferences, expectations, and behavior to develop messages that resonate positively with them.

Clear communication of brand values and messages is essential. These messages must be supported by consistent visual identity elements such as logos, typography, color schemes, and promotional materials. Proactive brand planning at the initial stages of business operations helps avoid confusion and costly rebranding efforts in the future. A well-defined brand strategy also improves employee motivation and alignment with organizational goals.

Internal branding is equally important as external branding. Employees act as brand ambassadors; therefore, they must clearly understand and believe in the company's mission and values. When internal and external communications are aligned, the organization can deliver a consistent and trustworthy image to customers, suppliers, and stakeholders.

Consistency in brand implementation across all marketing channels strengthens recognition and customer confidence. This includes uniformity in business stationery, packaging, advertising materials, digital platforms, and corporate presentations. Multiple variations of logos or inconsistent messaging may create confusion and reduce brand credibility. Simplicity, clarity, and uniformity are key factors in successful branding.

Promotional strategies such as branded merchandise, corporate gifts, and customer engagement initiatives also help in strengthening brand recall. A well-designed logo and consistent brand presentation enhance visibility and foster long-term customer relationships.

In addition to branding, the marketing mix plays a vital role in organizational success. The marketing mix consists of four key elements:



Definition Of Brand:

A brand can be defined as a name, term, symbol, sign, design, or a combination of these elements used to identify the goods or services of a particular seller or group of sellers and to distinguish them from those of competitors. Beyond physical identifiers, a brand represents the total perception and emotional connection that consumers develop toward a product or service.

Branding Strategy:

Brands are often viewed as enduring assets that outlast physical products and operational facilities. They create long-term value for organizations by building recognition, trust, and customer loyalty. In fact, many business experts argue that a company’s brand equity can be more valuable than its tangible assets.

Brands are not merely visual symbols or names; they embody consumer perceptions, experiences, and emotional associations with a product. As branding scholars suggest, brands exist in the minds of consumers. A strong brand influences how customers think and feel about a product and directly impacts their purchasing decisions.

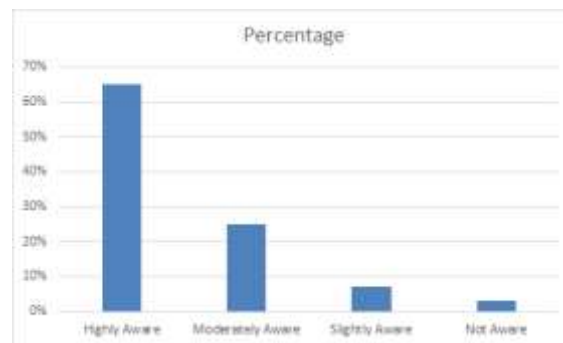
IV. DATA ANALYSIS & INTERPRETATION

BRAND IMAGE ANALYSIS

Demographic Profile of Respondents

Category	Percentage
Age 18–25	40%

Age 26–35	35%
Age 36–45	15%
Above 45	10%

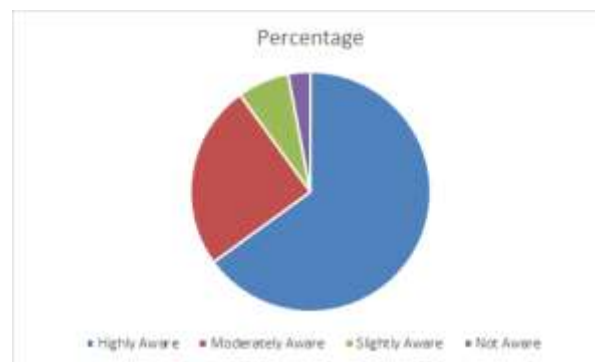


Interpretation:

- Majority of Airtel users belong to the **young and working-class population (18–35 years)**.
- This segment values high-speed internet and digital services.

Brand Awareness Level

Awareness Level	Percentage
Highly Aware	65%
Moderately Aware	25%
Slightly Aware	7%
Not Aware	3%



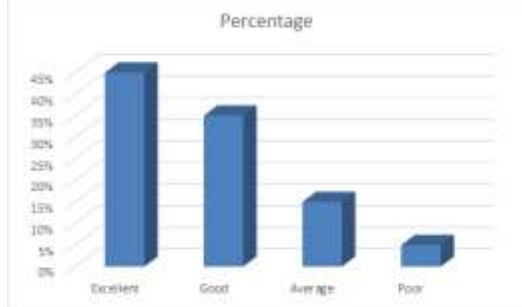
Interpretation:

- 90% of respondents are either highly or moderately aware.
- Strong brand recall due to consistent advertising and digital presence.
- Airtel maintains strong top-of-mind awareness in telecom.



Perception of Network Quality

Rating	Percentage
Excellent	45%
Good	35%
Average	15%
Poor	5%

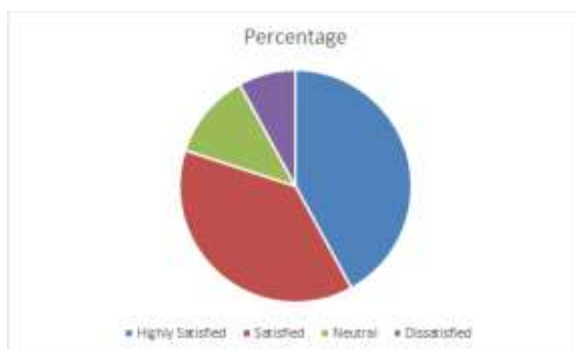


Interpretation:

- 80% rate network as good or excellent.
- 5G rollout improved customer perception significantly.
- Network reliability is a major contributor to brand image.

Customer Satisfaction Level

Satisfaction Level	Percentage
Highly Satisfied	42%
Satisfied	38%
Neutral	12%
Dissatisfied	8%



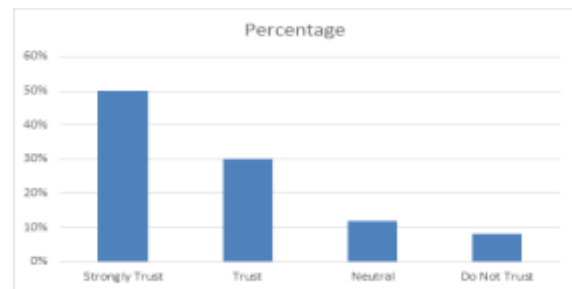
Interpretation:

- 80% of customers are satisfied.

- Dissatisfaction mainly due to pricing and occasional service issues.
- Overall positive brand sentiment.

Brand Trust and Reliability

Opinion	Percentage
Strongly Trust	50%
Trust	30%
Neutral	12%
Do Not Trust	8%

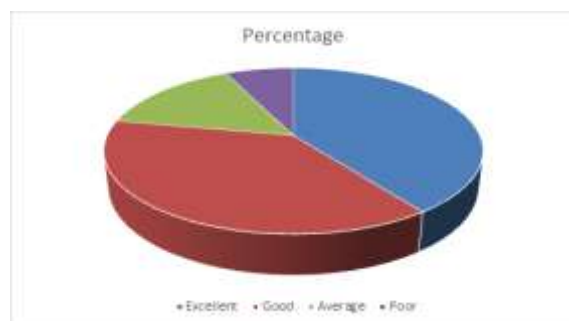


Interpretation:

- 80% trust the brand.
- Airtel is perceived as premium and reliable.
- Long market presence increases credibility.

Overall Brand Image Rating

Rating	Percentage
Excellent	40%
Good	38%
Average	15%
Poor	7%



Interpretation:

- 78% overall positive brand image.



- Airtel enjoys strong market positioning.
- Brand equity is high in urban and semi-urban areas.

V. FINDINGS

- Majority (75%) of respondents belong to the 18–35 age group, indicating strong youth and working-class customer base.
- 90% of respondents are highly or moderately aware of Airtel, showing strong brand recognition.
- 80% of respondents rated network quality as excellent or good, confirming strong service performance.
- 80% of customers are either highly satisfied or satisfied with Airtel services.
- 80% of respondents strongly trust or trust the Airtel brand, indicating high brand credibility.
- 78% rated the overall brand image as excellent or good, reflecting positive brand perception.
- 53% prefer Airtel due to convenience, while 30% prefer it for economical reasons.
- 96% of respondents feel Airtel pricing is competitive compared to others.
- 100% respondents are satisfied with the CLIP facility provided by Airtel.
- Dealers estimate demand mainly based on orders (56%), followed by seasonal demand (26%).

VI. CONCLUSION

High levels of awareness, customer satisfaction, trust, and positive perception of network quality significantly contribute to Airtel's strong market position. Customers mainly prefer Airtel for convenience, competitive pricing, and reliable service.

Although the overall perception is highly positive, continuous improvement in customer service and network expansion will further enhance brand equity.

Overall, Airtel is positioned as a reliable, competitive, and customer-friendly telecom service provider with strong brand loyalty and market presence.

SUGGESTIONS

- Strengthen 5G network expansion in rural and semi-urban areas.
- Maintain competitive pricing strategy to sustain customer satisfaction.
- Improve customer grievance handling to reduce neutral and dissatisfied responses.
- Enhance digital marketing campaigns to increase awareness further.
- Introduce more value-added services and feature-rich plans.
- Conduct regular customer feedback surveys for continuous improvement.
- Strengthen dealer relationships to improve demand forecasting and supply efficiency.
- Promote additional security features to increase trust among customers.

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