



A study on brand positioning of India cements as a market leader

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

VIGNESH M

Register No. 39410227



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021

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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of VIGNESH M 39410227
who have done the project work entitled **A study on brand positioning of india
cements as a market leader** under my supervision from December 2020 to March
2021.

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Submitted for Viva voce Examination held on _____.

Internal Examiner

External

Examiner

DECLARATION

I VIGNESH M **39410227** hereby declare that the Project Report entitled **A STUDY ON brand positioning of India cements as a market leader** done by me under the guidance of Dr. N. KUMAR, MA, MPhil, PhD, MBA at A study on brand positioning of india cements as a market leader is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. Palani A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

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I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

VIGNESH . M

ABSTRACT:

This project mainly focuses on the brand positioning of India cements as a market leader. Brand positioning defines how the company's target image is shaped in the minds of consumer. In a competitive environment, ensuring the differentiation of brand is possible through an effective brand positioning that includes a consistent customer brand relationship.

Effective brand positioning is required to reveal brand trust and generate measurable value. In the event of consistency, compliance with brand value enhances customer satisfaction and thus brand loyalty.

The study was conducted among the costumers and retailers. Research design adapted for the study was descriptive research design. The sample techniques chosen for this study is non-profitability sampling method. The primary data is collected from 120 respondents through a well-structured questionnaire and the secondary data was collected through journal reports, books etc...., The tool which is used for interpretation is Percentage analysis, Chi-square test, Annova and correlation.

The conclusion of the project is the company should concentrate on direct meeting with the customers , should decrease the response time to the complain received , should decrease delivery time of cement and more promotional programme to be organized.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Brand positioning refers to “target consumer’s reason to buy your brand in preference to others. It ensures that all brand activity has a common aim; is guided, directed and delivered by the brand’s benefits/reasons to buy; and it focuses at all points of contact with the consumer. Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and its similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors. Brand refers to Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers Initially, Branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol. In marketing, positioning is the process by which marketers try to create an image or identity in the minds of their target market for its product, brand or organization.

Brand positioning, probably the most common is: identifying and attempting to occupy a market niche for a brand, product or service utilizing traditional marketing placement strategies (i.e. price, promotion, distribution, packaging, and competition).

Key objectives of brand positioning include relevance, differentiation and credibility/attainability, as described here:

- **Relevance** - Customers must find the brand appealing. If not, the brand won't make it into the consideration set, regardless of how differentiated or credible it is.
- **Differentiation** - is critical and the key driver of positioning success. The brand must be unique vs. competitive offerings.
- **Credible and attainable** - is the final measure. If you cannot credibly provide the offering, the customer is left with an empty promise.

Brand positioning is important for your business in these four ways:

- **Market differentiation:** Showing the uniqueness of your product in any industry creates a major advantage. When you use your brand positioning to celebrate

how your product solves a particular problem or need differently than your competitors, customers will take notice.

- **Easy purchase decisions:** By clearly defining your product and how it can benefit your customer, you take the guesswork out of the purchase process. When you give customers the answers to questions they are looking for, they will be quicker to trust and buy.
- **Value confirmation:** A strong brand doesn't have to rely on pricing wars with competitors. Instead, great brand positions establish the high value of their product, making customers want to buy it no matter what (even if it isn't the cheapest on the market)
- **Magnified messaging:** A clear brand positioning statement gives you a springboard for compelling creative storytelling. By having a concrete vision, you can elevate each additional piece of marketing to further solidify your place among the competition.



How to Improve Brand Positioning

Brand positioning should be dynamic and fluid. This doesn't mean you have to do a major overhaul every year, but you do need to revisit it at least every quarter to see how you can make it better.

Three ways to improve brand positioning:

- **Listen to your customers:** Don't create your brand positioning in a vacuum. In order for it to resonate with your customers, make sure you are listening to what they have to say. Set up focus groups, send surveys, or simply talk to customers at events and use all those insights to improve your message.

- **Refocus your statement:** Does your brand positioning try and do too much? Have you lost sight of the one or two things that truly make you unique? If your statement has lost its focus, get back to the basics by revisiting your initial research (or conducting new research) to see if your statement is still effective.
- **Create some buzz:** If you're a small company just starting out, you may not have a large enough following to test your brand positioning. If you need more eyes on your messaging, run some paid ads to A/B test a control statement (perhaps a generic statement about your business) against your brand positioning statement to see how people react.

It's critically important when developing a brand positioning strategy to deliver on all three positioning objectives at the same time. This is because brands that are highly relevant though not differentiated run the risk of being commoditized. Similarly, brands that are highly differentiated, though not particularly relevant, become niche providers.

1.2 INDUSTRY PROFILE

1.2.1 Introduction

India is the second largest producer of cement in the world. No wonder India's cement industry is a vital part of its economy, providing employment to more than million people directly or indirectly. Ever since it's deregulated in 1982, the Indian cement industry has attracted huge investments, both from India as well as foreigners India has a lot of potential for development in the infrastructure and construction sector and the cement sector is expected to largely benefit from it. Some of the recent initiatives, such as development of 98 smart cities, is expected to provide a major boost to the sector. Aided by suitable Government foreign policies, several foreign players such as Lafarge-Holcim, Heidelberg Cement, and Vicat have invested in the country in the recent past. A significant factor which aids the growth of this sector is the ready availability of raw materials for making cement, such as limestone and coal.

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. The Indian cement industry is the second largest producer of cement in the world just behind China, but ahead of the United States and Japan. It is consented to be a core sector accounting for approximately 1.3% of GDP and employing over 0.14million people. Also the industry is a significant contributor to the revenue collected by both the central and state governments through excise and sales taxes.

1.2.2 Market Size

Cement production reached 329 million tons (MT) in FY20 and is projected to reach 381 MT by FY22. However, the consumption stood at 327 MT in FY20 and will reach 379 MT by FY22. The cement production capacity is estimated to touch 550 MT by 2020. As India has a high quantity and quality of limestone deposits through-out the country, the cement industry promises huge potential for growth. The housing sector is the biggest demand driver of cement, accounting for about 67 percent of total consumption in India.

According to CLSA (institutional brokerage and investment group), the Indian cement sector is witnessing improved demand. Key players reported by the company are ACC, Dalmia and Ultratech Cement. In the second quarter of FY21, Indian cement companies reported a sharp rebound in earnings and demand for the industry increased, driven by rural recovery. With the rural markets normalizing, the demand outlook remained strong. For FY21, CLSA expects a 14% YoY increase in EBITDA in the cement market for its coverage stocks.

Cement demand is expected to increase due to governments push for large infrastructure projects, leading to 45 million tons of cement needed in the upcoming years. To meet the rise in demand, cement companies are expected to add 56 million tons capacity over the next 3 years. The other major consumers of cement include infrastructure at 13 percent, commercial construction at 11 percent and industrial construction at 9 percent.

The total Installed capacity in the Indian cement sector is approximately 545 million tons per annum, whereas 337 million tons of cement was produced in 2018-19, signifying a capacity utilization of around 62%. Dominated by domestic players, the Indian Cement Industry has been a first mover with regard to keeping pace with changing socio-economic and environmental paradigms, whether it is adoption of new technologies, adhering to stricter environmental standards or utilizing other industries' waste produce. **Cement demand is also closely linked to the overall economic growth**, particularly the housing and infrastructure sector. Long term cement demand growth rate is estimated at 1.2 times the GDP growth rate.

Of the total 188 large cement plants in India, 77 are located in the states of Andhra Pradesh, Rajasthan and Tamil Nadu India's cement production increased at a compound annual growth rate (CAGE) of 6.7 per cent to 270.32 million tonnes over FYO7—15. As per the 12th Five Year Plan, production & expected to reach 407 million tonnes by PY1Y.

Marketing strategies used in cement industry

Be acquitted with the market: CEO of cement industries should acquire a comprehensive intelligence of the market and develop a clear view of the micro markets under competition with the company. The model for these micro markets has to be based on a combination of data like changes in supply, forecasting of demand by segments, pricing, and the potential transition points. Apart from this, there should be landed costs, estimation of the competitors manufacturing cost with financial priorities and objectives. This will provide a comprehensive representation of the market dynamics and isolates the opportunities to create value.

Determine your strategy: After gaining a clear understanding of the opportunities and market dynamics, the CEOs of cement companies can make a definition of what their own objectives are, determining which particular micro-market to focus on. With this, they can anticipate potential changes, setting market share aspirations, and developing a series of strategic initiatives in addressing issues and opportunities that may arise. One thing that might be helpful is scenario modeling because it enables CEOs of **Cement Company** to identify the potential emerging issues and ponder on the processes and actions to take.

Create structural advantages: After determining the strategy, the next step is mapping out the structural moves that will help in creating a competitive advantage within a specific micro market. Structural moves to increase profits include taking production offline, acquiring productive assets, shutting down integrated or kilns plants or dedicating production capacity to exports only.

Test and implement commercial practices: Immediately there is a commitment towards the structural moves, commercial activities can be built within the region or micro-market level. In determining the perfect course, the manufacturer should stimulate the effect of various tactical initiatives including changing price regime, fine-graining

customer segmentation etc. These simulations can help in the provision of initial feedback concerning the moves that will yield greater success.

Change mindsets and build capabilities: Finally in the five successful strategies is the changing of mindsets and building of capabilities. The CEO or local director is charged with the responsibility of the development and implementation of a precise commercial strategy that is legally backed within such micro market.

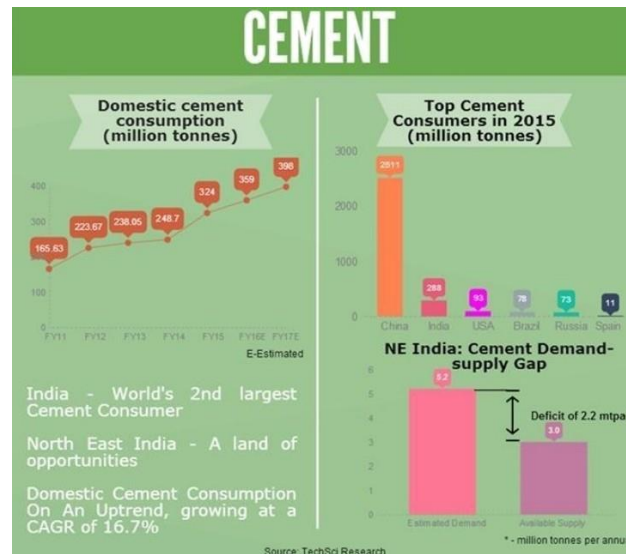
23 Types of cement that is available and used in India.

1. Ordinary Portland Cement 33 Grade
2. Ordinary Portland Cement 43 Grade
3. Ordinary Portland Cement 53 Grade
4. Portland Slag Cement
5. Portland Pozzolana Cement
6. Coloured Cement/White Cement
7. Sulphate Resisting Cement
8. Low Heat Portland Cement
9. Rapid Hardening Cement
10. Hydrophobic Portland Cement
11. Extra Rapid Hardening Cement
12. Quick Setting Cement
13. Super Sulphated Cement
14. Portland Pozzolana Cement (Fly ash based)
15. Portland Pozzolana Cement (Calcined based)
16. Air Entraining Cement
17. Masonry Cement
18. Expansive Cement
19. Oil Well Cement

- 20. Rediset Cement
- 21. Concrete Sleeper Grade Cement
- 22. High Alumina Cement
- 23. Very High Strength Cement.

Opportunities:

Demand - supply gap.



1.3 COMPANY PROFILE

1.3.1 History

It was established in 1946 by **S. N. N. Sankaralinga Iyer** and the first plant was set up at Thalaiyuthu in Tamil Nadu in 1949. It has 7 integrated cement plants in Tamil Nadu, Telangana and Andhra Pradesh, one in Rajasthan (through its subsidiary, Trinetra Cement Ltd) and two grinding units, one each in Tamil Nadu and Maharashtra with a capacity of 15.5 million tonnes per annum.

India cements is a story of wealth creation fuelled by the foresight, missionary zeal and vision of its founders and the dedicated efforts of its employees over the last 7 decades. The India cements Ltd right from its inception has been alive to the larger social responsibility of organized industry. India cements focus on building relationships, relationships that help in enriching lives, relationship that promise a better tomorrow.

1.3.2 Growth and activities

India Cements is one of the oldest family owned corporate. The company has robustly grown over the last two decades from having a capacity of just 1.3 million tonnes in 1989 to having a total capacity of 15.5 million tonnes per annum today. Mr. N Srinivasan the Vice Chairman & Managing Director of the company is directly responsible for the spectacular growth and development over the last two decades.

While cement is the core activity of the company, India cements has ventured into related fields like shipping, coal mining and captive power which have synergy to the main activity of the business; it is seen as a strategy of the company to avoid uncertainties in acquiring energy and other inputs/materials in the supply chain at competitive costs.

India cements not only focuses on cements, they have established many more companies like coromandel sugars ltd, coromandel electric company ltd, coromandel InfoTech India ltd, India cements capital ltd and India cements infrastructure ltd.

1.3.3 Vision

To create value on a sustained basis for all stakeholders of India cements through lofty standards of transparency, accountability and responsibility, innovation and leadership in cement manufacture.

1.3.4 Mission

Indian cements will strive to remain a leader in the manufacture of cement and establish itself as a preferred supplier of products and services to its clients.

NATION BUILDING

7 decades old commitment

1949

First Cement Plant at Sankarnagar, Tirunelveli (Tamil Nadu).
Modern Dry Process conversion in 1990
- Current Capacity 2 Million Tonnes

1963

Second Cement Plant at Sankari, Salem (Tamil Nadu).
Conversion to Dry Process in 2007
- Current Capacity 0.86 Million Tonnes

1990

Third Cement Plant at Cuddapah (Andhra Pradesh)
- Acquisition of cement unit of Coromandel Fertilisers
- Current Capacity - 1.40 Million Tonnes

1997

Fourth Cement Unit, a Greenfield Plant at Dalavoi (Tamil Nadu). A modern state-of-art technology Plant.
Current Capacity - 1.90 Million Tonnes

1998

Fifth Cement Unit at Yerraguntala (Andhra Pradesh)
- Acquisition of a Dry Process Plant from Cement Corporation of India.
Capacity - 0.70 Million Tonnes

1998

Sixth Cement Unit Nalgonda, (Andhra Pradesh) - Acquisition of a Large Dry Process Plant "Raasi".
Capacity - 2.50 Million Tonnes

1998

Seventh Cement Unit at Tandur (Andhra Pradesh) - Malkapur Cement Unit a modern State-of-art Dry Process plant.
Capacity - 1.30 Million Tonnes
Upgraded with Additional line & Expanded Capacity - 2.40 Million Tonnes

2009

Grinding Units of 1.1 Million Tonnes capacity each set up at Parli (Maharashtra) and Chennai (Tamil Nadu).

2011

New Cement Plant of 1.50 Million Tonnes capacity commissioned as ICL's subsidiary Trinetra Cement Ltd.

1.3.5 Brands

India Cements is currently the 3rd biggest cement company in India and the largest cement manufacture of South India. The India Cements products are marketed under 3 brands:-

Raasi Gold, Sankar super power and Coromandel.

Sankar super power is six decade old brand with emotional values and provides confidence and must to its customers over generations. It is popular across states like Tamil Nadu and Kerala. Coromandel King is a brand with rationale value which promises for durability and strength of cement. It is popular in all metro cities of India, generally trusted by all and widely preferred by Architects and Engineers. Raasi Gold is a three decade old brand.



All the four brands are Premium brands in South India. Widely preferred by stockists and consumers.

Plant location:

1. Sankarnagar, Triunelveli
2. Dalavoi, Perambalur
3. Sankari, Salem
4. Vallur, Tiruvallur
5. Yerraguntla, Cuddapah
6. Chilamkur, Cuddapah
7. Malkapur, Tehrgana
8. vishnupuram, Tehrgana

9. Parli, Maharashtra
10. Banswara, Rajasthan.



1.3.6 Marketing strategy of the India cements Ltd.

1. SEGMENTATION: The Company has segmented the market geographically. It sells its products all over India with major presence in southern region
2. PRICING STRATEGY: Before deciding the price of the cement company has considered the following points:

Cost factor:-

- Manufacturing cost
- Transporting cost
- Storing and material handling
- Other cost
- administrator
- Other expenses
- Tax and interest
- Competitor's price and offering

3. MARKETING STRATEGY

Company conducts market surveys to identify market trends and customer's response, company position in the market etc. There is R and D department which continuously trying to improve the quality of the product at the minimum cost and trying to meet the demand of the Customer.

4. MARKETING STRATEGY FOR COMPETITORS

Company always keeps an eye over its competitors activities and its offerings like different promotional schemes, product price etc. It also takes proper action according to competitor's strategy.

5. DISTRIBUTION STRATEGY

The company is distributing cement by following ways :- Direct to consumer Depot

- Whole seller
- Retailer
- Corporate and bulk buyers.

Quality of products and strong brand name

We believe that brand name and reputation are important to retail purchasers of cement in India. We have built a strong reputation among cement purchasers by consistently providing high quality products. We believe that there is strong customer awareness of our brands, Sankar Super Power Cement, for (PPC) cement, Cororamandel Cement and Raasi Gold Cement for (PRO PLUS) cement across India.

The marketing in the India cements ltd

The marketing department of **The India Cements Ltd.** acts as a guide and lead the company's other departments in developing, producing fulfilling, and servicing products or services for their customers. Market is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. In India cements the marketing department typically has a better understanding of the market and customer needs, but should not act independently of product development or customer services. Marketing should be involved, and there should be a meeting of the minds, whenever discussions are held regarding new product/idea development or any customer-related function of the company. The main drawback is that the marketing department also takes most of the blame if a product (or company) isn't successful, regardless of whether or not the fault actually lies there.

The company has implemented a direct mail program and has placed key codes on the mailing labels to track the source of the mailing lists from which customers who place orders are coming. If the employees who take the orders don't ask for and record those codes, then the marketing department has no way of moving which lists are working and which lists are bombing.

Cooperation among departments and support of upper management to enforce necessary procedures is often critical.

So, the marketing department studies the market and the customers, determines the best way to reach those customers, and works with the rest of the company to help determine the new product needs of the market and represent the company in a consistent voice.

Thus the marketing department serves as a beacon for a company, guiding it on which product, pricing, promotional and distribution strategies to use. Professionals employed in this department are usually highly creative and have many duties. Some gather input from current consumers, while others disseminate information to other departments and businesses.

1.3.7 Marketing strategies:

In order to sell their products, the India Cements adopt the following marketing

- Advertising
- Television
- News paper

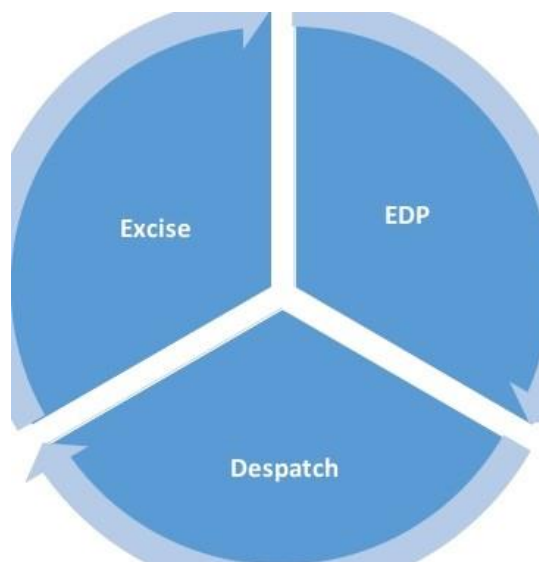
- Wall painting
- Banners
- Sponsorship.

Objectives

The marketing department of India cements has the following objectives

- The major objectives of India cements Ltd is customer satisfaction
- To obtain maximum sales.
- To offer standard quality and best quality of cement
- To encourage the existing buyers for more orders.
- To satisfy the customer needs by delivering the product in the stipulated time.
- To develop new market

The Marketing department consists of further three departments.



Excise

This department deals with excise duties and sales tax of parties orders.

EDP

EDP means electron data process. This department gives a tracking number to order after receiving from sales offices of company. This tracking number is identity of that order, which has a full record in oracle software. After doing the proper procedure the order document is processed to dispatch office.

Different reports which are the parts of EDP daily work.

- Daily Brand Wise Dispatch
- Daily loading Repos
- District Wise Balance Loading Repos
- Statement of Daily Dispatch
- Office Wise Back Log Position (DG)
- Cement Balance Transfer Programme
- Daily Plan Wise Dispatch Report
- Cement Transfer repos (indirect)
- Sales Tax Invoice

DISPATCH

In dispatch department the main work is to dispatch the cement according the orders of sales offices. After taking the authorities the dispatch department makes truck loading advice according to which cement bags are loaded on muck. It basically shows the quality, location of unit, truck driver name, truck number and destination of loaded cements bags.

Dispatch department also make many report daily some are

- Truck Loading Advice
- Truck Loading Advice (Inventory Transfer)
- Truck Loading Check Repos
- Unit Wise Dispatch Detail
- Gate Pass
- Gate Pass (Inventory Transfer).

1.3.8 Key competitors

The India cements face a stiff competition in the market. Due to its superior quality, it is able to withstand in the market. Some of the competitors that The India Cements face in the market are:

- Ramco cements
- Ultratech cements
- Dalmia cements
- Chettinad cements

1.3.9 Awards

- Socially Responsible Corporate Citizen “India’s Best Companies to Work for” Award,
- Gold Award - National Institute of Personal Management, Star Brands 2013,
- Green Manufacturing Excellence Award by Frost & Sullivan,
- Greentech Safety Gold Award by Greentech Foundation,
- Golden Peacock HR Excellence Award,
- Safety Innovation Award,
- Leads Business woman of the Year Award,
- Greentech HR Excellence Award by Greentech Foundation,
- Leading CEO of the Year Award,
- Best Professionally Managed Company Award and
- Golden Peacock Award for CSR initiatives
- The India Cements has been honoured with ‘Make In India Awards for Excellence –2015.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE.

1. **Mehtha (1955)** in a study on location quotient and coefficient of localization endeavored that the regionalization of cement firms clearly mirrors on account of the relative pull of industrious inputs.
2. **Poddar (1962 and 1966)** in his two pioneer works on the Cement industry emphasized and enumerated all the historical facts associated to diverse aspects of Indian cement industry.
3. **Maggard (1976)** points out that positioning can make a real contribution as a conceptual vehicle through which various marketing concepts (market segmentation, product differentiation, consumer preference, target market and the like) might be synchronized more effectively.
4. **Dogra (1980)** studied an optimistic relationship between the growth of installed capacity, utilization of capacity and technological advancement of cement enterprises in India.
5. **Singh, K.P. (1981)** has found out that the size of the unit has a significant role in the capital structure of the cement industry. His study has revealed that the returns and profitability can be increased by increasing the firm size from small too big.
6. **Aaker and Shansby (1982)** claim that product positioning is so central and critical that it should be considered at the level of a mission statement.
7. **Crawford (1985)** believes that positioning is meant to drive the entire marketing programme of the organization and sees positioning as an ingredient of total strategy, not just an advertising ploy, product, brand, price, promotion and distribution must all be consistent with the positioning statement.
8. **Kapferer, 1986** “A brand is, both tangible and intangible, practical and symbolic, visible and invisible under conditions that are economically viable for the company”.
9. **Agarwal A.K. and Agarwal V.K (1986)** made an attempt to examine the reasons and effects of capacity underutilization of cement industry in India based on the

Mathematical and statistical techniques which covered all industries both the private sector and public sector cement industries.

10. **Schouten and McAlexander (1989)** contend that a key benefit of a successful positioning strategy is the partial insulation it gives from the competitive pressures of other firm.
11. **Tiwari R.S. (1998)** has identified the following outcomes. He revealed that the industry must earn reasonable profits to survive and this will mostly depend on the cost of production. He also suggested that proper management, effective control and cost reduction strategies are the most important methods that need to be adopted to improve the profitability in cement companies.
12. In today's over-communicated and product-saturated consumer world, effective positioning is critical to brand success (**Marsden, 2002**).
13. This not true for only a new brand, it is also of relevance for existing brands when enlarging one's own market potential or when differentiating a brand from its competitors by repositioning (**Trommsdorf, 2002**).
14. **Padmaja Manoharan (2002)** through the analytical study on "Profitability of Cement Industry in India" has revealed the variation in profitability of Indian cement companies depending on age, size and region. The study identified that quality of earning depends on management and leverage management. Further, the analysis concludes that the profitability and quality of earnings is influenced by the liquidity factor.
15. **Santany Kumar Ghosh (2003)** in this paper, "Utilization of Current Asset and Operating Profitability and an Empirical Study on Cement in India". The study concluded that the degree of current asset in positive associated with the operating profitability of the firm.
16. **Richarme (2007)** argues that marketers should adopt positioning as their fifth "P" and use it in conjunction with the other four "Ps". To a large degree, it is a higher-order "P" that rides on the base of the other four "Ps" and at the same time serves as a bridge to corporate strategy.
17. **Cravens and Piercy (2009)** claim that effective positioning of the firm's products is essential in gaining and sustaining superior performance.
18. **Quiroga & Kamila (2010)** in their research-Marketing and Face book, describe how fashion companies promote themselves on social media platforms such as Face book. This study took 34 Swedish companies into consideration.

19. **Nida, Sadaf, Sanya & Umair (2010)** in their research-Evolution of Digital Media as an IMC tool and its relevance for Pakistan aim to analyze the trends of digital media within IMC over the years in Pakistan, the factors that have contributed to the change and explore the importance of digital media in the marketing mix in future.
20. **Jeremy (2010)** Manufacturers are in a better position to monitor online discussions about their products: most U.S. companies that depend on copyright and trade mark recognition currently engage in brand-protection activities through aggressive surveillance and litigation. Hospitals increasingly are using social networks for promotional purposes and to gauge consumer experiences with their organizations
21. **Farrar, M., 2010** The use of online promotions enables managers in an organization to control cost and lead the company to success. There is the flexibility of advertising media including television (TV), press, and billboards attracts potential customers or the target market. However managers should consider different agencies as digital media to help meet the customer requirements including creative agencies, technology builders, and content providers.
22. **Joanna Lord (2013)** states that Online marketing in 2012 could be summed up in a few words: mobile, big brands and Google updates. As we look back at the events and advancements that shaped last year in online marketing, naturally we should look forward and wonder what 2013 will have in store. While the execution of all this might vary wildly, there is no doubt a few areas will capture our attention and be the driving forces behind business decisions over the next 12 months
23. **Vinerean, Cetina, Dumitrescu and Tichindelean (2013)** did this exploratory research based on primary data using university students in Romania to explore how to engage with different types of audience on social media marketing platforms (based on their online behavioural aspects), so as to maximize the effect of online marketing strategy. A linear model was examined to find out how different predictors related to online users and social networking sites, have a positive impact on audiences' perceptions of online advertisement.
24. **Hyoryung Nam, Yogesh V. Joshi, and P.K. Kannan (2017)**, Social tags are user-defined keywords associated with online content that reflect consumers' perceptions of various objects, including products and brands. This research presents a new approach for harvesting rich, qualitative information on brands from user-generated social tags. The authors first compare their proposed approach with conventional techniques such as brand concept maps and text mining. They highlight the added value of their approach that results from the unconstrained, open-ended, and synoptic nature of consumer generated content contained within social tags. The authors then apply existing text-mining and data reduction methods to analyse

disaggregate-level social tagging data for marketing research and demonstrate how marketers can utilize the information in social tags by extracting key representative topics, monitoring common dynamic trends, and understanding heterogeneous perceptions of a brand.

25. **Hannes Datta, Kusum L. Ailawadi, and Harald J. van Heerde (2017)** Brand equity is the differential preference and response to marketing effort that a product obtains because of its brand identification. Brand equity can be measured using either consumer perceptions or sales. Consumer-based brand equity (CBBE) measures what consumers think and feel about the brand, whereas sales-based brand equity (SBBE) is the brand intercept in a choice or market share model. This article studies the extent to which CBBE manifests itself in SBBE and marketing-mix response using ten years of IRI scanner and Brand Asset Valuator data for 290 brands spanning 25 packaged good categories. The authors uncover a fairly strong positive association of SBBE with three dimensions of CBBE—relevance, esteem, and knowledge—but a slight negative correspondence with the fourth dimension, energized differentiation. They also reveal new insights on the category characteristics that moderate the CBBE–SBBE relationship and document a more nuanced association of the CBBE dimensions with response to the major marketing-mix variables than heretofore assumed. The authors discuss implications for academic researchers who predict and test the impact of brand equity, for market researchers who measure it, and for marketers who want to translate their brand equity into marketplace success.

26. **Abhishek PathaE, Gemma CalvertCarlos Velasco (2017)**, Research has shown that marketers can enhance consumers' expectations when a product's attributes are congruent with its packaging, shape, sensory attributes and sound of the brand name (sound symbolism). In the past decade, a reasonable amount of research has focused on sound symbolic attributes of brand names; however, the literature linking the age of acquisition (AoA) of various phonemes, their usage in brand names and their subsequent perception by consumers is lacking. In the present research, we hypothesized that because humans acquire different phonemes at different ages and consequently some phonemes are used more frequently (vs rarely) in everyday conversations and have more concrete (vs abstract) mental representations than late (vs early)-acquired phonemes, this impacts on the way in which brand names are perceived. Specifically, across three experiments, we demonstrate that brand names created from early-acquired phonemes are more suited to basic brands (i.e., brands which are used in an everyday context), whereas brand names created from late acquired phonemes are more suited for luxury brands. Our research shows an association between the AoA of phonemes, as captured in brand names, and the brand's perceived luxurious appeal. We discuss the results in light of the literature

on speech sound development and provide practical implications for brand managers and marketers.

27. **Delphine Dion and Stéphane Borraz (2017)**, Although a large body of research has investigated how consumers use goods to signal their status, little is known about how brands manage status. The very few studies that have examined this topic are grounded in the traditional conception of status and focus on the possession and display of status signals. The authors offer an alternative understanding of status management by investigating the role of interactions in the service encounter. Drawing from extensive ethnographic work in luxury stores, they investigate how brands (re)configure the status games that surface in the service encounter. They show that through the material and social cues of the servicescape, brands shape consumers' class subjectivities- that is , they make consumers behave as class subjects who have a specific understanding of their position in the social hierarchy. Thus, managing status requires the active creation and management of consumers as class subjects. There is a shift from managing branded goods that signal status to managing customer experiences that make consumers enact status positions. This research helps identify new ways to manage status brands, especially luxury brands.
28. **George Balabanis, Nikoletta-Theofania Siamagka, (2017)**, despite the well-established impact of consumer ethnocentrism (CET) on purchase intentions , extant literature offers limited evidence on actual purchase behaviour. The purpose of this paper is to address the gap by investigating the factors underlying variations in CET behaviour using reported brand purchases. Product category, product cost and visibility, brand and country of origin (COO) of purchased products are investigated for their impact on the differences in the behavioural effects of CET. This study uses survey data collected in the USA from a sample of 468 consumers. Self-reported brand purchases are used and involve ten product categories, 432 brands, and 22 countries of origin. Logistic regressions for repeated measures are used to test the hypotheses formulated. The results confirm that product category is an important determinant of the behavioural effects of CET. CET also has a significant impact on purchases of the most expensive product categories rather than frequently purchased convenient items. Contrary to existing empirical evidence, cultural similarity does not mitigate the negative effects of CET and product visibility does not strengthen the behavioural effect of CET. The study results should enhance managers' understanding of the determinants of ethnocentric behaviour. The results caution managers about the value of self-reported measures and indicate that product features other than COO may be more effective in mitigating the negative effects of CET. This study contributes to extant literature on CET and COO by investigating, for the first time, the problem of inconsistent predictions of purchase

behaviour in the context of foreign vs domestic brands. For this purpose, the study adopted a novel methodological approach to investigate actual brand purchases.

CHAPTER – 3

RESEARCH METHODOLOGY

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word -Methodology, it is the way of searching or solving the research problem.

Research methodology is the systematic, theoretical analysis of the method applied to a field of study or the theoretical analysis of the body of methods and principles associated with a branch of knowledge. It, typically, encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques and could include both present and historical information.

3.1 RESEARCH:

Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observations, comparison and experiment. In short, the search for knowledge through objective and systematic method of generalization and the formulation of a theory is also research. A term 'research' refers to the systematic method of consisting for enunciating the problem, formulating a hypothesis, collecting the facts or data. Analyzing the data, facts and reaching certain conclusions either in the form of solutions towards the concerned problems or in certain generalization for some theoretical formulation. These questions provide only two choices of answers. In fact, these questions do not provide much information to the problem. But these questions are quick and easy for the researchers to complete the tasks.

3.2 RESEARCH DESIGN:

Research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

3.2.1 TYPE OF RESEARCH DESIGN:

The type of research design adopted in this study is DESCRIPTIVE RESEARCH.

- **Descriptive research:**

Descriptive research includes surveys and fact-finding enquiries of different kinds and it can report only what has happened. The purpose of the research is description of the state of affairs as it exists at present. Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, when, where and how. A descriptive study is undertaken in order to ascertain and able to describe the organization constantly engaged themselves in studying and analyzing issues and hence are involved in some form of research activity as they make decisions at the work place. It involves lot of factors like the research design, tools used etc., all these steps and factors put together to bring out clear and accurate results.

3.3 SAMPLING METHOD:

Sampling is the process of selecting a representative group from the population under study. The target population is the total group of individuals from which the sample might be drawn. A sample is the group of people who take part in the investigation. The people who take part are referred to as —participants.

3.3.1 Type of sampling method:

The sampling method used in this study is NON-PROBABILITY SAMPLING.

3.3.2 Non-probability sampling:

Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

3.4 SAMPLE SIZE:

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. The sample size for the study is 120.

3.5 DATA COLLECTION:

Data collection is a systematic approach to gathering information from a variety of sources to get a complete and accurate picture of an area of interest. In this study responses are collected through two different sources. The sources of data collection are;

- Primary data collection
- Secondary data collection

3.5.1 Primary data collection:

Primary data is a type of information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. It is data that has not been previously published and is derived from a new or original research study and collected at the source such as in market. Primary data collection techniques used in this study is QUESTIONNAIRE METHOD. Questionnaire was circulated to 120 respondents. In this study various questionnaire techniques are used and they are:

- Closed ended questions
- Open ended questions

a) Closed ended questions:

Closed ended questions are just that: direct questions that ask for specific pieces of information from a respondent. Closed questions have their greatest value when we need to obtain facts and specific pieces of information. By their nature they limit the respondent field of choice and length of response. A closed-ended question is a question format that limits respondents with a list of answer choices from which they must choose to answer the question. Different types of closed ended questions are,

- **Dichotomous type:** When a question has two possible responses, we consider it as dichotomous type. Surveys often use dichotomous questions that ask for Yes/No, True/False, Agree/Disagree.
- **Multiple choice questions:** Multiple choice questions are a type which has list of answer choices from which they must choose to answer the question.

- **Rating questions:** A rating question asks survey respondents to compare different items using a common scale a question that asks the participant to position each property or object on a verbal, numeric, or graphic continuum. A rating scale is a set of categories designed to elicit information about a quantitative or a qualitative attribute.
- **Ranking questions:** A measurement question that asks the participant to compare and order two or more objects or properties using a numeric scale. A ranking question asks survey respondents to compare a list of different objects to one another.

b) Open ended questions:

Open-ended questions are those questions that will solicit additional information from the inquirer. Sometimes called infinite response or unsaturated type questions. By definition, they are broad and require more than one- or two-word responses. An open-ended question is a question that cannot be answered with a simple yes or no, or with only one or two words, where the person answering the question has to answer it in his or her own words.

3.5.2 SECONDARY DATA COLLECTION:

Secondary data is collected by someone other than the user. Common sources of secondary data for social science include journals, reports, books, websites, magazines etc.

3.6 RESEARCH TOOLS:

Research tools can be defined as the instrument in the hands of researchers to measure what they indent to in their study. The collected data has been analysed by the following statistical tool:

- Percentage Analysis
- Chi-Square Test
- Anova Analysis
- Correlation Analysis.

Percentage Analysis.

Percentage method refers to a specific kind which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and thereby allow meaning comparison.

FORMULA :

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

Chi-square Test.

Chi-square is a test statistic used to test the significant relationship between the observed frequencies and the expected frequencies. Chi-square is a non-parametric test developed by Karl Pearson.

Procedure:

Step-1: Null Hypothesis (Ho): Attributes are independent

Step-2: Alternative Hypothesis (H1): Attributes are not independent

Step-3: Level of significance $\alpha = 0.05$

Step-4: Calculate the expected frequency = $\frac{T_i \cdot T_j}{N}$

N

Where, T_i = Total in the i th row

T_j = Total in the j th row

N = Table grand total.

Step -5: $\frac{(O - E)^2}{E}$

E

Step-6: Degrees of freedom = (r-1) (c-1)

Where, r = Number of rows c = Number of columns.

Step-7: Find the table value of χ^2 at given level of significance with (r-1) (c-1) degrees of freedom.

Step-8: Compare the calculated value with tabulated value of χ^2

Step-9: If the calculated value of χ^2 is less than the tabulated value accepts H_0 , otherwise reject it.

Anova Analysis.

Anova is an analysis tool used in statistic that splits an observed aggregate variability found inside a data set into two parts – systematic factor and random factor. The anova test allows a comparison of more than two groups at the same time to determine whether a relationship exists between them. If no real difference exists between the tested group, which is called the null hypothesis, the result of anova statistic will be close to one.

Correlation Analysis.

Degree and type of relationship between any two or more quantities (variables) in which they vary together over a period; for example, variation in the level of expenditure or savings with variation in the level of income. A positive correlation exists where the high values of one variable are associated with the high values of the other variable(s). A 'negative correlation' means association of high values of one with the low values of the other(s). Correlation can vary from +1 to -1. Values close to +1 indicate a high-degree of positive correlation, and values close to -1 indicate a high degree of negative correlation. Values close to zero indicate poor correlation of either kind, and 0 indicates no correlation at all.

Karl Pearson's coefficient of correlation:

$$r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{n(\sum x^2) - (\sum x)^2} \sqrt{n(\sum y^2) - (\sum y)^2}}$$

Data Collection Instrument

Questionnaire is used as a data collection instrument in this report. A questionnaire is simply a formalized schedule to obtain record specified and relevant information with tolerable accuracy and completeness.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS.

Table 4.1.1: Showing gender wise classification of respondents

s. no	particulars	no of respondents	percentage of respondents
1	male	71	59.1
2	female	49	40.8
	total	120	100

Gender
120 responses

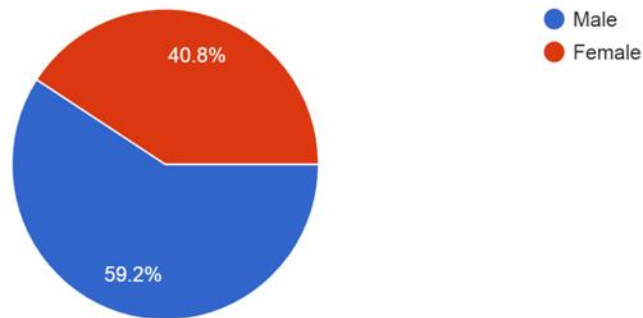


Chart 4 .1 .1: Showing gender wise classification of respondents.

Interpretation:

From the above table it is interpreted that 59.2% are male respondents and 40.8% are female respondents.

Table 4.1.2 : Showing age wise classification of respondents

s.no	particulars	no. of respondents	percentage of respondents
1	Before 19 years	7	5.8
2	20 - 25 years	43	35.8
3	26 - 30 years	12	10
4	31 - 40 years	53	44.1
5	Above 40	5	4.1
	Total	120	100

Age

120 responses

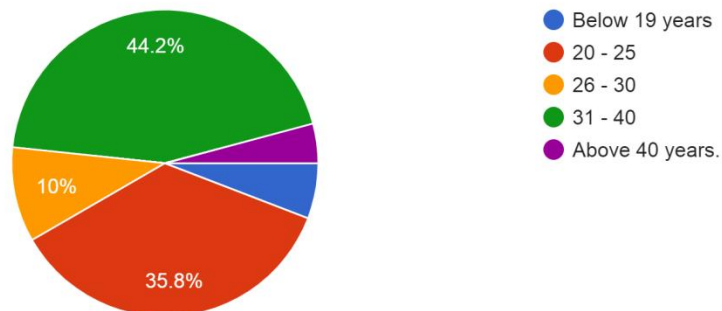


Chart 4.1.2 : Showing age wise classification of respondents.

Interpretation:

From the above table it is interpreted 5.8% are below 19 years respondents, 35.8% are between 20 - 25 years respondents, 10% are between 26 – 30 years respondents and 4.2% are above 40 years.

Table 4.1.3: Showing income wise classification of respondents.

s.no	particular	no. of respondents	percentage of respondents
1	Less than Rs. 20000	28	23.3
2	Rs. 20000 to Rs. 40000	30	25
3	Rs. 40000 to Rs. 80000	50	41.6
4	Above Rs. 80000	12	10
	total	120	100

Monthly income
120 responses

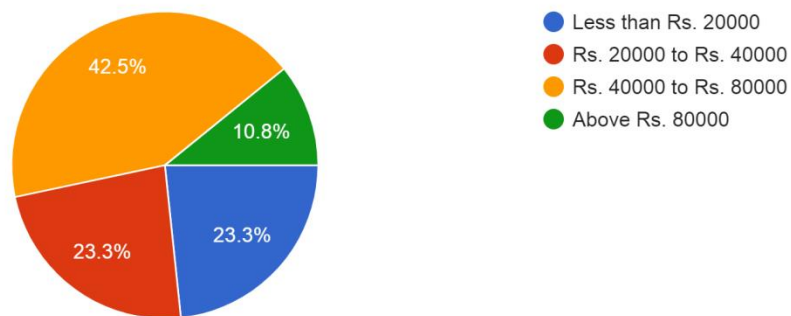


Chart 4.1.3: Showing income wise classification of respondent

Interpretation:

From the above table it is interpreted that 23.3% respondents income is less than Rs. 20000, 23.3% income is Rs. 20000 – 40000, 42.5% income is Rs. 40000 – 80000 and 10.8% income is above Rs. 80000.

Table 4.1.4: Showing Educational qualification wise classification of respondents

s.no	particulars	no. of respondents	percentage of respondents
1	Diploma	21	17.5
2	Ug	44	36.6
3	Pg	43	35.8
4	Professional	8	6.6
5	others	4	3.3
	total	120	100

Education qualification
120 responses

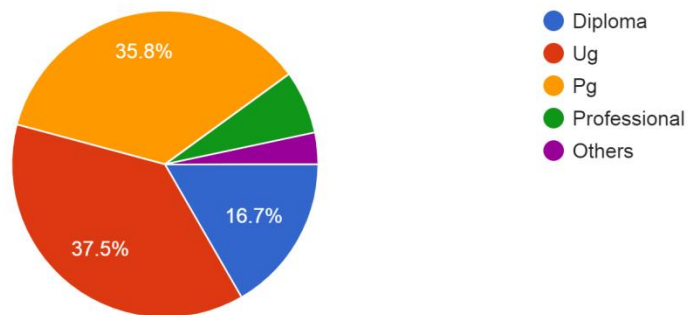


Chart 4.1.4 : Showing Educational qualification wise classification of respondents.

Interpretation:

From the above table it is interpreted that 16.7% are diploma respondents, 37.5% are UG respondents, 35.8 % are PG respondents, 6.7% are professional respondents and 3.3% are others.

Table 4.1.5: Showing marital status wise classification of respondents

s.no	particulars	no. of respondents	percentage of respondents
1	married	32	26.6
2	single	88	73.3
	total	120	100

Marital status
120 responses

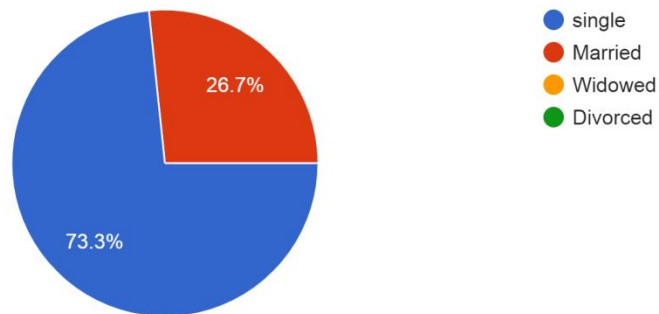


Chart 4.1.5 : Showing marital status wise classification of respondents

Interpretation:

From the above table it is interpreted that 73.3% are single respondents and 26.7% are married respondents.

Table 4.1.6: Showing Occupation wise classification of respondents

s.no	particulars	no.of respondents	percentage of respondents
1	students	24	20
2	government employee	34	28.3
3	self employee	21	17.5
4	private sector	34	28.3
5	unemployed	7	5.8
	total	120	100

Occupation
120 responses

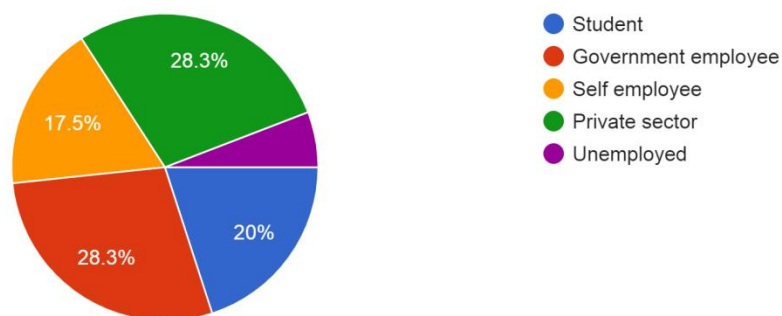


Chart 4.1.6: Showing Occupation wise classification of respondents

Interpretation:

From the above table it is interpreted that 20% of respondents are students, 28.3% are government employee, 17.5% are self employee, 28.3% are private employee and 5.8% are unemployed respondents.

Table 4.1.7: Showing reason for purchasing The India cements

s.no	Particular	No of respondents	Percentage of respondents
1	Reasonable price	25	20.8
2	Supply	10	8.3
3	Brand image	33	27.5
4	Exclusivity	32	26.6
5	Others	20	16.6
	Total	120	100

Reason for purchasing The India Cements
120 responses

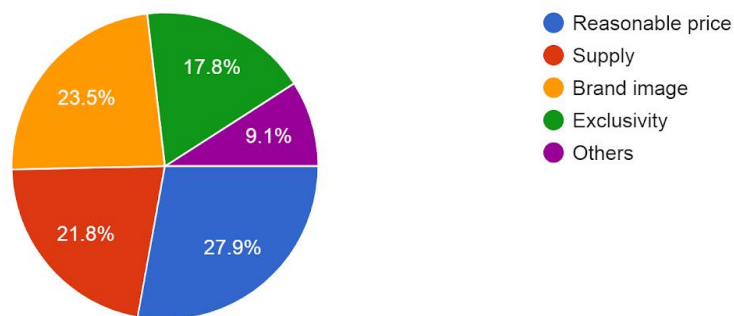


Chart 4.1.7: Showing reason for purchasing The India cements.

Interpretation:

From the above table it is interpreted that 27.9% are reasonable price, 21.8% are supply, 23.5% are brand image, 17.8 % are exclusivity and 9.1% are other reason for purchasing The India cements.

Table 4.1.8: Showing to what extent has the product been successful to meet your needs

s. no	particulars	no. of respondents	percentage of respondents
1	less than 50%	12	10
2	50% - 80%	23	19.1
3	more than 80%	46	38.3
4	to the full extent	39	46.8
	total	120	100

To what extent has the product been successful to meet your needs?

120 responses

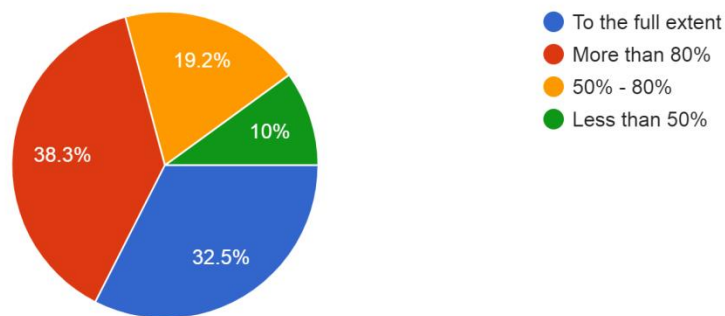


Chart 4.1.8: Showing to what extent has the product been successful to meet your needs

Interpretation:

From the above table it is interpreted that the product been successful to meet 32.5% to the full extent, 38.3% more than 80%, 19.2% is 50% - 80% and 10% less than 50%.

Table 4.1.9: Showing selling price having impact of a brand.

s.no	particular	no. of respondents	percentage of responses
1	strongly agree	42	35
2	agree	51	42.5
3	neutral	16	13.3
4	disagree	6	5
5	strongly disagree	5	4.1
	total	120	100

Selling price having impact of a brand
120 responses

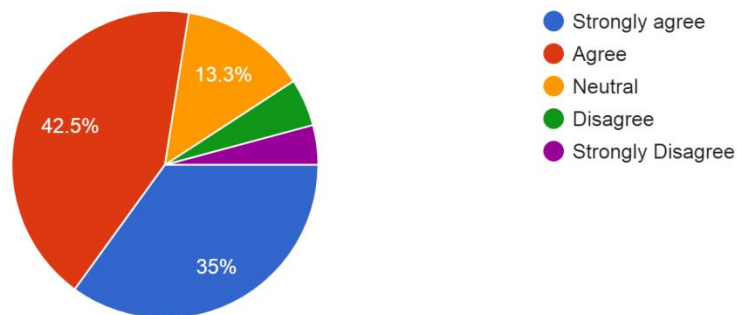


Chart 4.1.9: Showing that selling price having impact of a brand.

Interpretation:

From the above table it is interpreted that 35% of respondents strongly agree, 42.5% agree, 13.3% are neutral, 5% disagree and 4.2% strongly disagree.

Table 4.1.10: Showing that will you stick to the same product if their price is increased

s.no	particulars	No of respondents	Percentage of respondent
1	yes, irrespective of the price increase	52	43.3
2	Up to a certain limit in price increase	55	45.8
3	no, I may look for different product	13	10.8
	Total	120	100

Will you stick to the same product if their price is increased ?

120 responses

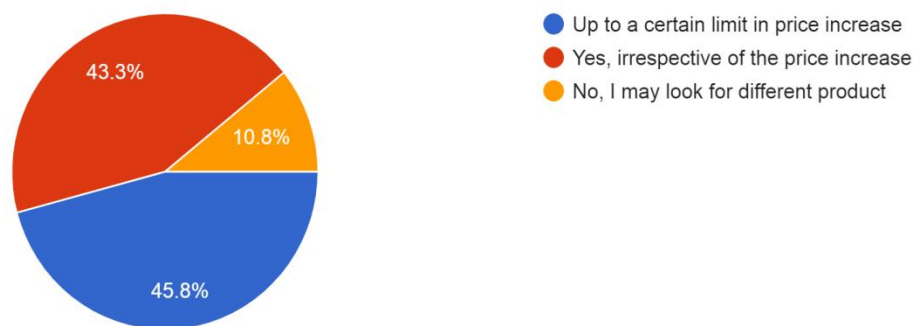


Chart 4.1.10: Showing that will you stick to the product if their price is increased.

Interpretation:

From the above table it is interpreted that 45.8% stick to the same product up to certain limit in price increase, 43.3% irrespective of the price increase and 10.8% may look for different product.

Table 4.1.11: Showing your preferred product under India cements

s.no	particular	No of respondents	Percentage of responses
1	Raasi cements	39	32.5
2	coramental cements	54	45
3	sankar cements	37	30.8
	Total	120	100

Your preferred product under India cements ?

120 responses

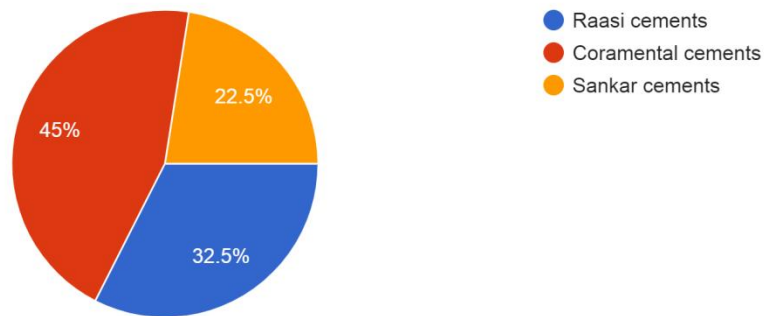


Chart 4.1.11: Showing your preferred product under India cements.

Interpretation:

From the above table it is interpreted that 32.5% prefer raasi cements, 45% prefer coromental cements and 22.5% prefer sankar cement.

Table 4.1.12 Showing which mode of advertisement influence the purchase.

s.no	particular	no of respondents	percentage of respondents
1	Television	32	26.6
2	newspaper / magazine	47	39.1
3	Social Media	18	15
4	Display	20	16.6
	Total	120	100

Which mode of advertisement influence the purchase?

120 responses

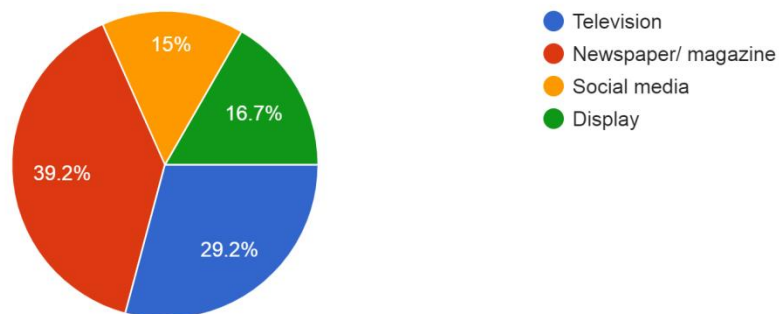


Chart 4.1.12: Showing which mode of advertisement influence the purchase.

Interpretation:

From the above table it is interpreted that 29.2% respondents are influenced through television, 39.2% through newspaper/ magazine, 15% through social media and 16.7% through display.

Table 4.1.13: Showing are you satisfied with the quality of the India cement

sno	particular	no of respondents	percentage of respondents
1	Highly satisfied	23	19.1
2	Satisfied	66	55
3	neutral	21	17.5
4	dissatisfied	6	5
5	Highly satisfied	4	3.3
	Total	120	100

Are you satisfied with the quality and quantity of the India cement
120 responses

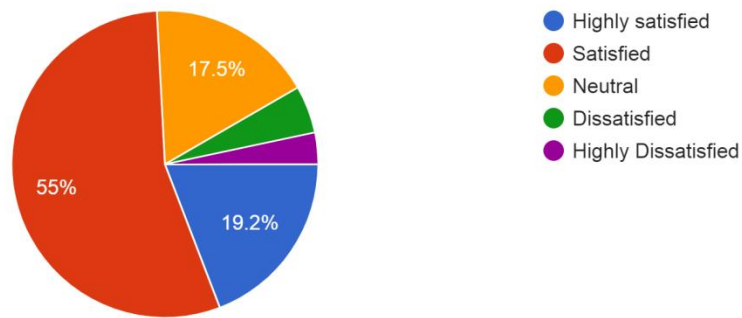


Chart 4.1.13: Showing are you satisfied with the quality and quantity of the India cement

Interpretation:

From the above table it is interpreted that 19.2% respondents are highly satisfied, 55% are satisfied, 17.5% are neutral, 5% dissatisfied and 3.3% are highly dissatisfied.

Table 4.1.14: Showing how frequently purchase is done

s.no	particular	no of respondents	percentage of respondents
1	once in a fortnight	20	16.6
2	weekly	26	21.6
3	monthly	19	15.8
4	yearly	55	45.8
	total	120	100

How frequently purchase is done:

120 responses

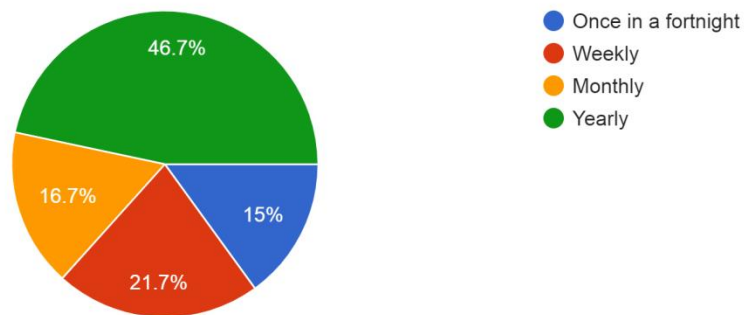


Chart 4.1.14: Showing how frequently purchase is done

Interpretation:

From the above table it is interpreted that 15% of the respondents purchase once in a fortnight, 21.7% purchase weekly, 16.7% purchase monthly and 46.7% purchase yearly.

Table 4.1.15: Showing some areas which has to be improved in The India cements.

s. no	Particular	no of respondent	Percentage of respondent
1	Quality	16	13.3
2	Quantity	32	26.6
3	Brand image	22	18.3
4	Value added services	23	19.1
5	Free trails and discount	27	22.5
	Total	120	100

Can you list some areas which has to be improved in The India cements?

120 responses

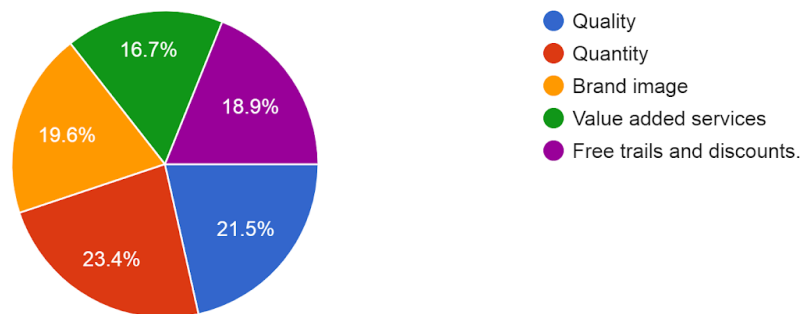


Chart 4.1.15: Showing some areas which has to be improved in The India cements

Interpretation:

From the above table it is interpreted that 21.5% respondents choose quality, 23.4% choose quantity, 19.6% choose brand image, 16.7% choose value added services and 18.9% choose free trails and discounts.

Table 4.1.16: Showing generally brand influenced by

S no	particular	no of respondents	percentage of respondents
1	Advertisement	27	22.5
2	shop owner	31	25.8
3	masons & engineer	55	45.8
4	Friends	7	5.8
	Total	120	100

Generally a brand influenced by
120 responses

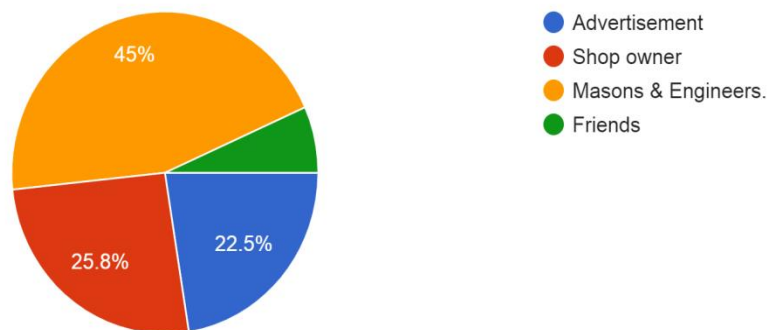


Chart 4.1.16: Showing generally brand influenced by

Interpretation:

From the above table it is interpreted that 22.5% of respondents brand influenced by advertisement, 25.8% by shop owner, 45% by masons & engineers and 6.7% influenced by friends.

Table 4.1.17: Showing following according to you, help build a good brand image

s.no	Particular	No of respondents	Percentage of respondent
1	Quality	30	25
2	Communication strategies	23	19.1
3	Competitive pricing	21	17.5
4	Good value added service	26	21.6
5	Free trails and discounts	20	16.6
	Total	120	100

Which of the following according to you, help build a good brand image?

120 responses

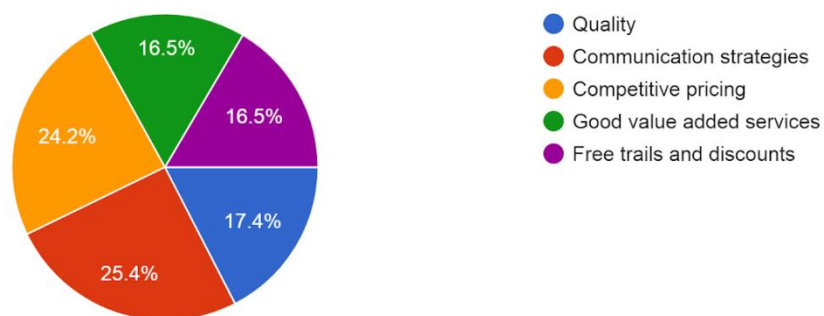


Chart 4.1.17: Showing following according to you , help build a good brand image

Interpretation:

From the above table it is interpreted that 17.4% respondents selected quality, 25.4% communication strategies, 24.2% competitive pricing, 16.5 % good value added service and 16.5% respondents selected free trails and discounts.

Table 4.1.18: Showing popular celebrities good brand ambassadors and in investing in them a good marketing

s.no	particulars	no. of respondents	percentage of respondents
1	yes	113	94.1
2	no	7	5.8
	Total	120	100

Are popular celebrities good brand ambassadors and is investing in them a good marketing strategy?

120 responses

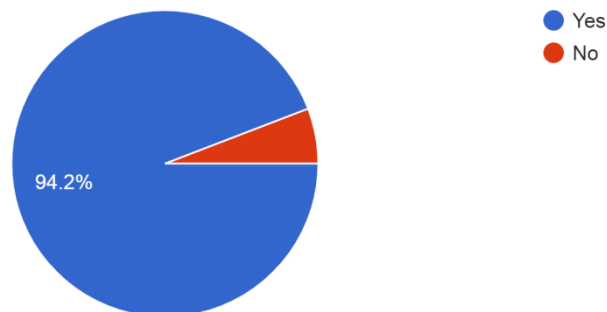


Chart 4.1.18: Showing popular celebrities good brand ambassadors and in investing in them a good marketing

Interpretation:

From the above table it is interpreted that 94.2% responded Yes and 5.8% responded No.

Table 4.1.19: Showing factors which is important while purchasing a brand

s.no	Particular	no of respondent	Percentage of respondent
1	Price	28	23.3
2	Quality	32	26.6
3	Service	18	15
4	Brand image	28	23.3
5	Quantity	14	11.6
	Total	120	100

Factors which is important while purchasing a brand?
120 responses

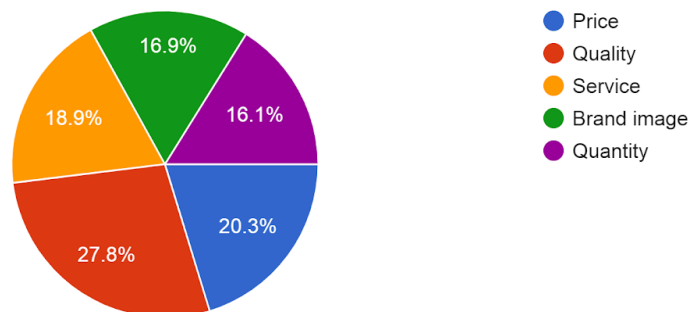


Chart 4.1.19: Showing factors which is important while purchasing a brand

Interpretation:

From the above table it is interpreted that 20.3% responded price, 27.8% quality, 18.9% service, 16.9% brand image and 16.1% responded quantity is important while purchasing a brand.

Table 4.1 .20 : Showing will you recommend India cements to your friends and family

s.no	particulars	no. of respondents	percentage of respondents
1	Yes	117	97.5
2	No	3	2.5
	Total	120	100

Will you recommend India cements to your friends and family ?

120 responses

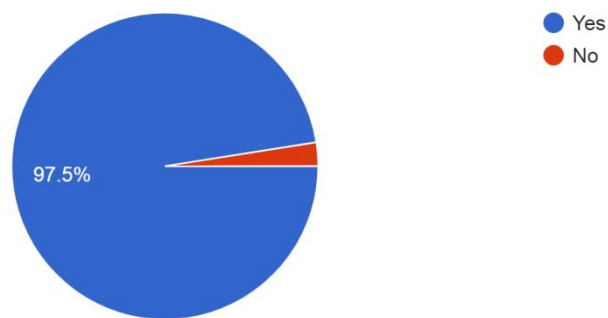


Chart 4.1.20 : Showing will you recommend India cements to your friends and family

Interpretation:

From the above table it is interpreted that 97.7% respondents would recommend and 2.5% does not recommend India cements to their friends and family.

Table 4.1.21: Showing why do you prefer India cements

S no	particular	no of respondents	Percentage of respondents
1	Affordability	24	20
2	Reliability	33	27.5
3	Awareness	27	22.5
4	Availability	24	20
5	Service	12	10
	Total	120	100

If “Yes” why do you prefer that product?

120 responses

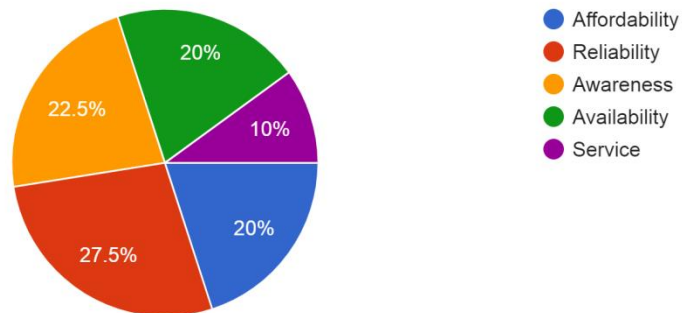


Chart 4.1.21: Showing why do you prefer India cements

Interpretation:

From the above table it is interpreted that 20% prefer because of affordability, 27.5% reliability, 22.5% awareness, 20% availability and 10% because of service.

Table 4.1.22: Showing where do you usually purchase cement from

s.no	Particular	no of respondents	percentage of respondents
1	Enterprise shop near me	46	38.3
2	From a instruction contract	46	38.3
3	From a supplier	18	15
4	online	10	8.3
	Total	120	100

Where do you usually purchase cement from ?

120 responses

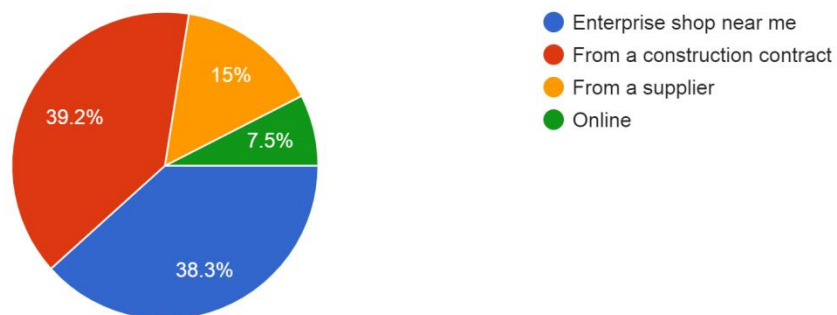


Chart 4.1.22: Showing where do you usually purchase cement from

Interpretation:

From the above table it is interpreted that 38.3% purchase cement from enterprise shop, 39.2% from a construction contract , 15% from supplier and 7.5% from online.

Table 4.1.23: Showing feedback for India cements

s.no	particular	no of respondents	percentage of respondents
1	Highly satisfied	21	17.5
2	satisfied	82	68.3
3	neutral	20	16.6
4	dissatisfied	2	1.6
5	highly dissatisfied	1	0.8
	Total	120	100

Give your feedback for India cements:

120 responses

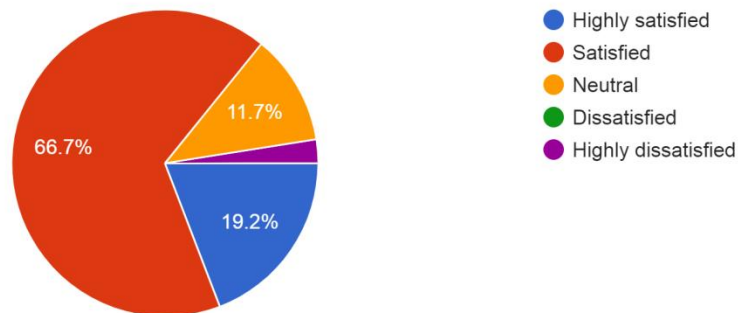


Chart 4.1.23: Showing feedback for India cements

Interpretation:

From the above table it is interpreted that 19.2 % respondents highly satisfied 66.7% are satisfied , 11.7% neutral and 2.5% respondents highly dissatisfied.

4.2 Chi-Square Analysis

Table showing the significance difference between brand positioning and brand preference of Indian cements

H0: There is no significance difference between brand positioning and brand preference of Indian cements

H1: There is a significance difference between brand positioning and brand preference of Indian cements

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand postioning * brand preference	120	100.0%	0	0.0%	120	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	332.561 ^a	16	0.000
Likelihood Ratio	293.844	16	0.000
Linear-by-Linear Association	28.659	1	0.000
N of Valid Cases	120		

Interpretation:

Since p value is 0.000, we reject H0 and accept H1. Therefore, there is a significance difference between brand positioning and brand preference of Indian cements.

4.3 ANOVA Analysis

Table showing the significance difference between the factors which are used to study the customer satisfaction for cement products

H0: There is no significance difference between the factors which are used to study the customer satisfaction for cement products.

H1: There is a significance difference between the factors which are used to study the customer satisfaction for cement products.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
quality	Between Groups	7.454	4	1.864	1.437	0.226
	Within Groups	149.137	115	1.297		
	Total	156.592	119			
feedback	Between Groups	4.334	4	1.083	1.460	0.219
	Within Groups	85.366	115	0.742		
	Total	89.700	119			

Interpretation:

Since p value is greater than 0.05, we accept H1 and reject H0. Therefore, there is a significance difference between the factors which are used to study the customer satisfaction for cement products.

4.4 Correlation Analysis

Table showing the significance difference between the factors which are used to analyse the marketing strategies which is adopted by Indian Cements

H0: There is no significance difference between the factors which are used to analyse the marketing strategies which is adopted by Indian Cements

H1: There is a significance difference between the factors which are used to analyse the marketing strategies which is adopted by Indian Cements.

Correlations				
		Reasons for purchasing	Mode of advertisement	Purchase cement usually
Reasons for purchasing	Pearson Correlation	1	.343**	0.032
	Sig. (2-tailed)		0.000	0.728
	N	120	120	120
Mode of advertisement	Pearson Correlation	.343**	1	0.045
	Sig. (2-tailed)	0.000		0.623
	N	120	120	120
Purchase cement usually	Pearson Correlation	0.032	-0.045	1
	Sig. (2-tailed)	0.728	0.623	
	N	120	120	120

Interpretation:

Since Pearson Correlation is between -1 and +1, we accept H1 and accept H1.
Therefore, there is a significance difference between the factors which are used to analyse the marketing strategies which is adopted by Indian Cements.

CHAPTER - 5

FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS

- It is found that 59.2% are male respondents and 40.8% are female respondents.
- It is found that 5.8% are below 19 years respondents, 35.8% are between 20 - 25 years respondents, 10% are between 26 – 30 years respondents and 4.2% are above 40 years.
- It is found that 23.3% respondents income is less than Rs. 20000 , 23.3% income is Rs. 20000 – 40000 , 42.5% income is Rs. 40000 – 80000 and 10.8% income is above Rs. 80000.
- It is found that 16.7% are diploma respondents, 37.5% are UG respondents, 35.8 % are PG respondents, 6.7% are professional respondents and 3.3% are others.
- It is found that 73.3% are single respondents and 26.7% are married respondents.
- It is found that 20% of respondents are students, 28.3% are government employee, 17.5% are self employee, 28.3% are private employee and 5.8% are unemployed respondents.
- It is found that 27.9% are reasonable price, 21.8% are supply, 23.5% are brand image, 17.8 % are exclusivity and 9.1% are other reason for purchasing The India cements.
- It is found that the product been successful to meet 32.5% to the full extent, 38.3% more than 80%, 19.2% is 50% - 80% and 10% less than 50%.

- It is found that 35% of respondents strongly agree, 42.5% agree, 13.3% are neutral, 5% disagree and 4.2% strongly disagree.
- It is found that 45.8% stick to the same product up to certain limit in price increase, 43.3% irrespective of the price increase and 10.8% may look for different product.
- It is found that 32.5% prefer raasi cements, 45% prefer coromandal cements and 22.5% prefer sankar cement.
- It is found that 29.2% respondents are influenced through television, 39.2% through newspaper/ magazine, 15% through social media and 16.7% through display.
- It is found that 19.2% respondents are highly satisfied, 55% are satisfied, 17.5% are neutral, 5% dissatisfied and 3.3% are highly dissatisfied.
- It is found that 15% of the respondents purchase once in a fortnight, 21.7% purchase weekly, 16.7% purchase monthly and 46.7% purchase yearly.
- It is found that 21.5% respondents choose quality, 23.4% choose quantity, 19.6% choose brand image, 16.7% choose value added services and 18.9% choose free trails and discounts.
- It is found that 22.5% of respondents brand influenced by advertisement, 25.8% by shop owner, 45% by masons & engineers and 6.7% influenced by friends.
- It is found that 17.4% respondents selected quality, 25.4% communication strategies, 24.2% competitive pricing, 16.5 % good value added service and 16.5% respondents selected free trails and discounts.
- It is found that 94.2% responded YES and 5.8% responded NO.

- It is found that 20.3% responded price, 27.8% quality, 18.9% service, 16.9% brand image and 16.1% responded quantity is important while purchasing a brand.
- It is found that 97.7% respondents would recommend and 2.5% does not recommend India cements to their friends and family.
- It is found that 20% prefer because of affordability, 27.5% reliability, 22.5% awareness, 20% availability and 10% because of service.
- It is found that 38.3% purchase cement from enterprise shop, 39.2% from a construction contract, 15% from supplier and 7.5% from online.
- It is found that 19.2 % respondents highly satisfied 66.7% are satisfied, 11.7% neutral and 2.5% respondents highly dissatisfied.
- It is found, Since p value is 0.000, we reject H0 and accept H1. Therefore, there is a significance difference between brand positioning and brand preference of Indian cements.
- It is found, Since p value is greater than 0.05, we accept H1 and reject H0. Therefore, there is a significance difference between the factors which are used to study the customer satisfaction for cement products.
- It is found, Since Pearson Correlation is between -1 and +1, we accept H1 and accept H1. Therefore, there is a significance difference between the factors which are used to analyse the marketing strategies which is adopted by Indian Cements.

5.2 SUGGESTIONS.

- The company should concentrate on more aggressive advertisement to promote their products.
- The company should launch more and more promotional schemes like two for the price of one or more discount coupons.
- Company should do more to promote their brand as customers prefer good brand while buying any cement.
- Customer prefer price as an important factor while buying any cement so the company should fix the price accordingly.
- Dealers should be increased in order to increase the overall size.
- Attention should be given to the prospective customer, although existing customers all equally important to retain with the company.
- There is a scope of improvement in post - sale services.

5.3 CONCLUSION.

- I gained a lot of insights with regards to the company's marketing techniques and strategies. I got to understand a new industry altogether, as it is not very common to choose cement industry to work for.
- I believe it was an experience that will be very useful for me to think of alternatives or take up better decisions so that I can complete my tasks.
- Company should concentrate on direct meeting with the customers as they are the most vital elements in deciding the growth or decline of any company.
- Company should decrease the response time to the complain received.
- Company should decrease delivery time of cement.
- More promotional programme to be organized.

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- WWW.drive.google.com

APPENDIX – 1 (QUESTIONNAIRE)

1. Name -

2. Gender –

a) Male

b) Female

3. Age -

a) Below 19 years

b) 20 - 25

c) 26 - 30

d) 31 - 40

e) Above 40 years.

4. Monthly income -

a) Less than Rs. 20000

b) Rs. 20000 to Rs. 40000

c) Rs. 40000 to Rs. 80000

d) Above Rs. 80000.

5) Education qualification:

- a) Less than high school
- b) High school or diploma
- c) Bachelor's degree
- d) Master's degree or above.

6) Marital status:

- a) single
- b) Married or domestic partnership
- c) Widowed
- d) Divorced

7) Occupation:

- a) Student
- b) Government employee
- c) Self employee
- d) Private sector
- e) Unemployed.

8) Reason for purchasing The India Cements –

- a) Reasonable price
- b) Supply
- c) Brand image
- d) Exclusivity
- e) Others.

9) To what extent has the product been successful to meet your needs?

- a) To the full extent
- b) More than 80%
- c) 50% - 80%
- d) Less than 50%

10) Selling price having impact of a brand:

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree.

11) Will you stick to the same product if their price is increased ?

- a) Up to a certain limit in price increase
- b) Yes, irrespective of the price increase
- c) No, I may look for different product.

12) Your preferred product under India cements ?

- a) Raasi cements
- b) Corametal cements
- c) Sankar cements.

13) Which mode of advertisement influence the purchase?

- a) Television
- b) Newspaper/ magazine
- c) Social media
- d) Display.

14) Are you satisfied with the quality and quantity of the India cement:

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied.

15) How frequently purchase in done:

- a) Once in a fortnight
- b) Weekly
- c) Monthly
- d) Yearly.

16) Can you list some areas which has to be improved in The India cements ?

- a) Quality
- b) Price
- c) Brand image
- d) Value added services
- e) Free trials and discounts.

17) Generally a brand influenced by

- a) Advertisement
- b) Shop Owner
- c) Friends
- d) Masons & Engineers.

18) Which of the following according to you, help build a good brand image?

- a) Quality
- b) Communication strategies
- c) Competitive pricing
- d) Good value added services
- e) Free trials and discounts

19) Are popular celebrities good brand ambassadors and is investing in them a good marketing strategy?

- a) Yes
- b) No.

20) Factors which is important while purchasing a brand?

- a) Price
- b) Quality
- c) Service
- d) Brand image
- e) Quantity.

21) Will you recommend India cements to your friends and family ?

- a) Yes
- b) No

If "Yes" why do you prefer that product ?

- a) Affordability
- b) Reliability
- c) Awareness
- d) Availability
- e) Service.

22) Where do you usually purchase cement from ?

- a) Enterprise shop near me
- b) From a construction contract
- c) From a supplier
- d) Online.

23) Give your feedback for India cements:

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

APPENDIX – 1 (ARTICLE)

BRAND POSITIONING OF THE INDIA CEMENTS LTD AS A MARKET LEADER.

ABSTRACT

This project mainly focuses on the brand positioning of India cements as a market leader. Brand positioning defines how the company's target image is shaped in the minds of consumer. In a competitive environment, ensuring the differentiation of brand is possible through an effective brand positioning that includes a consistent customer brand relationship.

Effective brand positioning is required to reveal brand trust and generate measurable value. In the event of consistency , compliance with brand value enhances customer satisfaction and thus brand loyalty.

The study was conducted among the costumers and retailers. Research design adapted for the study was descriptive research design. The sample techniques chosen for this study is a non-profitability sampling method. The primary data is collected from 120 respondents through a well-structured questionnaire and the secondary data was collected through journal reports, books etc...., The tool which is used for interpretation is Percentage analysis, Chi-square test , Annova and correlation.

The conclusion of the project is the company should concentrate on direct meeting with the customers , should decrease the response time to the complain received , should decrease delivery time of cement and more promotional programme to be organized.

INTRODUCTION

Brand positioning refers to “target consumer's reason to buy your brand in preference to others. It ensures that all brand activity has a common aim; is guided, directed and delivered by the brand's benefits/reasons to buy; and it focuses at all points of contact with the consumer. Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy

by explaining the brand details, the uniqueness of brand and it's similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors. Brand refers to Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers Initially, Branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol. In marketing, positioning is the process by which marketers try to create an image or identity in the minds of their target market for its product, brand or organization.

Key objectives of brand positioning include relevance, differentiation and credibility/attainability, as described here:

- **Relevance** - Customers must find the brand appealing. If not, the brand won't make it into the consideration set, regardless of how differentiated or credible it is.
- **Differentiation** - is critical and the key driver of positioning success. The brand must be unique vs. competitive offerings.
- **Credible and attainable** - is the final measure. If you cannot credibly provide the offering, the customer is left with an empty promise.

How to Improve Brand Positioning

Brand positioning should be dynamic and fluid. This doesn't mean you have to do a major overhaul every year, but you do need to revisit it at least every quarter to see how you can make it better.

Three ways to improve brand positioning:

- **Listen to your customers:** Don't create your brand positioning in a vacuum. In order for it to resonate with your customers, make sure you are listening to what they have to say. Set up focus groups, send surveys, or simply talk to customers at events and use all those insights to improve your message.
- **Refocus your statement:** Does your brand positioning try and do too much? Have you lost sight of the one or two things that truly make you unique? If your statement has lost its focus, get back to the basics by revisiting your initial research (or conducting new research) to see if your statement is still effective.
- **Create some buzz:** If you're a small company just starting out, you may not have a large enough following to test your brand positioning. If you need more eyes on your messaging, run some paid ads to A/B test a control statement (perhaps a generic statement about your business) against your brand positioning statement to see how people react.

INDUSTRY PROFILE:

India is the second largest producer of cement in the world. No wonder India's cement industry is a vital part of its economy, providing employment to more than million people directly or indirectly. Ever since it's deregulated in 1982, the Indian cement industry has attracted huge investments, both from India as well as foreigners India has a lot of potential for development in the infrastructure and construction sector and the cement sector is expected to largely benefit from it. Some of the recent initiatives, such as development of 98 smart cities, is expected to provide a major boost to the sector.

Aided by suitable Government foreign policies, several foreign players such as Lafarge-Holcim, Heidelberg Cement, and Vicat have invested in the country in the recent past. A significant factor which aids the growth of this sector is the ready availability of raw materials for making cement, such as limestone and coal.

Marketing strategies used in cement industry.

- Be acquitted with the market.
- Determine your strategy.
- Create structural advantages.
- Test and implement commercial practices.
- Change mindsets and build capabilities.

COMPANY PROFILE:

It was established in 1946 by **S. N. N. Sankaralinga Iyer** and the first plant was set up at Thalaiyuthu in Tamil Nadu in 1949. It has 7 integrated cement plants in Tamil Nadu, Telangana and Andhra Pradesh, one in Rajasthan (through its subsidiary, Trinetra Cement Ltd) and two grinding units, one each in Tamil Nadu and Maharashtra with a capacity of 15.5 million tonnes per annum.

India cements is a story of wealth creation fuelled by the foresight, missionary zeal and vision of its founders and the dedicated efforts of its employees over the last 7 decades. The India cements ltd right from its inception has been alive to the larger social responsibility of organized industry. India cements focus on building relationships, relationships that help in enriching lives, relationship that promise a better tomorrow.

Growth and activities

India Cements is one of the oldest family owed corporate. The company has robustly grown over the last two decades from having a capacity of just 1.3 million tonnes in 1989 to having a total capacity of 15.5 million tonnes per annum today. Mr. N Srinivasan the

Vice Chairman & Managing Director of the company is directly indicated for the spectacular growth and development over the last two decades.

While cement is the core activity of the company, India cements has ventured into related fields like shipping, coal mining and captive power which have synergy to the main activity of the business; it is seen as a strategy of the company to avoid uncertainties in acquiring energy and other inputs/materials in the supply chain at competitive costs.

Vision

To create value on a sustained basis for all stakeholders of India cements through lofty standards of transparency, accountability and responsibility, innovation and leadership in cement manufacture.

Mission

Indian cements will strive to remain a leader in the manufacture of cement and establish itself as a preferred supplier of products and services to its clients.

BRAND:

India Cements is currently the 3rd biggest cement company in India and the largest cement manufacture of South India. The India Cements products are marketed under 3 brands:-

Raasi Gold, Sankar super power and Coromandel.

Sankar super power is six decade old brand with emotional values and provides confidence and must to its customers over generations. It is popular across states like Tamil Nadu and Kerala. Coromandel King is a brand with rationale value which promises for durability and strength of cement. It is popular in all metro cities of India, generally trusted by all and widely preferred by Architects and Engineers. Raasi Gold is a three decade old brand.

Quality of products and strong brand name

We believe that brand name and reputation are important to retail purchasers of cement in India. We have built a strong reputation among cement purchasers by consistently providing high quality products. We believe that there is strong customer awareness of our brands, Sankar Super Power Cement, for (PPC) cement, Coromandel Cement and Raasi Gold Cement for (PRO PLUS) cement across India.

The marketing in the India cements Ltd

The marketing department of **The India Cements Ltd.** acts as a guide and lead the company's other departments in developing, producing fulfilling, and servicing products or services for their customers. Market is the process of planning and executing the

conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. In India cements the marketing department typically has a better understanding of the market and customer needs, but should not act independently of product development or customer services. Marketing should be involved, and there should be a meeting of the minds, whenever discussions are held regarding new product/idea development or any customer-related function of the company. The main drawback is that the marketing department also takes most of the blame if a product (or company) isn't successful, regardless of whether or not the fault actually lies there.

The company has implemented a direct mail program and has placed key codes on the mailing labels to track the source of the mailing lists from which customers who place orders are coming. If the employees who take the orders don't ask for and record those codes, then the marketing department has no way of knowing which lists are working and which lists are bombing.

Marketing strategies:

In order to sell their products, the India Cements adopt the following marketing

- Advertising
- Television
- News paper
- Wall painting
- Banners
- Sponsorship.

OBJECTIVES OF THE STUDY.

➤ Primary objective:

To analyse brand position and brand preference with respect to the The India Cements Ltd.

➤ Secondary objective:

- To study on customer satisfaction towards cement products with reference to The India Cements Ltd.
- To analyse the marketing strategies adopted by The India Cements Ltd.
- To analyse the brand preference of customers towards cement products.

Marketing objectives.

The marketing department of India cements has the following objectives

- The major objectives of India cements ltd is customer satisfaction
- To obtain maximum sales.
- To offer standard quality and best quality of cement
- To encourage the existing buyers for more orders.
- To satisfy the customer needs by delivering the product in the stipulated time.
- To develop new market.

METHODS AND MATERIALS.

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word -Methodology, it is the way of searching or solving the research problem.

Research design:

Research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Type of research design:

The type of research design adopted in this study is DESCRIPTIVE RESEARCH.

- **Descriptive research:**

Descriptive research includes surveys and fact-finding enquiries of different kinds and it can report only what has happened. The purpose of the research is description of the state of affairs as it exists at present. Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, when, where and how. A descriptive study is undertaken in order to ascertain and able to describe the organization constantly engaged themselves in studying and analyzing issues and hence are involved in some form of research activity as they make decisions at the work place. It involves lot of factors like the research design, tools used etc.,

SAMPLING METHOD:

Sampling is the process of selecting a representative group from the population under study. The target population is the total group of individuals from which the sample might be drawn. A sample is the group of people who take part in the investigation. The people who take part are referred to as —participants.

Type of sampling method:

The sampling method used in this study is NON-PROBABILITY SAMPLING.

Non-probability sampling:

Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

DATA COLLECTION:

Data collection is a systematic approach to gathering information from a variety of sources to get a complete and accurate picture of an area of interest. In this study responses are collected through two different sources. The sources of data collection are;

- Primary data collection
- Secondary data collection

Primary data collection:

Primary data is a type of information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. It is data that has not been previously published and is derived from a new or original research study and collected at the source such as in market. Primary data collection techniques used in this study is QUESTIONNAIRE METHOD. Questionnaire was circulated to 120 respondents. In this study various questionnaire techniques are used and they are:

- Closed ended questions
- Open ended questions

a) Closed ended questions:

Closed ended questions are just that: direct questions that ask for specific pieces of information from a respondent. Closed questions have their greatest value when we need to obtain facts and specific pieces of information. By their nature they limit the respondent field of choice and length of response. A closed-ended question is a question format that limits respondents with a list of answer choices from which they must choose to answer the question. Different types of closed ended questions are,

- **Dichotomous type:** When a question has two possible responses, we consider it as dichotomous type. Surveys often use dichotomous questions that ask for Yes/No, True/False, Agree/Disagree.
- **Multiple choice questions:** Multiple choice questions are a type which has list of answer choices from which they must choose to answer the question.

- **Rating questions:** A rating question asks survey respondents to compare different items using a common scale a question that asks the participant to position each property or object on a verbal, numeric, or graphic continuum. A rating scale is a set of categories designed to elicit information about a quantitative or a qualitative attribute.
- **Ranking questions:** A measurement question that asks the participant to compare and order two or more objects or properties using a numeric scale. A ranking question asks survey respondents to compare a list of different objects to one another.

b) Open ended questions:

Open-ended questions are those questions that will solicit additional information from the inquirer. Sometimes called infinite response or unsaturated type questions. By definition, they are broad and require more than one- or two-word responses. An open-ended question is a question that cannot be answered with a simple yes or no, or with only one or two words, where the person answering the question has to answer it in his or her own words.

SECONDARY DATA COLLECTION:

Secondary data is collected by someone other than the user. Common sources of secondary data for social science include journals, reports, books, websites, magazines etc.

RESEARCH TOOLS:

Research tools can be defined as the instrument in the hands of researchers to measure what they intend to in their study. The collected data has been analysed by the following statistical tool:

- Percentage Analysis
- Chi-Square Test
- Anova Analysis
- Correlation Analysis.

RESULTS AND DISCUSSION

- It is found that 59.2% are male respondents and 40.8% are female respondents.
- It is found that 5.8% are below 19 years respondents, 35.8% are between 20 - 25 years respondents, 10% are between 26 – 30 years respondents and 4.2% are above 40 years.
- It is found that 23.3% respondents income is less than Rs. 20000 , 23.3% income is Rs. 20000 – 40000 , 42.5% income is Rs. 40000 – 80000 and 10.8% income is above Rs. 80000.
- It is found that 16.7% are diploma respondents, 37.5% are UG respondents, 35.8 % are PG respondents, 6.7% are professional respondents and 3.3% are others.

- It is found that 73.3% are single respondents and 26.7% are married respondents.
- It is found that 20% of respondents are students, 28.3% are government employee, 17.5% are self employee, 28.3% are private employee and 5.8% are unemployed respondents.
- It is found that 27.9% are reasonable price, 21.8% are supply, 23.5% are brand image, 17.8 % are exclusivity and 9.1% are other reason for purchasing The India cements.
- It is found that the product been successful to meet 32.5% to the full extent, 38.3% more than 80%, 19.2% is 50% - 80% and 10% less than 50%.
- It is found that 35% of respondents strongly agree, 42.5% agree, 13.3% are neutral, 5% disagree and 4.2% strongly disagree.
- It is found that 45.8% stick to the same product up to certain limit in price increase, 43.3% irrespective of the price increase and 10.8% may look for different product.
- It is found that 32.5% prefer raasi cements, 45% prefer coromandal cements and 22.5% prefer sankar cement.
- It is found that 29.2% respondents are influenced through television, 39.2% through newspaper/ magazine, 15% through social media and 16.7% through display.
- It is found that 19.2% respondents are highly satisfied, 55% are satisfied, 17.5% are neutral, 5% dissatisfied and 3.3% are highly dissatisfied.
- It is found that 15% of the respondents purchase once in a fortnight, 21.7% purchase weekly, 16.7% purchase monthly and 46.7% purchase yearly.
- It is found that 21.5% respondents choose quality, 23.4% choose quantity, 19.6% choose brand image, 16.7% choose value added services and 18.9% choose free trails and discounts.
- It is found that 22.5% of respondents brand influenced by advertisement, 25.8% by shop owner, 45% by masons & engineers and 6.7% influenced by friends.
- It is found that 17.4% respondents selected quality, 25.4% communication strategies, 24.2% competitive pricing, 16.5 % good value added service and 16.5% respondents selected free trails and discounts.
- It is found that 94.2% responded YES and 5.8% responded NO.
- It is found that 20.3% responded price, 27.8% quality, 18.9% service, 16.9% brand image and 16.1% responded quantity is important while purchasing a brand.

- It is found that 97.7% respondents would recommend and 2.5% does not recommend India cements to their friends and family.
- It is found that 20% prefer because of affordability, 27.5% reliability, 22.5% awareness, 20% availability and 10% because of service.
- It is found that 38.3% purchase cement from enterprise shop, 39.2% from a construction contract, 15% from supplier and 7.5% from online.
- It is found that 19.2 % respondents highly satisfied 66.7% are satisfied, 11.7% neutral and 2.5% respondents highly dissatisfied.
- It is found, Since p value is 0.000, we reject H0 and accept H1. Therefore, there is a significance difference between brand positioning and brand preference of Indian cements.
- It is found, Since p value is greater than 0.05, we accept H1 and reject H0. Therefore, there is a significance difference between the factors which are used to study the customer satisfaction for cement products.
- It is found, Since Pearson Correlation is between -1 and +1, we accept H1 and accept H1. Therefore, there is a significance difference between the factors which are used to analyse the marketing strategies which is adopted by Indian Cements.

CONCLUSION.

- I gained a lot of insights with regards to the company's marketing techniques and strategies. I got to understand a new industry altogether, as it is not very common to choose cement industry to work for.
- I believe it was an experience that will be very useful for me to think of alternatives or take up better decisions so that I can complete my tasks.
- Company should concentrate on direct meeting with the customers as they are the most vital elements in deciding the growth or decline of any company.
- Company should decrease the response time to the complain received.
- Company should decrease delivery time of cement.
- More promotional programme to be organized.

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