**INTERNSHIP REPORT**

**ON**

**Consumer Behavior and Demand Analysis of Cement Market in Barishal Region:**

**Extensive Research on Olympic Cement Ltd.**

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**Date of Submission: 29th August 2024**

**PROJECT**

**ON**

**Consumer Behavior and Demand Analysis of Cement Market in Barishal Region:**

**Extensive Research on Olympic Cement Ltd.**

**Submitted to**

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**CHAPTER- 1**

# INTRODUCTION

## 1.1 History of Cement Industry in Bangladesh

## 1.2 Prospective of Cement Industry in Bangladesh

## 1.3 Background of the study

## 1.4 Origin of the study

## 1.5 Objectives of the study

## 1.6 Methodology of the study

## 1.7 Scope of the study

## 1.8 Limitations of the study

The main component utilized in the construction business is cement. Consumption of cement is directly correlated with national economic expansion and rising living standards.

According to the Bangladesh Cement Manufacturers Association (BCMA), Bangladesh is now ranked forty-first in the world in terms of cement consumption, but in the next years, the country has a lot of potential. The cement business is growing, and fourteen companies now export cement to other countries. Before the first half of the 1990s, imports supplied almost 95% of Bangladesh's total cement demand (Tuhin, 2019). Over the previous seven years, Bangladesh's annual cement demand quadrupled to 31.1 million metric tons from 14.5 million metric tons, expanding at a CAGR of 11.5% (Bangladesh Cement Industry: Resilient; Better Days Ahead, 2019).

# History of Cement Industry in Bangladesh:

Urbanization rates and development projects in Bangladesh impact cement demand. Unlike some countries, Bangladesh doesn’t have long a history with building materials. During the British Indian rule, the nation's first cement mill was founded in Sylhet, in the northeast, in 1941 under the name "Chattak Cement Factory Ltd" (previously known as Assam Bengal Cement Company Ltd). "Chittagong Cement Clinker and Grinding Factory Ltd," which is currently owned by Heidelberg Cement, was founded in Chittagong in 1973 after the independence of Bangladesh. Bangladesh's need for cement increased rapidly as it attempted to construct infrastructure to support the formed nation. Much cement was needed for bridges, schools, hospitals, and roads. Additional cement plants were established in the early 1990s to meet the growing demand. To fulfill the adhesive requirement, cement was imported from neighboring countries such as Indonesia, China, Malaysia, and India. The lack of limestone in Bangladesh, a key material for cement production, discouraged investors was entering the country's cement market. However, the early 1990s entrepreneurial zeal cleared the path for the development of Bangladesh's cement sector. Numerous cement producers, including Diamond Cement Limited, Meghna Cement Mills Ltd of the Bashundhara Group, and Confidence Cement Ltd, joined the market in the 1990s. Numerous small, medium, and large enterprises entered the market in the 2000s, such as Premier Cement Ltd Heidelberg Cement Bangladesh Ltd, Meghna Group of market's Mir Cement Ltd, and Unique Cement Industries Ltd. Bangladesh's cement industry is supported by a large number of international corporations as well as regional manufacturers.

Bangladesh has accepted BDS EN 197-1:2003 as the Bangladesh Standard; it is based on EN 197-1:22000. The family of common cements, as defined by this Standard, comprises 27 items that fall into one of the five main cement categories listed below:

* CEM 1 Portland cement
* CEM 2 Portland-compound cement
* CEM 3 Blast furnace cement
* CEM 4 Pozzolanic cement
* CEM 5 Composite cement

**1.2 Prospective of Cement Industry in Bangladesh:**

Due to high demand, cement sales are increasing domestically and globally. Ball mills and tube mills were traditionally used in cement production; however, some companies began adopting Polycom technology in the early 2000s. A high-pressure grinding mill using VRM technology, known as Vertical Roller Mill, intrigued industry leaders when introduced after the Polycom system. VRM, a large vertical machine with grinding rollers, processes raw materials for cement production. Additionally, it comprises of a single table that is fed raw materials and rotates due to an electrical motor. It should be noted that Shah Cement Industries Ltd. of Bangladesh just opened the largest vertical roller cement mill in the world, setting a new Guinness World Record.

Only bagged cement, also referred to as a 50 kg bag, was formerly supplied across the nation. Later on, the large cement manufacturers released bulk cement parallel with bag cement, which is currently becoming more and more well-liked. In the last 15 years, the Bangladeshi cement industry significantly impacted event management, advertising, media, customer activation, and other sectors using advanced advertising tools and knowledge-sharing sessions. It is hoped that Bangladesh's population density, increasing life expectancy, rapid economic zone development, substantial investments in majority socioeconomics, agricultural growth, and garment sector success are expected to boost the construction industry, especially the cement sector. Bangladesh is heavily investing in infrastructure, particularly communications, buildings, bridges, and power generation, essential for its goal of becoming a developed nation by 2041. Cement, steel, and electricity are crucial for this development. Bangladeshi cement industry still faces significant obstacles in spite of all the encouraging signs mentioned above. Even though the industry is already oversaturated, the major companies are continuing to grow. These days, a lot of businesses are opening frequently, including Shah Cement, Meghna Group Cement, Anchor Cement, Bashundhara Cement, Crown Cement, and Seven Ring Cement. We can predict that in the upcoming two to three years, major companies' growth plans would cause the current overcapacity to worsen much more.

**1.3 Background of the study:**

This report has been made mandatory in order to be eligible for the internship program. To be able to finish my common-sense training at Olympic Cement Ltd. is an amazing privilege for me. This report is a midway requirement for the BBA Internship Program in the Department of Marketing, University of Barishal. Three months following the establishment of the organizational relationship with Olympic Cement Ltd., it was founded. A broad evaluation of Olympic Cement Ltd. In this study, consumer behavior consumer demand is analyzed.

**1.4 Origin of the study:**

To support my internship report, titled "Olympic Cement Ltd.” Consumer behavior and demand analysis of cement market in Barishal region: extensive research on Olympic Cement Ltd. The purpose of this study was to representing for finishing the BBA program of University of Barishal. This paper will increase the knowledge of other students about Olympus Cement and Anchor Cement. A three-month internship is a requirement for all students enrolled in the University of Barishal's Bachelor of Business Administration (BBA), Department of Marketing. You have to work for a specific firm in order to graduate. At the end of the internship, a report must be submitted under the guidance of an academic supervisor. I finished my internship at Olympic Cement Ltd.'s sales and marketing division. I started my position as an intern on June 11. For the duration of my internship, Dr. Most. Sharmin Sultana Assistant Professor, Department of Marketing, University of Barishal, acted as my academic supervisor. My on-the-job supervisor was Md. Abu Bakar Siddik, Senior Executive (Brand and Research) at Olympic Cement Ltd. He permitted me to present the study's analysis orally and guided me in creating my report. With what little I know; I provide some recommendations that I hope will come in beneficial in the future.

**1.5 Objectives of the study:**

**General objectives:**

This report from an internship is written to help the cement industry in Bangladesh better understand consumer behavior and demand analysis.

**Specific Objectives:**

These are among the key aims of this report:

* To gain first-hand knowledge of working life.
* To determine OCL's competitive advantages and disadvantages when compared to other competitors in this industry.
* To become familiar with the corporate culture.
* Find out greater information about the Barishal region's cement market.
* To get knowledgeable about the strategies cement companies employ to meet customer demand and behavior.
* To understand the consumer behavior about Anchor cement in the cement market.
* To figure out the real demand of cement market customer.

**1.6 Methodology of the study:**

The research is descriptive in nature. These phases, which are explained in the approach, make it clear how to get data or, in certain situations, what to collect. There must be a particular outcome from the calculations. Even yet, methodology does not dictate specific procedures to follow. A lot of thought is paid to the kinds and nature of processes that should be employed in a given circumstance. to accomplish a task or reach a goal. It is the most significant area of the research. It talks about the research's methodology. It is a crucial component of research. It gives an overview of a study. The details of the work plan are listed below:

**Research Question:**

* **Sampling method:**

I employed a non-probability convenience sampling method to gather the data in the research. The corporate office is the Olympic Cement Ltd (Anchor cement branch) on Katpotty, Sadar Road in Barishal.

* **Data collection method:**

Using questionnaires, I gathered data from 50 respondents (dealers, retail outlets, and construction buildings) by asking them questions concerning cement companies. To gather information for my study, I conducted in-person interviews. However, some respondents declined to provide clear information and others didn't want to.

* **Data Analysis and Interpretation:**

For the purpose of data analysis and interpretation, the quantitative technique was generated using the processed data. The report therefore primarily makes use of analytical judgment and critical thinking. Besides there some data analysis techniques:

1. Made use of several tables and charts
2. Generated the results
3. Developed pie chart
4. Made use of multiple programs, including Microsoft Word and Microsoft Excel

**Research Design:**

The research is based on descriptive in nature.

**Sources of data:**

I have acquired both primary and secondary sources of data in order to prepare the report.

1. **Primary sources data:**
2. Question-Based Survey
3. I have conducted group discussions, collected data, mailed questionnaires to selected Officers, and personally discussed business services with a few of them.
4. Work experience in the company's sales and marketing department
5. Face to face discussions with business employees.
6. **Secondary sources of data:**
7. Articles & Publications
8. Olympic Cement Ltd. Prospectus.
9. Journals
10. Olympic Cement Ltd.'s website.
11. Google
12. Olympic Cement employees
13. Examined a number of corporate documents and handouts.

**1.7 Scope of the study:**

This study provides a representation of the Barshal region's cement market. It illustrates how the business handles the competitive environment and influences dealers and constructors. In this report, I've included many operations that take place in Olympic Cement Ltd.'s marketing division. For over 15 years, Olympic Cement Factory Ltd. (Anchor Cement) has been the most popular cement brand in the Barishal region. Modern technology helps to preserve efficiency, and client satisfaction and it is the top focus of the company. I have the got the chance to work for the company and obtain expertise and business knowledge by exploring this. This research helps to evaluate the competition of cement market Barishal Region. I've been able to see what's going on in the cement sector and this study has also helped me comprehend corporate culture.

**1.8** **Limitations of the study:**

While interning at the organization, I faced restrictions accessing corporate data, limiting the information I couldn’t include in the report due to the lack of access to certain papers. Although experienced in various Olympic Cement departments, I gained overall business comprehension without getting deeply into all operations. I also had to deal with the following limitations:

* The website did not provide enough information in in many sectors.
* While surveying, I encountered issues with retailers, dealers, and contractors due to incomplete information provided.
* Publications, books, and magazines are poorly available.
* Every organization keeps trade secrets while collecting data, it chooses not to share information that could harm organizational secrecy.
* There aren't many publications, books, business periodicals, or other sources of market data that are pertinent to my problem with the cement industry.
* There was not always easy access to updated public information.
* Lack of internal data access facilities.
* A short timeline of this study is another limitation.

**CHAPTER- 2**

# LITERATURE REVIEW

**Literature Review:**

Consumer behavior involves individuals or families selecting, purchasing, using, and discarding products or services, influenced by psychological, social, and cultural factors in market interactions. Businesses must grasp consumer behavior to create successful marketing strategies and offer products/services that meet customer demands and desires. By analyzing consumer behavior data, we can predict demand, and make decisions on product design, pricing, marketing, and distribution.

Anjuy Kumar Mishra (2019) assesses the factors that consumers consider while choosing a cement brand. This study emphasizes the factors that are crucial while choosing a brand. When choosing a particular brand to buy, shoppers consider a number of things.

Raji (2007) states that a consumer's behavior is an idea they create when they buy a product. Before making a purchase, consumers gather information. According to Qazzafi (2019), buyers go through a number of stages when deciding what to buy, including identifying a need, gathering information, analyzing their options, making the purchase, and deciding what to buy after that.

Sunantaporn Irinlanda 2018: The purchasing habits of concrete consumers are the main topic of this study. A sample of around 108 applicants is chosen. This study highlights the impact that consumer perception has on actual purchase behavior.

The Jaiswal 2013: This study examines how brand equity affects purchase decisions, focusing on building contractors.

Ghosh and Das (2015) stated that consumers consider brand preferences when selecting cement. They gathered information from 207 participants. To gather information, they employ a survey with questions.

According to Raja and Renganathan (2018), when consumers make a purchase, they highlight factors influencing brand choice and preferences. They use 200 respondents. Quality is the primary factor to consider while selecting different kinds of cement, they determine after studying the ANOVA test.

According to Maity (2014), opinions made by others play a crucial role in cement brand selection. They understand that suggestions from engineers, contractors, and other people have a big influence on cement selection. For the survey, they take fifty samples about retail consumers, and other participants. According to the report, engineers have an impact for choosing the cement brand.

Demand analysis is a business tool that helps determine the needs and wants for a certain good or service. Businesses can use market demand analysis to identify profitable opportunities, determine viable markets, and allocate resources based on client potential.

Philip Kotler: "The total volume that would be purchased by a defined customer group in a defined geographic area within a defined time frame in a defined marketing environment under a defined marketing program is the market demand for the product."

"Market demand has almost exactly the same properties as individual demand," according to John Hicks (1975, p. 34), who was a major contributor to demand theory in the first half of the 20th century, in 1939.

But in the 1950s, William Gorman (1953) and, in a modified version, Paul Samuelson (1956) said that the hypothesis linking independent individual demand theories with total requests was incorrect. It's not viable to use one utility model for both independent customers in a market and individual consumers.

**CHAPTER- 3**

# OVERVIEW OF THE

# ORGANIZATION

## 

## 3.1 History

## 3.2 A Quick Overview of (Olympic Cement) Anchor Cement

## 3.3 Vision, Mission, and Value

## 3.4 Milestones

## 3.5 Products of Olympic Cement

## 3.6 Energy-associated Substation

## 3.7 CSR Campaigns

## 3.8 The Protection and Security

## 3.9 Swot Analysis (Olympic Cement)

## 3.10 Magnificent Project Constructed Using Anchor

## Cement (Olympic Cement)

**3.1 History:**

Olympic Cement Ltd. was founded on July 29, 1999, and is located in Rupatoli, Barishal, on the bank of the Kirtankhola river. Since 1974, Rahman (an associate concern of Olympic Cement Ltd.) has been involved in the import and trading business dealing in cement. In 1999, Rahman Traders involved in industrial investment with cement factory.

Olympic Cement Ltd. is a leading cement manufacturer in Bangladesh. It began their operations on February 18, 2002, as an ISO-certified company, with a daily manufacturing capacity of 800MT. Its second unit expanded by around 800 MT in 2010, and it added another 2400 MT (per day) in 2015, so it can now produce 400 MT every day and management gives so much dedication to provide high-quality cement across the country. "Anchor Cement" is the organization's name. Olympus and Anchor UP are two of Olympic Cement Ltd.'s brands.

At the moment, their plant is equipped with the most the most advanced technology (cyclone separator, O-separator, V-separator, roller press, ball mill, etc.). It is operated by skilled chemists, engineers, and technicians. They are employing this production technique to make the items. A superior quality cement is Anchor Cement. It utilizes a strategy to ensure client satisfaction in an ongoing process of development.

About 10% of Bangladesh's national GDP comes from the construction sector, which is primarily driven by the cement industry. In this road march, "Anchor Cement" has shown to be an effective representation. A powerful product has been manufactured by Anchor Cement in a little period of time. Standing in the domestic market as a result of its superior quality, swift delivery, and first-rate customer support. Because so many individuals use Anchor Cement on a daily basis and the brand is becoming more well-known.

They also launched Olympus Cement as a new brand in 2016. Additionally, its popularity is rising daily. Their "Anchor UP" product is designed especially for tall buildings.

With a strong brand reputation, Anchor Cement is well-known to a large number of general users. People started to use Anchor cement with confidence in a variety of large and small size construction projects. Anchor cement's superior quality, on-time delivery, and excellent customer service allowed it to quickly establish a very strong position in the domestic and international markets.

**3.2 A Quick Overview of Olympic Cement (Anchor Cement):**

|  |  |
| --- | --- |
| Name | Anchor Cement |
| Foundation Year | 11July, 1999 |
| Brand Logo |  |
| CEO & Managing Directors | Julia Rahman |
| Head of Sales & Marketing | Md. Imam Faruk |
| Dhaka Office | Green Grandeur (11th Floor)  58, Kamal Ataturk Avenue, Banani, Dhaka. |
| Barishal Office | Khansons Bhaban  51, Katpatty Road, Barishal |
| Factory | Rupatoli, Barishal |
| Website | www.olympiccement.com |
| Email | [**headoffice@olympiccement.com**](mailto:headoffice@olympiccement.com)  [**corporateoffice@olympiccement.com**](mailto:corporateoffice@olympiccement.com)  [**factory@olympiccement.com**](mailto:factory@olympiccement.com) |
| Mobile Number | +880 1711 327 705 |
| Status | Private Limited Company |
| Silo | 04 Silo, Capacity – 2100MT |
| Man Pawer | 250 permanent, 50 Casual, 40 semi- skilled Labor |
| Total Unit | Three Units |
| Plant Capacity | 4000MT (Per Day) |
| Industry | Cement |

**3.3 Vision, Mission, and Value:**

**Vision:**

* To leave behind a sustainable planet for coming generations.
* To build a satisfied customer base.

**Mission:**

* Supporting Bangladesh's growth as a top-tier cement producer globally.
* Quality is their constant focus while using evolving technologies.

**Value:**

* Honesty, duty of care, and passion.

**3.4 Milestones:**

In order to advance a sustainable future, their job entails figuring out how to increase production and efficiency. These years that followed demonstrated their growth and accomplishments:

|  |  |  |
| --- | --- | --- |
| Activities | Achievement | Years |
| Daily production capacity | 4,000MT. | 2018 |
| Daily production capacity | 4000MT. | 2019 |
| The official start of the third unit, which has a daily output capacity | 4,000Mt. | 2016 |
| Exports | Begun in India | 2015 |
| Commercial operation | With a daily output capacity of 800MT. | Begun in 2002 |
| Private Limited Business |  | Formation in 1999 |
| "Rahman Traders" began importing cement |  | 1974 |

**3.5 Products of Olympic Cement:**

The European Standard Method is used by the firm to manufacture its products (ESTM). Olympic Cement. offers High quality cement to the customers. Additionally, they are among the few companies in Bangladesh who use European technology and equipment in their operations. A devoted group oversees the quality of each production batch. Right now, they have these kinds of cement available:

1. Ordinary Portland Cement (OPC)
2. Portland Composite Cement (PCC)
3. Portland Pozzolana Cement (PPC

**Additional Products and services:**

1. Olympus Cement
2. Olympic Fiber Limited
3. Olympic properties limited
4. Hotel Park Juliet Kuakata
5. Olympic shipping Lines
6. Olympic Agro Limited
7. Sunflower Corporation, money changer
8. Promosom Rice Mill
9. Rahman Traders
10. Khan Enterprise
11. R.K Transport

**3.6 Energy-associated Substation:**

To start the continuous production process, they have their own cutting- edge 33/11 KV power substation. where they regularly obtain hassle-free, dependable electricity supply from the grid nationwide. As a result, they can swiftly meet the wants of their devoted customers by providing them with cement.

**3.7 CSR Campaigns:**

Olympic Cement Ltd. recognizes the importance of Corporate Social Responsibility (CSR) and understands that exceptional business practices require an effective CSR program for generating significant interest.

Olympic Cement Company has currently contributed to these following initiates:

* Free health center
* Merit-based scholarships
* Full monitoring and funding support for several educational establishments (colleges and schools)
* Skill development program
* Recreation & Arts
* Making financial contributions to charities
* Plant trees
* Provide employment opportunities for physical disabilities people

**3.8 The Protection and Security:**

Their closed-circuit technologies prevent air pollution. Regular air SRM tests are done quarterly around the facility. They can handle fire incidents with their firefighting equipment and trained staff. Safety preparations should be made.

**3.9 Swot Analysis (Olympic Cement):**

The list shows the details Olympic Cement Company's internal and external environments, strengths, weaknesses, opportunities, and threats:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sl.No. | Strengths | Weaknesses | Opportunities | Threats |
| 1 | Newly developed concrete structures | Absence of market share. | Local markets are dominant. | Increased competition  from both new  and existing rival |
| 2 | Distribution network. (Olympic Cement Ltd.) | Intense heat. | Export potential to international markets. | Production Prices are increasing daily. |
| 3 | Cement instantly freezes | Inadequate transportation alternatives for the north zone | Increase in the retail outlets and merchants. | Reduced sales and output due to COVID-19. |
| 4 | Easy for use | Gradual material cracking. | The growth of jobs. |  |
| 5 | Extreme resistance to chemical | Poor protection against an attack by chlorine. | Increased productivity and earnings |  |
| 6 | Incredibly strong and impervious. |  | Ideal for construction projects in Bangladesh's climate. |  |
| 7 | Nice management framework. |  |  |  |
| 8 | Economical production management. |  |  |  |
| 9 | The optimum atmosphere and surrounds. |  |  |  |
| 10 | Dependable support via the channel. |  |  |  |

**3.10 Magnificent Project Constructed Using Anchor Cement (Olympic Cement):**

1. Building of Bangladesh Bank, Barishal
2. Building of Judge Court, Barishal.
3. University of Barishal.
4. BKSP Building, Barishal.
5. LGED Building, Barishal.
6. Cumilla Medical College, Cumilla.
7. Rangpur Medical College, Rangpur.
8. Administration Building Of RAB-8 ,Barishal.
9. Extension Project of Dental Department (Shre-E-Bangla Medical College & Hospital, Barishal).
10. Water Surface Treatment plant Beltala & Rupatoli, Barishal.
11. Many cyclone shelters provided by the Disaster Management and Relief Ministry of Bangladesh and the Japan International Corporation System.
12. Currently, Anchor Brands are firmly employed by all government departments in Bangladesh, including LGED, PWD, RHD PDB, etc.

**CHAPTER- 4**

# JOB DESCRIPTION

## 4.1 Work Experience

## 4.2 Particular Kinds of Job Duties

## 4.3 Observation and Recommendation for Improvement

**4.1 Work Experience:**

I served as intern as an Olympic Cement Ltd. I had a variety of jobs here, including visiting factories, conducting market research, and working in the promotional department. I've picked up a lot of knowledge during my internship program. Upon my initial jobs, I had the opportunity to get insight into the company by being assigned to a different department and having conversations with other corporate staff members about their different roles. They instruct me with extensive and polite instruction on business operations and corporate culture. Nearly every duty I have some linkage to the sales and marketing department. The responsibilities of every department are listed below:

1. I gained experience handling everything under monitoring.
2. Prior to starting work here, I had little knowledge about firm management. But now I discovered it.
3. Working in a market taught me about the actual state of the industry.
4. I obtain data regarding different customer responses to cement purchases as well as data regarding dealers selling different brands of cement in different quantities.
5. I gather data regarding the majority of the Barishal region's outlets.

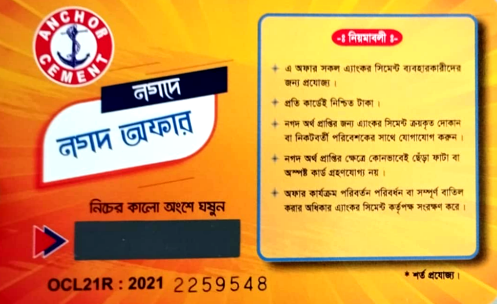
**4.2 Particular Kinds of Job Duties:**

I got the chance to work with the sales and marketing department on the following particular tasks:

* **Optimizing the Offer:**

This business consistently offers incentives and special offers for dealers and merchants to increase sales. This task was given to me to learn more about the different offers they give to the retailer and dealer. I recorded the cement bags that retailers and dealers had ordered to determine which retailer or dealer was eligible for this offer. I took information from the dealers and retailers and I entry that information in the excel spreadsheet.

Recently, this firm lunch an offer (Nagad offer) for the masons. They give the scratch card inside cement bag. I also perform the job with my supervisor.

* **Managing orders from customers:**

My duties were to receive the order amount, over the phone with the salesperson. My task was challenging as I had to call the executive to ask for the order quantity and to encourage them to boost sales.

* **Handling sales calls from salesperson:**

This portion of the task was essential. In this section, my staff and I handle numerous phone calls from customers with complaints and feedback. The relationship between the company and the customer was harmed if I couldn't handle customers. Here, my teammates help a lot.

**Apar from those work, I also performed in the field section at Barishial region:**

* I made visits to the majority of the cement outlets in Barishal City Corporation.
* I interacted with a variety of the people during field work.
* I took information from dealers and retailers in face to face.
* I deal directly with customers,
* I visited in the construction building and I collected information from owners, constructor & masons.

**4.3 Observation And Recommendation for Improvement:**

It was a pleasure working with Olympic Cement Company during the period I worked there. I learned a lot by working with them. They provide me information on working for firms and demonstrate how I handle a task for the organization. But while I was working with them, I learned about several significant business aspects. I would want to provide some ideas that I believe will help them raise the bar for corporate quality in the future. Here are some important notes and suggestions:

**Conducting research and field inquiries:**

The firm has limited research. They should do the research in some sectors like as consumer buying behavior, financial analysis. Besides, more fieldwork is needed for Olympic Cement Ltd. They will therefore get more data from dealers and customers.

**Promotional related task:**

I was not satisfied with advertising activities Olympic Cement Ltd. Many people don’t know about their advertising activities. They can increase advertising activities like celebrity endorsement, social media advertising etc.

**Boost internet access in the workplace:**

The office's internet capabilities are inadequate. They ought to be concerned about it as they can increase Wireless fidelities speed.

**Upgrade the content of the website:**

There is little information on Olympic Cement Ltd.’s website. They need enhance this information. So, people get better understand of this organization.

**Recommendation:**

As a marketing student, I think they should focus more on the consumers. They must understand what the customer actually wants from the product in the end. By focusing on the needs of the end user, businesses may increase sales. To increase productivity and gain a competitive edge, I advise them to focus on merchants, dealers, or other consumers.

**CHAPTER- 5**

# PROJECT PART

## 5.1 Introduction

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**5.1 Introduction:**

The choices and actions that individuals or households make while selecting, purchasing, utilizing, and discarding a good or service is called consumer behavior. Consumer buying behavior was first invented in 1950- 1960. The initial customer decision-model was created by Howard. Howard and Sheth developed on this concept in 1969, creating the "Theory of Buyer Behavior."

For organizations, understanding customer behavior and market demand analysis is very essential for marketers as it enables them to more effectively relate to what customers demand. Consider how many (purchasing) decisions we make on a daily basis; how much consideration do we actually take during purchase? Whether marketers are made on autopilot or not, our decisions remain marketers up at night.

Businesses can refine marketing strategies to effectively engage customers by gathering insights on factors like individual preferences, social influences, cultural norms, and economic variables influencing customer decisions. Consumer behavior and demand analysis integrates ideas from various fields like economics, chemistry, biology, and psychology. It uses psychological concepts to understand how personal motives and attitudes affect consumer decisions. Biological factors such as sensory perceptions also impact consumption behavior. Economic theories help explain how customers allocate resources among competing demands, aiding firms in setting prices and product placement. When a consumer tries to make a purchase, their choice may alter. Consumer tastes and preferences have shifted throughout time.

Customers are crucial for businesses, as their purchases and use of goods can increase sales (Khaniwale 2015). Overall, I can say, understanding consumer purchasing behavior is key for companies to comprehend customer decisions, predict patterns, adapt to changing preferences, and stay competitive in the market.

Olympic Cement Ltd. focuses on understanding customer purchasing patterns and market demand aiming to satisfy them. They analyze consumer purchase behaviors, considering demographics and prices that impact cement buying decisions.

**5.2 The Significance of Consumer Purchase Behavior:**

Consumer purchasing behavior is quite significant. These are:

* **Gaining consumer insights:** Studying consumer behavior reveals valuable insights into our target market's needs, wants, and preferences.
* **Efficient Techniques for Marketing:** Understanding consumer purchase decisions helps businesses develop effective marketing strategies.
* **Invention and Product Development:** Studying consumer behavior helps find market gaps for product development.
* **Competitive edge:** By staying informed about consumer trends, we can predict market changes, outsmart competitors, and position our brand.
* **Customer Interaction and Retention:** By establishing trust and understanding, organizations can keep long-term relationships and advocacy.
  1. **Four Types of Consumer Buying Behavior:**

1. **Complex Buying Behavior**: Buying a big or expensive item like a new car might involve complex behavior. Since new car purchases are rare, we are likely to research and seek opinions before deciding.
2. **Dissonance Reducing Buying Behavior:** When we're highly committed to a purchase but see little difference between brands (ceramic tile).
3. **Habitual Buying Behavior:** Customers typically purchase items regularly with minimal consideration, spending little time selecting specific brands or products (organic milk).
4. **Variety-Seeking Buying Behavior:** Because brand change is common, it has the lowest customer participation. We just want to try something different, if we weren't dissatisfied with our previous purchase.
   1. **Consumer Buying Decision-Making Process Stages:**

**Stage 1: Need recognition** The consumer is aware of their demand at this point.

**Stage 2: Information and Alternatives** Search During this stage, buyers discover competing brands, then research them from various sources to find items that meet their needs.

**Stage 3: Evaluation of Alternatives** Here, the customer evaluates the benefits and drawbacks of the selected options.

**Stage 4: Purchase Decision** The consumer makes their decision to buy goods or brands at this point. Consumers make purchasing decisions based on their evaluation.

**Stage 5: Post Purchase Behavior** Post-purchase behavior includes customer reactions after a purchase, satisfaction levels, repeat purchase and willingness to recommend the brand. Consumer satisfaction depends on product meeting needs; dissatisfaction arises if needs unmet; exceeding expectations results in consumer delight.

**5 .5 Factors Influencing the Purchasing Behavior of Consumers in the Cement Market:**

The purchasing habits of consumers shifting daily as a result of several factors. Buyer behavior is influenced by a number of things. These are the elements that influence customers to decide buying decisions:

* **Geographic factors:**

Geographic factors have a great impact on cement industry. Being close to rivers or limestone mines is advantageous for businesses. Transportation ease is a benefit.

* **Price:**

One of the considerations for consumers while making purchases is price. In Bangladesh Consumers consider price when making purchases, including for cement. They opt to buy cement if the price is appealing to them. Like as, compared to other cement companies, Olympic Cement Ltd. offers more affordable prices.

* **Perception of Brand:**

Brand reputation is crucial for homeowners without technical expertise to distinguish cement brands; they often depend on established brands

* **Quality of Product**:

For both retailers, dealers and building corporations, this is an important consideration. Everyone is looking for cement that is Strong and long-lasting. Compared to other cement businesses, Olympic Cement Ltd. offers higher quality. Olympic Cement Ltd makes an effort to keep standards high. Customers select Olympic cement for building because the entire production process is well-maintained.

* **Services:**

Cement companies aim for top-notch customer service, fostering strong connections. Customers prefer Olympic Cement for its good service, making it their go-to choose for purchases.

* **Reference Group and Social Groups:**

Homeowners may opt for a cement brand based on advice from friends, family, or contractors.

* **Promotional Tools:**

Promotional activities like advertising, sales promotions, billboards, and online ads influence consumer purchase decisions.

**5.6 Impact of Branding on Consumer Buying Behavior of Cement Market :**

A brand distinguishes itself with its idea and symbol. Branding plays a crucial role in consumer choice by directly influencing purchasing decisions based on personal preferences. By increasing people's like and confidence in a brand, brand marketing influences customer behavior. Businesses may build consumer trust and a strong brand image by showcasing their products through advertisements, promotions, and great customer experiences. Customers are also prepared to pay more for brands they believe to be of greater quality or worth, thus businesses that have a strong brand identity may charge premium rates for their goods and services. Branding impacts purchase decisions in the short term and opens up chances for long-term development in sales and market share by establishing a favorable relationship with customers.

**5.7 Demand Analysis of Cement Market:**

Demand analysis helps organizations make well-informed decisions about product investments based on customer demands by investigating and evaluating consumer demand to establish pricing plans and sales methods. Businesses may successfully allocate resources for profitable projects by comprehending client preferences. A new business may quickly determine whether there is a sizable market for the product it offers and learn about the number of rivals, industry growth, and other relevant factors. Entrepreneurs may identify the primary business sectors with the most demand by utilizing demand analysis. People may select a certain cement brand above others as a result, develop an emotional bond with it, and wish to make repeat purchases from it. By highlighting their unique qualities, brands may also help businesses differentiate themselves from the competition.

**5.8 Objective of the Demand Analysis:**

* Assessing the reaction of consumers to a product
* Developing a Policy for Pricing
* Predicting sales
* Putting in place a manufacturing policy

**5.9 Importance of Demand Analysis:**

* **Gaining Market Insights:** Demand research provides valuable insights on consumer behavior, preferences, and market trends.
* **Pricing Strategy:** Demand analysis considers customer willingness to pay, costs, and competition for profit optimization.
* **Development of Product:** Analyzing demand informs about product development to meet market needs.
* **Long-Term Relationship:** To Bulding a long term relationship with customer marketers need to market analysis.

**5.10 How to Conduct a Demand Analysis:**

* **Step 1: Define the Market:**

When defining your market, consider who you are selling to, their budget, and current spending habits. Quantitative analysis is as important as personas or audiences. Explore secondary markets for more insights on product demand.

* **Step 2: Evaluate the Bussiness Cycle:**

Analyzing the market and its life cycle are crucial. Determine the market stability: mature and stable, declining, or growing?

* **Step 3: Identy the market niche:**

Your target market segment is the perfect place to offer your services, aligning with both tangible offerings and core values.

* **Stage 4: Find out the market's potential for growth:**

Now that you have current data, let's look forward by first exploring the market's history, including competitor market share, key events, influential products, and related market trends.

* **Stage 5: Identify your competitors:**

Your competitors are likely analyzing product demand and planning new product launches to boost market share. Study their past launches, sales numbers, and customer reception for insights.

**CHAPTER 6**

# DATA ANALYSIS &

# FINDINGS

## 6.1 Data Analysis of Retailers & Dealers

## 6.2 Data Analysis of Constructions Buildings

## 6.3 Major Findings

**Data Analysis:** For better understand consumer behavior & and consumer demand, I’ve conducted data analys of retailers/dealers & construction buildings(owners) in Barishal region. And from both sides I’ve collected 50 samples.

**6.1. Data Analysis of Retailers & Dealers:**

**1) How long have you been in business?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **How long have you been in business?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 0-10 years | 20 | 40.0 | 40.0 | 40.0 |
| 10-30 years | 18 | 36.0 | 36.0 | 76.0 |
| 31-50 years | 7 | 14.0 | 14.0 | 90.0 |
| More than 50 years | 5 | 10.0 | 10.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

Figure Distribution of business duration.

**Interpretation:**

20 respondents out of 50 respondents have been in business in 1-10 years. Besides, business age of 18 respondents are 10-30 years, 7 respondents are 31-50 years, and 5 respondents are more than 50 years.

* + 1. **Which cement brand are you selling?**

**Graphical Representation**

Figure Leading cement brand in Barishal.

**Interpretation:**

Among fifty respondents (retailers/dealers) of Barishal region, primarily most of the retailers/ dealers sell more than one brand of cement. They give most priority to Anchor Cement, they things it is the mother brand of Barishal. Among 50 responds sell 70% Anchor Cement, 45% Seven Rings Cement, 30% Shah Cement, 20% Scan Cement & 10% others brand.

**3) Which factors do consumer consider while selecting brand of cement?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Which factors do consumer consider while selecting brand of cement?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Price | 14 | 28.0 | 28.0 | 28.0 |
| Brand Image | 14 | 28.0 | 28.0 | 56.0 |
| Quality | 16 | 32.0 | 32.0 | 88.0 |
| Availability | 6 | 12.0 | 12.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

Figure Consumer priorities in cement brand selection.

**Interpretation:**

Among 50 respondents (retailers/dealers) 28% respondents said price, 28% said quality, 32% said brand image and 12% said, consumer consider availability when they came to buy cement at retail/ dealer store.

1. **Are you satisfied with the current pricing of cement in Bangladesh?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Are you satisfied with the current pricing of cement in Bangladesh?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Disagree | 2 | 4.0 | 4.0 | 4.0 |
| Disagree | 2 | 4.0 | 4.0 | 8.0 |
| Neutral | 15 | 30.0 | 30.0 | 38.0 |
| Agree | 24 | 48.0 | 48.0 | 86.0 |
| Strongly Agree | 7 | 14.0 | 14.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

Figure Consumer Satisfaction with cement pricing of Bangladesh.

**Interpretation:**

Out of 50 respondents 4% strongly disagree, disagree 4%, neutral 30%, agree 48% and 14% are strongly agree with the current pricing of cement of Bangladesh.

**5) Which kind of gifts does the customer most prefer?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Which kind of gifts does the customer most prefer?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | T- Shirt | 14 | 28.0 | 28.0 | 28.0 |
| Grocery Items | 10 | 20.0 | 20.0 | 48.0 |
| Notebook | 13 | 26.0 | 26.0 | 74.0 |
| Calendar | 13 | 26.0 | 26.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

Figure Consumer preference on gift items.

**Interpretation:**

When retailers/dealers were asked about consumer gifts preferences 28% retailers/dealers said t-shirt, 20% said grocery items, 26% said notebook and 26% said calender.

**6) Are the transporation costs covered by the company or are you responsible for it?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Are the transporation costs covered by the company or are you responsible for it?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Company | 33 | 66.0 | 66.0 | 66.0 |
| The Dealer/ Retailer himself | 17 | 34.0 | 34.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

Figure Distribution of responsibility of transportation cost.

**Interpretation:**

Out of 50 respondents 34% of the respondents transportation cost are borne by the company and 66% respondents bear the cost themeselves.

1. **Which of the following brands of cement do you prefer most?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Which of the following brands of cement do you prefer most?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Anchor | 14 | `28.0 | 28.0 | 28.0 |
| Shah | 12 | 24.0 | 24.0 | 52.0 |
| Scan | 10 | 20.0 | 20.0 | 72.0 |
| Seven Rings | 8 | 16.0 | 16.0 | 88.0 |
| Others | 6 | 12.0 | 12.0 | 100 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

Figure Most preferred brand of cement by retailers/dealers.

**Interpretation:**

Among 50 respondents, 28% of the respondents most preferred Anchor cement. Besides, Shah 24%, Scan 20%, Seven Rings 16% & 15% retailers/dealers are preferred others cement.

1. **Is the carrying charges affect the purchase of cement?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Is the carrying charges affect the purchase of cement?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Disagree | 0 | 0.0 | 0.0 | 0.0 |
| Disagree | 0 | 0.0 | 0.0 | 0.0 |
| Neutral | 8 | 16.0 | 16.0 | 16.0 |
| Agree | 33 | 66.0 | 66.0 | 82.0 |
| Strongly Agree | 9 | 18.0 | 18.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

Figure The impact of carrying charge on cement purchase.

**Interpretation:**

Among 50 respondents 0% respondents are strongly disagree and disagree, neutral 16%, 66% agree & 18% strongly that carrying charge affecting on the purchase of cement.

1. **Who is the main Purchaser of cement?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Who is the main Purchaser of cement?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Builders | 13 | 26.0 | 26.0 | 26.0 |
| Contractors | 12 | 24.0 | 24.0 | 50.0 |
| Homeowners | 25 | 50.0 | 50.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

Figure Main purchaser of cement.

**Interpretation:**

The main purchaser of cement are 26% builders, 24% contractors, & 50% homeowners.

1. **Do you think that market coverage attacks the customers?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Do you think that market coverage attacks the customers?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Disagree | 0 | 0.0 | 0.0 | 0.0 |
| Disagree | 0 | 0.0 | 0.0 | 0.0 |
| Neutral | 9 | 18.0 | 18.0 | 18.0 |
| Agree | 26 | 52.0 | 52.0 | 70.0 |
| Strongly Agree | 15 | 30.0 | 30.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

Figure Retailer/ Dealers thinking about market coverage.

**Interpretation:**

0% are strongly disagree, 0% are disagree, 18% are neutral, 52% are agree, 30% are strongly agree that that market coverage attract the customers.

* 1. **Data Analysis of Constructions Buildings:**

1. **How many floors of the building is in progress?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **How many floors of the building is in progress?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1-5th floors | 24 | 48.0 | 48.0 | 48.0 |
| 6-10th floors | 20 | 40.0 | 40.0 | 88.0 |
| More than 10th floors | 6 | 12.0 | 12.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical representation**

**Interpretation:**

Among 50 respondents I have founded that 1- 5th floors are 48%, 6- 10th floors are 40% & 12% more than 10th floors are in progress.

1. **Which brand of cement do you use?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Which brand of cement do you use?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Anchor | 13 | 26.0 | 26.0 | 26.0 |
| Shah | 9 | 18.0 | 18.0 | 44.0 |
| Scan | 9 | 18.0 | 18.0 | 62.0 |
| Seven Rings | 10 | 20.0 | 20.0 | 82.0 |
| Others | 9 | 18.0 | 18.0 | 100 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical representation:**

**Interpretation:**

Among 50 respondents of 26% uses Anchor Cement. 18% uses Shah & Scan, 20% uses Seven Rings & 16% uses others brands of cement.

1. **How many bags of cement do you buy at a time?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **How many bags of cement do consumers buy at a time?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | More than 300 bags | 8 | 16.0 | 16.0 | 16.0 |
| 200 to 300 bags | 15 | 30.0 | 30.0 | 46.0 |
| Less than 200 bags | 27 | 54.0 | 54.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

**Interpretation:**

Among 50 respondents 16% respondents buys more than 300 bags, 30% buys 200-300 bags & 54% buys less than at a time.

1. **How much cement does it take to finish a floor?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **How much cement does it take to finish a floor?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 200-400 Bags | 5 | 10.0 | 10.0 | 10.0 |
| 500-700 Bags | 20 | 40.0 | 40.0 | 50.0 |
| 800-1000 Bags | 18 | 36.0 | 36.0 | 86.0 |
| More than 1000 Bags | 7 | 14.0 | 14.0 | 100 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

**Interpretation:**

Among 50 respondents 10% owners uses 200-400 bags, 40% uses 500-700 bags, 36% uses 800-1000 bags & 14% owners uses more than 1000 bags.

1. **Whom do you prefer before selecting brand of cement?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Whom do you prefer before selecting brand of cement?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Retailers/dealers | 12 | 24.0 | 24.0 | 24.0 |
| Family/friends | 18 | 36.0 | 36.0 | 60.0 |
| Engineer/architecture | 20 | 40.0 | 40.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

**Interpretation:**

Among 50 respondents 24% respondents prefer retailers/dealers, 36% prefer family/friends & 40% prefer engineer/ architecture.

1. **Which factors do you consider while selecting brand of cement?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Which factors do consumer consider while selecting brand of cement?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Price | 13 | 26.0 | 26.0 | 26.0 |
| Quality | 17 | 34.0 | 34.0 | 60.0 |
| Brand Image | 14 | 28.0 | 38.0 | 88.0 |
| Availability | 6 | 12.0 | 12.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

**Interpretation:**

Among 50 respondents 26% consider price, 30% consider quality, 30% consider brand image & 14% consider availability while slecting brad of cement.

1. **Which advertising media influence you most before selecting brand of cement?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Which advertising media influence you most before selecting brand of cement?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TV/Radio | 13 | 26.0 | 26.0 | 26.0 |
| Newspapers/Magazines | 9 | 18.0 | 18.0 | 48.0 |
| Posters/Bill-boards | 12 | 24.0 | 24.0 | 72.0 |
| Social media (Facebook, Instagram, YouTube) | 16 | 32.0 | 32.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Graphical Representation**

**Interpretation:**

26% respondents said TV/radio, 22% said newspapers/ magazines, 24% said poster/bill-boards & 28% said social media, when respondents were asked about which media influence them most.

**6.3 Major Findings:**

To understand consumer behavior & and consumer demand of Olympic Cement Ltd. I’ve conducted a survey of retailers/dealers & construction buildings(owners) in Barishal region. Findings from the survey include:

1. In Barishal, maximum retailers/dealers have been in business for 1-10 and 10-20 years. Anchor cement is largely sold by them.
2. Homeowners is the main purchaser of cement than builders & contractors.
3. Consumers gives highest priority to products quality and brand image for selecting brand of cement.
4. Consumer prefers OPC for building foundation & PCC for plaster & brick wall.
5. Consumers are satisfied with the current pricing of cement.
6. Consumers prefer family/friends & architecture rather than retailers/dealers before selecting brand of cement.
7. Sales promotion and gift-giving (t-shirts, notebook) motivate customers to make more purchases.
8. With advertising tools like social media, celebrity endorsement, TV & billboards especially influential in encouraging consumer purchases.
9. There are variations in price between organizations and dealers.
10. The size of demand passes the production scale.
11. Covering transportation costs by the company can impress dealers and retailers positively.
12. Maximum consumers buy less than 200 hundred bags cement at a time.
13. Most buyers needed 500-1000 bags to finish a floor.
14. Maintaining competition and a robust distribution network are crucial for current market players to retain their market share.

**Chapter 7**

# RECOMMNDATION &

# CONCLUSION

**7.1 Recommendation:**

1. Anchor Cement is not preferred by consumers in large-scale construction projects. The organization should concentrate more on here.
2. Draw a map of the customer journey from awareness to purchase, and note touchpoints and engagement opportunities.
3. By offering various services (free delivery, decorating shop etc.), they have to develop long-term relationship with retailers/dealers.
4. A new branding campaign can raise brand awareness by launching fresh banners and posters because limited branding and advertising practices exist here & existing panels and banners offer little visibility.
5. Analyze competitors' positioning, target market, and marketing strategies to identify gaps & opportunities for differentiation.
6. In order to comprehend consumer needs, preferences & factors influencing on consumer behavior they must concentrate more on specific customer segments & conduct specific research.

For example:

* + - * **Consumers:** Homeowners, contractors, builders.
      * **Intermediaries:** Retailers, dealers, distributors
      * **Influencers:** Architects, engineer, masons

1. For better engagement, they need to focus more on boosting their Facebook pages for social media marketing.
2. Celebrity endorsements can help them with their branding activities.
3. To comprehend consumer behavior & demand Insightly they can routinely gather consumer’s feedback.
4. Overall, they should assess what customers expect from them.

**7.2 Conclusion:**

Olympic Cement Ltd. is an established company in Bangladesh.  It has developed into a remarkable firm recently, despite the competition. After three months, I finished my internship at Olympic Cement Ltd. (Anchor Cement Ltd.). in Barishal branch. The main goal of the study is to comprehended consumer buying behavior & consumer demand of Olympic Cement Ltd. Furthermore, determine which factors effect consumer demand consumer buying behavior. The study has some limitations, including duration of time and absence of useful information etc. There is more information on the consumers buying behavior & consumer demand analysis, despite the limitation. Olympic Cement Ltd provides the highest possible customer service. They make an effort to meet consumer requirements. Their goal is to leave behind a sustainable planet for next generations. They make an effort to uphold consistency in quality.

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**Appendix**

**Consumer Behavior and Demand Analysis of Cement Market**

Dear Respondents,

I’m Md. Mahian Kabir and I attend the University of Barishal (Department of Marketing). I currently work as an intern at Olympic Cement Ltd. In order to compile the internship report, I am conducting a survey. To complete the survey, I need some information. Kindly provide your insightful response for the survey.

**Research Questionnaire for Retailers and Dealers**

|  |  |
| --- | --- |
| **Outlet Name:** |  |
| **Owner’s Name:** |  |
| **Contact No.** |  |
| **Address:** |  |

1. **How long have you been in business?**

* 0-10 years
* 10-30 years
* 31-50 years
* More than 50 years

1. **Which cement brand are you selling?**

* Anchor
* Shah
* Scan
* Seven Rings
* Others

1. **Which factors do consumer consider while selecting brand of cement?**

* Price
* Brand Image
* Quality
* Availability

1. **Are you satisfied with the current pricing of cement in Bangladesh?**

* Strongly Disagree
* Disagree
* Neutral
* Agree
* Strongly Agree

1. **Which kind of gifts does the customer most prefer?**

* T- Shirt
* Grocery Items
* Notebook
* Calendar

1. **Are the transporation costs covered by the company or are you responsible for it?**

* Company
* The Dealer/ Retailer himself

1. **Which of the following brands of cement do you prefer most?**

* Anchor
* Shah
* Scan
* Seven Rings
* Others

1. **Is the carrying charges affect the purchase of cement?**

* Strongly Disagree
* Disagree
* Neutral
* Agree
* Strongly Agree

1. **Who is the main Purchaser of cement?**

* Builders
* Contractors
* Homeowners

1. **Do you think that market coverage attacks the customers?**

* Strongly Disagree
* Disagree
* Neutral
* Agree
* Strongly Agree

**Research Questionnaire of Constructions Buildings**

|  |  |
| --- | --- |
| **Building Name:** |  |
| **Owner’s Name:** |  |
| **Contact No.** |  |
| **Address:** |  |

1. **How many floors of the building is in progress?**

* 1-5th floors
* 6-10th floors
* More than 10th floors

1. **Which brand of cement do you use?**

* Anchor
* Shah
* Scan
* Seven Rings
* Others

1. **How many bags of cement do consumers buy at a time?**

* More than 300 bags
* 200 to 300 bags
* Less than 200 bags

1. **How much cement does it take to finish a floor?**

* 200-400 Bags
* 500-700 Bags
* 800-1000 Bags
* More than 1000 Bags

1. **Whom do you prefer before selecting brand of cement?**

* Retailers/dealers
* Family/friends
* Engineer/architecture

1. **Which factors do you consider while selecting brand of cement?**

* Price
* Quality
* Brand Image
* Availability

1. **Which advertising media influence you most before selecting brand of cement?**

* TV/Radio
* Newspapers/Magazines
* Posters/Bill-boards
* Social media (Facebook, Instagram, YouTube)