DECODING THE DYNAMICS OF CUSTOMER PREFERENCE IN THE COMPETITIVE MARKET FOR THE BRANDED CEMENT PRODUCTS IN WEST BENGAL

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Abstract
The present paper is an attempt to understand the various dynamics related to customer preference for branded cement in the competitive market. For the purpose of study the selected areas of urban, semi-urban and rural areas considered in the West Bengal. Initially 16, variables were identified. However, after conducting pilot study of 42 respondents the variables were restricted to 12 only. In overall 438 questionnaires were distributed, however after finally 152 responses only received. The rate of response is 35% only. It is found that irrespective of the demographic back ground the participants know about various internal dynamics related to branded cement products and believes the ultimate at the end of the day the mason and retailer’s plays important role for purchasing decision.

Key words- customer preference, market, cement products, branding