
ASSESSING THE IMPACT OF CUSTOMER AWARENESS ON PRODUCT ADOPTION AND BRAND LOYALTY: A CASE STUDY OF AIRTEL

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ABSTARCT

Customer awareness plays a crucial role in influencing product adoption and fostering brand loyalty in today's competitive marketplace. Awareness enables consumers to recognize, understand, and evaluate products and services before making purchase decisions. Organizations invest significantly in advertising, promotional campaigns, digital marketing, and customer engagement activities to increase awareness and strengthen their market presence. Higher levels of customer awareness often lead to greater trust, positive perceptions, and willingness to try new products, thereby accelerating product adoption.

Brand loyalty is developed when customers consistently prefer and repurchase a particular brand due to satisfaction, trust, and perceived value. Customer awareness serves as the foundation for building long-term relationships between consumers and brands. Well-informed customers are more likely to develop confidence in a brand, recommend it to others, and remain loyal despite competitive alternatives. This study examines the relationship between customer awareness, product adoption, and brand loyalty, highlighting the factors that influence consumer behavior and the importance of effective marketing communication strategies. The findings emphasize that increasing customer awareness can significantly enhance product acceptance, customer retention, and overall business performance.

I. INTRODUCTION

Awareness

Customer awareness refers to the extent to which consumers are familiar with a product, service, or brand and understand its features, benefits, and value proposition. In today's highly competitive business environment, organizations must create strong awareness among potential customers to differentiate their products from competitors. Customer awareness is developed through various marketing activities such as advertising, social media promotions, public relations, word-of-mouth communication, and digital marketing campaigns.

Product adoption is the process through which consumers become aware of, evaluate, and ultimately decide to use a new product or service. The level of awareness significantly influences each stage of this process. When customers possess adequate information about a product, they are more likely to develop interest, assess its usefulness, and make informed purchasing

decisions. Therefore, creating awareness is a critical factor in accelerating the adoption of new products and innovations.

Brand loyalty, on the other hand, refers to a customer's commitment to repeatedly purchase and support a particular brand over time. Loyal customers not only generate consistent revenue but also act as brand advocates by recommending products to others. Customer awareness contributes to brand loyalty by building trust, credibility, and positive brand associations. Consumers who are knowledgeable about a brand's quality, values, and benefits are more likely to maintain long-term relationships with that brand.

With the rapid growth of digital technology and online communication platforms, customers have access to vast amounts of information about products and brands. As a result, businesses must focus on creating meaningful awareness campaigns that educate and engage consumers. This study aims to assess the impact of customer awareness on product adoption and brand loyalty,

providing insights into how organizations can enhance consumer engagement, increase product acceptance, and strengthen customer relationships in the marketplace.

Changes in awareness

Customer awareness has undergone significant changes over the years due to advancements in technology, increased internet usage, and evolving consumer behavior. Earlier, customers primarily relied on traditional media such as newspapers, television, radio, and word-of-mouth recommendations to learn about products and brands. Today, digital platforms have transformed the way consumers access and process information.

The growth of social media, e-commerce websites, mobile applications, and online review platforms has made customers more informed and knowledgeable than ever before. Consumers can easily compare products, read reviews, watch demonstrations, and gather information before making purchasing decisions. This increased access to information has enhanced customer awareness and influenced product adoption patterns.

Personalized marketing, influencer promotions, and targeted advertising have further changed customer awareness by delivering relevant information directly to specific consumer groups. Brands now engage customers through interactive content, social media campaigns, and online communities, creating stronger awareness and deeper connections.

Additionally, customers have become more conscious about product quality, sustainability, ethical business practices, and brand reputation. As a result, awareness is no longer limited to product features and prices but also includes company values, customer experiences, and social responsibility initiatives.

These changes in customer awareness have increased consumer expectations and empowered customers to make informed choices, thereby significantly impacting product adoption and brand loyalty.

OBJECTIVES OF THE STUDY

1. To assess the level of customer awareness regarding products and brands.
2. To examine the impact of customer awareness on product adoption decisions.
3. To identify the factors that influence customer awareness, such as advertising, social media, and word-of-mouth communication.
4. To analyze the relationship between customer awareness and brand loyalty.
5. To evaluate how awareness campaigns affect customer purchasing behavior.
6. To study the role of digital marketing in enhancing customer awareness.
7. To determine the influence of product knowledge on customer trust and satisfaction.
8. To examine the impact of customer awareness on repeat purchase intentions.
9. To identify strategies that organizations can use to improve customer awareness and brand engagement.
10. To provide suggestions for strengthening product adoption and building long-term brand loyalty through effective awareness programs.

NEED FOR THE STUDY

The study on "**Assessing the Impact of Customer Awareness on Product Adoption and Brand Loyalty**" is important because customer awareness has become a key factor influencing consumer purchase decisions and long-term relationships with brands. In a highly competitive market, businesses must understand how awareness affects consumers' willingness to adopt products and remain loyal to specific brands.

As consumers are exposed to numerous products and marketing messages every day, creating effective awareness is essential for attracting attention, building trust, and encouraging product trials. Companies invest heavily in advertising, social media marketing, influencer promotions, and customer engagement programs to increase awareness and strengthen brand positioning. However, the effectiveness of these efforts in

driving product adoption and fostering brand loyalty needs to be evaluated.

The study helps organizations identify the relationship between customer awareness and consumer behavior, enabling them to design better marketing strategies. It also provides insights into the factors that influence customers' perceptions, purchase intentions, and repeat buying behavior. Understanding these aspects can help businesses improve customer satisfaction, increase market share, and achieve sustainable growth.

Furthermore, in the digital era, where information is readily available and competition is intense, customer awareness has become a critical determinant of business success. Therefore, this study is necessary to examine how awareness contributes to product acceptance, customer retention, and the development of strong brand loyalty.

II. RESEARCH METHODOLOGY

One of the important tools for conducting marketing researching is the availability of necessary and useful data. Data collection is more of and than science the methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

Internal sources:

Every company has to keep certain records such as accounts, records, reports, etc., these records provide sample information which can organizations usually keeps collecting in its working.

External sources:

When internal records are insufficient and required information is not available, the organizations will have to depend on external sources. The external sources of data are:

Primary data:

Primary data are data gathered for a specific purpose or for a specific research report. For systematically collecting the data the closed end questionnaire is used. The questionnaire consists of questions relating to various aspects of the study for proper data collection the questionnaire is

divided into 2 sections. Both the sections are meant for the respondent only.

Secondary data:

Secondary data are data that are collected for another purpose and already exist somewhere. Data pertaining to company is collected from company web site company catalogues and magazines. The company profile gives a detailed report of history various products manufacture by its etc.

METHOD OF RESEARCH

SURVEY METHOD:

A survey is a complete operation, which requires some technical knowledge survey methods are mostly personal in character. Surveys are best suited forgetting primary data. The researcher obtains information from the respondents by interviewing them.

SAMPLING:

It is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A sample means a small group should be emanative cross section and really "representative" in character. This selection process is called sampling.

SAMPLE SIZE:

Samples are devices for learning about large masses by observing a few individuals. The selected sample is 100.

Sampling plan:

1. SAMPLING UNIT -The business people, professionals are survived
2. SAMPLING PROCEDURE - Stratified random sampling method is chosen.

The data collected from both the primary and secondary sources is tabulated and presented in a systematic from prior to classification and interpretation.

METHOD OF SAMPLING

RANDOM SAMPLING METHOD

The method adopted here is random sampling method. A random sample is one where each item in the universe has as equal chance of known opportunity of being selected.

LIMITATIONS

1. The study is limited to a specific group of respondents and may not represent the views of the entire population.
2. The findings are based on the responses provided by customers, which may be influenced by personal opinions and biases.
3. Time constraints may limit the depth and scope of data collection and analysis.
4. The study focuses only on customer awareness, product adoption, and brand loyalty, excluding other factors that may influence consumer behavior.
5. Changes in market conditions and consumer preferences over time may affect the relevance of the findings.
6. The accuracy of the study depends on the honesty and understanding of the respondents while answering the questionnaire.
7. Limited geographical coverage may restrict the generalization of the results to other regions or markets.
8. The study may not fully capture the impact of rapidly changing digital marketing trends and technologies.
9. Secondary data used in the study may have limitations regarding accuracy, reliability, and timeliness.
10. Financial and resource constraints may restrict the sample size and overall scope of the research.

III. LITERATURE REVIEW

Customer Awareness (CA) refers to the Awareness of customers with one another, with a company or a brand. The initiative for Awareness can be either consumer- or company-led or the medium of Awareness can be on or offline.

Unlike marketing terms such as positioning, customer Awareness has not been traced to a single source. Customer Awareness has been discussed widely online; hundreds of pages have been written, published, read and commented upon. Numerous high-profile conferences,

seminars and roundtables have either had CE as a primary theme or included papers on the topic.

Customer Awareness marketing places conversions into a longer term, more strategic context and is premised on the understanding that a simple focus on maximising conversions can, in some circumstances, decrease the likelihood of repeat conversions (Customer Awareness interview with Richard Sedley). CE aims at long-term Awareness, encouraging customer loyalty and advocacy through word-of-mouth.

Online customer Awareness is qualitatively different from offline Awareness as the nature of the customer's interactions with a brand, company and other customers differ on the internet. Discussion forums or blogs, for example, are spaces where people can communicate and socialise in ways that cannot be replicated by any offline interactive medium. Customer Awareness marketing efforts that aim to create, stimulate or influence customer behaviour differ from the offline, one-way, marketing communications that marketers are familiar with. Although customer advocacy, for example, has always been a goal for marketers, the rise of online user generated content can take advocacy to another level.

The concept and practice of online Customer Awareness enables organisations to respond to the fundamental changes in customer behaviour that the internet has brought about, as well as to the increasing ineffectiveness of the traditional 'interrupt and repeat', broadcast model of advertising. Due to the fragmentation and specialisation of media and audiences, as well as the proliferation of community- and user generated content, businesses are increasingly losing the power to dictate the communications agenda. Simultaneously, lower switching costs, the geographical widening of the market and the vast choice of content, services and products available online have weakened customer loyalty.

Online customer Awareness refers to:

Online customer awareness refers to the extent to which consumers recognize, understand, and remember a brand, product, or service through digital platforms such as websites, social media,

search engines, online advertisements, email marketing, and e-commerce platforms. It reflects how effectively a company communicates its offerings and value proposition to potential customers in the online environment.

Online customer awareness is created through various digital marketing activities, including social media campaigns, content marketing, search engine optimization (SEO), influencer marketing, online reviews, and targeted advertisements. Higher levels of online awareness help customers gain knowledge about a product's features, benefits, pricing, and availability, enabling them to make informed purchasing decisions.

In today's digital age, online customer awareness plays a crucial role in influencing product adoption, purchase intentions, customer engagement, and brand loyalty. Businesses that successfully build strong online awareness are more likely to attract new customers, increase sales, and establish long-term relationships with their target audience.

Definition

In March 2006, the Advertising Research Foundation announced the first definition of customer Awareness the first definition of CE at the re: think! 52nd Annual ARF Convention and Expo:

"Awareness is turning on a prospect to a brand idea enhanced by the surrounding context." However, the ARF definition was criticized by some for being too broad.

Customer Awareness can also refer to the stages consumers travel through as they interact with a particular brand. This Customer Awareness Cycle, or Customer Journey, has been described using a myriad of terms but most often consists of 5 different stages: Awareness, Consideration, Inquiry, Purchase and Retention. Marketers employ Connection Strategy to speak to would-be customers at each stage, with media that addresses their particular needs and interests. When conducting Search Engine Marketing & Search Engine Optimization, or placing advertisements, marketers must devise media and/or keywords and

phrases that encourage customer flow through the Customer Awareness Cycle, towards Purchase.

Because the various definitions often focus on entirely different aspects of CE, they are not in every case competing definitions but, rather, illuminate CE from different perspectives. Eric Peterson's definition for example frames CE as a metric: "Awareness is an estimate of the degree and depth of visitor interaction against a clearly defined set of goals."

At the moment the ARF, World Federation of Advertisers,^[7] Nielsen Media Research, IAG Research and Simmons Research are in the process of developing a definition and a metric for CE.

The need for customer Awareness

Customer awareness is essential for the success and growth of any business because it helps consumers understand a product, service, or brand and its benefits. When customers are aware of a company's offerings, they are more likely to consider and purchase its products. Awareness serves as the first step in the customer decision-making process and influences purchasing behavior.

Customer awareness helps businesses build trust and credibility in the market. Well-informed customers are more confident in their purchasing decisions and are more likely to develop positive perceptions of a brand. It also enables organizations to differentiate their products from competitors and create a strong brand image.

In today's competitive and digital marketplace, customer awareness is necessary for introducing new products, increasing market reach, and improving customer engagement. Effective awareness campaigns through advertising, social media, and promotional activities help attract potential customers and encourage product adoption.

Furthermore, customer awareness contributes to customer satisfaction and brand loyalty by ensuring that consumers understand the value and benefits offered by a brand. Increased awareness leads to higher customer retention, repeat

purchases, and positive word-of-mouth recommendations, ultimately supporting long-term business success and profitability.

Customer Awareness as a social phenomenon

Customer awareness can be viewed as a **social phenomenon** because it is influenced by social interactions, cultural values, group behavior, and communication within society. Consumers do not make purchasing decisions in isolation; their awareness of products and brands is shaped by family members, friends, colleagues, social media communities, influencers, and other social groups.

In modern society, information about products spreads rapidly through social networks, online reviews, recommendations, and word-of-mouth communication. People often become aware of new products and services through discussions and shared experiences with others. As a result, customer awareness is not only an individual process but also a collective social process that influences consumer attitudes and behaviors.

The growth of digital platforms has further strengthened the social nature of customer awareness. Social media sites allow consumers to exchange opinions, share feedback, and influence the purchasing decisions of others. Positive experiences shared by customers can increase awareness and trust in a brand, while negative experiences can quickly affect public perception.

Customer awareness also reflects social trends, lifestyles, cultural preferences, and changing consumer expectations. Businesses must understand these social influences to develop effective marketing strategies and build meaningful relationships with their target audience. Therefore, customer awareness is considered a social phenomenon because it emerges from continuous interaction between consumers, brands, and society as a whole.

Customer Awareness as consumer behavior

Customer awareness is an important aspect of consumer behavior because it influences how individuals recognize, evaluate, and respond to products, services, and brands. It represents the level of knowledge and understanding that consumers possess about a company's offerings,

which directly affects their purchasing decisions and consumption patterns.

As a component of consumer behavior, customer awareness helps consumers identify their needs, search for information, compare alternatives, and make informed choices. Consumers who are highly aware of a product's features, benefits, quality, and pricing are more likely to develop positive attitudes toward the product and consider purchasing it. Awareness also reduces uncertainty and perceived risk associated with buying decisions.

Customer awareness is shaped by various factors, including advertising, social media, personal experiences, word-of-mouth communication, cultural influences, and marketing promotions. These factors affect consumer perceptions and guide their decision-making process. Increased awareness often leads to greater interest, product trial, customer satisfaction, and repeat purchases.

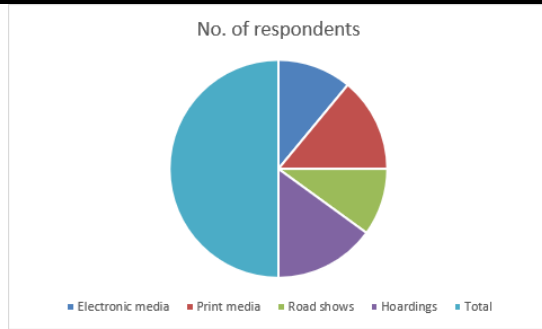
Furthermore, customer awareness contributes to brand preference and loyalty by creating familiarity and trust. Consumers who are well-informed about a brand are more likely to choose it over competing alternatives and recommend it to others. Therefore, customer awareness is a key element of consumer behavior that significantly impacts product adoption, purchase decisions, and long-term customer relationships.

IV. DATA ANALYSIS AND INTERPRETATION

1) How did you come to know about Bharti Airtel Limited?

	No. of respondents	Percentage
Electronic media	22	22%
Print media	28	28%
Road shows	20	20%
Hoardings	30	30%
Total	100	100%

Knowing about the product:



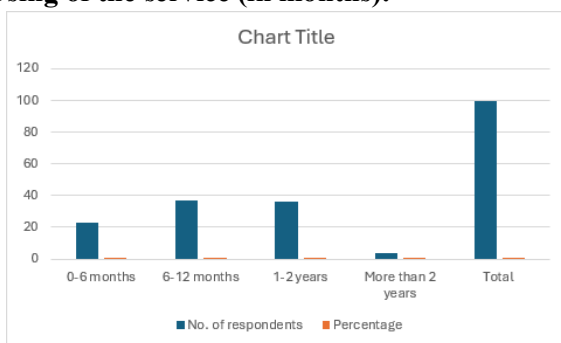
Interpretation:

30% of the respondents came to know about **Bharti Airtel Limited** from hoardings while 28% of the respondents came to know from print media and electronic media was summed by 22% of the respondents. A small significant 20% of the respondents replied that road shows have helped them in understanding **Bharti Airtel Limited**.

2) Since how many months have you been using this service?

	No. of respondents	Percentage
0-6 months	23	23%
6-12 months	37	37%
1-2 years	36	36%
More than 2 years	04	04%
Total	100	100%

Using of the service (in months):



Interpretation:

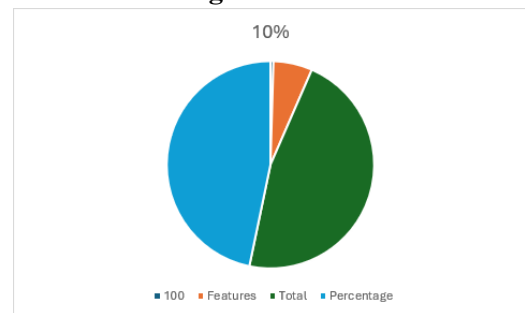
From the above table it is seen that 37% of the respondents have been using **Bharti Airtel Limited** for past one year. While 36% have been using it for more than 1 year, and a significant 23% of respondents have been using the service for less than six months. Only 4% of the

respondents have been using **AIRTEL** products for more than 2 –years.

3) What is the reason for choosing this service?

	No. of respondents	Percentage
Less price	20	20%
Quality service	56	56%
Brand image	24	24%
Total	100	100%

Reason for choosing the service:



Interpretation

From the above table it is shown that 56% of the respondents are citing quality of service as the factor. While 24% cited brand image as the reason for choosing the service. As far as price is concerned only 20% of the respondents have quoted it as the reason for choosing this service.

V. FINDINGS

1. The coverage is limited to only urban areas hence effort should be made to increase the coverage in semi urban and rural areas as it increases the number of customers.
- 2 **Bharti Airtel Limited** should create awareness amongst its customers regarding various services that are being offered by it by increasing its sales promotion reach.
3. Special promotional schemes to be launched especially to target youth segment who take up the new product by having special packages
4. **Bharti Airtel Limited** try to focus on the after sales customer support as this is perceived to be a weak spot, by the consumes and should have responsive call centers to address the needs of its customers.

VI. SUGGESTIONS

- **Bharti Airtel Limited** should increase the coverage of its Motors services by installing more towers at strategic points. So that the strength increases indoors.
- The quality of the Tele service needs to be improved in terms of clarity and connectivity.
- **Bharti Airtel Limited** should vigorously promote its services as compared with the competition and should concentrate on individual customers and non-commercial customers.
- **Bharti Airtel Limited** should aggressively promote its offerings in various media and should concentrate on hoardings and road shows and electronic media.
- Attractive schemes for owning the Motors instruments should be launched to attract more customers.

VII. CONCLUSIONS

- The respondents are subscribers of **Bharti Airtel Limited**, and they came to know about the service from hoardings, print media, primarily and through electronic media and road shows secondarily.
- The respondents are using **Bharti Airtel Limited** since 1 year and below 1 year in most of the cases.
- The service provided by **Bharti Airtel Limited** is used by majority of the respondents and the reason for choosing it is the quality of the service, followed by brand image.
- Customer satisfaction of the respondents towards **Bharti Airtel Limited** is high; however a significant number of the respondents are dissatisfied with its services.
- In purchasing **Bharti Airtel Limited** products family appear to be the prime motivators of the respondents in

making their purchase decisions, due to the special offers being targeted by the company at this segment.

- The respondents are paying their bills at the company show rooms, and these are also acting as customer care centers for all queries and needs of the consumers.
- The service is also well received by the respondents and they are satisfied with quality and price, moreover it is largely used by people who are offering public cell office facilities.
- The instruments being provided with fixed line service are being well received by the respondents.

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