

**BRAND EFFECTIVENESS OF MALABAR CEMENTS LIMITED,
WALAYAR PALAKKAD**

by

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(2016-31-017)

MAJOR PROJECT REPORT

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Kerala Agricultural University



COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

VELLANIKKARA, THRISSUR- 680656

KERALA, INDIA

2018

DECLARATION

DECLARATION

I, hereby declare that this project report entitled **BRAND EFFECTIVENESS OF MALABAR CEMENTS LIMITED, WALAYAR PALAKKAD** is a bonafide record of work done by me during the course of project work and that it has not previously formed the basis for the award to me for any degree/diploma, associateship, fellowship or another similar title of any other University or Society.

Place: Vellanikara

Date:



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CERTIFICATE

CERTIFICATE

Certified that this project report entitled "**BRAND EFFECTIVENESS OF MALABAR CEMENTS LIMITED, WALAYAR, PALAKKAD**" is a record of project work done by **ATHIRA K DINESH (2016-31-017)** under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship, or associateship to her.

Vellanikkara,
Date:



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For any errors or inadequacies that may remain in this work, of course the responsibility is entirely my own.

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LIST OF ABBREVIATIONS

LIST OF ABBREVIATIONS USED

- AMA - American Marketing Association
- B2B - Business to Business
- DIPP - Department of Industrial Policy and Promotion
- ISO - International Organization for Standardization
- KSIDC - Kerala State Industrial Development Corporation
- MCL - Malabar Cements Ltd
- NCBM - National Council for Cement and Building Materials
- OPC - Ordinary Portland Cement

Chapter 1
DESIGN OF THE STUDY

CHAPTER I

DESIGN OF THE STUDY

1.1 INTRODUCTION

One of the most valuable intangible assets of a firm is its brand value, and it is incumbent on marketing to properly manage their value. Building a strong brand is both an art and a science. It requires careful planning, a deep long-term commitment, and creatively designed and executed marketing. A strong brand commands intense consumer loyalty at its heart is a great product or service. Brand is an unique design, sign, symbol, words or a combination of these, employed in creating an image that identifies a product and differentiate it from its competitors. Over time, this image become associated with a level of credibility, quality and satisfaction in consumers mind. Thus, brands help consumers in crowded and complex market place by standing for certain benefits and value. A brand is thus a product or service whose dimensions differentiate it in some way from other products or services designed to satisfy the same need. These differences may be functional, rational, or tangible-related to product performance of the brand. Thus, effectiveness is the degree to which objectives are achieved and the extent to which targeted problems are solved. So brand effectiveness gives a measure of the consumer perception of the product in terms of the value and use.

The American Marketing Association defines a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.” A brand is thus a product or service whose dimensions differentiate it in some way from other products or services designed to satisfy the same need. These differences may be functional, rational, or tangible related to product performance of the brand. They may also be more symbolic, emotional, or intangible related to what the brand represents or means in a more abstract sense.

Brands identify the source or maker of a product and allow consumers either individuals or organizations to assign responsibility for its performance to a particular manufacturer or distributor. Consumers may evaluate the identical product differently depending on how it is branded. They learn about brands through past experiences with the product and its marketing program, finding out which brands satisfy their needs and which do not. As consumers' lives become more complicated, rushed, and time-starved, a brand's ability to simplify decision making and reduce risk becomes invaluable. A credible brand signals a certain level of quality so that satisfied buyers can easily choose the product again.

1.1 STATEMENT OF THE PROBLEM

Cement, being the modern building material, is required in vast quantities for construction works. Malabar Cements Limited (MCL) has been a major manufacturer in the public sector and had a tremendous growth after its establishment in 1984 at Walayar. Its development is mainly based on its brand reach to the customers through its dealers. But due to the entry of new brands into the cement industry market competition has been very high to this brand. As any other Government organisations, the success of MCL heavily depends on the product credibility among the public. So the organization have taken up several activities to give its brand image more reach to the public. This study focus on how much these activities have made the brand effective among the public.

1.2 OBJECTIVES OF THE STUDY

- To identify the advertisement and sales promotion activities adopted by Malabar Cements Ltd.
- To delineate the factors affecting brand effectiveness of Malabar Cements Ltd

1.3 METHODOLOGY

a) LOCATION OF THE STUDY

Malabar Cements Limited, (MCL) Walayar the leading cement brand of public sector was purposively selected. The study will be confined to the district of Palakkad as the company is located here.

b) THE PERIOD OF STUDY

The study was conducted from 4th September to 8th November 2018.

c) SAMPLE SELECTION

From the total population of 40 dealers of the company in Palakkad district all were selected following exhaustive sampling to form the study sample. Another 30 consumers were also selected through random sampling.

d) SOURCES OF DATA

- Structured Questionnaire developed for the purpose was used to collect primary data required for the study from the dealers.
- Secondary data was also be collected from records and information from office records, publications, research reports, internet, published thesis, journals etc

e) OBSERVATIONS MADE

- Quality of the Malabar Cements brand as perceived by dealers
- Price satisfaction of dealers towards Malabar Cements Limited (MCL)
- Sales promotion activities adopted by MCL
- Factors influencing the purchase decision of dealers
- Brand preference and ranking of the brands as perceived by dealers
- Dealers perception towards the branding activities
- Influence and effectiveness of Advertisements among dealers
- Consumer preference for different brands of cements
- Price satisfaction of consumers towards MCL
- Factor influencing the purchase decision of consumers
- Awareness of advertisements among consumers

f) STATISTICAL TOOLS FOR THE STUDY

The collected data were classified, tabulated and analysed with the help of statistical tools such as percentage analysis, rank order scale, satisfaction index method

Percentage Analysis

For analysing the buying pattern, percentage analysis method was used.

Rank order scale

To analyse the brand preferences, the respondents were asked to rank each of the selected seven choices in order of their preference. For the first rank, a weightage of 7 was given and for the last rank, the weightage given was 1 (7-1). Higher score obtained choice was considered as the most favoured to the brand

Satisfaction index

To analyse the dealers satisfaction towards the Malabar cements brand, satisfaction index was used. The five-point scale was used to rank the response from dealers as Highly Satisfied, Partially Satisfied, Satisfied, Moderately Satisfied and Dissatisfied.

Responses	Score
Highly satisfied	5
Partially satisfied	4
Satisfied	3
Moderately satisfied	2
Dissatisfied	1

$$\text{Satisfaction index} = \frac{\text{Actual Score}}{\text{Number of respondents} \times \text{Maximum Score}} \times 100$$

The level of satisfaction was categorized as High, Good, Moderate, Poor and Very poor as shown below.

Index	Level of Perception
> 80	High
60-79	Good
40-59	Moderate
20-39	Poor
< 20	Very Poor

1.4 SCOPE OF THE STUDY

In today's scenario, infrastructure development is in boom, so there is a lot of construction works takes place in a broad way, where cement is the main raw material. But there are many players and huge competition in cement industry. So it is essential to study the effectiveness of advertisement and sales promotion activities for its brand sustainability. These results will enable MCL to stream line the branding of its product to get the market advantage.

1.5 LIMITATIONS OF THE STUDY

Major constraints of the study were:-

- Time constraint as a student researcher.
- Specific to MCL cannot be generalised.
- Ignorance of Respondents affected the study

1.6 CHAPTERISATION

Chapter 1 – Design of the study

Chapter 2 – Review of Literature

Chapter 3 – Organisation profile

Chapter 4 – Analysis and Interpretation

Chapter5 – Summary of Findings, Suggestions and Conclusions

Chapter 2
REVIEW OF LITERATURE

Chapter II

REVIEW OF LITERATURE

In this chapter an attempt was made to cover the literature related to the area of brand effectiveness so as to develop a consistent framework of the study based on the ideas and concept expressed in various studies. In this it comprises literature related to the concept of brand, advertisement, sales promotion, consumer preference.

2.1 Brand

A brand is both, tangible and intangible, practical and symbolic, visible and invisible under conditions that are economically viable for the company” (Kapferer,1986).

Broadbent and Cooper (1987) have considered branding as adopting a mark to designate legal ownership.

According to Brown (1992), “A brand is nothing more or less than the sum of all the mental connections people have around it.”

Kapferer (1992) has defined a brand as “A brand is not a product. It is the product’s essence, its meaning and its direction and it defines its identity in time and space.

De Chernatony and Riley (1998) have described “A brand is a multidimensional construct whereby managers augment products or services with values and facilitates the process by which consumers confidently recognize and appreciate these values.

A traditional definition of a brand was: “the name associated with one or more items in the product line, that is used to identify the source of character of the item(s)” (Kotler,2000).

Janiszewski and Van Osselaer (2000) in their article about Brand - Quality associations have said that “impact of a brand name on consumer evaluations and choice depends to a large extent on the strength of predictive associations between brand names and performance (or any other benefit).”

According to Holt (2002), “Brands will be trusted to serve as cultural source materials when their sponsors have demonstrated that they shoulder civic responsibilities as would a community pillar.”

2.2 Advertisement

Lambin (1966) said that direct appeal to the advertising media can be used in small firms, with a small amount of promotional activities or limited use of advertising media. With the constant reference to advertising media a special advertising department is organized.

Kassarjian (1977) also states that the analysis of historical documents, such as advertisements, could lead to conclusions about public opinion, consumer values, or buyer beliefs in an earlier era.

Gornick (1979) states that ads are highly manipulated representations of recognizable scenes from “real life,”

Advertisements were chosen as the tool for analysis for many reasons. Pollay (1985) states that advertisements, particularly print ads, are important because they are visual records of behaviours, values, lifestyles and roles of objects of culture at that time.

Ryans and Ratz (1987) defines components of marketing integrated communication model, advertising has more identified position than the other marketing components, because costumers informed new products through advertising.

Aaker (1991) advertising can crate long term brand image for a product or trigger quick sales. Consequently, based on past research.

Bovee (1992) Advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors.

According to a research concentrating on the advertisers viewpoint, advertisement is an important tool which companies use to directly persuade buyers and public (Kotler, 1994). Being a key element in the marketing process, advertisements face many challenges in reaching the audience

Kitchen (1999) advertising “takes a more remote approach” to its target audience than the other elements in the marketing communication mix and its primary role has become longer-term brand-building through building awareness, conveying information, telling a story, establishing an identity and creating a predisposition.

Sandage (2001) said that commercial advertising is used to create, maintain and increase the demand of certain products, creating the best conditions for sale. Non-commercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise.

Wang *et al* (2002) identified the factors influencing consumer’s perception of advertisement as entertainment irritation informativeness, credibility and demographic factors. It also pointed out that the interactivenss is also a factor that contributes to consumers perceptions.

Smith (2004) has identified brand knowledge, power, fit and quality as the factors which influence sponsorship’s effect on brand image transfer among customers. Brand image can help in better positioning

Koekemoer (2004) defines advertising as; “a means of making known what we want to sell or want to buy, a means of informing existing and potential customers about a product, its special features and benefits and a means of persuading them to buy the product. More generally the purpose of advertising is to induce potential customers to respond favourably to the offerings of the firm”.

Aaker (2007) implies that Branding has the potential to own an innovation over time. It can add credibility and legitimacy to the innovation. It can enhance its visibility and make communication more feasible and effective.

2.3 Sales promotion

Engel (1967) examined that they all happen within marketing strategy of the company or organization. Interaction of the promotions with other elements of marketing mix should not be ignored.

Peckham (1978) Peckham closely observed thousands of distinct sales promotions and concluded that sales promotions are most effective in stimulating sales during the introductory and growth phases of the brand's life cycle. Notwithstanding, Peckham cautiously asserted that sales promotions frequently mortgaged the 118 brand's future sales and he doubted the overall profitability of many sales promotions.

Kotler (1983) said that systematization of knowledge on sales promotions I believe should start from systematization the definition of concept. There is a lack of conformity in methodology and hence in the definition of what can be considered sales promotion.

Stanton (1984) defines sales promotion as all those activities other than advertising, personal selling, public relations and publicity that are intended to stimulate customer demand and improve the marketing performance of sellers.

Thaler (1985) viewed that the price consumer use is a reference in marketing purchase decisions as the price they expect to pay prior to a purchase occasion. Further, the expected price may also be called the "internal reference price".

William and Ferrell (1987) sales promotion is an activity that acts as a direct inducement, offering added value or incentive for a product to resellers, salesperson or customers.

Gupta (1988) quoted that purchase acceleration is predominantly exhibited in increased purchase quantities rather than shortened inter purchase times.

Kotler (1988) included that sales promotion consists of a diverse collection of incentive tools, mostly short -term designed to stimulate quicker and or greater purchase of a particular product by consumers or the trade Blattberg.

Dickson and Sawyer (1990) suggested number of psychological models of consumer response to promotional activities. The implication of these models gives an insight into short term versus long term communication effect of sales promotions

Shimp (1993) said that sales promotions are all marketing activities that attempt to stimulate to quick buyer action or attempt to promote immediate sales of product.

Kotler (1997) sales promotion is usually done in introduction phase in the Product Life Cycle as the records centre will be trying to raise awareness of the product or service to the target market. Price discounts will be given in order to give the target market an opportunity to try the product without much risk. Communication with the organisation's target audience is more direct and personal.

Kitchen (1999) identified types of sales promotion as price cuts, coupons, displays and feature advertising and or a combination of these. They are intended to produce quick and short-term changes in consumer or business to business buying behaviours.

Brito and Hammond (2007) stated that sales promotions are short-term instruments usually designed to yield an immediate sales effect.

Clow and Baack (2007) said that there are four types of sales promotions are Coupons, Samples, Rebate, Bonus packs.

Ferrell and Hartline (2008) defines the development and use of sales promotions is limited only by the creativity of the firm offering the promotion, sales promotions typically come in the form of coupons, rebates, samples, loyalty programs, point-of-purchase promotions, premiums, contests and sweepstakes, and direct mail.

According to Tong and Hawley (2009) sales promotion is seen as temporary incentives to encourage the trial or use of a product or service. Sales promotion in general can be classified into two types, as such: price promotion and non-price promotion

2.4 Consumer preference

Low and Lamb Jr. (2000) in their article “The measurement and dimensionality of the brand associations concluded that well-known brands tend to exhibit multidimensional brand associations, consistent with the idea that consumers have more developed memory structures for more familiar brands. Consumers might be willing to expend more energy in processing information regarding familiar brands compared to unfamiliar brands.

Anil Mathur (2001) on his study “A Study of Changes in Brand Preferences” stated that Brand preferences are usually studied by attempting to profile and understand loyal consumers. This paper presents a study of changes in brand preferences. Theory and research is used to propose and test a model based on the proposition that changes in brand preferences and their development are the result of life events that serve as markers of life transitions. Changes are viewed to be the result of adjustments to new life conditions and changes in consumption lifestyles that reflect consumer efforts to cope with stressful life changes. The data support these notions and suggest implications for consumer research.

Parson (2002) in his article on brand choice has said that “consumers tend to look for brands with greater symbolic benefits when purchasing gifts. Consumers prefer brands which provide a better image, which can be trusted and worthy to buy

According to Brown, Sherry and Kozhinets (2003), “Complexity, heterogeneity, dynamism and paradox are integral aspects of the consumer- brand relationship. Branding process emphasised the role of consumers in their success.

Smith (2004) has identified brand knowledge, power, fit and quality as the factors which influence sponsorship’s effect on brand image transfer among customers. Brand image can help in better positioning.

Vincent (2006) in his article “A study on brand consciousness among children and its effect on family buying behaviour in Bangalore city” elicited that quality was an important factor that draws consumer towards branded products. Branded products were accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing brand. A child’s

insistence affects family's buying behaviour. Children are highly aware and conscious of branded items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product.

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Chapter 3

ORGANIZATION PROFILE

CHAPTER-III

INDUSTRY PROFILE

CEMENT INDUSTRY- A PROFILE

Ever since civilizations first started to build, the world has sought a man-made bonding material that would bind stones into a solid, and formed mass. During the Paleolithic Age, men used to enjoy adequate shelter provided by nature. The Bronze Age witnessed the use of building materials from a clay-based mixture and air hardening lime. The Egyptians advanced to the discovery of lime and gypsum mortar as a binding agent for building such structures as the Pyramids. The Greeks made further improvements and finally the Romans developed cement that produced structures of remarkable durability. The secret of Roman success in making cement was traced to the mixing of slaked lime with Pozzolana, a volcanic ash from Mount Vesuvius. This process produced cement capable of hardening under water. During the Middle Ages this art was somehow lost. In the 18th century, big efforts started in Europe to understand why some limes have hydraulic properties. John Smeaton often referred to as 'Father of Civil Engineering' in England concentrated his work in this field and made the first modern concrete by adding pebbles as a coarse aggregate and mixing powdered brick into the cement in 1759. A number of discoveries followed. It was in 1817 that Louis Vicat conducted work on the hydraulic nature of the lime-volcanic ash mixture. He was the first person to accurately determine the proportions of limestone and silica required to make the mixture of cement. He published the results of his research, but did not apply for a patent. Finally, in 1824 Joseph Aspdin patented the basic process of slower-setting cement. He addressed this as "Portland cement" due to the fact that in appearance and hardness, it resembled the upper Jurassic rock found in the region of Portland, in southern England.

GROWTH OF INDIAN CEMENT INDUSTRY

India is one of the fastest growing economies in the world with one of the Business to Business (B2B) market position by escalating India's share is apparent. Accounting for 11 percent of India's total gross domestic product side, the cement industry is an important contribution in this category. It is one of the main industries that plays a pivotal role in the growth and expansion of a nation. This industry is one of the main beneficiaries of the infrastructure boom in the country. The Indian cement industry is huge, and it has great production capacity. Currently, the total capacity of cement industry is about 165 million tones, which is the second largest in the world.

Cement is one of the vital constituents that is required for every construction purpose, such as industrial, housing, and also for construction of infrastructures, such as roads, ports, bridges, power plants, and so on. Thus, the cement industry is a significant contributor to the revenue collection of the government. In India, the cement industry in the initial stages grew very slowly and the supply struggled to meet the demands. However, the scenario changed drastically after the liberalization period. The cement industry began to grow and since then the supply of cement has always managed to keep pace with its demand.

Today, the cement industry in India is one of the most advanced and pioneering sectors in the country, and the cement industry has a huge potential for growth and attracting new investments. The cement industry in India uses the most modern and world-class technology. Also, because India has a high quantity and quality of limestone deposits throughout the country, the cement industry promises huge potential for growth.

The government of India has set ambitious plans to increase the production of cement in the country, and to attain the target the government has made huge investments in the sector. The Department of Industrial Policy and Promotion, which falls under the central Ministry of Commerce and Industry, is the agency that is responsible for the development of the cement industry in the country. The agency is actively involved in keeping track of the performance of cement companies in the country and provides assistance and suitable incentives when required by the company. The department is also involved in framing and administering the industrial policy for foreign direct investments in the sector. Apart from

formulating policies, the department also promotes the industry to attract new foreign investments in the sector.

In order to promote investment in the sector, this department has greatly emphasized the development of good transportation facilities to ensure smooth transportation of bulk cement. It also aims to support the investors by providing them with R&D facilities and technological assistance.

The cement industry in India has been attracting several top-notch cement companies worldwide, which reflects the fact that this industry holds huge potential for investment. Also, due to the boom in the housing sector world-wide and the increased activity of the development of infrastructure, the demand for cement is set to increase globally. Thus, the investors having nothing to lose and are all set to benefit from investing in India's cement industry. Ever since it was deregulated in 1982, the Indian cement industry has attracted huge investments, both from Indian as well as foreign investors. 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 major initiatives such as development of 98 smart cities are expected to provide a major boost to the sector. Expecting such developments in the country and 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 the raw materials for making cement, such as limestone and coal, particularly cement industry in south India plays a significant role in the country's economic development which generates substantial revenue for the central and state Government through sales taxes and excise duties. The housing and real estate sector is the biggest demand driver of cement, accounting for about 65 per cent of the total consumption in India. The other major consumers of cement include public infrastructure at 20 per cent and industrial development at 15 percent. India's total cement production capacity is nearly 455 million tones, as of 2017-18. Cement consumption is expected to grow by 4.5 per cent in FY19 supported by pick-up in the housing segment and higher infrastructure spending. The industry is currently producing 280 MT for meetings its domestic demand and 5 MT for exports requirement. The Indian cement

industry is dominated by a few companies. The top 20 cement companies account for almost 70 per cent of the total cement production of the country. A total of 210 large cement plants account for a cumulative installed capacity of over 350 million tones, with 350 small plants accounting for the rest. Of these 210 large cement plants, 77 are located in the states of Andhra Pradesh, Rajasthan and Tamil Nadu

IMPORTANCE OF CEMENT INDUSTRY TO INDIAN ECONOMY

- Basic ingredient in construction work
- Generation of employment.
- Contribution to national exchequer.
- Contribution to Indian railway revenues.
- Helpful in the development of other industries.
- Enhancement in the national income.
- Huge export potentialities and quick marketability.

CEMENT INDUSTRY IN SOUTH INDIA

The cement industry is one of the key industries in south India. The production and consumption of cement to a large extent indicate country's progress. It is a capital-intensive industry, which means that competition is confined mainly to a small group of large industrial houses. The economic progress can be achieved by increasing the production coupled with improvement in the ways and means of productivity. This industry has recorded continuous growth since planning began. The government has a complete control over the Production, distribution and price of cement and this has dampened the growth of the cement industry.

The Indian cement industry has thus been one of pioneers of the reforms process with many of the initial reforms being initiated in this sector. After the liberalization and globalization of the Indian economy, the cement industry has been growing rapidly at an average rate of 8 per cent. It has been observed that, the following financial indicators are considered in its quantitative evaluation for judging excellence of cement units in south India.

MALABAR CEMENTS PROFILE

Cement is a necessary constituent of infrastructure development and a key raw material for the construction industry. As late as the 70's, the State of Kerala was virtually starving for cement. The state lacked a portland cement factory in either private or government Sector. In 1961-62, the Geological Survey of India located a limestone deposit in the Pandarethu valley of the Walayar region on the northern side of the Palakkad gap. Located in dense forest area, the hilly terrain was required heavy investment to mine. The State Govt. ventured to put up a Cement factory in the region.

The feasibility study conducted revealed that the construction of a 1200 tpd dry process cement plant using the Pandarethu limestone is feasible. KSIDC obtained an Industrial License for the manufacture of cement in November 1976 and decided to go ahead with the project and formed "Malabar Cements Limited" to set up, own and operate the proposed cement plant. The plant was successfully commissioned in 1984 and the commercial cement production started on 1984. Since 1996, company started consolidation, modernization and technical up gradation phase to improve upon profitability, cutting production cost, improving the efficiency to face the competitive environment. MCL achieved ISO-9002 certification in November 1996 being the first cement factory in the public sector in the country. The major efforts of the modernization and up gradation fronts are realigning and computerized operation of the kiln system, installation of 2.5MW multi fuel diesel generator, belt bucket elevator etc. company could reduce production cost and inefficiency due to these efforts.

The company achieved all-time record performance during the year 1999-2000. MCL is the first public sector company to receive the converted national award for energy conservation from NCBM, New Delhi. Malabar cements contribute to the developmental activities of the state by supplying a basic construction material. The presence of "Malabar" in the market helps to control the cement price to some extent. MCL has the largest dealer network in Kerala for cement sales. Only Malabar cements can reach its cement factory fresh without any deterioration in the original strength either due to moisture or humidity,

within 12 hrs anywhere in Kerala. Company has systems to educate the consumer's usage of cement and provide after sales services.

Now, The Company is all equipped to set precedence among public sector units in the state. The launch of two Superior quality products under the brand name 'Malabar Super' and 'Malabar Classic', in the year 1994-95 gave a boost to the market presence. Various modifications carried out since 1995 have improved production and productivity of Malabar Cements. A 2.5 MW multi-fuel power plant was commissioned in June 1998 to complement 25% of the total power requirement for the Walayar plant operations. As part of expansion, the company has commissioned a 600 tpd Grinding Unit at Cherthala in August 2003. The modernization of Cement Mill, completed in December 2004, helped to increase the cement production.

The company has upgraded the plant with state-of-the-art technologies through the years. After the inception and in line with technological developments, company has carried out lot of modifications in the system for minimizing energy consumption, Pollution control measures, process modifications etc. Some of the salient features of the plants are listed below:

- Limestone reserve of about 10 million tons.
- Modern 110 TPH Closed Circuit Cement Mill.
- Strict Quality Control system to ensure quality of the product.
- Most modern Instrumentation & Control system for efficient process engineering.
- Modern dry process manufacturing technology with four-stage suspension pre-heater system
- Elaborate pollution control system to meet pollution control standards.

Malabar Cements Ltd., a fully owned Govt. of Kerala Undertaking, is synonymous with superior quality cements, vouched by customers spread across the state of Kerala. The Company was incorporated in April 1978 and commenced production in April 1984 at its Walayar plant. At Malabar Cements, product improvement is not just a one-time strategy for boosting sales, rather a quest of excellence. Perfecting the product quality is everybody's concern here.

Malabar Cements contributes to the developmental activities of the State by supplying the basic construction material. Only Malabar Cements can supply its cement, 'factory fresh', without any deterioration in the original strength either due to moisture or humidity, within 12 hrs anywhere in Kerala. With a production capacity of 6.6 lakh tons of cement per annum, the unit at Walayar is the largest. As part of expansion programme, it has commissioned a 2.0 lakh tons clinker-grinding unit at Cherthala in Alappuzha district in August 2003. Thus the total installed capacity of MCL is 8.6 lakh tons. MCL is the first public sector company to receive ISO Certification & to win the National Award for best achievement in Energy Conservation. Till date, MCL has experienced no loss of production due to labour unrest. In just over 15 years of commissioning, Malabar Cements has been able to meet about 10% of total cement consumption in Kerala.

Vision of the company

To help in building a habitable kerala by providing a best solution in the field of constructions.

Mission of the company

To provide quality products and services to the public through effective intervention the market.

Some of the milestones of Malabar Cements Ltd

- Feasibility Study for a cement plant at Walayar. - 1975
- Industrial License for the manufacture of Cement – 1976
- Date of Incorporation of Malabar Cements – 1978
- Commencement of mining activities – 1981
- Commissioning of Walayar Plant – 1984
- Commencement of clinker production – 1984
- Commercial Cement Production started – 1984
- 43-grade OPC cement – ‘Malabar Super’ launched – 1994
- New product: ‘Malabar Classic’ launched – 1994
- Obtained ISO : 9002 certification, first PSU in Kerala to secure this certification – 1996

- Installation of 2.5 MW multi-fuel power gen. set – 1998
- Introduction of ‘Malabar Aiswarya’ brand – 2003
- Commissioned of 600 tpd cement grinding unit at Cherthala – 2003
- Modernization of Cement Mill to close circuiting – 2005
- Introduced ERP system for integrated operation of all functional areas. – 2007
- Switched over to Quality Certification ISO: 9001 :2008 – 2010

PRODUCTS OF MALABAR CEMENTS

MALABAR SUPER

Malabar super offers better setting characteristics – prolonged initial set and short final set timings; providing more time for concrete mixing and placing, and less time for keeping the concrete undistributed, free from movement and vibration. Malabar super is finer when compared to normal OPC, and has the best rate of hydrogen and strength gain. The benefit is that Malabar super is an economical product.

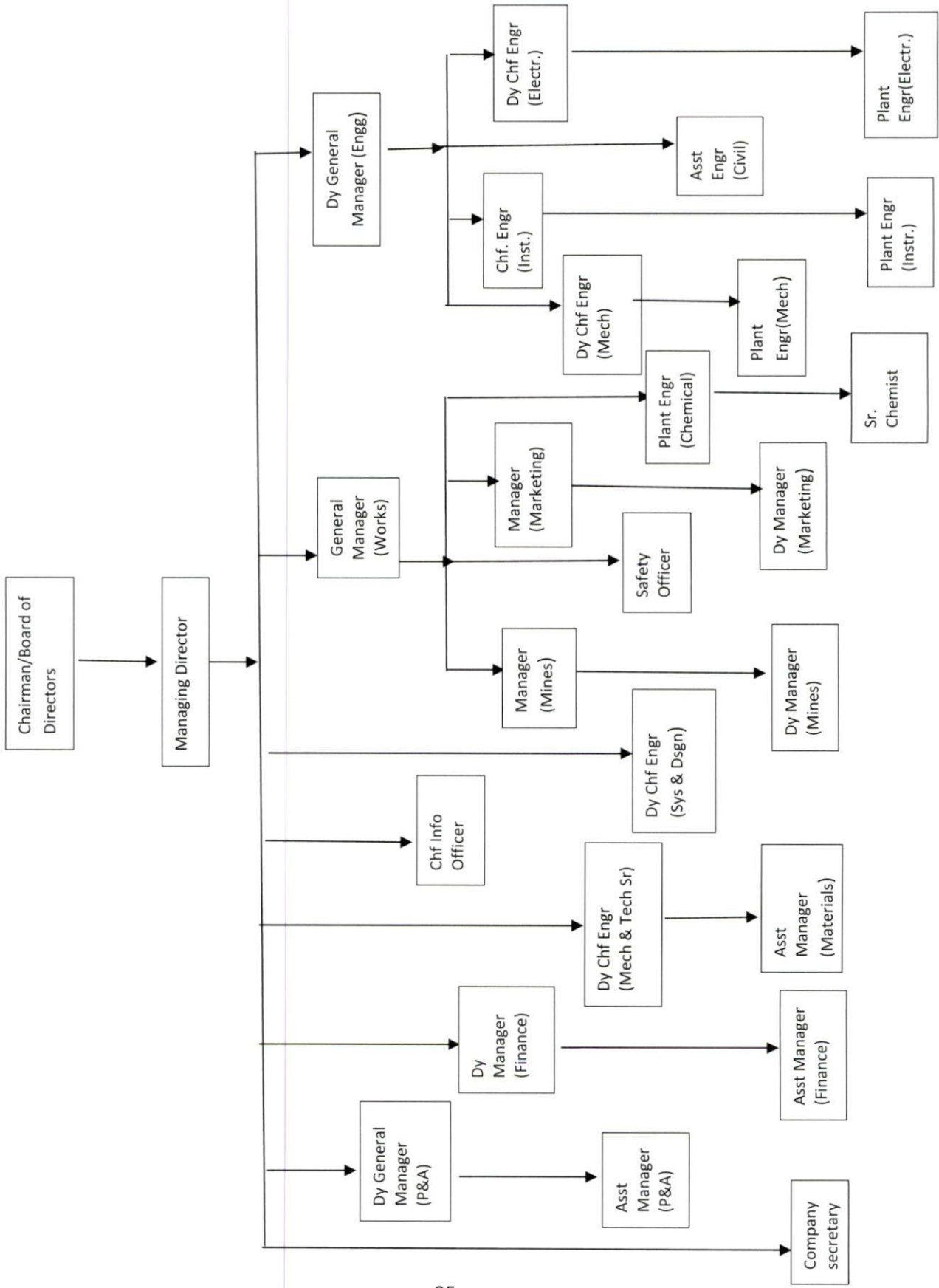
MALABAR CLASSIC

Malabar classic is best suited to resist alkali aggregate reaction, a defect eventually resulting in excessive cracks and subsequent unserviceability of structures. The benefit is that better coverage and finish in wall and roof plastering. This in turn reduces the paint consumption. With its superior strength it is economical.

MALABAR AISWARYA

Malabar Aishwarya brings prosperity in many ways. It increases the life of your structure by safeguarding against sulphate attack. It offers high quality at affordable price. It generates less heat thus reduces the formation of cracks. With very low magnesium content this provide shape stability for concrete structures. This product has excellent strength and strength gaining capacity

ORGANISATIONAL CHART



Chapter 4

DATA ANALYSIS AND INTERPRETATION

CHAPTER-IV

ANALYSIS AND INTERPRETATION

Keeping the objectives of the study in view, data were collected and subjected to analysis and interpreted in the light of existing theories. In order to derive more exclusive inferences, the profile of the respondents and all major relevant information were also analysed. The results are broadly categorised as for dealers and consumers and is presented under the following heads.

- Quality of the Malabar Cements brand as perceived by dealers
- Price satisfaction of dealers towards Malabar Cements Limited (MCL)
- Sales promotion activities adopted by MCL
- Factors influencing the purchase decision of dealers
- Brand preference and ranking of the brands as perceived by dealers
- Dealers perception towards the branding activities
- Influence and effectiveness of Advertisements among dealers
- Consumer preference for different brands of cements
- Price satisfaction of consumers towards MCL
- Factor influencing the purchase decision of consumers
- Awareness of advertisements among consumers

4.1 DEALERS PERCEPTION

Dealers perception of brand effectiveness in MCL was measured in terms of quality, price satisfaction, sales promotion activities, factors influencing the purchasing division, brand preference and effectiveness of advertisements. The performance of MCL on these observations are presented under the following subheads.

4.1.1 Quality of the Malabar Cements brand as perceived by dealers

Quality is about making company perform for their dealers, from improving products, services, systems and processes, to make sure the whole company is fit and effective. Here the quality of MCL perceived by dealers were analysed

4.1.1.1 Buying pattern of brand

Buying pattern indicates how dealers purchase the brand encompassing the quantity, duration and timing. The buying pattern of the dealers of Malabar cements are represented in the Table 4.1.

Table 4.1 Quality perception of dealers in terms of Buying pattern of Dealers

(n=40)

Sl. No	Buying pattern	No. of respondents	Per cent
1	Daily	30	75
2	Once in a week	5	12.5
3	Once in two weeks	3	7.5
4	Once in a month	2	5
	Total	40	100

Source: Primary data

Table 4.1 shows that majority (75 %) of the dealers have been purchasing the cement daily. This clearly indicates that the dealers of the Malabar cements are having daily transactions and are frequent buyers from the factory. However, 12.5% of the dealers bought cement once in a week according to the customer orders. This indicated that most of the dealers were retail sellers. Therefore, the marketing strategies of the company need to be reoriented to suit the retail requirements of its dealers.

4.1.1.2 Experience in Dealership of Malabar cements

Experience is knowledge or skill in a particular job or activity, which they have gained because they have done that job or activity for a long time. Here Table 4.2 represents the experience of dealers in Malabar cements.

Table 4.2 Quality perception of dealers in terms of Experience in Malabar cements

(n=40)

Sl. No	Dealers in Malabar cements	No. of Respondents	Per cent
1	Less than 5 years	10	25
2	5-10 years	13	32.5
3	More than 10 years	17	42.5
	Total	40	100

Source: Primary data

Fig 4.1 Quality perception of dealers in terms Experience in Malabar Cements

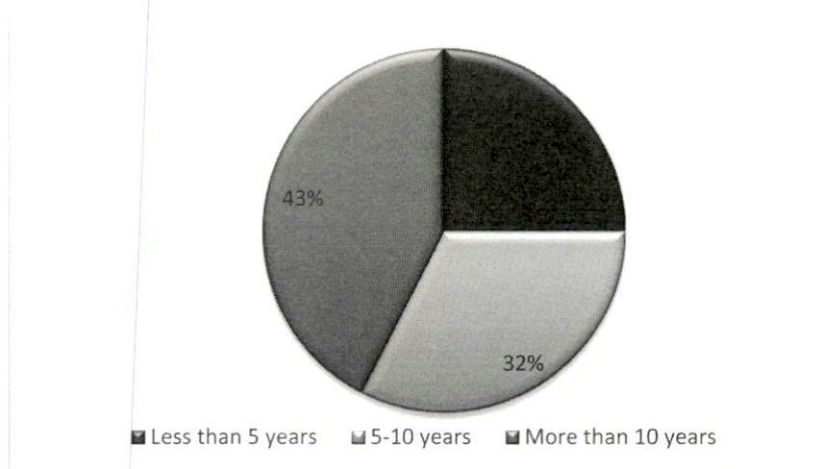


Table 4.2 shows that majority of dealers (42.5%) had more than 10 years of experience as dealers of MCL. It can be inferred that they maintain sustained relationship with the company. Moreover 32.5%, 25% dealers experience 15-10 and less than 5 years respectively with company which indicated the presence of new dealers taking

dealership of MCL. This can be attributed to the high brand value perception about the company.

4.1.2 Price satisfaction of dealers towards Malabar Cements Limited

A business can use a variety of pricing strategies when selling a product or service. Thus, the price can be set to maximize profitability for each unit sold or from the market overall. Here the price satisfaction of dealers were analysed.

4.1.2.1 Satisfaction in Pricing of Malabar Cements

Price is the monetary value of the product has been fixed for exchange purpose. Malabar cements follows different price for different districts. The effect of change in price in the market, will be apparently visible only by change in demand. Here the satisfaction of dealers in the price of the Malabar Cements were analysed. The results were shown in the Table 4.3

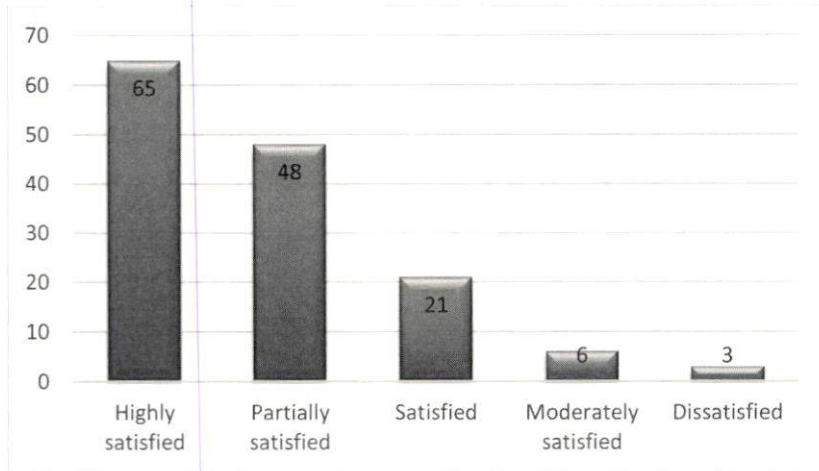
Table 4.3 Price Satisfaction in terms of Dealers perception

(n=40)

Sl. No	Satisfaction level	No. of respondents	score
1	Highly satisfied	13	65
2	Partially satisfied	12	48
3	Satisfied	9	21
4	Moderately satisfied	3	6
5	Dissatisfied	3	3

Source: Primary data

Fig 4.2 Price Satisfaction in terms of Dealers perception



From the above Table 4.3 it is understood that the dealers are highly satisfied for the price of Malabar cements with a score of 65, since they are getting the product at affordable price. It is inferred that the pricing methods followed by Malabar Cements were good according to the dealers perception

4.1.2.2 Brand quality and quantity for the price paid

Repeated purchasing of the brand was mostly depended on the satisfaction obtained from the product for the amount they paid for it. As per the result it is analysed that whether, the dealers are getting the product with good quality and quantity. The results are shown in the Table 4.4. The scoring pattern followed was:

Always	:	5
Frequently	:	4
Occasionally	:	3
Rarely	:	2
Never	:	1

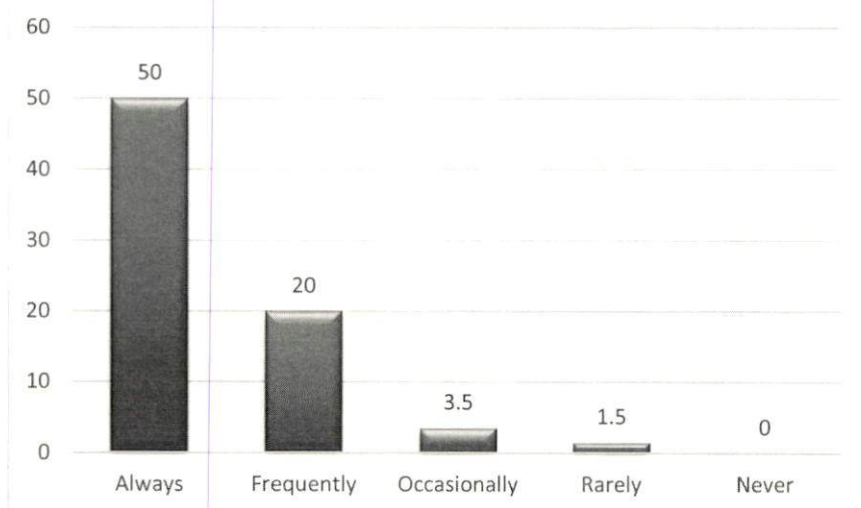
Table 4.4 Brand quality for price paid

(n=40)

Sl. No	Brand quality for price	No. of respondents	Score	Index
1	Always	20	100	50
2	Frequently	10	40	20
3	Occasionally	7	21	3.5
4	Rarely	3	6	1.5
5	Never	0	0	0

Source: Primary data

Fig 4.3 Brand quality for price paid



It is evident from table 4.4 that the majority of the dealers (50%) scored for always, were they are getting the brand with good quality and quantity from the Malabar cements for the amount they paid. This indicated that the company is meeting the expectations of dealers.

4.1.3 Sales promotion activities adopted by MCL

Sales promotion activities is the technique of persuading the dealers to stick on to the same brand and to hold the marketing activities to add brand value. Awareness on sales promotion activities and different sales promotion activities were analysed.

4.1.3.1 Dealers awareness on MCL sales promotion activities

Awareness is a sales promotion technique that dealers recognize as a marketing tool. It is a prerequisite to build respect and create a plan to purchase. The results in the Table 4.5 shows how much the dealers are aware about the brand.

Table 4.5 Awareness of dealers on sales promotion activities

(n=40)

Sl. No	Responds	No. of respondents	Per cent
1	Yes	24	60
2	No	16	40
	Total	40	100

Source: Primary data

Fig4.4 Awareness of dealers on sales promotion activities

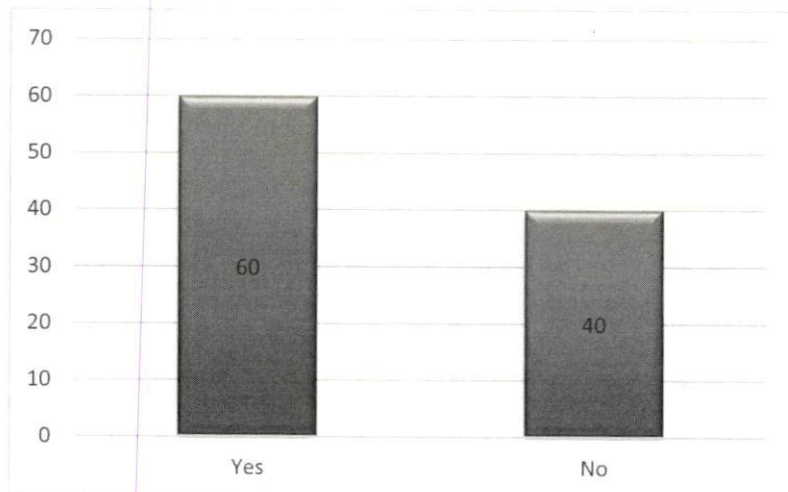


Table 4.5 depicts that about (60%) of the dealers are highly aware about the sales promotion activities that takes place in the Malabar cements, but the rest of others are not aware of the sales promotion activities. It indicated that the company provided good awareness on the sales promotion activities to dealers.

4.1.3.2 Sales promotion activities used by MCL

Sales promotion activities is one of the promotional activities which is used to add product value in the market and also to produce a short-term increase in sales. The sales promotion activities of the MCL were represented in Table 4.6.

Table 4.6 Sales promotion Activities of MCL

(n=40)

Sl. No	Sales promotion activities	No. of respondents	Per cent
1	Price off	0	0
2	Coupons	0	0
3	Discounts	30	75
4	Cashback	3	7.5
5	Gifts	7	17.5

Source: Primary data

Fig 4.5 Sales promotion Activities of MCL



From the above table 4.6 it depicts that the most of the dealers (70%) are offered with the discounts as per their purchase of the brand and (17.5%) of the dealers are getting some gifts as per the purchase offers. It is indicated that the sales promotion activities are not given more importance in the company and are following the same activities

4.1.4 Factors influencing the purchase decision of dealers

The purchasing decision of dealers varies from person to person. Different factors were affected the purchasing decision of the dealers. Some of the factors are analysed that influence the purchase. For each parameter, the dealers responses were taken as Highly Influential (3) Influential (2), Least Influential (1). The results from the data are represented in Table 4.7.

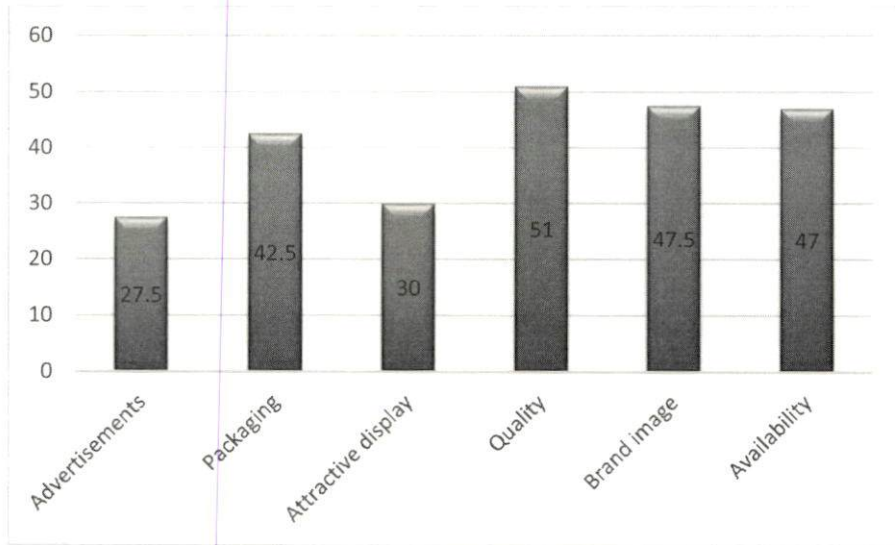
Table 4.7 Factors influencing purchasing decision of dealers

(n=40)

Sl. No	Factors	Highly Influential (3)	Influential (2)	Least Influential (1)	Score	Index
1	Advertisements	5	5	30	55	27.5
2	Packaging	15	15	10	85	42.5
3	Attractive display	6	8	26	60	30
4	Quality	26	10	4	102	51
5	Brand image	20	15	5	95	47.5
6	Availability	19	16	5	94	47

Source: Primary data

Fig 4.6 Factors influencing purchasing decision of dealers



From the Table 4.7 it can be evident that the major factor effecting the purchase of Malabar Cements influenced by the quality of the brand (50%) where the dealers are satisfied with the brand quality and it have a great influence in purchasing the brand. The next significant factors were brand image (47.5%) were followed by the availability of the product (47%).

4.1.5 Brand preference and ranking of the brands as perceived by dealers

Brand preference is the measure of brand loyalty with which dealers will choose a particular brand in presence to the competing brands. showed different brands of cements are available in the market. Among this, the brand that are popular are taken. The results are given in the Table 4.8.

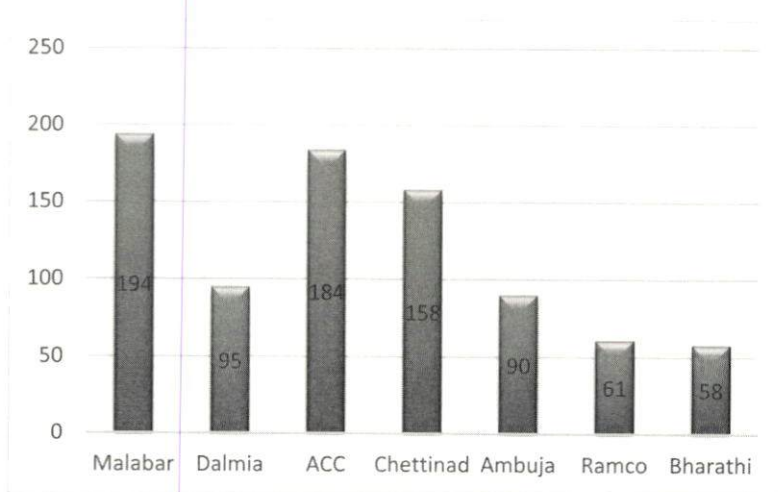
Table 4.8 Brand preferences by MCL dealers

(n=40)

Sl. No	Brand	Score	Rank
1	Malabar	249	1
2	Dalmia	171	4
3	ACC	243	2
4	Chettinad	208	3
5	Ambuja	95	5
6	Ramco	93	6
7	Bharathi	63	7

Source: Primary data

Fig 4.7 Brand preferences by MCL Dealers



From the results of Table 4.8 it is evident that among the various brands, dealers rated MCL as the best brand in the market more than any other competing brands with first rank and score 249. ACC were ranked second in the dealers' preference towards brands, followed by Chettinad brand. Compared with the given options least preferred were Bharathi brand. Locational advantage of the company can be the probable reason for the brand preference of dealers as it provides with better, easy accessibility, reduce transportation etc.

4.1.6 Dealers perception towards the branding activities

The opinion about the branding activities varied from dealers to dealers. Thus the effectiveness of the brand was studied using six selected parameters through the dealers perception towards Malabar cements. The result of the study were shown in Table 4.9.

Table 4.9 Parameters for dealers perception towards MCL
(n=40)

Sl. No	Dealers perception	Score	Index
1	Products have a good quality	165	82.5
2	Price of the product is reasonable	178	89
3	Regular in product supply	156	78
4	High customer demand	152	76
5	Information about the brand is more	128	64
6	Commission is high	138	69

Source: primary data

From the above Table 4.9 reveals the perception of dealers towards Malabar cements. About (89%) of the respondents have agreed that the price of the product is reasonable when compared to other cement brands and (82.5%) of the respondents agreed that the products were having good quality. The least scored parameter is the information about the brand is less, which shows that advertisement for the brand publicity is less.

4.1.6.1 Satisfaction of the Dealers

As per the results, shows how much the dealers are satisfied with the brand Malabar Cements. The results are shown in the Table 4.10.

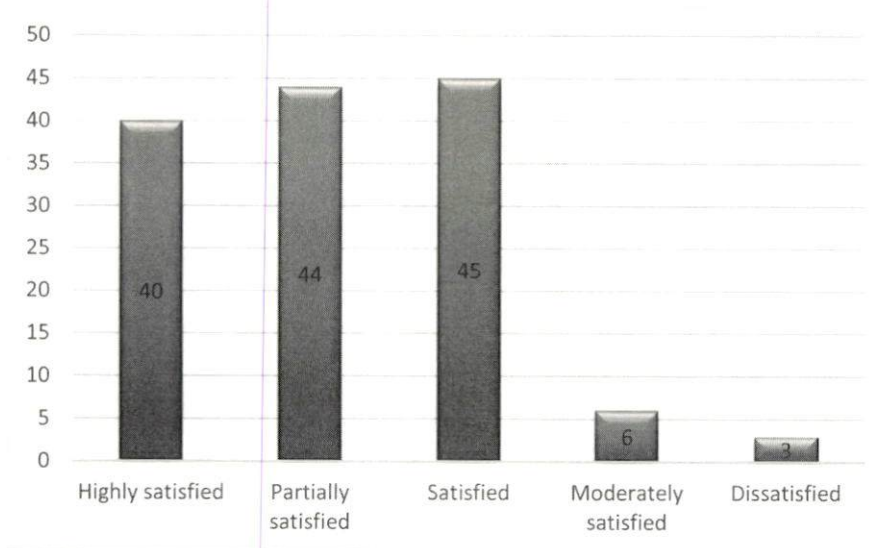
Table 4.10 Satisfaction of the dealers towards MCL

(n=40)

Sl. No	Satisfaction level	No. of respondents	score
1	Highly satisfied	9	40
2	Partially satisfied	11	44
3	Satisfied	14	45
4	Moderately satisfied	3	6
5	Dissatisfied	3	3

Source: Primary data

Fig 4.8 Satisfaction of the dealers



From the above Table 4.10 it is understood that the dealers are satisfied towards this brand with a score of 45. Thus satisfaction index level towards the Malabar cements is good according to the perception of dealers.

4.1.7 Influence and effectiveness of Advertisements

Effectiveness of advertisement emphasises whether it is acceptable to the public and whether they remembered it. Awareness on advertisement and influence of sources of information were analysed.

4.1.7.1 Awareness on Advertisement

Advertising the brand is one of the methods of presenting a message to attract the public to purchase the product. The study analysed how much the dealers were aware about the advertisements on Malabar Cements brand. The results were shown in the Table 4.11.

Table 4.11 Awareness on Advertisement among dealers

(n=40)

Sl. No	Responds	No. of respondents	Per cent
1	Yes	18	45
2	No	22	55
	Total	40	100

Source: Primary data

Results from the Table 4.11 indicated that only (45%) of the dealers are aware about the advertisements. This clearly shows that the company were not giving more publicity to the brand through any advertisements in medias.

4.1.7.2 Influence of Information Sources on Malabar cements

Sources of information is an important factor that influence the awareness of the dealer. The results on the information sources of MCL dealers are represented in Table 4.12.

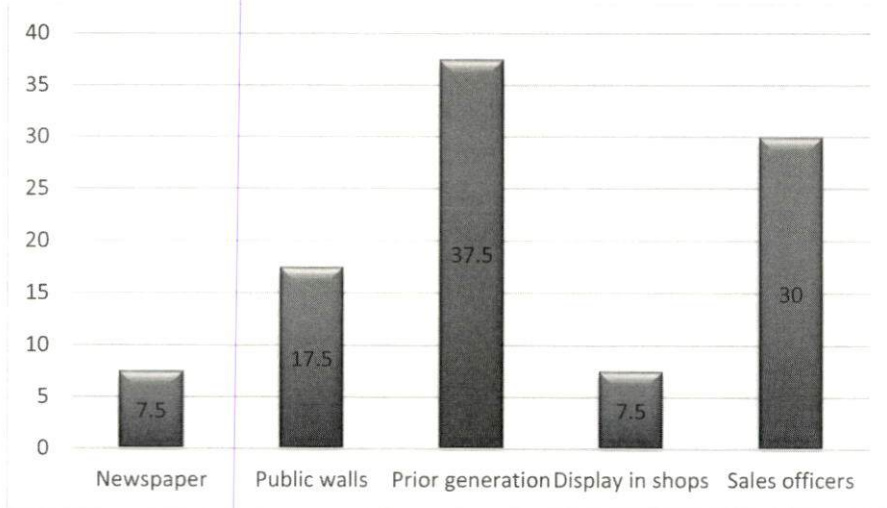
Table 4.12 Influence of Information sources on MCL dealers

(n=40)

Sl. No	Sources	No. of respondents	Per cent
1	Newspaper	3	7.5
2	Public walls	7	17.5
3	Prior generation	15	37.5
4	Display in shops	3	7.5
5	Sales officers	12	30
	Total	40	100

Source: Primary data

Fig 4.9 Influence of Information sources on MCL dealers



Results from the Table 4.12 shows that, (37.5%) dealers were known information about the brand through their prior generation. However, (30%) of dealers have known through the sales officers who introduces their brand to the dealers. From this it is clear that advertisement influence of Malabar cements through media were very less compared to generations trust and promotion by sales officers.

4.2 CONSUMERS PERCEPTION

Consumers perception on brand effectiveness in MCL was measured in terms of Consumer preference for different brands of cements, Price satisfaction, factors influencing the purchase decision of consumers and awareness of advertisements. The performance of MCL on these observations are presented under the following subheads

4.2.1 Consumers preference for different brands of cements

Consumer preference is a set of assumptions that focus on consumer choices. It is the preference for the consumer to rank different bundles of brands according to the utility or the satisfaction of consuming the goods or service.

4.2.1.1 Brand preference of consumers

Brand preference is the measure of brand loyalty in which consumers will choose a particular brand. Results shows different brands preference of consumers that are available in the market. Among this, only the brand that are popular are taken. The results are given in the Table 4.13.

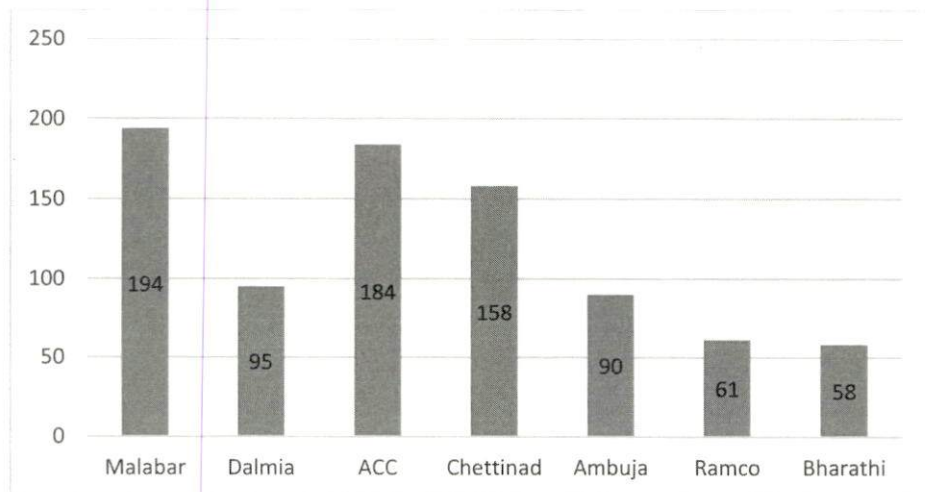
Table 4.13 Brand preference by consumers

(n=30)

Sl. No	Brands	Score	Rank
1	Malabar	194	1
2	Dalmia	95	4
3	ACC	184	2
4	Chettinad	158	3
5	Ambuja	90	5
6	Ramco	61	6
7	Bharathi	58	7

Source: Primary data

Fig 4.10 Brand preference by Consumers



From the results of Table 4.13 it is evident that among the various brands, consumers rated MCL as the best brand in the market more than any other competing brands with first rank and score 194. ACC were ranked second in the consumers preference towards brands, followed by Chettinad brand. Compared with the given options least preferred were Bharathi brand. Easy accessibility and availability of the brand can be the reason for the preference.

4.2.1.2 Consumers satisfaction towards Malabar cements

As per the result, shows how much the consumers are satisfied with the brand Malabar Cements. The results are shown in the Table 4.14

Table 4.14 Satisfaction of Consumers towards MCL

(n=30)

Sl. No	Satisfaction level	No. of respondents	Score
1	Highly satisfied	13	65
2	Partially satisfied	9	36
3	Satisfied	4	12
4	Moderately satisfied	2	4
5	Dissatisfied	2	2

Source: Primary data

Fig 4.11 Satisfaction of Consumers towards MCL

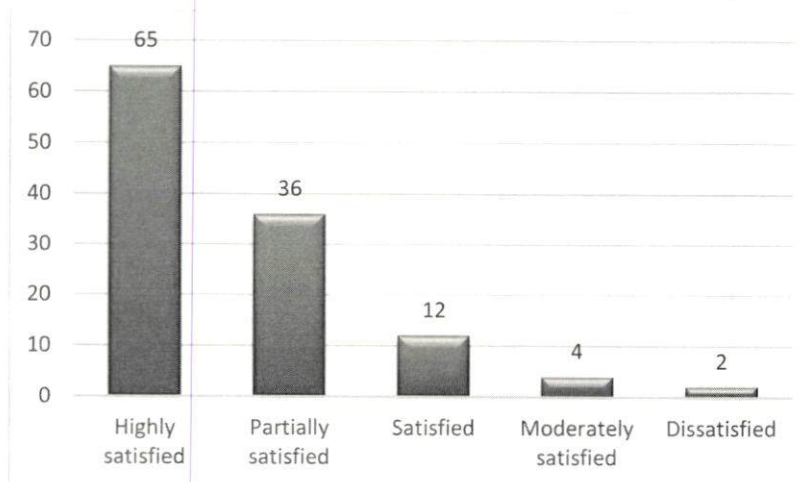


Table 4.14 shows that the satisfaction level of the respondents who buy the Malabar cements. Majority (65%) of consumers who purchase the Malabar cements are highly satisfied with this brand. This were due to the availability and the trust for the mother brand. Thus satisfaction index level towards the Malabar cements is good according to the perception of consumers.

4.2.2 Price satisfaction of consumers towards MCL

Variety of pricing strategies were used when selling a product or service. Thus, the price can be set to maximize profitability for each unit sold or from the market overall. Here the price satisfaction of the consumers were analysed

4.2.2.1 Satisfaction in Pricing of Malabar Cements

Price is the monetary value of the product has been fixed for exchange purpose. The effect of change in price in the market, will be apparently visible only by change in demand. Here the satisfaction of consumers in the price of the Malabar Cements were analysed. The results were shown in the Table 4.15

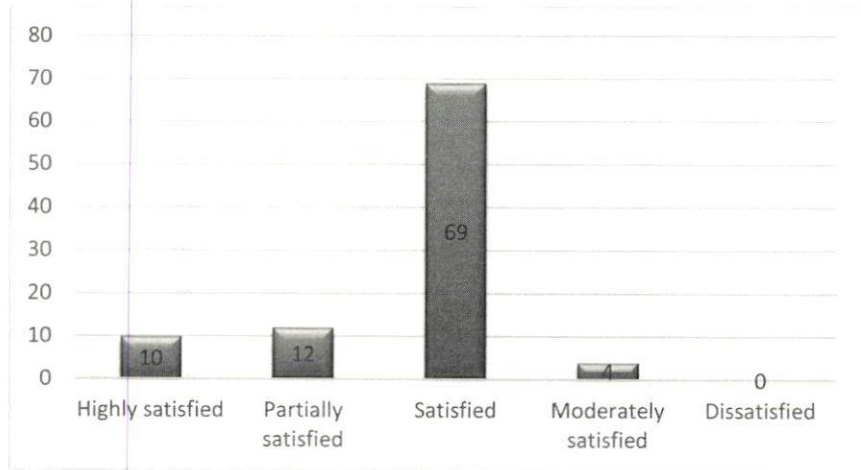
Table 4.15 Price Satisfaction of consumers

(n=30)

Sl. No	Satisfaction level	No. of respondents	score
1	Highly satisfied	2	10
2	Partially satisfied	3	12
3	Satisfied	23	69
4	Moderately satisfied	2	4
5	Dissatisfied	0	0

Source: Primary data

Fig 4.12 Price Satisfaction of consumers



Results from the Table 4.15 it is understood that the consumers are satisfied for the price of Malabar cements with a score of 69, since they are getting the product at affordable price rather than any other brands. It is inferred that the consumers always prefer the brand with less price of good quality.

4.2.3 Factors influencing the purchasing decision of consumers towards Malabar cements

The purchasing decision of consumer varies from person to person. Different factors are influenced the purchasing decision of the consumers. Some of the common factors are analysed in the study. The results from the data are represented in Table 4.16.

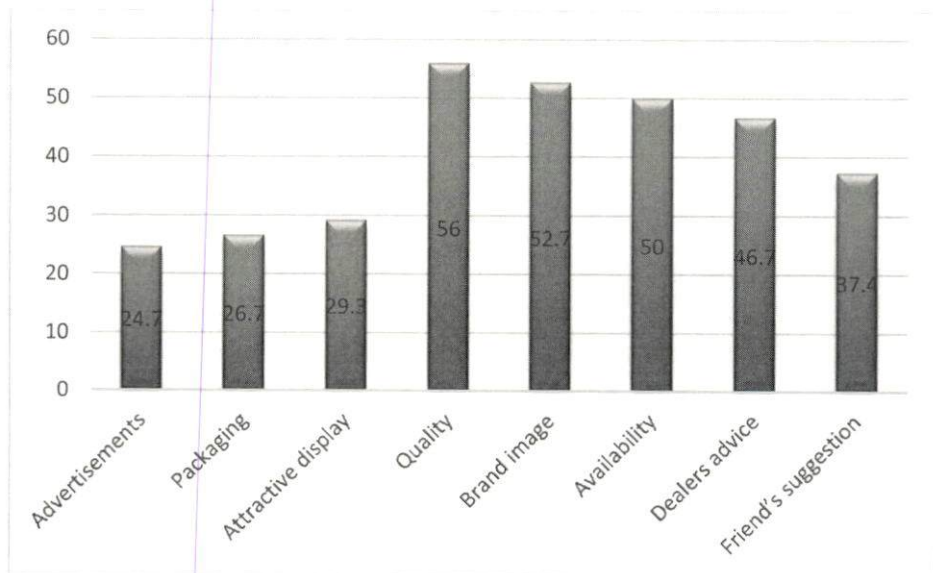
Table 4.16 Factors influencing purchasing decision of Consumers

(n=30)

Sl.no	Factors	Highly Influential (3)	Influential (2)	Least Influential (1)	Score	Index
1	Advertisements	2	3	25	37	24.7
2	Packaging	3	4	23	40	26.7
3	Attractive display	4	6	20	44	29.3
4	Quality	24	6	0	84	56
5	Brand image	22	5	3	79	52.7
6	Availability	20	5	5	75	50
7	Dealers advice	15	10	5	70	46.7
8	Friend's suggestion	8	10	12	56	37.4

Source: Primary data

Fig 4.13 Factors influencing purchasing decision of Consumers



From the Table 4.16 it is evident that the major factor effecting the purchasing decision of the consumers were the quality of the brand (56%) where they are satisfied with the brand quality and have a great influence in purchasing the brand. The next significant factors were brand image (52.7%) were followed by the availability of the product (50%).

4.2.4 Awareness of advertisements on consumers

Advertisements are the mode for a brand to convey its feature to the public. The study analysed how much the consumers are aware about the advertisement and how did it effect the purchase of product. The result of the study were shown in the Table 4.17

Table 4.17 Awareness of Advertisements among Consumers

(n=30)

Sl. No	Responds	No. of respondents	Per cent
1	Yes	13	43.3
2	No	17	56.7
	Total	30	100

Source: primary data

Results from the Table 4.17 it was indicated that only (43.3%) of the consumers are aware about the advertisements of the Malabar Cements. This clearly shows that the advertisement influence and effectiveness on the brand for its promotion is very less.

4.2.3.1 Influence of Information sources on Malabar cements

Sources through which information availability is an important factor for understanding about the awareness of the brand and to know how the respondents came to know about this brand. The results from the data are represented in Table 4.18

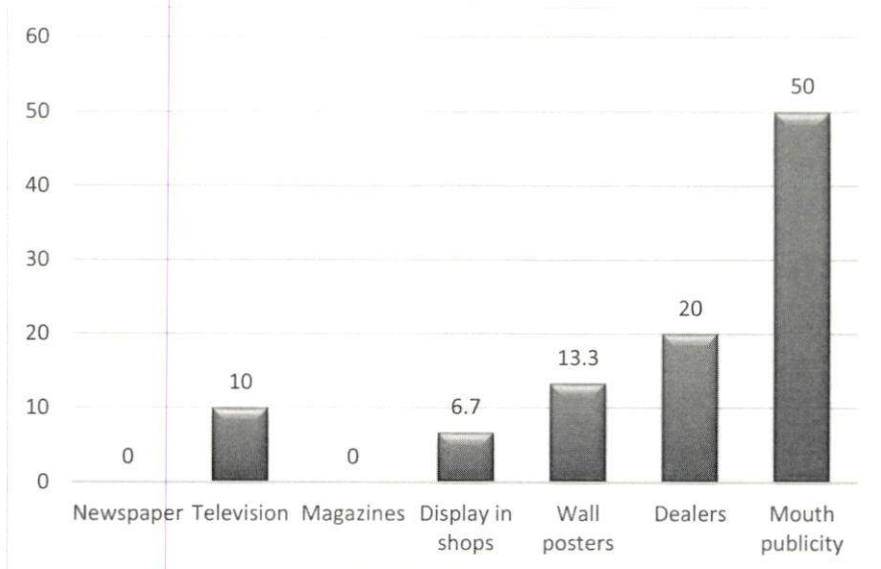
Table 4.18 Influence of Information sources for consumers on MCL

(n=30)

Sl. No	Sources	No. of respondents	Per cent
1	Newspaper	0	0
2	Television	3	10
3	Magazines	0	0
4	Display in shops	2	6.7
5	Wall posters	4	13.3
6	Dealers	6	20
7	Mouth publicity	15	50

Source: primary data

Fig 4.14 Influence of Information sources for consumers on MCL



Results from the Table 4.18 shows that (50%) of the consumers were influenced towards the brand through mouth publicity. (20%) of the consumers were purchasing the Malabar Cements by the information given by the dealers when they are about to purchase from the shops. This shows that Malabar Cements are not maintaining a proper advertisement media to influence the consumers.

Chapter 5

***SUMMARY OF FINDINGS, SUGGESTIONS
AND CONCLUSION***

CHAPTER-V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

For a business it is not enough to have good product sold at attractive costs but it should create a brand value among its consumers. There are many methods used by industry to attract dealers and the consumers to buy their brands and products. Advertisements and sales promotional activities should be consistent and repeated often in order to create a clear image in the mind of consumers so as to purchase it. In order to generate sales and profits, the benefits of products have to be communicated to dealers and consumers.

In this context the present study entitled Brand effectiveness of Malabar cements Ltd. Walayar Palakkad has done with the following objectives;

1. To identify the advertisement and sales promotion activities adopted by Malabar Cements Ltd.
2. To delineate the factors affecting brand effectiveness of Malabar Cements Ltd

The study were conducted in the six Taluks of Palakkad, Ottapalam, Alathur, Mannarkad, Chittur and Pattambi of Palakkad district. To analyse the objectives, primary data were collected through structured questionnaire which covered both dealers and consumers of the brand from the selected research area.

5.1 MAJOR FINDINGS

5.1.1 Advertisement and sales promotion adopted by Malabar Cements for dealers

1. Majority (60%) of the dealers were highly aware about the sales promotion activities of the Malabar cements.
2. Most of the dealers (70%) were offered with the discounts as per their purchase of the brand. Other promotion deals presented to the dealers were gifts and cash backs.
3. Only (45%) of the dealers were aware about the advertisements. This clearly showed that the company was not relying on publicity through any advertisements in media for brand promotion among dealers.

4. The information source about the brand which influenced the dealers the most (37.5%) was the brand perception of prior generation. It clearly showed that advertisement influence of Malabar cements through media were very less compared to inter-generation trust and promotion by sales officers.
5. Majority (50%) of the dealers were influenced by the perceived quality of the brand and its influence as the only mother brand from the state. This can be substantiated from the fact that majority (80%) of dealers were from Kerala.
6. Among the various brands, dealers preferred Malabar cements more than any other brand. This can be attributed to the locational advantage of the company for the dealers.
7. Majority (75%) of the dealers were frequent buyers from the factory has who purchased the cement daily.
8. Most (42.5%) of dealers had the Malabar cements dealership for more than 10 years which indicated a sustained relationship maintained by them with the company. This can be attributed to the high brand value perception about the company.
9. Majority (65%) of the dealers were highly satisfied with the price offered by Malabar cements. It can be inferred from this that the pricing methods followed by the company were acceptable to its dealers.
10. Majority of the dealers (50%) reported that they are getting the brand with good quality and quantity from the Malabar cements and was satisfied with the value of money offered by the product
11. Majority (89%) of the dealers agreed that the price of the product was reasonable compared to other cement brands. Dealers considered advertisements as the least relied option for brand promotion by the company.
12. Brand satisfaction and promotion strategies were rated good by 45% of its dealers.

5.1.2 Advertisement and sales promotion adopted by Malabar Cements for Consumers

1. Only (43.3%) of the consumers were aware about the advertisements of the Malabar Cements. This clearly showed that the company was not relying on publicity through any advertisements in media for brand promotion among consumers.
2. The information source about the brand which influenced the consumers the most (50%) was through the word of mouth. It clearly showed that advertisement influence of Malabar Cements through media were very less compared to mouth publicity and dealers advice.
3. Majority (56%) of the consumers were influenced by the perceived quality of the brand for purchasing it.
4. Among the various brands, customers highly preferred Malabar Cements more than any other brand. This can be attributed to the easy accessibility of the brand for the consumers from the dealers.
5. Majority (69%) of the consumers were highly satisfied with the price offered by Malabar Cements. It can be inferred from this that the pricing methods followed by the company were acceptable to its consumers also.
6. Brand satisfaction and its advertisement influence were rated good by 65% of its consumers.

5.2 SUGGESTIONS

1. Being a cost-effective promotional technique, and new generation media with wide popularity, the company can use social media for advertising their brand.
2. The company should also promote dealers through providing more benefits and may seek the level of satisfaction which also motivate them to push the brand in the market.
3. As MCL is a public sector company, they should implement the rule of using the mother brand for the construction of government buildings.
4. The company should give much importance for advertisements and other sales promotional activities.

5.3 CONCLUSION

Malabar Cements Ltd., a fully owned Govt. of Kerala Undertaking, is synonymous with superior quality cements, vouched by consumers spread across the state of Kerala. The production and the marketing of this is depended on perceived brand value of the product. The study on the brand effectiveness of Malabar cements revealed that the dealers who were the main assets to the company. The sale of the brand only takes place through the dealers, but to an extent the dealers are not satisfied with the promotion activities of the brand such as the sales promotion and the media exposure. . Even though there is not having much media exposure it is only known through the prior generation as it is the mother brand. Also the consumers are not that much aware of the brand through any public media. Since the brand is facing a huge competition from other brands, the company should implement new policies to improve its brand effectiveness and also concentrate much on these activities through they can achieve better sales, demand and market share.

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APPENDIX

KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT



**BRAND EFFECTIVENESS OF MALABAR CEMENTS LIMITED, WALAYAR
PALAKKAD**

QUESTIONNAIRE FOR THE DEALERS

1. Name of the dealer :
2. Address :
3. Do you frequently buy this Brand? : Yes/No

If Yes,

Twice weekly Once in a week Once in two weeks
Once in a month Daily

4. How long you have been the Dealer of Malabar cements?

Less than 5 years 5-10 Years More than 10 years

5. Various brands of cements kept in the store in order of preference:

Brand	Rank
Malabar cements	
Dalmia cements	
Adithya Birla	
Chettinad cements	
Ambuja cements	
ACC cements	
Ramco	
Bharathi	

6. How do you get to know about Malabar Cements brand?

Newspaper Public walls Prior generation
Display in shops Sales Officer

7. What image you hold with respect to the brand?

8. How satisfied are you with the brand Malabar Cements?

Highly Satisfied Partially Satisfied Satisfied
Moderately satisfied Dissatisfied

9. Are you satisfied with the price of Malabar cements compared to other brands of cements?

Highly Satisfied Partially Satisfied Satisfied
Moderately satisfied Dissatisfied

10. Do you get the product of good quality and quantity for the amount paid?

Always Frequently Occasionally
Rarely Never

11. How your purchasing decisions influenced by:

Factors	Highly Influential	Influential	Least Influential
Advertisement			
Packaging			
Attractive Display			
Quality			
Brand Image			
Availability			

12. Dealers perception towards Malabar cements

Dealers perception	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Products have a good quality					
Price of the product is reasonable					
Regularity of product supply					
High customer demand					
Information about the brand is more					
Commission is high					

13. Did you know any sales promotional activities implemented by Malabar cements?

a. Yes b. No

14. If yes, which techniques of sales promotion do Malabar cements used to push Sale?

a. Price off b. Coupons c. Cash Back

d. Scratch Card e. Buy one get one free

f. Any other

15. Do you think advertisement through media could help the company to be popular and increase their business?

Yes No

16. What in your opinion is the best promotion method for Malabar cements? Why?

KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT



**BRAND EFFECTIVENESS OF MALABAR CEMENTS LIMITED, WALAYAR
 PALAKKAD**

QUESTIONNAIRE FOR THE CUSTOMERS

1. Name of respondent :
2. Address :
3. Age :
4. Sex :
5. How satisfied are you with the brand Malabar cements?
 Highly Satisfied Partially Satisfied Satisfied
 Moderately satisfied Dissatisfied
6. Your purchasing decisions are influenced by:

Factors	High Influential	Influential	Least Influential
Advertisement			
Packaging			
Attractive Display			
Quality			
Brand Image			
Detailers Advice			
Availability			
Friends' suggestion			

7. Are you satisfied with the price of Malabar cements compared to other brands of cements?

Highly Satisfied Partially Satisfied Satisfied
Moderately satisfied Dissatisfied

8. How do you get to know about Malabar cements?

Newspaper Television Magazines Display in shops
Sales Promotion Mouth publicity Others

9. Does it provide the sufficient information about the product you needed?

Yes No

10. Are you aware about the advertisement and did it effect purchase of the product?

Yes No

11. Do you have any brand preference for the purchase of product? Yes/No

If yes, various brands of cements kept in the store in order of preference

Brand	Rank
Malabar cements	
Dalmia cements	
Adithya Birla	
Chettinad cements	
Ambuja cements	
ACC cements	

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