

TO STUDY THE CUSTOMER PERCEPTION OF A CEMENT BRAND

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Abstract:

The cement industry of any nation plays an important role in its development through the construction of infrastructure. India's cement production has increased at 9.7% to reach 272 million tonnes during FY 06-13. There are 235 cement plants. 365 mini plants and over 80 players in India. Presently, India is the second largest cement producer globally with a capacity of around 520 million tonnes. The production is expected to grow at a rate of 18 to 20 million tonnes per year between FY 2020 to 2025. The cement industry has been expanding on the back of increasing infrastructure activities and demand from the housing sector over the past many years. Major cement demand drivers are housing sector, infrastructure, commercial & institutional as well as industrial sectors.

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Introduction:

Cement has come a long way from being the grey powder sold in plastic bags. Today they have become a brand. Cement is an essential component of infrastructure development and most important input of construction industry, particularly in the government's infrastructure and housing programs, which are necessary for the country's socio-economic growth and development. It is also the second most consumed material on the planet. Cement organizations have certainly impacted which kinds of cement purchasers pick and, thus, their assumptions regarding the nature of a cement brand. In our nation, a conscious impression has been made that the higher the quality, the better the cement for an individual home manufacturer. On this premise, OPC was professed to be better than mixed cements for all purchasers, which is a case that isn't in fact upheld. So also, an impression has been made in

numerous business sectors of the nation that PSC, which has low early setting quality, is substandard compared to other mixed cements, PPC and OPC, for all applications.

Cement Branding

Internally, branding can have the impact of helping people from various functions understand what values the customer is looking for and provide a common ground upon which to provide those values. Externally, having a strong brand that consistently provides a total solution to the customer helps build a strong relationship between the company and that customer. This is increasingly important in today's environment where the plethora of products has left many customers confused as to which product is best for which application. Having a strong brand provides the customer the confidence that they will be making the right decision and will lessen the risk of a bad decision. Ultimately, customers want to purchase a product from a supplier they can trust.

Review of literature:

De, A. et al (2011), led an Empirical Study on the Indian Cement Industry. Factor Analysis was applied over the evaluated money related information of selected concrete companies of India for a time of the ten years for example from 1999-2000 to 2008-2009. There were 44 factors (money related proportions) gathered in 7 classes.

Mukhopadhyaya, J.N. et al (2012), assessed the impact of deregulation on the presentation and structure of Indian concrete industry from 1989 to 2006. The investigation showed that there was shriller development in the proportion of entomb consecutive versatility for the organizations in the top most two quartiles which made a noteworthy gains in piece of the pie and the companies which were underneath the subsequent quartile, lost the piece of the overall industry during the examination time frame.

Panigrahi, AK (2013), did a near report on Liquidity Management of Indian Cement Companies for the time of ten years from 2001 to 2010. The examples chose for the examination was includes top five BSE recorded concrete companies of Indian Cement Industry, in particular, Ambuja Cements, ACC Cements, India Cements, Madras Cements and Shree Cements. Optional information was gathered from the distributed yearly reports of the chosen companies.

Samuel, J.J.J. (2012), conducted a study on Financial Performance of India Cements Limited for the period of ten years i.e. from 1998-99 to 2007-08. The study was mainly based on secondary data collected from the annual reports of the company. The Comparative Financial Statements, common Size Financial Statements, Trend Percentage and Ratio Analysis were the tools and techniques used for analysing the financial performance. In his study, the financial performance of the company was analysed on various fronts such as profitability, liquidity and turnover.

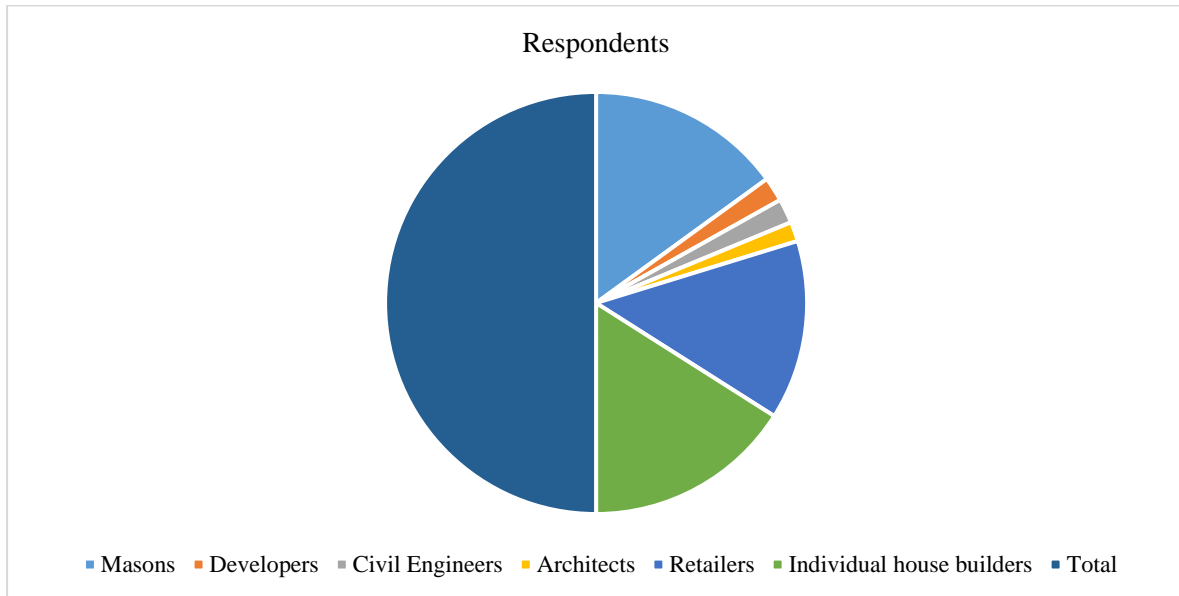
Malarvizhi, M. (2015), made a study to analyse the impact of capital structure on profitability of listed cement industry in India. For this purpose they selected five cement companies for the period of five years from 2008-09 to 2012-13. The study used Mean, Standard Deviation, Correlation Analysis and various ratios as financial and statistical tools. The finding of the study showed that capital structure had negative impact on the profitability of the firms.

Source of Data

Data is collected through primary source. Primary data was collected through a questionnaire. The research was done in the form of direct personal interviews from people of various domains. The sample size used for the collection of data is 400.

Factors	Frequency	Percent
Masons	120	30.0
Developers	15	3.8
Civil Engineers	15	3.8
Architects	12	3.0
Retailers	110	27.5
Individual house builders	128	32.0
Total	400	100.0

Table 1



Graph 1

The table illustrates that in the analysis we have taken a sample size of 400 respondents. The respondents are from the various categories like 30% were masons, Developers and civil engineers were both 3.8% each. 3% of the respondents were Architects, Retailers as respondents were 27.5% and the individual house builders were maximum and counted for 32%.

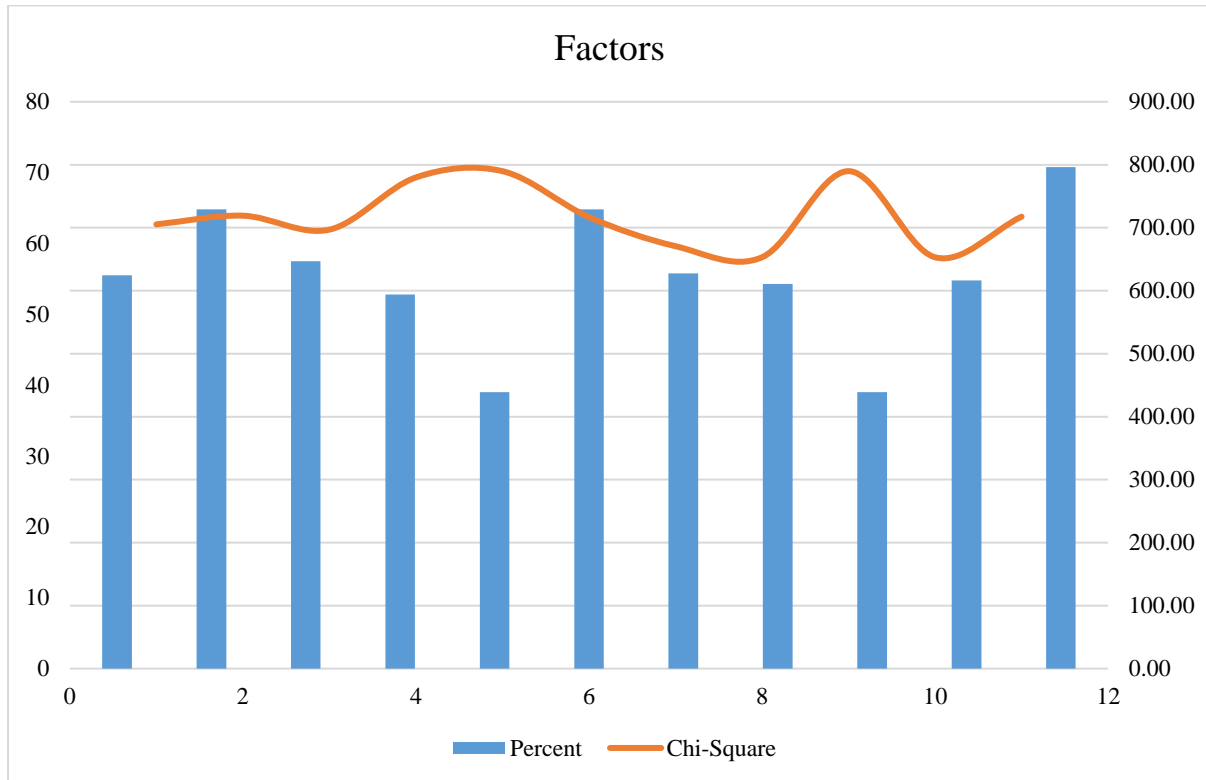
Analysis:

S. No	Factor	Percent	Chi-Square
1	Brand name influences the consumer choice for cement	55.5	705.37
2	Brand mark influences the consumer choices for cement	64.8	719.16
3	Producer of the cement makes influence	57.5	697.00
4	Consumer belief that their choice and brand is better makes impact on cement buying behaviour	52.8	779.89
5	Consumer abilities to identify their choices	39	789.84
6	Consumer ranking	64.8	716.92
7	Packing of product	55.8	670.75

8	Brand awareness has direct impact on buying behaviour	54.3	653.09
9	Brand awareness has direct impact on current purchase	39	789.84
10	Brand image has direct relationship with direct purchase	54.8	653.09
11	Brand image has direct relationship with future purchase.	70.8	717.56

Table 2

This analysis was taken up using SPSS. We concluded from the analysis that the perception of a cement brand depends on these above mentioned factors. The table and graphs illustrates the factors, their percentage of the people agree and strongly agreed to study the acceptance the factor, further we have conducted the chi square test which is used for determination that there is an association of between categorical values, here we have found that 55% people agrees that brand name influences the consumer choice for cement and its significant as the chi-square value is 705.37. When asked, brand mark influences the consumer choices for cement, 64.8% people agreed the same with significance value of 719.16. When asked, Producer of the cement makes influence, 57.5% people agreed the same with significance value of 719.16. We asked them, Consumer belief that their choice and brand is better makes impact on cement buying behaviour, 52.8% people agreed.



39% people agreed to the influence of brand perception when asked, Consumer abilities to identify their choices. 64.8% respondents agreed that consumer ranking matters for perception. Packing of the product also changes the perception of the customer, is agreed by 55.8% respondents and customers. Brand awareness has direct impact on buying behaviour, 54.3% customers agree the statement and brand awareness have direct impact on current direct purchase, direct relation with purchase and direct relation with future purchase is agreed by 39%, 54.8% and 70.8% respondents respectively.

Conclusion:

The final results of this conclusion after statistical testing, it can be stated that the customer perception of cement brand depends upon various factors mentioned above. Also it depends on the recommendation of the different people like masons, civil engineers, architects, retailers and individual house builders etc. After the advice from such people, several factors are taken care by the consumer that weather the cement brand have efficient results, cost price, offers, advertisement and packing etc. The final call of the purchase of the cement of a particular brand depends upon all these factors which all together forms the perception of the brand to a customer.

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