



A STUDY ON BRAND LOYALTY IN BHARTI AIRTEL LTD, TIRUPATI

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ABSTRACT

Brand loyalty, a cornerstone of marketing, encapsulates consumers' steadfast allegiance to a brand. This abstract navigates the intricate dimensions of brand loyalty, exploring its conceptual framework, determinants, and strategic significance for businesses. It emphasizes the pivotal role of product attributes, emotional connections, and digital engagement in fostering enduring brand-consumer relationships. By unravelling the complexities of brand loyalty, businesses can strategize effectively to cultivate customer allegiance and secure a competitive edge in the marketplace.

Keywords: Brand loyalty, consumer behaviour, brand relationships, determinants, marketing strategy, customer engagement, digital technology, competitive advantage

INTRODUCTION

Brand loyalty in marketing consists of a consumer's commitment to repurchase the brand loyalty can be demonstrated by repeated buying of a product or service or other positive behaviours such as word of mouth or advocacy.

Customers Perceived value, Brand trust, Customer satisfaction, repeat purchase behaviours and Commitment are found to be the key influencing factors of brand loyalty.

Brand loyalty is the repeat purchase made by the consumer out of commitment to The brand. In many cases of loyalty, marketers may do well to check if the repeat Purchases are made from commitment or if they are inertia purchases.

A consumer may keep buying a brand of soap or toothpaste because of its availability with regard to a specific stock-keeping unit which he can afford (50 grams or 75 grams package is the specific stock keeping unit referred in this context).

Brand loyalty is indicated when the consumer deliberately chooses a brand from a set of alternative brands. The consumer does not go through a decision process to select a brand when he/she is brand loyal. Though there is a great deal of similarity overlap between habit and loyalty, the repeat purchase made from convenience can be classified under habit whereas a purchase made from commitment is loyalty.

Review of literature

1. **Daniel F. Mahony (2015)** This research aims to identify the factors that contribute to brand loyalty, which is a combination of attitudinal and behavioural components. It shows that brand loyalty is a driving force for business growth and an important asset for companies.
2. **Kim, Jong-Hyun Park 2019.** This review highlights the importance of brand loyalty for companies, which can lead to many benefits, such as positive word of mouth, increased bargaining power, and higher return on investments
3. " **Santhanamery - 2020** This review explores the concepts of brand loyalty and customer loyalty, which are both important dimensions in marketing. It suggests that brand loyalty is a biased behavioural response that results from a consistent pattern of repurchasing a brand due to positive feelings towards it.
4. **Kevin Lane Keller -2017.** Various models have been proposed to explain the development and maintenance of brand loyalty. One such model is the "Hierarchy of Effects," which suggests that consumers move through stages of awareness, knowledge, liking, preference, conviction, and finally, purchase. Another model is the "Brand Loyalty Pyramid," which illustrates how consumers progress from awareness to loyalty through stages of recognition, preference, and insistence.
5. **Jin-Woo Park 2017** Brand loyalty is often defined as the consumer's commitment to repurchase or consistently choose a particular brand over others within a product category.

NEED OF THE STUDY

- The customers perceive the airtel brand in comparison to competitors. this includes factors like brand reputation, trustworthiness, innovation, and overall brand image.
- To Assess the level of satisfaction among airtel customers by examining factors such as service quality, network coverage, pricing, and customer service experience
- To Level Up customers across various channels, including social media, online forums, and customer feedback platforms.

SCOPE OF THE STUDY

- The Scope of the Study Helps to Identifying areas for improvement and recommending strategies to enhance Airtel's customer retention efforts in Tirupati.
- And Also Evaluating the effectiveness of Airtel's loyalty rewards program, special offers, and incentives in retaining customers in the Tirupati.

OBJECTIVES OF THE STUDY

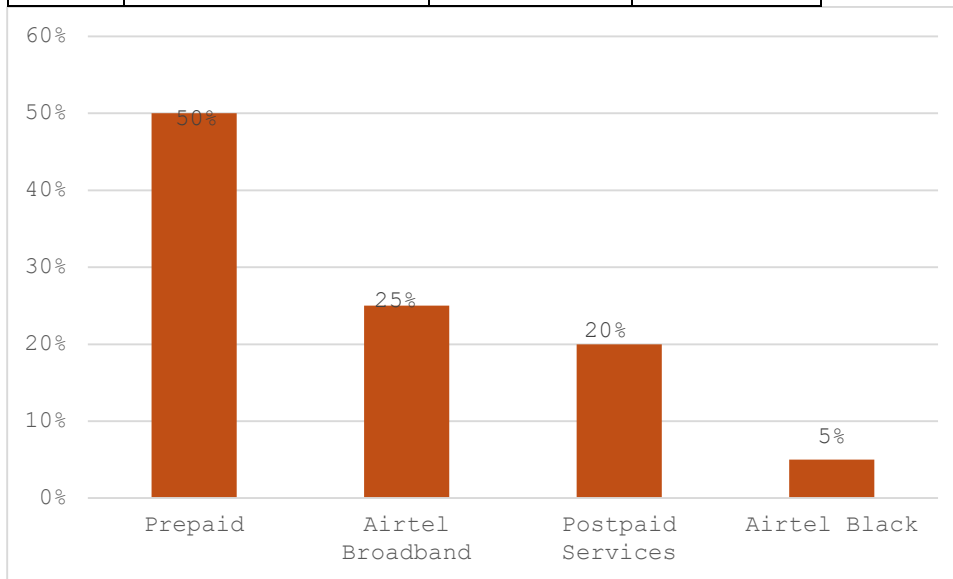
- To know the customer's perception towards the airtel.
- To study the brand loyalty towards airtel brand.
- To Communicate the responses given by the customers to the company

RESEARCH METHODOLOGY

- Data collection : Primary ,Secondary
- Type of research : Exploratory design
- Research instrument : Questionnaire
- Sample size : Simple random simple method.
- Statistical tool :Percentage , graphical analysis like bar charts

DATA ANALYSIS**1. What do you like the most about Airtel?**

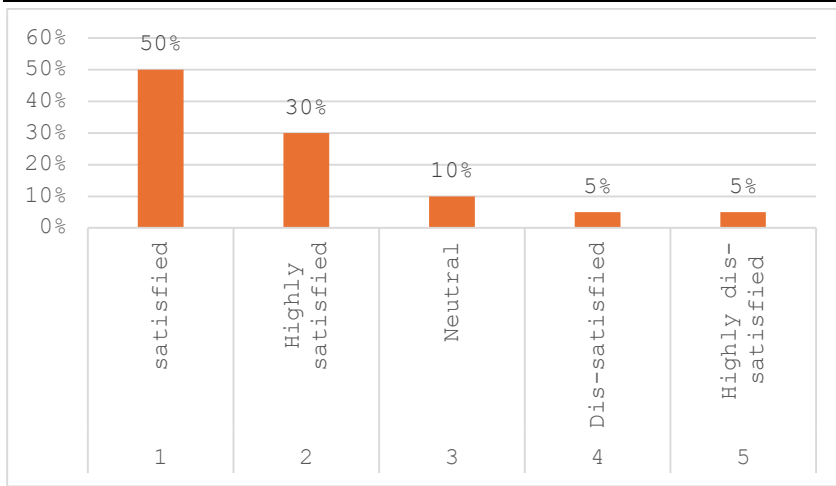
S.no	Services	No of spondents	Percentage
1.	Prepaid	50	50%
2.	Airtel Broadband	25	25%
3.	Postpaid Services	20	20%
4.	Airtel Black	10	5%
	Total	105	100%

**INTERPRETATION:**

The above table shows 50% of the respondents are using Prepaid services, 25% of the respondents are Airtel Broadband, 20% of the respondents are Postpaid services and 5% of the respondents are Airtel Black.

2. What are your thoughts on the overall services offered by Airtel?

S.No	Opinion	No of Respondents	Percentage
1.	satisfied	50	50%
2.	Highly satisfied	30	30%
3.	Neutral	10	10%
4.	Dis-satisfied	5	5%
5.	Highly dis-satisfied	5	5%
	Total	105	100%



Interpretation

The above table shows 50% of the respondents are Satisfied, 30% of the respondents are Highly satisfied, 10% of the respondents are Dissatisfied and 5% of the respondents are Highly Dissatisfied 5%.

FINDINGS

- It was found that 32.4% respondents are not about Airtel Services with Family
- 63.8% respondents 5g cellular service using in Airtel.
- 50% respondents are Responded Airtel is the First choice of cellular service while they are using mobile phone.
- 40% respondents are responded liked Display ADS Advertainments in Airtel
- 60% responded Airtel is the NO1 in India

SUGGESTIONS

- Since respondents prefer prepaid services, Airtel should focus on expanding and diversifying its prepaid plans to cater to different customer needs and preferences. This could include introducing more flexible recharge options, bundled services, and value-added benefits to attract and retain prepaid customers.
- With respondents considering JIO as the best competitor, Airtel should focus on differentiating its offerings and value proposition to stand out in the competitive landscape. This could involve emphasizing Airtel's strengths such as network quality, customer service, innovative features, and exclusive partnerships to attract and retain customers who value these aspects over price alone.

Conclusion

The conclusion regarding Airtel's brand loyalty would depend on various factors such as customer satisfaction, service quality, pricing, and competition. Airtel's brand loyalty could be strong if customers consistently choose Airtel over other telecom providers due to positive experiences and perceived value. However, without specific data or analysis, it's challenging to draw a definitive conclusion.

. Finally, I conclude that AIRTEL products' quality is good. But still to improve advertising through ads & print media.

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