

A STUDY ON CONSUMER PERCEPTION AND PREFERENCE OF GRANITES STONE IN TENKASI DISTRICT

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Abstract:

A business foundation is its customers. Marketers need to be very aware of what consumers see, think, like and buy in order to fine-tune their offers and achieve a high level of customer acceptability and contentment. Because rural markets are becoming more and more valuable, marketers are paying closer attention to studying and understanding these regions. Consumer perception is core component of the marketing position. This is a difficult concept to understand, but it is essential to effective marketing. Granite's inherent attributes, such as its very smooth mirror polish, flawlessly glossy surface, and longevity, have made it known as the "king of monuments". The most sought- after and extensively stone material in architectural structures and major structural works globally today is Indian granites. Due to its exquisite, aesthetically pleasant characteristics and durability, it enjoys great recognition in the global market. This study looks at the factors that consumer perception and preference to buy granite stones within the research region as well as their purchasing behaviours.

Key Words: Granite, Perception, Market, Consumer

Meaning Of Brand Preference:

The degree to which a particular consumer or group of consumers favours one brand over another is referred to as brand preference. Numerous elements, including the brand identity, market competition, brand strength, consumer loyalty and the effectiveness of the brand's marketing initiatives, influence brand preference.

Meaning Of Brand Perception:

The culmination of a customer's emotions, encounters, and ideas regarding a good or service is their brand perception. Instead of what a brand claims to represent, it is what consumers think a brand stands for. Brand equity is the culmination of people's views, experiences and opinions that shape your reputation, whereas brand perception can be limited to the thoughts of a single customer.

Meaning Of Granites:

Granite is a polished, smooth rock that is frequently used for countertops in kitchen and other places. Granite has a rough, black appearance with lighter hue swirls. Granite is a highly sought-after material for stoves, memorial stones and statue due to its strength and ability to be highly polished. Granite is so durable that it's frequently utilised to cover

flooring in commercial spaces and to create tall buildings. The Latin word for “grain,” granum is the source of the Italian term granite, which meaning “grained”.

Statement of the Problem:

The primary goal of the research is to determine consumer perception and preference of granite stones. Granites are naturally occurring stone goods that are utilised by a large number of users in the construction of homes, businesses, villas, hospitals, banks, monuments, and ornamental objects, among other things. Due to the fact that it is essentially a natural product that comes in a variety of shades and designs, many customers have had issues with the materials quality while using it. The company is showcasing samples of high-end products while marketing the product quality to customers, but when the material is delivered in its actual form, the customers are unable to obtain the same hues, patterns, and tints. It indicates that although purchasers are not marketing the goods appropriately, customers demand materials of the highest calibre. This quality shade basically falls between 10% and 50% or occasionally even higher depending on a number of other quality grades and circumstances. Regarding granite marketing, buyers are willing to accept a fluctuation of roughly 10 to 12% based on the agreed-upon quality grade. Nevertheless, businesses are pushing the boundaries of acceptability, which leaves them unable to meet customer expectations. Additionally, these variations in stone are caused by nature, which calls for constructing or educating awareness about the granites to the consumers

Scope of the Study:

Consumer’s responses to an opinion survey about granite stones were used in the study. This study is mainly focus on consumer perception and behaviour of granites stone. And also the study focuses on how consumers feel about granite stone availability and usage patterns.

Review Of Literature:

F.A.Haggag(2012)¹ told that “ economic and financial valuation of the marble industry in Egypt” indicate that An area examination is completed on the marble business, which incorporates: an outline of marble in the worldwide market, districts and organizations, structure, nature of contest, cost and different marble and rock items in the nearby market. A bunch examination is performed on Marble Group, which incorporates: Marble Bunch Outline, Marble Group Precious stone, Five Powers Forming Industry Intensity and Serious Investigation. Key proposals incorporate forcing a 36% Pigouvia charge on marble quarries, zeroing in on send out mining and disposing of product charges on marble mining and handling.

Diraj Mehta And Poonammondal (2016)² reveals that “Utilisation of marble waste powder as a novel adsorbent for removal of fluoride ions from aqueous solution” Noticed that Creating items and cycles to limit squander and work with reuse is the way to economical waste decrease. Another adsorbent has been intended to eliminate fluoride particles from the fluid arrangement utilizing marble squander dust, which is a natural issue for water/silt contamination. The marble squander powder was portrayed by Fourier change infrared

¹ .f.a.haggag(2012) economic and financial valuation of the marble industry in egypt, (master thesis, american university in cairo)

² Diraj Mehta, Poonammondal, Suja George(2016) Journal Of Environmental Chemical Engineering 4(1), 932- 942, 2016. “Utilisation Of Marble Waste Powder As A Novel Adsorbent For Removal Of Fluoride Ions From Aqueous Solution.”

spectroscopy, X-beam powder diffraction, thermo gravimetric and differential warm examination. Region data wise 7.18 m²/g. The impact of different factors, for example, pH, contact time, starting fluoride fixation, size and presence of different particles on fluorine expulsion was additionally assessed.

Lilesh Gautam (2022)³ indicate that "Robustness Of Self – Comacting Concrete Incorporating Bone China Ceramic Waste Power Along With Granite Cutting Waste For Sustainable Development" reveals that To keep supportability at the core of this work, two strong squanders were chosen for this review. The first is porcelain squander powder, which is gotten from broken or disintegrated porcelain squander, and the second is stone cutting waste from rock cutting and moulding industry. It intends to assess the new condition, mechanical and sturdiness of SCC composites containing bone china artistic waste and rock squander as concrete and fine total substitutes individually. Ahead of time, porcelain ceramic crude powder for different attributes

Objectives of the Study:

1. To analysed the consumer brand perception
2. To analyse the consumer brand preference.
3. To assess the opinions of the consumers on the use of granite stones.

Research Methodology:

The primary data collected from 511 consumers in Tirunelveli district with the help of convenience sampling method. Secondary data collected from various journals, newspapers and articles, internet etc.,

The researcher has used Mann Whitney U test and Kruskal Wallis H test.

Analysis Of The Study:

FACTORS INFLUENCING BRAND LOYALTY AND MARITAL STATUS:

Mann Whitney U test used to analyse the factors influencing brand loyalty with marital status of the consumers.

TABLE NO 1
MARITAL STATUS AND FACTORS INFLUENCING BRAND LOYALTY

| Factor | Marital status | N | Mean rank | Sum of ranks | Mann Whitney U test | P Value |
|--|----------------|-----|-----------|--------------|---------------------|---------|
| I use branded granite only | Single | 120 | 220.78 | 26049.00 | 19555.000 | 0.001 |
| | Married | 391 | 265.35 | 103252.00 | | |
| | Total | 511 | | | | |
| I will recommended the branded to others | Single | 120 | 207.42 | 25321.00 | 17826.500 | 0.000 |
| | Married | 391 | 268.42 | 104784.00 | | |
| | Total | 511 | | | | |
| I purchase the same brand even if it is costly | Single | 120 | 201.32 | 23832.00 | 17329.000 | 0.000 |
| | Married | 391 | 269.78 | 105385.00 | | |
| | Total | 511 | | | | |

³ Lilesh Gautam (2022) Vol 367, 132969, Journal Of Cleaner Production, Robustness Of Self – Comacting Concrete Incorporating Bone China Ceramic Waste Power Along With Granite Cutting Waste For Sustainable Development

| | | | | | | |
|---|---------|-----|--------|-----------|-----------|-------|
| I purchase the same brand even in case of absence of sale promotion | Single | 120 | 218.79 | 26059.00 | 18460.000 | 0.002 |
| | Married | 391 | 253.31 | 103255.00 | | |
| | Total | 511 | | | | |

Source: Computed Data

The above table indicate that the null hypothesis (Ho) is rejected at 5% level of significance with regard to factors influencing brand loyalty namely I use branded granite only, I will recommended the brand to others, I purchase the same brand even if its costly, I purchase the same brand even in case of absence of sale promotion since the p value is less than 0.05., the assumed level of significance. So it is conclude that there is a significant differences in factor influencing brand loyalty and marital status of the respondents.

FACTORS INFLUENCING BRAND LOYALTY AND GENDER:

Kruskal Wallis H test used to analyse the factors influencing brand loyalty with gender of the respondents.

**TABLE NO 2
GENDER AND FACTORS INFLUENCING BRAND LOYALTY**

| Factor | gender of the respondents | N | Mean rank | Kruskal Wallis H | Sig |
|--|---------------------------|-----|-----------|------------------|--------|
| I use branded granite only | Male | 451 | 247.89 | 8.912 | 0.006 |
| | Female | 49 | 209.75 | | |
| | Transgender | 11 | 335.32 | | |
| | Total | 511 | | | |
| I will recommended the brand to others | Male | 451 | 252.07 | 16.861 | 0.000 |
| | Female | 49 | 168.59 | | |
| | Transgender | 11 | 342.28 | | |
| | Total | 511 | | | |
| I purchase the same brand even if it is costly | Male | 451 | 258.43 | 25.214 | 0.002 |
| | Female | 49 | 169.13 | | |
| | Transgender | 11 | 358.42 | | |
| | Total | 511 | | | |
| I purchase the same brand even in case of absence of sales promotion | Male | 451 | 258.26 | 23.233 | 0.0001 |
| | Female | 49 | 147.00 | | |
| | Transgender | 11 | 342.07 | | |
| | Total | 511 | | | |

Source: Computed Data

The above table indicate that the null hypothesis (Ho) is rejected at 5% level of significance with regard to factors influencing brand loyalty namely I use branded granite only, I will recommended the brand to others, I purchase the same brand even if its costly, I purchase the same brand even in case of absence of sale promotion since the p value is less than 0.05., the assumed level of significance. So it is conclude that there is a significant difference in factors influencing brand loyalty and gender of the respondents.

FACTORS INFLUENCING BRAND PREFERENCE AND MARITAL STATUS:

Mann Whitney U test used to analyse the factors influencing brand preference with marital status of the respondents:

TABLE NO 3
MARITAL STATUS AND FACTORS INFLUENCING BRAND PREFERENCE

| factor | Marital status | N | Mean rank | Sum of ranks | Mann whitney u test | P value |
|---------------|----------------|-----|-----------|--------------|---------------------|---------|
| Safety | Single | 120 | 226.42 | 28220.00 | 21448.000 | 0.118 |
| | Married | 391 | 248.19 | 102322.00 | | |
| | Total | 511 | | | | |
| Quality | Single | 120 | 224.73 | 22448.00 | 19730.000 | 0.000 |
| | Married | 391 | 248.18 | 103884.00 | | |
| | Total | 511 | | | | |
| Brand name | Single | 121 | 218.12 | 26886.00 | 20522.000 | 0.017 |
| | Married | 391 | 235.03 | 104562.00 | | |
| | Total | 511 | | | | |
| Convenience | Single | 121 | 209.44 | 24892.00 | 19328.000 | 0.004 |
| | Married | 391 | 258.17 | 105217.00 | | |
| | Total | 511 | | | | |
| Advertisement | Single | 120 | 208.26 | 24448.00 | 17262.000 | 0.001 |
| | Married | 391 | 252.83 | 104552.00 | | |
| | Total | 511 | | | | |
| Variety | Single | 120 | 218.24 | 25828.50 | 18452.500 | 0.002 |
| | Married | 391 | 258.27 | 105322.50 | | |
| | Total | 511 | | | | |

Source : Computed Data

The above table indicate that the null hypothesis (Ho) is rejected at 5% level of significance with regard to factors influencing brand preference namely quality, brand image, convenience, advertisement, variety since the p value is less than 0.05., the assumed level of significance. So it is conclude that there is a significant difference in factors influencing brand preference and marital status of the respondents.

The table further disclose that the null hypothesis (Ho) is accepted at 5% level of significance with regard to the factors influencing brand preference namely safety since the p value is higher than 0.05. it shows that marital status wise there is no significant difference in factors influencing brand preference namely safety.

Conclusion:

Given the correlation between consumer brand perception and preference of the product, the producers must to consistency strive towards enhancing their products in order to reap substantial benefits and earnings from their brands. Customers believe that if manufacturers do not make an effort to produce the best brands possible, then they will not be as satisfied with the brand after repeated use. This could lead to a shift in preference for other

brands that have been introduced or made available in competitive markets. A neutral or negative response state may follow from the consumer assessment.

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