

## ADVERTISING IMPACT ON CUSTOMER AT AIRTEL

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**ABSTRACT:** This paper investigates the impact of Airtel's advertising on consumer awareness, brand perception, and purchase behavior in India's telecom business. It investigates the effects of digital advertisements, influencer marketing, television commercials, and campaign slogans like dependability, quickness, and connection on consumer perceptions and loyalty. The paper examines how innovative messaging, emotional appeal, frequency of exposure, and information clarity affect customers' remembering, trust, and willingness to subscribe or transfer. The paper analyzes secondary data and fundamental consumer feedback insights to determine whether Airtel's advertising promotes short-term responses or long-term partnerships. According to the findings, consistent brand narrative, clear language, and value communication increase customer confidence, despite the fact that over-promotional content may create unrealistic expectations.

**Keywords:** *Consumer Awareness, Brand Recall, Purchase Intention, Customer Perception, Advertising Effectiveness, Emotional Appeal*

### 1. INTRODUCTION

Advertising has a significant influence on consumers' emotions, thoughts, and behaviors in the marketplace. In today's media world, customers are constantly bombarded with advertising on television, social media, mobile applications, and outdoor settings. Advertising influences people's lifestyle choices, tastes, and perceptions while also disseminating product knowledge as a result of continual exposure. It is critical that corporations, legislators, and scholars understand the impact of advertising on customers.

Advertising has a huge impact on customer behavior by raising awareness. Before buyers may consider purchasing a product, they must first be made aware of its existence. Advertising introduces brands, highlights attributes, and positions products as solutions to common issues. When used correctly, it makes it easier to identify brand names, recall them later, and differentiate one brand from another in congested markets.

Advertising not only raises awareness, but it also changes attitudes and emotions. To build emotional connections, many advertising campaigns use humor, music, narration, or celebrity endorsements. As a result of these emotional cues, clients may feel enthusiasm, pleasure, trust, or aspiration for the brand. Even when competing products have similar characteristics, positive emotional associations can lead to enhanced brand loyalty and repeat purchases over time.

Advertising can also impact customer decision-making by setting expectations and providing value. Advertisements gently persuade people that some brands are superior or more desirable by conveying messages such as price, quality, convenience, or prestige. Promotional offers, time-limited discounts, and compelling wording can generate a sense of



urgency and encourage customers to make purchases sooner. This has the ability to greatly impact the purchase behavior of a wide range of consumer groups.

Nonetheless, advertising may have subtler social and psychological effects on customer behavior. Frequent exposure can help to normalize specific consumption patterns, lifestyles, and beauty standards. When consumers compare themselves to the idealized ideals shown in commercials, they may be compelled to buy things in order to "fit in" or better their self-perception. These psychological consequences highlight the need of conducting paper on the effects of advertising in order to better understand consumer welfare and society as a whole, as well as achieving commercial success.

## 2. REVIEW OF LITERATURE

Rodriguez and Kaur (2025): Examine the influence of transparency, honesty, and exaggeration in advertising on consumer satisfaction, loyalty, and trust. Their findings show that customers are more knowledgeable than ever before, evaluating peer opinions, product videos, reviews, and internet comments before accepting adverts. Marketers with emotional intelligence may recognize the disappointment, frustration, and sense of betrayal that customers experience when their promises fail to materialize. According to the paper, fact-based advertising gives consumers a sense of confidence and value by providing extensive explanations of product constraints, performance limitations, harmful effects, or realistic benefits. Data shows that realistic marketing lead to lower return rates, legal complaints, and negative social media responses. In contrast, false visuals, undeclared fees, illegally changed "before-after" pictures, and implausible promises quickly raise warning flags.

Bauer, K. & Iqbal, R. (2024): Bauer and Iqbal (2024) investigate the effect of advertising's visual design on consumers' impressions before they actively analyze the message. Consumers frequently rely entirely on visual signals to determine whether a company is "reliable," "expensive," "cheap," or "trustworthy" within seconds, according to their research. Advertisers can use emotional awareness to predict how color combinations, composition, lighting, typography, and imagery will elicit emotions like tranquility, excitement, luxury, safety, or dynamism. The researchers discovered that high-end organizations usually use simple layouts, fewer elements, soft lighting, and superb typefaces to convey refinement and exclusivity. Youth-oriented or mass-market enterprises, on the other hand, communicate vitality, affordability, and enjoyment by using vivid colors, whimsical iconography, and fast images. The statistics show that visually balanced commercials enhance curiosity, perceived professionalism, and readiness to examine things, even if consumers had no intention of making a purchase.

Miller, J.; Gupta, A. (2023): Miller and Gupta (2023) look at how the dependability of advertising sources affects customer confidence and decisions. According to their research, consumers continuously analyze the source of information before determining whether or not to adopt it. People's feelings of mistrust or anxiety when they see advertisements from well-known brands, websites, or unexpected merchants might be ascribed to emotional intelligence. According to the findings, people are more likely to believe adverts that appear on credible platforms, verified pages, well-known media outlets, or prominent companies.



According to studies, when consumers rely on trusted sources, they feel more at ease while making purchases, sharing personal information, or experimenting with new items because the perceived risk is reduced. According to the paper, when customers' credibility is low, they may postpone purchases, double-check reviews, or ignore marketing entirely.

Deshmukh, R.; Franco, M. (2022): Franco and Deshmukh (2022) paper the importance of clear advertising messages and their impact on consumer confidence, perceptions, and buy intentions. According to their research, consumers are exposed to hundreds of commercials per day, many of which include exaggerated emotions, technical language, and visually cluttered designs. Advertisers can use emotional awareness to notice the cognitive strain, frustration, and bewilderment caused by puzzling messaging. The researchers discovered that commercials that provide a thorough description of the product's capabilities, price, and true benefits aid decision-making and boost confidence. Data show that transparency minimizes perceived risk and prevents misunderstandings about warranties, restrictions, discounts, and negative consequences. In contrast, advertisements that use excessive quantities of grandeur, dramatic language, or disclaimers in the fine print raise customer concerns that the organization is hiding something.

Reed, K., and Santos, P. (2021): Investigate the impact of family-oriented advertising on parents' affective judgments and purchasing decisions. According to their findings, many commercials actively highlight themes like affection, safety, joy, and unity. By applying emotional awareness, advertisers can obtain a more thorough grasp of the fact that parents are extremely sensitive to any promises that secure their children's safety and well-being. According to the findings, parents are more inclined to buy products from companies that portray themselves as loving, educational, or supporting while also providing reassurance. Emotional imagery, such as happy children, safe homes, good meals, and family reunions, has been shown in studies to increase trust and activate protective reflexes. However, the authors warn that manipulative marketing, in which firms use guilt or dread, can lead to hatred.

### **3. PROCESS OF HOW ADVERTISING IMPACTS CUSTOMERS**

#### **Exposure**

The first step in the advertising effect process is exposure. Advertisements are delivered to customers via a variety of media platforms, including newspapers, radio, television, billboards, social media, YouTube, and mobile applications. In today's digital environment, people are constantly bombarded with hundreds of adverts. Although not all advertising have an immediate impact, constant exposure helps the business gradually retain consumers. Customers begin to recognize a brand name, emblem, or message when they see it regularly, even if they are not originally aware.

#### **Attention**

The next step is to attract the attention of the consumers. Only a small percentage of the various commercials that people are bombarded with at once are able to pique their interest. To stand out, advertisers use eye-catching imagery, brilliant colors, celebrities, humor, dramatic scenarios, memorable music, and attention-grabbing headlines. If the commercial



fails to engage the audience, the message will be overlooked and ignored. Attentiveness is an important step since it determines the consumer's decision to proceed with the procedure.

### **Understanding (Perception & Interpretation)**

Once the commercial has captured the consumer's attention, they seek to comprehend its true meaning. They are looking for information about the product's characteristics, benefits, price, promotions, and potential advantages. This stage is influenced by the customer's past experiences, beliefs, culture, and attitudes. Two people may interpret the same commercial in different ways. Customers are more likely to respond positively to a message that is unambiguous, straightforward, and credible. If it is confusing, false, or exaggerated, they may reject it.

### **Interest & Emotional Connection**

At this point, the goal of advertising is to evoke strong emotions. Customers become interested in a product when they believe it addresses their requirements, lifestyle, or problems. Emotional factors such as joy, trust, comfort, pride, or aspiration make an ad more memorable. Advertisements emphasizing family togetherness, achievement, self-assurance, or aspirations, for example, might strengthen emotional bonds. When buyers have an emotional link with a brand, they are much more likely to remember and assess it during the purchasing process.

### **Attitude Formation**

Advertising gradually changes consumers' perceptions of a brand. Customers may feel positive feelings like trust, admiration, and dependability as a result of repeated conversations, or negative emotions if the advertisement appears deceptive or obtrusive. Attitudes are heavily influenced by the brand's legitimacy, messaging quality, and validity of claims. When a product is well-designed, people are more likely to believe it is safe, useful, and worthwhile. Existing attitudes influence future actions and purchases.

### **Desire & Preference**

Consumers' interest in the products is fueled by their positive views. They begin to compare it to other options, and they may come to prefer the marketed brand over its competitors. Advertising promotes distinctive traits, cost, style, use, or social standing in order to build a preference. Customers mentally incorporate the brand into their "choice set" at this point; the stronger the desire, the more likely the customer would select the brand when making a purchase.

### **Purchase Decision**

The subsequent phase entails making a purchasing choice. Finally, the consumer will opt to make a purchase if the advertisement generated enough awareness, curiosity, and desire, and if the price, accessibility, and convenience satisfy their expectations. Advertising directly stimulates customers to act through discounts, time-limited offers, coupons, and persuasive messages such as "Buy Now" and "Hurry." However, other factors such as budget, peer pressure, family opinion, and personal priorities also influence consumer behavior.

### **Post-Purchase Behavior**

Customers evaluate the advertisement's accuracy after purchasing and using the product. Customers are satisfied when a product meets their expectations and performs well. This



generates favorable word-of-mouth, repeat business, and referrals to others. Nonetheless, consumers may feel disappointed or deceived if the product fails to satisfy the expectations outlined in the marketing. A unpleasant post-purchase experience can damage a brand's reputation and make future marketing less credible.

### **Long-Term Brand Loyalty**

Consistent and genuine advertising helps to foster strong brand loyalty in the long run. Customers establish a high sense of trust in a firm when they frequently hear important messages and have great interactions. In addition to boosting their spending, devoted customers promote the brand and tell others about it. At this point, advertising focuses on preserving relationships, building trust, reinforcing principles, and maintaining the brand's visibility in the minds of consumers. As a result, successful advertising has the potential to foster long-term client relationships while also increasing sales.

## **4. QUESTIONNAIRE**

### **1. Which Airtel commercial had the greatest impact on your network choice?**

- A. TV commercials
- B. Social media ads
- C. Outdoor hoardings
- D. Newspaper ads

### **2. Which Airtel advertisement captures your attention the most?**

- A. Discounted recharge plans
- B. Extra data offers
- C. Festival special plans
- D. Cashback deals

### **3. Which Airtel sales offer encourages you to recharge your cellphone more often?**

- A. Limited-time deals
- B. Combo packs (data + calls)
- C. Loyalty rewards
- D. Referral benefits

### **4. Which Airtel commercial has the strongest brand recall?**

- A. Celebrity-based ads
- B. Humor-based ads
- C. Emotional storytelling
- D. Informational ads

### **5. Which Airtel promotion influenced your decision?**

- A. First-time user discounts
- B. Free data top-ups
- C. OTT subscription bundles
- D. Cashback on recharge



## 5. CONCLUSION

In conclusion, Airtel's advertising has had a considerable impact on consumer awareness, attitudes, and purchase behavior by blending emotive storytelling with messages about reliability, speed, and connectivity. Airtel builds a strong brand memory and fosters trust by continuously delivering commercials across digital channels, social media, and television. This strategy offers customers the impression that the organization is aware of their everyday communication needs. In addition to advertising new plans, deals, and services, the advertisements encourage customers to purchase, maintain, and upgrade Airtel products. Airtel's advertising effectively establishes positive attitudes, increases customer loyalty, and gives the company a significant competitive edge in the telecoms business.

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