

# Summer Internship Project Report

On

*“Market Perception of JK Lakshmi Cement Ltd. and  
Customer Feedback”*



By

**Name: Saloni Nama**

**Roll No.: 2019MBA019**



**Under the Supervision of**

**Corporate Mentor: Mr. Vineet Singh**

**(Deputy General Manager)**

**Faculty Mentor: Dr. Punam Mishra**

**(Assistant Professor-Marketing)**

**Institute of Management  
JK Lakshmipat University, Jaipur**

**(2019-2021)**

### **DECLARATION**

I Miss. Saloni Nama student of JK LAKSHMIPATH UNIVERSITY, Jaipur batch 2019-2021 declare that the project report “Market Perception of JK Lakshmi Cement and Customer Feedback” in Kota is based on my own work carried out during the course of our study under the supervision of Mr. Vineet Singh.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

- I.** The work contained in the report is original and has been done by me under the general supervision of my supervisor.
- II.** The work has not been submitted to any other Institution for any other degree/diploma/certificate in any other University of India or abroad.
- III.** I have followed the guidelines provided by the university in writing the report.

**Saloni Nama**  
**2019MBA019**

## **CERTIFICATE**

## **ACKNOWLEDGEMENT**

I am heartily thankful to JK Lakshmi Cement for giving an opportunity to practical exposure of corporate.

I am Thankful to **Mr. Amit Mathur (Head of Marketing-Central zone-JKLC)** for giving me an opportunity to learn in this organisation.

I would like to express my deep and sincere gratitude to my Project Guide, **Mr. Vineet Singh (Deputy General Manager-JKLC)** for his patience, humble supervision, and advice. He supported me from the initial to the final level that enabled me to develop an understanding in this study area, also suggesting alternative solution and sharing his personal valuable experience and knowledge with me and helping me to sincerely completing my project.

I would also like to acknowledge my esteemed teacher **Dr. Punam Mishra (Assistant Professor-Marketing)** for her valuable suggestions and guidance in my research work.

My sincere thanks go to the authority of JK Lakshmi Cement Ltd. for facilitating me with a good working environment to complete this project.

Finally, I would like to express my gratitude to my parents and friends for their endearing support and cooperation which has made me complete this project fruitfully. They never stopped supporting me through my whole life and without them I would have never been what I am today.

**Saloni Nama**

**2019MBA019**

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## **1. EXECUTIVE SUMMARY**

This summer internship project report is based on the two months internship program that I had completed in the JK Lakshmi Cement.

I got the topic for my project on “Market Perception of JK Lakshmi Cement and Customer Feedback” I was guided by my Mentor Mr. Vineet Singh. He gave me great confidence to do work sincerely and efficiently. The purpose of Summer Training is not only doing a project but to have a first- hand insight and exposure to the Organisation. It helpful in enhance academic knowledge as well as also to let me know how to put academic knowledge into a practical application in a working environment.

Through my topic “Market Perception of JK Lakshmi Cement and Customer Feedback” I got an opportunity to learn about perception of Market, how to do market research I have done market research in semi-Rural area Kota Rajasthan.

Market perception is important, it is the sum of our feelings, attitudes, and experiences with a product or service. Market perception is what moves the needle for companies, taking a common product and giving it elements that evoke feelings. We make Perception is on the basis of our personal liking, Preference, Interest of yourself.

Market perception incorporates a multitude of areas that touch upon the brand's customer interactions. From product development and packaging to public relations and social engagement, market perception is a top-level measuring stick of a product's visual presence, goodwill, and emotional character. All of these can play into the product's success.

Brand perception is important because it reflects what consumers think about a company's culture. Once consumers formulate a perception in their minds, whether positive, negative, or neutral, it's hard to change their beliefs. That's why companies are trying hard to measure brand perception on their own, so that company get help to move on.

During my internship I learnt, How Market Perception is being analysed in practical terms. How Predefined Questioner is made. How important is to make Predefined Questionnaire in a correct manner to reach for meaningful finding. Find the perception of market from (dealers, retailer, customers) to take the actual scenario of JK Lakshmi Cement, I have done telephonic interaction as well as face to face interaction. And asked several Questions what people are facing the problem while purchasing JK Lakshmi Cement, Also I learnt how to communicate with them and convince them to give the actual feedback.

I also learnt that in market research, we have to be calm and patient. It was very difficult to convince them, to give some time for the valuable feedback. Since it was very interesting and challenging task.

During my internship I have taken feedbacks from 180 respondent (Promotor, Dealer, Retailer, Customer) of JK Lakshmi Cement within 2 months period. Other than these learning's there were various practical and conceptual learning's I gained under my mentor which I may or may not be able to mention in this project report.

## **2. INDUSTRY AND COMPANY OVERVIEW**

### **2.1 INTRODUCTION**

#### **2.1.1 Cement Industry**

The Cement Industry globally has immense forward and backward linkages with a Nation's economy. For a developing and transitioning economy such as India, the value proposition of the Cement Industry is even greater given the immense infrastructure requirements of a growing and urbanising country, as well as its contributions by way of direct and indirect employment. The Government of India has emphasised its focus on infrastructure development with the announcement of several schemes that cut across manufacturing, housing and education. At the heart of all the planned infrastructure development is the cement sector and, as part of the Country's bouquet of eight core industries, the Cement sector's value proposition for laying the foundations of a new India is unique.

Accounting for over 7% of the global installed capacity, the Indian Cement sector is the second largest cement industry in the world, second only to China. It plays a binding and pivotal role in both the infrastructure and socio-economic development of the Country; moreover, the Indian Cement Industry is the fourth-largest revenue contributor to the exchequer and the second- largest revenue contributor to the Indian Railways — it contributes nearly US\$ 7.14 billion (INR 50,000 crore) per annum to Government via taxes and levies, and about US\$ 1.29 billion (INR 9,000 crore) per annum to the Indian Railways by way of freight revenue.

The total Installed capacity in the Indian cement sector is approximately 545 million tonnes per annum, whereas 337 million tonnes of cement was produced in 2018-19, signifying a capacity utilisation of around 62%. Dominated by domestic players, the Indian Cement Industry has been a first mover with regard to keeping pace with changing socio-economic and environmental paradigms, whether it is adoption of new technologies, adhering to stricter environmental standards or utilising other industries' waste produce.

Its essential characteristics lend the Cement Industry a fundamental role vis-à-vis its compatriots in the core infrastructure sector basket — the Industry is the foundation, the binding force for all infrastructure projects, including roads, bridges, housing, sanitation and water conservation. From the perspective of the Country’s future development, promoting sectoral growth is important for increased investments and capacity additions.

On World Environment Day, at a CMA driven expo in New Delhi co-hosted by UNEP and the Government of India, the cement association was the only industry body in the country to pledge to use all the segregated plastic waste made available to it to the tune of 12 million tonnes of plastic waste in its cement kilns annually by 2025. This would result in conservation of considerable quantities of conventional fuels such as coal.

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 initiatives, such as development of 98 smart cities, is expected to provide a major boost to the sector.

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 raw materials for making cement, such as limestone and coal.

### 2.1.2 Market Size



Figure.1

Cement production reached 334.48 million tonnes (MT) in FY20. The cement production capacity is estimated to touch 550 MT by 2020.

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 in the country. A total of 210 large cement plants account for a cumulative installed capacity of over 410 MT, with 350 small plants accounting for the rest. Of these 210 large cement plants, 77 are in the states of Andhra Pradesh, Rajasthan and Tamil Nadu.

Sale of cement in India stood at Rs 58,407 crore (US\$ 8.29 billion) in 9MFY20.

### 2.1.3 Government Initiatives



Figure:2

To help private sector companies, thrive in the industry, the Government has been approving their investment schemes. Some of the initiatives taken by the Government off late are as below:

In Union Budget 2020-21, the Government of India has extended benefits under Section 80 - IBA of the Income Tax Act till March 31, 2020 to promote affordable housing in India.

The Union Budget has allocated Rs 139 billion (US\$ 1.93 billion) for Urban Rejuvenation Mission: AMRUT and Smart Cities Mission. Government's infrastructure push combined with housing for all, Smart Cities Mission and Swachh Bharat Abhiyan is going to boost cement demand in the country. The move is expected to boost the demand of cement from the housing segment. As per Union Budget 2019-20, Government planned to upgrade 1,25,000 km of road length over the next five years.

## **2.2 COMPANY OVERVIEW**

“As we work to create light for others, we naturally light our own way.”

JK Lakshmi Cement Limited is a part of over 132 years old JK Organisation. An eminent industrial house, with operations in India and abroad and having a leadership presence in the fields of tyre, cement, paper, power transmissions and sealing solutions, dairy products and textiles.



**Figure: 3**

JK Lakshmi Cement (JKLC) was set up in 1982– in a village in District Sirohi, Rajasthan. Today, the company stands tall with an annual turnover of about Rs. 4000 Crores and an impressive production of 13.30 million tonnes per annum.

JK Lakshmi Cement is the strength behind structures that India is glad of – Indira Gandhi Nahar Pariyojna, Sardar Sarovar Project, Golden Quadrilateral, Mundra and Kandla Port stands to name a few. It partners India’s leading corporations such as L&T, Reliance, NTPC and Essar to create the new India’s success story. It is the brand choice across all section of customers such as housing projects, roads and bridges, airports, factories and as well as the individual house builder (IHB). Behind these numbers and accomplishments lies an

account of coarseness, constancy and an ache to exceed expectations through developments in items ,utilizing world-class innovation , brilliance in assembling by being the least cost maker , a vigorous showcasing and appropriation arrange ; and the heart to offer the general public a chance to develop.

### **2.2.1 Plants**

- 1) Sirohi, Rajasthan (Plant)
- 2) Durg, Chhattisgarh (Plant)
- 3) Udaipur, Rajasthan (Plant)
- 4) Kalol, Gujarat (Grinding unit)
- 5) Jharli, Haryana (Grinding unit)
- 6) Surat, Gujarat (Grinding unit)
- 7) Orissa
- 8) Sikandrabad (Uttar Pradesh)
- 9) Kathua (Jammu Kashmir) and
- 10) Palanpur (Gujarat)

### **2.2.2 Product Range**

- 1) JK Lakshmi PRO+ Cement
- 2) Platinum Heavy Duty Cement
- 3) JK Sixer Cement
- 4) JK Lakshmi Power Mix RMC
- 5) JK Smartblox AAC Blocks
- 6) JK LakshmiPlast - Gypsum Plaster
- 7) JK Lakshmiplast GypGold



**Figure:4**

### **2.2.3 Vision**

- To be a profitably growing, innovative & caring Company
- To become a significantly relevant player in the mind of consumers

### **2.2.4 Mission**

- Achieve growth in Sales & Profit, higher than comparable sized players
- Achieve Operational Excellence
- Be a workplace of choice-Attract, Retain and Grow Talent Pool of change leaders
- Create superior value for the customer through Premium Products & Brand Positioning
- Continuously enhance shareholders' wealth and be a preferred portfolio among investors
- Be a Socially Responsible Corporate Citizen

### **2.2.5 Core values**

- Caring for people
- Integrity including intellectual honesty, openness, fairness & trust
- Commitment to excellence

The further firsts in JK Lakshmi Cement's innovative ideas basket were:

- The concept of coloured bags for product differentiation.
- A waste heat recovery power plant.
- Introducing OPC 43 grade cement in North India.



**Figure:5**

Value Added Products which further fulfilled consumer needs from JK Lakshmi Cement's innovative ideas basket have been:

- Ready Mix Concrete (RMC) under the brand name 'JK Lakshmi Power Mix RMC'
- India's first premium branded Plaster of Paris (POP), JK Lakshmiplast
- Introducing OPC 43 grade cement in North India.

JK lakshmi cement is a name synonymous with strength and quality-

JK Lakshmi Cement is a name synonymous with quality and strength. Our cement manufacturing technology ensures that the final product adheres to the latest and globally established standards of quality and performance.

Our award winning cement manufacturing facility in Sirohi (Rajasthan) has an annual production capacity of 3.5 million tonnes. The quality of limestone used as raw material is of such superior quality that even without the addition of clay or any other material, the quality of cement produced is comparable to the best in the world.

#### **2.2.6 BRINGING SUPERIOR PRODUCTS WITHIN CONSUMER'S REACH**

The company's wide network of 200-220 cement dumps and over 7000 dealers across the states of Rajasthan, Gujarat, Haryana, Delhi, Uttar Pradesh, Punjab, Jammu and Kashmir, Madhya Pradesh, Chattisgarh, Odisha, South Bengal, Vidharbha, Mumbai and Pune, ensure

that its products and services reaches millions of customers. It has been named as amongst top 100 most Admired Asian brands and has won the MTM Corporate Star Award for programmes for its business associates.

The company has come up with various innovative initiatives in rural marketing which won several accolades from RMAI (Rural Marketing Association of India).

JK Lakshmi Cement not just reaches the doorsteps of the consumer, but also has been able to build an emotional connect with them through its various media campaigns. JK Lakshmi Cement's baseline 'Mazbooti Guaranteed' brings alive the company's motto and builds an instant connect with the consumer.

In North India, JK Lakshmi Cement was among the first ISO:9002 certified cement plants. Did you know JK Lakshmi Cement is the first company to utilize 99 per cent of its production capacity? It just shows how well the nation has taken to its products and remains hungry for more. JK Lakshmi Cement leaves no stone unturned when it comes to embracing the latest technologies. Each JK Lakshmi Cement plant uses state-of-the-art world class technology and the best equipment. This quest to keep up with the best technologies has won JK Lakshmi Cement several awards like:

- The Greentech Safety Award
- The Excellent Energy Efficiency Unit Award.

Its people come first for JK Lakshmi Cement. The company undertakes several initiatives in the areas of Training and grooming young talent. No wonder, JK Lakshmi Cement is one of the 'Great Places to Work' in an Economic Times survey.

### **3. PROJECT OBJECTIVE**

#### **3.1 The objective of this study is:**

- “To know the Market perception of JK Lakshmi Cement and customer feedback Semi-Rural area in Kota”

#### **3.2 The need and scope of this study are:**

- This study can be helpful in knowing, the real image of the JK Lakshmi Cement in the minds of Customers.
- To know the customer feedback with the meaningful data.

#### **4. METHODOLOGY**

Research Methodology is a process of planning, analysing, and disseminating relevant data and information on a subject. The Methodology is the systematic and theoretical analysis of the methods applied to a field of study.

Research Methodology is a way to systematically solve the research problem. Research is an art of scientific investigation. The advanced learner's dictionaries of current English lay down the meaning of research as, "a careful investigation or inquiry, especially through the search for new facts in any branch of knowledge". For this project, **Primary data** are those data available already in the books of records. **Secondary data** were collected with the help of a set of questions and personal interview.

**Type of Data** – Secondary data

**Sample size-** 180 respondents

**Data Collection Method** – Personal interview, Phone calls, Google forms.

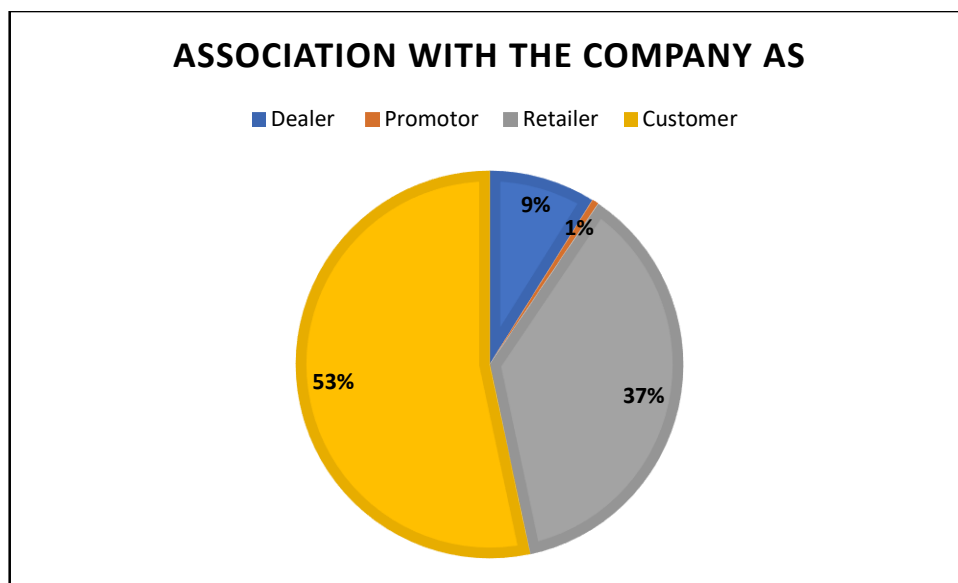
**Location** – Kota and places nearby Kota (Rajasthan)

## **5. DATA INTERPRETATION AND** **ANALYSIS**

**Table1: Association with the Company**

| S.No. | Association with the Company | No. of Respondents | Percentage |
|-------|------------------------------|--------------------|------------|
| 1     | Dealer                       | 16                 | 9%         |
| 2     | Promotor                     | 1                  | 1%         |
| 3     | Retailer                     | 67                 | 37%        |
| 4     | Customer                     | 96                 | 53%        |
|       | Total                        | 180                | 100%       |

**Chart:1**



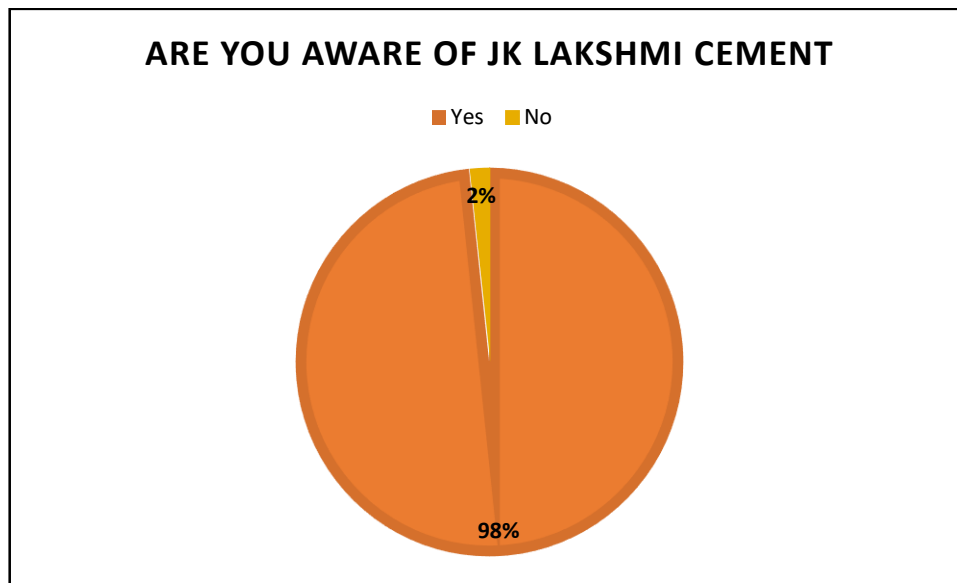
### **Interpretation:**

From the survey we have conducted to know the market perception of JK Lakshmi Cement, we have taken the sample size of 180, out of that 53% of them are customers, 37% are retailers, 9% are Dealers and 1% is promotor.

**Table2: Are you Aware of JK Lakshmi Cement**

| S.No. | Are you Aware of JK Lakshmi Cement | No. of Respondents | Percentage |
|-------|------------------------------------|--------------------|------------|
| 1     | Yes                                | 177                | 98%        |
| 2     | No                                 | 3                  | 2%         |
|       | Total                              | 180                | 100%       |

**Chart:2**



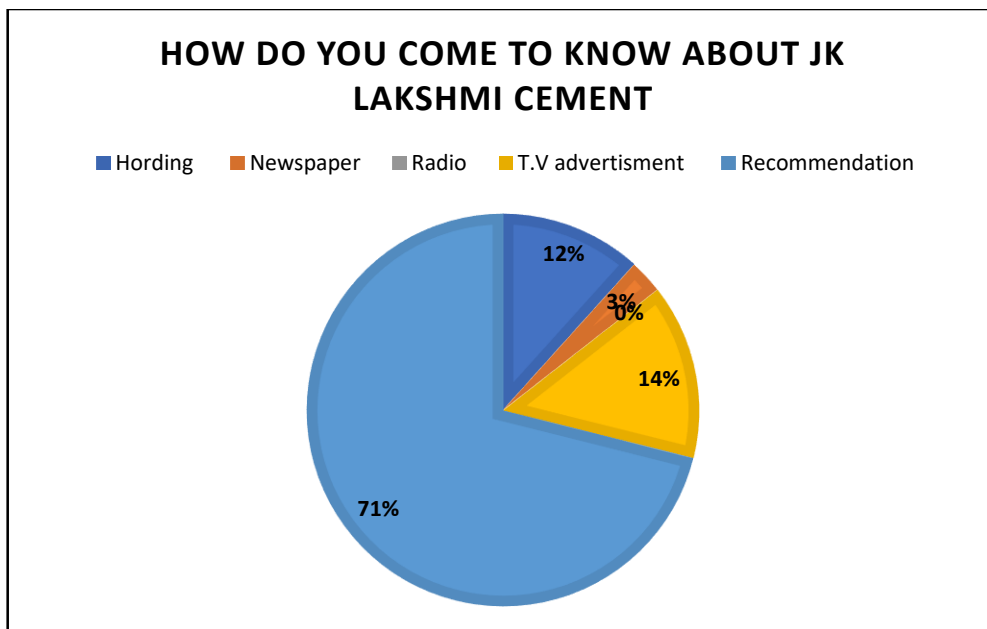
### **Interpretation:**

In Kota, there are 98% of respondent who are aware of JK Lakshmi Cement. As JK Lakshmi Cement have been there in Market from Last 132 Years, that's why Good impact has been seen in the Market.

**Table3: How do you come to know about JK Lakshmi Cement**

| S.No | How do you come to know about JK Lakshmi Cement | No. of Respondents | Percentage |
|------|-------------------------------------------------|--------------------|------------|
| 1    | Hording                                         | 21                 | 12%        |
| 2    | Newspaper                                       | 5                  | 3%         |
| 3    | Radio                                           | 0                  | 0%         |
| 4    | T.V Advertisement                               | 26                 | 14%        |
| 5    | Recommendation                                  | 128                | 71%        |
|      |                                                 | 180                | 100%       |

**Chart:3**



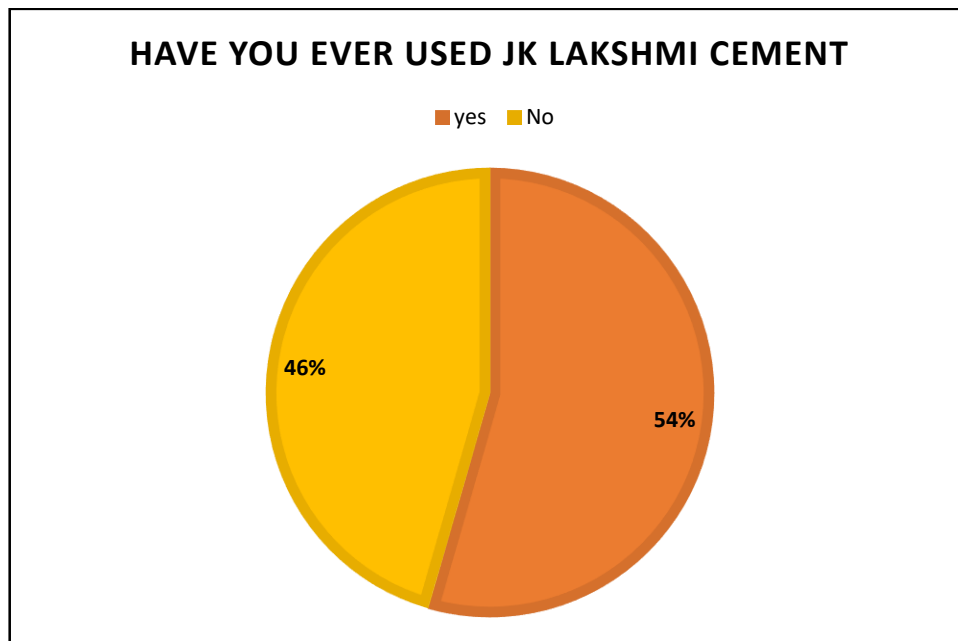
### **Interpretation:**

As we can see in Chart:3 we find that respondents are aware of JK Lakshmi cement, they come to know about JK Lakshmi Cement maximum by Recommendation from others as compared to T.V Advertisement, Hording, Newspaper, Radio.

**Table4: Have you ever used JK Lakshmi Cement**

| S.No | Have you ever used JK Lakshmi Cement | No. of Respondents | Percentage |
|------|--------------------------------------|--------------------|------------|
| 1    | Yes                                  | 98                 | 54%        |
| 2    | No                                   | 82                 | 46%        |
|      | Total                                | 180                | 100%       |

**Chart:4**



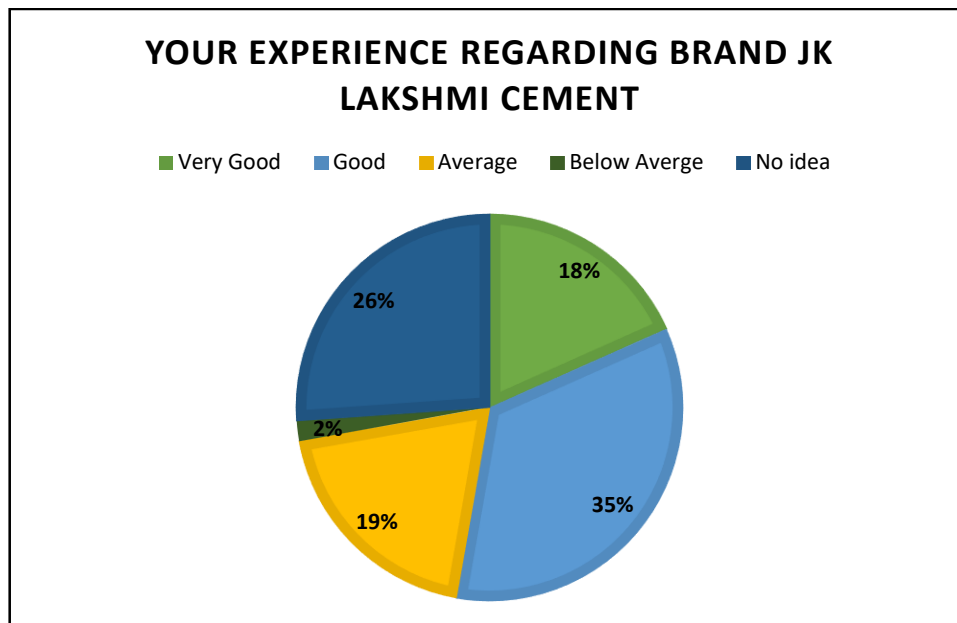
**Interpretation:**

From this chart, 54% of respondent have used JK Lakshmi Cement, and 46% respondent have not used JK Lakshmi Cement.

**Table5: Your experience regarding brand JK Lakshmi Cement**

| S.No | Your experience regarding brand JK Lakshmi Cement | No. of Respondents | Percentage |
|------|---------------------------------------------------|--------------------|------------|
| 1    | Very Good                                         | 33                 | 18%        |
| 2    | Good                                              | 62                 | 35%        |
| 3    | Average                                           | 35                 | 19%        |
| 4    | Below Average                                     | 3                  | 2%         |
| 5    | No Idea                                           | 47                 | 26%        |
|      |                                                   | 180                | 100%       |

**Chart: 5**



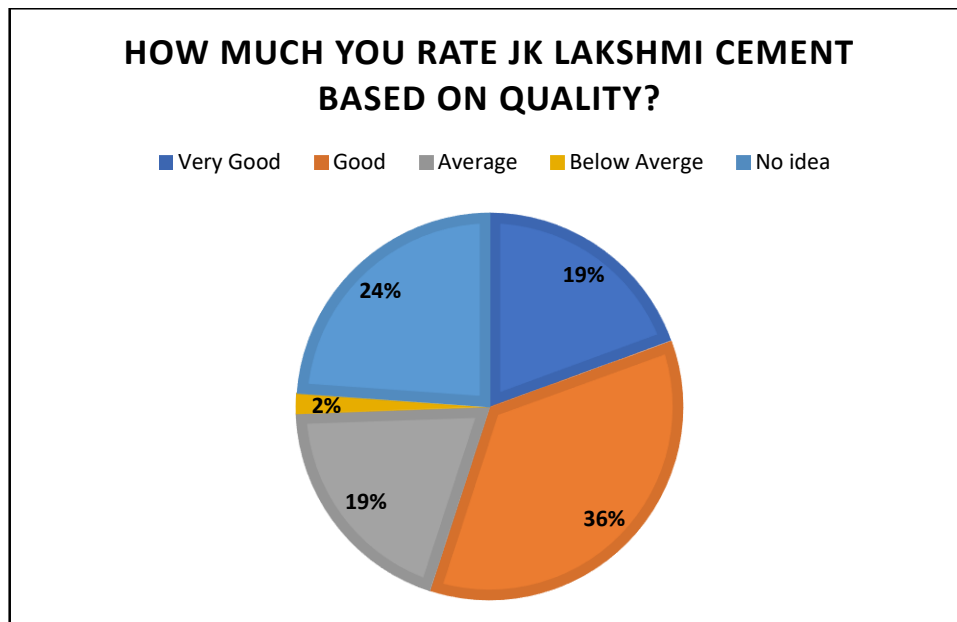
### **Interpretation:**

We can see that experience regarding brand JK Lakshmi cement is good, as 35% of respondent say good and 26% of respondent say no idea for the experience regarding brand JK Lakshmi Cement. And 19% say average, 18% say Very Good and 2% say below average for JK Lakshmi Cement.

**Table6: How much you rate JK Lakshmi Cement based on Quality?**

| S.No | Your experience regarding brand JK Lakshmi Cement | No. of Respondents | Percentage |
|------|---------------------------------------------------|--------------------|------------|
| 1    | Very Good                                         | 35                 | 19%        |
| 2    | Good                                              | 64                 | 36%        |
| 3    | Average                                           | 35                 | 19%        |
| 4    | Below Average                                     | 3                  | 2%         |
| 5    | No Idea                                           | 43                 | 24%        |
|      |                                                   | 180                | 100%       |

**Chart: 6**



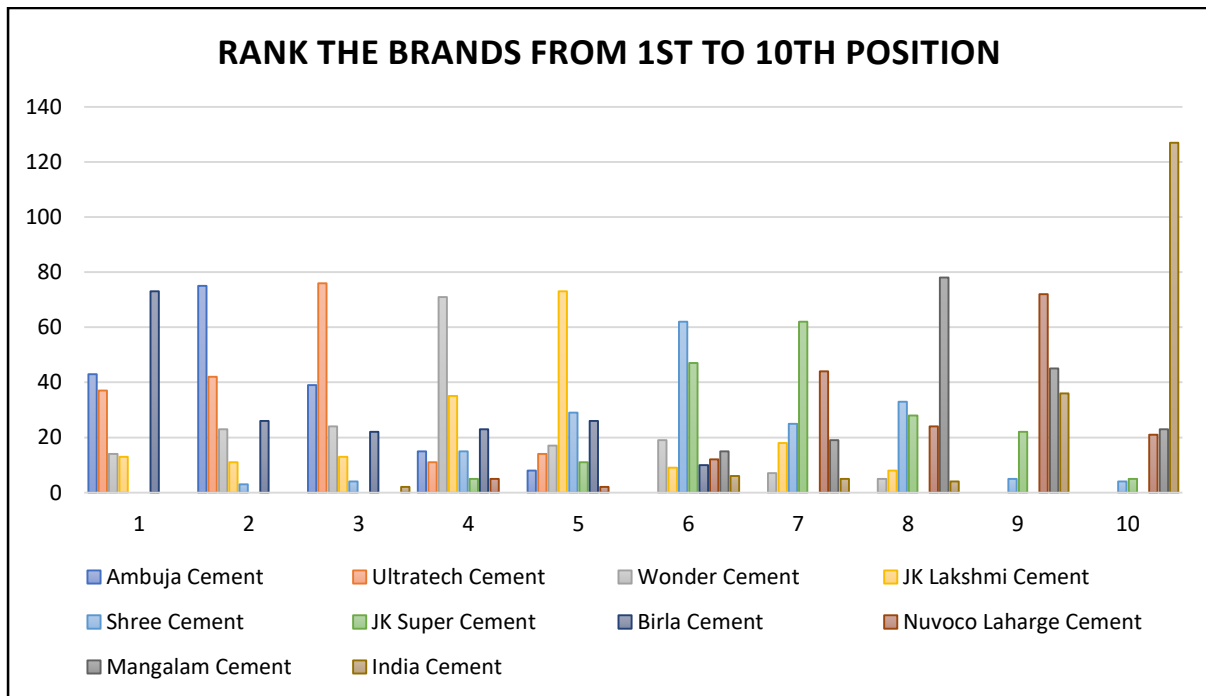
### **Interpretation:**

We find that from our research that 36% of respondent say good and 24% of respondent say no idea for the Quality of JK Lakshmi Cement. And 19% say average, 19% for Very Good and 2% say below average for JK Lakshmi Cement.

**Table7: Rank the Brands from 1<sup>st</sup> to 10<sup>th</sup> Position**

| S.NO | Ambuja | Ultra | Wonder | J.K Lakshmi | Shree | JK super | Birla | Nuvo co | Man g alam | India |     |
|------|--------|-------|--------|-------------|-------|----------|-------|---------|------------|-------|-----|
| 1    | 43     | 37    | 14     | 13          | 0     | 0        | 73    | 0       | 0          | 0     | 180 |
| 2    | 75     | 42    | 23     | 11          | 3     | 0        | 26    | 0       | 0          | 0     | 180 |
| 3    | 39     | 76    | 24     | 13          | 4     | 0        | 22    | 0       | 0          | 2     | 180 |
| 4    | 15     | 11    | 71     | 35          | 15    | 5        | 23    | 5       | 0          | 0     | 180 |
| 5    | 8      | 14    | 17     | 73          | 29    | 11       | 26    | 2       | 0          | 0     | 180 |
| 6    | 0      | 0     | 19     | 9           | 62    | 47       | 10    | 12      | 15         | 6     | 180 |
| 7    | 0      | 0     | 7      | 18          | 25    | 62       | 0     | 44      | 19         | 5     | 180 |
| 8    | 0      | 0     | 5      | 8           | 33    | 28       | 0     | 24      | 78         | 4     | 180 |
| 9    | 0      | 0     | 0      | 0           | 5     | 22       | 0     | 72      | 45         | 36    | 180 |
| 10   | 0      | 0     | 0      | 0           | 4     | 5        | 0     | 21      | 23         | 127   | 180 |
|      | 180    | 180   | 180    | 180         | 180   | 180      | 180   | 180     | 180        | 180   | 180 |

**Chart:7**



### **Interpretation:**

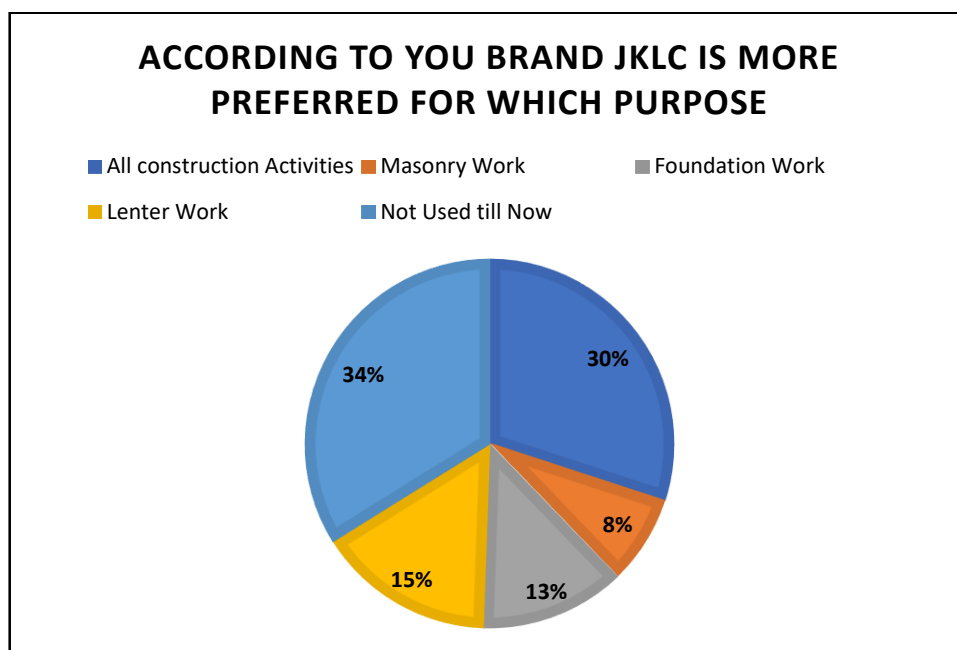
According to the respondents, ranking of the brand from 1<sup>st</sup> to 10<sup>th</sup> position on the bases of branding, Quality, Positioning is-

- I. Birla Cement
- II. Ambuja Cement
- III. Ultratech Cement
- IV. Wonder Cement
- V. JK Lakshmi Cement
- VI. Shree Cement
- VII. J.K Super Cement
- VIII. Mangalam Cement
- IX. Nuvoco lafarge Cement
- X. India Cement

**Table8: According to you brand JKLC is more preferred for which purpose?**

| S.No | According to you brand JKLC is more Preferred for which purpose | No. of Respondents | Percentage |
|------|-----------------------------------------------------------------|--------------------|------------|
| 1    | All Construction Activities                                     | 54                 | 30%        |
| 2    | Masonry Work                                                    | 14                 | 8%         |
| 3    | Foundation Work                                                 | 23                 | 13%        |
| 4    | Lenter Work                                                     | 28                 | 15%        |
| 5    | Not Used till now                                               | 61                 | 34%        |
|      |                                                                 | 180                | 100%       |

**Chart: 8**



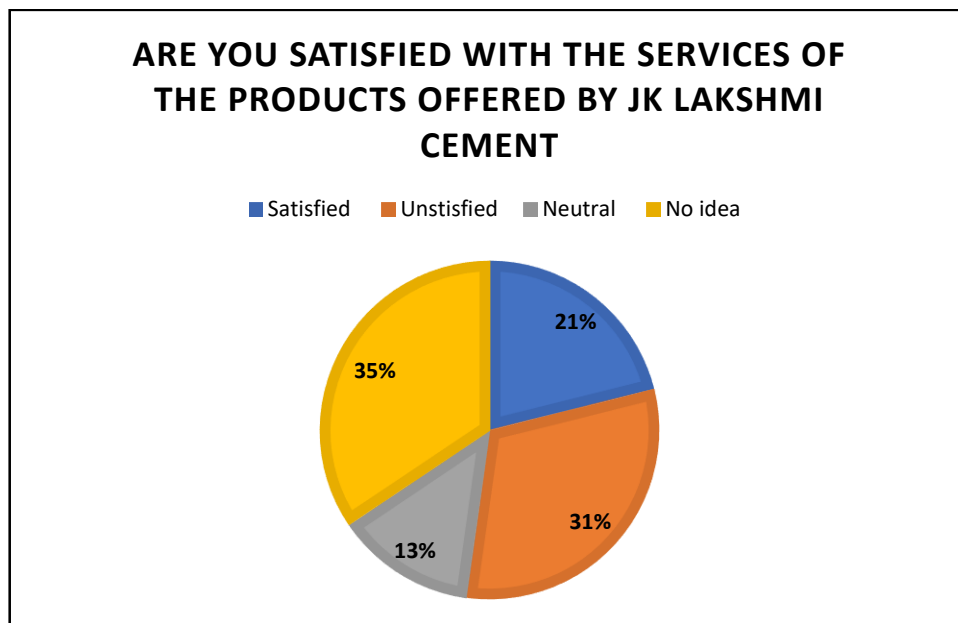
### **Interpretation:**

According to the respondents JK Lakshmi Cement is mostly preferred for all construction work, 34% of respondent are using JK Lakshmi Cement for all construction activities and 30% of respondent have not used till now, 15% for lenter work, 13% for foundation work and 8 % for masonry work.

**Table9: Are you satisfied with the services of the products offered by JK Lakshmi Cement**

| S.No. | Are you satisfied with the services of the products offered by JKLC | No. of Respondents | Percentage |
|-------|---------------------------------------------------------------------|--------------------|------------|
| 1     | Satisfied                                                           | 38                 | 21%        |
| 2     | Unsatisfied                                                         | 56                 | 31%        |
| 3     | Neutral                                                             | 24                 | 13%        |
| 4     | No Idea                                                             | 62                 | 35%        |
|       | Total                                                               | 180                | 100%       |

**Chart: 9**



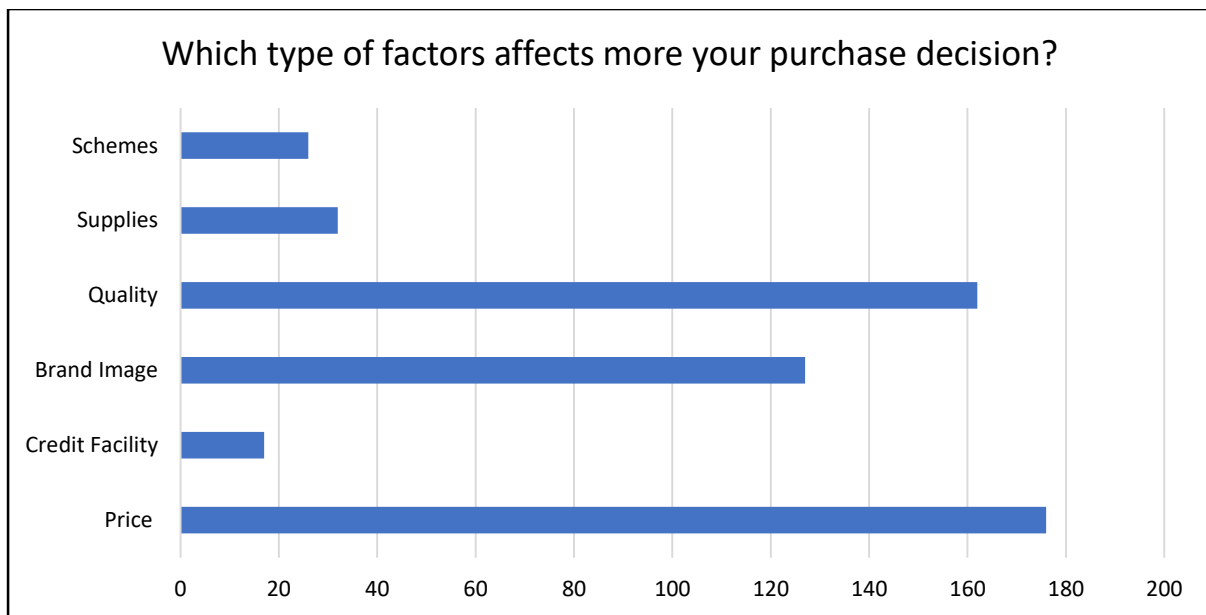
### **Interpretation:**

According to research 35% people have no idea and 31% people are unsatisfied with the service of the product offered by JK Lakshmi Cement. 21% people are satisfied, and 13% people are neutral with the service of product offered by JK Lakshmi Cement.

**Table10: Which type of factors affects more your purchase decision?**

| S.No | Which type of factor affects more your purchase decision | No of Respondents |
|------|----------------------------------------------------------|-------------------|
| 1    | Price                                                    | 176               |
| 2    | Credit Facility                                          | 17                |
| 3    | Brand Image                                              | 127               |
| 4    | Quality                                                  | 162               |
| 5    | Supplies                                                 | 32                |
| 6    | Schemes                                                  | 26                |
|      | Total                                                    | 540               |

**Chart: 10**



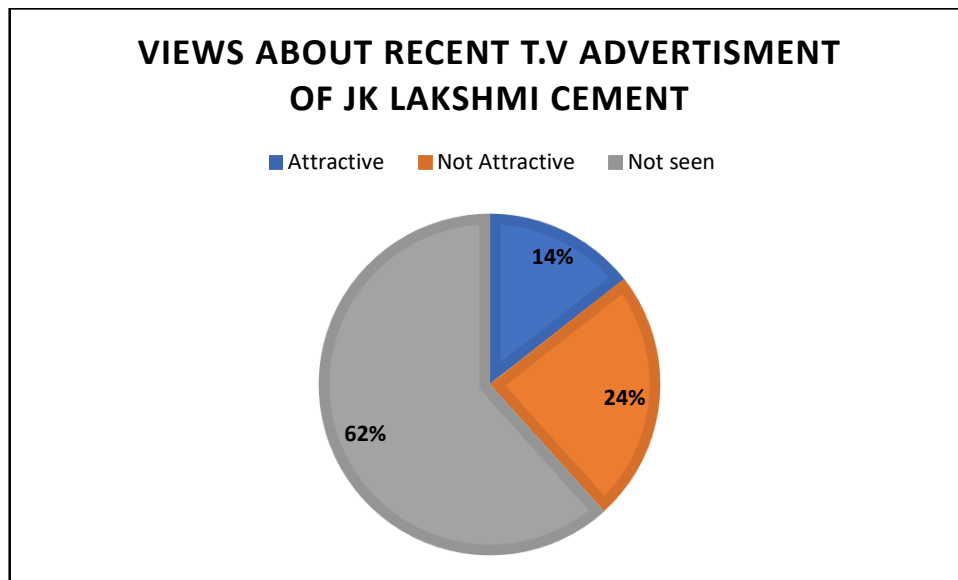
### Interpretation:

We find that maximum people say that they price, quality and Brand image of the product affects more your purchase decision as compared to schemes, supplies and credit facility.

**Table11: Views about recent T.V Advertisement of JK Lakshmi Cement**

| S.No. | Views about recent T.V Advertisement of JK Lakshmi Cement | No. of Respondents | Percentage |
|-------|-----------------------------------------------------------|--------------------|------------|
| 1     | Attractive                                                | 26                 | 14%        |
| 2     | Not Attractive                                            | 43                 | 24%        |
| 3     | Not Seen                                                  | 111                | 62%        |
|       | Total                                                     | 180                | 100%       |

**Chart: 11**



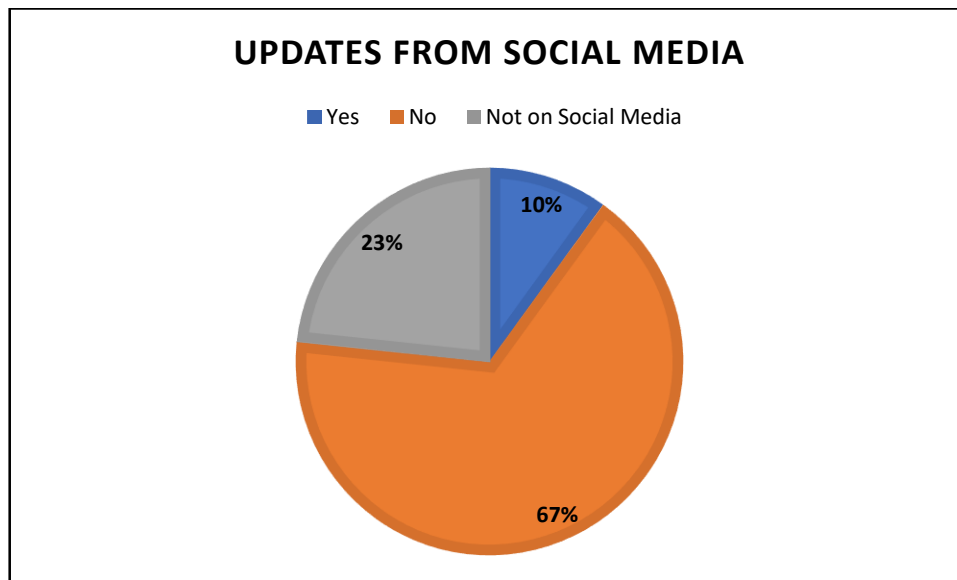
### **Interpretation:**

According to our research maximum 62% of respondents have not seen T.V advertisements, 24% say that the advertisement not attractive and only 14% say attractive for the advertisement.

**Table12: Updates from Social Media**

| S.No. | Updates from Social Media | No. of Respondents | Percentage |
|-------|---------------------------|--------------------|------------|
| 1     | Yes                       | 18                 | 10%        |
| 2     | No                        | 120                | 23%        |
| 3     | Not on Social Media       | 42                 | 67%        |
|       | Total                     | 180                | 100%       |

**Chart:12**



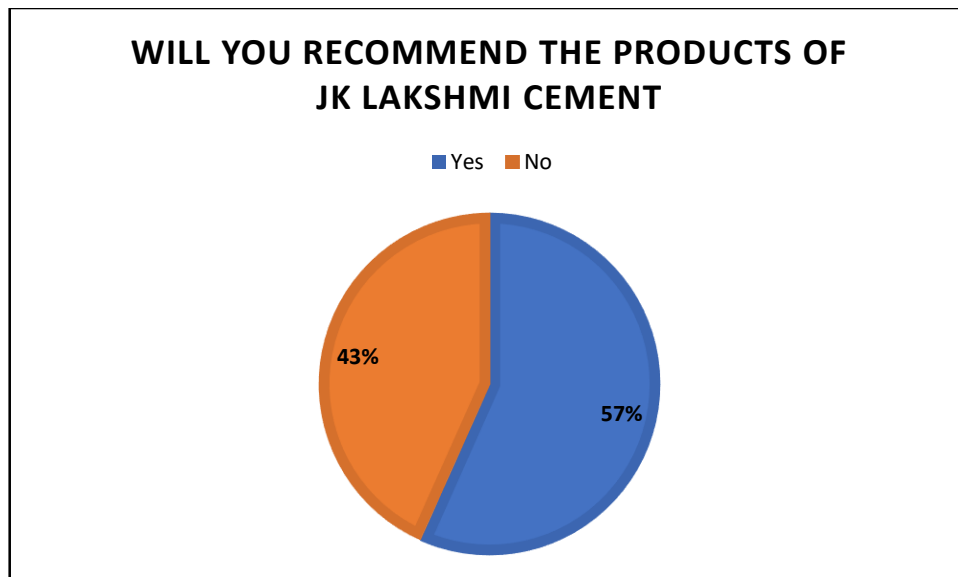
**Interpretation:**

As we can see only 10% of respondents say that they get updates from social media, 67% of respondents say they didn't get any updates from social media and 23% of respondents say they didn't use social media of JK Lakshmi Cement.

**Table13: Will you Recommend the products of JK Lakshmi Cement**

| S.No. | Will you Recommend the products of JK Lakshmi Cement | No. of Respondents | Percentage |
|-------|------------------------------------------------------|--------------------|------------|
| 1     | Yes                                                  | 102                | 43%        |
| 2     | No                                                   | 78                 | 57%        |
|       | Total                                                | 180                | 100%       |

**Chart: 13**



**Interpretation:**

By Chart:13 We can see that 57% of people say that they recommend the product but 43% of people say they will not recommend the product of JK Lakshmi Cement.

**In Questionnaire, as Q14** was asked to know the perception of respondents regarding JK Lakshmi Cement and Cement Industry. So, some of the most occurring comments are mentioned below: -

- “JK Lakshmi Cement is considered as a Good Cement and known for its quality.”
- “They can improve their Advertising of their products.”
- Marketing Strategy is needs to be improved as per Dealers and Retailers.
- “People who focuses on quality will not see Price, and those who focuses on Price, are ready to have compromise in quality.”
- “There can go through the process of supplies, services and schemes”
- “They should focus on Advertising part as many competitors are playing their best, while products of JK Lakshmi cement are fine with regards to Quality.”
- “They are facing the issue that JK Lakshmi promotor and dealers are unable to reaching in the local areas markets.

## 6. CONCLUSION

- JK Lakshmi Cement is having a Good Brand Image in minds of customers.
- According to analysis the Quality rating of JK Lakshmi Cement is found to be good.
- Amongst the competitors of JK Lakshmi Cement it stands on 5<sup>th</sup> position in the market on the basis of branding, Quality, Positioning.
- Respondents said that the service which are provided by the JK Lakshmi Cement are in some were satisfied.
- According to the analysis while purchasing cement price, Quality and Brand image are major purchase decision factors.
- JK Lakshmi Cement is most preferred used for All construction work.
- Respondents find that T.V advertisement of JK Lakshmi Cement is less attractive and also many respondents have not seen the T.V advertisement of JK Lakshmi Cement because they are less active in television ads.
- Respondents find that the Social Media Updates of JK Lakshmi Cement is not effective.

## **7. RECOMMENDATION**

- People believe that JK Lakshmi Cement have good brand image, but they are not buying it because of following the trend which majority of the people are following.
- JK Lakshmi Cement should be active on T.V advertisement so that more people will become aware and the Cement will remain in the mind of customer.
- Currently it is the trend of social media so JK Lakshmi cement must be active with its brand on social media, which will bring more customers.
- There should need to improve the marketing Strategy.
- JK Lakshmi Cement need to reach to the local areas and their promoters must reach to dealers to promote the cement.

Overall, the Marketing Strategy of JK Lakshmi Cement needs to be improved.

## **8. REFERENCES**

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- <https://www.coursera.org/learn/market-research>
- <https://www.coursera.org/learn/sales-process-techniques-training>
- <https://www.coursera.org/learn/integrated-marketing-communications>

## 9. APPENDICES

Q1. Association with the company as: -

- (a) Dealer
- (b) Promotor
- (c) Retailer
- (d) Consumer

### **Mention**

-the company name you deal with.....

-Business Experience (in years) .....

Q2. Are you aware of JK Lakshmi Cement?

- (a) Yes (b) No

Q3. How do you come to know about JK Lakshmi Cement?

- (a) Hoardings
- (b) Newspaper
- (c) Radio
- (d) T.V Advertisement
- (e) Recommendation from Others

Q4. Have you ever used JK Lakshmi Cement?

- (a) Yes (b) No

Q5. What is your experience regarding brand JK Lakshmi Cement?

- (a) Very Good
- (b) Good
- (c) Average
- (d) Below Average
- (e) No idea

Q6. How much you rate JK Lakshmi Cement based on Quality?

- (a) Very Good
- (b) Good
- (c) Average
- (d) Below Average
- (e) Not Used

Q.7 Give the Ranking to the following Brands (based on Branding, Quality, Positioning) from 1 to 10?

- (a) JK Lakshmi Cement \_\_\_\_\_
- (b) Ultratech Cement \_\_\_\_\_
- (c) Ambuja Cement \_\_\_\_\_

- |                             |       |
|-----------------------------|-------|
| (d) Wonder Cement           | _____ |
| (e) Shree Cement            | _____ |
| (f) JK Super Cement         | _____ |
| (g) Mangalam Cement         | _____ |
| (h) Nuvoco Cement (Lafarge) | _____ |
| (i) Birla Corp (BCW)        | _____ |
| (j) India cement (ICL)      | _____ |

Q8. According to you Brand JK Lakshmi Cement is more preferred for which purpose?

- (a) All Construction Activities
- (b) Masonry Work
- (c) Foundation Work
- (d) Lenter Work
- (e) Not Used till Now

Q9. Are you satisfied with the services of the products offered by JK Lakshmi Cement?

- (a) Satisfied
- (b) Unsatisfied
- (c) Neutral
- (d) No idea

Q10. Which type of factors affects more, your purchase decision? (Tick three among these)

- |                     |                          |
|---------------------|--------------------------|
| (a) Price           | <input type="checkbox"/> |
| (b) Credit Facility | <input type="checkbox"/> |
| (c) Brand Image     | <input type="checkbox"/> |
| (d) Quality         | <input type="checkbox"/> |
| (e) Supplies        | <input type="checkbox"/> |
| (f) Schemes         | <input type="checkbox"/> |

Q11. What are your views about recent T.V Advertisement of JK Lakshmi Cement?

- (a) Attractive
- (b) Not Attractive
- (c) Not Seen

Q12. Do you get any updated from social media about J.K Lakshmi Cement?

- (a) Yes (b) No (c) Not using Social Media

If yes, then please specify.....

Q13. Will you recommend the products of JK Lakshmi Cement to others?

- (a) Yes (b) No

Q14. According to you brand J.K Lakshmi Cement is working good or needs improvement?

Mention

.....

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