

A
Project Report
ON
“A Study On Impact Of Advertisement In Acc Ltd”

G. S. College of Commerce & Economics, Nagpur

Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by
Shubhi Ramawtar Prasad

Under the Guidance of
Prof. Leena Kapse

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



CERTIFICATE

This is to certify that Shubhi Prasad has submitted the project report titled “A Study On Impact Of Advertisement In Acc Ltd” towards partial fulfillment of

BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Leena Kapse
(project guide)

prof. Afsar sheikh
(co-ordinator)

Place:

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



DECLARATION

I here-by declare that the project with title A Study On Impact Of Advertisement In Acc Ltd'' has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATI pur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me. ON degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

Shubhi prasad

Place:

Date:



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati Kathaley Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Leena Kapse for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afasr Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation would like to thank all those who helped me in making this project complete and successful.

Shubhi prasad

Place:

Date:

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INTRODUCTION

INTRODUCTION

Cement is a global commodity, manufactured at thousands of local plants. The cement industry in India is dominated by around 20 companies, which account for almost 70% of the total cement production in India. The project entitle study of "Impact of advertisement in acc limited".Advertising helps improve quality of life around the world through what it doescommunicating messages to a wide range of audiences about products, services,companies, consumer behavior or government priorities and importantly it enables thevast majority of media vehicles which bring news, education, information and enjoyment,to exist. Advertising contributes to all three pillars of sustainable development economicdevelopment, environmental protection and social responsibility.

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COMPANY PROFILE

CHAPTER -1



Incorporate in 1936, ACC Limited is one of the leading players in the Indian building materials market with a pan India presence. For over eight decades, ACC has been

synonymous with cement in India, emerging as a pioneer in a rapidly evolving industry scenario. For over 80 years, ACC has been synonymous with cement, establishing its reputation as a pioneer organization that consistently sets new benchmarks in research and innovative product development.

It has always set new benchmarks in research and innovation product development and introduced industry-leading brands. ACC was also among the first Indian companies to include commitment to environmental protection as one of its core corporate objectives.

India's foremost manufacturer of cement and concrete products is ACC (ACC limited). Its operations are spread all across the nation with a more number of 16 modern cement factories and have ready mix concrete plants more than 40, and several zonal offices located. Its work force capacity is all about 9000 people in the entire nation.

After the inception in 1936, the company has become a benchmark and has set a standard for the cement industry in many areas of cement and the concrete technology. The company has a good reputation for its innovative research, product development and specialized consultancy services all across the nation. The companies various manufacturing units are backed by the central technology support services center.

The company is well versed with the mining activities and stood as the largest user of the limestone. As the company is one of the largest in India, it is honored as the biggest customers of the domestic coal industry of the Indian railway transportation system. ACC was the first among the companies to include the environmental protection as a part of their corporate objectives in India. The company installed sophisticated pollution control equipment as far back as 1966, long before pollution control laws came into existence. The state of the art pollution control equipment and devices are placed at each of its plant. The success endeavors in the quarry rehabilitation can be visible by ACC plants, mines and townships and water management techniques and greening activities. The alternative fuels and the raw materials and offer of total solution of waste management including testing, recycling and co-processing are actively promoted by the company.

ACC has taken more conscious steps in building the knowledge. ACC has played a significant role in contribution for the national building process by providing the quality products and the services along with sharing expertise.

Pramotors;

ACC Thondebhavi Cement Works was set up as a Greenfield project in the picturesque Thondebhavi village, in Gauribidanur Taluk of Chikballapur District, Karnataka. Installed at a cost of about Rs 3.50 billion, this cement grinding plant has a capacity of 1.60 million tons per annum and produce fly-ash based Portland Pozzolana Cement and Ordinary Portland Cement. The plant is having its own railway siding. Clinker is received by rail from ACC's modern cement plants which is World's largest Clinkering unit, Wadi Cement Works in Gulbarga district. The Thondebhavi cement plant is designed as a latest generation cement grinding plant that is fully automated and can be operated by a single button - making it the first one of its kind in India. The grinding system at this plant comprises state-of-the-art Vertical Roller Mill (VRM) technology. ACC has invested considerable resources to ensure that this plant maintains the highest possible standards in environment management and is wholly environment-

friendly. It is equipped with sophisticated air pollution control systems to stop dust and fugitive emissions. More than half of the land area of the plant campus is dedicated to cultivating of a verdant green belt.

The entire plant will stand in a greenery filled campus surrounded by carefully tended horticulture and landscaped gardens. ACC Thondebhavi becomes the first major industrial unit to be established in Chikkaballapur District. Besides this the plant is generating considerable opportunities to create sustainable livelihoods for people through direct and indirect employment and the creation of ancillary businesses such as packaging, road transport and other trades.

It goes without saying that our people have always been the most important reason for

ACC's success. From every team member on the shop floor to the most senior executive,

ACC personnels have been carefully selected, trained and nurtured to the best in what they do, because it is through their combined skills, motivation and spirit that outstanding quality and reliability is built into product we make. Since we want to have really good people in the organization, our aim as a company is to give them all the tools they will need to realize their own career potential and job success. The culture at ACC provides our associates not only with rewards, but also opportunities for continued education and career planning. In return, we expect initiatives, motivation and a willingness to assume different roles and responsibilities.

We are serious about fostering an environment in which mutual respect and trust among all employees will lead to individual creativity and teamwork. Our associate knows that it is really their company they are the ones who must stay involved and make important decisions.

AWARD WON BY ACC

1. BEE Energy Conservation Award
2. GreenCo Award
3. Assocham CSR Award
4. FICCI CSR Award
5. National award: For excellence in water Management by confederation of Indian industry .
6. Outstanding corporate vision, triple impact- business performance social and environmental action and globalization for 2009-10 from federation of Indian chambers of commerce and industry.
7. Asia Pacific Entrepreneurship Award in two categories, Green Leadership and community engagement by enterprise Asia.
8. Indira Priyadarshini Vrikshamitra Award --- by The Ministry of Environment and Forests for "extraordinary work" carried out in the area of afforestation.
9. Subh karan sarawagi Environment Award: by the federation of Indian Mineral Industries for environment protection measures.
10. Drone trophy: By Indian Bureau of mines for extra ordinary efforts in protection of Environment and mineral conservation in the large mechanized mines sector.
11. Indira Gandhi Memorial National Award: for excellent performance in prevention of pollution and ecological development.
12. Excellence in Management of Health, Safety and Environment: Certificate of Merit by Indian chemical manufacturers Association.

13. FIMI National Award: for valuable contribution in mining activities form the federation of Indian Mineral Industry the Ministry of Coal.

14. Rajya Sthariya Paryavaran Puraskar: for outstanding work in Environment protection and environment performance by the Madhya Pradesh pollution control board.

RESEARCH STUDY

SCOPE

This study is relating to the elevation-mix components out of over-all advertising hardwork. It covers mainly advertising, methods of preferment, parties involved in advertising, sale campaign strategies and its related concepts

OBJECTIVES

- To understand the impact of advertisement on sale of ACC products.
- To know the level of awareness of ACC products among customers.
- To study the satisfaction level about ACC product.
- To analyze the level of competition in the market and ways to overcome it.

HYPOTHESIS

Research Hypothesis: -

This study is conducted to assess the hypothesis that if company is advertising through television radio etc. platforms, then what will be the effect of this type of marketing on its awareness.

NULL HYPOTHESIS

HO: There is no significant impact of advertising on the demand of ACC products.

ALTERNATIVE HYPOTHESIS

H1: There is a significant impact of advertising on the demand of ACC products.

LIMITATION

- Some of the information given by the respondents may not be accurate.
- The study purely based on the information provided by the respondent and they may be biased.
- The study was conducted in a short period of time and a detailed study was not possible.
- Due to confidential constraint of certain information, not all details could be obtained.

RESEARCH METHODOLOGY

Primary data

The information is collected through the primary sources like;

- 1.Questionnaire

Secondary data

The data is collected through the secondary sources like;

- 1.company site
- 2.Books
- 3.Google

DATA COLLECTION METHODS AND INSTRUMENT

Data collected through the questionnaire filled by the customers of
the
ACC LTD.

DATA ANALYSIS TECHNIQUES

Data, chart, graphs .etc

LITRATURE REVIEW

LITRATURE REVIEW

“E-COMMERCE AND CEMENT BRANDS.” The future of trading in building materials lies in e-commerce. More and more companies in the construction industry recognize the significance of the digitizing process chains for their competitiveness,” says Christian Landes, founder and Managing Director of the company eBay. pro. All suppliers and buyers of cement can register on the website platform [www. cement. pro](http://www.cement.pro) and participate in the auctions. In addition, the platform acts as a broker for concrete technology consultation and logistics services. So, the current paper aims at how the e-commerce industry gives an impact on cement brands

-T.Ramesh

This work is purely based on the sales and promotion that are been carried in a particular segment in Delhi. **Kush Kr. Patwa and Love Kr. Patwa (2013)** have researched the worked referred to as” **Analysis of Effectiveness of Sales Promotional Tools on Sales Volume and Channel Members' Perceptions [An summary of Old Delhi Region** “revealed in Pacific Business Review International Volume vi, Issue 6, December 2013. To know role of advertisement tools in increase their memory solely.

-KUSH Kr.Patwa

FINDINGS

FINDINGS

1. On an average 89.5% of the dealers know about ACC cements and still 1.05% potentiality is there in creating customer awareness.
2. There are different companies of offering cements among them 40% most preferred products are from ACC
3. The dealers come to know about ACC products through different sources and majority of them seek information through advertisement.
4. Advertisement strategy used by ACC is very effective in attracting customers among all the tools used TV advertisements are comparatively more effective
5. Dealers of ACC opinion that flex will be more suitable form of advertisement.
6. On an average 52% of them rated ACC has less attractive.

DATA ANALYSIS
AND
INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

ANALYSIS OF DATA-

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

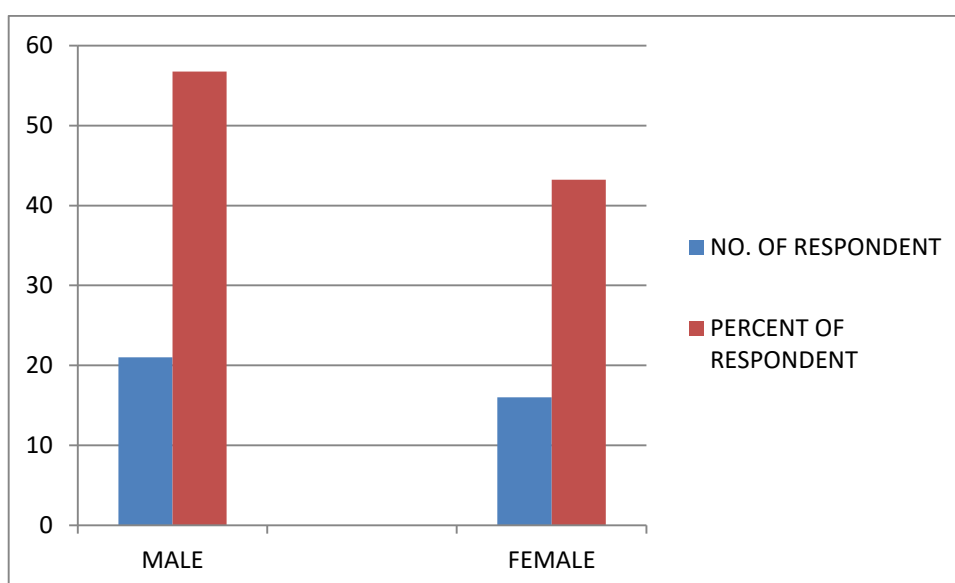
INTERPRETATION OF DATA

Data interpretation is the study of scientific measurements and observations to develop evidence for responding to a query. The common tools used for data interpretation are electronic spreadsheets which are capable of sorting, graphing and searching data.

Interpretation is a communication process, made to reveal meanings and relationships of our cultural and natural heritage, through involvement with objects, artifacts, landscapes and sites. Interpreting therefore assigns a meaning to a particular subject of concern.

1. Gender of respondents.

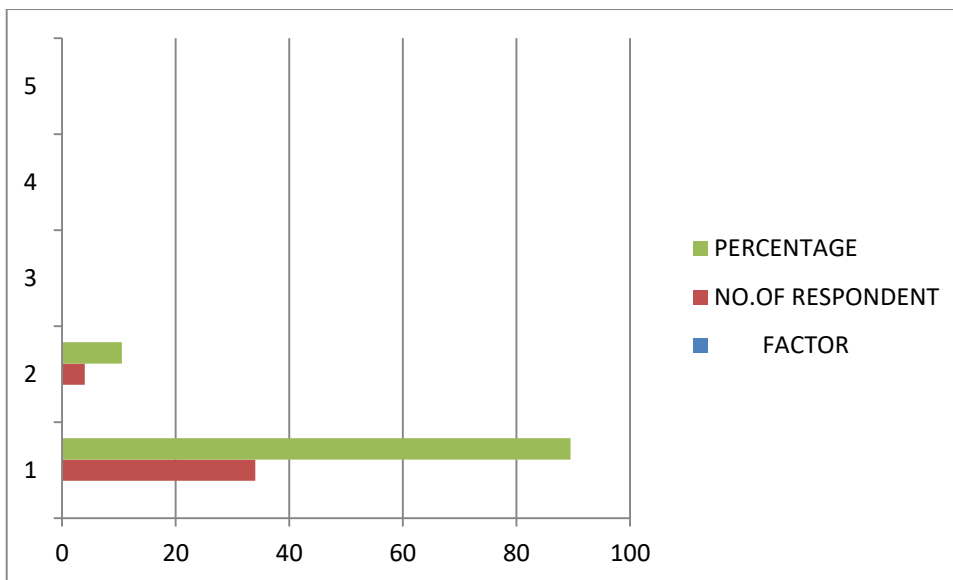
GENDER	NO. OF RESPONDENT	PERCENT OF RESPONDENT
MALE	21	56.75
FEMALE	16	43.24

**Interpretation:**

Out of 37 respondents, 56.75% are male and 43.24% are female respondents.

2. Do you know about ACC cement ?

FACTOR	NO.OF RESPONDENT	PERCENTAGE
YES	34	89.5
NO	4	10.5

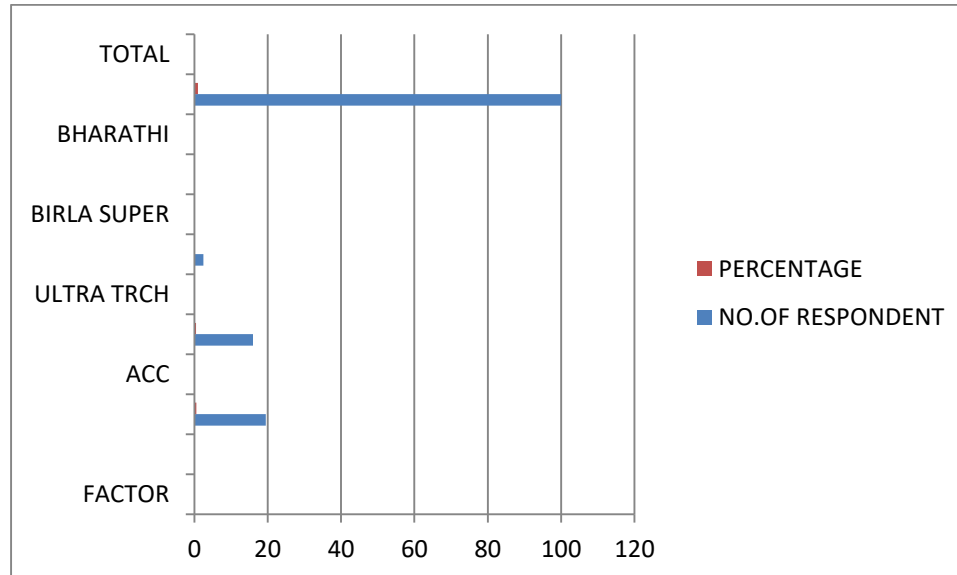


INTERPREATION:

From the above table shows we can analyze that among the dealers of cement 34 members are well aware of ACC brand and 4 dealers are not aware of properly.

3. which company cement product you purchase most.

FACTOR	NO.OF RESPONDENT	PERCENTAGE
ACC	19.5	51.4%
ULTRA TRCH	16	43.2%
BIRLA SUPER	2.5	5.4%
BHARATHI	0	0%
TOTAL	100	100%

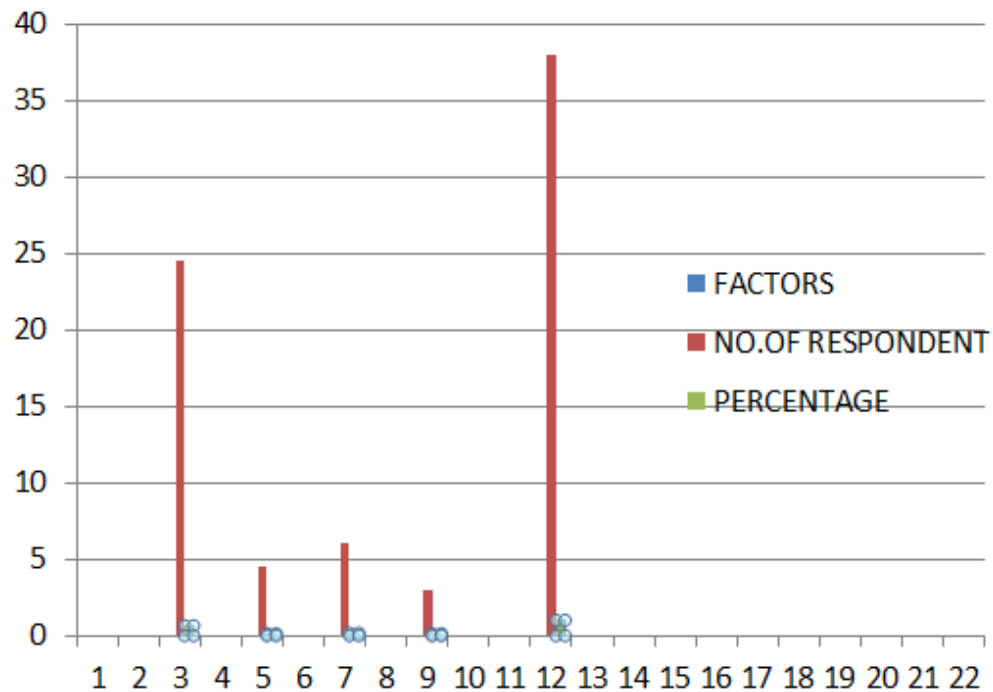


INTERPREATION:

From the above table showing the frequency of customers purchasing different brands of cement among the above.

4.How do you come to know about ACC product?

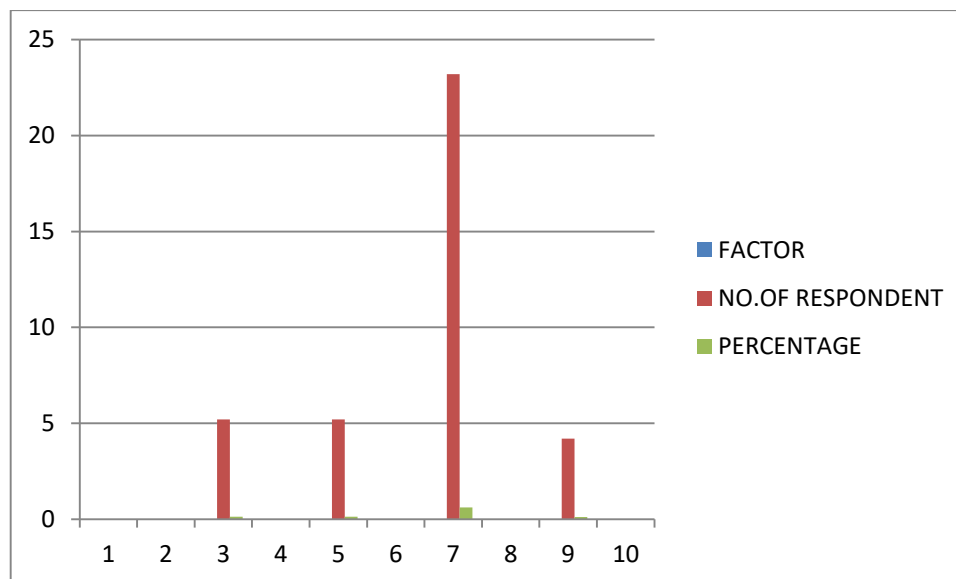
FACTORS	NO.OF RESPONDENT	PERCENTAGE
ADVERTISEMENT	24.5	64.9%
CUSTOMER	4.5	10.8%
FRIENDS	6	16.2%
ANY OTHER	3	8.1%
TOTAL	38	100%



INTERPREATION:- From above the table we can analyze that most of the users of the product are known to them from the advertisements given by the company and the other majority are known from their friends I.e., through the word of mouth tool.

5.Which form of advertisement do you feel it will be suitable for ACC products?

FACTOR	NO.OF RESPONDENT	PERCENTAGE
PAPER	5.2	13.9%
FLEX	5.2	13.9%
T.V	23.2	61.1%
OTHER	4.2	11.1%

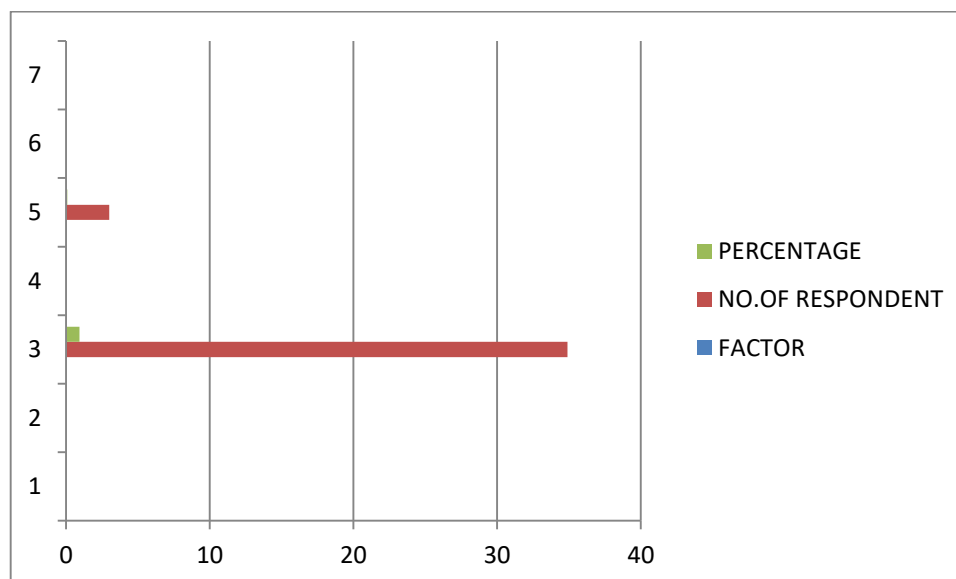


INTERPREATION:

From above the table shows your head counter displays that the dealers feeling that only 13.9% respondents say that paper ads are best suited, but most of the respondents say that flex banner ads are very much suitable for their advertisements and only 61% respondents suggested the TV mode and few have suggested the other modes.

6. Are you satisfy with the quality of ACC products?

FACTOR	NO.OF RESPONDENT	PERCENTAGE
YES	34.9	91.9%
NO	3	8.1%

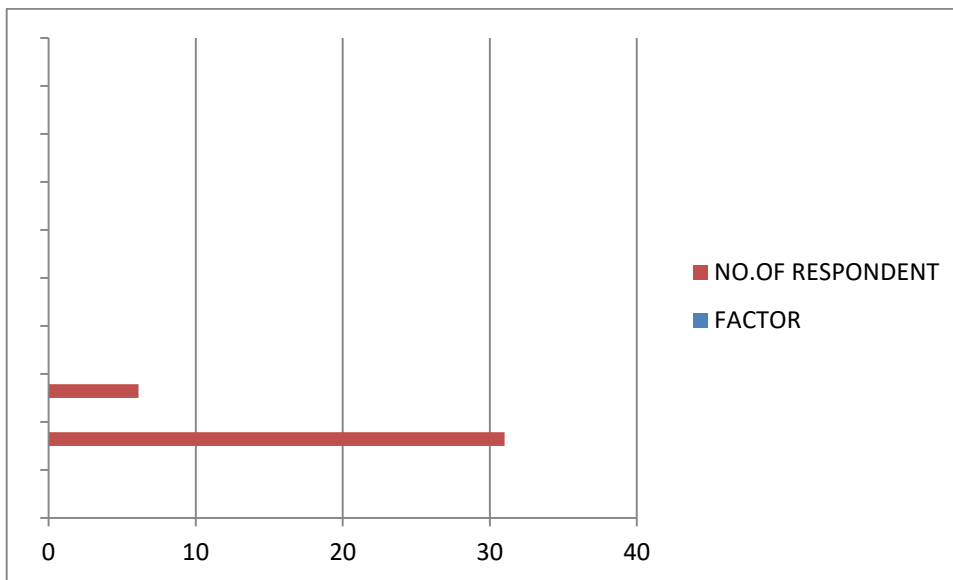


INTERPREATION:

From above the over head slab we can analyze that 91.9% respondents among 38% respondents are highly satisfied with the acc products and only 8.1% are not satisfied with the ACC products.

7.What is the level of satisfaction about ACC?

FACTOR	NO.OF RESPONDENT	PERCENTAGE
VERY GOOD	3	8.1%
GOOD	18.4	48.6%
AVERAGE	3	8.1%
BAD	2	5.4%

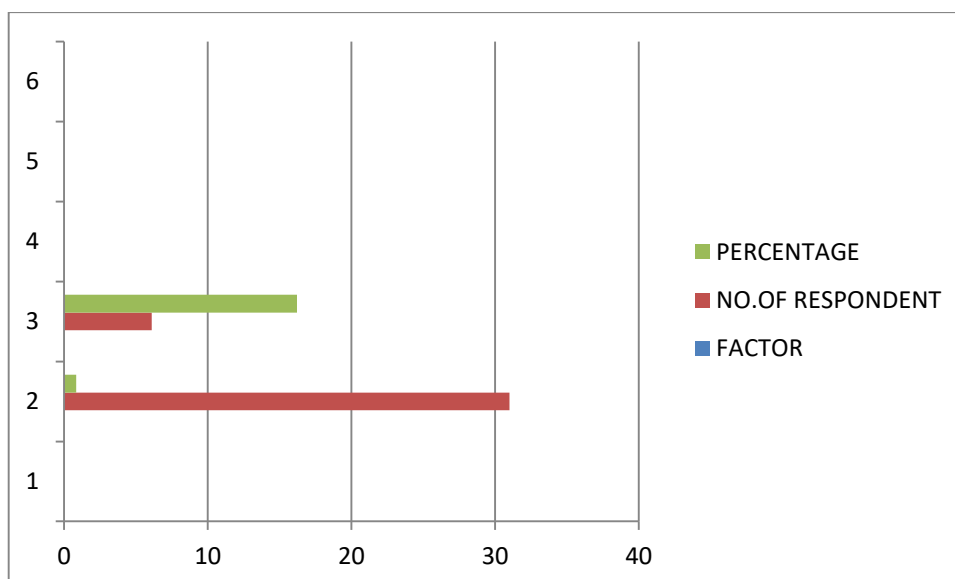


INTERPREATION:

From above the table shows It can be analyzed from the table that out of 38 respondents,37.8% of them are very much satisfied by ACC products and 8.1% of them feel average about it.

8. Does the promotion through social networking will help for ACC cement?

FACTOR	NO.OF RESPONDENT	PERCENTAGE
YES	31	83.8%
NO	6.1	16.2



ANALYSIS:

From above the graph we can show that the social network has played a vital role in attracting the customer where 56% of the respondents are attracted by that and almost to the other half say that they are not attracted by any such media/networking.

CONCLUSION

Conclusion:

Advertisement is part and parcel of marketing of any products ACC a large scale company is into huge advertisement to create awareness and get competitive advantage. ACC's quality is one of the parameters to judge its potentiality in attracting customers but still few well established companies in the market are running excellent with other brands.

Advertisement tools like newspaper adds flex sky writing neon boards etc., are used by ACC and it can use more cost effective measures.

RECOMMENDATION

RECOMMENDATION

1. If the company can put more effort on advertisement it can grab more dealer's base.
2. Dealers can be increased if the company provides credit facilities.
3. With the improvement in transportation on time delivery of goods can be seen.
4. With the effective transportation they can gain dealers loyalty.
5. Changing product profile as per customer requirement potential sales growth can be seen.
6. The customers of ACC rate this product as good quality one if the price is made affordable along with quality it can gain more market share.

Company is spending more on advertisement still unable to create 100% awareness among the dealers so they opt for direct marketing

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Questionnaire

1. Do you know about ACC cement?

- a) Yes
- b) No

2. Which company cement products do you purchase most.

- a) Acc
- b) Ultra tech
- c) Birla super
- d) Bharathi

3. How do you come to know about ACC product?

- a) Advertisement
- b) Customer
- c) Friends
- d) Any other

4. If you have seen advertisement which form did you observe.

- a) Sky writing
- b) Other
- c) T.v
- d) board

5. which form of advertisement do you fill it will be suitable for ACC products?

- a) paper
- b) Flex
- c) T.v
- d) Other

6. Are you satisfied with the quality of ACC products?

- a) Yes
- b) No

7. What is the level of satisfaction about ACC?

- a) Very good
- b) Good
- c) Average
- d) Bad

8. Does the promotion through social networking will help for ACC cement?

- a) Yes
- b) No