

Factors affect customers product awareness and intention to purchase

AR tile bond

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by

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DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation / Internship report entitled, “Factors affect customers product Awareness and Intention to Purchase AR Tile Bond” is based on the results of investigations carried out by me in the Management Studies at the Goa Business School, Goa University under the Supervision/Mentorship of Ms. Teja Tushar Khandolkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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COMPLETION CERTIFICATE

This is to certify that the dissertation / internship report "**Factors affect customers product awareness and intention to purchase AR Tile Bond**" is a bonafide work carried out by **Mr. Raj Rajendra Anvekar** under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **Masters of Business Administration** in the Discipline Marketing at the Goa Business School, Goa University.

Date: 28th April 2023



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TO WHOMSOEVER CONCERN

This is to certify that **Mr. Raj Rajendra Anvekar**, Student of the Goa Business School, undergoing **Masters of Business Administration – Marketing** has successfully completed Internship between 01 Mar-2023 to 26 Apr-2023 at AR-Mine's Industries, Goa.

He actively participated in the activities during the period of internship and learned the skills needed for various activities such as Digital Marketing, Sales Support and Customer relationship management.

Place: Kakoda
Date: 26-04-2023



Mr. Arman Bankley
Partner
AR-Mine's Industries

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Raj Rajendra Anvekar

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Profile of the Company



Mr. ARMAN JITENDRA BANKLEY, a techno commercial personality, an experienced chemical engineer, with an experience of 20 years as a founding member of Dimac Organics Pvt Ltd, with his rich knowledge and varied experience ushered the firm on the highway to success, in a very short period of time, founded AR-MINES Industries, a partnership firm, comprising of two partners Mr. Arman Jitendra Bankley and Mrs. Avani Arman Bankley.

AR-Mine's Industries is a well-established company with a processing plant of its own, sufficient warehouses, contemporary computer infrastructure, a very solid financial foundation, and a well-established office with knowledgeable and seasoned executives giving support. The Analytical Laboratory of AR-Mine's Industries has qualified, experienced chemists who can analyze both raw materials and completed goods. Each and every item comes with a test certificate.

Project Introduction

Factors affect customer product awareness and intention to purchase AR TILE BOND

Tile adhesive is a ready mixture of Portland cement with different types of chemical polymers such as epoxy and selected particles with some additive added to its quality for laying tiles.

Tiles Adhesive is used to fix tiles on the floor, wall swimming pools, etc.

Product awareness is the knowledge and information customer have about the product like functions, benefits, quality price, compatibility, and usability.

The use of tile adhesive has become Progressively famous in the construction industry because of its durability, versatility, and ease of application. However, for businesses that produce and market tile adhesive, it is very important to understand the factors that can influence customer awareness and intention to purchase.

This study aims to investigate the many variables that may influence customer awareness and intent to buy tile adhesive products. This study will explore the significance of aspects such as product quality, pricing, marketing methods, brand reputation, and customer attitudes and preferences through a thorough review of the body of existing literature and the collection of primary data through surveys and interviews. This project will find the role of factors such as product quality, pricing, marketing strategies, brand reputation, and customer attitudes and preferences.

Businesses wanting to grow their market share in the tile adhesive sector will benefit greatly from the project's findings. Businesses can create focused marketing efforts, product development plans, and pricing models that better satisfy the demands and preferences of their target audience by recognizing the key elements that influence customer awareness and purchase behavior. Businesses can create marketing campaigns, pricing plans, and product

development plans that are more specifically tailored to the demands and tastes of their target market.

Literature Review

Ampoi Chayomchai (2019) surveyed green consumers. According to the study, a number of variables, such as environmental concern, green purchase attitudes, and reference groups, have a positive and significant impact on consumers' knowledge of green products. Additionally, customers' purchasing decisions are positively impacted by green product characteristics and attitudes. The survey also discovered that customers' awareness of green products has a considerable favorable impact on their purchasing choices. These elements work together to raise customer awareness of green products and influence their decision to buy them. **Nelson Oly Ndubisi and Chew Tung Moi (2006)** examine Malaysian customers' awareness of and use of promotional tactics for low-involvement products. In Malaysia, advertising is the most effective promotional strategy for low-involvement items, according to their research. Consumers tend to respond better to specific sales promotion techniques like free samples, price reductions, in-store displays, and bonus packs rather than coupons for these products because they don't have to make as many decisions. When compared to other sales promotion tactics, the study discovered that in-store display prominence has the largest impact on product trials. Therefore, to maximise the sales from product trials, marketers should concentrate on designing appealing in-store displays. Additionally, product trials are substantially impacted by bonus packages, free samples, and price reductions, with the bonus pack being the least significant. Marketers can create targeted and successful marketing strategies to sway consumer behaviour towards low-involvement products by determining the most efficient promotional methods. **Laetitia Radder and Wei Huang in (2019)** examined the relationship between high-involvement and low-involvement items and brand awareness among students at

a South African institution. According to the study, pupils could remember sporty clothing labels easier than coffee brands. According to the study's findings, while taking into account the distinctive qualities of each product, marketers should place a high priority on raising brand awareness for both high- and low-involvement products. Students assigned more weight to brand names in low-involvement situations than to other brand components like quality, reliability, and reputation in high-involvement situations. Therefore, marketers should focus on emphasizing the brand's benefits for high-involvement items, but for low-involvement products, they should concentrate on building strong brand associations that are instantly recognizable and remembered. In order to increase brand remember among consumers, the study suggests designing specialized marketing campaigns for high- and low-involvement products and adjusting brand awareness techniques based on the nature of the product. **Ibojo Bolanle Odunlami and Akinruwa Temitope Emmanuel's (2014)** Promotions can draw attention, according to research, particularly when customers are uninitiated with the product. They advised making research and development investments and evaluating the costs and benefits of advertising campaigns. Promotions should address the short-term needs of clients, according to prior study. The study examined how Nigerian Breweries' promotional efforts affected sales and client loyalty. It came to the conclusion that marketing is essential for boosting demand and raising product awareness. The study also emphasised the significance of choosing the appropriate promotional approaches depending on the qualities of the product and the target. **Dr. Vahidreza Mirabi, Hamid Akbariyeh market (2015)** a study was undertaken, and Hamid Tahmasebifard to look at the variables impacting the purchase intentions of consumers who buy Bono brand tiles. The study concentrated on the influence of five independent variables—brand name, product quality, pricing, packaging, and advertising—on consumers' intention to make a purchase. Additionally, previous research examined the impact of brand equity, brand awareness, and brand image on consumers' buy

intention, highlighting the significance of these elements in influencing consumers' purchasing behaviour.

Babak A. Farshchian (2000) emphasises the value of awareness in projects for the distributed product development. According to the authors, it is critical in such contexts to have generic services that can offer ongoing awareness of remote sites. They talk about product awareness and put out a model of awareness that focuses on shared items and how big composite products spread awareness. Gossip can be a helpful tool that can increase team communication and information sharing in distributed development projects by raising product awareness. This may result in a better comprehension of the product and its stage of development. In the essay, the significance of product awareness in distributed development projects is emphasised, and the potential of Gossip and other tools to address this issue is also highlighted. **Kotler and Keller's (2016)** Awareness is the extent to which consumers are informed about a product's features, persuaded to try it, and encouraged to make subsequent purchases. Brand awareness, which includes both brand recognition and brand recall, and product knowledge, which consists of two components identified by Tsai as behavioral usage and experience learning, are included in this idea. The study conducted by **Ulfa Maharani in (2019)** wanted to look into how brand awareness functions as a mediating element between the effects of product and promotion factors on brand awareness and purchase intent. The results showed that promotion had a large and advantageous effect on purchase intention and awareness in the Micca research. Sales promotions in particular were discovered to be the most effective predictors of the purchase intention dimension of brand recognition. Companies must concentrate on raising consumer awareness in order to enhance buying interest. **Long-Yi Lin and Chun-Shuo Chen (2016)** did a study to look into the influence of product involvement, product understanding, and country of origin image on customer purchasing decisions. The study's objectives were to confirm the impact of these three factors on customer purchasing choices and to ascertain whether product

participation influenced the association between country of origin image and product knowledge. This study used an all-encompassing viewpoint and identified information search intention as a crucial factor in customer purchasing decisions. A more thorough and organised consumer purchase choice model was also created to overcome some of the shortcomings of earlier theoretical frameworks. The purpose of **Dinda Mutiara Ayuni and Riana Prasetyawati's (2020)** Through Telkomsel's Product Awareness, the study looked into how celebrity endorsement and advertising messages affected purchase intention. According to the study, celebrity endorsement and the advertising message had a big impact on each consumer's awareness of a product and intent to buy. Additionally, the study found that, with values of 0.3759 and 0.4716, respectively, celebrity endorsement and advertisement message had a stronger indirect impact on purchase intention. The usage of celebrity endorsement was found to be positively and significantly correlated with Telkomsel customers' intention to make a purchase, both directly and indirectly, according to the study. The OMG advertisement message from Telkomsel also had a direct and indirect effect on the purchase intentions of Telkomsel customers. In conclusion, our research showed that the variable acting as an intermediary between celebrity endorsement and purchase intention was product awareness.

Research Gaps and Questions

While there has been some research on the impact of product knowledge on customers' behavior, there is a lack of research on how knowledge specifically affects customer awareness of tile adhesive. This is particularly important given the quality nature of tile adhesive and the potential knowledge gap that may exist among customers.

Online reviews are increasingly important in shaping customers' perceptions of products. However, there is a lack of research on how online reviews specifically impact customers' awareness of tile adhesive.

Questions

- ❖ What is the current level of knowledge among consumers regarding tile adhesive, and how does this impact their purchasing intention?
- ❖ How often do consumers read online reviews when considering a purchase of tile adhesive?
- ❖ What factors affect customers' intention to purchase tile adhesive products?

Project Objectives

- ❖ To explore the factors that affect customers' intention to purchase AR TILE BOND.
- ❖ To find which source customer prefer to know about tile adhesive products.
- ❖ To recommend strategies to improve customers' awareness and intention to purchase AR TILE BOND products.

Project Methodology

This study tests 1 variable such as customer demographics, product awareness, and intention to purchase, as well as factors such as product quality, price, brand name, and advertising that may influence purchase decisions of the AR TILE BOND. In this study, the actual population is the entire customer working on construction projects or customers engaged in building houses. This study was carried out in GOA State. The sample size will be at least 150 participants, to ensure a representative sample of the target population. As part of the final data collection process, some in-depth offline data collection has been done.

The collected data will be analyzed using descriptive statistics to explore the demographic characteristics of the participants and to summarize the study variables about AR TILE BOND. Multiple regression analysis will be used to determine the extent to which the independent variables (product quality, price, brand name, and advertising) predict the dependent variables (product awareness and intention to purchase).

Data Analysis and Interpretation

Data analysis is an important step in any research. Data is collected to achieve the aforesaid objectives from primary and secondary sources. After data collection, the data is analysed using various relevant statistical techniques and tools. Statistical tools such as multiple linear regression, and descriptive statistics are used. This chapter focuses on the data analysis and interpretation of data which is collected from primary sources through questionnaires. The results are presented and discussed in the statistical tools.

This is based on the response of the customer. To get accurate data 150 respondents have been interviewed through a questionnaire. The questionnaire was divided into two parts i.e., the first part of the questionnaire deals with the customer product awareness and intention to purchase AR TILE BOND, and the second part deals with the demographic profile of the respondents. Data analysis is done using statistical tools like multiple linear regression and descriptive statistics. with the help of SPSS and Gretl software.

Table No: 1.1

Gender

	Frequency	Percent	Valid %	Cumulative Percent
Male	150	100.0	100.0	100.0

Source: Compiled from primary data

The above table no. 1.1 shows the gender of the respondents. As per the above table, the data was collected from 100% male respondents.

Table 1.2

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
SSC	71	47.3	47.3	47.3
HSSC	65	43.3	43.3	90.7
Undergraduate	11	7.3	7.3	98.0
Postgraduate	3	2.0	2.0	100.0
Total	150	100.0	100.0	

Source: Compiled from primary data

The above table no. 1.2 shows the qualification of the respondents. Most of the respondents were SSC qualified i.e. 47.3% of total 150 respondents. Out of the 150 respondents 43.3% of the respondents are HSSC qualified. The Undergraduate and Postgraduate qualified is very less i.e., 7.3% and 2% from the selected respondents.

Table 1.3

Monthly Income

	Frequency	Percent	Valid %	Cumulative Percent
10000-20000	62	41.3	41.3	41.3
20000-30000	68	45.3	45.3	86.7
30000-40000	18	12.0	12.0	98.7
40000 & Above	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Source: Compiled from primary data

From the above table no. 1.3 it can be seen that out of the selected respondents, 41.3% of the respondents have a monthly income of 10000-20000 and 45.3% have a monthly income of 20000-30000 also the respondents 12% have a monthly income range between 30000-40000. Only a few respondents are having monthly income of 40000 & above i.e., 1.3%.

Table 1.4

Location

	Frequency	Percent	Valid Percent	Cumulative Percent
North Goa	53	35.3	35.3	35.3
South Goa	97	64.7	64.7	100.0
Total	150	100.0	100.0	

Source: Compiled from primary data

From the above table no. 1.4 it can be noticed that out of the total number of respondents, 97 are from South Goa i.e. 64.7% & 53 are from North Goa i.e. 35.3%.

Table 1.5**Taluka**

	Frequency	Percent	Valid %	Cumulative Percent
Bardez	11	7.3	7.3	7.3
Bicholim	13	8.7	8.7	16.0
Pernem	9	6.0	6.0	22.0
Sattari	9	6.0	6.0	28.0
Tiswadi	4	2.7	2.7	30.7
Ponda	9	6.0	6.0	36.7
Canacona	5	3.3	3.3	40.0
Marmugao	3	2.0	2.0	42.0
Sanguem	11	7.3	7.3	49.3
Salcette	28	18.7	18.7	68.0
Quepem	38	25.3	25.3	93.3
Dharbandora	10	6.7	6.7	100.0
Total	150	100.0	100.0	

Source: Compiled from primary data

From the above table most of the respondents are from Quepem taluka i.e. 38 which is 25.3% from the total number of respondents. From salcette taluka is was 28 respondents which are 18.7%. The data was collected from other taluka's like Bardez, Bicholim, Pernem, Sattari, Tiswadi, Ponda, Canacona, Marmugao, Sanguem, and Dharbandora. The least of the respondents were from Marmugao i.e. only 3 respondents i.e. only 2% of the total respondents.

Regression Analysis on Factors affect customers product awareness and purchase intentions of AR tile bond

Regression Analysis is a statistical tool for estimating the relationship between the variables. In regression there is always a dependent variable and one or more independent variables. It includes many techniques for modelling and analysing several variables, when focus is on the relationship between a dependent variable and one or more independent variables. Regression analysis helps one to understand how the value of the dependent variable changes when any one of the independent variables varied and other independent variables remains constant.

Impact of Good quality, Easy availability, Reasonably Priced, Reliable, Buying same product, Dependable, Professional recommended, Same Product, Multiple surface and Make adjustments on Factors affect customers product awareness and purchase intentions of AR tile bond.

In this OLS model Factor on Brand is the dependent variable and Good quality, Easy availability, Reasonably Priced, Reliable, Buying same product, Dependable, Professional recommended, Same Product, Multiple surface and Make adjustments are the independent variables. In order to find out the dependency of dependent variable on the independent variables, the following multiple linear regression analysis is carried out by using Gretl software and the following hypothesis is framed.

H₀: There is no significant impact of Good quality, Easy availability, Reasonably Priced, Reliable, Buying same product, Dependable, Professional recommended, Same Product, Multiple surface and Make adjustments on Overall effect on Brand.

H₁: There is significant impact of Good quality, Easy availability, Reasonably Priced, Reliable, Buying same product, Dependable, Professional recommended, Same Product, Multiple surface and Make adjustments on Overall effect on Brand.

Table No.2.1**Model 1: OLS, using observations 1-150****Dependent variable: Overall effect on Brand**

	<i>Coefficient</i>	<i>Std. Error</i>	<i>t-ratio</i>	<i>p-value</i>	
const	4.060	0.123	33.076	<0.0001	***
GoodQuality	-0.213	0.139	-1.532	0.128	
Availability	-0.005	0.103	-0.045	0.964	***
Reasonableprice	0.047	0.107	0.0439	0.661	
Reliable	0.071	0.159	0.449	0.654	
Buyingsameproduct	0.087	0.095	0.910	0.364	
Dependable	-0.138	0.153	-0.905	0.367	**
ProfessionalRecommend	-0.001	0.076	-0.012	0.990	***
Multiplesurface	0.140	0.100	1.398	0.164	
Makeadjustments	0.030	0.118	0.256	0.794	

Mean dependent var	4.893333		S.D. dependent var	0.636124
Sum squared resid	41.26594		S.E. of regression	0.537190
R-squared	0.315580		Adjusted R-squared	0.31
F(6, 143)	10.98936		P-value(F)	4.74e-10
Log-likelihood	-116.0459		Akaike criterion	246.0919
Schwarz criterion	267.1663		Hannan-Quinn	254.6538

Source: Compiled from Primary Data

Regression Equation

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \beta_6 x_6 + \beta_7 x_7 + \beta_8 x_8 + \beta_9 x_9 + \dots + \mu$$

Overall effect on brand = (4.060) + (-0.213) Good Quality + (-0.005) Easy availability + (0.047) Reasonably Priced + (0.071) Reliable + (0.087) Buying same product + (-0.138) Dependable + (-0.001) Professional recommended + (0.140) Multiple surface + (0.030) Make adjustments + + μ

In the regression analysis significance is very important. The significance in the OLS model is denoted as the P-value. It depends on the overall P-value of the model whether the model is significant or not. Normally, one model is said to be significant when the overall P-value of the model is less than 0.05, if it is not there then the model is said to be insignificant. In this model, the calculated P-value is $4.74e^{-10}$ which is less than a 0.05, significance level. This proves that this model is said to be significant. Since the model is significant, we accept the alternative hypothesis which states that the impact of the customer depends on the said independent variables which are Good quality, Easy availability, Reasonably Priced, Reliable, Buying same product, Dependable, Professional recommended, Same Product, Multiple surface and Make adjustments..

This model explains the dependency of the overall effect on Brand to the extent of 31% which can be observed through adjusted R^2 in the above model. However, remaining 69% is the error term i.e. μ which means that the overall effect on Brand not only depends on Good quality, Easy availability, Reasonably Priced, Reliable, Buying same product, Dependable, Professional recommended, Same Product, Multiple surface and Make adjustments but also depends on the other factor. The other factors may include:

- ❖ Industry Recognition
- ❖ Longer Working Time

The independent variables such as Availability and Professional recommend are found to be significant at 99% confidence level and Dependable is found to be significant at 95% confidence level.

Coefficient of the independent variables

Good quality, Easy availability, Reasonably Priced, Reliable, Buying same product, Dependable, Professional recommended, Same Product, Multiple surface and Make adjustments.

❖ Good quality

Coefficient of independent variable states that the independent variable Good Quality of product has a negative influence on the overall effect on the brand to the extent of 0.213 which means that if the quality of product is decreased by 100% than it will results in decrease overall effect on brand by 21%.

❖ Easy availability

Coefficient of independent variable states that the independent variable availability of product has a negative influence on the overall effect on the brand to the extent of 0.005 which means that if the availability of product is decreased by 100% than it will results in decrease overall effect on brand by 0.5%.

❖ Reasonably Priced

Coefficient of independent variable states that the independent variable Reasonably Priced of product has a positive influence on the overall effect on the brand to the extent

of 0.047 which means that if the price of product is increase by 100% than it will results in increase overall effect on brand by 4%.

❖ **Reliable**

Coefficient of independent variable states that the independent variable reliable of product has a positive influence on the overall effect on the brand to the extent of 0.071 which means that if the reliability of product is increase by 100% than it will results in increase overall effect on brand by 7%.

❖ **Buying same product**

Coefficient of independent variable states that the independent variable buying Of same product has a positive influence on the overall effect on the brand to the extent of 0.087 which means that if the buying of same product is increase by 100% than it will results in increase overall effect on brand by 8%.

❖ **Dependability**

Coefficient of independent variable states that the independent variable dependability of product has a negative influence on the overall effect on the brand to the extent of 0.138 which means that if the dependability of product is decreased by 100% than it will results in decrease overall effect on brand by 13%.

❖ **Professional recommended**

Coefficient of independent variable states that the independent variable Professional recommendation of product has a negative influence on the overall effect on the brand

to the extent of 0.001 which means that if the Professional recommendation of product is decreased by 100% than it will results in decrease overall effect on brand by 0.1%.

❖ **Multiple surface**

Coefficient of independent variable states that the independent variable multiple surface use of product has a positive influence on the overall effect on the brand to the extent of 0.140 which means that if the multiple surface use of product is increase by 100% than it will results in increase overall effect on brand by 14%.

❖ **Make adjustments**

Coefficient of independent variable states that the independent variable Make adjustments of product has a positive influence on the overall effect on the brand to the extent of 0.030 which means that if we can Make adjustments of product is increase by 100% than it will results in increase overall effect on brand by 3%.

The standard error is 0.537 for the above regression model which is very well within the limit of 343, which talks about the absenteeism of the Heteroscedasticity and Multicollinearity. Similarly, the value of Hannan Quinn test is 253 which is less than limit of 400. Thus, it can be assumed that there is no Heteroscedasticity. This proves that the present explained model is the BEST model and the OLS estimator. This model consider BLUE, therefore accept alternative hypothesis.

Findings of the Study

- ❖ From the total respondent of 150 all respondents that is 100% were Males.
- ❖ Majority of the respondent i.e. 97 out 150 are from South Goa and rest 53 respondents are from North Goa.
- ❖ Majority of the respondents that is 71 respondents have the qualification of SSC i.e. 47.3%.
- ❖ Most of the respondents belong to monthly income group of 10000-20000 & 20000-30000 i.e. 41.3% & 45.3% respectively.
- ❖ Majority of Respondents are from Salcette, Quepem, and Bicholim i.e. 18.7%, 25.3%, and 8.7% respectively.
- ❖ The study reveals that out 150 respondents on 113 have used tile adhesive i.e. 75.3% and rest 37 respondents have not used tile adhesive.
- ❖ The Study find out that most of the respondents have used ready-mix tile adhesive i.e. 46.7% and 28.7% respondents have used powdered tile adhesive from the respondents who have used tile adhesive i.e. 113 respondents.
- ❖ As per data collected regarding the overall effect on brand depends on good quality, easy availability, reasonably Priced, reliable, buying same product, dependable, professional recommended, same Product, multiple surface and make adjustments.
- ❖ The overall model is significant at a significance level of 0.05, indicating that the independent variables have a significant impact on the brand.
- ❖ The model explains 31% of the variance in the dependent variable (brand), while the remaining 69% is attributed to the error term.
- ❖ In addition to the given independent variables, other factors such as industry recognition and longer working time may also influence the brand.

- ❖ Among the given independent variables, easy availability and professional recommendation are significant at a 99% confidence level, while dependability is significant at a 95% confidence level.
- ❖ The independent factors significantly affect the brand, according to the overall model, which is significant at a significance level of 0.05.
- ❖ The error term is responsible for the remaining 69% of the variance in the dependent variable (brand), leaving the model to account for 31% of it.
- ❖ In addition to the mentioned independent variables, the brand may also be influenced by additional elements including industry awareness and longer working hours.
- ❖ Among the independent factors provided, dependability is significant at a 95% confidence level, and easy availability and professional recommendation are significant at a 99% confidence level.
- ❖ The direction and size of their impact on the brand are revealed by the independent variables' coefficient. For instance, buying the same product often and being trustworthy have a favorable impact on the brand, whereas dependability, dependability, and good quality have a negative impact.
- ❖ In the study I found that from all respondent's majority that is 107 respondents prefer to buy tile adhesive from the ceramic store and 35 respondents prefer to buy from a distributor and the rest 8 respondents prefer to buy from online retailers.
- ❖ In the study I found that the sources respondents prefer to learn about tile adhesive are in rank of most important of word of mouth majority of respondents voted for word of mouth then there are online reviews which comes second in most important rank then there are professional recommendations followed by instore displays.

Conclusion

The goal of the project is to learn more about the Factors that affect customer awareness of and intention to purchase AR tile bond, a particular kind of tile adhesive. The study will look into things including brand reputation, customer attitudes and preferences, price, marketing strategies, and product quality. The project's goals include figuring out how much customers are aware of AR tile bond and how likely they are to buy it, suggesting ways to increase customer knowledge and likelihood to buy AR tile bond products, and investigating the variables that influence consumer intentions to purchase them. Multiple regression analysis will be used in the study to assess how well independent variables predict dependent variables. Descriptive statistics and statistical methods such multiple linear regression, SPSS, and Gretl software have used to analyse the collected data. The population of the study will be made up of all of the clients working on construction projects or constructing homes in the GOA state, and the sample size was 150 people. The descriptive statistics was used to find demographics characteristics of the respondents to summaries the variables related to AR tile bond. The respondents characteristics and the variables influencing their awareness of and intention to purchase AR TILE BOND were clearly understood through descriptive statistics. In multiple linear regression it determines that there is significant impact of Good quality, Easy availability, Reasonably Priced, Reliable, Buying same product, Dependable, Professional recommended, Same Product, Multiple surface and Make adjustments on Overall effect on Brand . In addition to the mentioned independent variables, the brand may also be influenced by additional elements including industry awareness and longer working hours. The project aims to fill knowledge's gaps and provide answers to issues like how much consumers currently aware about tile adhesive, how frequently they read online reviews before making a purchase, and what affects customers' intention to purchase AR tile bond.

Recommendations To Company

- ❖ Enhance product quality: For the company to win customers' trust, make sure that the tile adhesive it produces should be high quality standards.
- ❖ Increase market reach: To boost sales and revenue, discover unexplored areas and regions.
- ❖ Provide training courses: To inform clients and tile installers about uses tile adhesive, benefits, offer training and workshops.
- ❖ Keep an eye on industry trends: To stay competitive and swiftly adjust to shifting consumer needs, keep an eye on the most recent developments in the tile adhesive market.
- ❖ Utilize social media and digital marketing strategies to spread the word about your company and attract new customers.
- ❖ Expand your product selection by providing a variety of tile adhesives that are appropriate for various tile types and surfaces with different standards.

Work Done and Learnings

I got the chance to learn a variety of skills and expertise during my internship at AR Mines Industries, as well as complete numerous duties that aided in the development of the business. One of my greatest accomplishments was in sales and marketing when I sold more than 600 concrete blocks and 300 bags of tile adhesive through shop-to-shop transactions. Where I visited more than 60 shops in Goa and introduced our products of AR Mines Industries and also sold them the products. To demonstrate my creativity and marketing skills, I also produced video advertising and a variety of brochures to advertise the company's products on social media. Additionally, they were having master franchise of Chaat Do Hatti and London Shakes' where I was in charge of social media accounts, which I regularly updated with interesting content to draw attention to the brands and draw customers.

In addition to sales and marketing, I learned a lot about several facets of the company. One of the most important lessons I took away was financial management. I saw how the business employed various financial instruments to manage its finances and enhance its financial performance. Mr. Dhanish Bankley taught me how to use small Facebook advertising to promote business through social media. This training improved my understanding of how to use web marketing to boost brand recognition and reach a larger audience.

Moreover, as I interacted with coworkers and clients, my communication skills improved. I was better able to comprehend the company's product line's manufacturing procedure, which improved my awareness of the nuances and challenges associated with producing high-quality building materials. Mr. Vinayak Jagtap, the marketing manager of AR Mines Industries, also taught me about the art of product selling, including how to persuade customers, strike deals, and foster customer loyalty.

Overall, I had a rich and fulfilling internship at AR Mines Industries that helped me learn a variety of skills and expertise. I am a significant asset to any organisation because of my work ethic, ingenuity, and capacity for adjustment to a wide range of jobs and difficulties. I have no doubt that the knowledge and abilities I have acquired during my internship will be valuable in my future professional endeavors and contribute to my overall success and professional growth.

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Annexure

Questions

1. Do you use tile adhesive products?
 - a. Yes
 - b. No
2. What type of tile adhesive have you used before?
 - a. Ready-to-use
 - b. Powdered
3. Which brand of tile adhesive do you purchase?
 - a. Ultratech
 - b. Endura
 - c. Kajaria
 - d. AR Tile Bond
 - e. Others specify
4. Please respond to the below statement based on The Brand of tile adhesive you have purchased. (Rate them in order where 1 is Strongly disagree and 5 is Strongly agree)

	1	2	3	4	5
The brand of tile adhesive I purchase is a good quality product.					
The brand of tile adhesive I purchase is easily available.					
The brand of tile adhesive I purchase is reasonably priced.					
The brand of tile adhesive I purchase is reliable.					
I will continue to buy the same tile adhesive I purchased.					
The brand of tile adhesive I purchase is a dependable brand.					
The brand of tile adhesive I purchase is recommended by professional tile fitters.					
The brand of tile adhesive I purchase has received industry recognition and awards.					
The brand of tile adhesive I purchase is versatile and can be used on multiple surfaces or types of tiles.					

The brand of tile adhesive I purchase has a longer working time.					
The brand of tile adhesive I purchase allows me to make adjustments to the tile placement before it sets.					

5. Where did you hear about AR tile adhesive ?

- a. Advertising
- b. Word of mouth
- c. Online search
- d. Social media
- e. In-store display

6. Rank in the order 1-5 where (1 is the least important and 5 is the most important) source you prefer to learn about tile adhesive products?

	1	2	3	4	5
professional recommendations					
word of mouth					
in-store displays					
online reviews					

7. Where do you prefer to purchase tile adhesive?

- a. Distributer
- b. online retailers
- c. Ceramics store
- d. Other

Demographic

8. Gender

- a. Male
- b. Female

9. Education

- a. SSC
- b. HSSC
- c. Undergraduate
- d. Postgraduate

10. Income

- a. 10000 - 20000
- b. 20000 - 30000
- c. 30000 - 40000
- d. 40000 and more

11. Location

- a. North Goa
- b. South Goa

12. Name of the Store/Contractor

13. Contact Details