



A Study on Awareness of Ultratech Cement in Rural Areas

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ABSTRACT

As India is a developing country, Infrastructure plays a key role in its economic development and the ever-growing need for infrastructural planning and construction is of paramount importance. Cement industry is at the core of construction and plays a pivotal role in the GDP and exports of our country. This study has been undertaken to assess the awareness of rural people towards Ultratech cement which holds an important position in the construction industry. The objective of this paper is to study the awareness regarding Ultratech cement among the rural population and then study their reaction after the campaigns and awareness program. This program has been conducted on the population residing in the rural areas of Haryana, Western U P and Punjab selected through Simple random sampling. Approximately 200 people were contacted for this study. The findings indicate that there was lack of knowledge about the cement industry and the campaigns were successful in imparting adequate knowledge related to Ultratech cement.

Keywords: Awareness, Branding, Cement, Campaign, Infrastructure

1. INTRODUCTION

Cement flagship of The Aditya Birla group is UltraTech Cement. It is the largest producer of RMC and Grey cement also leading company of white cement in India. Outside of China, UltraTech is the only cement manufacturer with 100+ MTPA of cement manufacturing capacity in a single nation. The company's operations have expanded across the UAE, Bahrain, Sri Lanka, and India. UltraTech Cement Ltd is a Mumbai-based cement manufacturer. With an installed capacity of 116.75 million tonnes per year, it is India's largest maker of grey cement, ready-mix concrete (RMC), and white cement. Outside of China, it is the only firm in the world with a capacity of more than 100 million tonnes in a country.

Goods and services with a high level of brand awareness are more likely to generate sales. When faced with an option, consumers are just more inclined to purchase a well-known brand than an unknown one. As most of the rural people are not aware about the cement-based industries. They used to prefer local cement with very low quality and also cheaper than others and also, they are not long lasting. This Research was conducted between 200 people of rural areas. In which we got to know that campaigns are the best ways for the companies to attract rural customer. For that UltraTech cement used to do most of the campaigns. There are various campaigns which Ultratech has organized. From which one is the very successful campaign which is "BAAT GHAR KI". After this campaign everyone was aware about the features and impact of the good cement industry. They have the knowledge to use the Ultratech cement as it is no.1 cement industry in India and also it is trustable brand in cement industries.

1.1 CONCEPT OF CUSTOMER SATISFACTION

The fulfilment level is determined by the contrast between the prospective interactions of each of the three board levels. When campaigns become short in terms of assumptions, customers become discouraged. The customer is satisfied, assuming that the results match the expectations. The customer isn't satisfied assuming the campaign meets or outperforms their assumptions. The customer is fulfilled in the event that the campaign lives up to their assumptions. The customer is incredibly blissful, fulfilled, or delight assuming the presentation meets or surpasses assumptions. Purchaser delight is the outcome that they experience. If the customer is satisfied with their purchase after the campaign depends on a special circumstances involving the customer.

1.2 CUSTOMER ACTIONS

Customer behaviour can be defined as the assumption of people while they are thinking about making a purchase and using products.

The human way of behaving is inseparably connected to customer conduct and can't be separated from it. A piece of the human way of behaving is the way of behaving of customers. This does not imply that all human behaviour is centred on consumption.

Wild purchasers regularly purchase the products they believe others should acknowledge, which is a consequence of individual and ecological effects on customer conduct. Accordingly, a singular's way of behaving is affected by their mental make-up as well as the impact of others.

2. COMPANY PROFILE

The Aditya Birla Gathering has systematised a maintainable structure that separates three crucial points of support in order for the Gathering's enterprises to realize a shared flexibility target. Future Sealing, Partner Commitment, and Competent Stewardship are the three technique pillars that support these three concepts. Since UltraTech is a Gathering organisation, we adhere to this structure in letter and spirit to ensure the management of our project.

Through its activities, UltraTech is devoted to propelling flexibility along the entire worth chain. To do this, they focus on diminishing energy use and fossil fuel byproducts as well as overseeing waste, water, biodiversity, assets, local area relations, work environment wellbeing and security, common freedoms, representative prosperity, and item advancement.

Innovation headway and advancement are significant powers behind their work in these areas. Their Research and development Center discoverer the improvement of feasible business arrangements and offers broad specialized and insightful help to the business to accomplish this objective.

Through the worldwide cement and Substantial Affiliation, UltraTech contrasts its maintainability guidelines and those of other significant firms around the world (GCCA). UltraTech, an establishing individual from the GCCA, was fundamental in beginning the association's tasks in India.

Innovative, a drive of the Worldwide Cement and Substantial Affiliation, incorporates UltraTech as a member. Speeding up worldwide joint effort for cement and substantial development is the objective, which is a significant stage for the business in making an environment move.

3. LITERATURE REVIEW

Aaker, David A. (1996, p. 7) depicted a brand through the idea of brand value as "a bunch of resources connected to a brand's name and image that adds the worth given by an item or administration to a firm as well as that company's customer."

The meaning of Aaker presents the significant part of a linkage between a customer and a brand, while Kotler and Keller (2016, p. G1) view a brand as "a name, term, sign, image, or plan, or a blend of them, expected to recognize the products of one dealer or gathering of vendors and to separate them from those of contenders." One more meaning of a brand is given by Kapferer, Jean-Noël (2012, p. 12). He realizes the brand as "a name that represents a lengthy commitment, campaign or obligation to an exceptional arrangement of values, inserted into items, administrations and conduct's, which make the association, individual or item stand separated or stick out."

After a brand has been made sense of, the inquiry presently emerges what marking is. As per Kotler and Keller (2016, p. 323) marking "is the most common way of enriching items and administrations with the influence of a brand." In any case, Kapferer, Jean-Noël (2012, p. 31) says that "marking amounts to a whole lot something beyond giving a brand name. It requires a corporate long-haul contribution, an elevated degree of assets and abilities to turn into the import."

The meaning of consumer loyalty given by Kotler and Keller (2016, p. 153) says that not entirely settled by how the encounters match the customer's assumptions. This can be underlined with the definition that consumer loyalty "is a component of the experiential result with regards to the c's assumptions across brand touchpoints (Lockwood, 2009, p. 223)." how much these requirements are satisfied decides the satisfaction on account of similarity or disappointment from inconsistency. Kapferer (2012, p. 139) additionally recognizes the significance of relationship inside marking and contends that the emphasis currently is on building dependable connections which include profound close to home contacts and dependability that prompts post-buy exercises. Subsequently, organizations need to comprehend the significance of marking to acquire consumer loyalty to expand their business execution.

4. OBJECTIVES OF THE STUDY

To study the awareness regarding UltraTech cement in rural areas.

To determine the respondents' information on Ultratech cement.

To get UltraTech cement strategies and serious strength.

To decide the probable measure of next deals.

5. SCOPE OF THE STUDY

The concentrate on customer desire assists with knowing who the purchaser is? What they need? What do they look for? How individuals communicate with and utilize the product? Furthermore, the ideal decision might be made as to an item's expense, quality, and so on. The investigation will assist the business with making the expected accommodate to valuing, quality, and promoting drives. Furthermore, by performing studies on customer desire, the necessities of a customer are totally inspected.

6. LIMITATIONS OF THE STUDY

Research is an endless cycle; each investigation is having limitations this examination is likewise having a few limits. The principal constraint was gathering information from a similar district in light of the fact that the time was extremely restricted for directing this concentrate, yet we have gathered more example size with an adequate number of characteristics however there is such a lot of degree for taking more credits. It was extremely challenging to match the outlook of crude regions individuals. Along these lines, to match their necessities there are not such countless missions.

Individuals have their own trust on other organization which they are utilizing for quite a while so to alter their perspective set is very troublesome.

Individuals of rough regions for the most part figure out neighborhood language so there is need correspondence among coach and individuals.

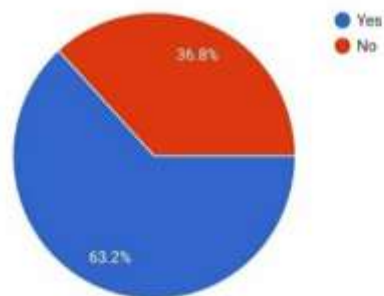
7. RESEARCH METHODOLOGY

RESEARCH METHODOLOGY		
1	Primary data	The sources are divided into basically internal and external sources analysis is commonly referred to as sales analysis like personal interview was carried out collected data and questionnaire method relevant to the study.
2	Secondary data	The secondary data is collected from the various reports, published. Business communication, journals, economic magazines, and websites etc...
3	Sampling Design	For analyzing this study, we use simple random sampling Method. It will be very useful to the researcher or reader.
4	Sampling size	For this study, samples were selected from the place of Uttar Pradesh, Haryana, and Punjab.
5	Tools For Analysis	Percentage analysis refers to a special kind of percentage are used in making comparison between two or more series of data.

8. DATA ANALYSIS

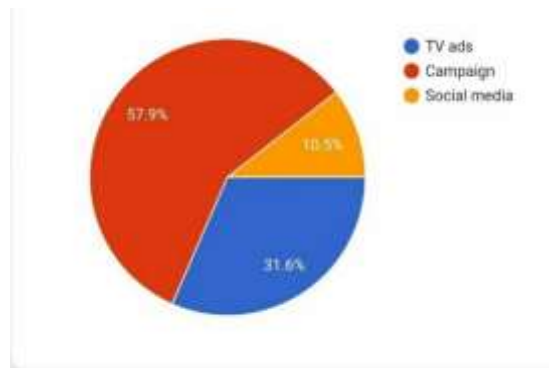
To collect data about the awareness, we asked some random question to some rural people which are as follows: -

Ques.1 Do you know about UltraTech cement?



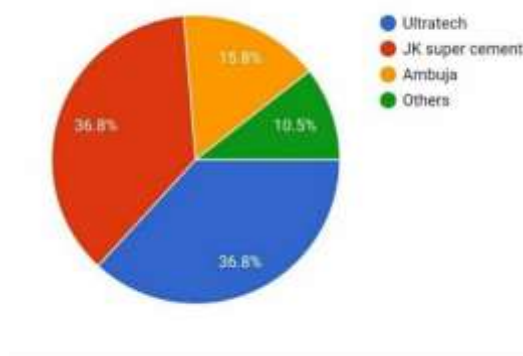
Here, we asked people to know how many people are aware about UltraTech. Do they actually know the name of this company or not. So, most of the rural people said yes.

Ques.2 How did you get to know about UltraTech?



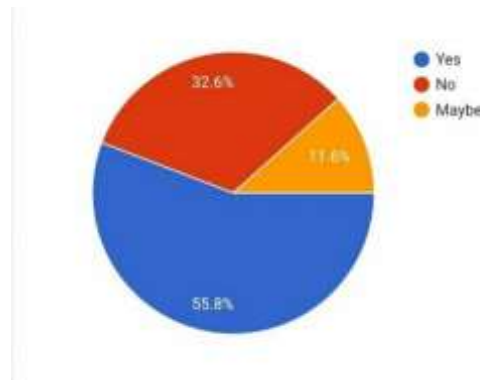
In this question, chart shows that approx. 57% rural people got to know about ULTRATECH via campaign and rest by TV ads and social media.

Ques.3 Which cements company product you have used to build your house?



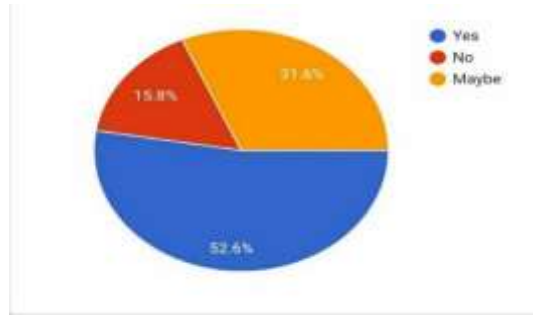
In this question, we asked some random people that how many people actually uses Ultratech or how many people are using other brands. Responses were like 36% people are using Ultratech as well as JK Super cement, 15% are Ambuja and 10% are using other brands.

Ques.4 Before campaigns, which were organized by the UltraTech, were you aware about it?



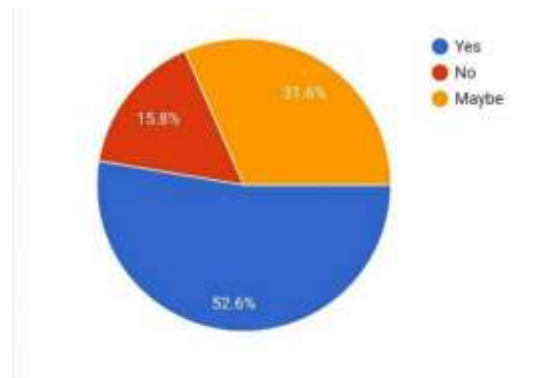
In this question, we wanted to know from people that do they really know the strength of UltraTech cement or not. So, 55% of people answered yes and 32% said no and rest said may be.

Ques.5 Is UltraTech product is good or not?



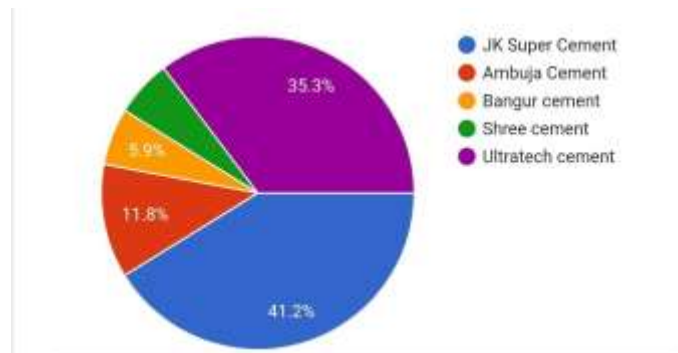
Here, we asked people that they will trust UltraTech? So, 52% people said yes and 31% people said may be and rest said no.

Ques.6 Is Ultratech Campaign helps to gain customer attraction in rural areas?



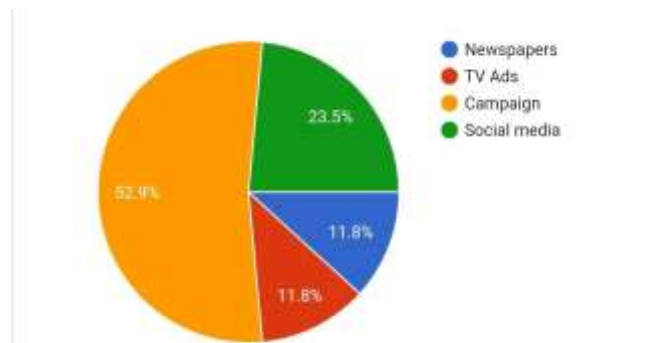
Here, we wanted to know that this campaign helps to gain customer attraction in rural area or not. So, 52% people agreed that it helps to gain customer attraction.

Ques.7 Which cements brand you mostly preferred?



In rural areas, people mostly preferred JK super cement and UltraTech the most. So, here the main competition of UltraTech cement is JK cement.

Ques.8 How company should do the promotion of their product in rural areas?



We asked people that which promotion activity is good for rural areas? So, majority says via campaign they got to know more about brand because there is shortage of electricity or also most of the rural people can't afford TVs for their home. They are not that much literate so that they can read via newspaper or social media. So, campaign is the best way for them.

9. FINDINGS

- 9.1 In rural areas, the vast majority of people were unaware of UltraTech cement, their solidarity, and the impact of UltraTech.
- 9.2 People of rural area still trust on one-to-one conversation or offline advertisement rather than online advertisement.
- 9.3 Organizing campaign is the most efficient way to develop the product since we can immediately communicate with the customer there, which enables us to understand their needs and modify our product to meet those needs.
- 9.4 The organisation has increased its awareness of its brand in rural areas through campaign.
- 9.5 63% of country individuals are familiar with UltraTech.
- 9.6 36% of individuals are involved in Ultratech as well as JK Super cement, 15% are Ambuja and 10% are utilizing different brands.
- 9.7 57% individuals got to be aware of ULTRATECH through campaign and rest by television promotions and web-based entertainment.
- 9.8 55% individuals truly know the strength of UltraTech concrete, 32% said no and rest said might be.
- 9.9 If UltraTech cement will organize more campaign in Rural areas, then they capture more market.

10. CONCLUSION

Building consumer trust in an organization's contributions is the objective of Marketing. A bigger interest group is currently practical in light of the fact that to globalization and specialized devices. Organizations are in this manner creating huge interests in showcasing drives that can expand the worth of their image.

With the help of campaign, one can build a strong client organisation and an immediate rapport with the customer. As a result, client requirements are clearer. Company should make challenges that exhibit power, for example, boxing, horse races, and wrestling, to sell their products in rustic regions.

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