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A Study on Market Awareness at Mithra Agencies Pvt. Ltd., Hyderabad

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ABSTRACT: Market awareness is a critical determinant of organizational competitiveness in dynamic business environments. This study examines the level of market awareness among employees of Mithra Agencies Pvt. Ltd., a leading Maruti Suzuki dealership in Hyderabad. Using a descriptive research design, primary data were collected from 100 employees through structured questionnaires, supplemented by secondary data from company records and published literature. The study analyses awareness of products, market trends, competitor activities, customer preferences, and internal communication effectiveness. Findings reveal moderate to high awareness levels but identify gaps in training frequency, competitor analysis, and access to market intelligence. The paper concludes that strengthening training programs, communication systems, and market research practices can significantly enhance organizational responsiveness and performance.

KEYWORDS: Market Awareness, Employee Awareness, Automobile Industry, Competitive Intelligence, Customer Preferences, Internal Communication, Maruti Suzuki Dealership

I. INTRODUCTION

Market awareness refers to an organization's understanding of customer needs, competitor strategies, industry trends, and environmental forces influencing business performance. In highly competitive sectors such as the automobile industry, market awareness enables firms to anticipate changes, reduce uncertainty, and make informed strategic decisions.

Mithra Agencies Pvt. Ltd., one of the oldest Maruti Suzuki dealerships in Telangana, operates in a rapidly evolving automotive market characterized by intense competition, technological change, and shifting consumer expectations. Despite strong brand recognition and customer loyalty, sustaining competitive advantage requires continuous internal alignment with market realities. This study assesses the level of market awareness among employees and evaluates how effectively market knowledge is gathered, shared, and utilized for decision-making.

II. REVIEW OF LITERATURE

Kotler & Keller (2016) emphasized market awareness as a core component of strategic marketing, linking it directly to competitive advantage. Smith & Taylor (2018) found a positive relationship between employee market knowledge and sales performance in retail firms. Rao (2020) highlighted the role of market intelligence systems in improving adaptability in manufacturing organizations. Johnson & Brown (2019) demonstrated that digital analytics tools significantly enhance market awareness and responsiveness. Kumar (2017) established that customer-focused market awareness strengthens CRM effectiveness. Lee & Park (2021) observed that SMEs with structured competitive intelligence exhibit superior decision-making. Fernandez (2018) linked continuous market monitoring to innovation in emerging markets. Day (2011) argued that market-driven organizations outperform competitors through superior market sensing. Narver & Slater (1990) showed that market orientation positively influences organizational performance. Jaworski & Kohli (1993) emphasized internal dissemination of market intelligence as vital for strategic action.

The literature consistently supports the premise that market awareness enhances adaptability, innovation, and performance.

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III. RESEARCH QUESTIONS

1. What is the level of market awareness among employees at Mithra Agencies Pvt. Ltd.?
2. What sources of market information are predominantly used by employees?
3. How does market awareness influence employee performance and decision-making?
4. What challenges hinder effective market awareness within the organization?

IV. RESEARCH OBJECTIVES

- To assess employee awareness of products, customers, competitors, and market trends
- To identify key sources of market information
- To examine the relationship between market awareness and work performance
- To recommend strategies for improving market awareness

V. HYPOTHESES

- **H1:** Higher market awareness positively influences employee performance.
- **H2:** Regular training significantly improves employees' ability to interpret market data.
- **H3:** Effective internal communication enhances overall market awareness.

VI. RESEARCH DESIGN

- **Type:** Descriptive research
- **Sample Size:** 100 employees
- **Sampling Technique:** Convenience sampling
- **Data Sources:**
 - Primary: Structured questionnaires
 - Secondary: Company records, journals, books, websites
- **Variables:**
 - Independent: Market awareness, training, communication
 - Dependent: Employee performance, decision-making effectiveness
- **Data Analysis Methods:** Percentage analysis and descriptive interpretation

VII. DATA ANALYSIS AND INTERPRETATION

The survey results reveal that 75% of employees are familiar with the company's products, while 50% receive market updates regularly. Internal reports remain the primary information source (45%), indicating dependency on internal communication channels. Confidence in interpreting market data is moderate (60% confident), and a strong majority (80%) believe training would enhance performance. However, competitor pricing analysis and frequent market research remain weak areas, with 25% never analysing competitor pricing and 15% never conducting market research.

VIII. RESULTS AND DISCUSSION

The findings confirm **H1**, as employees strongly perceive market awareness to positively impact performance. **H2** is supported by overwhelming demand for training programs. **H3** is partially supported, as communication effectiveness varies across departments. Overall, the organization demonstrates reasonable market awareness but lacks structured mechanisms for continuous learning and competitive intelligence dissemination.

IX. FINDINGS OF THE STUDY

- Employees possess moderate to high product and customer awareness
- Market updates and training are irregular
- External market intelligence sources are underutilized

- Competitor analysis and pricing awareness are weak
- Employees strongly favour enhanced market awareness initiatives

X. RECOMMENDATIONS

- Introduce mandatory market awareness training programs
- Establish a centralized digital market intelligence platform
- Encourage systematic competitor and pricing analysis
- Increase frequency of market research activities
- Strengthen internal communication and idea-sharing forums

XI. CONCLUSION

The study concludes that market awareness at Mithra Agencies Pvt. Ltd. is adequate but inconsistent across functions. Addressing gaps in training, communication, and competitive intelligence will significantly enhance strategic responsiveness and employee performance. Continuous investment in market awareness should be treated as a strategic priority to sustain long-term competitiveness.

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