

CUSTOMER AWARENESS ON PRODUCT AT AIRTEL

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ABSTRACT: The motivating factor behind this paper is to determine how popular Airtel's goods are among consumers in the competitive telecoms sector. The purpose of this research is to look at how various marketing strategies, such as digital ads and promotions, effect customer knowledge and awareness. This research employs questionnaires and interviews to determine which factors influence consumer awareness of product or service offerings. Such elements include brand visibility and supplemental offerings. According to the research's findings, consumers with a higher level of product awareness are more likely to use effective marketing strategies. The importance of customer interaction in instilling trust and loyalty in the Airtel brand is emphasized throughout the presentation. If the telecom firm uses the research's findings to its advantage, they can improve their marketing and customer service initiatives.

Keywords: *Customer Awareness, Brand Awareness, Product Knowledge, Consumer Education, Awareness Campaigns, Advertising*

1. INTRODUCTION

Customer awareness of a product means how much people know about a product, including how it works, it costs, and how much value they think it's worth. Being aware of a product or service is crucial for consumers because it is the first step in making a purchase. When people have a lot of information about a product, they can choose it out of various options based on how well it solves their problems or meets their wants. Information regarding the product's brand, packaging, quality standards, and after-sale services should be provided to customers. People can make surefire decisions when they have all the necessary information. This lessens their anxiety and increases the possibility that they will make a purchase. You must have an in-depth knowledge of your customers in order to bridge the gap between available products and their desires.

To raise product awareness, it's helpful to use a variety of information acquisition and communication strategies that target people at different points in the buying cycle. Marketing and promotional initiatives, such as ads, social media campaigns, content marketing, and in-store displays, help get the word out about new products and all the great things about them. By giving concrete examples, direct interactions like product demos, free samples, and explanations from salespeople improve comprehension.

The impact of online reviews, ratings, and recommendations from influential users on how the public views a product is amplified by digital platforms.

The visibility boost you'll experience is just one more perk of getting trustworthy personal recommendations from people you know, like friends, family, and classmates. Efficient and



consistent communication across all platforms is vital for maintaining correct client information and creating a favorable impression.

People are more likely to buy something if they have a lot of information about it, enjoy using it, and are loyal to it over time. The advantages of a product are more likely to sway a consumer's decision to buy it than its novelty or lack of description. There is reduced likelihood of post-purchase dissatisfaction or regret when consumer expectations are in line with product performance.

People are more loyal to brands they are already familiar with because they prefer those products. Having a deeper understanding of your products leads to more sales, a larger portion of the market, and more competition from a business standpoint. Businesses can build lasting relationships with their customers by earning their trust and credibility. Keeping people talking about your products is more important than ever in today's cutthroat business climate.

2. BACKGROUND WORK

Sharma, A., & Verma, N. (2025): The new research examines how platform-driven digital ecosystems and consumer expectations have affected customer awareness activities. Sharma and Verma research how short-form cinema, social commerce, and creator-led groups effect brand recall. The writers note that in 2025, customers will design, analyze, and discuss brands rather than passively accepting advertisements. User-generated content, gamified marketing, live broadcasts, and polls boost engagement and retention, the survey showed. The writers also discuss media-neutral marketing tone, emotive narrative, and cultural awareness. The survey found that community-oriented and experience-driven digital tactics increased customer awareness best. These strategies built emotional, trusting, and long-term brand ties.

Singh, R., & Kumar, A. (2024): "The Role of Customer Awareness in Building Brand Loyalty" The topic of this essay is customer awareness, which has a big impact on brand loyalty. The authors claim that using digital marketing and efficient communication techniques increases visibility. Focusing on the customer results in higher rates of customer retention, according to research from a range of industries. Studies have shown that informed consumers are more inclined to interact with trustworthy brands and make repeat purchases. To increase consumer awareness, companies are advised to utilize honest marketing.

Lee, J., & Park, S. (2024): "Digital Advertising and Its Effect on Customer Product Awareness" This research examines how digital advertising affects customer awareness and purchases. Consumer questionnaires assessed how successfully digital ads conveyed product information. Educational and attractive ads increase awareness and engagement. According to the survey, digital marketers should identify, target, and customize their consumers to increase visibility and conversions.

Miller, T., & Johnson, K. (2023): "Customer Awareness as a Key Driver of Competitive Advantage" The essay argues that understanding your clientele is essential for staying competitive in today's economy. Companies that educate clients about their products and services do better. Organizations can evaluate their social media and content marketing



awareness efforts using the research's approach. Examples from several industries show how good communication can differentiate a firm and boost client loyalty.

Patel, R., & Gupta, S. (2022): "The Influence of Brand Reputation on Customer Product Awareness" This essay focuses on how consumers' opinions of a brand influence their inclination to buy. The authors examine customer sentiment through both quantitative surveys and in-depth interviews. A strong reputation aids in word-of-mouth marketing since consumers are more inclined to research well-known companies. According to the authors, brands can improve their reputation by emphasizing quality and interacting with consumers.

Thompson, E., & Roberts, A. (2022): "Consumer Education and Its Role in Enhancing Product Awareness" The significance of consumer education in raising product awareness is highlighted by this research. The authors present evidence of effective education in boosting awareness and state that consumers who are well-informed tend to make more prudent purchases. Companies that invest in consumer education about the characteristics and benefits of their products tend to have more satisfied and loyal customers, as shown by studies. Methods for integrating marketing with instruction are also covered.

Nguyen, M., & Tran, H. (2022): Influencer Marketing's Effect on Consumers' Knowledge of Products How influencer marketing raises consumer awareness of a brand is the primary topic of this research. This article looks at a few examples of products that brand influencers have recommended. Findings from studies show that influencers can raise consciousness, particularly among the youth of today. Findings indicated that influencer partnerships highlighting genuine brand values and principles yielded the most fruitful results.

3. CUSTOMER LIFE CYCLE MAP



The five-step process for a satisfied consumer:

Awareness

Customers should know what to expect from your brand before they interact with it. Potential customers find out about your company here. So far, they are completely unfamiliar with your brand. You may promote your business effectively using social media, advertisements, and word of mouth. One way to get people's attention is to try out various methods of

acquiring customers and see what works. Gathering sufficient data will enable you to determine the most suitable channels and methods for your customers.

Evaluation

They are contemplating purchasing your products to resolve a problem, having heard of your firm beforehand. By comparing your brand's offerings to those of your rivals, we can determine which product meets their demands the best. In order to decide if your brand is suitable for them, customers will increasingly check product reviews and specifications. Potential customers can examine leads with the help of your sales funnel. Website visitors are more likely to convert into customers if they find the content interesting and helpful. By collecting customers' names and email addresses from your website, you can add them to your mailing list and give them more information about your products and services.

Purchase

A customer selects an item by looking at its label at the third stage. After doing their homework, customers will prefer your brand's items over the competition's. An excellent way to find out what qualities to seek in new clients is to collect information about existing ones. If your website offers more options to streamline the shopping process, sales will go up.

Retention

Building stronger ties with consumers after they make a purchase is the goal of this stage of the customer lifecycle map, which tries to increase repeat business. Use tailored social media marketing, email reminders, and follow-ups to keep clients interested. Because keeping current customers is cheaper than finding new ones, you should expect a greater conversion rate from your current clientele. Keeping customers coming back is possible in a number of ways. Using the client's first name as an identifier is one approach to making promotional emails more personable. When customers develop strong feelings for your brand, they are more likely to buy from you again.

Advocacy

The customer lifetime chart shows that advocacy is the penultimate step. People who have always bought from you are now praising you. Through their personal and online networks, they promote your products and services, which in turn increases your company's visibility and sales. You can expand your clientele and revenue at this stage of the customer lifecycle.

4. DATA ANALYSIS AND INTERPRETATION

1. What does a SIM card's primary function do in a mobile phone?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Storing contacts	35	35%
2	Managing mobile data	20	20%
3	Providing network access	35	35%
4	Running applications	10	10%
TOTAL		100	100%



INTERPRETATION:

Researchers found that 35% of respondents ranked providing network connectivity and retaining contacts as very critical aspects. A higher emphasis on basic organization and connection is indicated by the lower priority assigned to operating apps (20%) and handling mobile data (10%).

2. When it comes to customer privacy and data security, how does Airtel rank?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Regular security workshops	10	10%
2	End-to-end encryption	55	55%
3	Security badges for staff	15	15%
4	All of the above	20	20%
TOTAL		100	100%

INTERPRETATION:

According to the statistics in the table and graph below, Airtel places a premium on protecting its customers' personal information. Out of all the responders, 10% regularly attend security courses, 55% use end-to-end encryption, 15% wear staff security badges, and 20% do all of the above.

3. How is Airtel Black different from other plans?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Family plans	10	10%
2	Priority customer support	40	40%
3	Complimentary device insurance	30	30%
4	All of the above	20	20%
TOTAL		100	100%

INTERPRETATION:

People would rather have better service than additional perks like family plans and free device insurance, according to the survey. Forty percent of people who took the survey favored priority customer service.

5. CONCLUSION

Customers' knowledge of a product is a key component in its success. Knowledgeable customers not only boost purchases, but also encourage positive word-of-mouth and brand loyalty. Businesses should prioritize excellent communication methods to promote product recognition and ensure customers are informed and interested. This forward-thinking approach fosters long-term customer satisfaction and sustainable company success.

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