

Brand Preference Towards Cement Industry

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Abstract

Cement is one of the important building component used worldwide and it has become a brand in its own right. Cement was first invented by the Egyptians. It was later reinvented by the Greeks and Romans sand and heated limestone were used to create lime, which was then mixed coarser stones to make mortar. The aim of the paper is to find out the factors influencing the buying behavior of consumer, awareness level of consumer, brand preference, problem faced by consumer and their satisfaction level. The study concludes the majority of consumer preferring the quality of the cement, Consumer satisfaction helps to increase brand equity. The major problem faced by the consumer is to find preferable brand of cement and its non availability of cement.

Keywords: Brand Preference, Cement, Satisfaction Level of the Consumer

Introduction

The development of a country's infrastructure is significantly aided by the cement industry of that country. The word cement refers to any type of adhesive used in construction and civil engineering. It refers to a substance that can be used to bind sand, broken stone, or other aggregates into a solid mass. One of the key building materials, cement, is a binding agent that hardens and set to cling to building components like stones, bricks, and tiles, among others. Cement manufacturing in India has increased at 9% to reach 355.46 million tons in FY 13-22. There are 210 cement plants 350 mini plants with an estimated capacity of 11.10 million tones. India is ranked as the second largest producer of cement in the world with capacity of around 565 million tones. The production is expected to grow to 600 million tons by 2025. The housing sector has supported the growth of the cement industry. Over the years major cement demand are from housing sectors, infrastructure development, institutional and industrial sector. The first plant cement was built at Porbandar, Gujarat in 1904, Cement manufacture actually got underway that year in factory established by south India Industrial Ltd., in Madras. India's cement industry produces 8% of the world's cement.

With an authorized share capital of 18 crores, Tamil Nadu Cements Corporation Limited (TANCEM), a fully owned government enterprise, began operation on April 1st, 1976. It acquired the cement plant in Alangulam and built a second plant in Ariyulur in 1979

In the South Indian State of Tamil Nadu, Ariyalur is a town that serves as the district's administrative centre. It is known for its abundance of limestone and is bordered by seven cement companies.

Brand

Brand is a “name, term, sign, symbol (or combination of these) that identifies the maker or seller of the product.”- Philip Kotler and Gary Armstrong

Brand Preference

Brand preference reflects a desire to use a particular company’s products or services, even when there are equally priced and equally-available alternatives. In fact, more often than not, brand preference indicates a desire to seek out a specific product or service, even when it requires paying more or expending more effort to obtain it. Brand preference is important to companies because it provides an indicator of their customers’ loyalty, the success of their marketing tactics, and the strength of their respective brands.

Consumer Satisfaction

It is a measure of how products and services supplied by a company meet or surpass the customer’s expectations. Customer expectation is the needs, wants, and preconceived ideas of customer about a product or a service. If customer expectations are met then the customer is satisfied.

Statement of the Problem

The study on consumer preference gives information about the various peoples’ brand preference. This research will provide information on cement industry, factor influencing the buying behavior and the problems faced by consumer using such a product. Consumer anticipate specific things from branded cements, including quality, fast drying, pricing, packing, value of money and company image. Today, there are numerous brands of cement available on the market. Everything holds its own features and consumers give more important to select any one of brand.

The researcher consider it suitable in this setting to look at the preference brand cement from the perspective of a consumer and undertaken to determine the factor influencing the cement buying behavior and consumer awareness level and to analyse the problem faced by using branded cement and to measure consumer satisfaction level is relevant to the study of the above.

Objectives of the Study

- To study the factor influencing the buying behavior of cement.
- To study the awareness level of consumers towards the product.
- To study the respondent’s preference towards the product.
- To analyze the problem faced by the respondent even as using branded cements.
- To identify the satisfaction level of consumers in purchase of cement.

Review of Literature

The review of literature guides the researcher to get better understanding about the exploration of this topic in different dimensions.

Stanley Owuotey Bonney, et al., (2022), in this paper an attempt has been made to study consumer preference for cement brands used in concrete production: the Ghanaian perspective. Studied durability, brand name readily available in surrounding stores, simple to use, and well packaged and word of mouth has significant influence on consumers’ preference.

T. Ramesh, et al., (2020), this study considered Brand Perception among cement brands – An insight among consumer. The purpose of the research it reveals that the concrete organizations need to make mindfulness. To need upgrade their image value must of perception quality as major influencer.

Rajeev Jain, et al., (2016), have conducted research, “Perceptions and Preferences of Consumers regarding Cement Brands in South Rajasthan”. The purpose of this paper reveals that the brand name and strength attributes in preferring a brand. The significantly affecting the preference of consumers for each brand. The brand preference among consumers as a result of attributes through cement is a homogenous product.

K. Amutha, et al., (2015), in their study has made as attempt to a Study on brand preference of selected cement with special reference to dindigul districts. The objective of studies is know about the factors influencing the buying behavior of cements and to find out the problem faced by respondents while using branded cements in dindigul. The data were collected from 200 respondents. This finding

of the study is majority of purchase particular brand influenced due to quality and Non Availability of Cement and Torn Bags problem faced in cement.

M. Punniyamoorthy, et al.,(2011), have conducted a study on a Study of Customers' brand preference pattern and factors influencing brand preference in a commodity product. Studied on Physical product and service information, quality, packing, cost, and image induces to select cement brand.

Research Methodology

The survey for this study's purpose is conducted using the convenience sampling approach. It is non probability sample. 150 responders in this survey used branded cement from the town of Udumalpet. To gather the primary data, a carefully designed questionnaire was personally given to the chosen participants.

Statistical Tools used

- Simple Percentage Analysis Method
- Garrett Ranking Analysis

Simple Percentage Analysis Methods

Table 1 Personal Factors

Personal Factors	Category	No. of Respondent	%
Age	Below 30 Years	14	9
	31- 40 Years	76	51
	41 - 50 Years	42	28
	Above 51 Years	18	12
Gender	Male	100	67
	Female	50	33
Marital Status	Married	70	47
	Unmarried	80	53
Educational Qualification	School Level	25	17
	College Level	88	59
Educational Qualification	Professional	20	13
	Others	17	11

Type of Family	Joint Family	90	60
	Nuclear Family	60	40
Size of Family	Below 3 Members	30	20
	3 - 5 Members	58	39
	Above 5 Members	62	41
Occupation	Business	25	17
	Agriculture	42	28
	Professional	50	33
	Employee	33	22
Monthly Income	Less than Rs. 25,000	22	15
	Rs. 25,001 - Rs. 50,000	68	45
	Rs. 50,001 - Rs. 1,00,001	33	22
	Above Rs, 1,00,000	27	18
Total no. of respondents		150	

The above table indicates that the Age of the respondents below to 31 – 40 years is 51%, the male respondents are 67%, Unmarried respondents are 53% ,out of 150 respondents 59% is completed college level, Joint Family is 60% , Above 5 Member in their family are 41%, Professional 33%, Monthly income Rs. 25,001 – Rs. 50,000 is 45%.

Table 2 Factor Influencing the Buying Behavior of Cement

Factor influencing the buying behavior of cement	No. of Respondent	%
Brand Image	22	15
Quality	75	50
Price	17	11
Color	15	10
Availability	7	5
Packing	5	3
Dealer Approach	9	6
Total	150	100

The table 2 clearly indicates that the factors influencing the buying behavior of cement that the Quality is 50%, Brand Image is 15%, Price is 11%, Color is 10%, Dealer Approach is 6%, Availability is 5% and Packing is 3%.

Table 3 Awareness Level of Consumers Towards the Product

Awareness level of consumers towards the product	No. of Respondent	%
Engineers	50	33
Masons	35	23
Relatives	24	16
Friends	30	20
Company Representative	11	7
Total	150	100

The above table found that, the awareness level of Consumers towards the cement, Engineers is 33%, Masons is 23%, Friends is 20%, Relatives is 16 % and Company Representative is 7%.

Table 4 Preference of Brand Name

Preference of Brand Name	No. of Respondent	%
Ramco Cement	33	22
Ultra Tech Cement	26	17
Dalima Cement	28	19
Brila Cement	22	15
Sankar Cement	24	16
Chettinad Cement	17	11
Total	150	100

The table no. 04 denotes that the brand preference of Ramco Cement is 22%, Dalima Cement is 19%, Ultra Tech Cement is 17%, Sankar Cement is 16%, Brila Cement is 15% and Chettinad Cement is 11%.

Garrett Ranking

Non availability of cement was given first rank with a rank score of 61. Torn bags obtained second rank with a rank score 56. Hardening of cements bag quality obtained third rank with a mean score 53. Inconsistent problem obtained fourth rank with a score 43.

Table 5 Ranking for Problem Faced in Cement

Factor	Rank						Total
	1	2	3	4	5	6	
Non availability	69	30	15	11	9	16	150
Torn Bags	22	46	40	17	13	12	150
Hardening of Cements bag quality	19	22	41	30	20	18	150
Inconsistent Problem	18	26	25	27	32	22	150
Set Cement Bags	10	15	18	28	45	34	150
Other Problem	12	11	11	37	31	48	150
Garrett Table Value	77	63	54	46	37	22	

Table 6 Ranking for Satisfaction Level of Consumers in Purchase of Cement

Satisfaction level	Rank					Total
	1	2	3	4	5	
Highly Satisfaction	75	38	10	15	12	150
Satisfaction	33	74	27	5	11	150
Neutral	26	28	59	20	17	150
Dissatisfaction	11	4	20	70	45	150
Highly Dissatisfaction	5	6	34	40	65	150
Garrett Table Value	75	60	50	40	25	

Highly satisfaction was given first rank with a mean score of 62. Satisfaction was given second rank with a mean of 58. Neutral obtained third rank with a mean score of 52.

Finding

1. Majority (51%) of the respondents belong to age group of between 31years – 40 years.
2. Majority (67%) of the respondents are male.
3. Majority (53%) of the respondents are unmarried.
4. Majority (59%) of the respondents are at college level.
5. Majority (60%) of the respondents are in joint family.

6. Majority (41%) of the respondents families have above 5 members.
7. Majority (33%) of the respondents are professional.
8. Majority (45%) of the respondents earning Rs. 25,001 – Rs.50, 000.
9. Majority (50%) of the respondents are particular brand influenced due to quality.
10. Majority (33%) of the respondents are awareness of the cement by Engineer.

Garrett Ranking:

- Non availability of cement was given first rank with a mean score of 61.
- Highly Satisfaction was given first rank with a mean score of 62

Conclusion

There are many different brands of cement on the market. However, the consumer prefers to buy one brand owing to variety of factors such as prices, quality, availability and convenience. According to the current study, the majority of consumer prefers the quality of the branded cement and main problem faced from the consumer point of view is Non availability of cement. It is anticipated that a desired outcome will be possible if cement makers seriously evaluate all of these suggestive measurements.

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