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TO STUDY THE PERCEPTION OF THE BUYERS TOWARDS BIRLA WHITE CEMENT

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ABSTRACT

India is the second largest cement producer globally. The cement industry of India accounts for an installed capacity of 144 million tonnes. The industry has seen rapid technological upgrade and a vibrant growth in the preceding 2 decades. A couple of plants are comparable across several aspects with the finest operational plants globally. The cement industry of India is highly energy-intensive. Its plants' energy bill income is over 60% of cement manufacturing cost. Studying customers' cement industry requirements, this research study is undertaken to analyze perceptions of real-estate builders, contractors and construction material traders pertaining to Birla White cement.

KEYWORDS: Cement, India, Birla white

INTRODUCTION:

The cement industry of India provides occupation to over a million individuals. Ever since its deregulation in 1982, India's cement sector has attracted colossal speculations, from foreign speculators and also Indian investors. As a result, the second biggest cement industry on the planet is that of India. The business of India's cement industry is experiencing a turnaround, as it's trying to comply winningly with the worldwide guidelines for safety, production and even more vitally, the productivity guidelines.

A considerable measure of improvement potential in the construction and infrastructure segment is present in India. The cement industry is anticipated to benefit from this urban area development of India. A couple of government activities underway (for e.g., advancing 100 savvy urban communities) are needed to significantly boost the cement industry of India. Supposing such improvements are happening in India, and if it's also supported by relevant government foreign strategies, some external players, for e.g. Lafarge, Holcim, and Vicat have also, of late, employed resources in India. A critical element helping this division's development is preparing raw materials' accessibility to produce cement, for e.g., coal and limestone.

CUSTOMER SATISFACTION:

A market survey is a tool required to collect information on existing customers' satisfaction in a particular market or population. A sample of customers from the population is selected by the researchers. The information availed from the survey is then utilised for assessing attitudes and beliefs. As a result, market behavior is predicted. Marketing is a social process allowing dealers, builders, architects, and individual consumers fulfil their requirements (or wants) via creating, offering, and offering freely product and services of value with others. It is the art and science of selecting target makers and availing, keeping, and growing customers via creating, delivering, and communicating superior customer value. Consumers' ways of making purchase decisions are unique.

Today's marketplace is fiercely competitive. The technologies are ever-changing on a daily basis. So, in order to be successful in the modern market of today, the business organization needs to be a customer-orientated organization, focused on building customers. The information pertaining to the market was collected via visiting customers in the market.

In the first project, attempts were underway to avail from the customers in the market just the right information. Following the collection of the detailed market information, analysis requires to be done. After this, the findings and the results of the project work are to be given in the research report later on.

Marketing is "the management process meant to identify, anticipate and supply customer requirements in an efficient and profitable manner." "Marketing is an all encompassing system of interesting business activities directed towards planning, promoting, and distributing satisfying products and services to the present and future consumers."

"Marketing is that business activities' performance which steer goods and services' paths from the producer to the consumer or user"

Marketing can be comprehended as a social and managerial process allowing individuals and groups to gather what they require and want, by creating and exchanging product and value with others. Customer satisfaction starts with a difficult faith, it begins with a commitment of delivering the result for each customer, this also is a concern of the dealers.

As for a manufacturing company, so as to satisfy its customers, it is vital to satisfy their direct customers, i.e. its dealers. Designating establishment of satisfaction as the ultimate goal is similar to the other final business goals, viz. pursuit of higher profits or shareholders wealth. An ideally perfect dealer service or satisfaction is what satisfies the combined needs and satisfaction levels systematically in such a way that it involves the entire organization.

LITERATURE REVIEW:

Bromley Rosemary D. F. & Matthews David L. (2007) specifically researched the wheelchair customers who couldn't discuss their shopping experience in various shopping malls and supermarkets before. This paper was about searching for customer satisfaction although in a separate segment or demographic area.

Research by B. Kamaladevi (2010) led to finding that the survival of the fittest and the speediest is the mantra of the business game of today. Successfully competing in today's business era requires the retailer to focus on the buying experience of the customers. Managing customers' experience requires the retailers to understand what is actually meant by "customer experience." Lastly, in conclusion, these fundamental points must be considered: Customer Experience Management isn't merely an old idea wrapped in a new packaging. As a result, there exist today more services and products as against at any time before, still, customer satisfaction is sliding downwards.

Hekman David R., Aquino Karl, Owens Bradley P., Mitchell Terence R. & Leavitt Pauline Schilpzand Keith (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.

According to Hasemark and Albinsson (2004) cited in Singh (2006:1) "satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfilment of a need".

Kotler (2000); Hoyer &MacInnis (2001) also define satisfaction as a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived performance to his or her expectations.

Satisfaction means the contentment one feels when one has fulfilled a desire, need or expectation. Furthermore, Customer satisfaction can be a measure of how happy customers are with the services and products of a supermarket. Keeping customers happy is of tremendous benefit to companies. Satisfied customers are more likely to stay loyal, consume more and are more likely to recommend their friends to the business. Ciavolino&Dahlgaard (2007) suggest that "customer satisfaction can be defined as the overall evaluation of the service performances or utilization." Customer satisfaction can also be measured using some questions like, considering all your experience of company X, how satisfied are you in general on a scale from completely satisfied to dissatisfied? Another question could be to what degree did company X fulfill your expectations? On a scale of much less than expected to much more than expected? (Ryan et al 1995). According to Hoyer &MacInnis (2001) satisfaction can be associated with feelings of acceptance, relief, excitement and delight.

Customer satisfaction can be achieved by improving service quality. Ciavolino & Dahlgaard (2007) contend that service quality is the measure of service levels based o the attributes of the core product. Such attributes include; Facility layout- display of products, clean environment, clear labelling. Other attributes can be Location, Process - queue management, waiting time, express checkouts, supermarket operation hours, delivery time, additional services like parking, parent & baby facilities, and loyalty/membership cards, Product- variety of groceries, durability, merchandise quality and Merchandising.

RESEARCH OBJECTIVE:

1. To examine the customer satisfaction towards Birla white cement

2. To study the market strategy and pricing policy of the company

DATA ANSLYSIS:

1. 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%

INTERPRETATION:
From the above table it can be concluded that 53% of the respondents knew about company from the shopkeeper followed by word of mouth source, then television and then print media.

2. How do you rate Birla White compared to the competitors in terms of quality?

VARIABLE	COUNT	%
Excellent	34	57%
Very Good	19	32%
Good	7	12%
Fair	-	-
Poor	-	-

INTERPRETATION:
From the above table it can be concluded that 57% of the respondents believe that quality of Birla is excellent compare to other companies where as 32% said quality if very good and 12% believe that' quality is good compare to competitor

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

VARIABLE	COUNT	%
High	41	68%
Medium	14	23%
Low	5	8%

INTERPRETATION:
From the above table it can be concluded that most of the respondents believed that Birla which can identified customers need followed by 23% believe that company has medium rate of identification whereas 8% of the respondents believe that company has low rate of identification

4. 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	-	-

INTERPRETATION:
From the above table it can be concluded that most of the respondents gave excellent rate to Birla brand, 28% had given very good rate and 18% of the respondents had given good rate to brand name of birla.

5. 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%

INTERPRETATION:
From the above table it can be concluded that 58% of the respondents believe that they buy Birla white because of quality then brand then price and then promotion activities.

6. Are you satisfied with quality of our products as per its price?

VARIABLE	COUNT	%
Yes	41	68%
No	19	32%

INTERPRETATION:
From the above table it can be concluded that 68% of the respondents are satisfied the quality of the Birla cement as per its prices whereas 32% of the respondents are not satisfied the quality of the Birla cement

7. How is our price compared to the competitors in branded companies?

VARIABLE	COUNT	%
More	31	52%
Similar	19	32%
Less	10	17%

INTERPRETATION:
From the above table it can be concluded that 32% of the respondents believe that cost of the Birla cement is similar as competitor's prices while 52% believe more compare to competitor and 17% believe less compare to competitor

8. 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	-	-

INTERPRETATION:
From the above table it can be concluded that 40% of the respondents believe that company has excellent pricing policy, 25% believe that company has very good pricing policy, 20% believe that company has good and 15% of the respondents believe that company has fair pricing policy.

9. At what scale will you rate new packing introduced by the company?

VARIABLE	COUNT	%
Excellent	21	35%
Very Good	18	30%
Good	11	18%
Fair	10	17%
Poor	-	-

INTERPRETATION:
From the above table it can be concluded that 35% of the respondents believe that excellent packing introduced by the company, 30% believe that very good packing introduced by the company, and 18% believe that good packing introduced by the company while 17% believe that fair packing introduced by the company

10. At what scale will you rate uniqueness of product packaging?

VARIABLE	COUNT	%
Excellent	12	20%
Very Good	11	18%
Good	15	25%
Fair	14	23%
Poor	8	13%

INTERPRETATION:

From the above table it can be concluded that 20% believe that company has excellent uniqueness of product packaging, 18% believe that company has very good uniqueness of product packaging, 25% believe good uniqueness of product packaging, 23% of the respondents believe that company has fair uniqueness of product packaging while 14% believe poor uniqueness of product packaging

CONCLUSION:

Based on the questionnaire and data analysis, the conclusion suggests that the market potential of Birla White Cement is strong in the Kodinar City - as in this region, there's a strong presence of many branded cement companies, such as, ACC, Birla White, etc.

Customer satisfaction towards the Birla White cement is satisfactory. Regardless of a rising raw material cost, the company is capable of controlling the manufacturing cost via procuring raw materials from closely situated mines. Customers learned about Birla White Cement primarily from the shopkeepers or via word of mouth (or sources), since a majority of the population is illiterate. Customers always expect to win even more prizes and vouchers, whereas dealers aspire even more incentives, gifts and tours. Dealers also demand more meetings with cement company officials. Bulk consumers aspire for recurring cash discounts. Customers prefer to attribute price as a vita factor in buying any cement. That's why the company must accordingly fix the price. The company must focus on direct meeting with the customer, since they are a vital element in deciding the future (growth or decline) of any company. The company needs to expand its market and also concentrate upon the other parts of Gujarat.

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