

A CASE REVIEW ON DEALERS SATISFACTION LEVELS IN CEMENT INDUSTRY

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1. INTRODUCTION:

Cement is a binder material which is used for constructions works. Cement is used along with sand and gravel with the required proportion for the construction. The fine aggregate of cement is used to produce mortar for mason work. Effective construction uses cement along with the sandgravel to produce concrete.

The background of this industry is marked in 19th century at that time the whole industry was dominated by imports. During that period In India 50% of cement consumed was imported from other nations. Many cement producers of domestic country went out of business of cement industry because of price Competition. Between 1920 to 1940 the capacity of Indian cement industry increased, and which decreased imports.

Indian cement industry is after China's second-largest market as of November 2018 it had total cement production capacity of 455 million tons Cement is a cyclical product strongly correlated to GDP, the housing and real estate sector is the cement largest demand engine, accounting for 65% of India total consumption.

Demand for cement consumption is expected to reach 500 – 600 million ton per annum currently the industry produces 280 Mt to satisfy its domestic demand 5MT to satisfy export requirements. In addition, additional per capita cement consumption in India remains significantly small at less than 200 kg compared to the world average of 500 kg; In China average is more than 1000kg per head this highlight the enormous long-term growth of Indian cement.

Cement is freight- intensive industry being a bulk commodity, so being shipped over long distance will prove to uneconomical, as a result cement has traditionally been a global play with that industry into five major regions' north southeastern and southern and Central.

India's southern region has highest installed capacity, accounting for about one third of the total cement capacity installed in the world. Present situation producers say independent study Indian cement companies became its major part of economy in 1982 and gave jobs directly and indirectly to millions of people and also it attracted India's and also foreign experts has and attracted huge investors India has much potential to grow in infrastructure and construction industry and cement industry is expected to grow from this.

Several foreign players have recently invested in and expected to be contributed to the development helped by appropriate foreign government initiatives this sector growth is predicted on ready availability of raw materials for cement production, such as calcareous and coal. Production capacity. Currently these construction and real estate sectors are the main demand drivers of cement, of India, some of the other leading cement consumer including 20% of public infrastructure and 15% of industrial development.

India's total cement output capacity as of 2017/18 was almost four hundred and 60 million tons the usage is projected by 5% in 2019 backed by housing pickups and higher infrastructure spending the industry currently planning to produce 300 mega tons to satisfy its domestic demand and five mega tons for export requirements

1.1 Karnataka Cement Industries

A small number of companies currently control the Indian cement industry. Top 20 cement organization constitutes approximately 70% of countries total production. The remaining four hundred small plants make up 200 large cement plants

In 2020 there were 4.91 billion tons in the international cement market. Cement denotes a binding agent which is often used to build a blend of clay and calcareous. Many other materials such as shale, clay, shallows, cracks, silica sand, iron ores and slag from furnace blast are brushed into high- temperature concrete-like rock-like objects. It is mixed in grey color to produce a hard mass, which is used as glue for the production of brickwork. The cement is commonly divided into hydraulic and non-hydraulic, depending on its water capability. Hydraulic cement ensures optimal chemical resistance and allows the non-hydraulic cement to respond to carbon dioxide in the atmosphere due to the chemical reaction between water and dry matter.

1.2 KEY PLAYERS IN INDIAN CEMENT INDUSTRY

ULTRATECH CEMENT

It was founded in 2000 under the name Larsen & Toubro. Later, it underwent a demerger, was bought by Grasim, and changed its name to Ultra Tech Cement in 2004. The largest exporter of cement clinker in the nation today is Ultratech Cement, which is a subsidiary of the Aditya Birla Group. 52 million tons are the yearly capacity of UltraTech Cement Limited. It produces and sells Portland Pozzolana Cement, Ordinary Portland Cement, and Portland Blast Furnace Slag Cement. Additionally, it produces ready- mix concrete (RMC). The factories are all certified to ISO 9001 standards.

The firm operates 11 integrated plants, 1 clink erization plant, 1 white cement plant, 15 grinding units, 11 in India, 2 in the UAE, 1 in Bahrain, and 1 in Bangladesh, as well as 5 terminals, 4 in India, and 1 in Sri Lanka. The export markets include nations in the Middle East, Africa, Africa's Horn of Africa, and Europe. Samruddhi Cement Limited and UltraTech Cement Limited merged in July 2010, whereas Narmada Cement Company Limited and UltraTech merged in May 2006. In September 2010, ETA Star Cement's businesses in the UAE, Bahrain, and Bangladesh were bought by UltraTech Cement Middle East Investments Limited, a fully owned subsidiary of the Company.

AMBUJA CEMENT

In 1986, Ambuja Cements was founded. The firm has increased tenfold in the previous ten years. The firm has an 18.5-million-ton capacity for cement. Some of the world's most effective plants are found there. With environmental safeguards online with the best in the industrialized world.

The company's method of doing business, however, stands out as its most distinguishing feature. Ambuja adheres to a distinctive, locally developed worldview that grants individuals the freedom to determine their own objectives and the authority to do so. This straightforward vision has produced a setting in which efficiency and quality knows no bounds. And has proven to be a strong growth engine for the business.

The corporation entered the cement industry with an open attitude at first. It was crucial to have the lowest capital cost per ton of cement in order to compete with the more seasoned, established businesses who had previously written off their plant costs. They would need to put up their plants quickly. They would need to be using their capacity at a rate greater than 100%. The major focus of the firm was that their power usage established a new record low.

Ambuja is now India's third-largest cement producer, with an annual plant capacity of 16 million tons, comprising Ambuja Cement Eastern Ltd., and more than Rs. 3298 crores in sales.

ACC CEMENT LTD.,

ACC Ltd. is India's leading manufacturer of cement and concrete. The company produces and sells ready-mixed concrete and cement. They create many types of Portland cement for both typical and uncommon applications. They also provide bulk cement and ready-mix concrete as other items. The company's operations are spread out over the country thanks to its 17 modern cement mills, more than 90 ready-mix concrete facilities, several zonal offices, and extensive distribution network of more than 11000 dealers. Some of its subsidiaries include ACC Concrete Ltd, Bulk Cement Corporation (India) Ltd, and ACC Mineral Resources Ltd. Lucky Minmat Ltd., Encore Cements & Additives Pvt. Ltd., and National Limestone Co. Pvt. Ltd. On August 1st, 1996, the Associated Cement Companies Ltd., also known as ACC Ltd., was established.

RAMCO CEMENTS LTD

Ramco Cements Ltd., formerly known as Madras Cements, is the principal enterprise of the Ramco group (MCL). It controls the market for mixed cement in southern India. Ramco Cements is the fifth-largest cement producer in the country. The company's main product, Portland cement, is made in 10 manufacturing locations across India at 8 state-of-the-art production facilities, comprising Integrated Cement Plants and Grinding Units, with a current total production capacity of 16.5 million MTPA. The company has been a pioneer in promoting blended cements since 1997. The company mostly caters to domestic markets. The company also sells any extra electricity generated by its thermal power plants and windmills after meeting its captive demand.

1.3 Theoretical background

Basically, a vendor is a business visionary occupied with sharing the obligations of deals and appropriation of results of an organization, as a delegate in the channels of dispersion and has put away some cash for an industry standard rate of profitability. He is a middle person between the maker (organization) and the last leg of the channel, the retailer or now and then the last customer. A stream graph appeared underneath gives a thought of the arrangement of the Dealer in the investigation.

The investigation centers around the Dealers' Satisfaction while managing in pharmaceutical and shopper merchandise organizations. All the more explicitly, the fulfillment level of Dealers because of compelling administration of channels of circulation will be dissected right now.

While looking at vendor fulfillment all in all, three general parts are recognized:

1. The answer connects with a certain location.
2. Merchant contentment is a response (enthusiastic or scholarly) (level of gainfulness, wants, thing, usage experience, etc.)
3. The reaction happens at a specific time (after receipt, utilization, after decision, thinking about collected perception, and so forth.). In nutshell, Dealer Satisfaction fuses three essential sections, a reaction relating to a specific spot picked at a specific time.

Traditionally, dealer fulfillment has been seen to as either a passionate or mental response. Later notions of fulfillment elicit an enthusiastic response. The seller replies support the ardent justification for fulfillment. Merchants and the arrangement both recognize that this response has a power relationship with the situation. The notion of the fulfillment reaction, which goes from strong to weak, is recommended by reaction power. Words like "extraordinary persuasion powers," "hopeless arrangements staff," "remarkable help," "botch free documentation," "grand thing," "complete thing expand," "especially satisfied," "defenseless," "baffled," "cheated," "disconnected," and "neutral," as well as other similar expressions, reveal the extent of the intensity. The composition as a whole and merchants both perceive satisfaction as an overview laden with varied degrees of emotional reaction.

2. LITERATURE REVIEW:

Colantoni's (1995) Suppliers utilize an assortment of procedures to increase a favored situation inside their dealers' supply organize. Sellers designate buys among a few providers to boost profits by their suppliers' serious moves and to abstain from being commanded. Utilizations and expansion of exchange cost examination and agreement law to give observational knowledge into supplier-dealer connections inside dealers' supply systems. Additionally, proposes straightforward however ground- breaking instruments for providers to improve relationship quality.

Robert A Robicheaux (2008) The relationship of provider seller rationalism with vendor fulfillment is inspected with the assistance of an auxiliary condition model in the two differing societies of the United States and India. Intracanal rationalism among providers and sellers is estimated in six measurements: solidarity, commonality, adaptability, job honesty, span, and trust. Similar proportions of the different parts of rationalism and seller fulfillment are applied in the electric light and lighting gear directs in the two nations with agreeable unwavering quality and legitimacy. In the two nations, rationalism all in all is found to have a noteworthy positive effect on vendor fulfillment. Independently, various measurements impacts affect vendor fulfillment in the two nations. In the United States, trust and commonality are separately noteworthy, while in India, adaptability is the huge measurement influencing fulfillment. Administrative ramifications of the outcomes and future research headings are examined.

Tunga kayak (2008) the creators build up a reasonable model that analyzes the directing impact of seller obstruction on the utilization of coercive force fulfillment relationship. The outcomes give a potential clarification to conflicting outcomes inside surviving channel writing in regards to connections that are power as well as reliance Hitler kilter Within the setting of the model, the writers additionally give a conceptualization of the endogenous build, struggle potential, as a way to analyse what persuades a channel part to practice coercive force as an impacting operator. The model additionally analyzes the vendor's propensity to yield or submit dynamic control to the maker inside the setting of the utilization of coercive force fulfillment relationship.

Mosad Jonsson (2003) Increased consideration has been paid to the topic of how to assemble stable and long-term functioning connections among providers and vendors. This examination proposes a theoretical model including conduct measurements of supplier-dealer connections and presents speculations about how to

accomplish good inter-organizational connections. Fulfillment is the result of working connections centered upon in our model. The model is an experimental evaluation of the connection between Swedish wood vendors and their providers. T-test proof recommends that all proposed basic factors, except for coercive force, are vital for accomplishing a high pace of apparent relationship fulfillment, whether or not the relationship is portrayed by a high or a low degree of trust and responsibility.

Tatiana Anisimova (2017) there is a conflict in promoting writing that holes among corporate and key partners' points of view have ominous ramifications for corporate brand execution. The present article endeavors to experimentally prove this contention. All things considered, this article takes a gander at the connection between a vehicle maker and its vendors and inspects it from the point of view of the relationship misalignment.

Der market (1998) Considering the way that the manner by which a seller is treated by its producer has conclusive impact on the vendor's promise to the brand just as on the seller's business achievement, an assessment of seller fulfillment or disappointment has gotten strikingly significant during the most recent couple of years.

Sudhir h kale (1986) the creator reports a field investigation of dyadic direct connections in India. Among the discoveries is that a maker's apparent force is connected decidedly to the recurrence of utilization of generally high weight impact systems by its field delegates. The need to direct investigations over a few businesses and nations is underscored by the examination discoveries.

Han Umesh Karmapa (2016) Marketing is a correspondence technique which is the explanation behind individuals or social occasions – Customers are clearly or by suggestion prepared to purchase the things and organizations that may satisfy their current or as of late perceived needs or needs. The assessment was with various domains that necessities for advancement in Priya cement from merchants' viewpoint. The close by impact of arrangements headway on bargains was moreover considered in the examination.

Julie and Roger (1995) they researched the social contrasts inside inventory system to perceive the job of contribution of provider and fulfillment in the seller's stockpile choice procedure.

Mallikarjun Reddy (2002) They has expressed that so as to create fruitful advertising techniques, advertisers must comprehend client conduct of the objective market, keeping in see natural impacts, singular contrasts and mental procedure dependent on which buyers decide.

Thirumoorthy P and Karthikeyan P (2006) They considered retailer and vendors' disposition towards Bombay excessively crossover seeds ltd in Rajkot city and found that the clients are affected by main considerations, for example, brand name, value, quality, accessibility, bundling and commercial.

Anita Awbi (2006) Availability is transforming into an inflexibly huge issue for shippers looking out favorable staple plans. It shows up clients are continuously relying upon factors that make buying less difficult and speedier, and improving openness is one procedure for passing on against that wants.

Kotler and Armstrong (2008) Manufacturer direct more arrangements progression dollars toward shippers and wholesalers than to distinct customers. Trade progression gadgets can persuade subsidiaries to pass on a brand and push it to customers

Savitri (2012) Savitri found that it is important to assemble long haul steadfast connections as the new economy is getting progressively serious and Bombay very cross breed seeds Ltd. Ought to give opportune and sufficient stocks, liberal credit terms, give grants, free family trips and so on., to empower and propel the vendors.

Rosemary Ramsey (1994) study broadens past purchaser vender relationship inquire about by looking at the degree of shared reliance and force reliance irregular characteristics across purchaser (affiliate) supply sources. Utilizing basic help administrations and the force of coercive impact endeavors, results recommend that the degree of shared reliance and force reliance uneven characters have any kind of effect in affiliate fulfillment, yet that the effect pivots upon whether the provider is the essential, auxiliary, or tertiary provider regarding yearly buys by the affiliate. The Executive Summary offers heading for supervisors.

Petrik Janson (1998) Increased consideration has been paid to the subject of how to manufacture stable and long-term functioning connections among providers and vendors. This examination proposes a reasonable model including conduct measurements of supplier-dealer connections and presents speculations about how to accomplish palatable inter-organizational connections. Fulfillment is the outcome of working connections centered upon in our model.

Sio leng chau (2019) in the current investigation features the centrality of work-family strife as one of the most significant components influencing work pressure and employment fulfillment. This paper likewise looks at its effect in an interceding job between work pressure and occupation fulfillment. The respondents for this examination comprised of 542 table game sellers working in six undertakings in Macau. The outcomes show that sexual orientation, instruction and working experience have no huge contrast on work pressure and work- family struggle in the individual information investigation.

3. STATEMENT OF THE PROBLEM

“A study on dealer satisfaction towards cement industry”

The purpose of this study's extraction is to determine the degree of consumer and dealer satisfaction. The goal of the project with the term "dealer satisfaction on cement projects" is stated above.

This research will make some recommendations for improving the business.

The job of any successful firm is to keep its customers by knowing their requirements to address any unhappiness and improve sales as well as market share. However, just as in the case of other areas, competition is rising in this industry as well. Through this study we will understand the dealer's satisfaction level and also, we understand what the factors are influencing more.

4. OBJECTIVES OF THE STUDY:

1. To determine the dealers' level of satisfaction with the cement industry
2. To identify the elements influencing the dealer's choice to work with the cement business.
3. To research several areas that might use improvement while getting dealer advice.
4. To determine the cement industry's price structure.
5. To understand the customer's perception of the cement industry's limited- time quality and movement.

5. RESEARCH METHODOLOGY:

In this study, both exploratory and descriptive forms of research design were employed. Research design is a fundamental framework that provides guidance for the research process. It is a map or a blueprint according to which the research was conducted.

An unstructured survey was done at the earliest stage as part of an exploratory research approach to properly define the issue. A systematic questionnaire was used in descriptive research to gather information about the consumer, and the questionnaire was individually administered.

Primary data: Primary data is the data where we are collected from primary source

Secondary data: The remaining information was gathered under the work area audit from the organizations' manuals, reports, and certain administrative records. Valid diaries, books, varied articles, processes, publications, pamphlets, and papers,

Random sampling: The research study employed random sampling method which casually selects the respondents.

Instrument:

Poll: This comprises of a lot of inquiries displayed to respondents for their answers. Polls should be deliberately created and tried before utilizing it for information accumulation

Closed Ended Questions:

The structure utilized here is shut finished inquiries with all the conceivable responses to make the respondents feel great. Open finished inquiries are valuable in knowing the thoughts of the respondents in their very own words.

Contact Method:

Personal interview: The contact method used is personal interview. The respondents were asked the questions in the questionnaire and were explained in full details

Limitations:

- As a survey approach was employed for this study, the results might not be entirely accurate and plausible.
- Rather than conducting a survey of millions of consumers, the study was restricted to 100 dealers and then computed to 100 dealers.
- The project was constrained by time constraints.
- Some dealers were reluctant to divulge their data.

6. FINDINGS:

1. The majority of dealers have 8 to 10 years of dealership experience.
2. The majority of the merchants gave the cement's quality a very high rating.
3. Discount is the main promotional component that affected the dealer.
4. To meet the demands of varied consumers, the majority of dealers also work with other brands.
5. Outdoor advertising and electronic media are thought to be more successful in promoting cement, according to dealers.
6. 70% of the respondent belongs to the age group 30-40, and 66% of the respondent has 5-10 years' experience.
7. 84% respondent claims that the fast-moving cement.

8. 60% respondent say monthly sales turnover is above 200 tones.
9. 88% of the respondent doesn't have any dealer problem and 8% respondent have dealer problem and 6% have other problem with dealer.
10. The entire dealers are satisfied by the dealership support provided, and everyone is interested in continuing with the dealership. And overall satisfaction stands at 96% among the dealers.

7. SUGGESTIONS:

1. Special meetings should be organized to encourage dealers.
2. Providing seasonal discounts to dealers and satisfied them and increasing the sales volume
3. In time delivery should be improved
4. Regular feedback should be improved
5. Increase the annual recognition of the dealers with the highest turnover.
6. Direct selling to builders and construction companies can be intensified.
7. Dealers can be asked to undertake their promotional activity like regional advertising etc., on cost sharing bases
8. Promoting brand through wall painting can bring more awareness. Such responsibilities can be given to dealer themselves.
9. Although brand availability is better, it should be improved as only 50% of the dealer appreciates it. It will lead to better sales and satisfaction of the dealers.

8. CONCLUSION:

During the research we were able to analyze the satisfaction level of cement dealers and how to attract the dealers, what kind of pricing strategies and seasonal offers are provided by the Company. Timely delivery of cement will also play an important role to attract and satisfy the dealers. Finally I conclude that educate the dealers and train them to attract the customers and to see improve in the sales. Creating awareness among the dealers regarding the offers discounts and attracting strategies would be a win-win situation for both customer and the dealer.

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