

## A Study on Brand Awareness of Chevrolet in and around Delhi

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**Abstract:** This project report contains the marketing research on “Brand Awareness of Chevrolet at Ganganagar Automobiles PVT LTD. MotiNagar. I have chosen this topic because of their requirement as the Ganganagar Automobiles PVT LTD. Chevrolet having various cars in different countries, but mainly 2 brands on which I have concentrated more as per requirement of Ganganagar Automobiles PVT LTD. Because as the Chevrolet is one of the biggest companies in the world not only producing and selling cars and now they are concentrating to target the domestic market and they are trying to know how much the domestic market or local people are aware of their different brands and how they have opinion regarding these brands. So in simple the need is to know, the awareness level and the customers response about cars of CHEVROLET. basic intention is to make the customers or people make aware of different cars of CHEVROLET and also to know the opinion in the market and their perception and satisfaction in the market of CHEVROLET cars.

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### I. INTRODUCTION

This project report is on market research on Brand Awareness of CHEVROLET. It is a partial fulfillment of requirement of MBA 2<sup>nd</sup> SEMESTER. It was a good opportunity given by the Ganganagar Automobiles Pvt Ltd. Moti Nagar, to learn practical aspects of market. I have chosen this topic relating to the company requirement, to make the brand awareness to the domestic market people or customer. As the Chevrolet is one of the biggest companies in the world not only producing and selling cars the market as domestic level. So to make the awareness of different brands of Chevrolet in Indian market. So the basic need is to know the brand awareness level of Chevrolet & Ganganagar Automobiles Pvt Ltd. In Moti Nagar, Delhi city. I collected the information by a structured questionnaire that includes all the requirements, what the company need.

### GANGANAGAR AUTOMOBILES PVT LTD

Ganganagar Automobiles Private Limited is a Private incorporated on 27 December 2013. It is classified as Non-govt Company and is registered at Registrar of Companies, Delhi. Its authorized share capital is Rs. 20,000,000 and its paid up capital is Rs. 20,000,000. It is involved in Sale of motor vehicles [Includes wholesale and retail sale of new and used passenger motor vehicles and Lorries, trailers and semi-trailers]. Ganganagar Automobiles Pvt Ltd is an authorized dealer for GM, for Marketing, Sales, Accessories, Service and Repairs of GM range of vehicles.

Ganganagar Automobiles Pvt Ltd started its operations in 2013 at Moti Nagar have a well-equipped workshop with all infrastructure facilities. The workshop is well supported by an organized spare parts division. The dealership includes departments, which are controlled by respected heads having well-experienced and dynamic personalities.

### II. LITERATURE REVIEW

In marketing a brand is the symbolic embodiment of all the information connected with a product or service. A brand typically includes a name, logo and other visual elements such as images fonts, color schemes, or symbols. It also encompasses the set of expectations associated with a products or service which typically arise in the minds of people. Such people include employees of the brand owner, people involved with distribution, sale or supply of the product or service, and ultimately consumer. In other contexts the term “Brand” may be used where the legal term trademark is more appropriate.

Branding is a basic marketing concept that is designed to set your products/services apart from the competition. By using a particular name, phrase, design, symbol or a combination of these, you can create a unique identity.

1. It should suggest product/ service benefits
2. It should be simple, memorable, and unique.
3. It should fit the image of the company.
4. It should have positive connotation for the target market.
5. It should be easy to pronounce and to pictorially.

Branding is not a sales and marketing gimmick. Instead it refines and defines corporate culture and identity. A brand must have meaning to its consumers, its organization and its employees. Brand is an emotional link between you and your customer. It is

what people buy when they buy your product or your company. The most important part of a brand's identity is the promise it makes to customers. The essence of branding is simplicity and timelessness.

Some marketers distinguish the psychological aspect of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the **brand experience**. The psychological aspect, sometimes referred to as the **brand image**, is a symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service. The animist approach to brand building considers the conceptual structure of brands, businesses and people.

A brand that is widely known in the marketplace acquires **brand recognition**. Where brand recognition builds up to a point where a brand enjoys a mass of positive sentiment in the marketplace, it is said to have achieved **brand franchise**. One goal in brand recognition is the identification of a brand without the name of the company present. The term **brand name** is often interchangeably with "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of a brand. In this context a "brand name" constitutes a type of trademark if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary rights in relation to a brand through trademark registration.

The act of creating public awareness of a specific brand in order to maximize its recognition, successful brand awareness strategies should define a company's uniqueness and set it apart from competition. Quite simply, if potential customers do not know about a company, they will not purchase from it. Therefore, one of the preeminent goals of any business should be to build brand awareness, albeit in as cost-effective manner as possible. Consumers tend to make purchasing decisions based on peer recommendations and direct experience, as well as traditional advertising methods. This is why it is necessary to build brand awareness strategies out by instilling trust among consumers. This trust must be achieved through credibility, rather than just a catchy advertising campaign. Promotional marketing involving a one-to-one component is proving increasingly effective at building trust and acquiring new customers.

### III. STATEMENT OF THE PROBLEM

After making impressive sale of quality cars in other countries. Chevrolet is going to in due to its different brands in domestic market. So it is very much necessary to know the awareness level of Chevrolet cars in domestic market. Customer awareness is mainly depends on strategies used by promotional manager. An effective promotional method has to be used to make customers aware of the product. There are many medias through which a company can undertake to solve this problem. Brand loyalty, brand image and goodwill of the firm are all contributors to make awareness of the product. If the brand image is very high than any product which is newly launched by that company.

The product quickly becomes aware in the market. Some company spends huge amount of money in advertising the product. The intention of the advertising is to spread awareness of the product and advertising plays vital role in the creating awareness of the product.

### IV. PURPOSE OF THE STUDY

The purpose of the study is to know the brand awareness of CHEVROLET in the minds of customers and change in buying behavior can be estimated by this study. The marketing strategies can be designed in accordance with this change. It will be helpful for the managers to make decisions. Hence, this study should be conducted.

The rational behind choosing this topic is to study/ to know—

- ❖ To know the awareness level of CHEVROLET cars in & around Delhi city.
- ❖ To determine the factors which influence the purchasing of the car.
- ❖ To know the opinion about brands of CHEVROLET.
- ❖ To analyze the expectations of the customers.

### V. SCOPE OF THE STUDY

- ❖ The main important purpose of the study is to know the awareness level of CHEVROLET cars, and I also like to know the factors, which influences the purchasing of the car.
- ❖ The study is conducted in & around Delhi city at CHEVROLET showroom including the other company's car showroom and by random sampling.

### VI. OBJECTIVES OF THE STUDY

I) To study brand awareness with respect to Chevrolet of General Motors:

### Sub-Objectives

1. To know the top brands preferred by customers among the various available.
2. To know the awareness level of Chevrolet (GENERAL MOTORS)
3. To know the awareness level of AARAV CHEVROLET, a unit of Ganganagar Automobiles pvt.ltd..
4. To know the effectiveness of the available media

II) To know the various criteria for choosing particular brand of car.

### Sub-Objectives

1. To find the factors like Brand Name, Safety, Comfort, Price, Maintenance, Aesthetics, etc., that influencing the buying behavior of customers while choosing a particular companies car.
2. To analyze the expectations of the customers.
3. To know the opinion about cars of CHEVROLET.

### SAMPLING

Sampling allows us to concentrate our attention upon relatively small number of people and hence devote more energy to ensure that the information collected from them accurate. Sample: Representation of a particular population. And is the subset of the population. Concerned to my project, the sample represented is, as sample size of 100 people in number & the sample is consisting of the visitors of company showroom and other companies' car showrooms at Moti Nagar

### Stages in the selection of a sample

- ❖ Define the target population
- ❖ Specify the sampling frame
- ❖ Specify sampling unit
- ❖ Specify sampling method
- ❖ Determine sample size
- ❖ Specify sampling plan
- ❖ Select the Sample

**Define the target population:** I have selected the target population as the customers come to the company showroom and also through random sampling the customers who come to other company's showroom.

### **Specify the sampling frame:**

Concerned to my project, the sampling frame held in Moti Nagar, here basically the GM car showroom and customers come to other company's car showroom through convenience sampling. Other company's car showroom.

1. Maruti Suzuki India LTD
2. Tata Motors
3. Toyota
4. Hyundai

### **Specify the sampling unit:**

Sampling unit consisting of the selected sample.

### **Specify sampling method:**

I am using the non-probability sampling method. I.e. through random sample.

### **Determine sample size:**

Here the sample size selected is 100.

## VII. DATA COLLECTION METHEODS

The information necessary for this survey is collected by tapping primary and secondary sources the sources are:

Primary Sources:

- ❖ Questionnaire:

I am using the structured questionnaire with open-ended, close ended. And the questionnaire was addressed to the customers who visited the company showroom and also other companies' showroom and those customers who visited the market area through convenience sample.

❖ Personal Interaction:

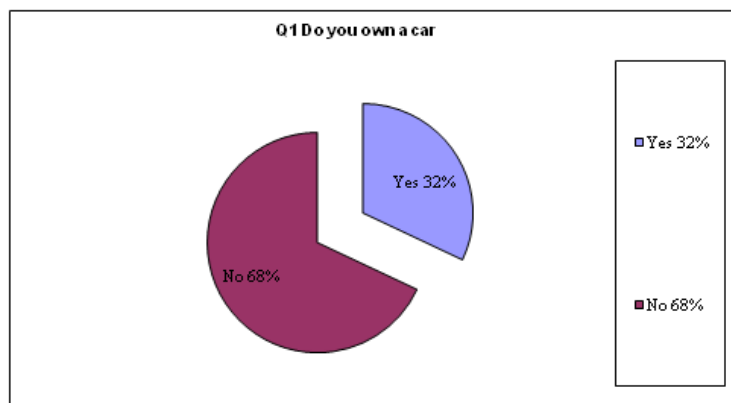
Type of Interview: Structured Interview, it refers to the extent to which an interviewer is restricted to following the wording and instructions in the questionnaire.

Secondary Sources:

- ❖ Company Websites
- ❖ Related Information from Internet
- ❖ Company Reports
- ❖ Books and Publications

ANALYSIS WITH GRAPHS AND CHARTS

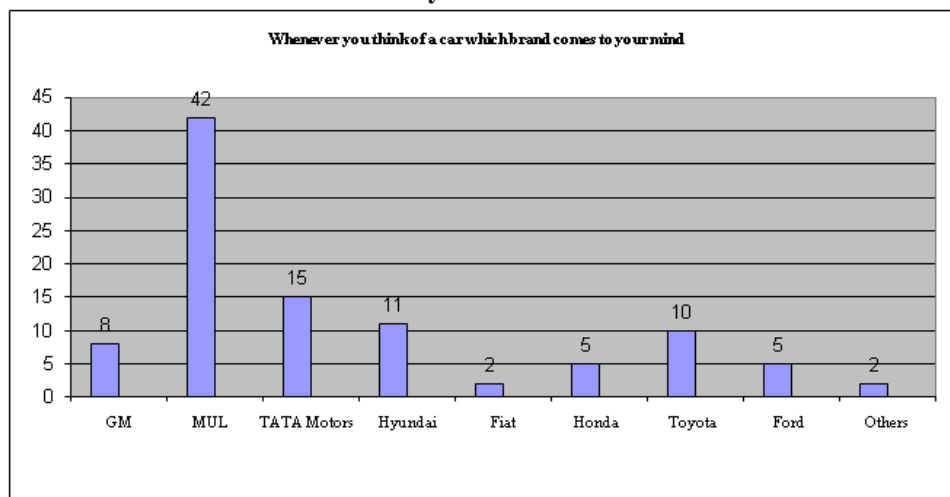
**Q1. Do you own a car?**



Total number of sample	Yes	No
100	32%	68%

❖ The above graph shows that 32% of the respondents are owners of cars and 68% of respondent have not owned car.

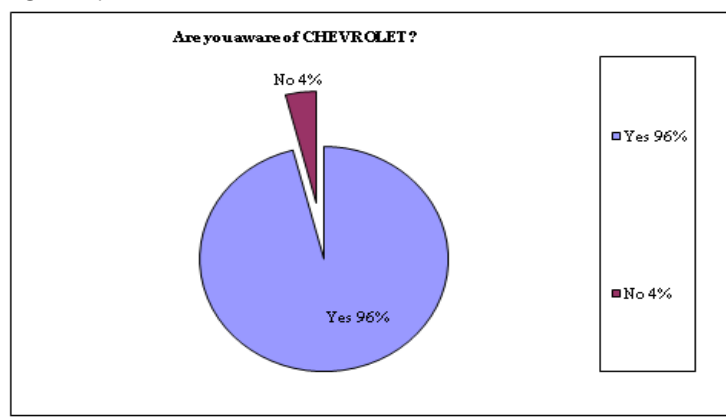
**Q2. Whenever you think of a car which brand comes to your mind.**



No. Samples	GM	MUL	Tata	Hyundai	Fiat	Honda	Toyota	Ford	Others
100	8	42	15	11	2	5	10	5	2

From the above graph it shows that 42% of the respondents were Maruti brand in the minds of customers, 15% of respondents are Tata Motors, 11% of respondents are Hyundai and 10% of respondents are Toyota brand.

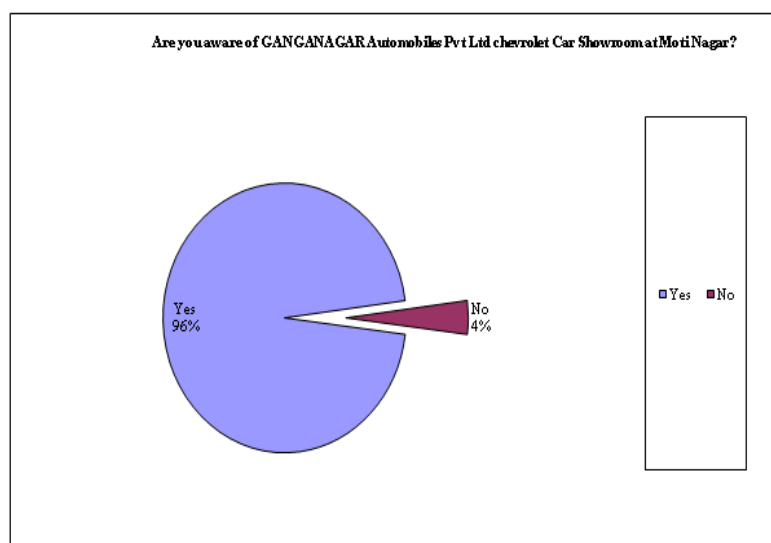
**Q3. Are you aware of CHEVROLET?**



Total No of Samples	Yes	No
100	96	4

❖ From the above graph we can see that, in the total sample size of 100. 96% of the respondents were aware of CHEVROLET, and 4% of the respondents were not aware of CHEVROLET.

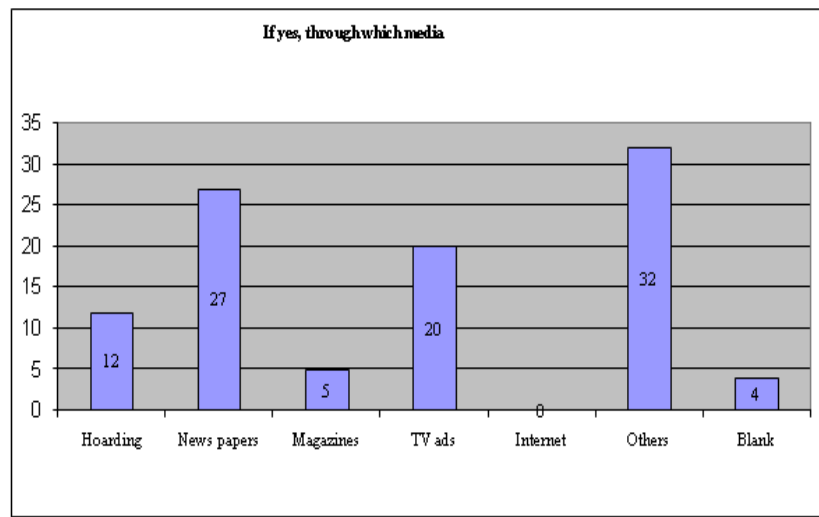
**Q4 Are you aware of GANGANAGAR Automobiles Pvt Ltd Chevrolet Car Showroom at Moti Nagar?**



Total No of Samples	Yes	No
100	96	4

- ❖ From the above graph we can see that, in the total sample size of 100. 96% of the respondents were aware of CHEVROLET car showroom at MOTI NAGAR, and 4% of the respondents were not aware of CHEVROLET car showroom at MOTI NAGAR.

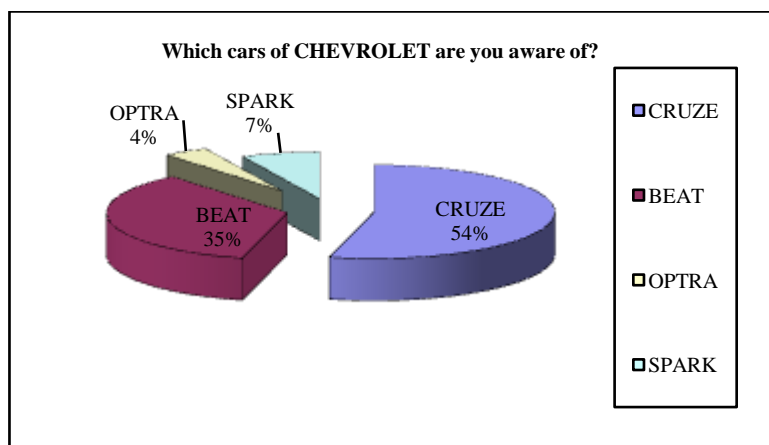
**Q5. If yes, through which media.**



Total No	Hoarding	News papers	Magazines	TV ads	Internet	Others	Blank
100	12	27	5	20	0	32	4

- ❖ The above graph shows that majority of the respondent came to know about CHEVROLET cars through Newspapers, TV ads & friends. Magazines, Hoarding and Internet play a small role.

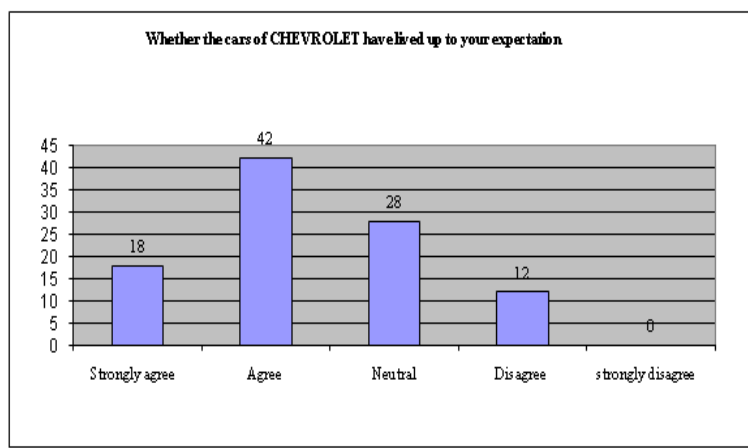
**Q6. Which cars of CHEVROLET are you aware of?**



Total No	CRUZE	BEAT	OPTRA	SPARK
100	54	35	4	7

- ❖ Here we can see that out of 100 respondents, 54% respondents are aware of only CRUZE and 35%, 4%, 7% respondents are aware of BEAT, OPTRA, SPARK..

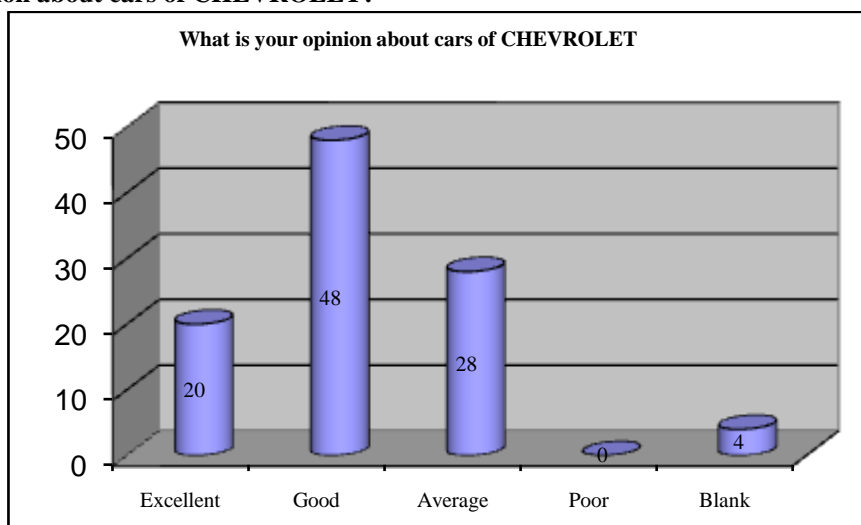
**Q7. Whether the cars of CHEVROLET have lived up to your expectation.**



Total No	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
100	18	42	28	12	0

- ❖ The above graph illustrates the expectation level of customers towards the CHEVROLET cars. Out of 100 respondents, 18 respondents have strongly agreed that whatever they expected from the brand has lived up to their expectations. 42 respondents have too agreed on this, 28 respondents have neither agreed nor disagreed on this. 12 respondents has said that cars of CHEVROLET did not lived up to their expectation.

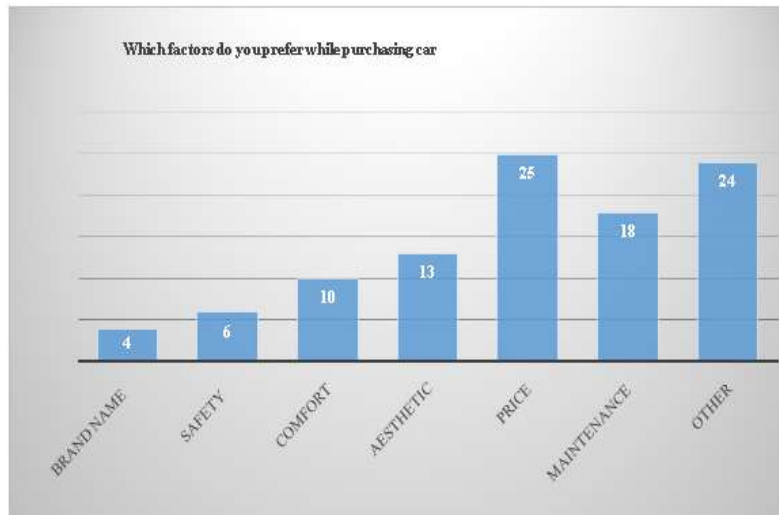
**Q8. What is your opinion about cars of CHEVROLET?**



Total No	Excellent	Good	Average	Poor	Blank
100	20	48	28	0	4

- ❖ Here from above we can see that, the opinions made by the customers towards the CHEVROLET cars. 50% respondents have opinion of the CHEVROLET cars are good. 21% respondents have rated it as excellent brand. 29% of them said that brands are average and no customer have read CHEVROLET cars as poor.

**Q9. Which factors do you prefer while purchasing car.**

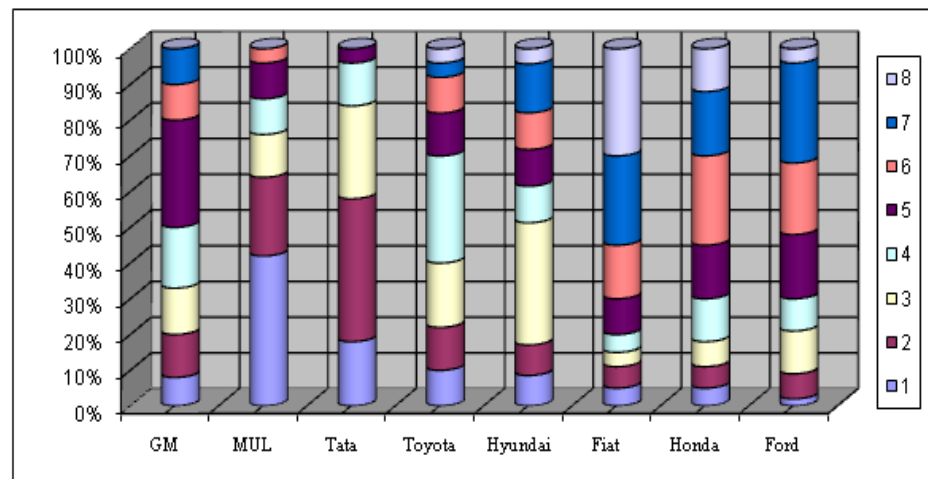


Total No	Brand Name	Safety	Comfort	Aesthetic	Price	Maintenance	Other
100	4	6	10	13	25	18	24

- ❖ According to survey it is found that Mileage, Price and Maintenance are the most crucial features considered while purchasing a Car.

**Q10. Rank the following on the scale of 1 to 8.**

(Starting from 1 to 8, 1 for the most preferred and 8 for the least preferred).



Rank	GM	MUL	Tata	Toyota	Hyundai	Fiat	Honda	Ford
1	8	42	18	10	10	5	5	2
2	12	22	40	12	10	6	6	7
3	13	12	26	18	40	4	7	12
4	17	10	12	30	12	5	12	9
5	30	10	4	12	12	10	15	18
6	10	4	0	10	12	15	25	20
7	10	-	-	4	16	25	18	28
8	0	-	0	4	5	30	12	4

- ❖ According to survey it is found that Maruti, Tata, Hyundai and Toyota are the most preferred brands rated by respondents.

### FINDINGS

- ❖ It is found that majority of the respondents are preferred by Maruti brand, i.e.42% of respondents, 15% of Tata brand, 11% of Hyundai and 10% of Toyota brand.
  - ❖ It was amazing to know customers were aware of CHEVROLET. i.e. 96% of the respondent were aware of CHEVROLET.
  - ❖ 96% of respondents are aware of Ganganagar automobiles pvt ltd CHEVROLET car showroom at MOTI NAGAR.
  - ❖ It is found that majority of the respondents come to know through Newspapers, TV ads and others. I.e. 27% of Newspapers, 20% of TV ads and 32% of others.
  - ❖ 89% of respondents are aware of both cars of CHEVROLET (CRUZE & BEAT).
  - ❖ The brands have lived up to the expectation of the customers. i.e. 42% of respondents are agreeing.
  - ❖ The opinion of the customers towards CHEVROLET cars was good. i.e. 50% of respondent's opinions were good.
- Price, Maintenance & Mileage were upheld as the most crucial factors considered while purchasing a car. I.e. 25% of Price, 18% of Maintenance & 24% of Others.

### RECOMMENDATION

By deep drilling of project some recommendations I would like to add to the company: -

- ❖ The company awareness is good, but it has to create awareness of the CHEVROLET cars in the minds of the customers.
- ❖ Company has to increase promotional activities like giving more advertise, free insurance, free accessories and finance facilities.
- ❖ Company has to concentrate more on the attributes that are preferred by the customer; so that company can meet their expectations by meeting their expectation the company can position themselves positively in the minds of the customers.

### VIII. CONCLUSIONS

- ❖ From the comprehensive mining of the project some of the proposed actions or some of the suggestions to the company are,
- ❖ The company awareness level being OK, it is observed that some people are confused about their models.
- ❖ CHEVROLET is one of the biggest companies in the world. And now the company is concentrating on lower class people. Therefore there is a lot of potential / opportunity in the market. It is also observed that the advertising and sales promotional activities that are carried out by the showroom are very less. Therefore they should formulate some aggressive strategy, which will help to increase the sales volume.
- ❖ And the company also has to make a point that most of the people in their suggestion said that they want the B & C Segment cars, so the company can use this information to manufacture the right type of Cars i.e., the style that what the people want.

### QUESTIONNAIRE

1. Do you own a car?  
a) Yes                      b) No      (If No go to Q.No 4)

2. Whenever you think of a car which brand comes to your mind.
  - a) CHEVROLET                      b) MSIL
  - c) TATA Motors      d) Hyundai
  - e) Fiat              f) Honda
- g) Toyota                      h) Ford
- i) If any other, specify: \_\_\_\_\_
3. Are you aware of CHEVROLET?
  - a) Yes   b) No
4. Are you aware of GANGANAGAR Automobiles Pvt Ltd chevrolet Car Showroom at Moti Nagar?
  - a) Yes   b) No
5. If yes, through which media.
  - a) Hoarding                      b) News papers
  - c) Magazines                      d) TV Ads
  - e) Internet                      f) If other, specify: \_\_\_\_\_
6. Which cars of CHEVROLET are you aware of?
  - a) CRUZE                      b) BEAT
  - c) OPTRA                      d) SPARK
7. Whether the Car of Chevrolet have lived up to your expectation.
  - a) Strongly agree      b) Agree      c) Neutral
  - d) Disagree              e) strongly disagree
8. What is your opinion about Cars of Chevrolet?
  - a) Excellent      b) Good
  - c) Average              d) Poor
9. Which factors do you prefer while purchasing car.
  - a) Brand Name      b) Safety              c) Comfort      d) Aesthetic
  - e) Price      f) Maintenance      g) If any other, specify \_\_\_\_\_
10. Rank the following on the scale of 1 to 8.  
(Starting from 1 to 8, 1 for the most preferred and 8 for the least preferred).
  - a) CHEVROELT                      e) Hyundai
  - b) MUL                      f) Fiat
  - c) TATA Motors                      g) Honda
  - d) Toyota                      h) Ford

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