

## **CERTIFICATE FROM THE INSTITUTE**

This is to certify that the Project Report titled **“To study Consumer’s Behaviour on Ambuja Cement in West Delhi region”**, is a bonafide work carried out by Mr. Rahul Singh of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head

Seal of Head

Place:

Date:

## DECLARATION

I Rahul Singh, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Final Semester Dissertation Report on **“To Study Consumer’s Behaviour on Ambuja Cement in West Delhi region”** submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Rahul Singh

Place: Delhi

Date:

## ACKNOWLEDGEMENT

It is well-established fact that behind every achievement lays an unfathomable sea of gratitude to those who have extended their support and without whom the dissertation would never have come into existence.

I express my gratitude to **Delhi School of Management, Delhi Technological University** for providing me an opportunity to work on this dissertation as a part of the curriculum.

I wish to express my sincere gratitude to my project guide **Dr. Rajan Yadav** under whose guidance the study was undertaken. Without his guidance at each stage of the project study, the task could not have been accomplished.

Also I wish to thank Mr. Ankit Chopra for his help & all the respondents who gave me some of their valuable time to fill up the questionnaires, without which the project study wouldn't have been a success.

## **EXECUTIVE SUMMARY**

The project is based on identifying and analyzing consumer behavior in buying cement in west region of Delhi with special focus on Ambuja cement.

For this purpose we first observed the marketing strategies of various companies involved in cement industry. The relationship of these companies with masons and builders and the strategies they adopted to promote their brand name. This study also explored the basic behavior of consumer towards such brands. This study tried to identify factors which governed the behavior of consumer towards such brands. The external and internal factors which have a direct bearing on the buying behavior of consumer are carefully examined.

This research is based on both primary and secondary data. Primary data was collected through questionnaire survey. Based on the careful analysis of this data we came to some useful conclusion. All this research gave us some useful insights that might help cement companies to improve their strategy to target a wider range of customers.

# TABLE OF CONTENT

1. Introduction .....	1-21
1.1 Introduction of the Project.....	1
1.2 Objectives of the study .....	21
2. Literature Review.....	22-23
3. Methodology.....	24-27
4. Data Analysis.....	28-40
4.1 Data analysis.....	22-40
4.2 Findings and Recommendations .....	37
4.3 Limitations of the study.....	39
4.4 Suggestions .....	40
5. Bibliography.....	41
6. Annexure.....	42-43