STUDY ON THE EFFECT OF SERVICE QUALITY DIMENSIONS ON BRAND IMAGE AND BUYING INTENTION OF CUSTOMERS IN TELECOM INDUSTRY

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ABSTRACT

India is home to the largest rising telecommunications nation with more than 1.20 billion customers. With exponential usage growth and high internet penetration, this sector has seen tremendous growth over the last decade. As a result, rivalries between different local and foreign players have also escalated, it has become very important for the telecommunications industry to satisfy the requirements of its customers as well as for employees to remain on the market. The current research aimed to study how service quality would affect the telecom industries to increase Brand Image and Purchase intention. This study highlights service quality in the Telecom market. In today's dynamic world no business company can effectively survive without delivering high-quality service. It has therefore become important to examine the effect of the quality of service aspect of customer satisfaction and its buying purpose. When consumers are happy with a company's service then the company's market share can be increased. When consumers are happy with a company's service, then the company's market share can increase. Nowadays, the telecommunications sector is one of the country's most significant business sectors, and high-quality service delivery in this sector will contribute to the growth and long-term development. In-service efficiency also serves as an antecedent of customer satisfaction. Given their essence of inseparability, intangibility, and complexity, service quality is different from product quality. The definition of service quality and its measurements are essential elements of the service sector. The value of service directly affects customer retention and loyalty. This determines consumer satisfaction by balancing customer needs with perceived quality. That is perceived to be a gap in service. All the telecommunications firms in the service distribution network have sought to reduce this. Through the gap, the level of service will increase concerning prompt response, zero mistakes, efficient communication, and individualized customer attention. It provides profitability, revenue growth, market share growth, value benefit and financial results for the client.

Six factors that are the quality of service tangibility, empathy, efficiency, responsiveness, consistency, network quality have been identified and evaluated by current research. 200 respondents were surveyed in the Delhi-NCR region using a questionnaire to conduct this analysis. Results of the survey showed that quality services in the telecommunications industry are not only favorable but also very important.

1. **INTRODUCTION**

Digital era has generated a great need for telecommunications services such as telephone, email, internet, and telecom-related applications. In India, the number of telecom customers has risen in

recent years, and the telecom industry's growth has brought intense competition. Service providers are providing their services at low cost, growing their coverage areas, investing in customer support, and tailoring their offerings to consumers needs to become a market leader (Tam Jackie L.M. and Wong Y.H. ,2001). Such competition has contributed to an increase in the quality of services offered by telecommunications companies, ensuring that customer loyalty can be maintained. Services provided to customers in India by telecom service providers have increased in both quantity and quality. Customer loyalty towards service providers is a must for effective telecom companies. Additionally, they are loyal to service providers if customers are satisfied (Ebert, T. 2010). That will help to improve the long-term performance and profitability of the company. Nonetheless, many other conditions, such as 4 G Internet operating at 2 G or 3 G level, call drops, busy networks, and many other quality-related issues, need to be investigated in terms of their impact on customers and their sense of contentment and loyalty. This study aims to evaluate the definition of quality of service and its usefulness in India's telecom industry. This study is using the SERVQUAL method to assess brand identity and customer satisfaction with the various telecom service provided in India. This research also explores how the quality and opinions of consumers contribute to the intention to purchase for the services provided by the various telecom companies.

2. LITERATURE REVIEW

Service quality

Meaning of Service quality

In general, the quality of service is seen as the efficiency of the service delivery system. Additionally, the quality of service has to do with customer satisfaction (Sevensson, G. ,2006). The general belief is that quality of service contributes to customer satisfaction (Parasuraman et al, 1998).

DIMENSIONS OF SERVICE QUALITY

Tangibility

Since services are tangible, consumers derive their understanding of the quality of service by contrasting the tangible associated with such services. This is the presentation of the materials for physical buildings, machinery, staff, and communication. During this survey, the customers answer questions about the physical layout and the services provided to the respondents.

Reliability

It is the ability to conduct the service offered with reliability and accuracy. Reliability ensures the organization delivers on its promises on the availability of products, solving queries, and pricing. Customers want to do business with companies that keep their commitments, particularly commitments about service results and core qualities of service.

Responsiveness

It is the desire to assist customers and provide timely service. This aspect emphasizes consideration and promptness in addressing customer inquiries, questions, concerns, and issues. Responsiveness is conveyed by the number of times consumers have to wait for help, responses to questions, or

response to problems. Responsiveness also includes provides the product or services in a customizable way.

Assurance

That means inspiring faith and trust. Assurance is described as the knowledge of courtesy of employees, and the ability of the company and its employees to inspire faith and trust. This aspect is likely to be especially important for the services that consumers consider to require a high rise and/or feel unsure about the ability to evaluate.

Empathy

This means giving the firm's customers full commitment to caring. In some countries, individual attention is essential to show the customer that the company is doing its best to satisfy his needs. Empathy is an added benefit that the consumers love and trust, while at the same time increasing their loyalty.

Network Quality

This means that the quality and connectivity of the net the service provider is providing. The service provider must ensure that he will provide a good connectivity net so that the customer feels happy.

The key dimensions of the quality of telecoms service were described by (Chaudhary, 2013) dimensions have been established using the TOPSIS and AHP framework with trapezoidal fuzzy numbers, Also, (Bhargav, A. Et al. 2014) analyzed the discrepancy between consumer expectations and perceptions in the telecoms sector. The primary data were gathered using a structured service quality questionnaire

(Sivano,2013) suggested the attitude and perception of subscribers concerning BSNL and AIRTEL services in the Kanyakumari district; the researcher also described the various district customer challenges [10] facing them.

According to (Parasuraman et al. ,1998), quality of service can be defined as a thorough decision, such as the service outlook and quite often as certified to complete pleasure of purchase (Zeithaml and Bitner, 1996). (Parasuraman et al, 1998) challenged the quality of service, despite the industry's ability to meet or surpass customer expectations. The difference between perceived customer service and bid expectations is Thant's (Zeithaml et al., 1990). When expectations are higher than results, perceived quality, then disappointment with customers is less acceptable and thus exists (Parasuraman et al,1985). Consistency has been demonstrated in many strategies, with the help of high-service quality experts like Deming. (Crosby,1979) states that this is in a way that complies. Throughout Japanese theory, quality means the product and repair with zero (or defect-free) defects. This stress doing the right thing for the very first time. (Garvin,1983) evaluates quality by measuring the frequency of internal breakdown (before the product leaves the factory) and external breakdown (after product deployment). Nevertheless, most work on the efficiency of the construction of an exceptional service provider is confined to one aspect: the service customer (Dedeke, A. 2003). Most used the dual viewpoint and did not forget mutual quality service points at service meetings (Tam and Wong, 2001; Chow-Chua and Komaran, 2002).

Brand Image

Meaning of Brand Image

Present customer perception of a product is known as a brand image, showing the overall impression of the brand. If the brand image of the organization is solid, it makes for a good market position for the product.

This intangible useful commodity is difficult to replicate and allows superior efficiency in survival. Brand image is a reflection of the logo of the consumer in their brain, which reflects their overall impression (Da Silva, R.V., Alwi, S.F.S. (2008). Brand identity is also used as a vital aspect when evaluating service. Customer outlooks are influenced by brand identity on the quality of service. Previous studies have shown that brand identity has a motivational impact on service quality (Wu et al., 2011, Bloemer et al., 1998). It has been shown that a strong brand identity helps a business gain advantage over the rivals and thus builds reputation. Because of this Brand management has become a predominant research subject between practitioners and academics (Porte 1997). Employing a good brand image, consumer satisfaction and customer loyalty increase which also improve their desire to buy more (Lai et. al 2009, Bolemer et. al 1998, Hallowell, R. 1996)

One of the basic marketing principles is that brand identities are major purchasing behavior determinants. The definition of a brand identity can be described as interactions with specific target groups with the brand in mind. Such associations can be further broken down into those related to the functional attributes of a brand and those related to the conceptual attributes of a brand (Burmann and Meffert, 2005). Due to the importance of brand images for the behavior of different target markets, there has been considerable attention given to factors that may potentially impact brand images Durani, B.A., Godil, D.I., Baig, M.U., and Sajid, S. (2015). Those driving factors can be classified into three groups: (1) Factors which originate directly from the internal brand identity and can, therefore, be affected by brand management (Burmann and Meffert, 2005), (2) personal factors, such as the desires and expectations of those who view the brand (Fopp, 1975; Williams and Mofitt, 1997), and (3) external factor.

Purchase intention

Meaning of Purchase Intention

Purchase Intention-. A customer's ability to buy a particular product or service is known as the intention to purchase. Intention to purchase is a dependent variable, which relies on both external and internal variables. Purchasing intentions are an indicator of the attitude of the respondent towards buying a product or making use of a service. Although some researchers use the Acceptance Model of Technology (TAM) to determine the impact of developing a travel website system on consumption willingness (Moon & Kim, 2001), others use the Planned Action Theory (TPB) to establish a more detailed concept of online consumption willingness and interpretation of consumer behavior.

A key determinant of long-term consumer behavior was customer service (Oliver, 1980). The correlation between consumer satisfaction and behavioral intentions was thus identified (Bearden & Teel, 1983; Oliver 1980). It is proposed that satisfaction with the importance of customer service influences buying intentions and behavioral habits (Bolton & Drew, 1991). Kerby (1975)

conceived a paradigm for consumer behavior. On the understanding of his need, the customer examines the various alternatives available to meet his needs. The effects of this stage are called purposive behavior.
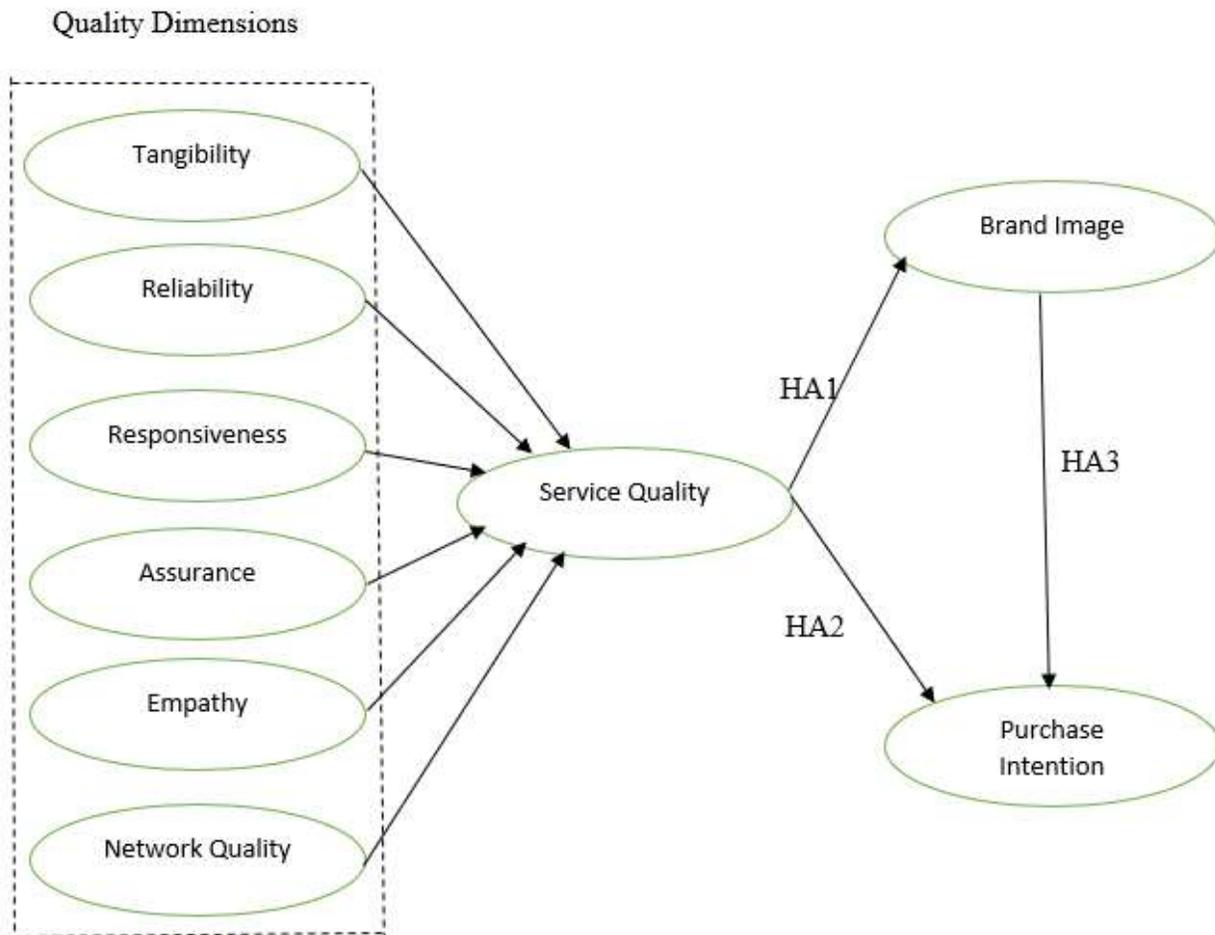

Figure 1: Conceptual Model

Duncan and Olshansky (1982) conducted a survey and analyzed the intelligence quest patterns of consumers by examining alternatives to the available information such as the internet, television, and print media advertising. It has found that consumers collected valuable information through social networks including friends and family.

Bitta and Della (1988) observed that customer behavior plays an important part in determining marketing and marketing strategy segments. We recommend customer behavior research to demystify factors affected or predicted by their actions.

Henthrone et al. (1997) analyzed the three sequential customer decision-making stages (problem recognition cycle, information quest stage, and final purchasing decision);

Acebron et al. (2000) examined the experience's effect on the purchasing behavior of fresh foods, especially masks. Structural equation modeling was applied to describe the relationship between behaviors and previous consumer buying decision experience. Our results show that personal

preferences and previous customer experience directly influence customer buying decision They also found that the presentation of the product had a vital impact on the consumer's buying decision, and further recommended that the product image should be continually enhanced to allow customers to purchase.

Chernev (2003) found that, in general, the process of customer decision-making is guided by expectations already set for a particular alternative The results emphasized individual judgment and suggested that a particular capacity to differentiate between similar stimuli is called sensory discrimination, which may involve multiple variables that are important to the preferences.

3. RESEARCH OBJECTIVES

1) Comparison between the various service quality dimensions of the various telecom players in the Indian market.

2) Study the brand image of the various telecom players in the Indian market.

3) Study the impact of the service quality on the brand image and consumer buying intention in the sector of the telecom service provider in India

4. RESEARCH METHODOLOGY

Questionnaire Design:

Closed-ended/ structured questions were adopted to form the questions where the respondents have to answer according to a set of the limited choice of answer. The questionnaire is of two types first is asking about demographic detail of consumers and second is the general questions about the research. In demographic question, the name, gender, income marital status, educational qualification is asked all the questions are close-ended have the options. The general questions are formed in the form of the Likert scale. The options on the scale are distributed in the form of strongly disagree to strongly agree. Respondents can answer the question and give their opinion to each statement asked. Here 5-point Likert scale is used for the respondent to put their opinion on the questions/statement in the questionnaire.

Data Collection:

Method of data collection in this analysis, both primary and secondary data will be modified to gather the most reliable data. Primary data will be obtained using survey questionnaires while online databases and reviews on websites will be used as secondary data sources. Malhotra (2006) identified primary data as the first data collected to solve the research problem. The primary data is obtained in this research employing the survey process. Questionnaires are aimed at obtaining the respondent's accurate and true information. The key reasons why the survey approach was chosen are ease of administration and low cost of managing the sample size 200 Standard set of questionnaires will be provided to respondents. Zikmund (2003) described secondary data as the data that previous researchers have collected and interpreted and can access it online. Secondary data such as journal articles have been adapted, and a suitable structure and questionnaires can be

developed by reference to this. Some papers in the journals come from the online site, such as ProQuest, ScienceDirect, Scopus, Emerald, and others. The sample frame in this study is the Delhi-NCR region and the convenience non-probability sampling technique is used.

Research Analysis:

The analysis performed from the data collected from the respondents. The nominal scale is used for the first ten questions, which is the demographic portion since the options given reflect the specific category of the population. For example, male and female are allocated as a choice for gender, respondents are allowed to choose only one answer, reflecting their characteristics and category.

The 5-point Likert scale ranging from 1) strongly disagree 3) neutral 5) strongly agree is used as a rating scale for the measurement of the variables in the research. The aim is to convey the direction and intensity of the questions to the respondents

The pilot test was conducted for the 80 respondents to check the reliability of the questions asked in the survey. The Cronbach alpha value .912 to calculate the reliability of the questionnaire and the will accuracy of the responses when answering the questions. The value of Cronbach alpha is greater than 0.7 means all the questions asked in the survey are reliable for further study. It will assess the overall reliability. For the study, a Kaiser-Meyer-Olkin (KMO) test is used to assess the sampling adequacy of the data to be used for factor analysis. It helps in identifying the sample adequacy for conducting the analysis.

Research Hypothesis

H01: There is no significant relationship between service quality dimension and brand image in telecom sector services.
HA1: There is a significant relationship between service quality dimension and brand image in telecom sector services.
H02: There is no significant relationship between service quality dimension and customer purchase intention in telecom sector services.
HA2: There is a significant relationship between service quality dimension and customer purchase intention in telecom sector services.
H03: There is no significant relationship between brand image and customer purchase intention in telecom sector services.
HA3: There is a significant relationship between brand image and customer purchase intention in telecom sector services.
Sample Description:

Table no.2 present the personal demographic details of the respondents. Here the data reveals that in sample 67% are the male respondents and 33% are the female respondents. Most of the

Table No.2 Demographic profile of the sample			
Elements	Demographic Profile	N0.of respondents	Percentages
Gender	Male	134	67
Age	Female	66	33
	20-30	136	68
	30-40	52	26
	40-50	9	4.5
	50 & above	3	1.5
Income	0-5 Lacs	102	51
	5-10 Lacs	54	27
	10-15 Lacs	23	11.5
	15-20 Lacs	8	4
	20 Lacs and above	13	6
Qualification	High School	24	12
	Bachelor's Degree	68	34
	Master's Degree	71	35.5
	Trade School	2	1
	Ph.D. or Higher	14	7
	Prefer not to say	21	10.5
Employment Status	Employed Full-Time	56	28
	Employed Part-Time	11	5.5
	Student	75	37.5
	Self-Employed	50	25
	Unemployed	5	2.5
	Retired	3	1.5
Telecom Service Provider	MTNL	58	29
	Vodafone Idea	61	30.5
	Airtel	37	18.5
	Reliance Jio	44	22
Services usage of Service Provider	Voice Service	76	25.17
	Data Services	101	33.44
	Broadband Services	21	6.95
	DTH	17	5.63
	Entertainment Services	12	3.97
	Value-added Services	5	1.66
	All of these	70	23.18
Expectations Meet	Yes	142	71
	No	58	29
Current Service Provider better than others	Yes	76	38
	No	36	18
	Can't say	88	44
Switch to other service Provider	Yes	101	50.5
	No	24	12
	Can't say	75	37.5

respondents 68% belonged to the age group of 20-30. As per qualification, 35.5 % of respondents have a master's degree,34% of respondents have a bachelor's degree. Most of the respondents 37.5% are students, then 28% of respondents are full-time employees,25 % of respondents are self-employed. The results show that 30.5 % of respondents use services of Vodafone telecom service provider and 29% of respondents uses MTNL services. As ped data 33.44% respondents use data services and 25.17% users uses Voice services and 23% users uses all the services like broadband, DTH, entertainment services, etc. most of the respondents 71% are satisfied with their current telecom operator and 50.5 %respondents doesn't want to switch to other telecom service provider.

Reliability Test of Constructs:

The alpha value has to be more than 0.7 as to be considered significant. The table shows that each variable has scored more than 0.7 and thus all the variables are reliable and consistent for the study. In short, the respondents can evaluate and understand the measurements of the variable. The scale of service quality dimensions has been adopted from the (Parasuraman, Zeithaml, and Berry, 1988).

Table No. 1: Reliability of variables

Variables	Cronbach's Alpha	No. of items
Tangibility	.918	4
Reliability	.909	5
Responsiveness	.911	4
Assurance	.906	4
Empathy	.912	3
Network Quality	.910	3
Brand Image	.908	6
Purchase Intention	.916	5

Kaiser-Meyer-olkin Measure test is done to measure the homogeneity of variables and Bartlett's Test of Sphericity is done to test the correlations among the variables used. The value for Kaiser-Meyer-Olkin Measure of Sampling Adequacy is more than 0.6 which is .914. Also, Bartlett's Test of Sphericity has a significant value of less than 0.05 at a 5% level of significance. Thus, it is concluded that the instrument is accepted for the study.

Result and Analysis: To measure the difference between the quality dimensions ANOVA test performed.

To measure the difference between the various quality dimensions ANOVA test has performed the results of the test shown in the below table no. It was found that for all the dimensions of the quality Tangibility, reliability, responsiveness, assurance empathy, and network quality the calculated value of the value of F is greater than tabulated value 3.84. For these quality dimensions, the value of significance is less than 0.05. Hence for all the quality dimensions, the null hypothesis of a significant difference between components of quality is not accepted.

Table:3 ANOVA Table		Sum of Squares	Df	Mean Square	F	Sig.
Tangibility	Between Groups	27.758	3	9.253	12.130	.000
	Within Groups	149.504	196	.763		
	Total	177.262	199			
Reliability	Between Groups	28.121	3	9.374	12.812	.000
	Within Groups	143.399	196	.732		
	Total	171.520	199			
Responsiveness	Between Groups	21.878	3	7.293	10.611	.000
	Within Groups	165.997	196	.847		
	Total	187.875	199			
Assurance	Between Groups	10.682	3	3.561	11.598	.004
	Within Groups	151.793	196	.774		
	Total	162.475	199			
Empathy	Between Groups	18.815	3	6.272	14.239	.000
	Within Groups	169.796	196	.866		
	Total	188.611	199			
Network Quality	Between Groups	12.714	3	4.238	12.979	.002
	Within Groups	166.837	196	.851		
	Total	179.551	199			

The table no.4 is showing the comparison between the various service quality dimensions concerning various telecom players.

From the above matrix, we can conclude that Airtel has scored maximum scores in each attribute of the service Quality. That is why Airtel is best And the report by quartz India showed that Jio rule in terms of cellular and 4 G availability, Airtel was the fastest, both in cellular service as well as 4G and also the p-value of all the attributes is less than .05 level of significance It shows that we can rely on the above data that airtel is best in all their service quality attributes.

Report

Table No-4		Tangibility	Reliability	Responsiveness	Assurance	Empathy	Network Quality
MTNL	Mean	1.9914	2.1276	1.9828	2.2026	2.1954	2.2701
	N	58	58	58	58	58	58
	Std. Deviation	.83504	.90821	.93759	.92889	.94701	.94993
Vodafone Idea	Mean	2.1639	2.3902	2.2541	2.3238	2.2459	2.2459
	N	61	61	61	61	61	61
	Std. Deviation	.85133	.84650	.87737	.81694	.89007	.88171
Airtel	Mean	3.0270	3.2216	2.9392	2.8581	3.0360	2.9279
	N	37	37	37	37	37	37
	Std. Deviation	.94792	.87150	1.07917	.95478	1.02374	.88588
Reliance Jio	Mean	2.5170	2.5409	2.4716	2.5000	2.4242	2.3939
	N	44	44	44	44	44	44
	Std. Deviation	.88823	.77829	.80373	.83178	.88152	.97056
Total	Mean	2.3512	2.5010	2.3500	2.4263	2.4167	2.4117
	N	200	200	200	200	200	200
	Std. Deviation	.94380	.92839	.97165	.90358	.97355	.94988

STUDY THE BRAND IMAGE OF TELECOM PLAYERS:

Here the brand image of different telecom players in the market is identified.

Report

Brand Image

Tel_Ser_Provider	Mean	N	Std. Deviation
MTNL	2.1264	58	.78876
Vodafone Idea	2.2596	61	.71332
Airtel	3.0000	37	.91372
Reliance Jio	2.4242	44	.74662
Total	2.3942	200	.83545

ANOVA

Brand Image

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	18.883	3	6.294	10.279	.000
Within Groups	120.016	196	.612		
Total	138.899	199			

From the above table no.6, Airtel has the maximum mean which shows that among all the four-telecom service providers Airtel has a good reputation in the market not only about the speed of data and good connectivity but also in terms of attributes of service quality.

Multiple Regression Model: Testing of Hypothesis

To evaluate the relationship between the independent variables and also with the dependent variable, multiple regression analysis is implemented (Hair, J. F., Black. W. C., Babin. B. J., and Anderson. R. E. 2010). Whether the hypotheses are accepted or denied, the results derived from a multiple regression test will be used to prove the hypotheses.

The Multiple Regression Model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_{4+} \beta_5 X_5 + \beta_6 X_6$$

In this research, the relationship between the independent and dependent variables was measured through multiple regression techniques. The impact of service quality dimensions on brand image measured through the multiple regression techniques. The findings indicate that Tangibility (β=.162, $\rho \leq 05$), Responsiveness (β=.212, $\rho \leq .05$), Assurance (β= 221,$\rho \leq .05$), Empathy (β=.292,$\rho \leq .05$), Network Quality (β = .218,$\rho \leq .05$) were positively and significantly impacted the brand image whereas Reliability (β=.033,$\rho \geq .05$)were not significantly impacted the brand Image as the p-value is more than.05 level of significance implemented (Hair, J. F., Black. W. C., Babin. B. J., and Anderson. R. E. 2010). That is why the alternative hypothesis is partially accepted where service quality positively affected the brand image of telecom operators. The R-value of the model is .792 which shows that model is a good fit. All the results presented in table No.7

Based on the results, the equation developed using the multiple regression model is as follows:

Y= .404+ .105X_1+ 0.030X_2+ 0.144X_3+ 0.204X_4+.250X_5+.192X_6

Where, X_1= Tangibility, X_2= Reliability X_3= Responsiveness X_4= Assurance $X_{5=}$ Empathy $X_{6=}$ Network Quality.

Table N0.7: Regression results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.404	.124		3.268	.001
	Tangibility	.105	.057	.162	1.846	.04
	Reliability	.030	.069	.033	.431	.667
	Responsiveness	.144	.061	.212	.727	.18
	Assurance	.204	.070	.221	2.926	.004
	Empathy	.250	.055	.292	4.523	.000
	Network Quality	.192	.060	.218	3.220	.002

a. Dependent Variable: Brand Image

From the equation, increases for every unit in Tangibility, Reliability, Responsiveness, Assurance, Empathy, Network Quality Brand Image will increase by 0.105, 0.030, .144, .204, .250, & .192 respectively.

The impact of service quality dimensions on customer purchase intention to purchase the telecom services measured through the multiple regression techniques. The findings indicate that Tangibility (β=.131, $\rho\leq$ 05), Responsiveness (β=..11, $\rho\leq$.05), Assurance (β= 207,$\rho\leq$ .05), Empathy (β=.199,$\rho\leq$ .05), Network Quality (β = .178,$\rho\leq$.05) were positively and significantly impacted the purchase intention whereas Reliability (β=.001,$\rho\geq$.05)were not significantly impacted the purchase intention as the p-value is more than.05 level of significance. That is why the alternative hypothesis is partially accepted where service quality positively affected the purchase intention of telecom operators. The R-value of the model is .704 which shows that model is a good fit. All the regression results mention in table no.8

Based on the results regenerated, the equation formed based on the multiple regression model are as below:

$Y= .622+ .107X_1 -0.001X_2+ 0.77X_3+ 0.189X_4+.168X_5+.155X_6$

Where, X_1= Tangibility, X_2= Reliability X_3= Responsiveness X_4= Assurance X_5= Empathy X_6= Network Quality.

Table No.8: Regression Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.622	.147		4.244	.000
	Tangibility	.107	.068	.131	1.589	.03
	Reliability	-.001	.082	.001	.013	.989
	Responsiveness	.077	.073	.11	1.065	.035
	Assurance	.189	.083	.207	2.284	.023
	Empathy	.168	.066	.199	2.568	.011
	Network Quality	.155	.071	.178	2.195	.029

a.   Dependent Variable: Purchase Intention

According to the equation, for every unit increase in Tangibility, Reliability, Responsiveness, Assurance, Empathy, Network Quality purchase intention will increase by .107, -.001, .077, .189, .168, .155 respectively.

The relation between purchase intention and brand image measured through the simple regression technique. The results indicate that the brand image is positively influenced by the purchase intention of telecom operator services. The R-value is 682 which means the regression model is a good fit.

Table 9: Regression result impact of brand image on purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.680	.130		5.224	.000
	Brand Image	.673	.051	.682	13.108	.000

Table 10: Testing of Hypothesis		
Hypotheses	Null Hypothesis	Alternate Hypothesis
H1: There is a significant relationship between service quality dimension and brand image in telecom sector services.	H0: Rejected	H1: Partially Accepted
H2: There is a significant relationship between service quality dimension and customer purchase intention in telecom sector services.	H0: Rejected	H2: Partially Accepted
H3: There is a significant relationship between brand image and customer purchase intention in telecom sector services.	H0: Rejected	H3: Accepted

5. FINDINGs, CONCLUSION, AND DISCUSSION:

We can conclude that Airtel has scored maximum scores in each attribute of the service Quality That is why Airtel is best And the report by quartz India showed that Jio rule in terms of cellular and 4 G availability, Airtel was the fastest, both in cellular service as well as 4G and also the p-value of all the attributes is less than .05 level of significance It shows that we can rely on the above data that airtel is best in all their service quality attributes.

Airtel has the maximum Score which shows that among all the four-telecom service providers Airtel has a good reputation in the market not only in relation to the speed of data, and good connectivity but also in terms of attributes of service quality.

All the service quality dimension are positively and significantly impacted the buying intention of the customer and the brand image except the reliability so the provider must focus on this dimension because if the data provided by the service provider is not reliable then it will impact both the buying decision and brand image and it will go down and this will hamper the growth.

The purpose of the present research was to examine the effect of the dimensions of service quality on purchasing intent and brand image in the telecom field. According to experience, a five-point Likert scale was used to take responses from respondents. Based on the ANOVA the dimensions of service quality, it was found that there was a substantial difference between all these variables in terms of reliability, responsiveness, empathy, tangibility, assurance, and network efficiency. The result shows that all the service quality dimensions positively related to purchase intention. The physical appearance of the store, get the quick response to all queries, assurance for quality services, the behavior of service providers, and good network quality encourage customers to purchase the brand and helps to create the brand image of the respective service provider.

Non-probability sampling for availability and speed at which data can be collected was done in this analysis. Therefore, the findings of the present work are only applicable to a small number of service providers and also only in Delhi. Other sections of India can find the results varying

The Indian telecommunications industry is expanding and initiating its services in various domains such as broadband and the Internet. In the last few years, it's faced high competition within the country. It has, therefore, become important for service providers to live up to customers ' standards and increase their satisfaction level. It has been identified from the literature that service quality plays an important role in forming the image of the brand and intention of the customer to purchase. The goal of this study is therefore to evaluate the effect of the quality of service provided by Indian telecommunications providers on Indian customers '. Based on the statistics from this report, the researcher concluded that the influence of quality services has an important and positive effect on brand image and purchase intention. Other than that, this study also finds that Bharti Airtel has provided cutthroat competition in internet services to similar companies, while Jio provides maximum coverage. As regards broadband, Bharti Airtel once again has a good brand image in this research study Furthermore, it is concluded that different dimensions of each service offered to have a major impact on brand image and purchase intention of the customer towards the service provider except for Reliability. Five major variables have a significant positive effect on the Brand image and purchase intention of customers. Such factors are Tangibility, Assurance, Responsiveness, Empathy, and network quality. All facilities within these dimensions/variables are mainly a consideration for all consumers as they decide to choose the service provider. Reliability as a business factor ensures customers are happy with the correct and timely services. This also contributes to greater confidence and loyalty in service providers Responsiveness towards consumers ensures that services are delivered efficiently and service providers can solve queries on time. Empathy for customers and concern to meet their needs are one of the main priorities of today's telecom companies in the Indian telecom industry. Framing programs according to the customer's needs and preferences contribute to an increased awareness of brand image. On the other hand, Assurance enhances the satisfaction level of the customer. And fake assurance leads to disloyalty among the mind of customers towards the band .it occurs when the service providers by their promise create high expectations of the customers and then fail to stand by them. This results in a low level of satisfaction in customers. This study summarizes the findings of the brand image and intention to use the services provided by telecom providers.

Service quality is the factor affecting business development, market expansion, and customer loyalty benefits, particularly in the telecom sector. Here the model is designed for Service Quality, with its benefits. Through this report, the telecoms sector is improving its competitive edge. This work can be carried out in the public and private telecom sectors.

Increase quality of reliability: As it has been found in the current research that reliability harms consumer Intention and brand image. The Indian telecom providers are therefore suggested to concentrate more on reliability standards as service providers will provide the services on time to the customers as promised without any fake terms and conditions. Therefore, it is recommended to the service providers fulfill customer expectations. Impractical expectations lead to losing the customers trust and also it will hamper the growth of the organization

6. RESEARCH LIMITATIONS AND FUTURE SCOPE OF STUDY:

First of all, to further test the theories, the recommendation for future studies will be to increase the sample size. On the other hand, more work into other geographical areas will be suggested to take a broader view of the factors influencing buying intention

Regardless of the nature of the analysis, this work is followed the empirical methods. Therefore, a qualitative approach and other empirical approaches to obtain better outcomes are suggested for future research.

Nonetheless, prospective researchers are advised to use a variety of methods of survey distribution and data collection. Other than survey questionnaires, it includes interviews, group conversations, web interviews, web surveys, and many others. To obtain useful information and results, prospective researchers must be very cautious in formulating their questionnaires to prevent bias.

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