

**PROJECT REPORT ON**  
**“THE STUDY OF CONSUMER BUYING BEHAVIOR IN RESPECT OF SPECIAL**  
**TYPE OF CEMENT PRODUCT OF ULTRATECH CEMENT, UDUPI”**

**Submitted by**

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**Submitted To**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

*In the partial fulfilment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

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Professor

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Ultratech cement



Post Graduate Department of Business Administration

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May 2020




**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Subrahmanya Hegde** bearing Reg. No. **4AL18MBA77**, M.B.A. Student from Alvas Engineering & Technology, Moodbidre, has done his project on **"The study of Consumer Buying Behaviour in respect of special type of cement product of Ultratech Cement, Udupi"** from 01-01-2020 to 16-02-2020.

During the project he was taking keen interest in learning those subjects connected to his studies. He was found hard working and sincere.

We wish him every success.

For **ULTRATECH CEMENT LTD.**

  
**Mr. SANJEEV KUMAR**  
**MARKETING MANAGER**

**UltraTech Cement Limited**

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### CERTIFICATE

This is to certify that **SUBRAHMANYA HEGDE** bearing USN **4AL18MBA77**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**THE STUDY OF CONSUMER BUYING BEHAVIOR IN RESPECT OF SPECIAL TYPES OF CEMENT PRODUCTS OF ULTRATECH CEMENT, UDUPI**" is prepared by him under the guidance of Mrs. Priya Sequeira, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Priya Sequeira  
Signature of Internal Guide

Dr. Claret Mendonca  
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Dr. Peter Fernandes  
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## DECLARATION


I, **Subrahmanya Hegde**, Reg.No. (4AL18MBA77), hereby declare that the project report entitled **"THE STUDY OF CONSUMER BUYING BEHAVIOR IN RESPECT OF SPECIAL TYPE OF CEMENT PRODUCT OF ULTRATECH CEMENT,UDUPI"** "with reference to **"Ultratech cement "** prepared by me under the guidance of Priya sequeira, professor, P G Department of Business Administration, Alva's Institute Engineering and Technology, Mijar, D.K. - 574225 and external assistance by Mr. Sanjeev kumar.

I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 6 weeks. I further declared that, this project is based on the original study undertaken by me and has not been submitted for award of any degree/diploma from any other university/institution.

Place: Mijar

Date:

  
Signature of the student



### **ACKNOWLEDGEMENT**

I would like to thank God Almighty for his choicest blessings. The project work entitled “THE STUDY OF CONSUMER BUYING BEHAVIOR IN RESPECT OF SPECIAL TYPE OF CEMENT PRODUCT OF ULTRATECH CEMENT,UDUPI” would not have been completed if not for the motivation, encouragement and guidance that I have received from many in my endeavour. I take this opportunity to express my heartfelt appreciation and gratitude to all those who were involved in giving a final shape to this project report.

At the outset, I wish to convey my heartfelt thanks to VTU for giving me an opportunity to pursue this project work in partial fulfilment of my MBA course. My sincere thanks to Mr. Vivek Alva, the Managing Trustee AEF, for his constant encouragement. I thank Mr Peter Fernandes, Principal of AIET for their continued support.

I would like to extend my profound gratitude to my project guide Priya sequeir, professor , P G Department of Business Administration for encouraging me to take up this study and for her valuable guidance and continuous support at every stage of this study. I feel a great sense of gratitude to Mr. Sajeev kumar my external guide who gave me an opportunity to do this internship and also for his wonderful guidance which has enabled me to bring out this work successfully.

I am thankful to my parents and friends for their valuable guidance, support and help during my project. Any accomplishment requires the efforts of many people. I am indebted to the management and the staff of UltratechCement. for extending their support and co-operation in collecting data for my project report.

**SUBRAHMANYA HEGDE,**

USN: 4AL18MBA77

Date: 29/06/2020

Place: Mijar

## **TABLE OF CONTENT**

<b>Chapter No.</b>	<b>Contents</b>	<b>Page. No.</b>
<b>1</b>	<b>Introduction</b>	<b>1-14</b>
<b>2</b>	<b>Theoretical Background of the study and Literature Review</b>	<b>15-19</b>
<b>3</b>	<b>Research Design</b>	<b>20-22</b>
<b>4</b>	<b>Data Analysis and Interpretation</b>	<b>23-44</b>
<b>5</b>	<b>Summary of Finding, Suggestions and Conclusions</b>	<b>45-50</b>
<b>6</b>	<b>Bibliography</b>	<b>51</b>
	<b>Annexures</b>	<b>52-56</b>

**LIST OF TABLE**

<b>Table no</b>	<b>Table</b>	<b>PAGE NO</b>
Table 4.1.A	Table showing people those who are aware about ultra tech special product.	24
Table 4.1.B	Table Showing which brands people are familiar with.	25
Table 4.1.C	Table showing cement that are used by consumer for their present construction.	26
Table 4.1.D	Table showing people response on special cement makes building better one.	27
Table 4.1.E	Table Showing awareness regarding pricing of special product.	28
Table 4.1.F	Table showing consumer those who are shifting into special product.	29
Table 4.1.G	Table showing which brand do consumers prefer for the plastering work.	30
Table 4.2.A	Table showing satisfaction level of respondent.	31
Table 4.2.B	Table showing additional factor required for special product.	32
Table 4.2.C	Table showing increase in price is reasonable for special product.	33
Table 4.2.D	Table shows What changes are people expecting from special product.	34
Table 4.3.A	Table showing working segment of respondent.	35
Table 4.3.B	Table showing preference of respondent for future construction.	36
Table 4.3.C	Table showing customer suggesting their pairs.	37

Table 4.3.D	Table Showing segment at which more special product are used	38
Table 4.4.A	Table showing which area respondent are working.	39
Table 4.4.B	Table showing how respondent came to know about product.	40
Table 4.4.C	Table Showing client preferring special product.	41
Table 4.4.D	Table Showing how client know about product.	42
Table 4.5.A	Table showing rating of special product.	43



### **LIST OF CHART**

<b>Chart no</b>	<b>Chart</b>	<b>PAGE NO</b>
Chart 4.1.A	Chart showing people those who are aware about ultra tech special product.	24
Chart 4.1.B	Chart Showing which brands people are familiar with.	25
Chart 4.1.C	Chart showing cement that are used by consumer for their present construction.	26
Chart 4.1.D	Chart showing people response on special cement makes building better one.	27
Chart 4.1.E	Chart Showing awareness regarding pricing of special product.	28
Chart 4.1.F	Chart showing consumer those who are shifting into special product.	29
Chart 4.1.G	Chart showing which brand do consumers prefer for the plastering work.	30
Chart 4.2.A	Chart showing satisfaction level of respondent.	31
Chart 4.2.B	Chart showing additional factor required for special product.	32
Chart 4.2.C	Chart showing increase in price is reasonable for special product.	33
Chart 4.2.D	Chart shows What changes are people expecting from special product.	34
Chart 4.3.A	Chart showing working segment of respondent.	35
Chart 4.3.B	Chart showing preference of respondent for future construction.	36
Chart 4.3.C	Chart showing customer suggesting their pairs.	37

Chart 4.3.D	Chart Showing segment at which more special product are used	38
Chart 4.4.A	Chart showing which area respondent are working.	39
Chart 4.4.B	Chart showing how respondent came to know about product.	40
Chart 4.4.C	Chart Showing client preferring special product.	41
Chart 4.4.D	Chart Showing how client know about product.	42
Chart 4.5.A	Chart showing rating of special product.	43

## **Executive summary**

In this modern world infrastructure is developing in a such way that which shows the development in the economy. In the fast-growing economy infrastructure plays an important role, so the cement industries are directly linked with growing infrastructure UltraTech is one of the leading companies in the cement industry. And it is also called as Indian no 1 cement brand. Ultratech cement which has large number of various types of product which increases the stability of building. In the Indian sector about 71% of cement market is occupied by UltraTech cements.

The study is based on buying behaviour towards special type of cement product and acceptance. The study shows the buying behaviour of customers towards a new product. The study on UltraTech cements buying behaviour which includes company profile, a brief history of UltraTech, various products of UltraTech and analysis have been made through the detailed survey on buyers and dealers. In the analyst part, objectives and data collection method, sampling design, sampling size, sampling method and mainly I have collected the primary data using questionnaires. The major finding in the survey conducted show that bulk of the customers are highly satisfied with time and cost savings. Finally, recommendations, limitations and conclusions are derived.