

# Consumer perception towards the brand with reference to Kajaria Ceramics ltd. In Bangalore

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**Abstract:** This paper deals with the consumer perception towards premium band in tiles industry. It deals with perception of consumers towards ceramics or tiles which they use at construction. It covers many aspects like how when, why consumers prefer premium tiles. It deals with comparison of different ceramic brands with Kajaria Ceramics in terms of quality, price, durability, availability and look. Which are very important parameters with which researcher can analyze the consumer like and dislike, demands and requirements. By which researcher can suggest best quality variable, which improve consumer satisfaction and demand.

**Keywords:** brand identity, brand image, brand position



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## Introduction:

Brand is name, sign, symbol or special design or same combination of the elements that is intended to identify the goods or services of one seller or a group of seller. Brand image is the meaning consumers give to a product based on the perceived value it delivers.

In the present business scenario, technology is playing very important role in market, most of the companies are going for brand of competitive products so it is necessary to build brand image in the mind of customers, so it leads to achieve competition and to achieve brand loyalty of existing customers and to attract new customers.

The companies must critically rethink their business mission and marketing strategies, companies must operate in a war zone of rapid changes with respect to competitors, technological advances, new laws, managed trade policies and changing customer's perception towards various brands.

In a market of stiff competition, various brand of ceramics products by kajaria ceramics ltd are available to the customers. customer satisfaction has gained importance due to severe competition. Brand image signifies the reputation and the symbolic meaning attached to a brand.

Brand image is more prevalent when consumer has difficulty in judging various options on the basis of strictly objective measures. Thus, consumers here sum to buy the total symbolic convey. Image is an abstract incorporating the influence of past promotion, reputation and peer evaluation of that brand.

## Objective of the study:

1. To know promotional activities carried down by company for ceramic tiles.
2. To know the role of promotional activities in ceramic tiles.
3. To understand the market for ceramic tiles.
4. To understand the brand recall and perception of consumers towards ceramic tiles.
5. To know different competitors brand

Scope of the study:

The study was carried out in Bangalore city for ceramic tiles with reference to kajaria ceramics ltd. This study includes survey with sample covers end users, dealers, and architects opinion regarding kajaria ceramics and brands.

## Research methodology

A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data , here , description research design is used.

Primary data:

Primary data collected from the respondents who were end users/consumers dealers and the architects.

Secondary data: secondary data collected from the company website, journals , magazines, internet and concerned text book.

Samle plan: non probability sampling method is used

Smple size-100

## Impact Factor: 4.26

End users/consumer-40

Dealers-30

Architects -30

Limitation of the study:

1. There was bit hesitant by dealers in replying to the questionnaires.
2. Since the survey is conducted in Bangalore city the results cannot be generalize to other areas.
3. Limited time was main constraint.

Analysis and interpretation of data:

End users opinion:

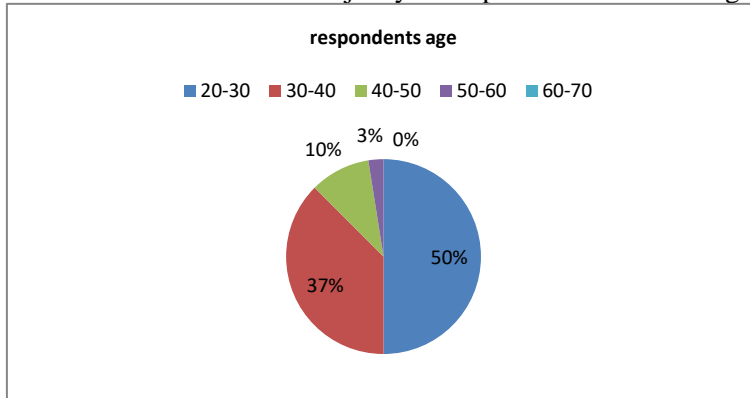
### 1. Showing the respondents age

Age	No of respondents	Percentage
20-30	20	50%
30-40	15	37.5%
40-50	4	10%
50-60	1	2.5%
60-70	0	0%
Total	40	100%

From the above table it was found that 50% of the respondents were in the age group of 20-30years while 37.5% of respondents were in the age group of 30-40years. 10% of respondents were in age of 40-50years and 2.5% of respondents were in the age group of 50-60 and were there is no respondents belong to age group of 60-70years.

Inference:

It can be inferred that the majority of respondents were belongs to 20-30years of age group.

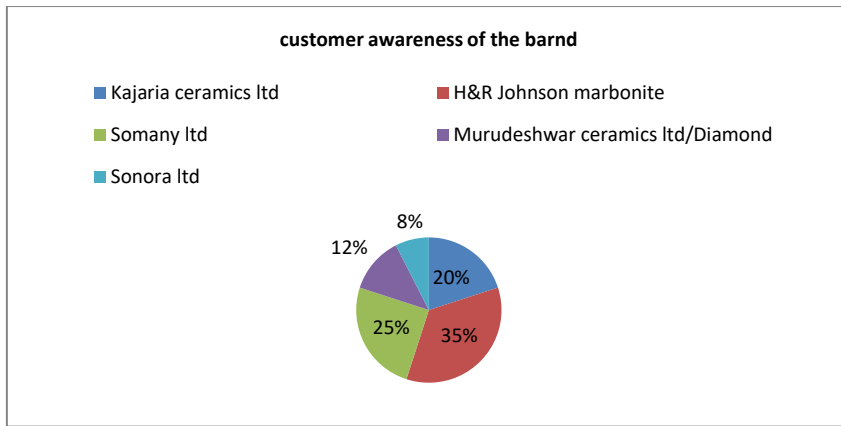


### 2. Showing the brand awareness of respondents

Company/brand	No of respondents	Percentage
Kajaria ceramics ltd	8	20%
H&R Johnson marbonite	14	35%
Somany ltd	10	25%
Murudeshwar ceramics ltd/Diamond	5	12.5%
Sonora ltd	3	7.5%
Total	40	100%

From the above table it was found that 20% of the respondents were recalled the kajaria brand while 35% of respondents were recall the H&R Johnson brand, 25% of the respondents recall the somany ltd, 12.5% of the respondents recall the murudeshwar ceramics ltd and 7.5% of the respondents recall the Sonara ltd brand.

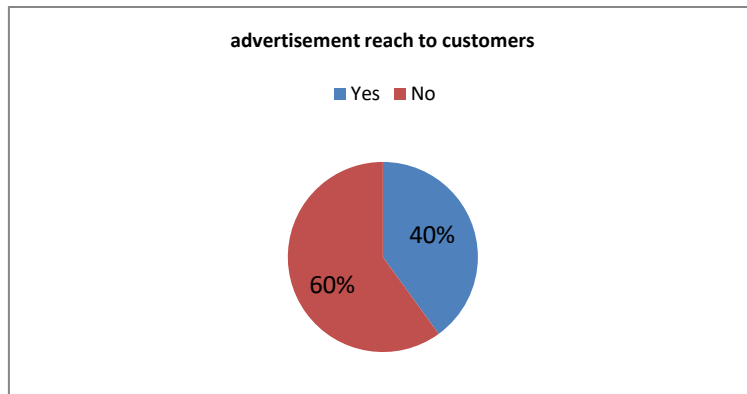
**Impact Factor: 4.26**



3. Table showing the reach of the advertisement

Advertisement reach	No of respondents	Percentage
Yes	16	40%
No	24	60%
Total	40	100%

From the above table it was found that 40% of respondents were seen the advertisement of ceramics tiles  
 Inference: it was inferred that advertisement was reach to very few customers.

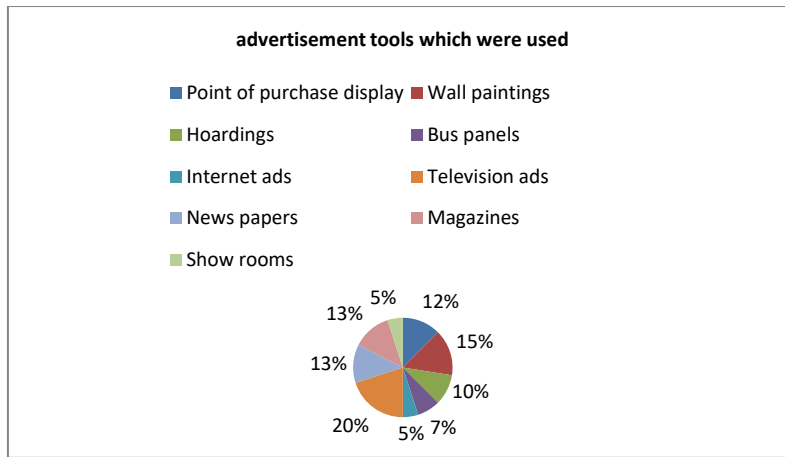


4. Table showing advertisement tools which are used for ceramics tiles and reached respondents

Advertisement tool	No of respondents	Percentages
Point of purchase display	5	12.5%
Wall paintings	6	15%
Hoardings	4	10%
Bus panels	3	7.5%
Internet ads	2	5%
Television ads	8	20%
News papers	5	12.5%
Magazines	5	12.5%
Show rooms	2	5%
Total	40	100%

From the above table we come know that television ads has more stronger reach than any other tool.

## Impact Factor: 4.26



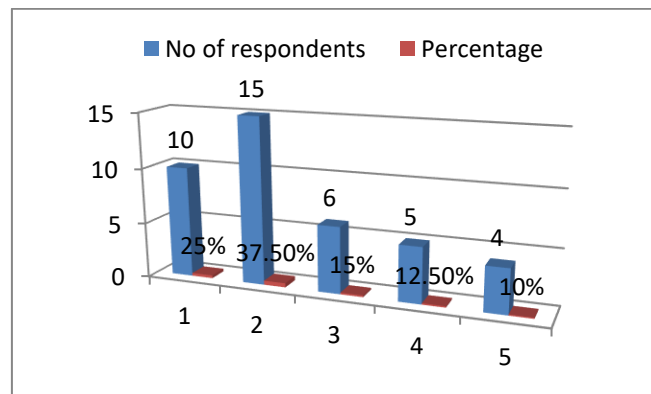
### 5. Showing the reach of brand

Company /brand	No of respondents	Percentage
Kajaria ceramic ltd	10	25%
H&R Johnsons/morbonite	15	37.5%
Somany ltd	6	15%
Murudeshwar ceramic lit/diamond	5	12.5%
Sonora ltd	4	10%
Total	40	100%

From the above table it was found that 25% of the respondents were reached by the kajaria ceramic ltd and 37.5% of respondents were reached by the H&R Johnson/mirbomote. 15% of the respondents were reached by the somanhy ltd, 12.5% of respondents were reached by the murudeshwar ceramic ltd/diamond, 10% of respondents were reached by the Sonora ltd.

Inference: kajaria ceramic brand was in second position in reaching the number of target customer.

Graph showing the reach of brand to different customers



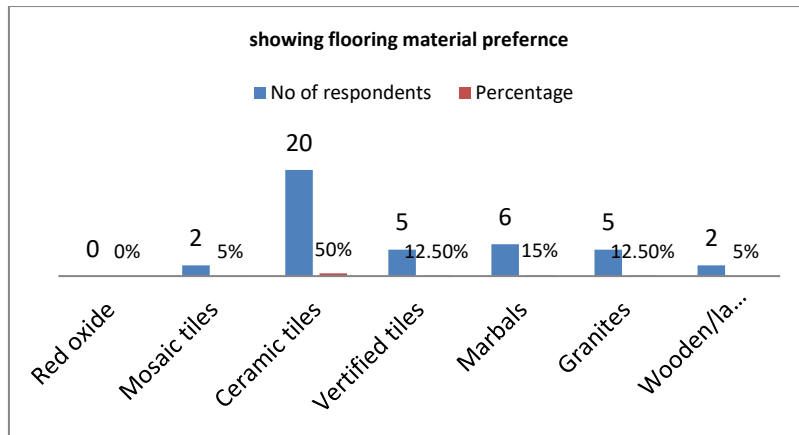
### 6. Showing flooring material preference.

Kinds of flooring	No of respondents	Percentage
Red oxide	00	0%
Mosaic tiles	2	5%
Ceramic tiles	20	50%
Vertified tiles	5	12.5%
Marbals	6	15%
Granites	5	12.5%
Wooden/laminated flooring	2	5%
Total	40	100%

From the above table it was found that about 50% of the respondents were preferring ceramic tiles as flooring material and 15% of the respondents were preferring marbles as a flooring material.

Inference: the maximum number of respondents were preferring ceramic tiles as flooring material.

**Impact Factor: 4.26**

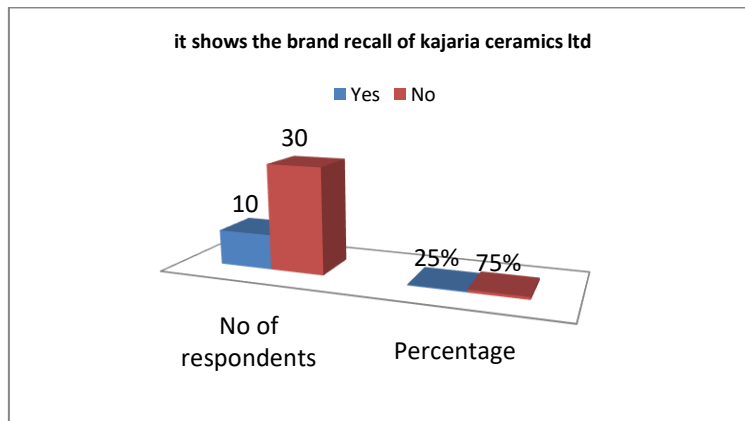


7. Showing the brand recall of kajaria ceramic ltd.

Easy to remember	No of respondents	Percentage
Yes	10	25%
No	30	75%
Total	40	100%

From the above table it was found that 25% of respondents were responded that kajaria ceramics ltd brand is easy to remember and 75% of respondents were responded its tough to remember brand name.

Inference: 25% of the respondents were respondents that the kajaria ceramic ltd brand is easy to recall.

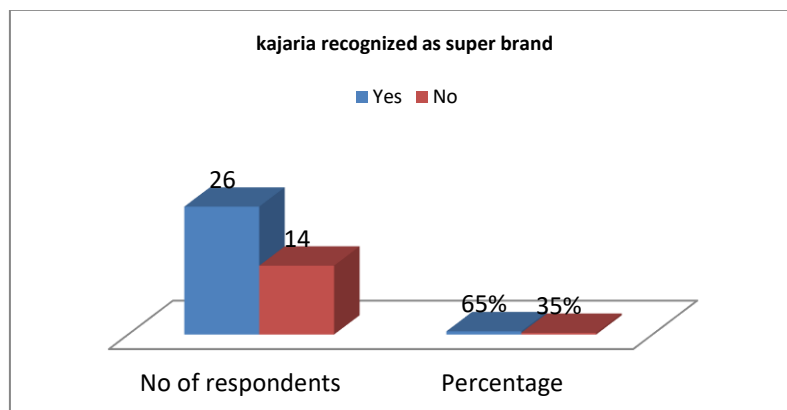


8. Table showing kajaria is recognized as super brand

Super brand	No of respondents	Percentage
Yes	26	65%
No	14	35%
Total	40	100%

From the above table it was found that 65% of the respondents were responds that the kajaria brand recognized as a super brand.

Inference: the maximum number of respondents recognize kajaria as a business super brand.



## Impact Factor: 4.26

Dealer's opinion

Table 1. Showing the brands with which dealers are dealing

Brands	No of dealers	Percentage
Kajaria ceramics ltd	5	16.66%
H&R Johnson	10	33.33%
Somany	6	20%
Maurudeshwar ceramics ltd	5	16.66%
Sonora	4	13.33%
Total	40	100%

From the above table it was found that 16.66% number of dealers are dealing with kajaria ceramic ltd, 33.33% of the dealers were dealing with H&R Johnson , 20% of the dealers were dealing with somany, 16.66% of the dealers were dealing with murudeshwar ceramic ltd, and 13.33% of the dealers were dealing with Sonora.

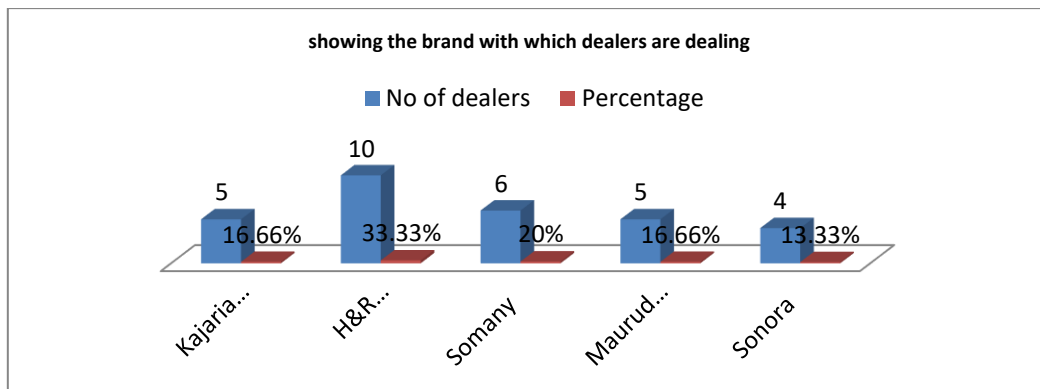
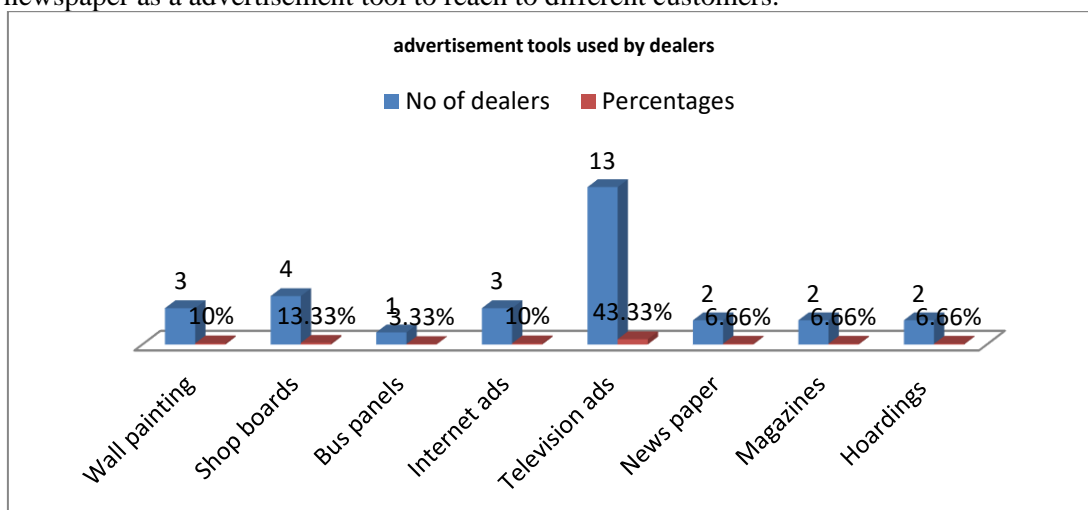


Table 2. Showing the advertisement tools use by the dealers to reach the customer

Advertising tools	No of dealers	Percentages
Wall painting	3	10%
Shop boards	4	13.33%
Bus panels	1	3.33%
Internet ads	3	10%
Television ads	13	43.33%
News paper	2	6.66%
Magazines	2	6.66%
Hoardings	2	6.66%
Total	30	100%

From the above table it was found that 43.33% of the dealers were using television as a striking media to reach different customers, 13.33% of the dealers were using shop boards to reach different customers, 10% of the dealers were using wall paintings as a advertisement tool to reach different customers, 6.66% of the dealers were using newspaper as a advertisement tool to reach to different customers.



## Impact Factor: 4.26

Table 3: showing the customer satisfaction with the current media used by kajaria ceramics

Options	No of respondents	Percentage
Yes	12	40%
No	18	60%
Total	30	100%

From the above table it was found that 60% of the customers were satisfied with the current media by kajaria ceramics ltd and 40% of the customers were not satisfied with the current media used by kajaria ceramics ltd.

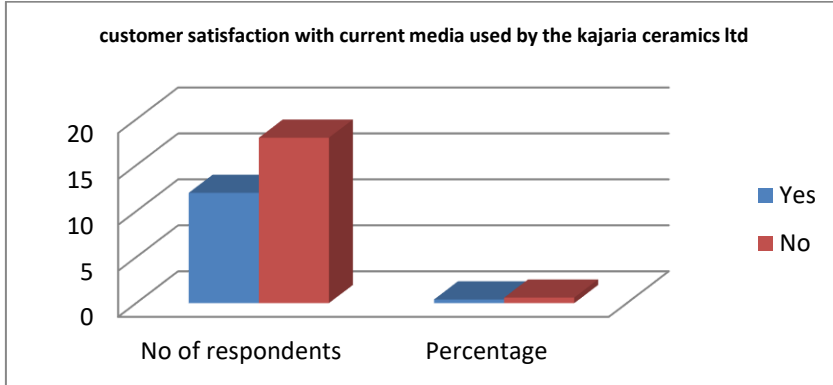


Table 4: shows the effectiveness of advertisement tools suggested by the dealers

Advertisement tools	No of dealers	Percentage
Wall paintings	3	10%
Shop boards	3	10%
Hoardings	2	6.66%
Bus panels	2	6.66%
Internet ads	6	20%
Television ads	9	30%
Magazines	2	6.66%
News papers	3	10%
Total	30	100%

From the above table it was found that 30% of the dealers were suggest that television is the effective media to reach maximum customers

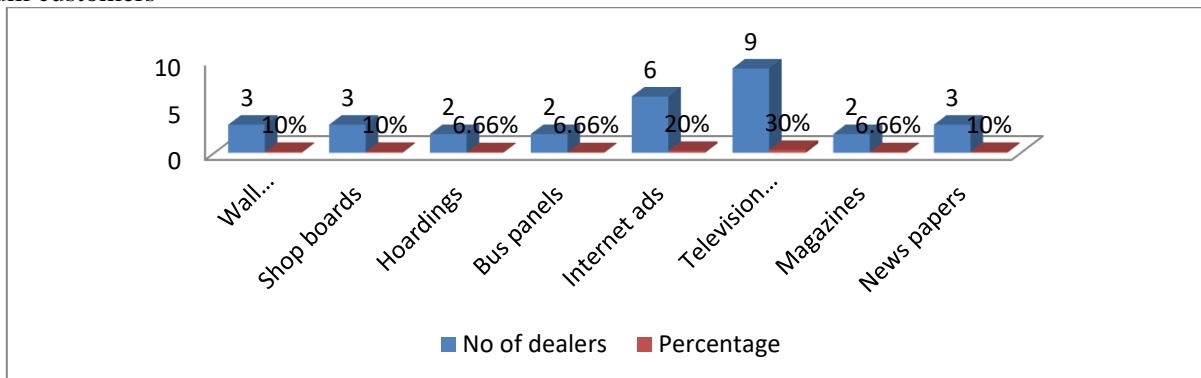


Table 5: shows the role of different agents in promoting the ceramics tiles

Agents	Percentages
Consumer	10%
Architects	50%
Builders	25%
Contractors	10%
Masons	5%
Total	100%

From the above table it was found that Architects are playing main role in promoting ceramics tiles.

**Impact Factor: 4.26**

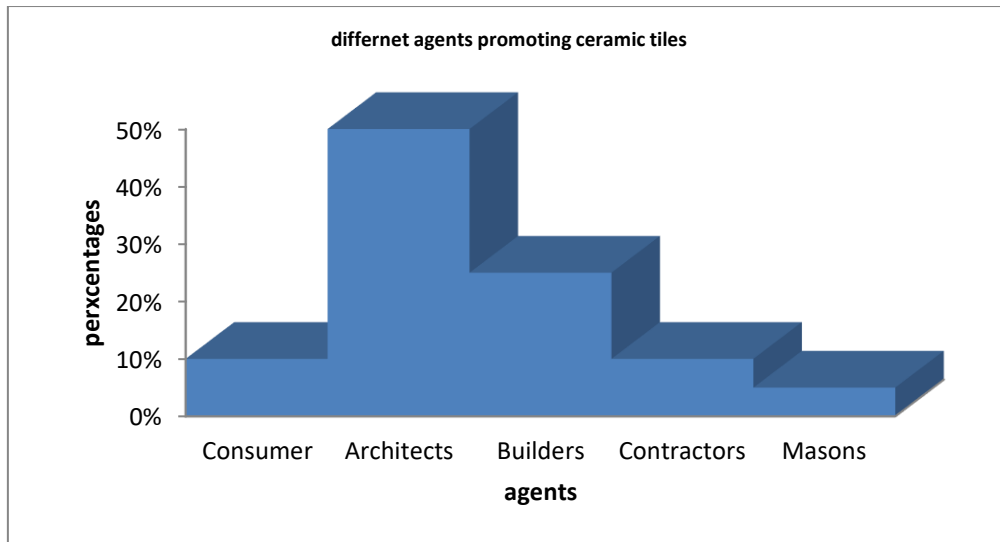


Table 6: showing sales promotion activities carried out by the dealers

Sales promotion activities	No of respondents	Percentages
Offerings	10	33.33%
Sales display	16	53.33%
Patronage /loyalty awards	00	00
Trade shows	4	13.33%
Total	30	100

From the above table it was found that 53.33% of the dealers were carried out the sales displays ,33.33% were carried out offerings and 13.33% were carried out trade shows.

Inference: majority of the dealers were used sales displays as the sales promotional activity

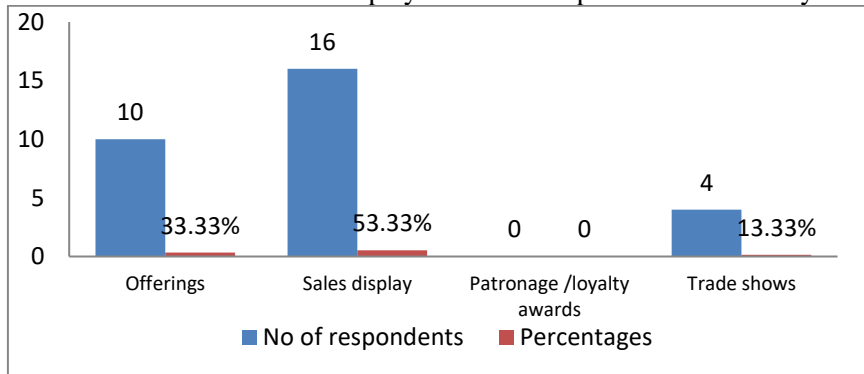


Table 7. showing public relation tools used by the dealers

Public relation tools	No of respondents	Percentages
Telephone contacts	20	66.66%
Informing about new product offers	6	20%
Inviting to exhibitions	4	13.33%
Total	30	100

From the above table it was found that 66.66% of dealers were maintaining public relation by using telephone contacts, 20% of the dealers were maintaining public relation by using information about new product , offers, where as 13.33% of the dealers inviting customers to exhibition.

Inference: telephone contact was the most used public relation tool followed by informing about new products, offerings and inviting to the exhibitions.



**Impact Factor: 4.26**

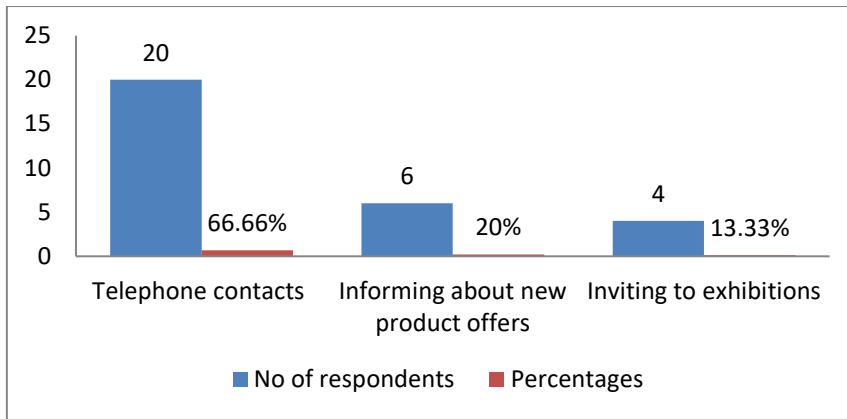
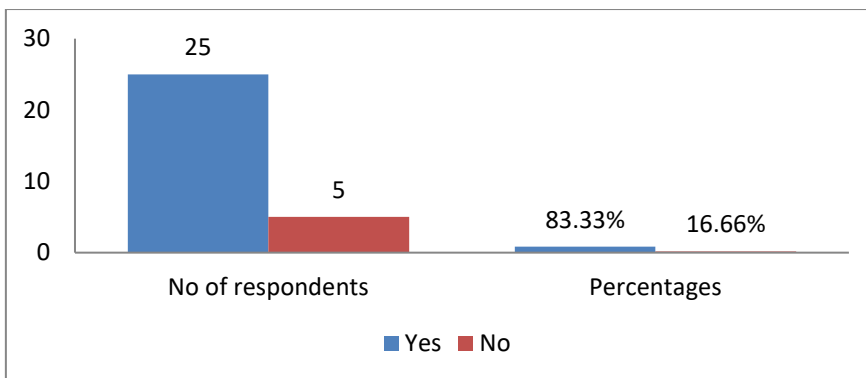


Table 8: showing kajaria as suggestive brand to customers

Opinions	No of respondents	Percentages
Yes	25	83.33%
No	5	16.66%
Total	30	100

From the above table it was found that 83.33% of dealers were suggesting kajaria as a suggestive brand to customers except 16.66% were not agreed.

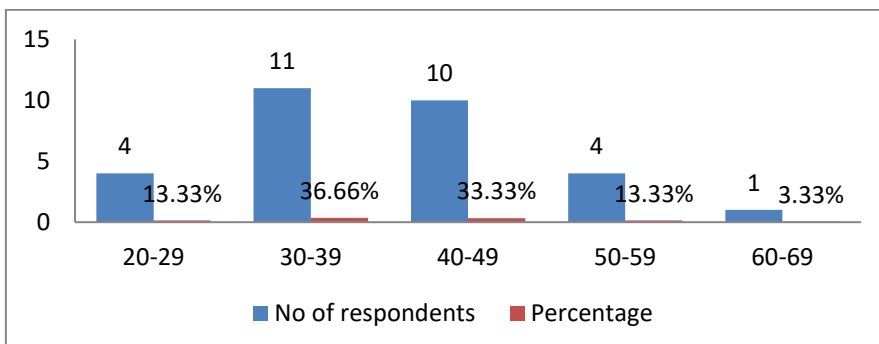


Architects opinion:

Table1: showing the age group of the architects.

Age group	No of respondents	Percentage
20-29	4	13.33%
30-39	11	36.66%
40-49	10	33.33%
50-59	4	13.33%
60-69	1	3.33%
Total	30	100

From the above table it was clear that 36.66% of the respondents were 30-39 years of age group and 33.33% respondents were 40-49 years of age



## Impact Factor: 4.26

Table 2. showing the various flooring materials recommended by architects to customers

Flooring materials	No of respondents	Percentages
Vitrified tiles	4	13.33%
Ceramic tiles	6	20%
Granites	9	30%
Marbles	4	13.33%
Mosaic tiles	3	10%
Wooden laminated tiles	4	13.33%
Total	30	100

From the above table it is clear that 30% of the architects recommends for granites, 20% for ceramics tiles and 13.33% for vitrified tiles, marbles, wooden laminated tiles still preference for the granites higher than ceramic tiles.

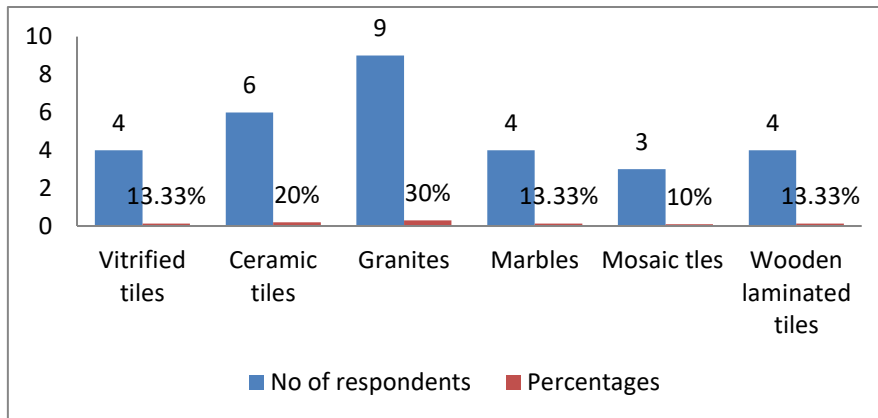


Table3: showing the difference brands known by the architects

Brands	No of respondents	Percentage
Kajaria	10	33.33%
H&R Johnson	10	33.33%
Somany ltd	5	16.66%
Sonora	3	10%
Murudeshwar ceramics ltd	2	6.66%
Total	30	100

From the above table it was found that 33.33% of the architects were aware of kajaria ceramics tiles, 33.33% of the respondents were aware of H&R Johnson, and 10% of murudeshwar ceramics ltd.

Inference: it was found that kajaria ltd was the leader in the brand awareness followed by H&R Johnson and somany ltd.

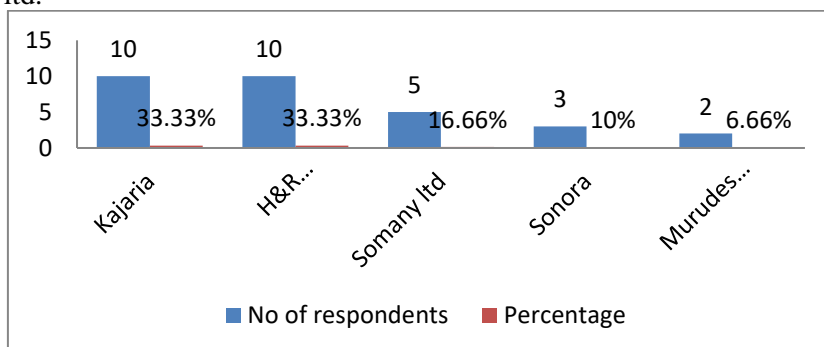


Table4: showing the promotional tools through which architects comes to know about ceramics tiles

Advertisement tool	No of respondents	Percentage
Company invitation for events	5	16.66%
Exhibitions or trade fairs	2	6.66%
Contacts by sales executives	10	33.33%
Distributors request to prescribe ceramics tiles	00	00
Advertisement	8	26.66%

## Impact Factor: 4.26

Sales promotions	5	16.66%
Word of mouth	00	00
Total	30	100

From the above table it was seen that 33.33% of respondents were aware of ceramic tiles through contacts by sales executives, 26.66% through advertisements.

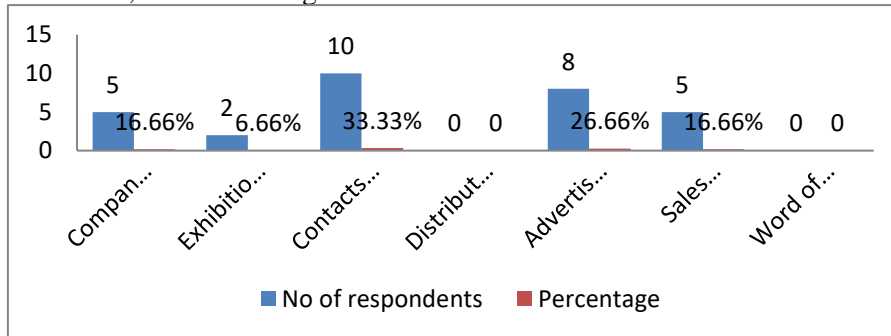


Table 5. showing the architecture view for kajaria ceramics striking media to advertise

Advertisement tools	No of respondents	Percentages
Wall paintings	00	00
Shop boards	5	16.66%
Hoardings	2	6.66%
Bus panels	00	00
Internet ads	2	6.66%
Television ads	15	50%
News papers	5	16.66%
Magazines	1	3.33%
Total	30	100%

From the above table it was found that 50% of the architects think that television is a striking to advertise followed by 16.66% for shop boards and new papers.

Inference: it was found that majority of the dealers think television ads were striking media for kajaria ceramics to advertise

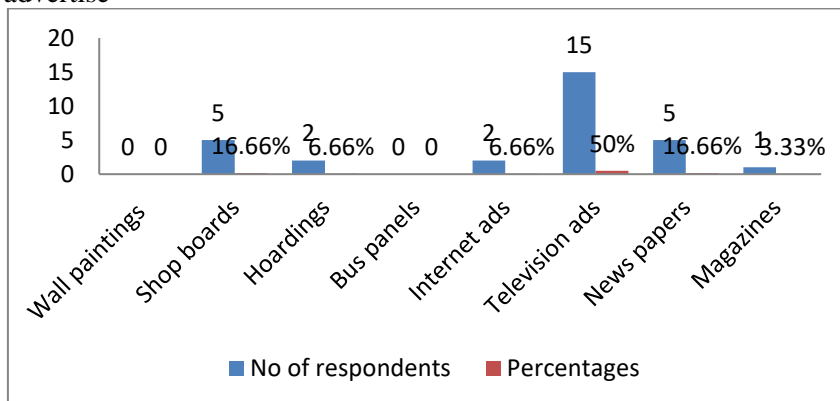


Table 6: showing the parameters used to recommend a product

Parameters	No of respondents	Percentage
Quality	15	50%
Look ness	10	33.33%
Stability	3	10%
Price	2	6.66%
Total	30	100%

From the above table it was found that 50% of the architects prefer quality to recommend the product, 33.33% architects were recommend the product which has good lookness, 10% of the architects were recommend the product which has stability and 6.66% of the architects were recommend the product which has low price.

**Impact Factor: 4.26**

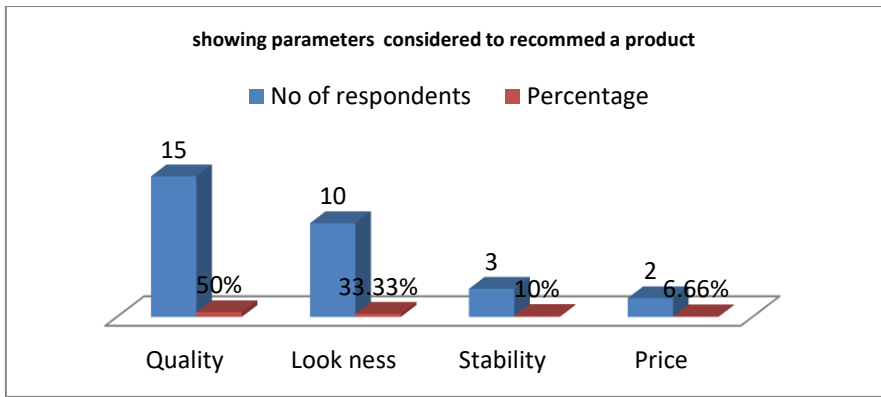


Table 7: showing the positive impact of sales promotional activities made by kajaria ceramics ltd

Options	No of respondents	Percentages
Yes	25	83.33%
No	5	16.66%
Total	30	100%

From the above table it was found that 83.33% of the architects were agreed with positive impact of promotional activities and 16.66% were not agreed positive impact of sales promotional activities.

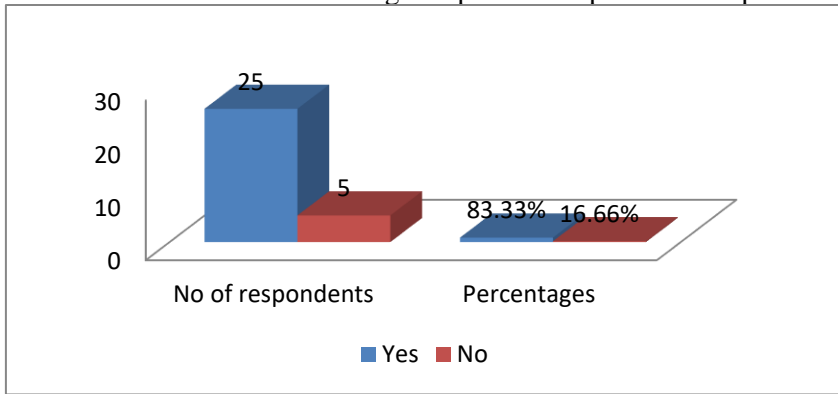
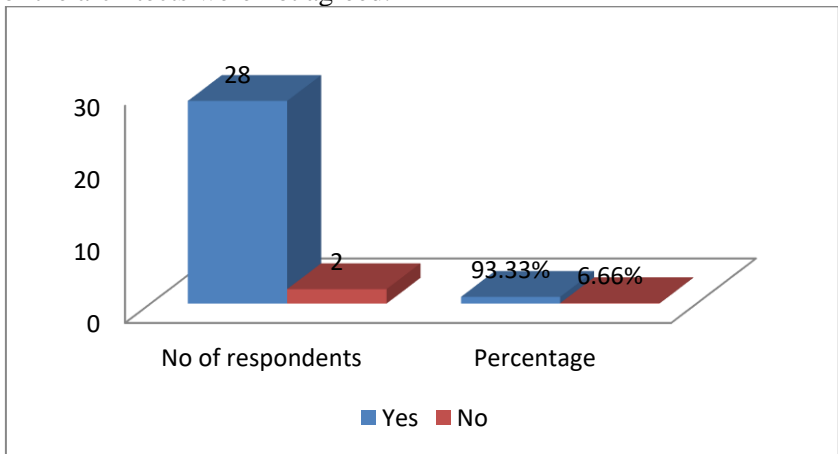


Table 8: showing kajaria as a suggestive brands to customers.

Option	No of respondents	Percentage
Yes	28	93.33%
No	2	6.66%
Total	30	100

From above table it was found that 93.33% of architects were suggesting kajaria brand to their customers but 6.66% of the architects were not agreed.



**Findings :**

1. Majority of the respondents belongs to age group of 20-30
2. In brand recalling kajaria ceramics was the leader followed by so many ltd, sonara ltd and H&R Johson ltd respectively.
3. It was inferred that advertisement was reaching 63.33% of users.
4. Televisions, showroom ads, newspaper, magazines ads, and hoardings , shop boards were the different effective advertisement tools respectively compare to other tools.

## Impact Factor: 4.26

5. In the brand awareness kajaria ceramics ltd was the leader followed by so many ltd, Sonora ltd and H&R Johson respectively.
6. In flooring material awareness of granites was higher than ceramics tiles.
7. 40% of end users were aware of kajaria as a business super brand.
8. Awareness of ceramic tiles through advertisement was higher than other promotional activities like sales promotional, personal selling and public relation.

### Suggestions

1. The end users, architects can be reached through the advertisements of shop boards, bus panels, wall paintings and hoardings, respectively. Hence the company should emphasis on these tools.
2. Average number of dealers are ranked sales display as the important sales promotional tool. Hence the company shall promote its dealers to display all the product ranges of kajaria ceramics ltd.
3. Shop boards numbers should be increased.
4. Public relation activity like events seminars , trade shows, carnivals and exhibitions respectively shall be arranged to create awareness about company and product ranges's
5. Marketing executives should be regularly contact architects , builders
6. Encouraging the dealers to maintain continuous contact with the architects and consumers through season and birthday greetings, invitations to events, exhibitions, carnivals and informing them about new products.
7. Company should focus more attention on the dealers and the architects who were found to be more influential than any other person

### Conclusion

Based on the objective study has been carried out on the consumer perception towards kajaria ceramics ltd ,it has to improve brand image and market preference of customers the suggestions can by incorporate for the better results. Company can increase its market share by focusing on distribution channels, promotional mix and competitor's position in the market. The study concludes with the view that kajaria ceramics ltd has good brand image compare to the competitors, so company need maintain good distribution channel and good brand image.

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