Brand Perception Among Cement Brands – An Insight Among Consumers

Dr.M.Suryakumar, Assistant Professor, DOMS, Periyar University, Salem

Abstract: “Brand rules the customers”, whatever happens people still stick to the brand which they feel close to their heart, which creates the demand but still there are customers. Cement industry is one such example, people still thinks that few brands are trustworthy and they go for it each and every time even though their preferred brand doesn't have enough promotion for them, so considering these problems and issues the study focuses about the perception the customers have towards cement brands among them district. Sample size is taken into account numbering 156; sampling technique incorporated was convinience sampling. The study concludes that “Quality product” is the future, if proper promotion and advertising is done in each nook and corner of digital platform, customer’s perception may change.

Index Terms: Digital Platform, Trustworthy, promotion, perception, brand, customers, cement

1 PREAMBLE
Consumer Perception is an advertising idea that discloses to us what clients make of a brand or an organization or its contributions. It tends to be sure or negative emotions, discernments, restraints, inclinations, desires or encounters that a consumer has. In the occurrence that you grasp the scheme of consumer recognition, you will formulate logic of that it is allegedly the most trivial aspect that chooses the triumph of a brand, item or an organization in wide-ranging. How a unambiguous brand or business is placed is as well assumes an obligatory job in this. The traits of a trademark and its disposition presuppose a major job. In the experience that we take a gander at the association Apple, we can see that the club is vigorously seen by the mainstream of its consumers. Truth Aside, there are obstinate fanatics of Apple. The rationale being that the group has been more than once ingenious; it has great performing items which make an crossing point with their consumers. Thus, Apple is among the top product over the world.

Preface of the study
Brand perceptiveness is an inimitable aftereffect of a consumer come across with a trademark. It’s outstandingly critical to an promotion modus operandi as it’s recurrently what elevate a crucial item or association into a trademark: corresponding to seeing a name. There are numerous phases of a brand, beginning with mindfulness and completion with brand deviation. As a customer initially winds up mindful of a brand, their encounters and cooperations with it at last come full circle into brand observation. In the event that the correct encounters happen, it could build up a lifetime of brand value. Likewise, if an organization can position themselves deliberately with regards to mark observation as it so happens, brand unwaveringness can result. In any case, before setting out on that challenge, it’s essential to comprehend what brand observation is and why it’s so significant.

Effects of the Brand Image on Customer
In the ongoing aggressive world, brand picture of any organization is significant, for example, items or administration contributions. Business association for the most part considers brand picture as one of the useful asset and resource for their prosperity. In this specific research proposition, Sainsbury association is chosen which is a retail association in United Kingdom. This examination manages understanding the key fundamental variables of brand picture and saw an incentive on consumer loyalty and client faithfulness in Sainsbury retail association. Client faithfulness just as consumer loyalty is a broadly acknowledged issues winning in the business association. This is fundamentally relevant as showcasing benchmark in the event of examining over the presentation of Sainsbury retail association. It is basic to exhibit that if a purchaser is happy with the items and administrations of the enterprise then the client can show faithful frame of mind towards the specific brand. This reliability of the shoppers towards the brand is reflected through the ability of the client to pay progressively, offer positive informal exchange and show of faithful dispositions and practices.

Few Literature works quoted from previous study
K.Amutha and S.P.Vinayak pointed out that trademark mindfulness is the level of nature among customers about the life and accessibility of the piece. It is probable as fraction of forte advertise that has prior information of trademark. Brand acknowledgment is the competence of consumer to pick out prior information of brand. While brand analysis is the competence of consumer to restore your form of a brand from his reminiscence when specified the item V.Raja and Dr.R.Renganathan in their exploration they said that inclination of specific brand of concrete and furthermore the preference of various brands of bond for various periods of lodging development like storm cellar, flooring, and roofing. This investigation additionally manages purposes behind fulfillment in utilizing a specific brand of concrete. The survey was directed with 200 respondents from Trichy/Tamilnadu who were building houses. Companies in the bond business can utilize this research to comprehend the buyers’ attitude towards different brands of concrete, the average quantity of bond prerequisite for lodging development and promotion media desirable over give commercials for bondDiptendu Ghosh and Biswajit das says that respondents firmly feel that brand assumes a significant job for the buy of bond in the
examination territory. The brand of specific bond can’t be overlooked by the sellers while managing a definitive shoppers.

2 RESEARCH PRACTICES

Primary Sources of Data

- This research is empirical by nature and the data was personally collected by means of a necessary questionnaire

Secondary basis of Data

- The Secondary basis of data were composed from journals, books, blogs, news paper articles, research reports.

A sample size of 156 is finalized for the study as few were not able to fill up the questionnaire properly due to their personal commitments; convenience Sampling is adopted for the study. Research Design used was Descriptive research design

Analysis work

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>31.598*</td>
<td>15</td>
<td>.007</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>37.990</td>
<td>15</td>
<td>.001</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>.120</td>
<td>1</td>
<td>.729</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>156</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the table it is clear that chi square value is less than the table value, from which it is evident that there is a significant association between brand image and customer preference

Garrett Ranking Table For The Factors Influencing Brand Image

<table>
<thead>
<tr>
<th>Responsible for burnout</th>
<th>Total Score</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company has to be very old</td>
<td>7899</td>
<td>50.06</td>
<td>3</td>
</tr>
<tr>
<td>Standard quality of the cement</td>
<td>8003</td>
<td>51.03</td>
<td>1</td>
</tr>
<tr>
<td>Company should follow the government rules for cement</td>
<td>6752</td>
<td>43.02</td>
<td>5</td>
</tr>
<tr>
<td>More advertisement for the product</td>
<td>7869</td>
<td>50.44</td>
<td>2</td>
</tr>
<tr>
<td>Customers mindset</td>
<td>6735</td>
<td>43.17</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: data computed through questionnaire

Interpretation:

Garrett ranking table which are responsible for the burnout factors of teachers are in the order namely Company has to be very old, Standard quality of the cement Company should follow the government rules for cement, More advertisement for the product and Customers mindset. It is explicit that Standard quality of the cement is ranked as first and more advertisement for the product as second, which shows explicitly that whatever happens customers will always prefer “Standard Quality”

3 CONCLUSION

Aside from modern and framework areas, lodging segment execute as the real advancement driver for bond in India. In Indian concrete industry many players both from national and local are going after their piece of the pie. Concrete organizations need to make mindfulness about different evaluations of bond. In light of the stringent challenge bond organizations need to upgrade their image value, also “Quality” will always act as major influencer.

4 REFERENCES

[9] Yoganandan G & Sowndarya M, “Job satisfaction of faculty members working in engineering colleges in...