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A Study On Consumer Awareness About Products With Reference To Smart Solutions

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Abstract: This research paper examines consumer awareness regarding the products and services offered by Smart Solutions, a reputed ISO 9001:2008 certified IT company based in Mohali, Punjab. The study focuses on evaluating the level of consumer knowledge, satisfaction, and perception toward Smart Solutions' offerings, including web development, mobile applications, digital marketing, ERP systems, biometric solutions, and smart card services. Data was collected through a structured questionnaire from 50 respondents in Mohali and nearby regions. The findings indicate that although consumer awareness and satisfaction levels are relatively high, improvements are needed in customer service, communication of product information, and promotional outreach. The study concludes with practical suggestions for enhancing consumer engagement and awareness.

Introduction

Consumer awareness has become a crucial factor influencing buying behavior and brand preferences, particularly in the fast-growing IT industry. With increasing competition, companies must focus not only on offering high-quality products but also on ensuring that consumers are well-informed about their offerings. Smart Solutions, an emerging IT company based in Mohali, has created a strong presence by offering technology-driven products and services across sectors such as education, corporate firms, and retail businesses.

Understanding consumer awareness about Smart Solutions is essential for evaluating market position, identifying gaps in communication, and improving consumer engagement strategies. The study investigates how familiar customers are with the company's certifications, partnerships, pricing, product quality, and customer support.

2. Introduction about Company

Smart Solutions was established in 2017 and has grown to be a trusted provider of IT services across Northern India. The company offers a wide range of solutions including:

- Web and mobile application development
- Digital marketing services
- ERP software systems
- Biometric attendance devices
- Smart card printing services
- Bulk SMS and digital solutions

With strong partnerships such as eSSL and ADI and ISO 9001:2008 certification, Smart Solutions emphasizes quality, innovation, and customer satisfaction. Its services cater to schools,

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universities, corporate firms, coaching institutes, and small businesses.

3. Introduction about Topic

Consumer awareness refers to the level of knowledge customers possess regarding a product, brand, or service. In the IT sector, awareness plays a fundamental role in influencing:

- Purchase decisions
- Brand trust and loyalty
- Long-term customer relationships
- Perceived product value

This study analyzes the extent of consumer awareness about Smart Solutions and evaluates how awareness impacts satisfaction and willingness to recommend the brand.

4. Objectives of the Study

1. To identify key factors influencing consumer awareness and purchasing behavior.
2. To evaluate the effectiveness of existing marketing and promotional strategies of Smart Solutions.
3. To assess consumer satisfaction toward Smart Solutions' products and services.
4. To analyze customer willingness to recommend Smart Solutions to others.
5. To suggest measures for improving consumer awareness and brand visibility.

5. Research Methodology

Research Design: Descriptive
Primary Data: Collected through a structured Google Form questionnaire from 50 respondents.
Secondary Data: Collected from company websites, articles, industry reports, and research papers.
Sampling Technique: Stratified Random Sampling
Sample Size: 50 respondents
Respondent Profile: Students, job seekers, employees (aged 18–45 years).
Tools Used: MS Excel, Pie Charts, Percentage Method
Limitations:

- Small sample size
- Restricted to Mohali region
- Responses influenced by digital access
- Time constraints

6. Data Analysis (Summarized Points)

1. **Brand Awareness Level:** 78% are aware of Smart Solutions and its products.
2. **Awareness Channels:** 40% came to know via online ads; 25% through word of mouth.
3. **Customer Satisfaction:** 75% are either highly satisfied or satisfied.
4. **Value for Money:** 75% believe Smart Solutions offers good value.
5. **Customer Service:** 60% rated service excellent or good; 40% rated average or below.
6. **Certification Awareness:** Only 60% knew about the ISO certification.
7. **Recommendation Likelihood:** 70% would recommend Smart Solutions to others.

7. Findings

- Smart Solutions has strong brand recognition, but lack of awareness about certifications and partnerships.
- Online advertising plays a major role in awareness creation.
- High satisfaction levels indicate good product quality and pricing.
- Customer service is satisfactory but requires faster response and better issue resolution.
- Many respondents are willing to receive updates, indicating strong engagement potential.
- Awareness about certain products is uneven, suggesting targeted marketing is required.

8. Suggestions

1. Increase digital marketing activities—SEO, social media promotions, targeted ads.
2. Strengthen customer service by improving resolution time and support quality.
3. Promote ISO certification and brand partnerships more actively.
4. Provide product demos and workshops for better understanding.
5. Launch loyalty programs and referral rewards to increase customer retention.
6. Improve after-sales service delivery for enhanced customer trust.
7. Develop a structured feedback system to identify performance gaps.

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9. Conclusion

The study concludes that Smart Solutions enjoys a good level of consumer awareness and satisfaction. However, there is significant potential to strengthen brand visibility and customer experience. By improving its marketing strategies, communication, and customer service, Smart Solutions can enhance its market position and better serve customer needs. With increasing interest in digital services, the company must focus on long-term customer engagement and consumer education to remain competitive.

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