



### Short Communication

## A Study on Factors Affecting Selection of Cement Brands among the Selected Customer Group of Durg District, CG, India

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### Abstract

*The present paper is an try and comprehend the quite a lot of attributes that contributes the shopping behavior and decision making of best shoppers in case of cement industry in Durg District. On this path the samples taken had been non-rewarding convenience sampling with a pattern measurement confined to 50 samples of Engineers, Contractors, Mason and Builders. The paper is wholly headquartered on principal knowledge supply handiest. The target of the paper is to undertake intensive study to recognize the different explanations which effects the client's option for cement. This paper will able to furnish a new direction for research in other vital areas of cement industry quite often.*

**Keywords:** Cement, Customer's buying behavior, Non-profitable sampling.

### Introduction

Cementing materials have played a vital role in construction purpose; it is one of the key infrastructure industries. In the last four decades with the increase in demand due to development, the cement technology has undergone dramatic changes. In this competitive market there are various cement manufacturing companies which are 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. On the basis of this dynamic demand different brands of Cement are 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 factors that can affect the customer's buying decision on the basis of awareness level of buyers of cement and to identify the attributes which motivate the buyers to purchase cement. Hence, the study entitled "A study on factors affecting selection of cement brands among the selected customer group of Durg district". So in this research we tried to find out the factors which affects the customer's decision which lead to the preferences of a particular brand among various brands of cements that are available in market.

**Literature review:** "Brand and its impact on buying behavior for cement industry- A literature review", in this paper he has analysed various literatures which provided a new dimension relevant to areas of cement industry in general<sup>1</sup>.

"Nation-brands of the twenty-first century", In this paper he has analysed the Value of a consistent and all-embracing national manufacturer strategy which determines probably the most

practical, best and most compelling strategic vision for the nation, and ensures that this imaginative and prescient is supported, strengthened, and enriched with the aid of each act of conversation between the nation and the relaxation of the world<sup>2</sup>.

"Country as brand, product, and beyond: a place marketing and brand management perspective", says the other phrases similar to country wide identity and cultural stereotypes have little direct implication in branding or marketing due to the fact that they have got a clear focus on the culture and individuals of a nation. There is not any single definition about nation branding. To a couple it's with ease a different term for country of origin effect or situation advertising<sup>3</sup>.

In this paper the researcher has specializes in the problem that each the brand name and packaging performs a significant role in purchaser's purchasing resolution. Together with this company familiarity can be valuable related to customer's option of a product or service; the paper additionally concluded that out of the most important causes, packaging is used for brand identity purposes<sup>4</sup>.

In keeping with the creator brand plays an extraordinarily influential function in patron resolution making process and there are various reasons like nation of starting place, high-quality, trust and reputations performs a tremendous influencing component in this regard<sup>5</sup>.

This paper specializes in technical facet of the cements which in many instances forces the customers to go for an advanced manufacturers. The causes related to the company should be focal point for lengthy sustainability of the brand name<sup>6</sup>.

In this paper the creator had performed an empirical learns in Coimbatore city to appreciate the consumer notion toward cement brands<sup>7</sup>.

**Objectives of the study:** The following are the objectives of the present study: i. To study the factors which influence the consumer perception about the choice of cement. ii. To study the factors affecting the buying decision of cement by customers. iii. To analyse the customer perception through scientific tools. iv. To identify the features which the end user expects in the product.

### Methodology

A descriptive research with a Non-probability Convenience sampling method is designed for the survey of this study purpose. In this study 50 respondents were the Builders, Contractor’s, Mason and Architectures of branded cements from Durg district. A structured questionnaire was personally administrated to the selected sample to collect the primary data.

### Results and Discussion

Survey form: Influencer-Builder/Engineer/Architect.

**Table-1**  
**Types of respondents involved in sample**

| Types of Respondents          | Sample in numbers | Sample in percentage |
|-------------------------------|-------------------|----------------------|
| Total sample size             | 50                | -                    |
| Architect out of sample       | 4                 | 7.6%                 |
| Builder out of sample         | 18                | 36.6%                |
| Engineer out of sample        | 17                | 34%                  |
| Builder as well as Engineer   | 1                 | 1%                   |
| Engineer as well as architect | 2                 | 4%                   |
| Others                        | 8                 | 16.6%                |

**Table-2**  
**Types of Respondents- Region wise distribution**

| Types of Respondents                     | Sample in numbers | Sample in percentage |
|------------------------------------------|-------------------|----------------------|
| Total Influencer living in rural area    | 05                | 10%                  |
| Total Influencer living in urban area    | 28                | 56%                  |
| Total Builder living in rural area       | 3                 | 10.9% of all builder |
| Total Builder living in urban area       | 11                | 62.4% of all builder |
| Total Builder living in unspecified area | 4                 | -                    |
| Total Engineer living in rural area      | 5                 | 30% of all engg.     |
| Total Engineer living in urban area      | 12                | 70% of all engg.     |

**Interpretation:** From this we can conclude that most important influencer group; builder is mostly residing in urban area (62.4 %), so marketing policy should be based on urban mindset.

The survey also indicates that most of the Influencer is either Builder or Engineer so the marketing efforts should be directed towards this group. The marketing policy should include advertisement capturing attention of Builder (credit facility, supply at site etc. ---this require more research) or of Engineer (Add showing strength, durability, looks etc. ---this require further research).

### Conclusion

The various overview related to this be taught in cement enterprise concludes that position of product produced plays an predominant role like different various variables identifies are understanding about manufacturer fairness, emotional branding, management branding approach, worker branding, identity process, company positioning, name and packaging of product, altering environment, role of opinion leaders, branding detail like country of beginning, trust, exceptional and fame and so on. Different motives like effective market communiqué, distribution network, innovative advertising and marketing initiatives and brand identify must no longer be diluted. All these attributes plays a major position in purchasing conduct of ideal consumers. These causes cannot be disregarded through the industry advertising people. If these are omitted than it is going to be very complex to maintain within the aggressive market.

Considering the Durg district of Chhattisgarh and nearby are, which are under huge development and expansion phase. The demand of cement and associated product is rising day by day. The number of players in this sector is also entering due to attractive market with stagnation in the other part of state. It has been also studied that causes like: colour of cement, Mason (with the aid of phrase of mouth publicity), brand identify, quantity of water required to combine the cement, settling time etc. Probably the most reasons which have an effect on the alternative of cement for the construction approach will be the need of hour in order to fulfill the customers demand and to meet the expectations of the growing market.

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