

CHAPTER-ONE

INTRODUCTION

1.1 Background of the Study

The economy of Nepal is predominately an agricultural one. More than 80% of economically active people are depended on agricultural for their live hood. Low productivity of this sector is one of the reasons for Nepal and on the other hand it is one on the least developed countries in the world. The prospect for overall economic development will be brighter only in the present structure of the economy with predominant dependence on traditional agricultural, can be gradually transformed through the process of industrialization. Industrial development can play a highly meaningful role in replacing unemployment and substituting import through increasing domestic productions and improving in the balance of payment situation in favor of the country.

The history of industrial of development in Nepal is not so long. The process of industrial development of Biratnagar Jute Mill and Industrial Council in 1936 AD. Nepal's industrial sector including cottage industries to gross domestic product is only about 10.6%.The sector has provided employment to only about 2% of the total labor force. Still main large industries are in the public sector.

Cement industry is the import substitution industry, which base on quarries. It play vital role to increase national revenue saving foreign money and promotion employment. It is basic industry reason that good contribution national constriction works. Limestone is the main raw materials of industry. There are much more stone locate the hillside of

our country that development of cement industries is bright future in Nepal.

After the enactment of company act in 1964 AD, many useful and big industries started to emerge in Nepal, but the growth of industrial sector had not been of the desired extent. With the restoration of multiparty democracy in 1990, Nepal has made programmatic change in its economic policy to create liberal and free market economy. It has framed industrial policies to create competitive investment and friendly environment in the private sector of encourage them and to play a dominant role in productive investment.

Within a decade, productions of the cement are highly increased in Nepal many private companies were established in this time. The market for consumer product has been changing in to more competition due to the increase in numbers of manufactures. So, in the case of cement marketing in Nepal, there are many companies such as Hetauda Cement Udog Ltd, Udaypur Cement Udog Ltd, Brija Cement Industries Pvt. Ltd, Ambya Cement Private Ltd, Biswakarma Cement Pvt.Ltd., Annapurna Cement Industries Pvt. Ltd., Chitwan Cement Industries Pvt. Ltd., and Manakamana Cement Pvt., Ltd., Butwal Cement Factory etc. They are produce different types or brands of cement such as Gorkha, Biswakarma, Triskti, Jagadambba, Nirman, Brija, Manakamana, Hetauda, Udayapur, Everest, Triveni, Sidartha Cement etc.

To see its history: there were not any one-cement industries before 2031B.S in Nepal. At that time its demand fulfilled by importing from India and Korea. In that time demand of cement fulfilled by importing channel of National Trading Limited and salt Trading Limited. But after establishment of Himal Cement Factory in 2031B.S few demand fulfilled

by its. Similarly established of Hetauda Cement Udyog, Udayapur Cement Industries in 2034B.S and 2044B.S respectively more than 35% of demand fulfilled by these company. But now there are more than 20 cement companies in Nepal, but only 8 to10 companies are fighting it out for a share.

Production ratio of the cement has been increased year by year and consumption of cement increase by same way. So the market of the cement has been expanded with economic liberalization and privatization policy of government because of increase of per capita income, than living standard and increase in government expenditure. But the aspect of marketing of cement is not given important. Nepalese Cement do not have proper and fixed channel for the information, in regarding to the consumer' preferences because all of the companies are oriented to profit. They are mainly cost conscious regarding any marketing expenditure without improving quality.

Marketing information is one of the main pre-requisites to the marketing management, for the effective marketing activities, and or capturing the large market share. So the purpose of the study is to test the main marketing variables of cement to analyze them, and to provide some possible suggestions to get success in marketing.

1.2 Statement of the Problem

The process which make good and service flow from producers to consumers is generally orthodox and the producer are not found inclined towards the adoption of modern techniques and methods of marketing. It is worth nothing here that most of goods supplied by foreign

entrepreneurs are with better managerial and marketing skill, but the Nepalese enterprise are sick because they don't seem to be very aggressive in marketing. Low level of awareness about the strength of marketing, and inability to face with the problem of market determinations.

Although cement Industries and the uses of cement are increase in Nepal. There is a reason that production of cement highly qualitative and other is that different types of advertisement have been published by the companies of each related day by day which can easily attract the consumers. Do the several brands of cement, fulfill the demand of consumer? And do the consumers equally demand the cement? To answer these questions, it is really great problem to say anyone without studying cement marketing.

Marketing in Nepal seems very much neglected in the business environment till this time. This is wide gap between the producers and the consumer and research works about market and consumer's habit are given less emphasis. So concerning this problem" Nepali Cement Marketing in Chitwan" is selected as our research problem.

1.3 Objectives of the Study

The main objectives of the study are as follows:

-) To analysis the popular media of advertising in Chitwan.
-) To analysis the consumer's opinion on quality, packaging, price, advertising and popularity of different brands of cement.
-) To assess the average percentage of consumers loyalty over several brands.

-) To analysis the growth of cement industry and market share of different brands of cement.

1.4 Research Questions

The basic research questions used this report are follows.

-) Which brands of cement consumers are purchasing?
-) What are the consumer's opinions on quality, packaging, price, advertising and availability of different brands of cement?
-) What is the sales trend of different kinds of cement?
-) Which is the popular media of cement in Chitwan?
-) What is the market-share position of different brands of cement?

1.5 Significance of the Study

Marketing is considered to be the beating heart of any business organization. The accomplishment of the organizational objective is not possible without the market potentiality of the organization. Marketing has gained such an importance because whatever is produced must be sold and it is what bearing in revenue. Failure to sell the problem leading to a lot of problems like, the problem of growing inventory, cash problem to pay workers, staff and creditors problem of capacity utilization and ultimately the problem of running the organization itself. Marketing is important even for the enterprise, or industries, which are not facing the problem of selling their production. The competition within the industry, among different firms under the industry, and between industries, is still intense, in many of the enterprise may also have the objective of capturing a large share of the market.

Marketing is important for modern industries we clearly say that cement industries also important. There are a lot of cement in the Nepalese market such as, Gorkha, Hetauda, Udaypur, Jagadambba, Biswakarma, Trishakti, Nirman, Brija, Mankamana, Tribeni, etc. So market of cement has become quite completive and consumer has become rational in their demand is largely by quality, price, advertising and availability.

In this condition of cut throat competition the success of any cement company determined by its ability in marketing the product of cement. The main focus of the study is to obtain marketing information about types of consumers, their need and preferences and change in demand, consumer to loyalty, industrial growth rate, and competitor's status. This information became the bases of many decisions in marketing such as where to sell, how much stock to be held, which distribution channel should be taken etc. With the help of the study, Cement company can make marketing plan, program, strategy which can play vital role for the efficient management.

Significance of the studies are as following:

-) This will be very helpful for the further researcher to find more details on the same topic.
-) It may useful to the concern people like customers, marketing manager and management.
-) It covers the partial fulfillment of MBS.

1.6 Limitation of the Study

The following are major limitation of the study:

-) Only popular cement has selling in Chitwan are selected such as Gorkha, Hetauda, Everest, Jagadamba, Nirman, Tribeni, Brija, and Biswakarma etc only.
-) The study is base on the responses of retailers or wholesalers and consumers that are used Nepali cement in their building construction or other construction work five years ago and who are running from different construction work till now, to whom questionnaires are administrated.
-) The study is limited to urban area of chitwan.
-) Time is not sufficient to study in this research .As soon as possible would be completed within two month. It is major limitation of this study.

1.7. Organization of the Study:

This study has been planed in to five chapters namely following:

a. Chapter One: Introduction:

This chapter deals with general background of the study. This chapter mainly gives a brief picture of what to be studied, why the study is important and what the study is going to seek.

b. Chapter Two: Literature Review:

The review of literature deals with some related areas of the study. This chapter discusses about the theoretical concept of marketing, the matter presented is the definition of market and marketing, functions and mix, and review of related studies.

c. Chapter Three: Research Methodology:

It describes about how the study being prepared, what are collected, what types of sources are used for the data collection how these data are processed to fulfill the needs of the study, on what basis analysis is made and the statistical tools used.

d. Chapter Four: Analysis and Interpretation of data:

Fourth chapter includes the study of data presentation and analysis. It highlights the objective wise data presentation, analysis and interpretation of data deals with the issues identified.

e. Chapter Five: Summary, Conclusion and Recommendation:

In this last chapter .In the summary, this presented study is discussed briefly and conclusions are derived from analysis of the data. On the basis of the study suggestions will be made in this chapter.

CHAPTER-TWO

LITERATURE REIVEW

While doing research, the previous study ignored because it provides the foundation of present study. In other words, there has continuous research. The knowledge of the status of the field of research to the researchers.

"The purpose of literature review is to find out what research studies have been conducted in one's chosen field of the study and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. The literature survey also minimized the risk of pursuing the dead-ends in research." (Wolf P., 1999. P-30)

This chapter mainly focuses on the literature and research finding, which are available to the topic. It is relevant to disclose here that no one has made study on the market situation of cement in Chitwan district. Therefore, in the absence of such written articles, of present market situation, it becomes necessary to review the literature, articles, books, and journals, related to the field of the market situation of Cement. The introduction chapter deals with general background of the study. This chapter mainly gives a brief picture of what is going to be studies, why the study is important and what the study is going to

2.1 Conceptual Framework

There is fairly a wide range of literature concentrated to the concept, role, uses and strategies in the field of marketing, and some of those are

reviewed below so that the theories agreed to general chorus intellectuals are incorporated in this chapter.

2.1.1 Markets

As a layman, the term 'market' may mean a public place for the purpose of buying and selling of goods and services. But in modern marketing concepts this word 'market' has a broader significance.

Kotler and Armstrong in their joint contribution "Principle of Marketing states that the concept of a market raised due to the concept of exchange and relationship between producers and consumers and a market is a set of actual and potential buyers of a product and that these buyers share a particular need and want that can be satisfied through exchange and distribution. The size of a market depends on the numbers of people who exhibit the need, have resources to engage in exchange and are willing to offer these resources in exchange for what they want."

Stanton (1964 P.72) in this book says "Fundamentals of Marketing" has defined market in terms of the following formula: "A market = people with needs and/or want+ money to spend +willingness to spend it."

Thus, a market is actually a group of people with needs and wants, or many be both. Needs and wants alone may not induce an individual to buy.

For this it would need money, the buying power. Even with money sometimes people may not want to spend it, therefore willingness to spend is also equally important.

2.1.2 Marketing

"From the first inception marketing concept in business by the Japanese in 1650 A.D."

Definition of marketing has been also changed along with the changing concept of marketing.

Originally, "Marketing" it was only regarded as the process starting from the development of want to those wants.

The developments of marketing concept may be more clearly explained in terms of the following three theories of marketing.

- I. Primitive Marketing Theory.
- II. Consumers Oriented Marketing
- III. Environmental Theory of Marketing

I) Primitive Marketing Theory

Knowledgeable than consumer about the product and its quality. So heavy emphasis was given to products and production. Companies first made products and then later figured out how to sell them profitably. In this type of production oriented marketing, less importance was given to the need and wants to the consumers.

This type of marketing is still practiced in the developing countries. In the developed countries, where there is free economy and competition companies cannot afford to market products according to their whims consumers have choice, and those products, which are attractive to them in terms of price, product, quality, availability etc. So now, In order to be successful. And maybe even to survive, marketers have to give more important to the consumers.

II) Consumer Oriented Marketing Theory

Realizing the importance of consumer in marketing, new theory" The consumer Oriented theory" was propounded. For the first time it was

realized that need of the market is more important than the needs of the producer.

Enterprises were established with a more important services oriented outlook. To have a better understanding of the market and marketing, marketing research was also given due importance.

With the help of modern marketing tools a co-ordination was tried to be establish between investment and operational plans. This co-ordination was extremely necessary due to heavy competition on the one hand, and the rising cost of production on the other. In order to survive in the highly competitive business world the operations cost had to be minimized as much as possible.

Since producer no longer believed that they knew better than the consumer themselves, they wanted know more about the consumers, their needs and their wants. Thus establishment of communication network between producers and consumers was also help the producers to constantly monitor the values, attitudes norms and expectation of the consumers so that may satisfy the consumers to the maximum extent.

III) Environmental Theory of Marketing

The environmental is the most modern concept of marketing. This theory has given importance not only to the producer, or consumer, but also to the complete marketing environment as a whole. This is the system theory, which believes that marketing is a complex and inter-related activity where every part has its own importance. Negligence of any one aspect will inevitably lead to adverse repercussions.

Definition of marketing in view of the modern systems theory is most appropriate to the present time and situation.

Various authors have defined marketing in their own style. (J. Etzel, Stanton 2004 P.48) "Various environmental forces influence on organization's marketing activities. Some are external to the firm and are largely uncontrollable by the organization. Other forces are within the firm and are generally controllable by management-successful marketing request that a company develop and implement marketing programs that take into account its environment. To start with, management should setup a system for environmental monitoring the process of gathering and evaluating environmental information."

Stanton, (1981, P.5) in his book "Fundamentals of Marketing" has defined marketing as "A system of business activities, designed to plan, price, promote and distribute, want satisfying goods and services to the benefit of present and potential household consumer or industrial users"

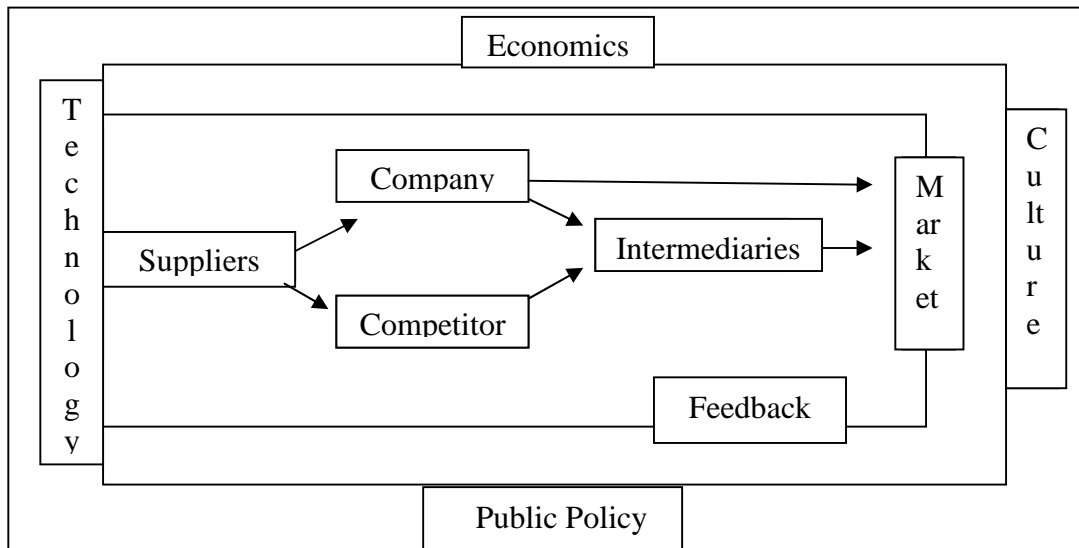
This definition firstly recognized the fact marketing is an entire system of business activities and not a "Fragmented assortment of institutions and function" this means that marketing is not a more sum different business activities, but it is the result of the interaction of the various activities.

The net result is much more than the sum i.e. the synergistic ($2+2=5$) effect. This definition also gives due emphasis to the consumer's wants and needs. In Stanton's word "The marketing programs start with the germ of a product idea, and does not end until the customer's wants are completely satisfied, which may be some time after the sale is made" (Ibid P.6)

Finally this definition also recognizes the fact the marketing must maximize profitable sales over the long run. Every company is established with a view of marketing some profit, but this profit should be guaranteed over a long period of time. For this, repeat business is of vital importance. Thus even

during the first purchase, customers must be modern system theory by the following diagram.

Figure No. 2.1
A Modern Marketing System



Source: Phillip Kotler, "Marketing Management" Analysis, Planning and Control, 1998.

This above diagram helps to emphasize the complexity of today's marketing world. The forces that are involved range from technology, economics, culture and public policy, competitors and intermediaries. Thus the modern concept of marketing takes the whole marketing environment (both external and internal) into account.

In light of above theories and definition it can be concluded that marketing is a process of delivering goods and services produced to satisfy the needs of a consumer in an effective way, so that the objectives of the producers by making it possible to sell their products on the market in one of the maximum satisfaction by providing goods and services for their consumption.

2.1.3 Marketing Function

The modern concept of marketing is based on the important philosophy of business that all the business activities of the organization should be customer oriented. Thus marketing is made up of a number of activities known as marketing functions. Marketing functions are all activities done by the producer to move the goods and services from the place of production to the place of consumption. We may have several transactions involving the flow of ownership and possession.

"Marketing function is specialized performed in marketing. A marketing function is necessary to take the goods services from the place of origin to place of consumption. Thus it is an act, or operation, or services in order to link the original producer and ultimate consumer, the marketing functions are built around the process of marketing involving concentration, equalization and dispersion" (Sherleker 1981, P.38)

Producers, manufacturers, consumers or co-operative organization of producers and consumers can also perform marketing functions.

Formulation of the marketing mix and conducting the marketing process is also marketing function. Different writers have classified the marketing functions differently. The classifications of marketing functions done by Sherleker S.A. are as follows:

(a) Conflation

This function consists of searching the buyers and sellers. Before seeking the availability of buyer a product cannot penetrate the market, similarly company should take for availability of seller of the products

(b) Merchandising

This function refers with matching the product needs and desires. To seek the market requirements if another function of marketing, under this function company seeks to product standardizing and grading. Decision for product is main function of company.

(c) Pricing

Selection pricing objective, determining the optimum price and price decision of the company are also marketing function. It has direct impact on the sales volume and profits of the company. Pricing is, therefore, an important function of marketing.

(d) Promotion

To inform consumer about the product, place and price is another function of marketing. Under this function a marketing manager informs the consumer that right product is available at right place at a reasonable price. Here, company selects effective promotion Medias to inform the consumer about the product as fast as possible. Those the promotion decision is another import function of marketing.

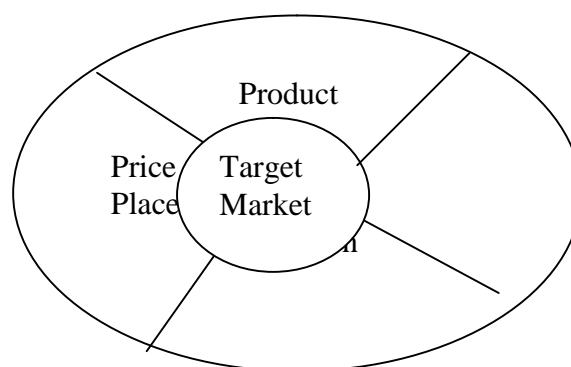
(e) Physical Distribution

To decide over the transportation warehousing, inventory control, and order processing are another function of marketing manager. So this function relate to the process of transporting the products from the place of production to the place of buyer. It trend to easy buying and selling process.

2.1.4 Marketing Mix

Marketing mix is one of the key concepts in modern marketing. It is the policy adopted by the producers to get success in the field of marketing. The marketing mix consists of everything the organization can do to influence the demand for its product in the target market. Thus, there are various elements of marketing mix. The term marketing mix is the combination of Four elements the product, place, price, and promotion. These are popularly known as Four P's are interrelated. Decisions in one element usually affect action in others. Marketing Mix is developed to satisfy the anticipated needs of the target market. A marketing manager implements marketing strategies and policies these instruments.

Figure No. 2.2
Elements of Marketing Mix



(1) Product

A product is anything that can be offered to satisfy customer need. A product mix involves planning, developing and producing the right types of products and services to be marketed by the organization. It deals with the product range, durability and other qualities. Apart from producing the right product emphasis should also be laid on their packaging and branding. The product mix includes the following decision.

1. Product planning and development
2. Product range.
3. Standardization and grading.
4. Packaging.
5. Branding.
6. Warranties.

(2) Price

It is another variable of marketing mix that creates sales revenue. Consumers pay price to buy products for their need satisfaction. Price is determined in such a way that the firm is able to sell its products successfully. Pricing also involves establishing policies regarding credit and demand. The variables are taken into actual and potential competition and government regulations. The price mix includes the following decisions

- (a) Setting the list of price.
- (b) Discount and allowances to provide price flexibility.
- (c) Terms of sale.

(3) Place

Place is another variable of marketing mix which takes product to consumer. The place mix calls for selecting channels and outlets through which product into the hands of customers and arranging manager always thinks of an effective channel and physical distribution system for the smooth flow of the good at the right time, at the place and to the right person or market. The place mix includes the following decisions.

- (a) Channels of distribution
- (b) Physical distribution activities.

(4) Promotion

Promotion deals with information and persuading the customers regarding the organizations product. Promotion mix includes all the activities under taken to communicate and promote products to the target market. Company should follow effective promotional tools to inform the consumer about the product. A good marketing manager always looks towards effective promotional Medias to compete with other brands. This mix is very important to stimulate sales. The elements of promotion mix are follows.

Advertising: consists of all the activities involved in presenting to a group, a non personal, oral, or visually sponsored message regarding to a product, service or idea. Advertising is an impersonal promotion to groups that is paid for by an identified sponsor. It focuses upon groups of persons, rather than upon individuals. Advertisement can be described as any persuasive message carried by a mass medium and paid for by a sponsor who sings the message.

Thus, advertising is a form of mass communication where message is distributed by producer through different sources and is acquired by the consumers. It is referred as non-personal presentation because non-personal media are used to convey the message. Basically, media of mass communication are only two i.e. publications and electronic transmitter radio and television.

Personal Selling: It can be a very intense means of promotion. Personal selling consists of person-to-person communication between sales persons and their prospects. Unlike advertising, it involves personal interaction between the source and the destination.

Sales Promotion: “Those marketing activities, other than personal selling, advertising, and publicity that stimulates consumer purchasing and dealer effectiveness, such as displays, shows and exposition, demonstrations and various no recurrent selling efforts not in the ordinary routine.”

Publicity: It is a means of promoting to the mass market. Publicity is similar to advertising, except that it is free, is found in the editorial portion of news, media, and pertains to newsworthy events. The most common types of publicity are news release, photographs and features stories.

Public Relation: Public relation is a direct face to face discuss with consumer about products. Consumers enjoy satisfaction and receive the most recent information about the companies changed activity, strategies, policies and program by installing effective public relation system. This concept assumes that consumers wants, desire, prefer those products which are superior in quality and preference and one of innovative features.

2.1.5 Market Share

The purpose of every business is to make profit and marketing is the ultimate weapon employed by any firm to achieve it. For a long time there have been two major indicators by which the healthiness of a firm is measured viz. market share and profitability. Relation between two indicators has been a bone of contention. It has also been strongly felt neither market share nor profitability can best indicator of competitiveness.

Company may enjoy high market share at the expense of its own profit. It is impossible to sustain market share for a long time unless and until firm has financial power to influence funds in the long run.

Market share and profitability need to go together in the long term aspect. If the concentration is merely on market share it would definitely have an adverse impact on the company's long term interest. Similarly, on the other hand total focus only on profitability would also have same effect on company's interests. Ultimately, synonymous relationship of market share and profitability can be concluded. High market share undoubtedly gives a firm an edge over other firms.

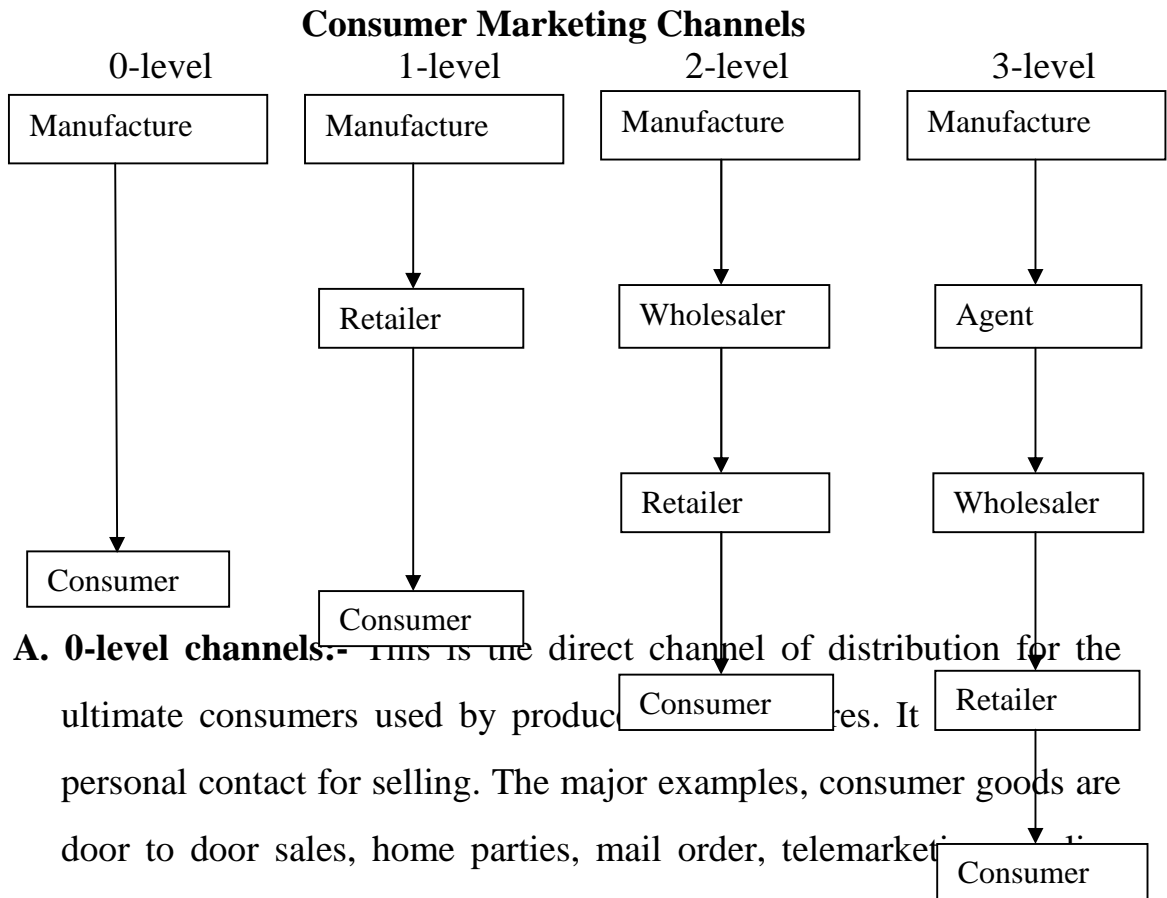
2.1.6 Channel of Distribution

1. Marketing channels can be defined as an organized network of agencies and institutions, which in combination performs all the activities, required to link producers with consumers to accomplish the marketing task. (Berman. Barry, R.)
2. Distribution is a process of making movement of goods from producers to consumers to satisfy the latter's needs and wants, by developing relationship with marketing intermediaries and by creating time, place, products and possession utilities.

The distribution functions are carried out through certain levels of channels which are comprised of all the institutions or people involved with the movement and exchange of a product.

1. Consumer Marketing Channels

Figure No. 2.3

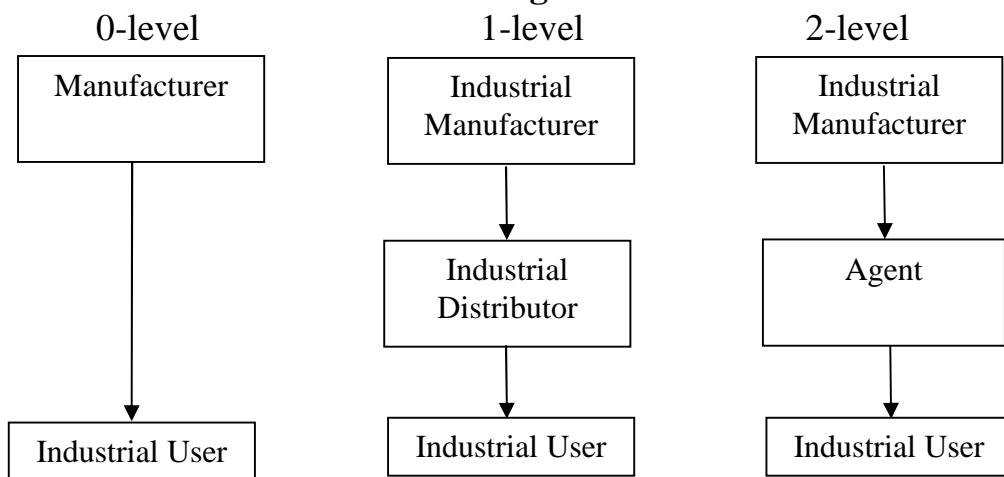


D. 3-level channels:- By using this largest channels, the producer constructs and the distribution in the geographically dispersed domestic as well as global markets.

In this channel, selling agents play a significant role to make the producer sell in the hands of wholesalers. Similarly wholesalers buy at bulk through selling agents and sell to retailers.

2. Industrial Marketing Channels:

**Figure No. 2.4
Industrial Marketing Channels**



A. 0-level:- This is a direct channel for distribution. Industrial Users directly buy capital items, such as installations and raw materials from the manufacturers

B. 1-level:- This channel has one distributor between the producer/manufacturer and industrial Users. This channel is widely accepted for distributing accessory equipment and operative supplies. Such as distribution of machine, computers and air conditioners.

C. 2-level:- This channel contains selling agents and industrial distributors between the manufacturer and industrial Users. The agent may be the manufacturer's representatives. This channel is most suitable for

industrial goods. As decentralized inventory is required to maintain distribution costs remain high.

2.1.7 Market Strategy

The concept of strategy is more confusing in management literature. At first the word was used in terms of military science to mean what a manager does to offset actual or potential actions of competitors. The word has entered in to the field of management recently.

Marketing advertising explains strategy as “guidelines for making directional decisions that influence an organization’s long run performances.” Thus strategy is a way in which the firm reacting to its environment deploys its principle resources and marshals its main efforts in pursuit of its purpose. If firm takes actions for achieving objectives in an environment, it must take those. Which are the accordance with requirements of the external and internal environment of the firm. Without determining what might be possible actions for achieving firm’s objectives. It cannot set its objectives in concrete terms. As such if strategy is taken in broad perspective, determining of objectives falls within scope of strategy.

Marketing strategy is also unique. There is not unified definition upon which marketers agree. Marketing strategy is a commonly used term, but no one is really sure what its means. “A strategic sector is one in which you can obtain a competitive advantage and exploit strategy sectors are the key to strategy because each sector’s frame of reference is competition. The largest competitor in an industry can be unprofitable if the individual strategic sectors are dominated by smaller competitors”

Strategic marketing is a major component of the strategic planning. Its main objective is to establish the product/market scope of a business.

Strategic marketing is the method that concentrated on the market to serve, the competition to be tackled and the timing of market entry exit and related moves.

Strategic marketing helps to define the market in entering and competing. That may be enter and entire market or one or more segments of the entire market.

Marketing strategies differ from circumstances to circumstances. It entirely depends on the environment in which business is working, hence to count the number of its type is impossible but its classification on the basis of what type of demand it wishes to influence, can be done. To know which marketing strategies are useful, an organization must first know what type of demand it wishes to influence.

2.1.8 Success and Failure of Strategies

An organization's strategic planning effort is aimed at providing a sense of direction when approaching an uncertain future, the nature of which will only in part reflect the organizational goal and choices. Environment information is crucial to effective strategic planning however most organizations have their strategic planning based more on judgment, intuition, partial data and adhoc studies rather than on objective, systematic information that is relatively collected and analyzed for strategic purposes.

Success of failure of a strategy entirely depends on four aspects i.e. its formulation, choice of alternative, implementation and its review and control. Foremost thing to be remembered is the type of environment in which ones business is being operated. Same strategy cannot be used in

same environment because dynamic nature of environment does not permit us to do so, hence this activity brings dynamism in strategy

Marketing strategies are successful when they match the opportunities existing in the environment, strategies which are successful in one environment may prove disastrous if they are pursued in environment which are different. The starting point of any marketing strategy is to analyze the nature of environment where it has to operate.

2.2 Previous Research

Through Nepalese cement has been main construction material in recent years, there has been very little research on the cement and cement marketing. The available report/studies on cement, and other consumer products its production and marketing have been revised below.

2.2.1 Marketability of Hetauda Cement in Nepal

Mr. Promod G. C. did the study about the "Marketability of Hetauda cement in Nepal'. In this dissertation he had focused on the market situation of Hetauda cement in Nepal. The objective of that study was to analysis the opinion of the customers and dealers on the products of Hetauda cement factory, relationship between demand and price and effectiveness of advertisement on the sales. That study was based slowly on primary data collected by means of a questionnaire filled by 25 consumers that who were continuing construction works.

Some of the major finding of this study was given below.

1. Hetauda cement was found to compete favorable with other cement imported from other country.

2. Hetauda cement was been better-preferred then other brands.
3. Packaging of Hetauda cement found unfavorable to customers, because Weight of the cement was rarely found to be bellow the standard weight of 50kg per bag since it packed in jute bags, leakages from the bags in the process of transportation.
4. Advertisements were found to be irregular.
5. Distribution was found to be through only two channels, it was being felt the distribution channel was neither effective nor adequate.
6. The supply and price of Heatuda cement's was not field and reasonable because distribution system was faulty. So high prices paid for Hetauda cement in the black market.

After drawing this conclusion the study recommends the company, especially to the Hetauda cement factory to developed the good packaging distribution channels were more active by adding additional dealers and retailers increase the advertising expenditure and more attraction in price stability.

2.2.2. Cement Market Study (Ministry of Industry of Commerce, market feasibility study Nepal Bureau of mines-2025)

The Padma Lal Shereshta,Briz Bhandari and Ashok Man Shing carried out a study on feasibility of cement market in 1996.The methodology adopted by the study used collection the secondary data from National Trading Limited.

The study aimed at finding whether the establishment of cement plants was feasible. The study has conducts the following things.

Market:

The consumption of cement of the local market was 41350 tones year 2066-2067 and possibility indicated to export in the other countries.

Production scope:

There was no organized cement production unit in Nepal. The local market condition permitted the installment of a single plant more than 41350tones of production capacity annually.

Raw Materials:

The main raw materials used for production of cement were limestone. At one time in 1961, even before the Bhainse limestone deposit was investigated to as certain its quantities and qualitative adequacy for the cement manufacture.

Demand:

Importing by the National Trading Ltd. Fulfilled the demand of cement at that time. It was only from 1962 to 69 that the consumption attained more respectable level of 41350 tones, corresponding to a per capita consumption was 4.4 kg.

After drawing above conclusions it was recommend that there was a need for promoting and installing cement plant in Nepal.

However, the report had shown no interest in given an insight into the marketing problem for cement.

2.2.3 Vegetable Marketing in Bhaktapur

According to Shrestha, M. K., the study was undertaken for the partial fulfillment of MBS required in 2005, with objectives to identify and evaluate vegetable market in Bhaktapur, distribution amount of vegetable marketing system facilities available for vegetable marketing and effort of the government. On the basis of the field survey and subsequent analysis of study has found the following.

-) There was low production than demand of vegetable in Bhaktapur.
-) There were only 3 nurseries it is low than estimated. And consumer did not get farces.
-) There were uncertainties in the price of vegetable in Bhaktapur district.
-) Farmers also facing problem for the production and selling of vegetable.
-) Attention of government or related office is not sufficient that farmer were looking.
-) Poor distribution and management of vegetable were very poor so that consumers are worry to price instability.

After drawing these conclusion the study recommends the producer or framers that the distribution of vegetable was maintain to the favor of consumer, price stability was necessary, and promotion of vegetable must be necessary of Bhaktapur's vegetable.

At the same time, the study recommends the government to help the promotion and distribution of vegetable in Bhaktapur district.

2.2.4 The Marketing of Instant Noodles in Chitwan

Sapkota, P. R had submitted thesis on the "The Marketing of Instant Noodles In Chitwan", Which aimed at analyzing the production of noodles, marketing process, and marketing mechanism of the noodles industries in Nepal with special attention to all popular noodles.

They study start with the theoretical consideration of marketing, and enters the empirical part of the analyzing the various aspects of production, marketing and attitudes toward the various noodles.

The study, on the basis of information collected through questionnaires to the wholesaler and consumers. This study tries to find out the types of consumer purchasing instant noodles, marketing variable obtain by Noodles Company, sales trend and advertising consumer loyalty are the main objectives of this study.

Some of the major findings of his study is given below.

-) The consumption of noodles in urban areas of Chitwan is very popular, since it is seen the every consumer consume noodles. Out of total potential consumer, only 100 of them are selected for the opinion regarding instant noodles. It was found that 100% consumers.
-) Regarding the quality of noodles the majority of respondents respond what Wai Wai is of the superior quality, RaRa it of moderate and YumYum is of lower.
-) With regard to preference of consumer over different brands, Wai Wai has been found to be the most popular brand in the market followed by Mayos.

-) Regarding the availability of different brands of noodles most of the consumers respond that Wai Wai is easily available among seven brands.
-) Most of the consumers were informed about the noodles and its brands by the advertisement from Radio and Television.
-) The Radio is the most popular and reliable source of media in Chitwan and Television is in the second position and the newspaper in third.
-) The advertisements of the Mayos on T.V. and wall painting are more attractive, an advertisement of Wai Wai is attractive in Newspaper an in third.

Some of the wholesalers expressed the view that most of the retailers complain over the price of Wai-Wai and Mayos, Over the taste of Yum-Yum and over the quality of Aaha and MinMin.

2.3. Research Gap

Few research studies have been done in Nepali cement marketing in Chitwan. All a viable research studies are not fully concerned towards marketing of Nepali cement product. Besides this researcher has not yet found any research conducted in Chitwan district of Parsa, Tandi and Narayangarh, regarding this topic there for researcher tried to conduct this research.

In this dissertation, Researcher tried to study more to find out the Nepali cement product or marketing its problem prospect in Chitwan district marketing furthermore, in this dissertation researcher has used sample mean, percentages as statistical tools to find out dependency and independency knowledge of Nepali cement marketing in Chitwan district.

CHAPTER-THREE

RESEARCH METHODOLOGY

Theoretical concept and background information regarding of marketing and marketing has already described in earlier chapter. Besides review of literature with responsible review of relevant ideas and research finding has described. For selection of appropriate research methodology these studies and analysis helps me very strongly.

Research is a process of investigation and creation of new knowledge. An examination is a subject from different point of view. Research is a hunt for the truth. It is getting to know a subject by reading up on it, reflecting, playing with the ideas.

Research methodology is the way to solve systematically the research problem. It facilitates the research work and provides reliability and validity to it. [Kothari 1995, P-1] Kothari defines “research as a scientific and systematic research for pertinent information on specific topics.” It includes overall scientific and systematic research defined.

It refers to the various sequential steps to be adopted by researcher in study a problem with certain projects in view. It would be appropriate to mention that research project are not susceptible to any one complete and inflexible sequence of step and the types of problems to be studied which determine the particular steps to be taken, and their order too. To find out the existing position of different brand cement in Chitwan the following mentioned methodology has been adopted.

3.1. Research Design:

Research design is the main part of the thesis or of any research work. It has the plan structure, and strategy to obtain answer to research question through investigation, and analysis of data. The research design of this study is an exploratory in nature. The main aim of this study is to find out the existing position of different brands of cement and analyze appropriateness of product, price and promotional activities adopted by them. For the study, the survey research design is adopted on the basis of information analysis. It suggests the measures for the improvement of cement marketing to the companies of cement in future. To fulfill this purpose raw data related with different aspects are collected through the questionnaire method. Thus, to evaluate and analyze the market of different brand of cement, analysis descriptive types of survey research design has been followed through the study.

3.2. Nature and Source of Data:

In this research report to obtain the objectives of this study, primary data have been used because they are first study on the marketing of cement in Chitwan. Some secondary data have been also used, for the purpose of study. Most information are collected from the primary source through the questionnaire and oral conversation with concern wholesalers or retailer and consumers that are used Nepali cement in their building construction or other construction work five years ago and who are running from different construction work till now. The questionnaire distributed to the consumer, and wholesaler or retailers of Chitwan for the collection of necessary information.

3.3. Population:

The population of the study is all consumers that are used Nepali cement in their building construction or other construction work five year ago and who are running from different construction work till now and seller as the dealers and retailer of the cement in Chitwan district. They have different academic background, financial background, age, sex and profession. The population represents the resident of Chitwan. Who were do constructions works in the past, has been running it now and going to do any construction work.

3.4. Sampling:

(Harper and J.R. Ralph, the edifier. P.358) “Sampling provides greater total value more useful results, faster at less cost than would be possible by attempting to collect data from all units of interest.”

The target population of this study is very large. It is almost impossible to include the whole population in this study so, out of this population only 100 consumers that who are bulled, building or any other constructions work with in five year ago and who are consumer is going to so any construction and work and 5 wholesaler or retailers have been taken from different urban areas, and method use for this study is be judgmental sampling the logic behind using judgmental sampling is that population under study is very large, time and resource to adopt judgmental method.

Even though the sample size is very small in comparison to the population, sufficient efforts have made to make the sample represent the whole population. The numbers which are already included in the sample from the different professions, age groups, income groups, education

backgrounds and equally of both sex. In this survey all respondents give response to fill questionnaire.

3.5. Data Collection Procedure:

For the purpose of collecting data from consumers and wholesalers two sets of structured questionnaires are developing. The questionnaires is most carefully designed to support all the objective of this research and subjective close and opened question is included in questionnaires be presented in the last of this proposal.

Altogether 100 consumers and 15 questionnaires for dealer or wholesaler were distributed, and all of them are collect. As the questionnaires were have filled up on the researcher's own presence, the response became cent percent. In the process to data collection, the researcher was also in touch with the responsible officers of different brands of cement companies.

The collected data are primary in nature. The data are collated from 100 consumers and 5 cement dealers through well prepared questions.

3.6. Data Processing and Analysis Techniques:

All the questionnaires distribute and collected by the researcher himself. So there was not any delay in collection of the questionnaires distributed to consumers. Every questionnaire was thoroughly checked after the collection of all the questionnaires distributed. All the questionnaires were found correct in the style of filling.

The same responses of the collected questionnaires were arranged into one place under the respective headline, and the total responds were counted. The total response was presented in one master table necessary adjustment have been made for attaining the objectives.

All the analysis is making on the basic of the data as presents in the master gable data is analyzed both descriptive, and statistically. For statistically analysis, required tools such as sample mean percentage, various graphs diagrams, pie-chart and attitude scaling method etc. are adopted.

A. Bar Diagram and Pie-chart:

Bar diagram is the presentation of statistical data in the form the geometrical figures like lines, bars, rectangles.

Pie-chart is a diagram in the form of a circle whose area presents the total value. The circle diagram divided in to different sectors by radial lines such that the area of each of the sector presenting the component value of total value is said pie-chart.

B. Percentage Analysis and Average Analysis:

Sampling statistics are used to test whether the observed difference between two numbers is large enough to be considered statistics total. In the present study percentage has used to obtain the actual number of customer preference.

C. Average (Mean):

Mean is the ratio of the sum of all observation to the number of observation. It can be calculated for ungrouped data as well as frequency distribution.

Formula for calculation of mean

$$\text{Mean} = \frac{\text{Sum of Observation}}{\text{No.ofObservation}}$$

CHAPTER-FOUR

PRESENTATION AND ANALYSIS

To fulfill the objectives of the study mentioned in the introduction chapter several analytical tool and techniques have been presented in the research methodology chapter. All the tools and techniques mentioned in earlier chapter would helpful to achieve the basic objectives the study so all the concerned tools and techniques have been used in this chapter.

This chapter incorporates data presentation and analysis. The data and information collection from the consumers are presented and clear manner, analysis carried out with the help of necessary table statistical tools and the interpretation of the finding for attaining the stated objectives of the study.

4.1 Opinion Collection from Consumers

From the collection of data, a semi-structured questionnaire was administered among one hundred and fifty respondents randomly. All respondents confirmed that they used Nepali cement. On the basis of their response, it was found that hundred of the respondents use Nepali Cement since their construction of house. The primary research data on different aspects are presented and analyzed below.

4.1.1 Cement Consumption Per Month

To know the quantity of cement consumed per person are classified according to the consumption quantity per month between 5 years in the following table.

Table No.4.1

Classification of Cement Consumption Per Month

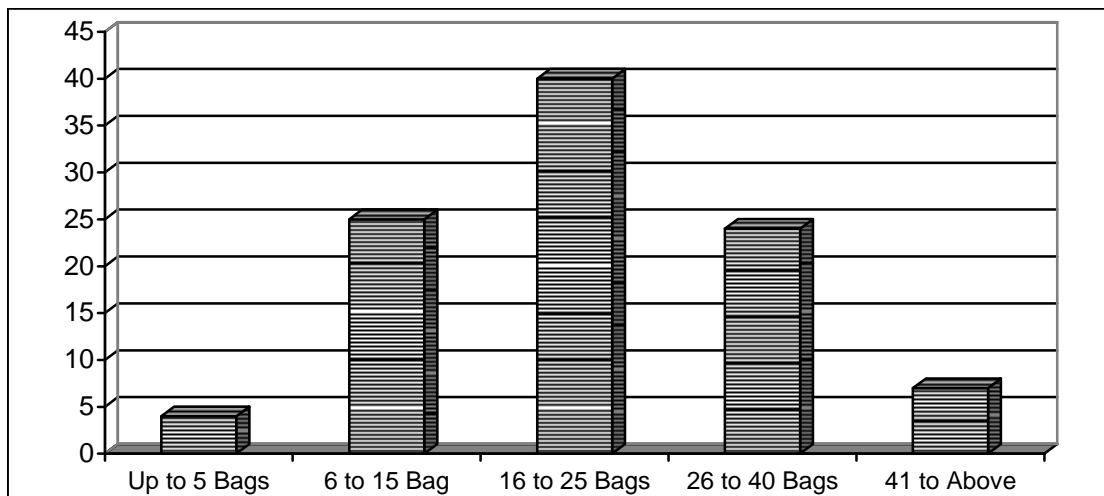
Consumption volume	No. of consumers	Percentage
Up to 5 bags	4	4%
6 to 15 bags	25	25%
16 to 25 bags	40	40%
26 to 40 bags	24	24%
41 and above	7	7%
Total	100	100%

(Source: Field survey, 2010)

Glancing through the table it is clearly seen that most of the consumers are likely to used 16 to 25 bags per month during their construction works. Consumption of more than 40 bags per month per consumer is found lesser where as the number of consumers whose consumption is less than 5 bags is found to be more than its double. This is also shown by fig. 4.1 below.

Figure No. 4.1

Classification of Cement Consumption Per Month



Source: Table No. 4.1

4.1.2 Use of Cement

Different types of works are doing by cement such as Plastering, Joining, Ceiling and Pillar Dhalan. The data obtained from the final consumers about their using of different works of cement have been presented in underneath table.

Table No. 4.2

Classification of Cement Use According to Types of Works

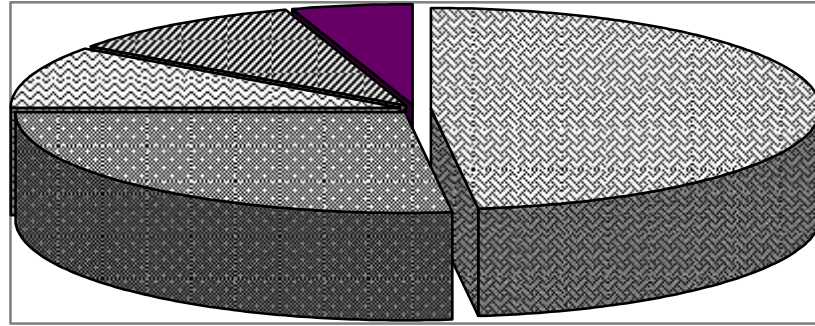
Types of works	No. of respondents	Percentage
Plastering	48	48%
Joining	27	27%
Pillaring	10	10%
Ceiling Dhalan	10	10%
Others	5	5%

(Source: Field survey, 2010)

According above table most of the users or consumers are use Nepali cement to work their plastering works. And second, use of Nepali cement to joining their houses and to others. Least to the respondents are not use to ceiling and Pillar Dhalan. This description is presented in the pie chart below

Figure No. 4.2

Classification of Cement Use According to Types of Works



Plastering
 Joining
 Pillaring
 Ceiling Dhalan
 Other

(Source: Table No. 4.2)

4.1.3 Preference of Consumers over Different Brands of Cement

In the table below the consumer's priority to cement has been presented. Note that 7 denote the highest priority by the given cement and 1 denotes the lowest priority.

Table No. 4.3

Ranking of cement by consumer's preference

Cement	No of respondents								Mean	Rank
	8	7	6	5	4	3	2	1		
Hatauda	38	27	15	10	6	3	1	-	6.68	1
Jagadambba	35	22	15	11	7	5	3	2	6.3	2
Biswakarma	22	19	14	14	13	10	5	3	5.58	3
Gorkha	21	18	15	14	11	11	7	3	5.48	4
Brija	20	18	15	12	12	10	8	5	5.35	5
Nirman	19	17	16	13	11	9	9	6	5.27	6
Everest	10	13	15	19	20	12	7	4	4.90	7
Trisakti	7	15	14	8	20	11	17	8	4.40	8

(Source: Field survey, 2010 and Calculated in appendix no.5)

By overall mean ranking of various eight brands of cement, Hetauda cement has been seen to be preferred most with highest mean value 6.68

it is followed by Jagadambba and Bisakarm. The Trisakti cement having the lowest value are the least preferred brand.

4.1.4 Factor Influencing Consumer's Buying Decision

To find out the factor influencing buying decision, the respondents were requested to respond by giving priority, which is presented in the table given below. Here, it is noted that 6 denoted the highest priority where as 1 denoted the lowest.

Table No. 4.4
Distribution of Factors Influencing Buying Decision

Influence factors	No of respondents						Mean	Rank
	6	5	4	3	2	1		
Quality of cement	41	25	16	11	5	2	4.8	1
Attractive adv.	35	25	19	11	8	2	4.62	2
Reasonable price	30	20	18	8	14	10	4.14	3
Easily available	28	22	18	14	11	7	4.07	4
Attractive packing	24	16	20	14	16	10	3.88	5
Brand	21	15	18	24	14	8	3.81	6

(Source: Field survey, 2010 and Calculated in Appendix No. 4)

$$\text{Mean} = \frac{\text{Sum of Observation}}{\text{No. of Observation}}$$

By the overall average (mean) ranking of various factors, quality of cement products are seen the most important factor with mean value of 4.8 the highest one. Second effective factor is advertisement of cement with mean value 4.62 and third is reasonable price being the with lowest mean value 4.14 attractive packaging the least important factor.

4.1.5 Consumer Loyalty over Different Brands

To know consumers loyalty, consumers were asked if usually buy the same preferred cement. The respondents are presented below.

Table No 4.5

Distribution Consumer's Loyalty Over Different Brands

Brands	No of respondents	Percentage
Jagadambba	30	30%
Biswakarma	25	25%
Hetauda	13	13%
Brija	12	12%
Gorkha	10	10%
Nirman	5	5%
Everest	3	3%
Trisakti	2	2%
Total	100	100%

(Source: Field survey, 2010)

From the field survey it is found that highest percentage 28% consumers loyal with Biswakarma cement among the different brands of Cement. But in same way highest no of consumer are followed Jagadambba, Hetauda, Brija and Gorkha cement. Triskti and Everest has low consumer loyal.

4.1.6 Qualitative Packaging of Different Brands of Cement

Packaging is the most important factor of any products. Sales of any products are depends on their packaging. To find out the qualitative packaging of different eight brands of cement, consumers were requested to comment with priority is presented in the table given below.

All of cement packaging are depends on their qualitative and durability. Here, it is noted that 8 denoted the highest priority where as 1denoted the lowest.

Table No. 4.6**Consumers Ranking Over Qualitative Packaging of Eight Brands Cement**

Brands	No of respondents								Mean	Rank
	8	7	6	5	4	3	2	1		
Hetauda	37	25	15	10	8	5	-	-	6.58	1
Jagadambba	32	22	16	14	10	6	-	-	6.34	2
Biswakarma	28	25	18	13	10	4	2	-	6.28	3
Gorkha	28	23	16	15	8	6	3	1	6.13	4
Brija	27	26	15	16	9	7	-	-	6.25	5
Nirman	24	21	18	14	11	6	6	-	5.91	6
Everest	21	18	14	13	18	9	7	-	5.65	7
Trisakti	19	17	12	16	15	11	9	1	5.35	8

(Source: Field Survey 2010, and calculated in Appendix No. 7)

Observing the calculated value of overall mean Hetauda cement is found be popular with its qualitative packaging, Jagadambba, Biswakarma, Gorkha and Brija cement are not less popular for its qualitative packaging. Just having overall mean value lesser by 0.33 (approximate) points.

4.1.7 Consumer's Quality Attitude to Different Eight Brands Cement

Quality is main factor to get competitive advantage in market. In order to identify opinions of ultimate consumer's attitude towards quality of different eight brands cement respondents were requested to comment in terms of lower, moderate and superior by giving 3,2 and 1 respectively. It is tabulated below:

Table No 4.7
Ranking of Cement by Quality

Brands	No of respondents			Mean	Rank
	3	2	1		
Hatauda	55	33	12	2.43	1
Jagadambba	45	34	21	2.24	2
Biswakarma	30	46	24	2.06	3
Gorkha	25	55	20	2.05	4
Brija	21	44	35	1.86	5
Nirman	15	45	40	1.75	6
Everest	12	45	43	1.69	7
Trisakti	9	39	52	1.57	8

(Source: Field Survey 2010 and Calculated in Appendix No.6)

With the calculated mean value, it is clear that Hetauda cement is reported the cement with the best quality followed by Jagadambba and Biswakarma. Nirman cement is found to be lower quantity but the least is Triskti cement.

4.1.8 Consumer Reaction over Price of Different Brands

To know the price attitude toward different brands, respondents were requested to comment in terms cheaper, reasonable and expensive by given 1, 2 & 3 respectively. It is presented in table below.

Table No. 4.8
Consumer Reaction Over Price of Different Brand

Brands	No of respondents			Mean
	1	2	3	
Gorkha	23	45	32	2.09
Jagadambba	38	40	22	1.84
Biswakarma	42	35	23	1.81
Nirman	20	45	35	2.15
Brija	45	43	12	1.67
Hetauda	30	70	-	1.70
Everest	10	55	35	1.15
Trisakti	15	55	30	2.15

(Source: Field survey, 2010 and calculated in appendix no. 9)

In the case of price, most of the respondent's do not complain Hetauda, Jagadabba and Biswakarma are expensive. All of respondents comment all off cement's are reasonable.

4.1.9 Consumer Buying Place of Cement

To know place of buying cement consumers were requested to response the place of buying, which is tabulated below.

Table No 4.9
Classification of buying place

Place	No of respondents	Percentage
Retailers	92	92%
Wholesaler	6	6%
Direct company	2	2%
Total	100	100%

(Source: Field Survey, 2010)

The above table shows that consumers feel easy to buy cement in a retailer because do not much more available wholesaler of different brands cement to consumers. But sometime wholesaler is also place to buy. Consumers lesser buy from company.

4.1.10 Availability of Cement

To assess the easily available of cement in the market of Chitwan's consumers were requested to response priority base, which is presented in table no. 4.10. Here, it is noted that 8 denotes the highest priority where as 1 denotes the lowest.

Table No. 4.10
Ranking of Cement Brands by Their Availability

Brands	No of respondents								Mean	Rank
	8	7	6	5	4	3	2	1		
Jagadambba	30	25	20	14	7	4	-	-	6.45	1
Nirman	28	24	18	14	8	5	2	1	6.22	2
Biswakarma	27	23	19	15	9	4	2	1	6.19	3
Gorkha	24	20	18	17	8	4	4	5	5.82	4
Brija	21	20	18	14	12	8	4	3	5.67	5
Everest	20	18	15	21	12	7	5	2	5.62	6
Trisakti	18	16	14	12	11	9	13	7	5.04	7
Herauda	12	15	13	16	12	10	14	8	4.73	8

(Source: Field Survey, 2010 and Calculated in Appendix No. 8)

From the above table it is declare that Jagadambba, Nirman and Biswakarma are the cement with best availability. Gorkha, Brija and Everest also is found to be better availability but Hetauda cement is the brand with poor availability.

4.1.11 Source of Knowledge about Cement

Respondents were asked on the source of knowledge. They introduced with cement. The expressed responses are tabulated below.

Table No. 4.11

Distribution of Consumer's Introductory Sources of Knowledge About Cement

Media	No of respondents	Percentage
Friend & family	40	40%
Television	23	23%
Wall panting	12	12%
Hording board	10	10%
Radio	8	8%
Newspaper	5.5	5.5%
Pumplates	1.5	1.5%
Cinema	-	-
Total	100	100%

(Source: Field Survey, 2010 and Calculated in Appendix No. 10)

Observing the table, it is found that Mason and friends are the popular source to make the consumers introduce with Nepali cement nearly followed by F.M Radio and Audio Visual Media Television whereas the other sources being wall painting and signboard. The effect of Cinema and Pumplates are found to be of less valuable to make consumer knowledge about cement.

4.1.12 Popular Media for Advertisement of Cement

The table below presents the media that consumer usually spent more time.

Table No. 4.12

Popular Media for Advertisement of Cement

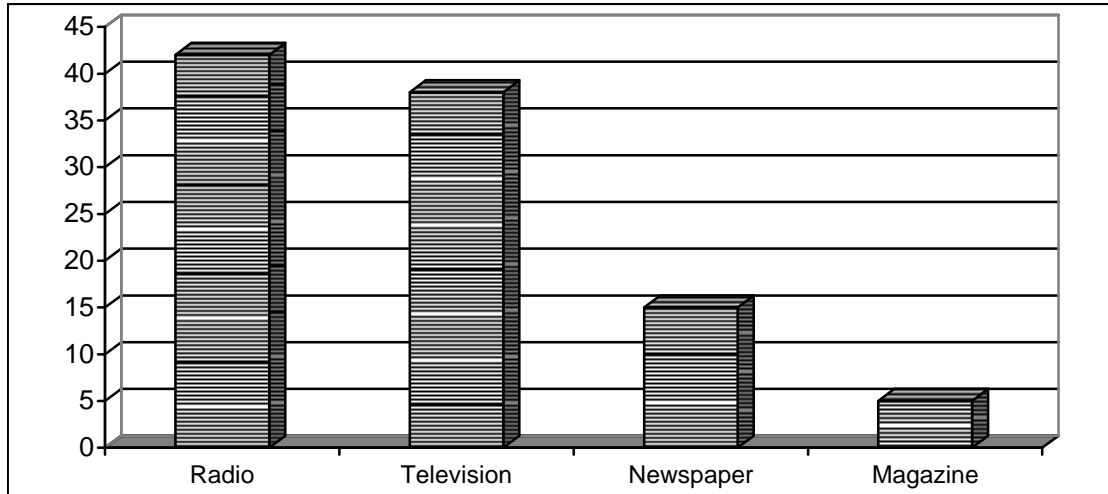
Media	No of Consumer	Percentage	Rank
F.M Radio	42	42%	1
Television	38	38%	2
Newspaper	15	15%	3
Magazine	5	5%	4
Total	100	100%	

(Source: Field survey, 2010)

Table no. 4.12 presents that the popular media for advertisement is F.M Radio. Television is the second popular and Magazine the least which is more clearly by the following diagram.

Figure No. 4.3

Popular Media for Advertisement of Cement



Source: Table No. 4.12

4.1.13 Advertisement of Cement in Different Media

Advertisement is one of the most important factors of marketing, which provided knowledge to customers about products. Consumers were asked

which brands advertisement is more attractive than others in given media. Respondents' responses are tabulated below.

Table No. 4.13

Ranking the Advertisement of Cement in Different Media

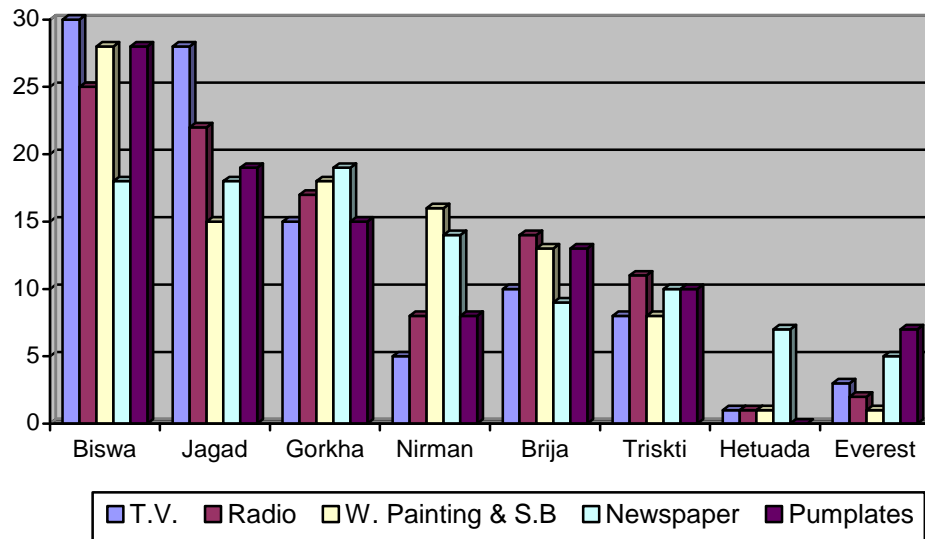
Media Brands	T.V	F.M Radio	Wall painting & signboard	Newspaper	Pumplates
Biswakarma	30	25	28	18	28
Jagadambba	28	22	15	18	19
Gorkha	15	17	18	19	15
Nirman	5	8	16	14	8
Brija	10	14	13	9	13
Trisakti	8	11	8	10	10
Hetauda	1	1	1	7	-
Everest	3	2	1	5	7
Total	100	100	100	100	100

(Source: Field Survey, 2010)

Among the 100 respondent advertisement of Jagadambba, Biswakarma, Everest are reported the best in Television, F.M Radio, Wall painting and signboard. Multiple bar diagram for the above table presented below.

Figure No. 4.4

Ranking the Advertisement of Cement in Different Media



(Source: Table No. 4.13)

4.2 Analysis of the Retailers

The information required meets the objectives of the study supplemented by the retailer's responses. A different set of questionnaire was administered to them. The questions were administered among 20 retailer of urban area of Chitwan eistrict.

They were under the different retailers such as Khanikhole Hardware, Tiwari supplier, Kamana Hardware, Bhuwaneshori Hardware, Baijubaba Hardware, Kailashpati Hardware etc.

They have been involved in their business for at least 6 years. It was found that some of the retailers sell a multiplicity of brands rather than sticking to a single brand.

4.2.1 Involvement of Retailer in Their Cement Business

Marketing mediators are the main body of any manufacturing company. Channels of any product play vital role. To obtain the period of cement marketing in local market, retailers were asked for the time period they have been involved in that business. The responses are tabulated below.

Table No. 4.14

Classification of Retailer by Year of Business in Cement

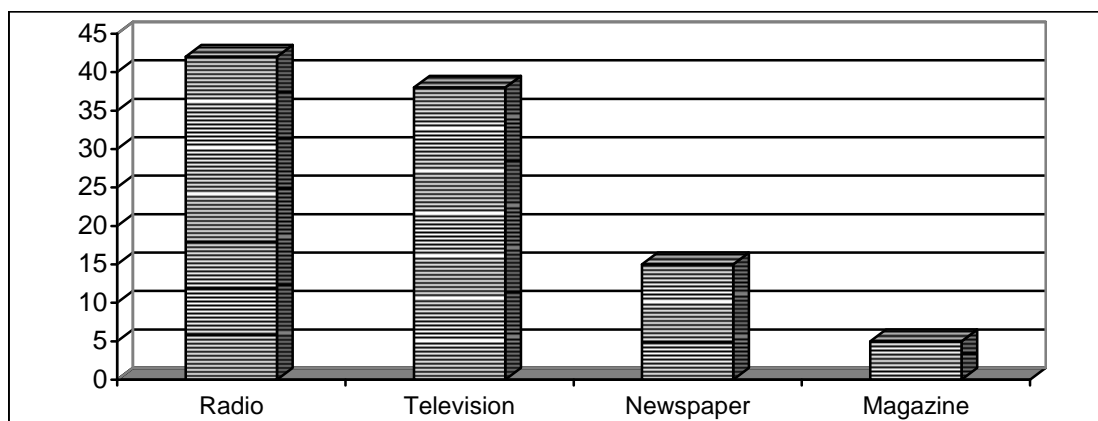
Year	No of respondents	Percentage
Below 1 year	1	6.66%
2-5 Years	4	26.67%
5-10 Years	7	46.67%
10 Years and more	3	20%
Total	15	100%

(Source: Field Survey, 2010)

This table shows that more than two third of the retailers have been involving in the business for 5 to 10 years. About a quarter for 2 to 5 years and there still lies the significant number of retailers whose involvement has crossed a decade.

Figure No. 4.5

Classification of Retailer by Year of Business in Cement



Source: Table No. 4.14

4.2.2 Number of Transaction with Customers

Retailers were asked that how many customers per day you deal with transaction. Their responses are presented below.

Table no 4.15

Distribution by No. of Transaction With Customers

Customers	Retailers	Percentage
Below 10	4	27%
10 to 20	8	53%
20 to 30	2	13%
Above 30	1	7%
Total	15	100%

(Source: Field Survey, 2010)

Table no 4.18 shows that a half of the retailers nearly deal with 10 to 20 customers per day, about one quarter retailers deal less than 10 customers and one quarter deal with 20 to 30 customers.

4.2.3 Commission or Selling Incentive to Retailers

To find out the producer or wholesaler of the cement that gives more commission or sales incentive to retailer, a question was asked that, which brand give them more commission or sales incentive. Their responses are presented below.

Table no. 4.16

Ranking of different Brands of Cement by More Commission or Sales Incentive

Brands	No of respondents	Rank
Nirman	13	1
Brija	12	2
Gorkha	11	3
Biswakarma	9	4
Trisakti	10	5
Jagadambba	12	6
Everest	10	7
Hetauda	3	8

(Source: Field Survey, 2010)

All of respondent's responses not get satisfactory incentives but Research asked to them if you get any incentives, which brands of cement give you more incentives? Responses are presented in above table.

Nirman cement gives more commission than others. Brija cement is second on giving commission. Hetauda and Jagadambba are the brands, which have low sales incentives. Giving commission or sales incentive is not priority and vast different in cement business.

4.2.4 Influencing Factors of Sales of Cement in Market

Retailers are tabulated below in the case of sales influence factors.

Table No. 4.17

Ranking of influencing factors to sales cement by retailers

Factors	No of retailers				Mean	Rank
	4	3	2	1		
High sales	10	3	2	-	3.53	1
Attractive adv.	8	4	3	-	3.33	2
Commission	1	3	5	6	1.93	3
Others	3	5	3	4	2.47	4

(Source: Field Survey, 2010)

By overall mean value high sales is the most important factor with highest value 3.53. A second important factor is attractive advertisement with mean value is 3.33.

4.2.5 Retailers Complain on Receiving and Delivering

Which brands of cement are want to complain about receiving and delivering of cement? Complain of retailers were tabulated below in the aspect of receiving and delivering.

Table No. 4.18

Distribution of Retailers Complains Over Different Brands of Cement

Brands	No of retailers	Percentage
Jagadambba	-	-
Biswakarma	1	6.67%
Hetauda	8	53.33%
Brija	1	6.67%
Gorkha	2	13.33%
Nirman	-	-
Trisakti	1	6.67%
Everest	2	13.33%
Total	15	100%

(Source: Field survey, 2010)

According to retailer's responses, it is found that they have more complain with receiving and delivering system of Hetauda cement.

Complain of other brands is not express sincerely. The delivering of Hetauda cement disturbs almost retailers. But other brands are similar lowest complained with receiving and delivering.

4.2.6 Ranking the Brands of Cement by Easy to Sale

To find out the promotion effectiveness of the cement brands, retailers were asked, which brands of cement don't, need to appeal for selling?

They expressed response with priority base are tabulated below. Here, it is noted that 8 denoted that the highest priority where as 1 denoted the lowest.

Table No 4.19
Retailer ranking of brands for easy selling

Brands	No of respondents								Mean	Rank
	8	7	6	5	4	3	2	1		
Hetauda	10	3	2	-	-	-	-	-	7.53	1
Jagadambba	8	4	2	1	-	-	-	-	7.27	2
Biswakarma	8	3	3	1	-	-	-	-	7.20	3
Brija	7	3	2	2	1	-	-	-	6.87	4
Gorkha	6	3	4	1	1	-	-	-	6.80	5
Nirman	3	2	3	3	2	2	-	-	6.13	6
Everest	2	4	3	2	2	1	1	-	5.67	7
Trisakti	1	2	2	2	3	3	1	1	4.53	8

(Source: Field survey, 2010 and calculated in appendix no.11)

Observing the mean value it is found that Hetauda cement is the brand that need no appealing for sale followed by Jagadambba and Biswakarma

just having the mean difference by 0.95 (approximated) points whereas the brands Nirman, Everest and Trisakti needs more appealing.

4.2.7 Market Stability

Retailers were also asked whether introduction new brand of cement in the market affect the sales of existing brands. Theirs reaction are tabulated below.

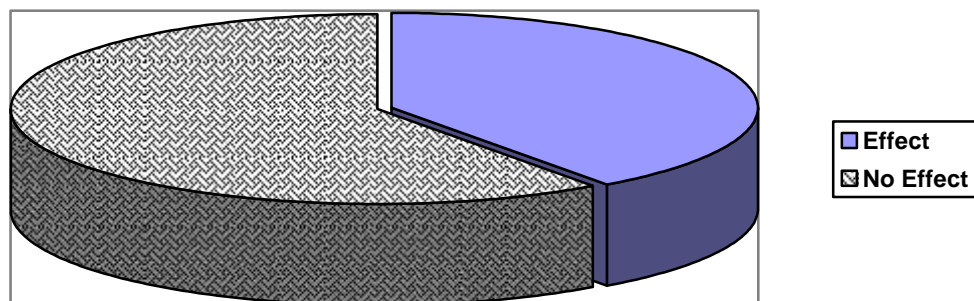
Table No 4.20
Retailer Reaction Over the Introduction of New Brand to the Sale of Existing Brands

Reaction	No of retailers	Percentage
Yes	6	40%
No	9	60%
Total	15	100%

(Source: Field Survey, 2010)

To introducing of new brand cement in the market most of them have experienced not change in the share of others brands while the remaining do feel effect to others brands so which is presented in the pie chart.

Figure No. 4.6
Retailer Reaction Over the Introduction of New Brand to the Sale of Existing Brands



(Source: Table no. 4.20)

4.2.8 Sales Analysis of the Eight Brands of the Five Months

To obtain the sales trends of eight brands, the sales data since last five month is tabulated below.

Table No. 4.21

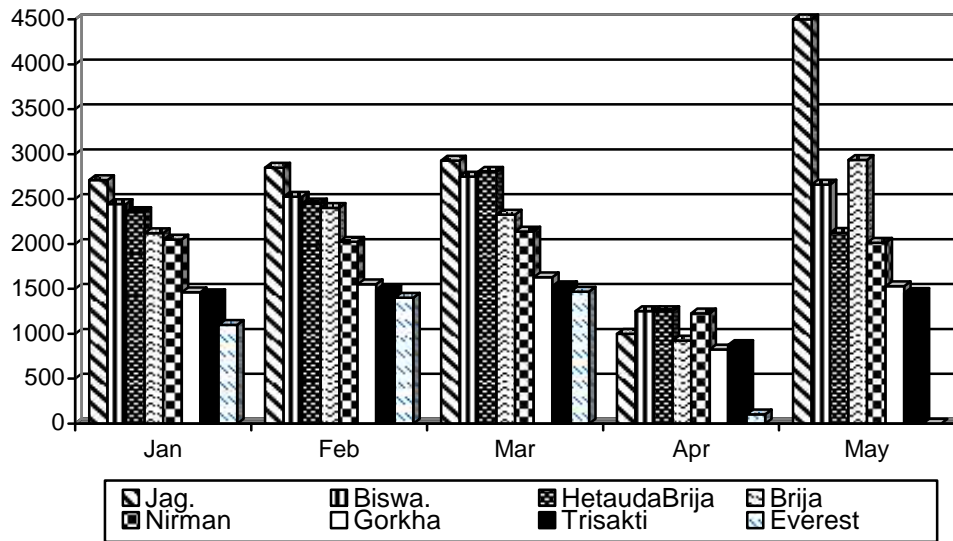
**Sales data Different Eight Brands of Cement in Last Five Month
(In Bags or Bora)**

Month Brands	Jan	Feb	Mar	Apr	May
Jagadambba	2710	2850	2930	1000	4500
Biswakarma	2445	2525	2705	1250	2665
Hetauda	2355	2450	2805	1250	2125
Brija	2120	2400	2325	925	2935
Nirman	2050	2025	2137	1225	2013
Gorkha	1460	1550	1628	825	1529
Trisakti	1442	1490	1530	875	1455
Everest	1100	1401	1470	100	-

(Survey: Concerns on Retailers 2010)

Figure No. 4.7

Sales data Different Eight Brands of Cement in Last Five Month



Source: Table No. 4.21

Form the above table and diagram, it is obvious that Jagadambba cement was able to grow up its market share at the first three month and last month but fourth month its sales go down because various competitors enter in the market.

Conversely, although Biswakarma, Hetauda and Gorkha Cement being able to increase in their sales month by month. Hetauda cement is the one of the oldest brand, has not able to increase its share expiatory because customers has not get cement any whenever they are want to buy.

But Nirman cement has the one cement that able to keep its market share constant. Similarly Trisakti and Everest cement kept on increasing its selling ratio very slowly; it is new cement among the costumers.

4.3 Summary and Major Finding

On the basis of the field survey and subsequent analysis, the study has found the following.

-) The consumption or use of Nepali cement in urban areas of Chitwan is very popular, since it is seen that every consumer or user use Nepali cement in any form of their works. Out of total potential consumers, only 100 of them in Chitwan are selected for the opinion regarding Cement. More than 99% of consumers have been use Nepali cement any forms of work.
-) According to the priority given among several factors by the respondents, quality of cement is the most important and packaging is the lowest important factors for buying decision.
-) With regard to preference of consumer over different brands, Hetauda cement has been found to be the most popular in the market followed by other such as Jagadambba, Biswakarma and Brija cement.
-) Regarding the quality of cement the majority of respondents respond that Hetauda cement is the superior quality, Gorkha cement is of moderate and Trisakti is of lowest.
-) Regarding the availability of different brands of cement most of the consumers respond that Jagadambba, Biswakarma and Nirman are essily available among eight brands but Hetauda cement is less availability.
-) Regarding the consumer's reaction over price of different brands, Hetauda cement stand on 1st position as being reasonable followed by Jagadambba and Biswakarma.
-) Most of the consumers were informed about the cement and itsbrands by the advertisement from F.M Radio and Television.
-) The advertisements of the Jagadambba and Everest cement on television and radio is more attractive, advertisement of Nirman

cement is attractive in wall painting and signboard, advertisement of Everest cement is best suited on television.

-) It is seen that the major cause of taking retailer ship of specific brand is the consumers demand towards the products.
-) Most of retailers are complain over the distribution system of Hetauda. None of retailers complain over the brands of Jagadambba and Nirman cement.
-) Some of the retailers expressed the view that most of consumer complain over the price of Jagadambba, Gorkha and Nirman, over the quality of Nirman, Triskti and Everest and over the packaging of Triskti.
-) Most of the retailers feel that promotional activities of Jagadambba and Biswakarma are more attractive among other seven brands.

CHAPTER- FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary:

Nepali Cement and marketing is not new phenomenon in the Nepali market. Marketing has gained new dimensions in recent years and passed through different step to reach at the present satage of societal marketing concept. Which aims at maximizing social welfare through delivering goods and service from producers to consumers.

Cement industries are the major category of construction materials industry in Nepal. There are more than 22 companies in Nepal but only ten companies are fighting it out for share Cement are the basic materials of construction work. It is most important among other materials. Nepali Cement introduce in 2031 B.S. producing by Himal Cement company. After the several Cement industries were running to produce the different brands of Cement. An effective marketing strategy should set up to increase their share in this heavily competitive market.

The main objective of the study is to find out loyalty of consumers. Effectiveness of advertisement, to identify problem and prospects and to make effective marketing of Nepali Cements products.

Scientific method of research is used for the study having two well structured questionnaires. One is designed to conduct for the Nepali Cement proprietor (wholesalers) and another is for Nepali cement consumers.

To draw the outcomes of research study various questions like major brands of Cement analysis consumer preference, product and price strategies appropriateness promotional activities adopted by them based

on survey of the consumers and marketing agents opinion as well as companies strategies.

The data and information are collected by means of the questionnaires were presented use of Nepali Cement is highly increasing in chitwan for finishing of their construction works.

5.2 Conclusion:

The good quality, attractive advertisement, easily available and reasonable price are the main factors for their market share and increase sales volume in market. For this study various respondents from different field were taken. Numerous articles were collected so one can know the different aspect of people. The following conclusions are deducted from the sample survey of 100 individuals consumers and 5 Cement proprietors form this study.

1. Marketing aspects is average usually Nepali Cement owners have good relationship with consumers. If consumers don't comes frequently importance to consumers.
2. Consumers influenced by friends and qualitative brands so Nepali Cements brand (products) are gaining popularity.
3. Due to instable political and economical condition, financial, marketing and pricing scenario also instable.
4. Most of the Nepali Cement has loyal consumer. So that brand loyalty is exist in Cement market. Nepali Cement consumers come frequently in same dealers.
5. Future of Nepali Cement has bright future in Nepal. But they should equally take care in quality as well as on promotional activities along with qualitative reasonable pricing to uplift their market share.

5.3 Recommendation:

The following recommendations are made for Nepali Cement proprietor (owner) on the basis of this study.

1. The consumption or use of Nepali Cement in urban area of chitwan is very popular. Among the Indian Cement, Nepali Cement rise in market. But conscioussnesses of in is not give to consumers from organization.
2. According to the opinion poll consumers or users it is seen that the packaging system of all brand is not serious. But some of Cement has leakage complain by consumers. So producers are must be serious in about leakage.
3. Increase the quality and decrease the price is the most common suggestion for all cement companies.
4. Some hardware are unhappy with agent and want to clearly.
5. Retailers are middle man between company and last users, so company should provide benefit to their (retailer) by giving different skim/bonus.
6. In background area retailer plays vital role to sell product of Cement so give priority for this retailers.
7. The aviability of Cement is one of the most important factors to make the decision of buying Cement for consumers. Consumers did not get any time and any where when they want to by Hetauda Cement. So company should give more emphasis on it.
8. Distribution net work of Hetauda Cement and some of other Cement is very poor among other brands. So that is should establish efficient distribution network.
9. Most of the consumers are found to know about Cement and their through advertising at the pioneering stage. So manufactures are

suggested to advertise their product through popular media like radio and television rather than others.

10. In the case of price, most of the respondent's comments are that the price of all Cement expecting Hetauda, Jagadambba and Brija is expensive so there companies should reduce their price to reasonable.
11. A very few respondents are found to be brand loyal and also their brand loyalty is not so strong. As a result no company seems succeeded to make consumer loyal to their brand. So, it is advised that the companies should make appropriate programmed for product positioning to their own brand.

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Appendix-I

Questionnaire for the Wholesaler or retailer.

I am Netra Kumar Chaudhary MBS student of BalKumari Collage.I am writing a thesis entitled" Nepali Cement Marketing in Chitwan". For this purpose, I will be thankful if you could provide below mention information. Your response will be confidential and will be used for the academic purpose only.

I request you furnish the following as per the questionnaire.

Name (retailer/consumer):-..... Age:.....
Address:-..... Sex:.....
Education:..... Date:.....

Please tick() the appropriate box.

1. How long time have you been involved in this business?

- Below 1 year 5 to 10 years.
 1 year 10 years and more
 2 to 5 years

2. How many retailers or consumers per day you deal?

- Bellow 10 10 to 20
 20 to 30 Above 30

3. Which brand give you more commission or sales incentives?

- Jagadambba Gorkha Nirman Brija
 Biswakarma Hetauda Everest Trishakti

4. Which factor influence more, when you buy cement from market?(Priority base)

- Attractive advertisement Price discount

High commission to the mediators Other

5. Do you get any complain from retailer or consumers about sold cements on the following parameter?

Jagadambba Gorkha Nirman Brija

Biswakarma Hetauda Everest Trishakti

6. Which brands of cements don't necessarily need appeal for selling?
(Priority base)

Jagadambba Gorkha Nirman Brija

Biswakarma Hetauda Everest Trishakti

7. If new brand of cements is introduced in maket does it effect to the sale of existing brands?

Yes No

8. Please write sales data of cement of last month (mention data)

Brand	Jagadambba	Gorkha	Hetauda	Everest	Nirman	Brija	Biswakarma	Trishakti
Units								

9. Please give suggestion on cements marketing. (About five sentence)

Appendix II

Questionnaire for the Consumer

I am Netra Kumar Chaudhary MBS student of BalKumari Collage. I am writing a thesis entitled " Nepali Cement Marketing in Chitwan". For this purpose, I will be thankful if you could provide below mention information. Your response will be confidential and will be used for the academic purpose only.

I request you furnish the following as per the questionnaire.

Name (retailer/consumer):-..... Age:.....
Address:-..... Sex:.....
Education:..... Date:.....

1. Generally, how many 'Bora or Bags' of Nepali Cement (in average) do you buy in a week during construction?
 Up to 5 6-15 16-25
 26-40 41 and Above.
2. For which purpose do you used Nepali cement?
 Dhalan Pillar
 Plaster Joining.
3. Whenever you think of cements which of the following cements come in your mind?
 Jagadambba Gorkha Nirman Brija
 Biswakarma Hetauda Everest Trishakti
4. What are the factors that influence your buying decision?
 Attractive adv Reasonable price
 Good quality Attractive packaging
 Easy availability

5. Which one you use? (Consumer loyalty)

- Jagadambba Gorkha Nirman Brija
 Biswakarma Hetauda Everest Trishakti

6. Please rank the following cements over quatitative packaging of eight brands.

- Jagadambba Gorkha Nirman Brija
 Biswakarma Hetauda Everest Trishakti

7. Which brand of cement's quality attracts you to buy?

- Jagadambba Gorkha Nirman Brija
 Biswakarma Hetauda Everest Trishakti

8. Please rate the following cement on the basis of price.

Cements	Expensive(1)	Reasonable(2)	Cheaper(3)
Jagadambba			
Everest			
Brija			
Trishakti			
Hetauda			
Gorkha			
Nirman			
Biswakarma			

9. Where from you generally buy cements?

- Retailer Wholesaler Direct company

10. Which brand of cement is easily available in your place?

- Jagadambba Gorkha Nirman Brija
 Biswakarma Hetauda Everest Trishakti

11. How did you come to know about cements?

Television Radio Newspaper

Pamphlets Hording Board Painting

Cenema Friends & Family

12. Which of the popular media for advertisement of cement?

F M Radio Television News paper Magazine

13. Which media of advertisement of Nepali cement is more effective.

Media Cements	T.V.	Radio	Wall painting or signboard	Newspaper	Pamphlets
Biswakarma					
Brija					
Jagadambba					
Manakanmana					
Gorkha					
Trisktti					
Nirman					

Appendix-III

List of the cement companies in Nepal

1. Udayapur Cement Company Ltd.
2. Hetauda Cement Udog.
3. Butawal Cement Industries Pvt. Ltd, Parasi-5
4. Lumbini Cement Pvt. Ltd ., Rupandehi
5. National Cement Pvt. Ltd., Katahari, Morang
6. Balaji Cement Industries Pvt. Ltd., Naubise, Dhading
7. Buddha Cement Pvt. Ltd., Kapilbastu
8. Pashupati Cement Industries Pvt. Ltd., Jyamiri-2, Kapilbastu
9. Biswakarma Cement Pvt. Ltd., Mukundapur, Nawalparasi
10. Kanak Cement Industries Pvt. Ltd., Makawanpur
11. Chitwan Cement Company Pvt. Ltd., Tikapur, Nawalparasi
12. Brija Cement Industries Pvt. Ltd., Bhairahawa
13. Manakamana Cement Pvt. Ltd., Siraha
14. Triveni Cement Industries Pvt. Ltd., Chitwan
15. Mittal Cement Pvt. Ltd., Makawanpur
16. Surya Cement Pvt. Ltd., Sunsari
17. Kasma Cement Industries Pvt. Ltd.
18. Bijaya Cement Pvt. Ltd., Kapilbastu
19. Jagadamba Cement Pvt. Ltd., Rupandehi
20. Krisna Cement Pvt. Ltd., Bara

(Source: Department of Industries)

Appendix-IV

Ranking of cement by consumers' preference

Cement	No. of respondents							
	8	7	6	5	4	3	2	1
Hetauda	38	27	15	10	6	3	1	0
Jagadambba	35	22	15	11	7	5	3	2
Biswakarma	22	19	14	14	13	10	5	3
Gorkha	21	18	15	14	11	11	7	3
Brija	20	18	15	12	12	10	8	5
Nirman	19	17	16	13	11	9	9	6
Everest	10	13	15	19	20	12	7	4
Trisakti	7	15	14	8	20	11	17	8

Calculation of mean

$$\text{Mean}(x) = \frac{fx}{N}$$

Now,

$$\text{Hetauda (X)} = \frac{38 \times 8 + 27 \times 7 + 15 \times 6 + 10 \times 5 + 6 \times 4 + 3 \times 3 + 1 \times 2}{100} = 6.68$$

$$\text{Jagadambba(X)} = \frac{35 \times 8 + 22 \times 7 + 15 \times 6 + 11 \times 5 + 7 \times 4 + 5 \times 3 + 3 \times 2 + 2 \times 1}{100} = 6.30$$

$$\text{Biswakarma(X)} = \frac{22 \times 8 + 19 \times 7 + 14 \times 6 + 14 \times 5 + 13 \times 4 + 10 \times 3 + 5 \times 2 + 3 \times 1}{100} = 5.58$$

$$\text{Gorkha}(X) = \frac{21 \times 8 + 18 \times 7 + 15 \times 6 + 14 \times 5 + 11 \times 4 + 11 \times 3 + 7 \times 2 + 3 \times 1}{100} = 5.48$$

$$\text{Brija}(X) = \frac{20 \times 8 + 18 \times 7 + 15 \times 6 + 12 \times 5 + 12 \times 4 + 10 \times 3 + 8 \times 2 + 5 \times 1}{100} = 5.35$$

$$\text{Nirman}(X) = \frac{19 \times 8 + 17 \times 7 + 16 \times 6 + 13 \times 5 + 11 \times 4 + 9 \times 3 + 9 \times 2 + 6 \times 1}{100} = 5.27$$

$$\text{Everest}(X) = \frac{10 \times 8 + 13 \times 7 + 15 \times 6 + 19 \times 5 + 20 \times 4 + 12 \times 3 + 7 \times 2 + 4 \times 1}{100} = 4.90$$

$$\text{Trisakti}(X) = \frac{7 \times 8 + 15 \times 7 + 14 \times 6 + 8 \times 5 + 20 \times 4 + 11 \times 3 + 17 \times 2 + 8 \times 1}{100} = 4.40$$

Appendix-V

Distribution of factors influencing buying decision

Influence factors	No. of respondents					
	6	5	4	3	2	1
Quality of cement	41	25	16	11	5	2
Attractive adv.	35	25	19	11	8	2
Reasonable price	30	20	18	8	14	10
Easily available	28	22	18	14	11	7
Attractive packaging	24	16	20	14	16	10
Brand	21	15	18	24	14	8

Calculation of mean

$$\text{Mean}(x) = \frac{fx}{N}$$

Now,

$$\text{Quality of cement}(X) = \frac{41 \times 6 + 25 \times 5 + 16 \times 4 + 11 \times 3 + 5 \times 2 + 2 \times 1}{100} = 4.80$$

$$\text{Attractive Advertisement}(X) = \frac{35 \times 6 + 25 \times 5 + 19 \times 4 + 11 \times 3 + 8 \times 2 + 2 \times 1}{100} = 4.62$$

$$\text{Reasonable price}(X) = \frac{30 \times 6 + 20 \times 5 + 18 \times 4 + 8 \times 3 + 14 \times 2 + 10 \times 1}{100} = 4.14$$

$$\text{Easily available}(X) = \frac{28 \times 6 + 22 \times 5 + 18 \times 4 + 14 \times 3 + 11 \times 2 + 7 \times 1}{100} = 4.07$$

$$\text{Attractive packaging}(X) = \frac{24 \times 6 + 16 \times 5 + 20 \times 4 + 14 \times 3 + 16 \times 2 + 10 \times 1}{100} = 3.88$$

$$\text{Brand}(X) = \frac{21 \times 6 + 15 \times 5 + 18 \times 4 + 24 \times 3 + 14 \times 2 + 8 \times 1}{100} = 3.81$$

Appendix-VI

Consumers ranking over qualitative packaging eight brands cement

Brands	No. of respondents							
	8	7	6	5	4	3	2	1
Hetauda	37	25	15	10	8	5	0	0
Jagadambba	32	22	16	14	10	6	0	0
Biswakarma	28	25	18	13	10	4	2	0
Gorkha	28	23	16	15	8	6	3	1
Brija	27	26	15	16	9	7	0	0
Nirman	24	21	18	14	11	6	6	0
Everest	21	18	14	13	18	9	7	0
Triskti	19	17	12	16	15	11	9	1

Calculation of mean

$$\text{Mean}(x) = \frac{fx}{N}$$

Now,

$$\text{Hetauda}(X) = \frac{37 \times 8 + 25 \times 7 + 15 \times 6 + 10 \times 5 + 8 \times 4 + 5 \times 3}{100} = 6.58$$

$$\text{Jagadambba}(X) = \frac{32 \times 8 + 22 \times 7 + 16 \times 6 + 14 \times 5 + 10 \times 4 + 6 \times 3}{100} = 6.34$$

$$\text{Biswakarma}(X) = \frac{28 \times 8 + 25 \times 7 + 18 \times 6 + 13 \times 5 + 10 \times 4 + 4 \times 3 + 2 \times 2}{100} = 6.28$$

$$\text{Gorkha}(X) = \frac{28 \times 8 + 23 \times 7 + 16 \times 6 + 15 \times 5 + 8 \times 4 + 6 \times 3 + 3 \times 2 + 1 \times 1}{100} = 6.13$$

$$\text{Brija}(X) = \frac{27 \times 8 + 26 \times 7 + 15 \times 6 + 16 \times 5 + 9 \times 4 + 7 \times 3}{100} = 6.25$$

$$\text{Nirman}(X) = \frac{24 \times 8 + 21 \times 7 + 18 \times 6 + 14 \times 5 + 11 \times 4 + 6 \times 3 + 6 \times 2}{100} = 5.91$$

$$\text{Everest}(X) = \frac{21 \times 8 + 18 \times 7 + 14 \times 6 + 13 \times 5 + 18 \times 4 + 9 \times 3 + 7 \times 2}{100} = 5.56$$

$$\text{Trisakti}(X) = \frac{19 \times 8 + 17 \times 7 + 12 \times 6 + 16 \times 5 + 15 \times 4 + 11 \times 3 + 9 \times 2 + 1 \times 1}{100} = 5.35$$

Appendix-VII
Ranking of Cement by Quality

Brands	No. of respondents		
	3	2	1
Hetauda	55	33	12
Jagadambba	45	34	21
Biswakarma	30	46	24
Gorkha	25	55	20
Brija	21	44	35
Nirman	15	45	40
Everest	12	45	43
Trisakti	9	39	52

Calculation of mean

$$\text{Mean}(x) = \frac{fx}{N}$$

Now,

$$\text{Hetauda}(X) = \frac{55 \times 3 + 33 \times 2 + 12 \times 1}{100} = 2.43$$

$$\text{Jagadambba}(X) = \frac{45 \times 3 + 34 \times 2 + 21 \times 1}{100} = 2.24$$

$$\text{Biswakarma}(X) = \frac{30 \times 3 + 46 \times 2 + 24 \times 1}{100} = 2.06$$

$$\text{Gorkha}(X) = \frac{25 \times 3 + 55 \times 2 + 20 \times 1}{100} = 2.05$$

$$\text{Brija}(X) = \frac{21 \times 3 + 44 \times 2 + 35 \times 1}{100} = 1.86$$

$$\text{Nirman}(X) = \frac{15 \times 3 + 45 \times 2 + 40 \times 1}{100} = 1.75$$

$$\text{Everest}(X) = \frac{12 \times 3 + 45 \times 2 + 43 \times 1}{100} = 1.69$$

$$\text{Trisakti}(X) = \frac{9 \times 3 + 39 \times 2 + 52 \times 1}{100} = 1.57$$

Appendix-VIII

Consumer reaction over price of different brand

Brands	No. of respondents		
	1	2	3
Gorkha	23	45	32
Jagadambba	38	40	22
Biswakarma	42	35	23
Nirman	20	45	35
Brija	45	43	12
Hetauda	30	70	0
Everest	10	55	35
Trisakti	15	55	30

Calculation of mean

$$\text{Mean}(x) = \frac{fx}{N}$$

Now,

$$\text{Gorkha}(X) = \frac{23 \times 1 + 45 \times 2 + 32 \times 3}{100} = 2.09$$

$$\text{Jagadambba}(X) = \frac{38 \times 1 + 40 \times 2 + 22 \times 3}{100} = 1.84$$

$$\text{Biswakarma}(X) = \frac{42 \times 1 + 35 \times 2 + 23 \times 3}{100} = 1.81$$

$$\text{Nirman}(X) = \frac{20 \times 1 + 45 \times 2 + 35 \times 3}{100} = 2.15$$

$$\text{Birja}(X) = \frac{45 \times 1 + 43 \times 2 + 12 \times 3}{100} = 1.67$$

$$\text{Hetauda}(X) = \frac{30 \times 1 + 70 \times 2 + 0 \times 3}{100} = 1.70$$

$$\text{Everest}(X) = \frac{10 \times 1 + 55 \times 2 + 35 \times 3}{100} = 1.15$$

$$\text{Trisakti}(X) = \frac{15 \times 1 + 55 \times 2 + 30 \times 3}{100} = 2.15$$

Appendix-IX

Ranking of cement brands by their availability

Brands	No. of respondents							
	8	7	6	5	4	3	2	1
Jagadambba	30	25	20	14	7	4	0	0
Nirman	28	24	18	14	8	5	2	1
Biswakarma	27	23	19	15	9	4	2	1
Gorkha	24	20	18	17	8	4	4	5
Brija	21	20	18	14	12	8	4	3
Everest	20	18	15	21	12	7	5	2
Trisakti	18	16	14	12	11	9	13	7
Hetauda	12	15	13	16	12	10	14	8

Calculation of mean

$$\text{Mena}(x) = \frac{fx}{N}$$

Now,

$$\text{Jagadambba (X)} = \frac{30 \times 8 + 25 \times 7 + 20 \times 6 + 14 \times 5 + 7 \times 4 + 4 \times 3}{100} = 6.45$$

$$\text{Nirman(X)} = \frac{28 \times 8 + 24 \times 7 + 18 \times 6 + 14 \times 5 + 8 \times 4 + 5 \times 3 + 2 \times 2 + 1 \times 1}{100} = 6.22$$

$$\text{Biswakarma(X)} = \frac{27 \times 8 + 23 \times 7 + 19 \times 6 + 15 \times 5 + 9 \times 4 + 4 \times 3 + 2 \times 2 + 1 \times 1}{100} = 6.19$$

$$\text{Gorkha}(X) = \frac{24 \times 8 + 20 \times 7 + 18 \times 6 + 17 \times 5 + 8 \times 4 + 4 \times 3 + 4 \times 2 + 5 \times 1}{100} = 5.82$$

$$\text{Brija}(X) = \frac{21 \times 8 + 20 \times 7 + 18 \times 6 + 14 \times 5 + 12 \times 4 + 8 \times 3 + 4 \times 2 + 3 \times 1}{100} = 5.67$$

$$\text{Everest}(X) = \frac{20 \times 8 + 18 \times 7 + 15 \times 6 + 21 \times 5 + 12 \times 4 + 7 \times 3 + 5 \times 2 + 2 \times 1}{100} = 5.62$$

$$\text{Trisakti}(X) = \frac{18 \times 8 + 16 \times 7 + 14 \times 6 + 12 \times 5 + 11 \times 4 + 9 \times 3 + 13 \times 2 + 7 \times 1}{100} = 5.04$$

$$\text{Hetauda}(X) = \frac{12 \times 8 + 15 \times 7 + 13 \times 6 + 16 \times 5 + 12 \times 4 + 10 \times 3 + 14 \times 2 + 8 \times 1}{100} = 4.73$$

Appendix-X

Ranking of factors to sales demand by retailer

Factors	No. of retailer			
	4	3	2	1
High sales	10	3	2	0
Attractive adv.	8	4	3	0
Commission	1	3	5	6
Others	3	5	3	4

Calculation of mean

$$\text{Mean}(x) = \frac{fx}{N}$$

Now,

$$\text{High sales}(X) = \frac{10 \times 4 + 3 \times 3 + 2 \times 2}{15} = 3.53$$

$$\text{Attractive adv.}(X) = \frac{8 \times 4 + 4 \times 3 + 3 \times 2}{15} = 3.33$$

$$\text{Commission}(X) = \frac{1 \times 4 + 3 \times 3 + 5 \times 2 + 6 \times 1}{15} = 1.93$$

$$\text{Others}(X) = \frac{3 \times 4 + 5 \times 3 + 3 \times 2 + 4 \times 1}{15} = 2.47$$

Appendix-XI

Retailer ranking of brands for each selling

Brands	No. of respondents							
	8	7	6	5	4	3	2	1
Hetauda	10	3	2	0	0	0	0	0
Jagadambba	8	4	2	1	0	0	0	0
Biswakarma	8	3	3	1	0	0	0	0
Brija	7	3	2	2	1	0	0	0
Gorkha	6	3	4	1	1	0	0	0
Nirman	3	2	3	3	2	2	0	0
Everest	2	4	3	2	2	1	1	0
Trisakti	1	2	2	2	3	3	1	1

Calculation of mean

$$\text{Mean}(x) = \frac{fx}{N}$$

Now,

$$\text{Hetauda}(X) = \frac{10 \times 8 + 3 \times 7 + 2 \times 6}{100} = 7.53$$

$$\text{Jagadambba}(X) = \frac{8 \times 8 + 4 \times 7 + 2 \times 6 + 1 \times 5}{100} = 7.27$$

$$\text{Biswakarma}(X) = \frac{8 \times 8 + 3 \times 7 + 3 \times 6 + 1 \times 5}{100} = 7.20$$

$$\text{Brija}(X) = \frac{7 \times 8 + 3 \times 7 + 2 \times 6 + 2 \times 5 + 1 \times 4}{100} = 6.87$$

$$\text{Gorkha(X)} = \frac{6 \times 8 + 3 \times 7 + 4 \times 6 + 1 \times 5 + 1 \times 4}{100} = 6.80$$

$$\text{Nirman(X)} = \frac{3 \times 8 + 2 \times 7 + 3 \times 6 + 3 \times 5 + 2 \times 4}{100} = 6.13$$

$$\text{Everest(X)} = \frac{2 \times 8 + 4 \times 7 + 3 \times 6 + 2 \times 5 + 2 \times 4 + 2 \times 3}{100} = 5.67$$

$$\text{Trisakti(X)} = \frac{1 \times 8 + 2 \times 7 + 2 \times 6 + 2 \times 5 + 3 \times 4 + 3 \times 3 + 1 \times 2 + 1 \times 1}{100} = 4.53$$