

A Study on Brand Awareness of Maruti Suzuki Cars in Bhargavi Automobiles, Tirupati

V. MARUTHI PRASAD¹, Dr. K. TIRUMALAI AH²

¹Student, II MBA, Department of MBA, Annamacharya Institute of Technology & Sciences: Tirupati (Autonomous)

²Associate Professor, Department of MBA, Annamacharya Institute of Technology & Sciences: Tirupati.

Abstract- Brand awareness is an important concept in marketing that refers to the extent to which consumers are familiar with and able to recognize or recall a particular brand. This study conducted in Bhargavi automobiles of Maruti Suzuki cars in Tirupati by taking sample size of 100 customers, for this study I use both primary & secondary data collection methods. Maruti Suzuki India Limited is one of the largest automobile manufacturers in India. The company was established in 1981 and later partnered with Suzuki Motor Corporation of Japan. It is well known for producing affordable, fuel-efficient, and reliable passenger cars for Indian customers

Index Terms- Brand awareness, brand loyalty, brand promotions, brand recognition

I. INTRODUCTION

Brand is a name, symbol, design that differentiates a product. Branding creates functional and emotional satisfaction. Strong brands build customer trust and loyalty. Brand awareness plays a key role in purchase decision-making. Brand awareness plays a vital role in the success of any organization in a competitive market. It refers to the ability of consumers to recognize and recall a particular brand when they think about a specific product category. In the automobile industry, brand awareness strongly influences customer perception, preference, and purchasing decisions.

Brand awareness can be measured through aided awareness, spontaneous awareness, and top-of-mind awareness. Branding elements such as a brand name, logo, tagline, and packaging help distinguish one product from another. Effective advertising and promotion help create familiarity and build trust among customers. When customers are aware of different brands, they can make better purchasing

decisions based on their needs. Therefore, building strong brand awareness is important for attracting new customers, increasing sales, and creating long-term customer loyalty.

II. REVIEW OF LITERATURE

- P. Vanitha & S. Subramanian (2020) in their article “A Study on Brand Awareness and Customer Engagement” explained that brand awareness helps in improving customer engagement
- Nandini & Harvinder Singh (2025) in the article “Brand Awareness as a Moderator between Online Reviews and Consumer Purchase Intentions” explained that brand awareness plays a major role in online shopping.
- Parelli Sreenivas (2024) in the article “Impact of Digital Marketing on Brand Awareness: A Literature Review” stated that digital marketing tools such as social media, websites, and search engines improve brand awareness.
- Yashmita Yeshwant Ghatwal (2023) in the article “Exploring the Influence of Advertising on Brand Awareness and Consumer Purchase Behavior” explained that advertising has a positive impact on brand awareness.
- Arohi Anand (2025) in the article “Brand Awareness” explained that brand awareness is an important part of brand equity. The author stated that awareness helps consumers recognize a brand and include it in their purchase decisions.

III. OBJECTIVES OF THE STUDY

- To study the brand awareness of Maruti Suzuki cars
- To identify major media creating awareness

- To study customer preference towards Maruti Suzuki
- To study consumer perception of Maruti Suzuki Brands

IV. NEED FOR THE STUDY

This study is needed because brand awareness is very important in today's competitive market. Consumers see many brands every day, so it is necessary to know how well they recognize and remember a brand. If people are not aware of a brand, even good quality products may not succeed. This study helps to understand how consumers think and feel about the Maruti Suzuki brand. It also helps the company to find problems in advertising and promotion and improve them.

V. SCOPE OF THE STUDY

The scope of the study is limited to studying the brand awareness of Maruti cars among selected consumers. It focuses on how familiar consumers are with the brand, how they recall it, and how advertising and promotions affect them. The study also looks at how brand awareness influences buying decisions. The study is conducted in a limited area with a small group of respondents, so the results are limited to that area only

VI. METHODOLOGY OF THE STUDY

Primary Data:

It is Collected form Customers through questionnaire.

Secondary Data:

Secondary data has been taken from Reports, Pamphlets, Advertisement, Customer database Newspapers & Internet

SAMPLE PROCEDURE : Convenience sampling

SAMPLE SIZE : 109 Customers

Sampe size determined As per the formula of finite population i.e 150 of selected customers from showroom database, here sample size formula is being followed

$$n = N / 1 + N(e^2)$$

where n = Sample size, N = Population e = Error (margin of error)

$$n=150/1+150(0.05)$$

$$n = 150 / 1 + 150(0.05^2) = 109$$

VII. LIMITATIONS

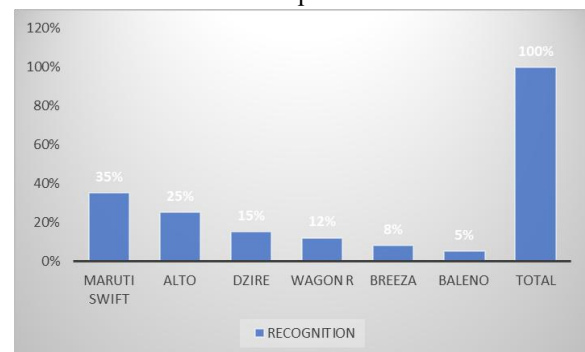
1. Due to lack of time customers, could not be contacted.
2. The study has been restricted to Tirupati city only.
3. As the project is a simple sample study and is confined to 100 customers

VIII. DATA ANALYSIS AND INTERPRETATION

Table 1: Awareness of Maruti Suzuki model cars

MODEL NAME	RECOGNITION	PERCENTAGE%
Maruti swift	38	35%
alto	27	25%
Dzire	16	15%
Wagon R	13	12%
Breeza	9	8%
Baleno	6	5%
TOTAL	109	100%

Graph:1

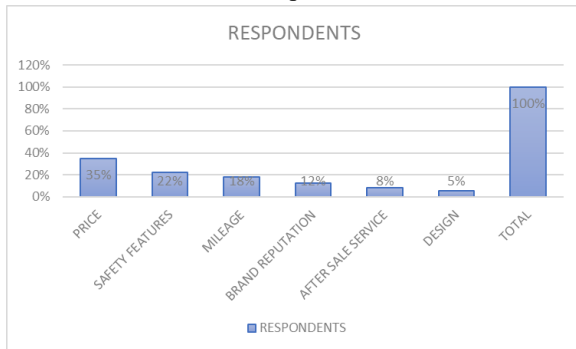


INTERPRETATION: The "Legacy" Effect: The Swift and Alto have the highest recognition (35% & 25%). This is because they have been in the market for decades. The Swift leads "Top-of-Mind" recall because it appeals to both young drivers and families

Table 2: Influencing factor on car purchase decision

FACTOR	RESPONDENTS	PERCENTAGE %
PRICE	38	35%
SAFETY FEATURES	24	22%
MILEAGE	20	18%
BRAND REPUTATION	13	12%
AFTER SALE SERVICE	9	8%
DESIGN	5	5%
TOTAL	109	100%

Graph:2

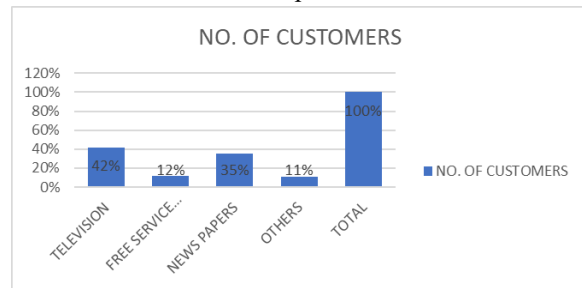


INTERPRETATION: Price is the Primary Driver: With 35% of the total respondents selecting it, Price remains the most critical factor. This indicates that affordability and value-for-money are the foremost considerations for the majority of car buyers.

Table 3: Promotional activities of Maruti have been heard

PERFORMANCE	NO. OF CUSTOMERS	PERCENTAGE %
TELEVISION	46	42%
FREE SERVICE CAMP	13	12%
NEWS PAPERS	38	35%
OTHERS	12	11%
TOTAL	109	100%

Graph:3

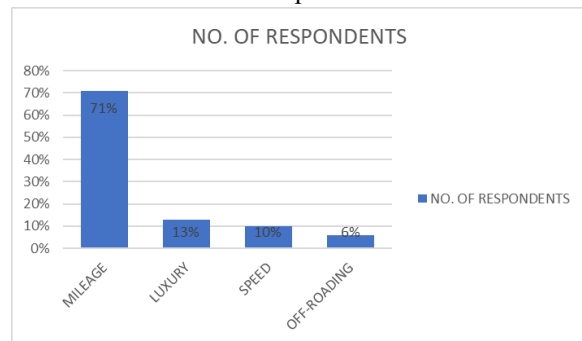


INTERPRETATION: Dominance of Television (42%): Television remains the most effective medium for Maruti Suzuki. Due to its high visual impact and massive reach across both urban and rural India, it serves as the primary tool for brand building and launching new models (like the Brezza or Swift).

Table 4: Most highlighted in Maruti Suzuki

FEATURE	NO. OF RESPONDENTS	PERCENTAGE %
MILEAGE	77	71%
LUXURY	14	13%
SPEED	11	10%
OFF-ROADING	7	6%
TOTAL	109	100%

Graph:4

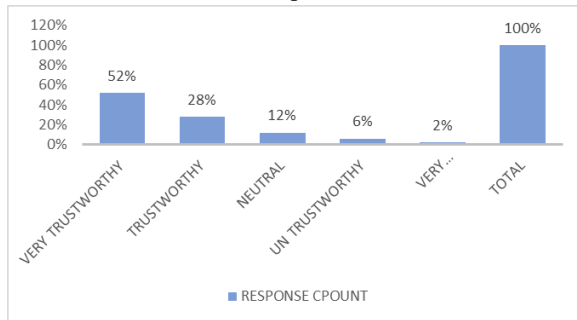


INTERPRETATION: Dominance of Mileage: At approximately 71.5%, Mileage is the undisputed leader. Consumer surveys consistently show that fuel efficiency is the top reason buyers choose Maruti Suzuki, as it ensures low running costs over the vehicle's lifetime.

Table 5: Trustworthy of Maruti Suzuki cars

TRUST LEVEL	RESPONSE COUNT	PERCENTAGE %
VERY TRUSTWORTHY	57	52%
TRUSTWORTHY	31	28%
NEUTRAL	13	12%
UN TRUSTWORTHY	6	6%
VERY UNTRUSTWORTHY	2	2%
TOTAL	109	100%

Graph:5



INTERPRETATION: Dominant Trust Core: A massive 80% of respondents view Maruti Suzuki as either "Trustworthy" or "Very Trustworthy." This confirms that the brand's long-standing promise of "service anywhere" remains its strongest asset.

IX. FINDINGS

- Many people know about Maruti Suzuki car models. Maruti Suzuki Swift (35%) and Maruti Suzuki Alto (25%) are the most well-known models.
- About 35% of respondents say price is the main factor when buying a car. Safety features and other factors come next.
- Around 42% of respondents saw promotions in newspapers, and many also noticed advertisements on television.
- About 71% of people think Maruti Suzuki cars are known for their good mileage and fuel efficiency.

- Around 80% of respondents believe Maruti Suzuki is a trustworthy and reliable brand.

X. SUGGESTIONS

- Models like Brezza (8%) and Baleno (5%) have lower awareness among respondents. The company should focus on stronger advertising campaigns and promotional activities to improve recognition of these models.
- Since price (35%) is the most important factor influencing car purchase decisions, companies should offer competitive pricing strategies, discounts, and attractive financing options to attract more customers.
- Since television has the highest reach and influence among respondents, Maruti Suzuki should continue investing in television advertisements to promote its new models and strengthen brand awareness.

XI. CONCLUSION

The study reveals that Maruti Suzuki enjoys strong brand awareness and a positive reputation among consumers. The majority of respondents are familiar with the brand and perceive it as trustworthy, affordable, and reliable. The company has successfully positioned itself as the "common man's car" by offering vehicles that provide excellent mileage, reasonable pricing, and widespread service availability.

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