

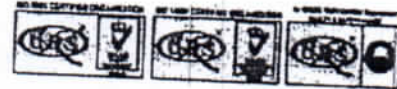
A Study of Consumers and
Retailers Perception About
Bindals Papers Products



Bindals Papers Mills Limited

A-150 9/61-200, ISO 14001 2004 & ISO 9001 2001 Certified Company
MANUFACTURERS OF WRITING & PRINTING PAPER

8th Km. Bhopa Road, Muzaffarnagar - 251 001 UP, INDIA
Tel. : +91-131-2468381, 2468382, +91-9917055355
E-mail : info@bindalpapers.com, technical@bindalpapers.com
Corporate Identity Number : U21011DL2006PLC148928



www.bindalpapers.com

No. BPM/ Gr/ 17-18/169

To
Dr Vivek Tyagi
Head
Department of Business Administration
Shri Ram College
Muzaffarnagar

Subject: Sanction of Funds for Project on "A Study of Consumers and Retailers Perception about Bindal Paper's Products"

Reference: Our offer letter dated 10.07.2017
Your accepted letter dated 15.07.2017.

Dear Sir,

Kindly refer to the above mentioned subject and references. We are herewith sanctioning an amount of Rs. 50,000/- for the above mentioned Project under Corporate Social Responsibility (CSR) head.

You are requested to carry on the work. All terms and conditions mentioned in our earlier letter shall be applying to this project.

Thanking you,

Yours faithfully
For Bindal Papers Mills Limited

Enclosed: As above.

CERTIFIED

(Mayank Bindal)
Director

Date: 28 July, 2017



Marketing Office : 212, Agarwal City Mall, Road No. 44, Near MZK Cinema, Patimpura, Delhi-110034, INDIA
Tel. : +91-11-47537700 * Fax : +91-11-47537777 * E-mail : marketing@bindalpapers.com
Regd. Office : NP-151 B, Maurya Enclave, Patimpura, Delhi-110068, INDIA

Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar

Principal
Shri Ram College
Muzaffarnagar

9/2

Utilization Certificate

S.N.	Detail of sanction of Fund with Project name and Duration	Amount
1.	365-Day project on A Study of Consumers and Retailers perception about Bindal Paper's Product, Date of Sanction of Fund- 10.07.2017 as per Sanction Letter	50000.00/-
	TOTAL	50000.00/-

It is Certified that out of Rs. 50000.00/- (Fifty Thousands Only) of grants sanctioned by Bindal Papers Ltd, Muzaffarnagar during the year 2017-18 in favor of Shri Ram College, Muzaffarnagar, a sum of Rs. 50450.00 has been utilized for the purpose of the project for which it was sanctioned and that the balance of Rs. Nil remaining unutilized at the end of the year has been surrendered. The Extra amount (If any) is met out by Shri Ram College.

2. Certified that we have satisfied our self that the conditions on which the grant was sanctioned have been duly fulfilled/are being fulfilled and that we have exercised the following checks to see that the money was actually utilized for the purpose for which it was

sanctioned.

Kinds of checks exercise-

- 1 Checking of cash book
- 2 Checking of payment vouchers.
- 3 Checking of expenses bills.

For Shri Ram College

Secretary

Place: Muzaffarnagar

Date: 25.05.2018

For Goel Rakesh & Co.
Chartered Accountants



M.NO. : 071858

FRN : 003374C

CERTIFIED

KG
Principal
Shri Ram College
Muzaffarnagar

JK
Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar

Shri Ram College, Muzaffarnagar

Department of Business Administration

Industrial Project for Bindals Papers Mills Ltd, Muzaffarnagar titled

“A study of consumers and retailers perception about bindals papers products”

Summary Report

Introduction

Bindals Papers Mills Limited emerges as part of the highly dynamic and rapid growing Bindal Group. Bindal's has a diversified Business Portfolio in Manufacturing of Cut pack A4 Copier paper, Writing & Printing grades and its Notebooks. The Groups fundamental business philosophy is dictated by the ever growing needs of the customer for Quality products, backed by a robust Service Culture and competitive Costs. Bindals' significant Investment in the high end Printing and Writing Paper sector in the year 2009 is a modern Greenfield plant in Muzaffarnagar, UP with a manufacturing capacity exceeding 1,00,000 TPY. More importantly, its participation is in Branded Copier Paper (cut-size) segment, the fast growing High Bright SS Maplitho Paper (uncoated wood free paper) and Notebooks makes it a one-stop-shop paper group, enabling customers to source the widest range of papers and boards.

The technology installed is absolutely contemporary, in sync with the markets' emerging requirements of high value, internationally competitive papers. Backing this is an excellent network of distributors who offer customized services and solutions and a workforce that is both talented and dedicated.

The Company's Sales and Marketing is headquartered in New Delhi which clearly results in closer and more personalized service, being in the heart of the country's biggest and fastest growing market. The Team of sales and marketing professionals has the right blend of experience and youth who service the customers with utmost passion and humility.

In spite of having large customer base and overall good performance, company always looks for further betterment through research projects. For the fulfillment of this objective company joined hands with Shri Ram College to conduct a research to find out the perception of consumer and retailers towards the products of Bindals Papers Ltd.


Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar

CERTIFIED


Principal
Shri Ram College
Muzaffarnagar

RESEARCH OBJECTIVES

- To study the brand perception of Bindals Papers in the minds of consumers
- To study the satisfaction level of consumers after using Bindals Papers products
- To know the attributes that a consumer keeps in mind while buying Bindals Papers products.

RESEARCH METHODOLOGY

Sampling: The sample of 100 consumers and retailers selected from Muzaffarnagar and Saharanpur districts by using simple random sampling method to select the sample.

Tools used for the study: The study is carried out with the help of both primary and secondary data. Primary data was collected through well-structured questionnaire provided to the consumers and retailers. Secondary data was collected from internet, Journals and articles. For scaling purpose Likert's 5-point scale was used for certain questions. Chi-square has been used to analyze the questionnaire results.

NEED FOR THE STUDY

The consumer is an individual who pays some amount of money for the thing required to consume goods and services. Consumers play a vital role in the market. The satisfied customers are the one who creates value to the company hence this research focuses on the factors influencing consumers to purchase Bindals Papers.

HYPOTHESIS

H₀: There is no significant difference between price and usage of the Bindals Papers products


H₁: There is significant difference between price and usage of the Bindals Papers products


FINDINGS

The data collected, through 100 questionnaires, is analyzed. Out of 100 users, dominant portion i.e. nearly 2/3rd of the users belongs to organizations.

- Over 92% of the people have used Bindals Products
- 77% people strongly agree that Bindals offers a variety of products while 17% people think that Bindals has not offered a large variety of products.

CERTIFIED


Principal
Shri Ram College
Muzaffarnagar


Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar

- 86% people believe that Bindals Papers offers good quality of product but 14% customers are not satisfied with the quality of product.
- 75% customer thinks that the price of Bindals Papers are fair but 25% customer thinks that the price of the product are not fair.
- 71% customer agree that Bindals Papers have more natural ingredients and 29% customers does not think so.
- 77% customers are satisfied with patanjali product while 23% customer are not satisfied with Bindals products.
- 70% of the people came to know about Bindals through retailers and recommendations while 30% on Self Exploration.


CONCLUSION

Bindals Papers has given a headache to many marketers with its unconventional ways of marketing. The Findings show that there are many significant factors that together make up the buying decision of the product. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Bindals Papers products. It may be because of reasonable price of the product. It may be due to ability of the product to cure the problem. The satisfaction brings in the retention of customer. However, it should not ignore the competitors. Bindals Papers in order to retain more customers and satisfy them, must fulfil the claims made by the company before any other brand may mushroom up and take away the benefits. A point to notice that many people are buying Bindals products due to the hedonic value attached to the products. Hence, Bindals Papers (unlike its competitors) is attracting brand-loyal customers and not price-sensitive customers.

Recommendation

- To make a successful product, Bindals Papers marketing strategy should attract long term consumers.
- Most of the Bindals Papers consumer are facing problem like, products are not available in the market regularly.
- They can increase their distribution channels.
- They have to focus back on product efficacy. Rising above the noise of advertising.

CERTIFIED


Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar


Principal
Shri Ram College
Muzaffarnagar

- They can increase their outlet and stores.
- So Bindals Papers should increase their productivity and make sure that there will be shortage of products in the market.

Project Completion Report

The project was funded by Bindals Papers Mills Ltd. Project was exclusively conducted for Bindals Papers. The Company had paid Rs.40000/- in advance and remaining Rs. 10000/- after the submission of the report. The project undertaken was started on 25/07/2017 and it was completed on 07/02/2018. 7 students of BBA final year were involved to assist the principal investigator throughout the project. They collected primary data through questionnaire and also assisted from starting to the completion of the project. Students were also provided with reasonable stipend. People dedicated to the project were as follows-


Principal Investigator- Mr. Vivek Kumar Tyagi (Asst. Prof., Department of Business Administration)


SN	Roll Number	Name of the student	Remuneration (in Rs.)	TA (inRs.)
1	1585509550	KM. KARISHMA	5500	1500
2	1585509553	LAVISH RATHI	6000	1100
3	1585509629	SHUBHAM MALIK	6500	800
4	1585509632	SORABH KUMAR	5200	1800
5	1585509544	HUNNY TYAGI	5500	1500
6	1585509518	ANIL KUMAR	6000	1000
7	1585509524	ANUJ KUMAR	5200	1800
		Total	39900	9500
Remuneration Paid				Rs. 39900
Travelling Allowances Paid				Rs. 9500
Miscellaneous expenses				Rs. 1050
Total				Rs. 50450/-


Vivek Kumar Tyagi

Principal Investigator to the Project

CERTIFIED


Co-ordinator
IQAC, Shri Ram College,
Muzaffarnagar


Principal
Shri Ram College
Muzaffarnagar