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**TO STUDY CUSTOMER SATISFACTION TOWARDS
BIRLA WHITE CEMENT**

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ABSTRACT

The Indian Cement industry is the second biggest cement maker in the world, with an installed limit of 144 million tons. The business has experienced fast mechanical up degree and lively development amid the most recent two decades, and a portion of the plants can be contrasted in each regard and the best working plants in the world. The business is profoundly vitality escalated and the vitality charge salary of the plants is as high as 60% of cement manufacturing cost. To study the customer's requirements towards cement industry, this research study has been carried out to analyse the perception of real estate builder, contractors and construction material traders towards Birla white cement.

Keywords : Cement, India, Customer, Satisfaction



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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. Numerous significant Indian players have procured little organizations and MNCs have likewise entered the business through have acquisitions route. (India Brand Equity Foundation, 2016)

The term customer satisfaction was invented by Theodore C. Levitt in a 1960 Harvard Business Review article entitled "Marketing Myopia" which later expanded into the book, The Marketing Imagination. Levitt explained in his book that "Industry is a customer satisfying process, not a goods producing process. The sale merely consummates the courtship. Then the marriage begins". Eventually, consumer research was funded by the early management consultancies, and from consultancies came measures of customer satisfaction, customer loyalty and competitive benchmarking. During this era marketing was uninvolved with consumerism. In 1982, two non-marketers and Mckinsey consultants, Tom Peters and Robert Waterman, published In Search of Excellence, a book that propelled the idea of caring for customers and customer satisfaction into a management religion. Up to this point most marketing ideas had been developed in connection with selling physical products and marketers were slow to grasp the growth of the rather more intangible consumerist concept. "Excellent companies are not only better on service, quality, reliability and finding a niche. They are also better listeners" wrote Peters and Waterman. The fact that these companies are so strong on quality, service and the rest comes in large measure from paying attention to what customers want. The customer is truly in partnership with the effective companies and vice-versa. Direct marketers collected and analysed vast data base in order to understand consumer behaviour. "The old mass-marketing methods do not work well enough in the new world", claimed Angus Jenkinson, a direct Marketing expert. Stan Rapp and Tom Collins in The New Maxi marketing proclaimed: " The erosion of



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advertised -brand loyalty in America is reaching new depths." They did not dismiss loyalty, however, claiming "The right customer-care and customer-reward programs help you to retain the loyalty of your present customers despite the best efforts of your competitors to steal them away". In place of marketing tools, the consultants came out with new theories and aims such as: "Zero customer defections" (Earl Sasser of Harvard Business School) ; "total customer service" (William Davidow and Bro Uttal);" "customer-centered growth" (Richard Whitely); "customer - engineering " (David Frigstad), " customer - inspired - quality" (James Shaw); "customer-one-to-one" (Don Peppers and Martha Rogers) ; "customer value" (Bradley Gale); " the loyalty effect." (Fred Reichheld).

RESEARCH OBJECTIVE

1. To inspect the consumer loyalty towards Birla white cement
2. To study the market procedure and evaluating approach of the company

METHODS OF DATA COLLECTION

Data will be collected through both primary and secondary sources.

Primary data

Primary datum are collected through interviews, direct communication with builders, real-estate contractors and construction material traders. Data will be collected using close ended questionnaire.

Secondary Data

Secondary datum is collected from the official record to real estate sector published by the Govt, Cement Manufacturers Association of India, Journals on Customer satisfaction etc.

SAMPLE SIZE

The research will be conducted in Ahmedabad city, Gujarat, India with 60 respondents.

LITERATURE REVIEW

Bromley Rosemary D. F. & Matthews David L (2007), they had researched specially for those wheelchair customers who were unable to discuss earlier about their shopping experience in various shopping malls and



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super market. So, this paper was again a searching of customer satisfaction but in separate segment or demographic area.

(Kamaladevi, 2010), they have found the survival of fittest & fastest is the mantra of today's business game. To compete successfully in this business era, the retailer must focus on the customer's buying experience. To manage a customer's experience, retailers should understand what "customer experience" actually means. Finally; in conclusion there are some fundamental points: Customer Experience Management is not simply an old idea in a new wrapper. The result was that there are now more services and products available than at any time in the past, yet customer satisfaction are on a downward slide.

(Rosenbloom., 2010), In this research, researcher have found the result that, customer satisfaction surveys have become a common source of performance feedback for employees and organizations. Researchers had given some new aspects that customer satisfaction was primary factor for the companies this time for strategic decision making and to find some factors for compensation of employees. Customer satisfaction in most of cases were gender biased they had found because this mainly attach with the behaviour of people and performance which is always related to gender wise.

(Kristensen, et al., 2008), Customer satisfaction and customer loyalty were becoming increasingly important factors in modern retailing a market characterized by slow growth and intense competition. In this paper researcher have explained that European retailing was changing rapidly, developers were concentrating on increase in store size and ownership.

(Hansemark.,Albinson., and OC, 2004) "Satisfaction is a general attitude towards an item supplier or an enthusiastic response to the distinction between what clients expect and what they really get with respect to the satisfaction of a need".

(Kotler, 2000), (Hoyer and MacInnis, 2001) likewise characterize fulfilment as a man's sentiments of joy, energy, enjoyment or disillusionment which comes about because of contrasting an items perceived execution with his or her desires.

Satisfaction implies the contentment one feels when one has satisfied a yearning, need or desire. Besides, Customer satisfaction can be a measure of how upbeat clients are with the services and products of a supermarket. Keeping clients glad is of gigantic advantage to organizations. Satisfied clients will probably stay steadfast, devour progressively and will probably prescribe their companions to the business. (Ciavolino




and Dahlgaard, 2007) propose that "consumer satisfaction can be characterized as the general assessment of the service performances or use."

Consumer satisfaction can likewise be measured utilizing a few inquiries like, considering all your experience of organization X, how fulfilled would you say you are as a rule on a scale from totally fulfilled to disappointed? Another question could be to what degree did organization X satisfy your desires? On a size of a great deal not exactly anticipated that would significantly more than expected? (Ryan, Buzas, and Ramaswamy, 1995). As indicated by (Hoyer and MacInnis, 2001) satisfaction can be connected with sentiments of acceptance, relief, excitement and delight.

Moreover, (Zairi, 2000) says that numerous studies have seen the effect of consumer satisfaction on repeat purchase dependability and maintenance and they have all resounded worry that clients who are fulfilled are destined to impart their encounters to other individuals as to around five to six individuals.

DATA ANALYSIS

From where did you come to know about us?



VARIABLE	COUNT	%
TV	8	13%
Radio	-	-
Print Media	2	3%
Shopkeeper	32	53%
Word of Mouth	18	30%

How do you rate Birla White in identifying the customer needs?

VARIABLE	COUNT	%
High	41	68%
Medium	14	23%



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Low	5	8%
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At what scale will you rate brand name of Birla White?

VARIABLE	COUNT	%
Excellent	32	53%
Very Good	17	28%
Good	11	18%
Fair	-	-
Poor	-	-

What do you consider which features of Birla White helps you to sell the product?

VARIABLE	COUNT	%
Brand	16	27%
Quality	35	58%
Price	5	8%
Promotional Items	4	7%



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How do you rate the pricing policy of the company?

VARIABLE	COUNT	%
Excellent	24	40%
Very Good	15	25%
Good	12	20%
Fair	9	15%
Poor	-	-

How do you rate the distribution policy of the company?

VARIABLE	COUNT	%
Excellent	6	10%
Very Good	14	23%
Good	17	28%
Fair	18	30%
Poor	5	8%

CONCLUSION

Market potential of the Birla White Cement is very good in the Kodinar City region in the presence of so many branded cement companies like ACC, Birla White etc. Customer satisfaction with respect to the Birla White 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



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nearby. Customers come to know about Birla White 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. Dealers also want more meeting with officials of the cement companies. 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. The company should expand its market and concentrate in deep other part of Gujarat.



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