

Exploring the impact of brand image of UFONE on
customer feelings



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Abstract

There is growing relevance of the brand image to the success of market offering and organisation. Brand image enhance the customer feelings, experiences and satisfaction. This study will therefore examine the impact of brand image of UFONE on the customer feelings.

Therefore we conducted a research to explore the Brand image impact on customer feelings. For this we have chosen a well known telecom company UFONE. Target audience for this research is youth because the mobile phone usage among the youth is high. A questionnaire in different educational institutions of Rawalpindi and Islamabad was distributed to get the results. There were two variables in this study dependent and independent variable. Brand image is independent variable where as customer feeling is dependent variable.

For this study a proper research plan was laid down, and according to that plan a proper research was conducted, for that a proper questionnaire having eleven questions based on 7 point LIKERT scale was developed and distributed to be filled by the target audience, and then later on the results were gathered. The results of the research conducted were processed in SPSS software, two hypotheses were developed H0 and H1, the research sample size was 100, out of which 70 were male and 30 were female respondents, to judge the contrast in gender wise perceptions about UFONE. After getting the results of research H1 hypothesis is accepted.

This study will help the customers in achieving optimum satisfaction as well as UFONE and other telecom companies to improve their products, services and increase the maximum number of consumers which will directly result in maximizing the profits, and also to gain an edge in the market among competitors.

This Study will help UFONE to better understand the importance of brand image and its impact on the feelings of customers and will help the management of organization for the improvements.

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