

A Study to Assess the Factors Influencing Individual House Builders (IHBs) and Contractors in Cement Brand Selection

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ABSTRACT

This study delves into the key factors influencing the decision-making processes of Individual House Builders (IHBs) and Contractors when selecting a cement brand. Employing an exploratory and descriptive methodology, the research utilized a comprehensive questionnaire distributed via Microsoft Forms to capture diverse perspectives and preferences. Our findings reveal that product quality, brand reputation, brand prestige, competitive pricing, ready availability, and robust technical support are the most critical determinants guiding the selection of cement brands by IHBs and Contractors. Additionally, the study highlights an emerging preference for eco-friendly and sustainable cement products, reflecting a shift towards environmental consciousness within the industry. Based on these insights, several strategic recommendations are proposed. Companies should prioritize enhancing product quality and expanding their portfolio to meet the evolving needs of the market. Building strong customer relationships, optimizing advertising channels, and offering value-added services such as effective technical support are essential to fostering brand loyalty and improving market presence. Despite its valuable contributions, the study acknowledges certain limitations, including potential response bias and the inherent constraints of survey-based research methodologies. However, the outcomes provide a strategic framework that can aid companies in aligning their offerings with market demands and capitalizing on emerging trends. By addressing these critical factors, cement companies can better position themselves to meet the expectations of IHBs and Contractors while responding to the increasing demand for sustainable construction solutions. This research offers significant insights for stakeholders seeking to refine their strategies and remain competitive in a dynamic industry.

Keywords: Cement Brand Selection, Individual House Builders, Contractors; Product Quality.

