



COMPARATIVE STUDY OF BUYERS PERCEPTION TOWARDS J.K WHITE CEMENT AND BIRLA WHITE CEMENT IN EASTERN U.P

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ABSTRACT

The main aim of this study is comparative study of buyers perception towards J.K. white cement and Birla white cement in eastern U.P. J.K. white Cement has registered growth in production and sale in India in the last few years. The White Cement sector has been growing at the rate of 11% per year. This has given the Indian cement industry a major boost. White Cement is much like the ordinary grey cement except that it is white in color. In order to get this color of the White Cement, its method of production is different from that of the ordinary cement. Birla White Cement as the name suggests is White Portland Cement produced in our manufacturing units, set up using most advanced technologies and state of the art manufacturing processes. It's super fineness and superior whiteness makes it the most preferred product for architects, engineers, designers, contractors, masons, painters alike. White Cement has increased manifold in recent years. Added to it comes the commercial viability of its use in projects. Birla White cement offers value for money in terms of competitiveness and affordability in White Cement prices prevailing in the market at any given time. J.K. White Cement Works (a unit of J.K Cement Ltd.) and Birla White (a unit of UltraTech Cement Ltd.), have filed a duly substantiated application before the Authority in accordance with the Act and the AD Rules alleging continued dumping of White Cement originating in or exported from UAE and Iran and requested for review, continuation and modification of the anti-dumping duties. The Applicants have claimed that their production of the subject goods in India constitute a major proportion in Indian production. A survey was conducted among 100 respondents from some cities in eastern U.P using a structured questionnaire. It is found that consumers have better perception of J.K white cement as compared to Birla white cement in eastern U.P regarding quality, durability.

Keywords: *Advance technology, Continuation, Durability, Manufacturing process, Perception*



1. INTRODUCTION

The main purpose of the study of my research paper is to understand the buyers' perception towards J.K. white cement and Birla white cement in eastern U.P. To know the buyers perception, it is visited to the many retail store in different cities of eastern U.P. There is a well structured questionnaire, which is filled by the many retailers in eastern U.P. It is a comparative study of both the companies, J.K Cement and Birla Cement in the segment of white based cement.

J.K Cement Ltd. is an affiliate of the multi-disciplinary industrial conglomerate J.K Organization which was founded by Lala Kamalpat Singhania. For over four decades, J.K Cement has partnered India's multi-sectoral infrastructure needs on the strength of its product excellence, customer orientation and technology leadership. The Company has over four decades of experience in cement manufacturing. The Company is the second largest manufacturer of white cement in India, with an annual capacity of 600,000 tonnes in India. JK White Cement, a superior product of advanced technology, with the dual virtues of strength and aesthetics, has expanded the creative horizon for the building and construction industry. J.K White Cement is the preferred brand for silky smooth exterior/interior walls and ceilings, mosaic tiles, terrazzo flooring and white cement based value-added products. Birla White cement is a unit of UltraTech Cement Ltd., flagship of the (US \$41 bn) Aditya Birla Group. In the year 1988, Birla White commenced its production of white cement in India. And since that time, Birla White cemented its place as a market leader. The brand can boast of an impressive portfolio of ground-breaking, white cement-based surface finishing products that not only enable exquisite interior design, but also protect surfaces from weathering. The brand has constantly reinvented itself, creating products that fulfill the needs of changing consumer attitudes & needs and effectively becoming a huge part of the construction evolution in India. Birla White became the first white cement company in India to receive the CE (Communauté Européenne) certification – recognition that its products meet the safety, health and environmental standards set by the European Union.

1.1 PERCEPTION

Perception is the most important cognitive process. Cognition is basically a bit to information & cognitive process involves the ways in which people process that information.

People aftersee the same phenomenon differently both within the organization context and outside the organization. For example- when there is any accident in the factory, the supervisor may treat it as the carelessness of workers while the workers may treat it as the high headedness of management and lack of adequate provisions of security measures. Thus the situation remaining the same, causes have been assigned differently by different group of person.

WHAT IS PERCEPTION?

According to Robbins- “Perception may be defined as a process by which individual organize and interpret their sensory in order to give meaning to their environment.”



Perception is cognitive process, which involves the (organization) selecting, organizing & interpreting the stimulus or attaching meaning to the events happening in the environment. Sensation and Perception Sensation may be described as the response of a physical sensory organ. The physical senses are vision, learning, touch, smell or taste.

Perception is something more than sensation. It correlates, integrates and comprehends diverse sensations and information from many organs of the body by means of which a person identifies things and objects.

2. LITERATURE REVIEW

Kotler (2005) defined perception as the process by which information is received, selected, organized and interpreted by an individual. Some of the factors that influence consumer perceptions of a brand include:

2.1 Quality: this is one of the factors which consumers take into account when making their choice of brand. *According to Uggla (2001)*, quality is an integrals part of brand identity.

2.2.1 Price: McDonald and Sharp (2000) stated that price can be used as a reason for brand choice in two ways; either by going for the lowest price in order to escape financial risk or the highest price in order to achieve product quality.

2.2.2 According to söderlund (2000), price, place and brand are three important factors when deciding consumers purchase choice in everyday product.

2.3 Influence by others: According to Kotler et al (1999), influence by others plays a vital role in consumer's decision processes. Consumers have the habit of consulting each other regarding a new product or brand and seeking their advice. The advices of other people have a strong effect on consumers buying behaviour. However, the degree of such effect depends on the situation or individual. Later adapters tend to be more influenced than early adapters. Influence by others cannot be sharpened by marketers. A buyer can also be influence culturally i.e. value, behaviour and preferences from family or other institution or socially i.e. by a small group like family or membership group. Purchase decision could also be influenced by attitude of others. For example, a consumer wants to buy MacLean, while in the shop he or she comes in contact with a friend who says Colgate makes my teeth brighter and whiter. The consumer can be forced to buy Colgate.

2.4 Advertising: The main aim of advertisement is to create awareness. Advertisement is a conspicuous form of communication. *According to Aaker (1991)*-if advertising, promotion and packaging embrace a regular positioning strategy over a period of time, there is the tendency that the brand will be strong. Some ways of



reaching and communication to consumers through advertising is through television, cinema, radio, bill board etc.

2.5 Packaging: This is the process of designing the cover of a brand/product. *According to Kotler et al (1991)*- packaging is a form of advertisement in the sense that it sales duties such as attracting consumers, describing and selling the product.

2.6 Convenience: *According to Lin and Chang (2003)*- convenience of a brand has a significant effect on consumer. In other word, easy access to brand/product in store is vital when buying low involvement product.

3. OBJECTIVE

The main objective of the study of research paper is to understand the buyers' perception towards J.K. white cement and Birla white cement in eastern U.P.

4. RESEARCH METHODOLOGY

Research methodology is a method used to systematically and scientifically solve the research problem. The present study is about the "COMPARATIVE STUDY OF BUYERS PERCEPTION TOWARDS J.K WHITE CEMENT AND BIRLA WHITE CEMENT IN EASTERN U.P".

4.1 RESEARCH DESIGN- A research design is purely the frame work or plan used to study and analyze the data collected. Research is the scientific way to solve the problem and it is increasingly used to study the market potential.

4.2 DESCRIPTIVE RESEARCH- The research design used for this study is descriptive design, which includes surveys and fact findings of different kinds. The entire analysis will be described in detail with the use of a well- structured questionnaire and the interpretation thereon.

4.3 SAMPLE DESIGN- A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure, the researcher would adopt in selecting items for his/her sample.

4.4 SOURCES OF DATA- The data for this study was collected from primary source and secondary sources. The primary data was collected through questionnaire and survey. The secondary data was collected from the internet to gather information about the company and the topic of the study.

4.5 PRIMARY DATA- Primary data is obtained by survey method through structured questionnaire with the dealers and retailers of EASTERN U.P.

4.6 SECONDARY DATA- Secondary data is obtained through past records of the company, annual reports, and from the internet to understand the topic.



4.7SAMPLE SIZE- 100 respondents are surveyed and assessed for their opinion in eastern U.P.

4.8RESEARCH METHOD- Survey method was chosen to obtain the needed information from the respondents so as to study the various magnitudes of the project objectives.

4.9RESEARCH INSTRUMENT- One questionnaire was structured for evaluating responses of the retailers/dealers in eastern up.

4.10CONTACT METHOD- Personal visit to various shops.

4.11SAMPLING PROCEDURE- CONVENIENCE SAMPLING TECHNIQUE is used for getting the response to the questionnaire.

5. DATA COLLECTION AND INTERPRETATION

Generally survey method is used for data collection in this research. Questionnaire is generally used for survey in which a set of written question related to the objective of research with a choice of answer developed for the purpose of survey method.

- Sample Size: 100 Respondents.
- Research Approach: Survey Method (Primary data collected by questionnaire).
- Target Group: Retailers in different cities of eastern U.P.

5.1 In reply to a question on the basis of questionnaire the respondents have come with different view point. About 60% retailers prefer J.K. white cement and 40% retailers prefer Birla white cement in eastern U.P.

5.2 In my second question about 75% retailers prefer white cement on the basis of the quality, 20% retailers prefer white cement on the basis of demand, 5% retailers prefer white cement on the basis of scheme.

5.3 In my third question about 60% retailers responses that J.K white cement is asked more by the customers while 40% retailers responses that Birla white cement is asked more by the customer.

5.4 In my fourth question about 10% retailers have an average monthly sale of white cement is less than 5 bags, 35% retailers have an average monthly sale of white cement is 5-15 bags, 25% retailers have an average monthly sale of white cement is 15-30 bags, 30% retailers have an average monthly sale of white cement is above 30 bags.

5.5 In my fifth question about 75% retailers are satisfied with the services of the brand, 15% retailers are highly satisfied with the services of the brand, 8% retailers' satisfaction level is on an average and 2% retailers are dissatisfied with the services of the brand.

5.6 In my sixth question about 65% retailers responses that advertisement have on an average role in motivating to purchase the product, 15% retailers responses that advertisement have not too much role in motivating to purchase the product, 15% retailers responses that advertisement have a lot of role in motivating to purchase the product.



- 5.7 In my seventh question about 55% retailers responses that the sales and promotion activities of J.K white cement is better while 45% retailers responses that the sales and promotion activities of Birla white cement is better.
- 5.8 In my eighth question about 45% retailers responses that television is best mode of advertisement in creating customer demand, 30% retailers responses that shop painting is the best mode of advertisement in creating customer demand, 15% retailers responses that hoarding is the best mode of advertisement in creating customer demand, 10% retailers responses that wall painting is the best mode of advertisement in creating customer demand.
- 5.9 In my ninth question about 95% retailers responses that branding/promotion activities improve the visibility and enhance the sale while 5% retailers responses that branding/promotion activities improve the visibility and enhance the sale.
- 5.10 In my tenth question, about 57% retailers responses that J.K white cement organizes the meeting with dealers/retailers/painters more while 43% retailers responses that Birla white cement organizes the meeting with dealers/retailers/painters more.
- 5.11 In my eleventh question, about 65% retailers responses that J.K white cement is more durable than others while 35% retailers responses that Birla white cement is more durable than others.

6. CONCLUSION

It can be concluded from the research that the retailers have a preference of J.K White Cement more than Birla White Cement in eastern U.P. There are some concluded points given below-

- 6.1 Brand image of J.K White Cement is good in many cities of eastern U.P.
- 6.2 Price is not a competitive factor because both the brands are almost coming with the same price tag.
- 6.3 The promotional scheme of J.K White Cement seems better than the Birla white cement in eastern U.P.
- 6.4 Television advertisement is most demanded promotional activity by the respondents.
- 6.5 In case of loyalty, buyers are more loyal of J.K White Cement than Birla white cement in eastern U.P.

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