



CONSUMER PERCEPTION

Dr Shital Singh, Associate professor, Mangalayatan University

Abstract:

This is discussing understanding about the how customer view a certain product based on their own conclusion. These conclusions are derived from a number of factors, such a price and overall experience. This paper has started with concept of customer perception and has demonstrated the modal factors affecting the customer perception. The main objective of this paper is to critically appraise various customer perception modals and benefits. The success of a business depends upon its ability to attract and retain customers that are willing to purchase goods and services at prices that are profitable to the company. Consumer perception describes how customers and potential customers view a company and its products and services. Consumer perception is important to businesses since it can influence consumer behavior, which ultimately affects the profitability of a business. Many businesses spend large amounts of resources to influence consumer perceptions.

I. INTRODUCTION:

Consumer of today is much more educated and demanding their quality, expectation have been elevated by the prices of superior manufactures and retailers who provide of products in every category. In the face of their vast choices, consumer gravitate to the offerings that best meet their individual needs and expectations making consumer play very pivotal role in today's marketing scenario.

Hence their attitude perception and taste towards specify product do effect a company image thus making study of CONSUMER PERCEPTION is necessary for any kind of consumer research project.

DEFINITION:

The term consumer behavior that consumer exhibits in selecting, purchasing, using, evaluating, and disposing the products and services that they will satisfy their needs.

The study of consumer behavior is the study of how individuals make decisions to spend their available resources i.e. time, money and effort on consumption related items. It includes; the study of what they buy, why they buy, how often they buy and how often use it. Consumer behavior is mainly aimed towards the consumer and the marketer.

CONSUMER PERCEPTION:

A motivated person is ready to act. How a motivated person actually acts is influenced by his or her perception of the situation.

Perception is the process by which an individual select, organizes, and interprets information inputs to create a meaningful pictures of the world. Perception depends not only on the physical



stimuli's relation to the surrounding and field and on condition within the individuals.

Receptionist basically a cognitive or thinking process and an individual activities, emotions feelings etc.. are based on his or her perception of their surrounding or environment, perception is the process by which people select, organize and intercept to form a meaningful picture of the world. People can form different perceptions of the same stimulus because of three perception processed; selective distortion, and selective retention. People are exposed to a great amount of stimuli everyday. Because of these processes, marketers have to work hard to get their message through.

SCOPE OF THE STUDY:

The scope of the present study is confined to Karimnagar & Adilabad Districts of Andhra Pradesh of the sample respondents has been Kesoram authorized Customers like Dealers, subscribers, agents, consumers (end users).

The study has been carried not only to find out the factors determining the purchase of particular brand of Cement but also attitude of Customers to suggest promotional activities to the Company.

NEED AND IMPORTANCE OF THE STUDY:

India being the fifth largest producing nation and contributing for a 4 percent world's cement

production. In the recent past years due to heavy population growth and development of housing and various constructions projects ranging from mini and mega. The liberalization policy adopted by the government lead to tremendous industrial growth and which require basic material setup the industry cement being the main component for the construction. The consumer decision regarding to the purchase of cement would be very crucial. In that time dealers play a vital role.

DATA COLLECTION:

For the purpose of the study necessary data has been collected from the primary and secondary data sources.

Administering a structured questionnaire among the customers and the dealers has collected the data pertaining to the research and survey at the Kesoram cement dealers in the Karimnagar district. The data was collected from the dealers and authorized stockiest of the company has collected the primary data. The secondary data is obtained from the journals, magazine's, annual reports of the organizations and different published documents.

II. REVIEW OF LITERATURE

PERCEPTION:

Perception is defined as the process by which in individual selects, organizes, and interprets stimuli into a meaning full and coherent picture of the world. A stimulus is any unit input to any of the senses. Examples of stimuli include products, Packages, brand names advertisement



and commercials. Sensory receptors are the human organs that receive sensory inputs. This sensory function is to see, here smell, taste, and feel.

Perception is the process by which individual selects, organize and interpret stimuli into meaning full and coherent because consumer makes designs based on what they perceive, rather than on the objective reality.

CONSUMER PERCEPTION

Perception is the process by which individuals select, organize & interpret stimuli into meaningful & coherent picture of the world. Perception has strategy implications for marketers, because consumers make decisions based on what they perceive, rather than the basis of objective reality. The lowest level at which an individual can perceive a specific stimulus is that person's absolute threshold.

Consumer's selections of stimuli from the environment are based on the interaction of their expectations and motives with the stimulus itself. The principle of the selective perception includes the following concepts: selective exposure, selective attention, perceptual defense and perceptual blocking.

Consumers organize their perceptions interest unified wholes according to the principles of Gestalt psychology

The interpretation of stimuli is highly subjective and is based on what the consumer expects to see in light of previous experience, on the number of plausible explanations he or she can envision, on motives and interest at time of

perception, and on the clarity of the stimuli's itself.

Just as individuals have perceived images have perceived images of themselves, they also have perceived images of the products and brands. The perceived image of a product or service is probably more important to its ultimate success than its actual physical characteristics products and services that are perceived favorably have many chances of being purchased those products or services with unfavorably or natural images.

Consumer strategies for reducing perceived risk include increased information search, brand loyalty, buying a well known brand, buying from a reputable retailer, buying the most expensive brand and seeking reassurance in the form of money-back, guarantees, warranties and free purchase trial. The concept of perceived risk has products by incorporating risk reduction strategies in their new product promotional campaigns.

SENSATION:

Sensation is the immediate and direct response of the sensory organs to simple stimuli. Human sensitivity refers, to the experience of sensation. Sensitivity to stimuli varies with the quality of an individual's sensory receptors and the amount or intensity of the stimuli to which he or she is exposed. Sensation itself on energy changes or differentiation of inputs. A perfectly blended or unchanging environment regardless of the sensory input provides little or no

sensation at all. As sensory in decreases. However, our ability detects changes in input or intensity in reases, to the point that we attain maximum sensitivity under conditions of minimal simulation.

ABSOLUTE THRESHOLD:

The lowest level at which an individual can experience a sensation is called as the “Absolute threshold”. The point, which a person can detect the difference between “Something” and “nothing”, is that person’s absolute threshold for that stimulus.

III. DATA ANALYSIS

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INTERPRETATION

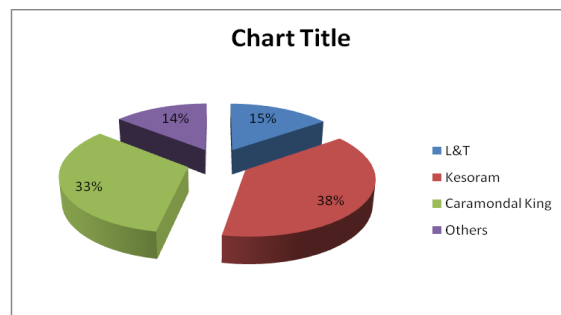
TABULATION OF THE DATA WITH ANALYZING

CEMENT PREFERENCE FOR THEIR OWN CONSTRUCTIONS

CEMENT	No. Of Respondents	Percentage
L&T	15	15
Kesoram	38	38
Caramondal King	33	33
Others	14	14
Total	100	100%

The above tabular form gives the preference of the customers to give their own constructions of houses.

Cement preference for their own constructions of houses



Interpretation:

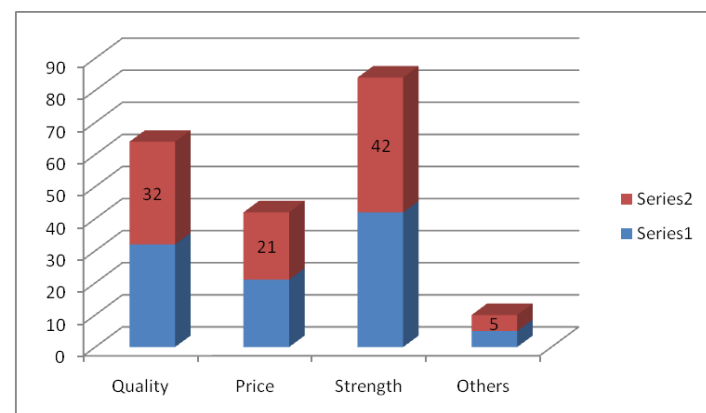
In the sample size of 100 customers 38% of the customers give preference to the Kesoram cement 33% of the regular customers prefer for the coramondal king cement. 15% of the customers prefer for the L&T and 14% of the coustomers prefer for the another brands like ACC, AMBUJA and KCP Cements.

The gives that the Kesoram Cement was occupying top position in the decision of the customers and next position goes to the coramondal king cement.

REASON TO PREFER THE KESORAM CEMENT

Reason	No. of Respondents	Percentage
Quality	32	32
Price	21	21
Strength	42	42
Others	05	05
Total	100	100%

The above tabular form gives about the why the customer goes to prefer for the above mention cement.



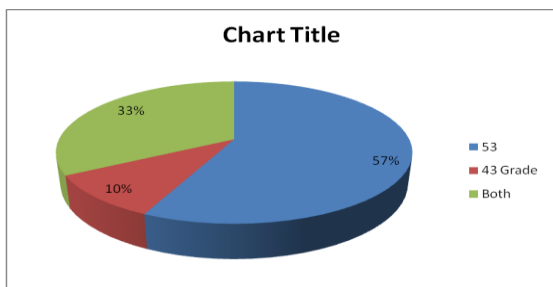
Interpretation:

Most number of the respondents approximately 42% of the customers give an importance to the strength of cement which are available in the market for their own construction and next they are the preferring for the good quality cement. Now days 32% of the customers prefer the quality in the cement. 21% of the customers also give an importance to the price of the cement. The middle class people were looking to save the money when they are buying any product.

GRADE PREFERENCE WHICH IS AVAILABLE IN THE MARKET

Grade	No. of Respondents	Percentage
53	57	57
43 Grade	10	10
Both	33	33
Total	100	100%

The above table gives the use of the grade cement, which are available in the market.



Interpretation:

In the market there are 43 and 53 grade cement for available. The customer wants to build their constructions with strong and good quality

cement. 57% of the customers prefers for the 53 grade cement that is they want to strength in the cement. 33% of the customer wants both 43 and 53 grade cement. 10% of customers prefer for the 43 grade cement.

ANALYSIS OF THE VARIOUS FACTORS WHICH MAKES CUSTOMERS TO PREFER A BRAND

Aim: This analysis is aimed to identify the influencing factors in preferring a brand by customers.

Factors	No. Of Respondents	Percentage
Corporate Image	32	21%
Quality	30	20%
Brand Image	68	45%
Credit Facility	4	3%
Discount	4	3%
Availability	10	7%

Inference:

From the above table it has been found that 45% of the respondents are influenced by brand image in their purchase decision followed by corporate image and quality factors.

IV. FINDINGS AND SUGGESTIONS

FINDINGS:

Most of the customers in Karimnagar district. Having exclusive shops for Kesoram cement.



Most of customers in regional level know about product since 20 years long time.

Highest number of people using KESORAM cement for their constructions.

Customers preferring KESORAM cement because of good quality, low price and brand image.

Most of the people believing that THE KESORAM cement will give more durability for their constructions.

The company needs some advertising media to increasing sales in other districts.

The customers are very much satisfied with the grade of cement available in the market and also with the price and packaging supply conditions surround cement industry

Regarding the packaging most of customers tell that excellent they have no problem with the packaging.

The respondents expressed that their relations with the company are good and expressed the hope that they will be continued in future also.

In the karimnagar area most of customers prefer the Kesoram cement mainly only by seeing the “brand name”

The dealers also expressed satisfaction of the pricing policy and promoting activities followed by the Kesoram cement. According to them the Kesoram cement ranked first in undertaken promotional activities in the Karimnagar region.

SUGGESTIONS:

From above conclusion I am suggesting the company to improve the marketing segments of the Kesoram cement.

- The Company should provide a good pricing policy to the dealers according to their sales in the market with this policy the dealers would move act in the sales.
- The frequent changes in the price of cement will decrease the sale of the Kesoram cement. So company will maintain constant price that which is available for middle class families.
- In market the company maintained an efficient and effective distributed network to win the confidence dealers and retailers to attract the customers.
- The company will require some educational workers to decrease the damage of the cement bags while packing loading and unloading.
- In the present situation the company needs some advertising media to improve its sales with the competition to the new brands which is launched in the market.
- The company will provide discount offers on order of bulk amount of cement load to the dealers and stockiest.



V. CONCLUSION:

The following conclusions or emerged from the study on “Customer perception towards the Kesoram Cement”. The customers are giving more importance for KESORAM CEMENT. Because this company cement is having good quality with low price. Customers have attracted by these factors. And also this cement ia having high BRAND image in surrounded areas over 20 years.This is the major factor that is influencing customers to purchase this cement products.

Kesoranm cement is having good profits comparing other company’s cement products.The Kesoram cement company have to conduct some seminars for dealers to increase their sales.

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International Journal For Advanced Research In Science & Technology

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ISSN: 2457-0362