

A Study on Brand Awareness of Mahindra Tractors With Reference To Sindol Motors Bidar

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Abstract- A project program is the opportunity for the student to gain practical knowledge about the chosen study topic. The project program provides field experience on the study topic. Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is how much shoppers exactly partner the brand with the particular item. The consumer's ability to recall or recognize a brand while purchasing. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he must be able recall the features of that brand. The brand awareness plays an important role in success of business. The aims to investigate the degree of brand identity in the minds of the customers and the perception of customers towards the Mahindra and Mahindra tractors.

Indexed Terms- Brand Awareness, Brand Image, and Customer Perception.

I. INTRODUCTION

Brand awareness is the important view in the marketing activities. It helps in attracting the customers. Brand awareness results in Brand image improvement. The organization has to focus on improving its brand awareness activities. The marketers has to be aware of consumer needs and wants and their perception towards the product. As per the university norms the management student has to conduct a project report. I have prepared this project report with title 'a study on brand awareness of Mahindra tractors with reference to Sindol motors in Bidar'. The project period is of six weeks. The project deals with M & M tractors.

II. OBJECTIVES OF THE STUDY

- To know brand awareness about Mahindra tractor in Bidar
- To know which series of Mahindra tractor attracts the customer.
- To understand the main sources which helps in creating brand awareness.
- To know the factors which build the brand image.
- To know the customer brand preferences.
- To know the customer's familiarity with the Mahindra tractors.

III. SCOPE OF THE STUDY

This project was carried out to know brand awareness of Mahindra tractors in Sindol motors an authorized dealer for Mahindra and Mahindra Ltd. In Bidar city. The study focuses on analyzing brand awareness adopted by the Mahindra tractors in the minds of the customers. Hence it studies marketing activities. The study also makes an effort to show the inter relation between the product and the consumer. The result of the study helps the company to give better service. And it also provides a base for the company to know the customers demand and expectations. It helps in understanding the need and preferences of the consumer.

IV. METHODOLOGY ADOPTED

This study was undertaken in Bidar district for evaluating the brand awareness of Mahindra tractors. Both primary and secondary data collection was made. The primary data was collected by survey. The secondary data is collected from different published sources like Report, Research papers, Websites. The sample size was 50 respondents. The research instrument used for survey is questionnaire. . The

respondents are selected randomly. Respondents were consulted in Bidar city. This study made use of relevant statistical tools like graphs, and tables.

V. LITERATURE REVIEW

Research Name: Prof. Zarlish shahid
 Published on: 2017
 Key words: Brand awareness, Brand equity, Brand loyalty.
 Abstract: it explains about brand equity and brand awareness.

Research Name: Mohammad Hamid
 Published on: 2012
 Key words: Brand recognized, Brand perception, Product quality, & Product innovation.
 Abstract: This research is to identify why Pakistani brand are not recognized internationally.

Researcher: Keller
 Year: 1993
 Abstract: The study is focused on brand learning.
 Key points: Brand awareness, Brand recall and brand recognition.

Researcher: Sharp
 Year: 1995
 Abstract: All the firms' intangible assets which are distinct from internal & intangible assets.
 Key Points: brand awareness brand recall brand image customer relationship.

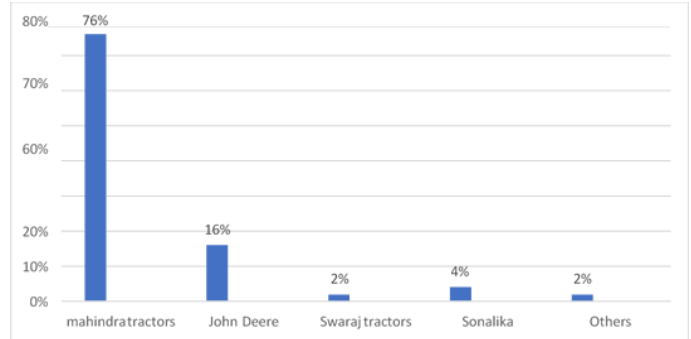
Researcher: Berry
 Year: 2000
 Key points: brand awareness Brand Meaning
 Abstract: brand value is the differential impact of brand mindfulness.

VI. ANALYSIS AND INTERPRITATION

Table 1. Showing brands of tractors which customer want to buy the tractors.

Factor	Respondents	Percentage
Mahindra tractors	38	76%
John Deere	08	16%

Swaraj tractors	01	2%
Sonalika	02	4%
Others	01	2%
Total	50	100%

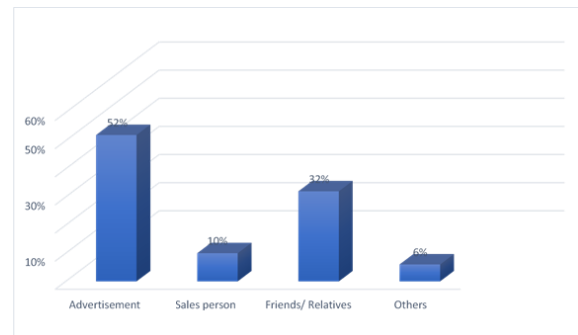


1. ANALYSIS AND INTERPRETATION:

From the above table is found that 76 percentage of the customers recall Mahindra tractor's when they want to buy tractor, 16 percentage to john deer, 4 percentage to sonalika, 2 percentage to Swaraj and 2 percentage to other tractor. From the above graph it shows that whenever they want to buy tractor always Mahindra tractors comes to their mind.

Table 2. Showing that how the respondents came to know about the Mahindra tractors.

Factor	Respondents	Percentage
Advertisement	26	52%
Sales person	05	10%
Friends / Relatives	16	32%
Others	03	06%
Total	50	100%

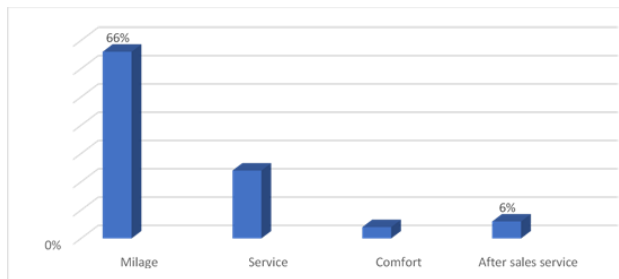


2. ANALYSIS AND INTERPRETATION:

From the above graph is shows that 52 percent of the respondents are come to know about the Mahindra tractor through advertisement and 32 percent of respondents heard by the friends / relatives and 10 percent respondents by sales person and 06 percent respondents by other source. The above graph shows that most of the respondents come to know by the advertisement about Mahindra brand.

Table 3. Showing the factors which build good brand image.

Factor	Respondents	Percentage
Mileage	33	66%
Services	12	24%
Comfort	02	4%
After sales services	03	6%
Total	50	100%

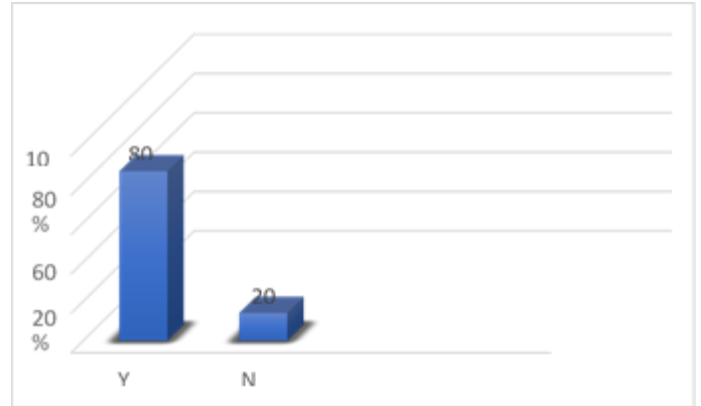


3. ANALYSIS AND INTERPRETATION:

From the above graph 66 percentage of respondents believe that mileage helps to build good brand image, 24 percent of respondents believe in service, 06 percent of respondents believe in after sales service and 04 percent of respondents believe that comfort helps to build good brand image. The above graph shows that according to respondents mileage help to build good brand image.

Table 4. Showing the respondent’s interest of using Mahindra tractors.

Factor	Responses	Percent
Yes	40	80%
No	10	20%
Total	50	100%

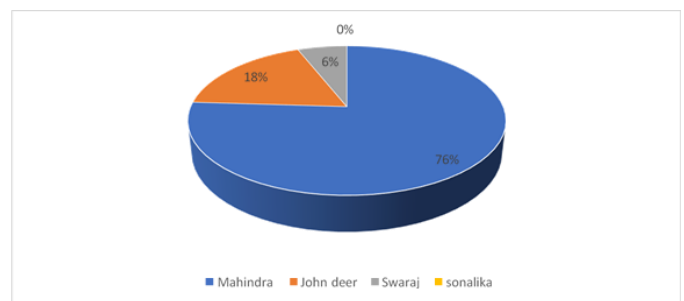


4. ANALYSIS AND INTERPRETATION:

From the above graph 80% of the respondents are interested in using the Mahindra tractors in future. 20% of the respondents don’t want to use the Mahindra tractor, above graph shows that most of the respondents want to use the Mahindra tractors and experience its benefits.

Table 5. Showing ranks of different tractors based on the performance and services

Factor	Respondents	Percentage
Mahindra	38	76%
John Deere	09	18%
Swaraj	03	6%
Sonalika	00	0%
Total	50	100%



5. ANALYSIS AND INTERPRETATION:

From the above graph it shows that 76 percentage of respondents give first preference to Mahindra tractor, 18 percentage of respondents give first preference to John deer and 6 percentage to Swaraj tractors. It shows most of the people give more preference to Mahindra and Mahindra tractors

VII. FINDINGS

- From the study it is found that Mahindra is leader the of tractor industry.
- It is found that most of the respondents give more preference to Mahindra and Mahindra tractors.
- From the survey it is found that most of the respondents are unaware of Mahindra and Mahindra services
- Majority of respondents are unaware about the punchline of Mahindra tractor.
- From the study it was found that most of the respondents want to use the Mahindra tractors and experience its benefits.
- From the survey it was found that according to respondents mileage help to build good brand image.
- Most of the respondents can easily recall the advertisement of Mahindra tractors.
- From the study it was found that everyone can recall Mahindra tractor very easily.
- It shows respondents are aware about the Arjun series of Mahindra tractors.

VIII. SUGGESTIONS

- The company should focus on Innovation in comfortability
- The company should adopt different brand awareness strategy.
- To fulfil the customer's needs and demands.
- Increase in the service centers.
- Increase in the high power of the tractors.
- To produce the tractors with different colours.
- To conduct the events to improve the brand awareness in rural area.
- The company should reduce the price of

CONCLUSION

Conducting this project on brand awareness of Mahindra tractors with refence to Sindol Motors in Bidar city was an amazing and a good learning experience for me. Brands are the focal point of buyer show casing and presently they are playing a vital role in the different markets. Putting resources into a brand construct shopper certainty and dedication and mark extending. Just a couple of brands are rising really

well. From the survey it is found that the overall performance of the Sindol tractors is very good in the Bidar city. Maximum number of respondents are happy with the brand of Mahindra and Mahindra tractors. I observed the customers trust Mahindra by its brand name and mileage it is easy for retain their customer. In Bidar city compare to others companies Mahindra is at higher position in the city. It is important to maintain the top position I the market in future time.

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