

A Study on Customer Satisfaction Towards Dalmia Cement at Tirupati

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ABSTRACT

This study is about customer satisfaction towards Dalmia Cement in Tirupati. Customer satisfaction is important for any business to grow and succeed. The main aim of this study is to understand how customers feel about the quality, price, availability, and overall performance of Dalmia Cement. The study is based on both primary and secondary data. Primary data was collected from 100 customers such as builders, contractors, and individual users through a questionnaire. Secondary data was collected from websites, books, and company reports.

keywords: Customer Satisfaction, Product Quality, Price, Brand Image

INTRODUCTION

Customer satisfaction plays an important role in the success of any business. In today's competitive market, companies focus not only on selling products but also on building long-term relationships with customers. Satisfaction depends on the quality of the product, price, service, and overall customer experience. This study focuses on understanding the level of customer satisfaction towards Dalmia Cement in Tirupati. Tirupati is a growing city with increasing construction activities, which makes it an important market for cement companies. Customers in this region include builders, contractors, retailers, and individual house owners.

Company Profile – Dalmia Cement

Dalmia Bharat Limited is one of the leading cement manufacturing companies in India. The company was established in 1939 and has grown into a trusted brand in the cement industry. Dalmia Cement is known for producing high-quality cement used in construction of houses, buildings, roads, and large infrastructure projects. The company focuses on strength, durability, and environmental sustainability in its products. The company operates several manufacturing plants across India and has a strong distribution network. This helps in making its products easily available to customers in different regions, including Tirupati.

Industry Profile – Cement Industry

The cement industry is one of the most important industries in India. It plays a key role in the development of infrastructure such as buildings, roads, bridges, dams, and other construction activities. The growth of the cement industry is directly linked to the growth of the construction and real estate sectors.

India is the second-largest producer of cement in the world after China. The industry includes many large companies like Dalmia Bharat Limited, UltraTech Cement, and ACC Limited. These companies supply cement to both urban and rural markets.

Review of Literature:

Further studies (2026) reveal that 86% of buyers are willing to pay more for better customer experience, and factors such as reliability, after-sales service, and personalized services strongly influence customer loyalty. It is also observed that improving customer satisfaction leads to increased market share and long-term profitability.

Another recent study (2025) highlights that reliability, product quality, and after-sales service are the major factors influencing customer satisfaction in the cement industry. Around 78% of customers prioritize reliability over price, while 55% consider after-sales service an important factor in their purchasing decisions.

Recent reports (2025) also indicate that cement companies, including major players like Dalmia, are experiencing steady demand growth due to infrastructure and housing development. However, pricing pressure and competition require companies to focus more on customer satisfaction, service quality, and brand trust to sustain growth.

A study by Anitha (2023) on brand preference in the cement industry revealed that product quality is the most important factor influencing customer satisfaction, followed by brand image and reliability. The study concluded that customers prefer trusted brands that ensure durability and consistent performance over time.

Need For The study

Customer satisfaction helps to explain the phenomenon of why different individual responds differently to the same stimulus under the same condition. By which the company can know the customer satisfaction of different individuals, which in turn helps in creation of innovative ideas for the improvement of the product and the sale of the product. Hence it is imperative that a study that may be undertaken providing stimulus to the customer through the physical shape, color, size fragrance, Feel and state of product, its package, Advertisement and commercials

Scope Of The Study

The study is to analysing customer satisfaction with the products and services of the selected organization. It focuses on understanding customer perceptions, identifying key factors influencing satisfaction, and evaluating the relationship between customer satisfaction and customer loyalty. The study covers a specific group of customers within a defined geographical area and time period, using primary data collected through questionnaires and supported by secondary sources also.

Objectives of the Study

- 1.To know the customers satisfaction towards DALMIA CEMENT quality.
- 2.To know the factors influencing the customers deal with DALMIA CEMENT.
3. To make suggestions for improvements of their products from the customer point of view

Research Methodology of the study:

PRIMARY DATA

The primary data to be collected through questionnaire from the customers.

SECONDARY DATA

The secondary data is collected from the books, journals and internet.

RESEARCH METHODOLOGY

Research design : Descriptive research

Research instrument : Questionnaire

Sample size : 100

Sample technique : Simple random sampling

Sample area : Dalmia cement in Tirupati

STATISTICAL TOOLS

- Bar Diagrams
- Table Diagrams

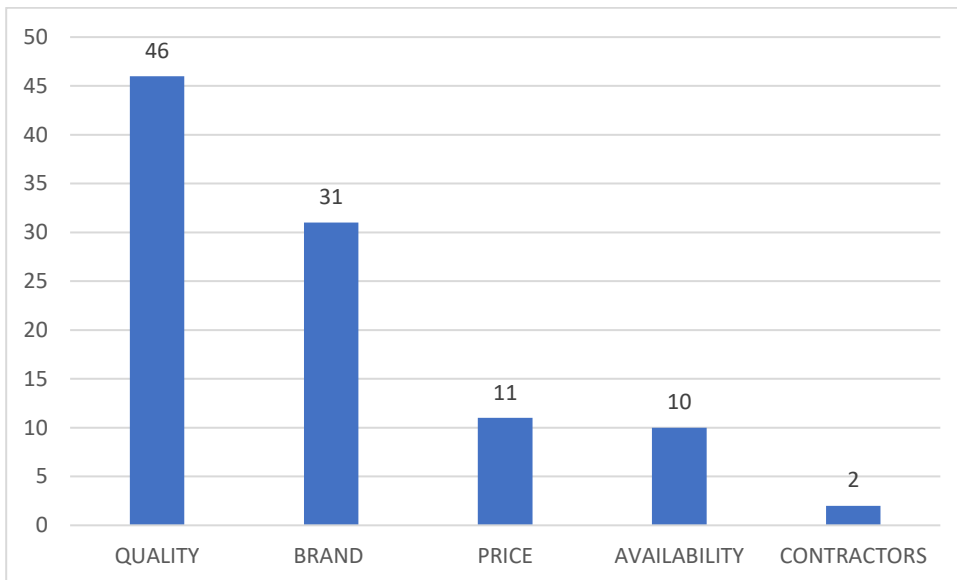
- Simple Percentage Method

Percentage of respondents = (Number of respondents ÷ Total respondents) × 100

DATA ANALYSIS AND INTERPRETATION

What factors influence your decision to buy Dalmia Cement

S.NO	FACTORS	RESPONDENTS	PERCENTAGE
1	Quality	46	46%
2	Brand	31	31%
3	Price	11	11%
4	Availability	10	10%
5	Contractors	2	2%
	TOTAL	100	100%



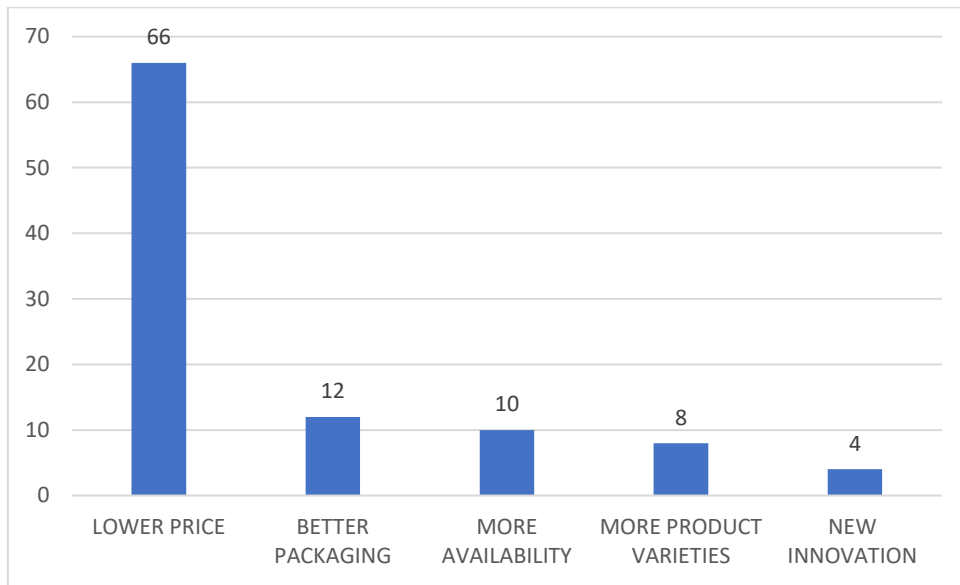
INTERPRETATION

The above graph shows that 46% response prefer Dalmia Cement due to its quality, followed by brand reputation 31%, while price 11%, availability 10%, and contractor influence 2% play smaller roles in the buying decision to buy Dalmia cement.

What improvements would you like to see in Dalmia Cement

S.NO	OPINON	RESPONDENTS	PERCENTAGE
1	Lower Price	66	66%
2	Better Packaging	12	12%
3	More Availability	10	10%
4	More Product Varieties	8	8%
5	New Innovation	4	4%

	TOTAL	100	100%
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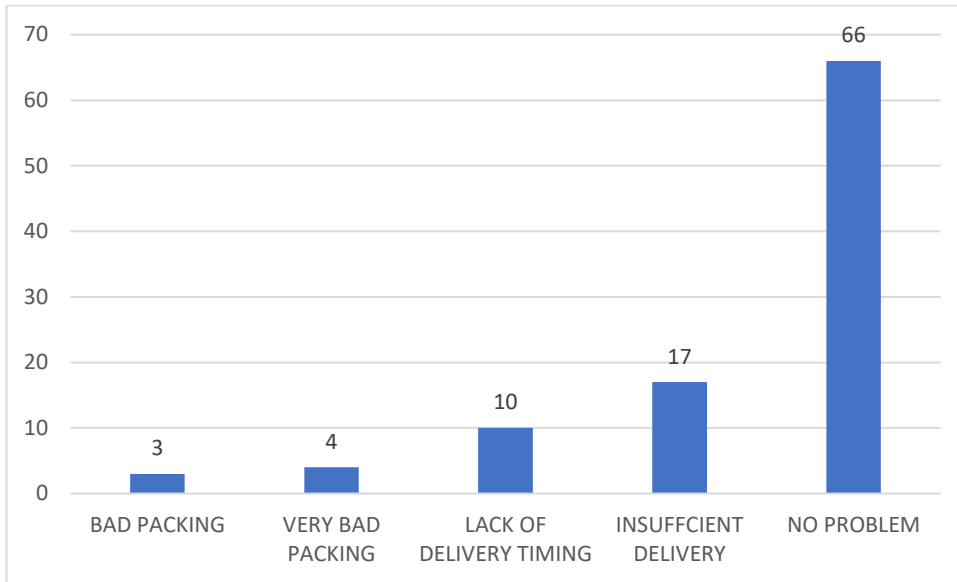


INTERPRETATION

The above graph shows that The majority respondents 66% suggested lowering the price, which is the most significant improvement expected by customers.12% of respondents suggested better packaging, while 10% recommended improving product availability in the market. Additionally, 8% of respondents suggested introducing more product varieties, and 4% recommended new innovations.

Are you faced any issues in purchase of Dalmia Cement

S.NO	OPINON	RESPONDENTS	PERCENTAGE
1	Bad Packing	3	3%
2	Very Bad Packing	4	4%
3	Lack Of Delivery Timing	10	10%
4	Insufficient Delivery	17	17%
5	No Problem	66	66%
	Total	100	100%

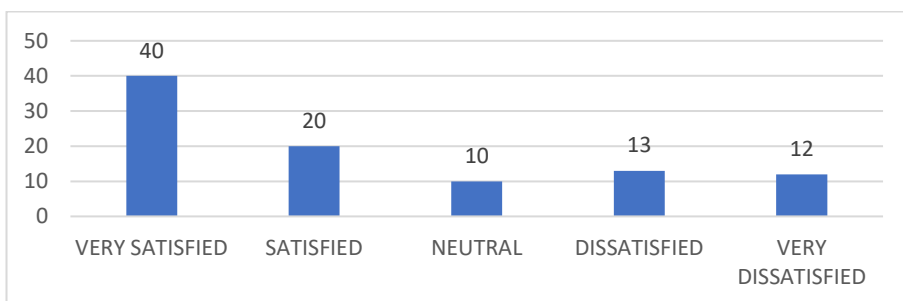


INTERPRETATION

The above graph shows that 66% Respondents stated that they did not face any problems, which indicates that most customers have a smooth purchasing experience. However, 17% of respondents reported insufficient delivery, and 10% mentioned lack of delivery timing, showing that delivery-related issues are the main problems faced by some customers. A small percentage of respondents reported very bad packing (4%) and bad packing (3%), indicating that packing issues are minimal purchase of Dalmia cement.

How satisfied are you with the strength and durability of the Dalmia Cement

S.NO	OPINON	RESPONDENTS	PERCENTAGE
1	Very Satisfied	40	40%
2	Satisfied	20	20%
3	Neutral	10	10%
4	Dissatisfied	13	13%
5	Very Dissatisfied	12	12%
	TOTAL	100	100%



INTERPRETATION

The above graph shows that 40% are very satisfied and 20% are satisfied, indicating that a majority of customers are happy with the product’s strength and durability.10% of respondents expressed a neutral opinion, showing that they

neither strongly agree nor disagree about the performance. However, 13% are dissatisfied and 12% are very dissatisfied, which suggests that a small portion of customers are not satisfied with the product's strength and durability.

FINDINGS

1. 46% prefer Dalmia Cement because of its quality, indicating that product quality is the most important factor influencing purchasing decisions.
2. 66% want Lower Price, indicating that price is the most critical factor for customers when considering Dalmia Cement.
3. 50% rated the dealer service as excellent, indicating a very high level of satisfaction with dealer support.
4. 66% stated that they did not face any problems while purchasing Dalmia Cement, indicating a smooth purchasing experience for most customers.
5. 66% want Lower Price, indicating that price is the most critical factor for customers when considering Dalmia Cement.

SUGGESTIONS

1. As some customers are influenced by price, the company should ensure that its pricing remains competitive in the market
2. Providing better customer service and complaint handling can improve satisfaction levels further.
3. The company should ensure that cement is always available in local markets like Tirupati. This helps customers avoid delays in construction work.
4. Dalmia Bharat Limited should continue to maintain high and consistent product quality to build long-term trust among customers.
5. The company can offer reasonable and competitive prices compared to other brands to attract more customers and increase market share.

CONCLUSION:

The majority of respondents expressed high satisfaction with the product, reflecting strong confidence in its quality and reliability. Compared to competitors, most customers are aware of Dalmia Cement through friends, engineers, dealers, and social media, indicating a good level of brand visibility. It is generally rated better in terms of availability, though some regions still experience average reach. strong brand loyalty and areas for potential growth, by enhancing marketing efforts and expanding distribution, Dalmia Cement can further strengthen its market presence and maintain its competitive edge.

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