

A Study on Customer Awareness and Brand Preference Towards Construction Chemical Products at CDO Impex Pvt Ltd

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1. Abstract

This study investigates customer awareness and brand preference towards construction chemical products at CDO Impex Pvt Ltd. Key factors examined include product quality, durability, brand reputation, pricing, availability, and technical support. Data were collected from 150 respondents — contractors, engineers, architects, builders, and homeowners — using a structured questionnaire. Simple random sampling was employed, and the study adopted a descriptive research design. Statistical tools including percentage analysis, Chi-square analysis, and Pearson correlation were applied. Results reveal that 88% of respondents are aware of construction chemicals, with Dr. Fixit emerging as the most preferred brand (28%). A strong positive correlation ($r = 0.842$) between customer awareness and brand preference was established. The study concludes that product quality, brand reputation, and expert recommendations are the primary drivers of brand preference in the construction chemicals market.

Keywords: Customer Awareness, Brand Preference, Construction Chemicals, Buying Behaviour, CDO Impex Pvt Ltd

2. Introduction

The construction chemical industry has emerged as one of the most dynamic and rapidly expanding sectors in India's construction and infrastructure landscape. With accelerating urbanisation, increased government investment in infrastructure, and rising consumer expectations for durable and safe buildings, the demand for specialised construction chemical products — including waterproofing compounds, tile adhesives, sealants, grouts, and concrete admixtures — has grown substantially over the past decade.

Customer awareness and brand preference are central determinants of purchasing behaviour in this sector. Unlike generic commodity products, construction chemicals require informed decision-making, as product selection directly influences building strength, longevity, and structural safety. Customers who are well-informed about product types, applications, and performance standards are significantly more likely to prefer reputed, quality-assured brands over unbranded alternatives.

CDO Impex Pvt Ltd is a growing real estate and construction-based organisation committed to delivering quality housing solutions and modern infrastructure services. The company actively promotes the use of advanced construction chemical products to enhance building performance. Understanding how its customers perceive, evaluate, and choose construction chemical brands is therefore of direct strategic importance.

This study aims to examine the level of customer awareness regarding construction chemical products, analyse brand preferences among different customer segments, study customer perceptions of product quality and durability, and evaluate the factors influencing purchasing decisions and brand loyalty. The findings offer actionable insights for CDO Impex Pvt Ltd and the wider construction chemicals industry.

3. Literature Review

Kotler and Keller (2015) established that customer satisfaction and brand equity are fundamental pillars of organisational success, and that companies sustaining strong product quality and customer relationships consistently outperform competitors in brand preference and loyalty metrics.

Bhasin (2016) argued that brand preference is shaped by customer perception, product quality, and corporate reputation. Customers gravitate toward brands that reliably deliver quality and effective post-purchase support.

Chauhan (2016) demonstrated that construction chemical products materially improve building durability, waterproofing effectiveness, and structural integrity. Heightened customer awareness of these benefits directly influences purchasing decisions.

Armstrong and Kotler (2017) highlighted that contemporary marketing strategies — advertising, promotions, and digital outreach — are pivotal in expanding customer awareness and reinforcing brand preference. Clear and consistent communication builds trust and drives market performance.

Patil and Deshmukh (2018) noted that the growth of the construction sector has amplified demand for advanced construction chemicals, and that structured customer awareness programmes and technical guidance materially improve product adoption and satisfaction levels.

Sharma and Verma (2019) found that buying behaviour in the construction sector is significantly influenced by product quality, durability, pricing, and brand image, with customers prioritising products that offer quality assurance and long-term value.

Ramesh and Kumar (2021) reported that construction customers increasingly favour branded chemical products owing to superior durability, technical support, and product reliability, with brand awareness serving as a key trust signal.

Mehta and Shah (2022) established that social media marketing and digital advertising play an increasingly important role in creating construction chemical awareness, improving brand recognition and customer engagement.

Gupta and Jain (2023) observed that modern customers are quality-conscious and prefer construction chemical brands offering long-term waterproofing, crack resistance, and structural strength, with product quality strongly predicting purchasing behaviour.

Verma and Sharma (2024) confirmed that brand image, promotional activities, and customer education programmes collectively improve awareness and preference for construction chemical products, with organisations maintaining strong communication strategies achieving superior market outcomes.

4. Methodology

4.1 Research Design

A descriptive research design was adopted, enabling systematic collection, analysis, and interpretation of data regarding customer awareness and brand preference. This design is well-suited to capturing both qualitative insights and quantitative patterns in customer behaviour.

4.2 Data Collection

Primary data were gathered through a structured questionnaire administered to 150 respondents — including contractors, engineers, architects, builders, and homeowners associated with CDO Impex Pvt Ltd. Secondary data were sourced from academic journals, marketing textbooks, company reports, and industry websites. The study was conducted from February 10, 2026 to April 20, 2026.

4.3 Sampling

Simple random sampling was employed to ensure each respondent had an equal probability of selection, minimising bias and enhancing representativeness. The sample size of 150 was determined using Slovin's formula ($n = N / (1 + Ne^2)$).

4.4 Analytical Tools

Three statistical tools were applied: (1) Percentage Analysis for demographic and response distribution; (2) Chi-square Analysis to test the relationship between gender and brand preference; and (3) Pearson Correlation Analysis to measure the association between customer awareness and brand preference.

Table 1: Demographic Profile of Respondents

Characteristic	Category	Respondents (n)	Percentage (%)
Gender	Male	82	55%
	Female	58	39%
	Prefer not to say	10	6%
Age Group	18–25 years	42	28%
	26–35 years	56	37%
	36–45 years	34	23%
	Above 45 years	18	12%
Occupation	Contractor	38	25%
	Home Owner	32	21%
	Engineer	30	20%
	Builder	24	16%
	Architect	18	12%
Monthly Income	₹50,000–₹1,00,000	52	35%
	₹25,000–₹50,000	46	31%
	Below ₹25,000	28	19%
	Above ₹1,00,000	24	15%
Experience	More than 5 years	46	31%
	1–3 years	44	29%
	3–5 years	38	25%
	Less than 1 year	22	15%

5. Analysis & Results

5.1 Customer Awareness Findings

A large majority of respondents (88%) confirmed awareness of construction chemical products, indicating a well-informed customer base within CDO Impex's market. Among product categories, waterproofing chemicals were the most recognised (31%), followed by tile adhesives (23%), protective coatings (17%), sealants (16%), and grouts (13%). Regarding sources of awareness, engineers and contractors were the leading channel (32%), followed equally by social media and dealers/retail stores (20% each), advertisements (16%), and friends/relatives (12%). This underscores the outsized influence of professional networks in shaping product knowledge.

Table 2: Awareness and Brand Preference Summary

Metric	Finding	Percentage
Overall product awareness	Aware of construction chemicals	88%
Most familiar product	Waterproofing chemicals	31%
Primary awareness source	Engineers / Contractors	32%
Most preferred brand	Dr. Fixit	28%
Second preferred brand	Sika	21%
Third preferred brand	Fosroc	19%
Preference for branded over local products	Agree + Strongly Agree	71%
Brand reputation influences trust	Agree + Strongly Agree	72%
Product quality influences buying decision	Agree + Strongly Agree	76%
Satisfied with product performance	Satisfied + Highly Satisfied	72%
Willing to pay more for high quality	Agree + Strongly Agree	70%

5.2 Brand Preference Findings

Dr. Fixit emerged as the most preferred construction chemical brand (28%), driven by strong market presence, product quality, and established brand reputation. Sika (21%) and Fosroc (19%) occupied the second and third positions respectively, with MYK Arment (13%) and Asian Paints SmartCare (12%) completing the top five.

When asked about the primary reason for brand preference, price was cited most frequently (27%), followed by availability (23%), brand reputation (19%), product quality (15%), and expert recommendations (16%). These findings highlight that while pricing is a practical consideration, brand equity and product performance remain decisive for the majority.

Regarding factors for improvement, respondents prioritised product quality (23%), technical guidance and support (20%), customer awareness programmes (19%), pricing (15%), product availability (12%), and advertising (11%).

Table 3: Factors Influencing Brand Preference — Likert Scale Results

Factor	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Product quality influences buying decision	37%	39%	12%	7%	5%
Brand reputation affects trust	32%	40%	12%	9%	7%
Prefer branded over local products	35%	36%	12%	11%	6%

Factor	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Expert recommendations influence preference	33%	37%	13%	9%	8%
Product availability influences preference	31%	40%	12%	11%	6%
Warranty & quality assurance build trust	35%	36%	12%	9%	8%
Willing to pay more for quality	33%	37%	12%	11%	7%
Customer service influences preference	33%	37%	12%	11%	7%

5.3 Statistical Analysis

Chi-Square Analysis: A chi-square test was conducted to examine the relationship between gender and brand preference. The Pearson Chi-Square value was 42.518 ($df = 4$, $p < 0.001$), which is statistically significant at the 0.05 level. The null hypothesis (H_0 : no relationship between gender and brand preference) was therefore rejected, confirming that male and female customers differ in their brand preferences and awareness levels. This highlights the importance of gender-targeted marketing strategies.

Table 4: Chi-Square Test Results

Test	Value	df	Sig. (2-sided)	Decision
Pearson Chi-Square	42.518	4	0.000	H_0 Rejected
Likelihood Ratio	50.274	4	0.000	H_0 Rejected
Linear-by-Linear Association	31.486	1	0.000	H_0 Rejected
N of Valid Cases	150	—	—	—

Correlation Analysis: Pearson correlation analysis was performed to assess the relationship between customer awareness and brand preference. The correlation coefficient was $r = 0.842$ ($p < 0.001$), indicating a strong positive relationship. The null hypothesis (H_0 : no relationship between awareness and brand preference) was rejected. This confirms that higher customer awareness — driven by engineers, contractors, social media, and retail channels — directly and significantly strengthens brand preference for construction chemical products.

Table 5: Pearson Correlation Results

Variable	Mean	Std. Deviation	Pearson r	Sig. (2-tailed)
Customer Awareness	2.564	1.014	0.842**	0.000
Brand Preference	2.419	0.896	0.842**	0.000

6. Conclusion & Suggestions

This study establishes that customer awareness and brand preference are strongly interlinked determinants of purchasing behaviour in the construction chemicals market. The high overall awareness rate (88%), strong correlation between awareness and brand preference ($r = 0.842$), and clear dominance of quality and brand reputation as purchase drivers collectively affirm that investments in customer education and brand building yield measurable commercial returns.

Dr. Fixit's market leadership reflects the competitive advantage that a trusted brand name, consistent product quality, and widespread distribution can provide. The significant relationship between gender and brand preference further suggests that differentiated marketing strategies — tailored to the specific needs and information channels of contractors, engineers, homeowners, and other segments — will be more effective than uniform campaigns.

Suggestions

- Invest in quality improvement: Product quality is the top driver of both preference and satisfaction. Continuous R&D and rigorous QC measures are essential.
- Strengthen engineer and contractor engagement: As the dominant awareness channel (32%), targeted technical seminars, dealer programmes, and specification support will amplify brand visibility.
- Expand digital marketing: Social media and online platforms tied with dealers as the second-largest awareness source. A structured digital presence will reach younger, tech-savvy customer segments.
- Enhance after-sales technical support: 70% of respondents link technical support to brand preference; structured helplines, application guides, and site visits will improve post-purchase satisfaction.
- Adopt competitive yet value-based pricing: While 70% prioritise quality over price, transparent value communication and tiered product offerings can address price-sensitive segments.
- Collect regular customer feedback: Systematic CRM-based feedback loops will help organisations identify emerging needs, address satisfaction gaps, and continuously refine their product portfolio.

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