

ASSESSING THE IMPACT OF CUSTOMER AWARENESS ON PRODUCT ADOPTION AND BRAND LOYALTY WITH REFERENCE TO AIRTEL

¹ Dr. R. Hareesh, ² Md Nagveer Shareef

¹PROFESSOR, ²MBA STUDENT

DEPARTMENT OF MBA

Sree Chaitanya College of Engineering, Karimnagar

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ABSTRACT

This study aims to analyse and equip the business to track customers, sell the right product, and guarantee long-term customer retention by implementing CUSTOMER AWARENESS in a thorough way, tracking its effectiveness, and taking the required corrective action to guarantee that the outcomes align with the plan projections.

Using a structured questionnaire with multiple-choice questions, marketing research was the research method used in this study.

One hundred customers from a variety of categories are sampled for the survey.

Because private insurance companies lack brand value, consumers are unable to have enough faith in them.

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I. INTRODUCTION

Awareness is the state or ability to perceive, to feel, or to be conscious of events, objects or sensory patterns. In this level of consciousness, sense data can be confirmed by an observer without necessarily implying understanding. More broadly, it is the state or quality of being aware of something. In biological psychology, awareness is defined as a human's or an animal's perception and cognitive reaction to a condition or event.

Awareness is a relative concept. An animal may be partially aware, may be subconsciously aware, or may be acutely aware of an event. Awareness may be focused on an internal state, such as a visceral feeling, or on external events by way of sensory perception. Awareness provides the raw material from which animals develop qualia, or subjective ideas about their experience.

Also used to distinguish sensory perception is the word "awarement." "Awarement" is the established form of awareness. Once one has accomplished their sense of awareness they have come to terms with awarement.

Popular ideas about consciousness suggest the phenomenon describes a condition of being aware of one's awareness or, self-awareness. Efforts to describe consciousness in neurological terms have focused on describing networks in the brain that develop awareness of the qualia developed by other networks.

Basic awareness

Basic awareness of one's internal and external world depends on the brain stem. Bjorn Merker, an independent neuroscientist in Segeltorp, Sweden, argues that the brain stem supports an elementary form of conscious thought in infants with hydranencephaly. "Higher" forms of awareness including self-awareness require cortical contributions, but "primary consciousness" or "basic awareness" as an ability to integrate sensations from the environment with one's immediate goals and feelings in order to guide behavior, springs from the brain stem which human beings share with most of the vertebrates. Psychologist Carroll Izard emphasizes that this form of primary consciousness consists of the capacity to generate emotions and an awareness of one's surroundings, but not an ability to talk about what one has experienced. In the same way, people can become conscious of a feeling that they can't label or describe, a phenomenon that's especially common in pre-verbal infants.

Due to this discovery medical definitions of brain death as a lack of cortical activity face a serious challenge.

Basic interests

Down the brain stem lie interconnected regions that regulate the direction of eye gaze and organize decisions about what to do next, such as reaching for a piece of food or pursuing a potential mate.

Changes in awareness

The ability to consciously detect an image when presented at near-threshold stimulus varies across presentations. One factor is "baseline shifts" due to top down attention that modulates ongoing brain activity in sensory cortex areas that affects the neural processing of subsequent perceptual judgments. Such top down biasing can occur through two distinct processes: an attention driven baseline shift in the alpha waves, and a decision bias reflected in gamma waves

Outside of neuroscience biologists, Humberto Maturana and Francisco Varela contributed their Santiago theory of cognition in which they wrote:

Living systems are cognitive systems, and living as a process is a process of cognition. This statement is valid for all organisms, with or without a nervous system.

This theory contributes a perspective that cognition is a process present at organic levels that we don't usually consider to be aware. Given the possible relationship between awareness and cognition, and consciousness, this theory contributes an interesting perspective in the philosophical and scientific dialogue of awareness and living systems theory.

II. OBJECTIVES OF THE STUDY

- ✓ To know the customer Awareness about Products of **Bharti Airtel Limited**.
- ✓ To know the brand loyalty of **Bharti Airtel Limited**.
- ✓ To know the influencing factors of **Bharti Airtel Limited**.
- ✓ To know the market share (Product value) of the **Bharti Airtel Limited**.
- ✓ To know the sources of awareness for the customers.
- ✓ To know the customer satisfaction on Products of **Bharti Airtel Limited**.
- ✓ To know the satisfaction of customers on Product service when compare to other competitors.

III. 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.

RESEARCH INSTRUMENT

QUESTIONNAIRE:

A Questionnaire is carefully completed logical sequence of question directed to a define objective. It is the out line of what information is required and the framework on which the data is built

upon. Questionnaire is son commonly used in securing market information that its preparation deserves utmost skill and care.

FORMS OF QUESTIONS

OPEN ENDED QUESTIONS:

They are descriptive in nature. Respondents are allowed to answer in their own words. Such questions buying the actual opinion of the respondent regarding a product.

CLOSED ENDED QUESTIONS:

They are not descriptive in nature. They will be given certain choices and the respondents have to choose choice among them. They make analysis easy but sometimes they restrict the respondents' choices.

TYPES OF CLOSED ENDED QUESTIONS:

DICHOTAMS: a question offering two answers choice.

MULTIPLE CHOICES: a question offering three choices.

RATING SCALE: a scale that rates some attributes from “poor” to “excellent”.

LIMITATIONS

1. Time is the main limitation for the study, as project was restricted only for 45 days.
2. The methods used in this project are random sampling methods and results obtained may not be accurately fully accurate and believable.
3. The research has been centered to only hundred Customers of **Bharti Airtel Limited**, rather than innumerable Customers dealing with different products of different brands across the globe.
4. The analysis is purely based on closed ended questions and due their deliberate manipulation, important information may be lost and even barriers of communication would cause a limitation.
5. The whole project research was confined to only customers of **Bharti Airtel Limited**.
6. The research was done with the help of employees of the organization for some of the dealers and their barriers of communication or way to represent the topic would differ and actual information would be lost.
7. The dealers responded during the survey were possessing primary education and their views would not be able to provide the required information.

IV. CUSTOMER AWARENESS AS A SOCIAL PHENOMENON

Online inter-customer Awareness is a recent social phenomenon that came about through the wide diffusion and adoption of the internet in western societies during the late 1990s. Although offline CE predates online CE, the latter is a qualitatively different social phenomenon unlike any offline CE that social theorists or marketers are familiar with.

People also engage online in communities that do not necessarily revolve around a particular product, but serve as meeting or networking places, for instance on MySpace. The people in one's MySpace friend's list do not necessarily all share a single consumption habit, although they often do.

People's online Awareness with one another has brought about both the empowerment of consumers and the opportunity for businesses to engage with their target customers online.

Customer Awareness as consumer behavior

CE behavior became prominent with the advent of the social phenomenon of online CE. Creating and stimulating customer Awareness behavior has recently become an explicit aim of both profit and non-profit organisations in the belief that engaging target customers to a high degree is conducive to furthering business objectives.

Shevlin's definition of CE is well suited to understanding the process that leads to an engaged customer. In its adaptation by Richard Sedley the key word is 'investment'.

"Repeated interactions that strengthen the emotional, psychological or physical investment a customer has in a brand."

A customer's degree of Awareness with a company lies in a continuum that represents the strength of his investment in that company. Positive experiences with the company strengthen that investment and move the customer down the line of Awareness.

What is important in measuring degrees of involvement is the ability of defining and quantifying the stages on the continuum. One popular suggestion is a four-level model adapted from Kirkpatrick's Levels:

1. **Click** - A reader arrived (current metric)
2. **Consume** - A reader read the content
3. **Understood** - A reader understood the content and remembers it
4. **Applied** - A reader applies the content in another venue

Concerns have, however, been expressed as regards the measurability of stages three and four. Another popular suggestion is Ghuneim's typology of Awareness.

Online customer Awareness refers to:

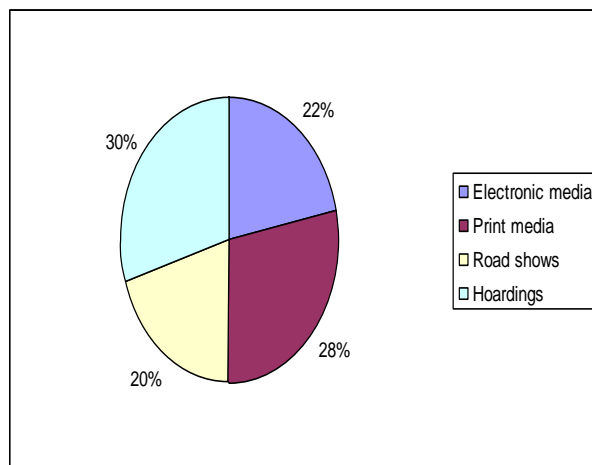
1. A **social phenomenon** enabled by the wide adoption of the internet in the late 1990s and taking off with the technical developments in connection speed (broadband) in the decade that followed. Online CE is qualitatively different from the Awareness of consumer's offline.
2. The **behavior of customers** that engage in online communities revolving, directly or indirectly, around product categories (cycling, sailing) and other consumption topics. It details the process that leads to a customer's positive Awareness with the company or offering, as well as the behaviors associated with different degrees of customer Awareness.
3. **Marketing practices** that aim to create, stimulate or influence CE behaviour. Although CE-marketing efforts must be consistent both online and offline, the internet is the basis of CE-marketing.(Eisenberg & Eisenberg 2006:72,81)
4. **Metrics** that measure the effectiveness of the marketing practices which seek to create, stimulate or influence CE behavior.

V. 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:



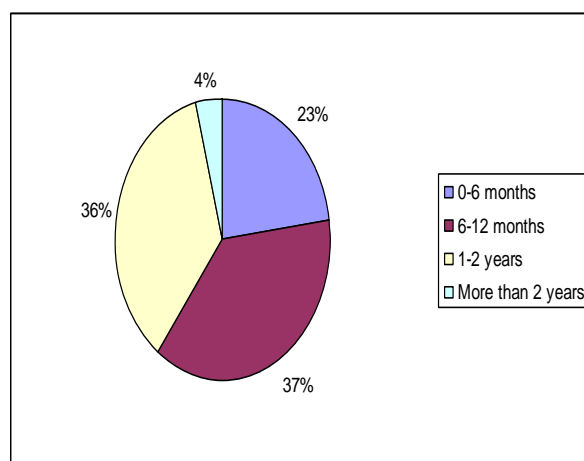
Interpretation:

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 assumed 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):



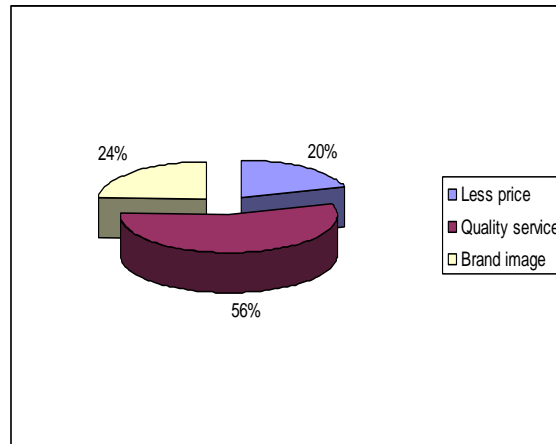
Interpretation:

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.

VI. CONCLUSIONS

- The respondents are Bharti Airtel Limited users who learnt about the service mostly via print and hoarding media, and subsequently from electronic media and road shows.
- Most of the respondents have been using Bharti Airtel Limited for less than a year.
- The majority of respondents utilise Bharti Airtel Limited's service, and they do so primarily because of its quality, which is followed by its reputation.
- Respondents' happiness with Bharti Airtel Limited is high, although a sizable portion express dissatisfaction with the company's offerings.
- Considering the particular offers that Bharti Airtel Limited targets in this market, the respondents' primary motivators for making purchases seem to be the family of goods.
- In addition to serving as customer service centres for all consumer requirements and questions, the corporate showrooms are where the respondents pay their bills.
- Furthermore, the service is widely used by those who provide public cell office facilities, and the respondents are pleased with both the quality and cost of the service.
- The respondents are responding well to the instruments offered with fixed line service.

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