

# A STUDY ON CUSTOMER SATISFICATION TOWARDS ULTRATECH CEMENT LIMITED REFERENCE TO NAMAKKAL

A.SHEELA<sup>1</sup>, S.SATHISH<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu, India.

<sup>2</sup>PG Student, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu, India.

## Abstract

UltraTech has a consolidated capacity of 126.75 Million Tonnes Per Annum (MTPA) of grey cement. UltraTech has 23 integrated manufacturing units, 28 grinding units, one Clinkerisation unit and 8 Bulk Packaging Terminals. In the white cement segment, UltraTech goes to market under the brand name of Birla White. It has one White Cement unit and three Wall Care putty unit, with a current capacity of 1.98 MTPA. With 185+ Ready Mix Concrete (RMC) plants in 85+ cities, UltraTech is the largest manufacturer of concrete in India. It also has a slew of speciality concretes that meet specific needs of discerning customers. The Building Products business is an innovation hub that offers an array of scientifically engineered products to cater to new-age constructions

**Keywords:** cement industry, ultratech cement, satisfication

## I. Introduction

The Indian Cement Industry is the world's second biggest producer of cement in the world just behind China, but ahead of the United States and Japan. In any case, per capita production and consumption are low when compared with the world norms. On the technological front, Indian cement Industry can be viewed as exceptionally focused and is comparable with the best in the world as far as quality norms, fuel utilization and so on. Indian cement plants, which depended intensely on wet innovations in the sixties and seventies, have along these lines moved to present day vitality proficient dry advancements. This pattern is more detectable in the most recent decade. The most recent surge in the interest for cement is driven by the blast in the lodging part and base division. It is consented to be a core sector

accounting for approximately 1.3% of GDP and employing over 0.14 million people. The post deregulation situation is set apart by significant redesign of large portions of the limits in the Indian cement industry. Union has turned into the most recent popular expression of the business. Acquisitions, mergers and demergers have been the order of the day for the business

## 2. RESEARCH METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. If research does not work systematically on problem, a researcher faces lot of problems that can be effectively resolved with using correct research methodology. To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. The research has been defined as "A careful investigation or enquire especially through search for new facts in any branch of knowledge". To give more additional to the old research new ones are conducted.

### 2.1 Sample size

The study sample constitutes 80 respondents constituting in the research area.

### 2.2 Statistical tools

- ☐ Simple Percentage Analysis
- ☐ Chi-Square Test
- ☐ Correlation

## 2.2.1 Simple Percentage Analysis

A percentage analysis is used to interpret data by the researcher for the analysis and interpretation through the use of percentage. The data are reduced in the standard from which base equal to 100 which fact facility relative comparison.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

## 2.2.2 CHI-SQUARE TEST

It is one of the most effective and broadly used non parametric take a look at in statistical work. The quantity chi- square describes the significance of the discrepancy among concept and commentary. Which is defined as,

$$\text{Chi-Square} = \frac{\sum (O_i - E_i)^2}{E_i}$$

$O_i$  = Observed frequency,

$E_i$  = Expected frequency

In general, the anticipated frequency for any can be calculated from the subsequent equations

$$E = \frac{RT \times CT}{N}$$

$E$  = Expected frequency,

$CT$  = Column general

$RT$  = Row total,

$N$  = Total quantity of observations

The calculated fee of chi-square is in comparison with the desk value of chi-square given degree of freedom of a positivespecific stage of pride. If on the stated stage the calculated price of  $X^2$  is extra than the desk value of  $X^2$  the difference between principle and remark is considered to be full-size otherwise it's miles insignificant.

## 2.2.3 CORRELATION

There are several unique correlation strategies. The survey systems non-obligatory records module consists of the maximum common type, called the person or product second correlation. The module also includes a variation in this type known as partial correlation. The latter is beneficial when you need to study the connection between two variables at the sametime as eliminating the impact of none or two other variables. Like all statistical strategies, correlation is best appropriate for sure types of information. Correlation works for quantifiable records which numbers are meaningful, commonly portions of some type.

$$\frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

## DATA ANALYSIS AND INTERPRETATION

TABLE -3.1

### GENDER OF THE RESPONDENTS

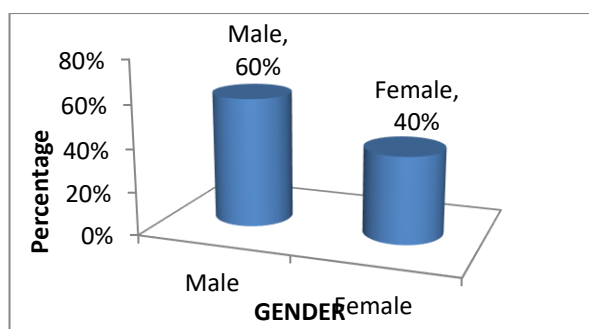
GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	48	60%
Female	32	40%
<b>Total</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

## INTERPRETATION:

From the above table shows that, 60% of the respondents were male, and remaining 40% of the respondents were female.

It is indicated that majority (60%) of the respondents were male.

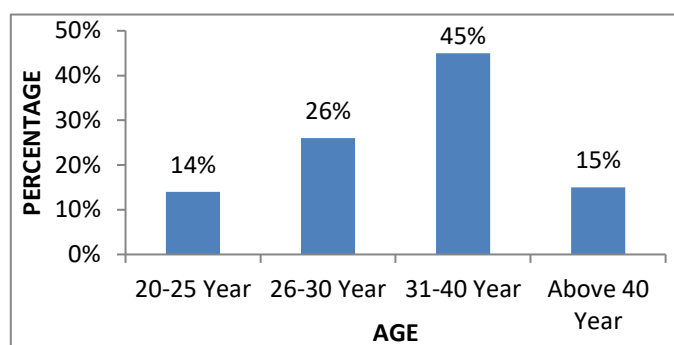
**CHART -3.1**
**GENDER OF THE RESPONDENTS**

**TABLE-3.2**
**AGE OF THE RESPONDENTS**

AGE	NO. OF RESPONDENTS	PERCENTAGE
20-25 Year	11	14%
26-30 Year	21	26%
31-40 Year	36	45%
Above 40 Year	12	15%
<b>TOTAL</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

**INTERPRETATION:**From the above table shows that, 14% of the respondents are age group of 20-25 years, 26% of the respondents are age group of 26-30 years, 45% of the respondents are age group of 31-40 years and remaining 15% of the respondents are age group of above 40 years

It is indicated that majority (45%) of the respondents were age group between 31-40 years.

**AGE OF THE RESPONDENTS**

**TABLE -EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
Under Graduate	25	31%
Post Graduate	26	32%
Diploma	22	28%
Professional	7	9%
<b>Total</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

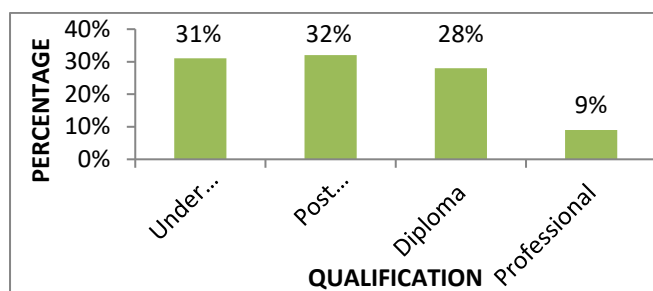
### INTERPRETATION:

From the above table shows that, 31% of the respondents are qualified in under graduate, 32% of the respondents are qualified in post graduate, 28% of the respondents are qualified in diploma and remaining 9% of the respondents are qualified in professional.

It is indicated that majority (32%) of the respondents were post graduate qualified.

**CHART -3.3**

#### EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



**TABLE -3.4**

#### MARITAL STATUS OF THE RESPONDENTS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Married	70	87%
Unmarried	10	13%
<b>Total</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

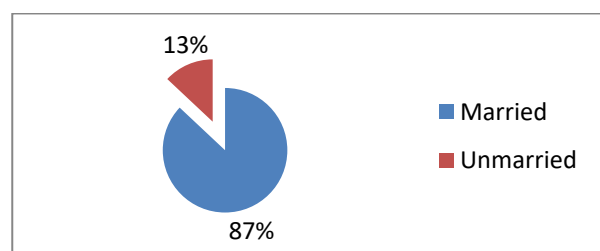
### INTERPRETATION:

From above table shows that, 87% of the respondents were married, and only the remaining 13% of the respondents were unmarried.

It is indicated that majority (87%) of the respondents were married person.

**CHART -3.4**

#### MARITAL STATUS OF THE RESPONDENTS



#### MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below Rs.15,000	12	15%
Rs.15,000-20,000	32	40%
Rs.20,000-25,000	21	26%
Above Rs.25,000	15	19%
<b>Total</b>	<b>80</b>	<b>100%</b>

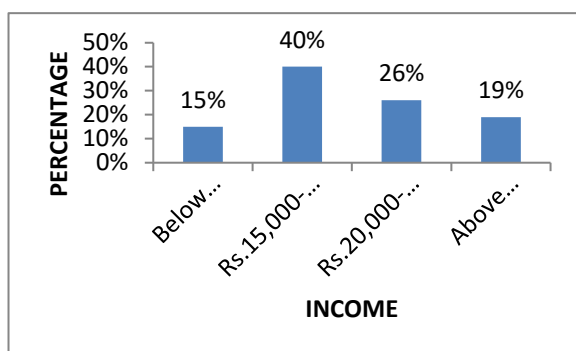
Source: PrimaryData

## INTERPRETATION:

From the above table shows that, 15% of the respondents are earn below Rs.15,000, 40% of the respondents are earn Rs.15,000-20,000, 26% of the respondents are earn Rs.20,000-25,000 and 19% of the respondents are earn Above Rs.25,000.

It is indicated that majority (40%) of the respondents are earn Rs.15,000-20,000 as monthly income.

**MONTHLY INCOME OF THE RESPONDENTS**



**TABLE -3.6**

## OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Employee	41	51%
Professionals	19	24%
Business man	10	13%
Others	10	12%
<b>Total</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

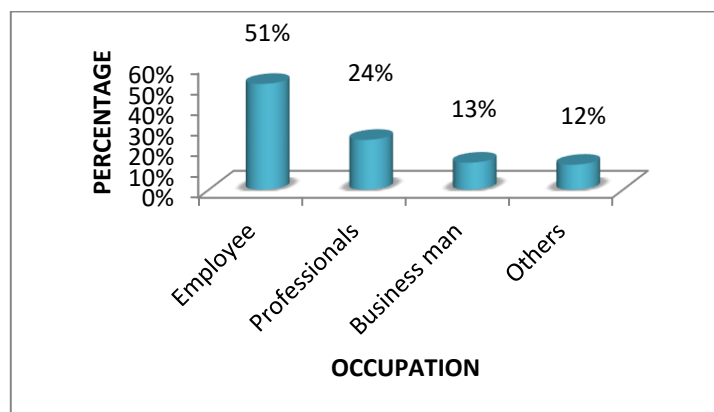
## INTERPRETATION:

From the above table shows that 51% of the respondents are employees, 24% of the respondents are professionals, 13% of the respondents are doing business and remaining 12% of the respondents are other occupation,

It is indicated that majority (51%) of the respondents were Employee.

**CHART -3.6**

## OCCUPATION OF THE RESPONDENTS



**TABLE -3.7**

## USING THE ULTRATECH CEMENT

USE THE CEMENT	NO. OF RESPONDENTS	PERCENTAGE
Yes	80	100%
No		0%
<b>Total</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

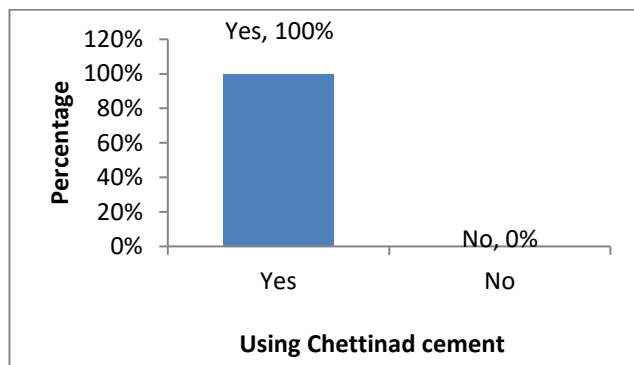
### INTERPRETATION:

The above table shows that, 100% of the respondents are using the UltraTech cement.

It is indicated that majority (100%) of the respondents are using the UltraTech cement.

**CHART -3.7**

#### USING THE ULTRATECHCEMENT



**TABLE -**

3.8

### SATISFIED

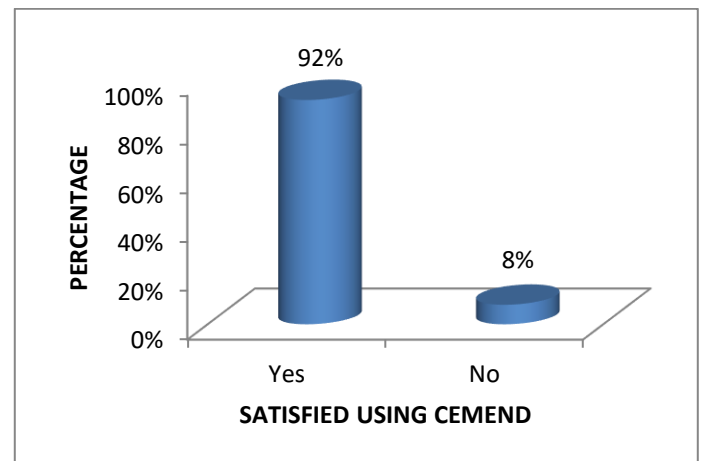
#### USING IN ULTRATECH CEMENT

SATISFIED USING CEMENT	NO. OF RESPONDENTS	PERCENTAGE
Yes	74	92%
No	6	8%
<b>Total</b>	<b>80</b>	<b>100%</b>

Source :Primary Data

**INTERPRETATION :**The above table shows that 92% of the respondents are satisfied the use of UltraTech cement and Remaining 8% of the respondents are not satisfied the use of UltraTech cement.

#### SATISFIED USING IN ULTRATECH CEMENT



### WAY TO KNOW ABOUT THIS CEMENT

WAY TO KNOWN	NO. OF RESPONDENTS	PERCENTAGE
Friends	36	45%
Advertisement	32	40%
Relations	6	8%
Professionals	6	7%
<b>Total</b>	<b>80</b>	<b>100%</b>

Source :Primary Data

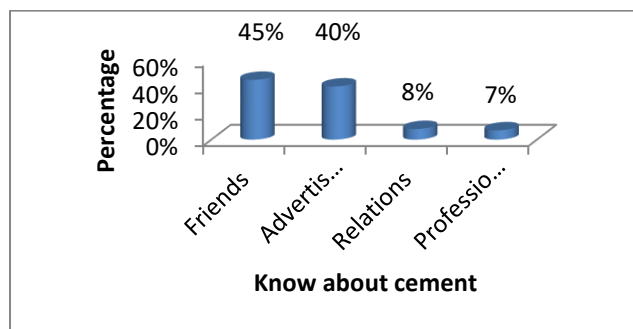
## INTERPRETATION :

From the above table shows that, 45% of the respondents are known about through friends, 40% of the respondents are known about through Advertisement, 8% of the respondents are known about through Relatives and 7% of the respondents are known about through Professionals.

It is indicated that majority(45%) of the respondents are known about through Friends.

**CHART -3.9**

### WAY TO KNOW ABOUT THIS CEMENT



**TABLE 3.10**

### FEEL ABOUT THE ADVERTISEMET EFFECTIVENESS

ADVERTISEMET	NO. OF RESPONDE	PERCENT
ENT	NTS	AGE
Highly satisfaction	24	30%
Satisfaction	33	41%
Dissatisfaction	13	16%

Highly	10	13%
Dissatisfaction		
<b>Total</b>	<b>80</b>	<b>100%</b>

Sources :Primary Data

## INTERPRETATION :

From the above table shows that, 30% of the respondents are Highly satisfied the advertisement effectiveness, 41% of the respondents are satisfied the advertisement effectiveness, 16% of the respondents are dissatisfied the advertisement effectiveness and remaining 13% of the respondents are highly dissatisfied.

It is indicated that majority (41%) of the respondents are satisfied the advertisement effectiveness.

**CHART 3.10**

### FEEL ABOUT THE ADVERTISEMET EFFECTIVENESS

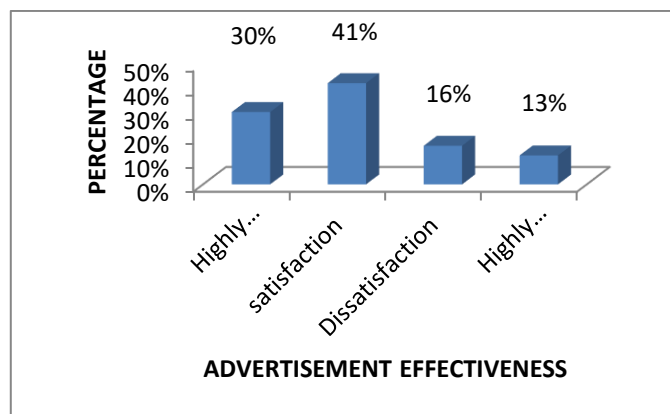


TABLE NO - 3.11

## CHI-SQUARE TEST

The table shows the analysis of relationship between year of using this cement and quality of Ultratech cement.

Year of using / Quality	High satisfact ion	Satisfact ion	Dissatisfacti on	No idea	Total
<b>Below 2 years</b>	8	13	1	2	<b>24</b>
<b>2-3 years</b>	11	18	1	2	<b>32</b>
<b>3-5 years</b>	5	8	0	1	<b>14</b>
<b>Above 5 years</b>	3	6	0	1	<b>10</b>
<b>TOTAL</b>	<b>27</b>	<b>45</b>	<b>2</b>	<b>6</b>	<b>80</b>

Source: Primary Data

## NULL HYPOTHESIS

$H_0$ : There is no significance relationship between year of using this cement and quality of Ultratech cement

## ALTERNATIVE HYPOTHESIS

$H_1$ : There is a significance relationship between year of using this cement and quality of Ultratech cement.

Particula rs	Observe d Frequen cy	Expected Frequency	(O- E) <sup>2</sup>	(O- E) <sup>2</sup> E
$R_1 C_1$	8	8.0	0	0
$R_1 C_2$	13	12.6	0.16	0.012
$R_1 C_3$	1	0.6	0.16	0.266
$R_1 C_4$	2	1.8	0.04	0.022
$R_2 C_1$	11	10.6	0.16	0.015
$R_2 C_2$	18	18	0	0
$R_2 C_3$	1	0.8	0.04	0.05
$R_2 C_4$	2	2.4	0.16	0.066
$R_3 C_1$	8	8.0	0	0
$R_3 C_2$	8	7.6	0.16	0.021
$R_3 C_3$	0	0.3	0.09	0.3
$R_3 C_4$	1	1.0	0	0
$R_4 C_1$	3	3.3	0.09	0.027
$R_4 C_2$	6	5.6	0.16	0.028
$R_4 C_3$	0	0.2	0.04	0.2
$R_4 C_4$	1	0.7	0.09	0.128
Calculated value				<b>1.135</b>



Degree of freedom :  $(r - 1) (c - 1) =$

$$r = \frac{1929}{2061.84}$$

$$(4 - 1) (4 - 1) = 9$$

$$r = 0.93$$

Level of significance : 5%

Table value : 5.657

Calculated value : 1.135

## RESULT

Since the calculated value is less than the table value. So we accept the null hypothesis. There is no relationship between year of using this cement and quality of Ultratech cement

**TABLE NO - 3.12**

## CORRELATION

The table shows that the relationship between the monthly income of the respondents and opinion about the price of product

X	Y	X <sup>2</sup>	Y <sup>2</sup>	XY
12	19	144	361	228
32	42	1024	1764	1344
21	12	441	144	252
15	7	225	49	105
$\sum X$ = 80	$\sum Y$ = 80	$\sum X^2$ = 1834	$\sum Y^2$ = 2318	$\sum XY$ = 1929

$$r = \frac{\sum XY}{\sqrt{(\sum X^2) (\sum Y^2)}} = \frac{1929}{\sqrt{(1834) (2318)}}$$

## RESULT

This is a positive correlation. There are relationships between monthly income of the respondents and opinion about the price of product.

## 4. FINDINGS, SUGGESTIONS AND CONCLUSION

### 4.1 FINDINGS

1. Majority (45%) of the respondents were age group between 31-40 years.
2. Majority (60%) of the respondents were male.
3. Majority (32%) of the respondents were post graduate qualified.
4. Maximum (87%) of the respondents were married person.
5. Majority (40%) of the respondents are earn Rs.15,000-20,000 as monthly income.
6. Maximum (51%) of the respondents were employee.
7. Maximum (100%) of the respondents are using the UltraTech cement.
8. Maximum 92% of the respondents are satisfied the use of UltraTech cement.
9. Majority (45%) of the respondents are known through friends.
10. Majority (40%) of the respondents are using 2-3 years.
11. Most(49%) of the respondents are influenced by quality.

12. Majority (29%) of the respondents are insist person of householder.
13. Majority (36%) of the respondents are buy from agent.
14. Majority (48%) of the respondents are overall performance of this cement is good.
15. Majority (56%) of the respondents are satisfied the quality of cement.
16. Majority (52%) of the respondents are satisfied the price of product.
17. Majority (44%) of the respondents are feel about quality is good.
18. Maximum(82%) of the respondents are price increase & effect the purchase decision.
19. Majority (32%) of the respondents are prefer secondary choice of sankar cement.
20. Majority (41%) of the respondents are satisfied the advertisement effectiveness.

## 4.2 SUGGESTIONS

- The research study has brought sufficient market opportunity for the cement industry in different areas in Tamil Nadu. It has been brought out in the report that. Almost all the companies understood customers insipid for quality. The need of the hours is to have an effective distribution network, so that supplies reach the customers had in time to customers.
- The UltraTech cement is having a very high market share, because of the product awareness affected through publicity. The publicity of advertisement cannot be reached to the all areas. So the advertisement can be improved for UltraTech Cement.
- The customers are stated the colour of cement will be changed and improved to the quality of UltraTech Cement.
- The brand of UltraTech cement is in great demand at Namakkal district. The delay in

the delivery of cement the customer's to go in for other brand of cement. If the delivery position is further improved and if the buyer can take the UltraTech cement from the dealer, there will be substantial increase in sales

## 4.3 CONCLUSION

From the above research work, the researcher has concluded that, the marketing environment is randomly studied with the help of the Survey method observing the dealers experience. It will definitely be helpful to increase the more potentiality in the cement product marketing in Namakkal town than other products. Thus the marketing environment is so good. Customer satisfaction with respect to the UltraTech cement is satisfactory. Despite the increasing cost of the raw material the company is able to bring down the cost of manufacturing through procurement of raw materials by the mines which are located nearby.

Customers come to know about UltraTech cements mainly from Shopkeeper and word mouth source as many people are illiterate. Customers want more prizes, vouchers and dealers want more incentives, gifts and tours. Bulk consumers want more and more cash discount. Customer prefer price as an important factor while buying any cement so the company should fix the price accordingly. Company should concentrate on direct meeting with the customer as they are the most vital element in deciding the growth or decline of any company.

## REFERENCES

- “N. Moorthy & U.Bhojanna”, business research methods, kalyani publishing, second edition, 2001.
- “Dr. R.L. Varshney & Dr. S.L. Gupta” marketing management , sultan chand & sons, new delhi, first edition 1991.
- “Philip kotler”, marketing management, Margam publishing, New Delhi second edition 2013.
- “R.S.N.Pillai & V.Bagavathi”, statistics, sultan chand & company ltd , New Delhi, fifth edition 2000.
- “Thanalingam” Research Methodologyhimalayas publishing house, Mumbai,millinioum edition 2000.
- “Saravanavel” Research Methodology Kitabmahal, Allahabad,Fourth Edition,2003.