

Promotion Mix: An Inquiry on Alignment between Level of Customer Awareness and Purchase Intension

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ABSTRACT

Purpose: This paper aims to examine the customers' level of awareness and sales promotion mix in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District. As the downsizing and aging workforce of such a leading state-owned public sector unit is facing tough competition with the rivals, especially in the area of cellular services, its marketing activities can be examined in relation to sales promotion mix because brand promotion mix has the power to allow marketers to gain competitive advantage.

Methodology: The survey questionnaire was administered to prepaid cellular service users of Bharat Sanchar Nigam Limited, Vadodara Telecom District through email and in person by (430 out of 250270) employing sample size determinants like: confidence level, confidence interval and population. The convenience sampling technique is used. The questionnaire consists of factors like; consumer level of awareness and consumer attitude towards direct marketing, public relations, personal selling, advertising and sales promotion by the organization.. All the 430 respondents are considered as valid respondents for further investigation. The study is quantitative research approach and the collected data be analyzed by scale reliability for questionnaire scaling validity, descriptive statistics, measurement of items, correlation, factor analysis and regression analysis including other applicable statistical tests with a view to know that at what level both promotion mix and customer level of awareness are related with each others. IBM SPSS is employed for data analysis as a statistical tool.

Findings: The collected data reveals on positive relationship among different dimensions of promotion mix and consumer level of awareness towards various cellular mobile services of Bharat Sanchar Nigam Limited as one of the Cellular Service Providers (CSPs) in Vadodara Telecom District of Gujarat.

Research Implications/Limitations This study indicates on selectivity of right promotional activities to suit the particular business at a particular time and then to use it at particular place. Further research can be held with more samples by extending the area of research.

Keywords: Advertising, Direct Marketing, Public Relation, Personal Selling, Sales Promotion

Introduction

The Indian cellular phone service industry is quite competitive and customers are informed decision makers and that is why these two elements are the keys to the dynamic nature of nature of trends and consumer behavior in cellular phone services industry. Information technology has played significant role to increase customer level of awareness on products or services. As a result, alignment between level of customer awareness and purchase intension in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District as a Cellular Service Provider is being inquire in this study. As the downsizing and aging workforce of such a leading state-owned public sector unit is facing tough competition with the rivals, especially in the area of cellular services, its marketing activities are to be examined in relation to sales promotion mix because brand promotion mix has the power to allow marketers to gain competitive advantage. The survey questionnaire was administered to prepaid cellular service users of Bharat Sanchar Nigam Limited, Vadodara Telecom District through email and in person by (430 out of 250270) employing sample size determinants like: confidence level, confidence interval and population. The convenience sampling technique is used. The questionnaire consists of factors like; consumer level of awareness and consumer attitude towards direct marketing, public relations, personal selling, advertising and sales promotion by the organization.. All the 430 respondents are considered as valid respondents for further investigation. The study is quantitative research approach and the collected data be analyzed by scale reliability for questionnaire scaling validity, descriptive statistics, measurement of items, correlation, factor analysis and regression analysis including other applicable statistical tests with a view to know that at what level both promotion mix and customer level of awareness are related with each others. IBM SPSS is employed for data analysis as a statistical tool. The collected data reveals on positive relationship among different dimensions of promotion mix and consumer level of awareness towards various cellular

mobile services of Bharat Sanchar Nigam Limited as one of the Cellular Service Providers (CSPs) in Vadodara Telecom District of Gujarat

Objectives of study

1. To study the relationship between customer level of awareness and attitude on personal selling in context to users of Bharat Sanchar Nigam Limited, Vadodara Telecom District
2. To study the relationship between customer level of awareness and attitude of consumer purchase intention in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District
3. To study the relationship between customer level of awareness and attitude of sales promotion intention in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District
4. To study the relationship between customer level of awareness and attitude on direct marketing in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District
5. To study the relationship between customer level of awareness and attitude on advertising in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District

Research questions

1. Is there any relationship between customer level of awareness and attitude on personal selling in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District?
2. Is there any relationship between customer level of awareness and consumer purchase Intention in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District?
3. Is there any relationship between customer level of awareness and attitude on sales promotion in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District?
4. Is there any relationship between customer level of awareness and attitude on direct marketing in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District?
5. Is there any relationship between customer level of awareness and attitude on advertising in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District?
6. Is there any relationship between customer level of awareness and attitude on customer relation in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District?

Review of literature

Promotion mix is a specific combine of public relations, personal selling, sales promotion, and direct marketing (Armstrong and Kotler, 2009) and these tools are employed to communicate to consumers thus helps to form their belief and attitude towards the offerings. Attitude is as a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea and

attitude will influence consumer buying behavior (Armstrong & Kotler, 2009). Though consumer attitude toward an object or idea are difficult to change (Armstrong and Kotler, 2009), given that it is not permanent, it will change (Schiffman et al., 2010). Attitude can be divided into three major components (Schiffman, Kanuk and Wisenblit, 2010; Fill, 1999; Smith and Taylor, 2007): cognitive (think), affective (feel) and conative (do). According to Schiffman, Kanuk and Wisenblit (2010) attitude is “a learned predisposition to behave in a consistency favorable or unfavorable way with respect to a given object” (p. 228).

Recently, surveys in reaction to the word “advertising” were used to measure attitudes toward advertising by categorizing them into areas such as function, affective response, practice, industry, and user-related, and general (Sinisalo et al. 2005; Tähtineu and Salo 2004). By far, scaled statements about advertising have been most often used by researchers. A set of related attitudinal statements related to advertising in terms of its entertainment, informational value, irritation, and credibility were selected for use in the present study.

Pollay and Mittal’s model (1993) proposed seven factors that influence attitudes toward advertising which are product information, social role and image, hedonic/pleasure, value corruption, falsity/no sense, good for the economy, and materialism. Beck and Ernest (1999) stated that consumer learned to watch advertising but not always all the consumer believe the information in the advertisement. Czech consumers believed that advertising as being short on information, long on falsity (Millan and Mittal, 2010) and the advertised product is the oversupply product and in poor quality (Elliott, 1992). Adcock et al., (1998) argued that advertising is good at creating awareness and interest. However, in Negeria, advertising is moderately effective in providing information, creating awareness and changing customers’ attitude (Kola and Akinyele, 2010). It seems that advertising can create awareness and attitude of consumer toward companies’ offerings

As an extension of the internet environment, the high penetration of mobile phones in recent years has created a good opportunity for mobile advertising (Bauer et al. 2005; Leppaniemi et al. 2006). There are different synonyms for advertising via mobile devices, such as wireless advertising (Barnes 2004; Krishnamurthy 2000) or wireless advertising messaging (Petty 2003). Usually, mobile advertising messages are transmitted via short message service (SMS) (De Reyck and Degraeve 2003). Another example is consumers are more satisfied with word of

mouth communication than TV promotion on Athens 2004 Olympic products (Karayianni & Mylonakis, 2008).

Public relations convey messages to the target public with the help of the media on behalf of a client, with the objective to influence the opinions and create favorable image for products, services and business of the company. The major parties involved in the public are employees, customers, dealers, bankers, suppliers, consultants and government. The different messages are given focusing on different target segments. For instance, 53% of the public stated that sponsorship has made them more likely to purchase a product or service particularly those who are over 50 years old with incomes \$20,000-30,000 (Gardner & Shuman, 1987).

Most of the consumers are annoy or feel offended towards direct marketing such as TV commercials that are too long, loud and insistent, unwanted junk email in the mailboxes and computer screens flash out unwanted banner or pop-under advertising (Armstrong & Kotler, 2009). Agreeing to this statement, Li and Lee (2002) claimed that few recent studies assert that the online advertising is intrusive. Karson, McCloy and Bonner (2006) also stated that consumers' attitude was less positive on hedonic or pleasurable aspect toward web site advertising. Al-alak & Alnawas (2010) findings show that in mobile marketing, consumers who believe that mobile was for personal use were less likely to have intent to participate in a permission based advertising programs, reluctant to purchase the products and less likely to share personal information because of negative attitude toward direct advertising. In India, results show that content and frequency of advertising message sent by emails influence consumer's attitude toward advertising and the value of advertising (Haq, 2009).

According to Kola and Akinyele (2010), personal selling is moderately effective in providing information, creating awareness and changing attitude of Nigerian consumer. Once consumers express trust to the salesperson, the probability of positive customer attitudes toward the salesperson is increased (Swan, Bowers & Richardson, 1999). Ultimately, personal selling is the most effective elements in building up buyer's preferences, conviction and action in certain stage of buying process (Armstrong and Kotler, 2009). It appears that in the buying process, personal selling is easy to sway people to purchase a product. Sales promotion element can influence customer to purchase a product immediately and it can be used to encourage repeat purchase effectively (Adcock et al., 1998). For instance, free sample will increase the intention to buy a product (Hamm, Perry and Wynn, 1969).

Research methodology

This type of study is correlation and aims to analyze and examine the relevance of promotional mix and brand equity in context to employees of Bharat Sanchar Nigam Limited, Vadodara Telecom District. The main challenge for any organization is to select right mix of promotional activities to suit the particular business at right time and then to use it for getting better results. The survey questionnaire was administered to prepaid cellular service users of Bharat Sanchar Nigam Limited, Vadodara Telecom District through email and in person by (430 out of 250270) by employing sample size determinants like: confidence level, confidence interval and population. The convenience sampling technique is used. The questionnaire consists of factors like; consumer level of awareness and consumer attitude towards direct marketing, public relations, personal selling, advertising and sales promotion. The sample size is determined as 430 by employing convenience sampling technique. The following statistical formula has supported on finalization of sampling size

$$SS = \frac{Z^2 * (p) * (1-p)}{c^2}$$

Where: Z = Z value (e.g. 1.96 for 95% confidence level)

p = percentage picking a choice, expressed as decimal

(.5 used for sample size needed) c = confidence interval, expressed as decimal

(e.g., .04 = ±4)

The structured disguised questionnaire was administered to respondents through email and in person by consisting factors such as; demographic profile of respondents,. Both types of primary and secondary data are .taken into consideration for investigation. The adopted scaling technique in questionnaire is 5 point Likert scale (strongly disagree to strongly agree).The collected data are analyzed for demographic profile, scale reliability test, measurement of items, descriptive statistics. Factor analysis and regression analysis is conducted to test the hypothesis by employing IBMSPSS.20 as a statistical tool. The following hypotheses are formed to meet the objectives of the study.

Hypotheses

- H01: There is no significant positive relationship between customer level of awareness and attitude on personal selling in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.
- H11: There is significant positive relationship between customer level of awareness and attitude on personal selling in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.
- H02: There is no significant positive relationship between customer level of awareness and attitude on consumer purchase intention in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.
- H12: There is significant positive relationship between customer level of awareness and attitude on consumer purchase intention in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.
- H03: There is no significant positive relationship between customer level of awareness and attitude on sales promotion in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.
- H13: There is significant positive relationship between customer level of awareness and attitude on sales promotion in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.
- H04: There is no significant positive relationship between customer level of awareness and attitude on direct marketing in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.
- H14: There is significant positive relationship between customer level of awareness and attitude on direct marketing in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.
- H05: There is no significant positive relationship between customer level of awareness and attitude on advertising in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.
- H15: There is significant positive relationship between customer level of awareness and attitude on advertising in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

Results and Discussion

The following results are obtained after analyzing the collected data from the respondents. The results are in tabulated form in annexure.

Table-1 indicates on results of demographic profile of respondents. The total 430 sets of questionnaire were administered to prepaid mobile simcard users of BSNL, Vadodara Telecom District through email and in person. The filled questionnaires were received back and all the sets were found valid for further analysis. The frequency distribution indicates the classification of demographic profile of respondents. The males are 250(58.1%) and females are 180(41.9%). The mobile service users having age group of ≤ 20 years is 100(23.2%). The mobile service users having age group of 21-35 years is 200(46.5%) and users having age group of 36-50 years 100(23.3%). The 334(77.7%) mobile service users are married and 96(22.3%) are registered as unmarried. The users having education below graduation is 99(23.0%) and graduate users are 164(38.1%). The users having post graduate education are registered at 140(29.6%) and having education beyond post graduate are 40(9.3%) The profession of respondents is divided into three categories. The student category is registered at 98(22.8%). The service category is registered at 152(35.3%). The business category is registered at 160(41.9%). The mobile service usage period with the same Cellular Service Provider is categorized into three categorized. The usage period of less than one year of mobile phone services is registered for 98(22.8%) respondents. The usage period of 1-3 years of mobile phone services is registered for 152(35.3%) respondents. The usage period of more than 3 years of mobile phone services is registered for 160(41.9%) respondents. It indicates that major of the respondents (77.2%). The monthly expenditure towards mobile services are also grouped into three groups. The strength of respondents having monthly expenditure towards mobile services is less than 200 Rs is registered at 105(24.4%). The strength of respondents having monthly expenditure towards mobile services is between 200-1000 Rs is registered at 172(40.0%). The strength of respondents having monthly expenditure towards mobile services is more than 1000 Rs is registered at 153(35.6%).

Table-2 indicates the results of scale reliability test of factors. Attitude on Personal Selling (APS). It has 0.779 Cronbach's alpha, Attitude on Consumer Purchase Intention (ACPI) factor has 0.812 Cronbach's alpha, Attitude on Sales Promotion (ASP) 0.893 Cronbach's alpha, Attitude on Direct Marketing (ADM) factor has 0.831., Attitude on Advertising (AA) factor has 0.822 Cronbach's alpha and Consumer Level of Awareness (CLA) factor has 0.877 Cronbach's

alpha. The Range of Cronbach alpha of factors is 0.779-0.877. The association looks high on the basis of Cronbach alpha value. If the standard internal consistency value register as $0.7 \leq \alpha < 0.8$, then it is acceptable for further investigation. If the standard internal consistency value register as $0.8 \leq \alpha < 0.9$, then it is good for further investigation. So that, the observed range of Cronbach alpha values validates the scaling in such a manner and moved for the further investigation.

Table-3 indicates the results on descriptive statistics like mean, standard deviation and number of respondents. Mean of 'Attitude on Personal Selling (APS).factor is 3.42, standard deviation is 1.58 and mode is 4. Mean of Attitude on Consumer Purchase Intention (ACPI) factor is 3.63 and standard deviation is 1.60. and mode is 4. Mean of Attitude on Sales Promotion(ASP) factor is 3.27 and standard deviation is 1.63. Mode is 4. Mean of "Attitude on Direct Marketing (ADM) factor is 3.26, standard deviation is 1.64 and mode is 4. Mean of "Attitude on Advertising (AA) factor is 3.14, standard deviation is 1.64 and mode is 4. Mean of Consumer Level of Awareness (CLA) factor is 3.08, standard deviation is 1.66 and the mode is 4. The values of mean and standard deviation are noticing on considerable variance in response received from respondents. Mode value is also reflecting on maximum response towards "agree": scale.

Table-4 indicates the results on measurement of items. The excluded items are zero. Each factor has 6 items and total items are 36. The valid items are also 36 and source for primary data collection is the prepaid sim card services users of Bharat Sanchar Nigam Limited, Vadodara Telecom District.

Table-5 indicates the results on factor analysis of collected primary data. The KMO value of all the factors observed between 0.706(Advertising) to 0.867(competitive advantage"). These values allow moving for further investigation (Kaiser 1974a). Bartlett's Test of Sphericity indicates that p- value (sig <0.05) seem for all the factors 0.000 and conclude that all the variables are perfectly correlated with themselves (one) and have some level of correlation with the other items. Communalities indicate the amount of variance in each variable that is accounted for by the factors. The range of the same in our study is 0.619(ASP2 i.e. "The celebrity endorsement affects my purchase decisions ") to 0.841 (ACPI5 i.e. "I am able to find the right kind of products in BSNL "). The other values are as follows:

The value for APS5 is 0.830(i.e. "I am able to relate the brand with features of the products")
The value for ADM2 is 0.624 (i.e. "I am satisfied with the company representatives approach")

The value for BA₅ is 0.645 (i.e. "BSNL products are attractively packed at point of sales"). The value for CLA₅ is 0.651 (i.e. "BSNL products are attractively packed at point of sales"). The rest of the values are not considered for further study because the same were less than 0.6. Extractions Sums of Squared Loadings are also support the closed relationships among the quoted items. The results on component matrix (PCA) and rotated component matrix are also support the observations on having closed correlation among the items.

Table-6 indicates on results of regression analysis. It has taken place after careful observation of results received from the factor analysis and seen some possibility of correlations between predictor and criterion variables Consumer Level of Awareness (CLA) is considered as dependent variables (DV) and the rest of the factors are considered as independent variables (IDV). CLA has six variables and the rest of the predictors have 30 variables. The results on regression analysis between DV (CLA) and IDV (APS₁-APS₆, ACPI₁-ACPI₆, ASP₁-ASP₆, ADM₁-ADM₆, and AA₁-AA₅) report on testing of hypothesis. The hypothesis testing can be summarized as follows:

H01: There is no significant positive relationship between customer level of awareness and attitude on personal selling in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

H11: There is significant positive relationship between customer level of awareness and attitude on personal selling in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

The statements from questionnaire have significance and positive relationship for H01 and H12 are as follows:

CLA₁: "I like BSNL mobile brand name" (DV). APS₁: "I am able to easily recognize BSNL brand" (IDV). APS₂: "I am able to associate BSNL brand easily" (IDV). APS₃: "I am highly involved with BSNL in my day to day life" (IDV). APS₄: "I perceive BSNL as an important brand" (IDV). APS₅: "I am able to relate the brand with features of the products" (IDV). APS₆: "BSNL brands are always beneficial to me" (IDV)

The results of table-6 show that value of R, R² and adjusted R. R is a measure of the correlation between the observed value and the predicted value of the dependent variable. (R=0.908, R²=0.824, adjusted R²=0.821 for CA₁ and BA₁₋₆) R Square (R²) is the square of this measure of correlation and indicates the proportion of the variance in the criterion variable which is

accounted for this study. Adjusted R Square value is calculated which takes into account the number of variables in this study and the number of observations (participants).. This Adjusted R Square value gives the most useful measure. In this case, adjusted R^2 is 0.821 which interpret that 82% of the variance is observed between CLA_1 and APS_{1-6} . ANOVA part of table-6 reports on assessment of overall significance of H_{01} . Significance value (p) is 0.000 and can be said sig.0.000, where $p < 0.01$. The standardized beta coefficient gives a measure of the contribution of each variable..A large value indicates that a unit change in this independent variable has a large effect on dependent variable values give a rough indication of the impact of each independent variable.Sig (p) value is observed as 0.00 which is less than 0.01 for CA_1 and APS_{1-6} .The results of CLA_1 and APS_{1-6} are ($R=0.908$, $R^2=0.824$, adjusted $R^2=0.821$, standard beta value is 0.850), The t (33.387)and sig (p) values give a rough indication of the impact of each independent variable.Sig (p) value is observed as 0.00 which is less than 0.01 for CLA_3 and APS_{1-6} . That means H_{01} is not acceptable and as a result, H_{11} is accepted and H_{01} is rejected. It can be concluded that there is significance relationship between customer level of awareness and attitude on personal selling in context to mobile services users of Bharat Sanchar Nigam Limited, Vadodara Telecom District.

H02: There is no significant positive relationship between customer level of awareness and attitude on consumer purchase intention in context to Bharat Sanchar Nigam Limied, Vadodara Telecom District.

H12: There is significant positive relationship between customer level of awareness and attitude on consumer purchase intention in context to Bharat Sanchar Nigam Limied, Vadodara Telecom District.

The statements from questionnaire have significance and positive relationship for H02 and H12 are as follows:

CIA6:" BSNL brand logos are meaningful."(DV). ACPI1:" I desire to purchase the BSNL products due to its customer service "(IDV).ACPI2:" I am satisfied with the quality of BSNL products."((IDV).ACPI3:" I rarely compare the BSNL products with substitutes "(IDV).ACPI4:" I would continue to purchase BSNL productsACPI5:" I am able to find the right kind of products in BSNL "(IDV) ACPI6::" I use BSNL products because my friends/relatives use them. "(IDV). The results of CLA_6 and $ACPI_{1-6}$ are ($R=0.802$, $R^2=0.644$, adjusted $R^2=0.638$ i.e.64%., standard beta value is 0.785), The t (22.839) and sig (p) values give a rough indication of the impact of

each independent variable..Sig (p) value is observed as 0.00 which is less than 0.01 for CLA₆ and ACPI₁₋₆. That means H₀₂ is not acceptable and as a result, H₁₂ is accepted and H₀₂ is rejected. It can be concluded that there is significance relationship between customer level of awareness and attitude on consumer purchase intention in context to mobile services users of Bharat Sanchar Nigam Limited, Vadodara Telecom District.

H₀₃: There is no significant positive relationship between customer level of awareness and attitude on sales promotion in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

H₁₃: There is significant positive relationship between customer level of awareness and attitude on sales promotion in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

The statements from questionnaire have significance and positive relationship for H₀₃ and H₁₃ are as follows:

CLA₂:" BSNL mobile services logo is excellent."(DV), ASP₁:" The schemes offered by BSNL are beneficial to me."(IDV), ASP₂" The celebrity endorsement affects my purchase decisions"(IDV), ASP₃:" I know about the company slogan ".(IDV), ASP₄:" Sales promotion tools of BSNL are realistic "(IDV) ASP₅:" I recommend the BSNL products to my friends and relatives."(IDV) ASP₆:" Sales promotional activities of BSNL services are transparent."

The results of CLA₂and ASP₁₋₆ are (R=0.922, R²=0.850, adjusted R² =0.848 i.e.85%., standard beta value is 0.952), The *t* (37.037) and sig (*p*) values give a rough indication of the impact of each independent variable..Sig (p) value is observed as 0.00 which is less than 0.01 for CLA₂ and ASP₁₋₆. That means H₀₃ is not acceptable and as a result, H₁₃ is accepted and H₀₃is rejected. It can be concluded that there is significance relationship between customer level of awareness and attitude on sales promotion in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

H₀₄: There is no significant positive relationship between customer level of awareness and attitude on direct marketing in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

H₁₄: There is significant positive relationship between customer level of awareness and attitude on direct marketing in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

The statements from questionnaire have significance and positive relationship for H04 and H14 are as follows:

CLA2:" BSNL has high value in the market."(DV), ADM1:" I prefer company's representatives contacting me directly,"(IDV), ADM2I am satisfied with the company representative's approach."(IDV), ADM3:" Company representatives make the customers better aware."(IDV), ADM4:" I prefer direct marketing methods since they represent BSNL ."(IDV), ADM5:" The company representatives are professional in their approach IDV), ADM6:" BSNL has very limited direct marketing activities"(IDV)

The results of CLA₂and ADV₁₋₆ are (R=0.995, R²=0.990, adjusted R² =0.848 i.e.85%., standard beta value is 0.952), The *t* (37.037) and sig (*p*) values give a rough indication of the impact of each independent variable..Sig (*p*) value is observed as 0.00 which is less than 0.01 for CLA₂ and ADM₁₋₆. That means H₀₄is not acceptable and as a result, H₁₄is accepted and H₀₄ is rejected. It can be concluded that there is significance relationship between customer level of awareness and attitude on direct marketing in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

H05: There is no significant positive relationship between customer level of awareness and attitude on advertising in context to Bharat Sanchar Nigam Limied, Vadodara Telecom District.

H15: There is significant positive relationship between customer level of awareness and attitude on advertising in context to Bharat Sanchar Nigam Limied, Vadodara Telecom District.

The statements from questionnaire have significance and positive relationship for H04 and H14 are as follows:

CLA6:" BSNL brand logos are meaningful."(DV), AA1:" I am able to see BSNL advertisements in many medias "(IDV), AA2:": I value BSNL when I see its advertisement ."(IDV), AA3I am able to relate the product when I see the BSNL advertisement "(IDV), AA4:" BSNL advertisements are realistic."(IDV), AA5:" I feel like the people in the advertisement when I use BSNL "(IDV), AA6:" BSNL advertisements are helping ob developing trust towards BSNL services") (IDV).

The results of CA₆and AA₁₋₆ are (R=0.974, R²=0.949, adjusted R² =0.948 i.e.94%., standard beta value is 0.976), The *t* (69.521) and sig (*p*) values give a rough indication of the impact of each independent variable..Sig (*p*) value is observed as 0.00 which is less than 0.01 for CLA₂ and

AA₁₋₆. That means H₀₅ is not acceptable and as a result, H₁₅ is accepted and H₀₅ is rejected. It can be concluded that there is significance relationship between between consumer level of awareness and attitude of advertising in context to employees of Bharat Sanchar Nigam Limited, Vadodara Telecom District.

The results on objective-1, indicates that the positive and significant relationship (sig.0.00, p,< 0.05) between consumer level of awareness (CIA) and attitude of personal selling(APS) in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District. The results on objective-2, indicates that the positive and significant relationship (sig.0.00, p, < 0.01) between consumer level of awareness (CLA) and attitude on consumer purchase intention (ACPI) in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District. The results on objective-23, indicates that the positive and significant relationship (sig.0.00, p, < 0.01) between consumer level of awareness (CLA) and attitude on sales promotion(ASP) in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District. The results on objective-4, indicates that the positive and significant relationship (sig.0.00, p, < 0.01) between consumer level of awareness (CLA) and attitude on direct marketing (ADM).The. The results on objective-5, indicates that the positive and significant relationship (sig.0.00, p, < 0.01) between consumer level of awareness(CLA) and attitude on advertising in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District.

Conclusion

The objectives of this study have been achieved where the results had shown that some of the factors like, attitude on personal selling, attitude on consumer purchase intention, attitude on sales promotion, attitude on direct marketing, attitude on advertising, and consumer level of awareness. The factor "consumer level of awareness" focuses on positive relationship with other factors. The study examines how dimensions of promotion mix are related with consumer level of awareness. The customer perceptions on cellular services of BSNL are reflect on taking advantages of competitiveness with the private Cellular Services Providers(CSPs) by examining promotional activities in Vadodara Telecom District.

Limitations and Scope for Further Research

This study has certain limitations like; time constraints, area of research, sample size determination and items considered for questionnaire to collect primary data. In this study, In this study, questionnaire for primary data collection. is considered for seven factors with six items to each..But, one factor has received poor response from the respondents, namely, customer relation which is avoided for taking into consideration for investigation. Further research can be held by expanding area of research and with some more items for questionnaire. The sample size also can be increased.

Recommendations

1. It has been recommended for the future researchers to investigate out the different factors which could facilitate in defining the promotional mix.
2. The challenge for BSNL is to select the right mix of promotional activities to suit the particular business at a particular time and to then use it correctly to achieve result.
3. One of the most important marketing decisions that BSNL management may need to make centers around determining the most effective way to promote their business and products.
4. The BSNL management can utilize the results of this paper for selecting appropriate strategies for creating a high level of brand equity.
5. The promotion mix dimensions taken into investigation in this study can be improved and developed.

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Annexure

Table-1: Demographic Profile

Sr.	Demographic Profile	Category	Frequency	Percentage %
1	Gender	Male	250	58.1%
		Female	180	41.9%
		Total	430	
2	Age	≤ 20 years	100	23.2%
		21-35	200	46.5%
		36-50	100	23.3%
		50+	30	07%
3	Marital Status	Married	334	77.7%
		Unmarried	96	22.3%
4	Education	< Graduate	99	23.0%
		Graduate	164	38.1%
		PG	127	29.6%
		PG+	40	9.3%
5	Financial Status	Dependent	111	25.8%
		Independent	319	74.2%
6	Profession	Student	98	22.8%
		Service	152	35.3%
		Business	160	41.9%
7	Usage Period	One year	98	22.8%
		1-3 years	152	35.3%
		> 3 years	160	41.9%
8	Monthly Consumption towards Mobile phone	≤ 200Rs	105	24.4%
		200-1000Rs	172	40.0%
		> 1000Rs	153	35.6%

Table-2: Scale Reliability

Sr. No.	Factor	Items	Excluded Items	Valid Items	Measured Cronbach Alpha	Standard Internal Consistency	Decision
1	Attitude on Personal Selling (APS)	6	0	6	0.779	$0.7 \leq \alpha < 0.8$	Acceptable
2	Attitude on Consumer Purchase Intention (ACPI)	6	0	6	0.812	$0.8 \leq \alpha < 0.9$	Good
3	Attitude on Sales Promotion (ASP)	6	0	6	0.893	$0.8 \leq \alpha < 0.9$	Good
4	Attitude on Direct Marketing (ADM)	6	0	6	0.831	$0.8 \leq \alpha < 0.9$	Good
5	Attitude on Advertising (AA)	6	0	6	0.822	$0.8 \leq \alpha < 0.9$	Good
6	Consumer Level of Awareness (CLA)	6	0	6	0.877	$0.8 \leq \alpha < 0.9$	Good

Table-3: Descriptive Statistics

Sr. No.	Factor	Items	Excluded Items	Valid Items	Mode	Mean	SD σ
1	Attitude on Personal Selling (APS)	6	0	6	4	3.42	1.58
2	Attitude on Consumer Purchase Intention (ACPI)	6	0	6	4	3.63	1.60
3	Attitude on Sales Promotion (ASP)	6	0	6	4	3.27	1.63
4	Attitude on Direct Marketing (ADM)	6	0	6	4	3.26	1.64
5	Attitude on Advertising (AA)	6	0	6	4	3.14	1.64
6	Consumer Level of Awareness (CLA)	6	0	6	4	3.08	1.66

Table-4: Measurement of Items

Sr. No.	Factor	Items	Excluded Items	Valid Items	Source
1	Attitude on Personal Selling(APS)	6	0	6	Customers of BSNL,Vadodara Telecom District
2	Attitude on Consumer Purchase Intention(ACPI)	6	0	6	Customers of BSNL,Vadodara Telecom District
3	Attitude on Sales Promotion(ASP)	6	0	6	Customers of BSNL,Vadodara Telecom District
4	Attitude on Direct Marketing(ADM)	6	0	6	Customers of BSNL,Vadodara Telecom District
5	Attitude on Advertising (AA)	6	0	6	Customers of BSNL,Vadodara Telecom District
6	Consumer Level of Awareness (CLA)	6	0	6	Customers of BSNL,Vadodara Telecom District

Table-5(a): Factor Analysis

Factor	KMO	Approx. Chi-Square	Bartlett's Test of Sphericity		Communalities		Extraction Sums of Squared Loadings		
			df	Sig (p<,0.05)	Initial	Extraction	Total	% of Variance	Cumulative %
Attitude on Personal Selling (APS)	0.706	552.333	15	0.000	1	APS5: 0.830 :	2.569 1.100	42.656	42.656
Attitude on Consumer Purchase Intention (ACPI)	0.779	559.660	28	0.000	1	ACPI5: 841	2.741	45.684	45.684
Attitude on Sales Promotion (ASP)	0.814	705.274	15	0.000	1	ASP2: :0.619	3.025	50.422	50.422
Attitude on Direct Marketing (ADM)	0.836	784.071	15	0.000	1	ADM2: 0.624	3.174	52.902	52.902
Attitude on Advertising (AA)	0.865	858.728	15	0.000	1	AA5:0.645	3.340	55.659	55.659
Consumer Level of Awareness (CLA)	0.867	880,610	15	0.000	1	CLA5:0.651	3.372	56.206	56.206

Table-5(b): Factor Analysis

Factor	Component Matrix(PCA)			Rotated Component Matrix		
	Item	Comp1	Comp2	Item	Comp1	Comp2
Attitude on Personal Selling (APS)	APS5	0.744	0.002	APS5	0.908	0.074
Attitude on Consumer Purchase Intention (ACPI)	ACPI2	0.773	Only one component is extracted/rotated			
Attitude on Sales Promotion (ASP)	ASP2	0.787	One component extracted/is rotated			
Attitude on Direct Marketing (ADM)	ADM5	0.785	One component extracted/is rotated			
Attitude on Advertising (AA)	AA5	0.803	One component extracted/is rotated			
Consumer Level of Awareness (CLA)	CLA5:	0.807	One component extracted/is rotated			

Table-6(a) : Results of Regression Analysis

Factor	Variables Entered	Model	R	R square	Adjusted R square
IDV:Attitude on Personal Selling(APS) DV:CLA1 IDV:APS1-6	6	1	0.908	0.824	0.821
Attitude on Consumer Purchase Intention(ACPI) DV:CLA2 IDV:ACPI1-6	6	1	.0802	0.644	0.638
Attitude on Sales Promotion (ASP) DV:CLA2 IDV:ASP1-6	6	1	0.922	0.850	0.848
Attitude on Direct Marketing (ADM) DV:CLA2 IDV:ADM1-6	6	1	0.995	0.990	0.990
Attitude on Advertising (AA) DV:CLA6 IDV:AA1-6	6	1	0.974	0.949	0.948

Table-6(b): Results of Regression Analysis

Factor	ANOVA					coefficients				
	Sum of square	df	Mean square	F	sig	Unstd coefficient		Std Beta	t	sig
						Beta	Std error	Beta		
IDV:Attitude on Personal Selling(APS) DV:CLA1 IDV:APS1-6	842.309	6	140.385	319.056	0.000	APS1 0.885	0.095	0.850	33.387	0.000
Attitude on Consumer Purchase Intention(ACPI) DV:CLA2 IDV:ACPI1-6	739.235	6	0.999	123.381	0.000	ACPI6 0.785	0.039	0.854	22.839	0.000
Attitude on Sales Promotion (ASP) DV:CLA2 IDV:ASP1-6	851.696	6	141.949	387.940	0.000	ASP2 0.953	0.026	0.952	37.037	0.000
Attitude on Direct Marketing (ADM) DV:CLA2 IDV:ADM1-6	991.783	8	165.297	6822.399	0.000	ADM2 0.999	0.007	0.998	149.325	0.000
Attitude on Advertising (AA) DV:CLA6 IDV:AA1-6	970.473	8	161.745	1269.514	0.000	AA1 0.984	0.014	0.976	69.521	0.000