



IJMIRD 2015; 2(1): 263-267
www.allsubjectjournal.com
Received: 02-12-2014
Accepted: 15-01-2015
e-ISSN: 2349-4182
p-ISSN: 2349-5979
Impact factor: 3.762

K. Amutha

*Assistant Professor Vidyasagar
College of Arts & Science,
Udumalpet.*

S.P. Vinayak

*Research Scholar, Vidyasagar
College of Arts & Science,
Udumalpet.*

A study on brand preference of selected cements with special reference to Dindigul districts

K. Amutha, S.P. Vinayak

Abstract

Cementing materials have played a vital role. They were used widely in the ancient world. The Egyptians used calcined gypsum as cement. The Greeks and Romans used lime made by heating limestone and added sand to make mortar, with coarser stones for concrete. The cement industry in India dates back to the 1889 when a Kolkata-based company started manufacturing cement from Argillaceous. But the industry started getting the organized shape in the early 1900s. In 1914, India Cement Company Ltd., was established in Porbandar with a capacity of 10,000 tons and production of 1000 installed. Brand awareness is the degree of familiarity among consumers about the life and availability of the product. It is measured as ratio of niche market that has former knowledge of brand. Brand recognition is the ability of customer to recognize prior knowledge of brand. While brand recall is the potential of customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or buying scenario as a signal.

Keywords: Brand Preference, Cement, Consumer.

1. Introduction

India is marching forwarding cement Production. With the increase in demand, the cement technology has undergone dramatic changes in the last four decades. Cement is one of the key infrastructure industries. Cement is gray, soft, powdery-types substance. It is made from a mixture of elements that are found in natural materials such as Limestone, Clay, Sand and shale when cement is mixed with water. India is the second largest cement producer in the world after China with a total Capacity of 216.9 Million Tons (MT). Nowadays the cement Production in India rise to 258.16 Million Tons in the year 201-2011 and also in the year 2011- 2012 is 336.12 Million Tons and during 2012-2013 is 358.9 Million Tons. The Cement Industry comprises 130 large cement plants and more than 300 mini cements plants. Cement was first invented by the Egyptians. India started the same in 1904 in Tamil Nadu in Ariyalur.

2. Statement of the Problem

There are various cement manufacturers producing various brands of cement in our country and they are playing an important role in fulfilling the needs of the consumers. At present the consumers are more dynamic. Their taste, needs and preference are changing as per the current Scenario. The Consumer has certain expectation from branded cements in terms of its Quality, Instant drying, Price, Packing and Door Delivery. Now-a-days different brands of Cement available in the market. Each one is having its own features and consumers give more importance to select any one of brand. In this context the present study is undertaken to determine the awareness level of buyers of cement and to identify the attributes which motive the buyers to purchase cement and to measure the satisfaction level of buyers of cement. Hence, the study entitled "A study on Brand Preference of selected cements with special reference to Dindigul districts. On a general analysis of the present day market, it is seen that all the brands of cement produced in the market do succeed. Some brands have a well-established market, while some brands even struggle to thrive in the market. So the researcher wants to find out the preferences of a particular brand among various brands of branded cements that are available in market.

3. Objectives of the Study

- ❖ To know the demographic factors of the selected respondents in Dindigul district.
- ❖ To analyze factors influencing the buying behavior of Cements.

Correspondence:

K. Amutha

*Assistant Professor Vidyasagar
College of Arts & Science,
Udumalpet.*

- ❖ To find out the problems faced by the respondents while using Branded Cements.

4. Review of Literature

The Review of Literature guides the researcher for getting better understanding of methodology used, limitations of various available estimation procedures, data base, lucid interpretation and reconciliation of the conflicting results. It is essential for a Research Scholar to review the related literature for the study.

i) **Prasad Sangameshwaran (2009)** has studied the importance of branding the cement. Industry analysis felt that branding efforts have been initiated due to the cluster. The large media spends has influenced the increased visibility for the brand. Cement has always been loyal to the door media, walls and hoardings. He spelled out measures as to why branding becomes important for cement players today. In nature cement manufactures sell their products close to the area of manufacturing. Finally he pointed out that to stand out I the cluster, branding would naturally help.

ii) **Rajamohan S. and Vijayaragavan T. (2008)** have conducted a study on the marketing performance of Madras Cements limited. In order to analyse the comparative production performance of Madras cements limited and all cements units in india, Mann –Whitney U test was applied. The results of analysis indicated that the production performance of selected unit was equal to production performance of all other cement units in India.

iii) **T. Siddharth Mahajan and V.Mainkar Sarkar (2007)** in their study has made as attempt to compare the marketing position of three Indian companies , Ram co, Sankar, Chettinand .The study indicated that the MNC's are more efficient in utilizing their assets to generate profits. However the marketing facility of the Indian companies was about Ten times than that of the MNC's. This was because the Indian companies used much less marketing than that of the MNC's.

iv) **J.Folentia Kamal (2002)** a comparative study of the selected cement units in Tamilnadu. Analyzed the cement making as we understand today was first tired in India in the year 1992 by using calk imported from England and blue clay found near Calcutta. The first Indian cement plant was established in 1904 by south India industries Ltd, Madras. The first modern cement factory was started in 1914 in Porbunder and was owned by India cements company Ltd.

v) **Rajeswari. N (2000)** in her study on marketing management of Tamil Nadu Cement Corporation Ltd., Alangulam, identified that the Marketing position of the Tamil Nadu Cement Corporation Ltd., (TANCEM) was not satisfactory. She concluded that necessary steps ought to be taken to improve the Marketing position of the company.

5. Reserch Methodology

Convenience sampling method is used for the survey of this study purpose. It is a non-probability sample. In this study 200 respondents were the users of branded cements from Dindigul district. A well-structured questionnaire was personally administrated to the selected sample to collect the primary data.

6. Limitation of the Study

- The Study was conducted only in the dindigul district so the information may not be compare with other area.
- The analysis was made based on the information provided by the respondent so the result may not be compare with other factors.
- The result arrived is applicable only to the study period.
- Respondents opinion are dynamics, they keep changing time to time.

7. Statistical Tools Used In the Dissertation

- Simple Percentage Analysis Method
- Chi-Square Test
- Henry Garrett Ranking Analysis.

8. Simple Percentage Analysis Method

Table 1.

| Classification | Category | No. of Respondents | Percentage (%) |
|---------------------------|--------------------|--------------------|----------------|
| Age | Below 30 years | 8 | 4 |
| | 31 - 40 years | 124 | 62 |
| | 41 - 50 years | 62 | 31 |
| | Above 50 years | 6 | 3 |
| Gender | Male | 168 | 84 |
| | Female | 32 | 16 |
| Marital status | Married | 86 | 43 |
| | Unmarried | 114 | 57 |
| Educational Qualification | Up to school level | 28 | 14 |
| | Up to UG | 166 | 83 |
| | PG | 4 | 2 |
| | Others | 2 | 1 |
| Type of the family | Nuclear Family | 82 | 41 |
| | Joint Family | 118 | 59 |
| Size of the family | Below 3 members | 30 | 15 |
| | 3-5 members | 82 | 41 |

| | | | |
|--------------------------------|------------------------|------------|----|
| | Above 5 members | 88 | 44 |
| Occupation | Engineers | 4 | 2 |
| | Business man | 78 | 39 |
| | Building contractors | 62 | 31 |
| | Private employee | 48 | 24 |
| | Government employee | 8 | 4 |
| Monthly Income | Less than Rs.25,000 | 4 | 2 |
| | Rs.25,001– Rs.50,000 | 128 | 64 |
| | Rs.50,001- Rs.1,00,000 | 36 | 18 |
| | Above Rs.1,00,000 | 32 | 16 |
| Total No of Respondents | | 200 | |

The above table clearly indicates that the Age of the respondent below to 31- 40 years is 62% , The Male respondents are 84%, Unmarried respondents are 57%, Out of 200 respondents 83% is completed Upto UG Degree ,Joint Family is 59%, Above 5 members in their family are 44%,Business Man 39%, Monthly Income –Rs.25,001-50,000 is 64%.

Table 2: Preference of brand name

| Brand Name | No. of Respondents | Percentage |
|------------------|--------------------|------------|
| Acc Cements | 42 | 21 |
| Ultra Tech | 36 | 18 |
| Ramco | 40 | 20 |
| Brila Cements | 24 | 12 |
| Sankar | 32 | 16 |
| Chettinad cement | 26 | 13 |
| Total | 200 | 100 |

The table no.2 denotes that the brand preference of ACC Cements is 21%, Ramco is 20%, Ultra Tech is 18%, Sankar

16%, Chettinad Cement is 13% and Brila Cements is 12%.

Table 3: Factors influenced to purchase cement

| Factors Influenced | No. of Respondents | Percentage |
|--------------------|--------------------|------------|
| Brand image | 22 | 11 |
| Quality | 146 | 73 |
| Packing | 2 | 1 |
| Price | 14 | 7 |
| Discount | 6 | 3 |
| Color | 4 | 2 |
| Availability | 2 | 1 |
| Rate of strength | 2 | 1 |
| Other factors | 2 | 1 |
| Total | 200 | 100 |

The table no. 3 clearly indicates that the factors influenced to purchase cement that the Quality is 73%, Brand Image is 11%, Price is 7%, Discount is 3%, Color is 2%.

9. Chi_Square

Table 4: Occupation of the respondents compared with Choosing of brand

| Occupation | Brand Name | | | | | | Total |
|-----------------------------|-------------|-----------|-----------|-----------|-----------|-----------|------------|
| | ACC Cements | Ultratech | Ramco | Brila | Sankar | Chettinad | |
| Engineers | 1 (10) | 4 (40) | 2(20) | 1(10) | 1(10) | 1(10) | 10 |
| Business Man | 22 (29.72) | 6 (8.10) | 21(28.37) | 6(8.10) | 12(16.21) | 7(9.45) | 74 |
| Building Contractors | 12(20) | 13(21.66) | 12(20) | 12(20) | 6(10) | 5(8.33) | 60 |
| Private Employee | 6 (13.63) | 11 (25) | 4 (9.09) | 3(6.81) | 8(18.18) | 12(27.27) | 44 |
| Government Employee | 1(8.33) | 2(16.67) | 1(8.33) | 2 (16.67) | 5(41.67) | 1(8.33) | 12 |
| Total | 42 | 36 | 40 | 24 | 32 | 26 | 200 |

The table no.4 denotes that the Occupation of the respondents with choosing the brand of cements, 40% of respondents are Engineers they are choosing for Ultra Tech Cements, 29.72% of respondents are Business man they are chosen for ACC Cements, 21.66% of respondents are

Building Constructors are choosing for Ultra Tech Cements, 27.27% of respondents are Private Employee they are chosen for Chettinad Cements and 41.67% of respondents are Government Employees are choosing for Sankar Cement.

10. Garrett Ranking

Table 5: Ranking the factors of cements

| Factor | Rank | | | | | | | | | | Total |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Brand name | 48 | 35 | 32 | 24 | 15 | 8 | 9 | 12 | 5 | 12 | 200 |
| Packaging | 34 | 43 | 36 | 25 | 12 | 12 | 13 | 9 | 9 | 7 | 200 |
| Availability | 28 | 41 | 31 | 22 | 16 | 13 | 12 | 16 | 11 | 10 | 200 |
| Price | 20 | 35 | 16 | 24 | 18 | 16 | 18 | 19 | 18 | 16 | 200 |
| Quality | 18 | 11 | 20 | 32 | 13 | 26 | 32 | 26 | 12 | 10 | 200 |
| Rate of strength | 25 | 19 | 24 | 28 | 26 | 20 | 21 | 5 | 14 | 18 | 200 |
| Discount | 14 | 3 | 18 | 10 | 21 | 26 | 19 | 26 | 29 | 34 | 200 |
| Quantity | 4 | 2 | 2 | 17 | 45 | 12 | 26 | 32 | 29 | 31 | 200 |
| Color | 3 | 2 | 6 | 9 | 12 | 30 | 29 | 10 | 48 | 51 | 200 |
| Non-reactivity | 6 | 9 | 15 | 9 | 22 | 37 | 21 | 45 | 25 | 11 | 200 |
| Garrett Table Value | 81 | 70 | 63 | 57 | 52 | 47 | 42 | 36 | 29 | 18 | |

Brand name was given first rank with a mean score of 543.65. Packaging obtained second rank with a mean score of 60.245. Rate of strength obtained third rank with a mean score of 59.51.

Table 6: Ranking for problem faced in cements

| Factor | Rank | | | | | | | | Total |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Non availability | 120 | 44 | 18 | 8 | 4 | 2 | 3 | 1 | 200 |
| Torn bags | 28 | 62 | 66 | 30 | 6 | 2 | 4 | 2 | 200 |
| Hardening of cements bag quality | 16 | 27 | 50 | 48 | 35 | 10 | 8 | 6 | 200 |
| Inconsistent batch of cement | 18 | 36 | 30 | 56 | 48 | 3 | 4 | 5 | 200 |
| Curing problem | 10 | 24 | 18 | 40 | 93 | 2 | 4 | 9 | 200 |
| Seating problem | 1 | 2 | 5 | 10 | 11 | 61 | 57 | 53 | 200 |
| Set cement bags | 2 | 2 | 10 | 6 | 2 | 48 | 74 | 56 | 200 |
| Other Problems | 5 | 3 | 3 | 2 | 1 | 72 | 46 | 68 | 200 |
| Garrett Table Value | 79 | 67 | 59 | 53 | 46 | 40 | 32 | 20 | |

Non availability of cement was given first rank with a mean score of 71.47. Torn bags obtained second rank with a mean score of 61.87. Hardening of cements bag quality obtained third rank with a mean score of 54.76.

11. Findings, suggestions and conclusion

11.1 Findings

11.2 Simple percentage analysis

- Majority 62% of respondents belong to age group of between 31 years to 40 years.
- Majority 84 % of the respondents are male members.
- Majority 57% of the respondents are unmarried.
- Majority 83% of the respondents are completed their UG degree.

- Majority 59% of the respondents are living in Nuclear Family.
- 44% of the respondent's families have above 5 members.
- 37% of the respondents are business man.
- Majority 59% of the respondents earning Rs.25001-Rs.50000 per month.
- 21% of the respondents are preferred for acc cements.
- Majority 73% of the respondents purchase particular brand influenced due to quality.

12. Chi-Square Analysis

The table clearly indicates that Occupation of the respondents with choosing the brand of cements, 40% of respondents are Engineers they are choosing for Ultra Tech Cements, 29.72% of respondents are Business man they are chosen for ACC Cements, 21.66% of respondents are Building Constructors are choosing for Ultra Tech Cements, 27.27% of respondents are Private Employee they are chosen for Chettinad Cements and 41.67% of respondents are Government Employees are choosing for Sankar Cements.

13. Garrett Ranking

- Non availability of cement was given first rank with a mean score of 71.47
- Brand name was given first rank with a mean score of 543.65.

14. Suggestions

- ❖ Cement industries should create awareness about the Brand Grades among the Customers. This Brand Grades are dependent on the component mix. It will support to the customers to select the particular Grades of Branded Cements
- ❖ Competitors are increasing day by day. So Cement Industries should pay more attention in Advertisement through Television .It should support to increase the sale of Branded Cements.
- ❖ Frequent changes in the Price should be avoided by fixing a Standard Price. It should fix a uniform and fixed rate for all dealers irrespective of the turnover of cement.

- ❖ Dealers should provide credit facilities to the Customers. This should increase the sales of Cements and its usage.
- ❖ Cement industries should consider to avoid the Paper Packing. They may prefer Polythene Packing or bags. It should support to reduce the Hardening of Cements and Torn Bags.
- ❖ The companies should supply 25 kg bags of cements in all Grades. It should helpful to the users of small patch works.
- ❖ The Companies should offer some type of Gift offers to other purchasing people other than Engineers and Dealers.

15. Conclusion

Today there are number of brands of Cements are available in the market. But Customers prefer to purchase their favorable brands due to various reasons. It is oblivious that, the Quality, Advertisement, Brand Name etc; The Present study reveals that majority of the Sample respondents analyzing the distribution network of cement dealers such as Sankar, Ramco, Ultra tech cements. Distribution of sample respondents according to their reasons for Dealing particular cement such as High Commission, Good Quality, Goodwill, Correct Weight. If these suggestions are duly Considered and

Dealers will get an experience in this network. On this basis of the findings of the Present study some Practicable and viable suggestion have been made in this chapter under the heading of suggestions. If the cement manufactures seriously considers all such suggestive measurement, it is expected that a desired result can be achieved.

16. Reference

1. Sancheti DC, Kapoor VK. Statistic Theory, Methods and Applications, Seventh Edition, Sultan Chand & Sons Company Ltd, New Delhi, 2005.
2. Kevin LK. Strategic Brand Management IIIrd edition Published by Dorling Kindersley (India) Pvt Ltd., 2008.
3. Sathay Sundram S. Management of Cement Market Survey. In the Journal of Management 2007; 1.7:18.
4. Siddharth Mahajan T, Mainkar Sarkar V. Comparison of Branded Cement Industry in India, the 'Management of Marketing' Journals 2007; 36(9); 3:62-65
5. Venkatraman S. The Marketing of Cements, Journal of Marketing Intelligence & Planning 2004; 21(6):370-378.
6. Chandrasekaran N. Strucutual Analysis of Cement Industry Journal of Management 1994; 7:18.