

# “A STUDY ON DEALERS’ ATTITUDE AND CONSUMERS’ PREFERENCE TOWARDS BIRLA PLUS CEMENT WITH SPECIAL REFERENCE TO ERODE DISTRICT”

Dr.K.P.Balakrishnan<sup>1</sup>  
Associate Professor,  
Department of Commerce,  
Park’s College (Autonomous), Tirupur – .India

## ABSTRACT

*This Research article Critically Examine following objectives, to study the factors influencing the purchase of Birla Plus cement among dealers, factor influencing the purchase of Birla Plus cement among consumers, the major avenues to increases the market share in Erode District And the awareness level of Birla Plus cement in Erode District the result of the research was produced with help of applicable Statistical tools like Frequencies Analysis, Sign test & Ranking Method.*

**Keyword** : Cement Industry, Purchase Behavior on Cement

## 1. INTRODUCTION

### 1.1 INDUSTRY PROFILE

Indian cement industry is one of the key industries amongst various old economy industries which have witnessed up & down cycles along with the general economic trend in the past. However as the Indian economy has gathered its momentum in the last couple of years the fortunes of this industry has also swung from being unfavorable demand – supply scenario to burgeoning demand prospects. Though the industry is not a glamorous one, it is worth noticing that India is the world’s second largest cement producing country after China.

### CURRENT SCENARIO

Cement being one of the key construction material used in creation of infrastructure (whether it is road, dams, housings, airports or multiplexes), has witnessed a robust growth of more than 8.5 percent in volume terms during the third quarter of current financial year and about 10 per cent rise in dispatches in the first nine months of the year mainly on the back of growing investment in infrastructure projects.

1. As can be seen in the below table, during the first ten months of this fiscal, the production of Indian cement industry has noted a growth of 10.25% as compared to last year whereas in dispatches also have noted a growth of 10.4%.

2. Importantly industry has witnessed accelerated growth in the recent months as during the first month of current calendar year, Cement production was 13.07 MT and has registered a growth of 14.25% as it was 11.44 MT in January 2016.

## DEMAND SUPPLY SCENARIO TURNING FAVORABLE

The dynamics of Indian cement industry is undergoing a gradual shift. From an oversupply situation not so long ago, we are now witnessing a scenario where demand growth is outstripping increase in supply.

1. Country's total cement capacity is around 151 mtpa (million tonnes per annum). Capacity additions by players like ACC, Shree Cement, Grasim, Japee and Kesoram Industries and Greenfield expansions will see a compounded growth rate of 7.5 per cent in capacity over the next three years.

2. Whereas domestic consumption, now at 125 million tonnes, should increase at around 8 per cent per annum in the same period. Higher consumption in coming years will be driven by strong demand growth owing to continued investments in the housing and infrastructure sectors. A boom in the housing sector, increased focus on infrastructure, and a buoyant industry—together, they spell good news for cement producers.

3. Overall cement demand which has grown at a compounded annual growth rate of 8 per cent over the last 10 years and is expected to grow by 9-10 per cent annually. The expectation is also based on high co-relation which industry bears with overall GDP growth. Thus, since Indian economy itself is expected to grow by more than 8 percent, going forward the demand for cement would also rise at a rate which is higher than this rate.

### 1.2 COMPANY PROFILE

Grasim Industries, a flagship of the Aditya Birla Group was originally incorporated as Gwalior Rayon Silk Manufacturing (Weaving) Company in 1947. The company's key businesses are Viscose Stable Fibre and Cement. It also produces sponge Iron, Chemicals and textiles.

Grasim which commenced operation in 1950 by manufacturing fabrics using imported rayon (a manmade cellulosic fibre) at Gwalior has now grown to become one of India's top ten largest private sector companies in terms of assets and sales. The company's foray into cement has become a successful diversification and the company has become the third largest producer of cement in India. The company is also equally successful in Viscose stable fibre. The company has successful JVs abroad that include viscose staple fibre plants in Thailand and Indonesia and carbon black plants in Thailand and Egypt and pulp plant in Canada.

Joint ventures in India are Tanfac Industries, Bina Power Supply Company, Birla AT&T Co., and Bihar Caustic & Chemicals. The company has recently divested its stake in Mangalore Refinery and Petrochemicals. The company has also acquired controlling stake in Bihar Caustic & Chemicals by an open offer made during 2002-03. Grasim's subsidiaries are Kerala Spinners, Sun God Trading and Investments and SamruddhiSwastik Trading and Investments.

The company which has hived off its software business to Birla Technologies Ltd (BAL), a subsidiary of the company in 2000-01 has divested its entire holding in BAL to PHI Data Systems, a group company for an consideration of Rs.11.3 crores during the year 2001-02. Cement Business : With an aggregate cement capacity of 11.4 Million and with an expected 1.8 million MT addition to capacity through an expansion project the company is all set to become the third largest player in the cement industry. The consolidation of cement business within the group (acquisition of Indian Rayon's Cement business) and some strategic acquisitions (Dharani & Shree Digvijay Cement) has help the company to attain the critical economic of scale in its operations and wider geographical presence in crucial markets.

To grow its cement business and to sustain its market share, Grasim has envisaged a capital expenditure of Rs 530 crore. Grasim has also made an strategic investment in the equity of Larsen & Toubro in November 2001 by acquiring Reliance Industry's 10% stake in L & T for Rs.766.5 crores. Recently the company has also struck a deal with the L&T, which will pave way for control of the cement division of L&T by Grasim after the demerger of L&T's Cement Division into a separate company. On completion of legal formalities this will make the AV Birla group the largest cement producer in India. To reduce the power cost the company has put up captive power plants at Shambhupura (Aditya Cement unit), Rajasthan and Reddipalayam, Tamil Nadu. Fibre, Pulp & Chemical Business. The company produces VSF from Nagda, Mavoor, and Harihar and Kharach plant and has an combined installed capacity to produce 220775 tonnes of VSF. The Rayon Grade pulp is produced at Mavoor and Harihar.

The company, during the year 2001-02 has decided to close the Mavoor plant. This closure decision is primarily due to non availability of ram material and resultant unviable operations.

Textile Business the company has now centralized its fabric operations at Bhiwani and thus now consists only of a composite unit at Bhiwani and a spinning unit at Malanpur (MP). The fabric unit at Gwalior was divested

to Meledeon Exports in 2001-02 to centralise the fabric operations. The company's products are marketed under the popular brand 'Grasim' and 'Graviera'.

Sponge Iron The company Sponge Iron division is one of the gas based sponge iron producer in the country with an installed capacity to produce 9 lakh tonnes of sponge iron per annum located at located at Slav(in Raged Dist) of Maharashtra. Milestones 1947- Co. Incorporated 1950 - Commences operations 1954 Grasim commences rayon production at Nagda 1962 Grasim incepts an Engineering Division to provide plant and machinery for VSF 1963 Grasim sets up its first rayon grade pulp plant at Mavoor (Kerala) - the first of its kind plant with rayon grade pulp being made from bamboo and other hardwoods.

1963 Grasim purchases a composite textile mill at Bhiwani (Haryana) 1968 Rayon production commences at Mavoor (Kerala) 1972 another pulp plant begins production at Harihar (Karnataka) - a completely indigenous plant based on Grasim's own engineering and know-how.

1972 At Nagda Grasim commences production of rayon grade caustic soda, a major raw material for VSF production : another step towards being self-reliant 1977 At Harihar (Karnataka), Grasim's third rayon plant goes into production 1985 Vikram Cement - Grasim's first cement plant goes on stream at Jawad (Madhya Pradesh) 1987 Vikram Cement's second production line is commissioned 1991 A third production line is added at Vikram Cement 1992 Grasim establishes Birla International Marketing Corporation (BIMC), a Merchant Exporter 1993 Vikramspat, India's third largest gas-based sponge iron plant, is commissioned 1993 Birla Consultancy & Software Services set up to provide consulting services in the IT area and for software development 1995 Grasim commissions two greenfield cement plants - Grasim Cement at Raipur (Madhya Pradesh) and Aditya Cement at Shambhupura (Rajasthan) 1995 Grasim sets up two new spinning units - Elegant Spinners at Bhiwani (Haryana) and Vikram Woollens at Malanpur (Madhya Pradesh) 1997 The first phase of Grasim's fourth VSF plant is commissioned at Kharach (Gujarat) 1998 Grasim acquires Dharani Cements Limited 1998 Grasim acquires Shree Digvijay Cements Limited 1998 Through a restructuring exercise, the cement business of Group Company, Indian Rayon and Industries is transferred to Grasim 1999 Grasim's VSF and Rayon Grade Pulp units at Mavoor closed down due to lack of raw material 2000 The Lawson Competency Centre set up as a division of Birla Consultancy & Software Services, the software arm of Grasim, following a tie up with Lawson Software (USA), among Fortune's top five private software companies.

In 2000 Birla Consultancy & Software Services spun off; becomes separate entity, Birla Technologies Lidded 2001 The company has commissioned 1.0 Mln TPD grinding unit at Bhatinda, Punjab on Dec 2001. 2001-02, Gwalior fabric unit is sold to Melodeon Exports and decided to close the Mavoor plant in Kerala. The company has also divested its entire stake in Birla Technologies, a software subsidiary of the company to PSI Data Systems.

- The world no. 1 in viscose staple fibre
- The world's largest single location palm oil producer
- Asia's largest integrated Aluminium producer
- A globally competitive, fast-growing copper producer
- The world's third largest producer of insulators
- Globally, the fourth largest producer of carbon black
- The world's eighth largest producer of cement, and the largest in a single geography
- India's premier branded garments player
- Among India's most energy efficient private sector fertilizer plants
- India's second largest producer of viscose filament yarn
- The no. 2 private sector insurance company, and the fourth largest asset management company in India

The Group has also made successful forays into the IT and BPO sectors.

### **Beyond business**

Value-based, caring corporate citizen, the Aditya Birla Group inherently believes in the trusteeship concept of management. Part of the Group's profits are ploughed back into meaningful welfare-driven initiatives that make a qualitative difference to the lives of marginalized people. These activities are carried out under the aegis of the Aditya Birla Centre for Community Initiatives and Rural Development, which is spearheaded by Mrs. Rajashree Birla.

## 2. OBJECTIVES OF THE STUDY

This study is undertaken with the following objectives.

1. To study the factors influencing the purchase of Birla Plus cement among dealers.
2. To study the factor influencing the purchase of Birla Plus cement among consumers.
3. To study the major avenues to increase the market share in Erode District.
4. To study the awareness level of Birla Plus cement in Erode District.

### 2.1 LIMITATIONS OF THE STUDY

- " The area of study is limited to Erode District only. Hence the results may not be true for other geographical areas.
- " Validity & Reliability of the data obtained depends on the responses from the respondent.
- " The time at the disposal of the researcher was limited.
- " The size of the sample comparing to the population is very less and hence it may not represent whole population.
- " The study is about perceptions of people. The findings are valid only for the present time. These are not universally valid and are likely to change due to developments in the cement industry.

## 3. RESEARCH METHODOLOGY

A proper research Methodology is imperative to derive meaningful inferences and conclusions from the study. The Methodology followed for this study is as follows.

### 3.1 RESEARCH DESIGN

In this survey, the design used is descriptive in nature.

The information is collected from the individuals and analyzed with the help of different statistical tools, for describing the relationship between various types of variables, pertaining to perception about cement industry. Moreover Cross table Analysis has been done for processing the data obtained to meet the objectives of the study.

#### DESCRIPTIVE RESEARCH DESIGN

Descriptive research design includes surveys and fact findings enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. In social and business research, we quite often use the term *ex post facto* research for descriptive research studies. The main characteristics of this method is that the researcher has no control over variable, he can only report what is happening or what was happened. Most *ex post facto* research projects are used for descriptive studies in which the researcher seeks to measure such items for example, frequency of shopping, and preference of the people over similar data.

Descriptive research method will be applicable to the existing problem. Here, the study is conducted for a fact (i.e.), to know the "A Study on Dealers' Attitude and Consumers' Preference towards Birla Plus Cement with special reference to Erode District". So the process was conducted through questionnaire.

### 3.2 SAMPLING DESIGN

#### 3.2.1 POPULATION

The population constitutes cement Dealers and cement Consumers in Erode District.

#### 3.2.2 SAMPLING TECHNIQUES

The population of the study is dealers and consumers of the Birla Plus Cement in Erode District. Out of the total population 60 dealers and 60 consumers are selected as the samples of the study. A Simple Random sampling technique was used to select the samples from the above population.

### 3.2.3 SAMPLE UNIT

The sample unit of the study is dealers and consumers. Dealers include partnership firms and sole proprietors. Consumers include engineer, builders and mason.

### 3.2.4 SAMPLE SIZE

The number of samples selected from the population constitutes the sample size. A sample size of 120 was taken. This includes 60 for Dealers, 60 for consumers.

### 3.3 SOURCES OF DATA

The **Primary Data** were collected through questionnaire from Consumers and Dealers.

The **Secondary Data** were collected from company profile, magazines, market sources and internet.

### 3.3.1 DATA COLLECTION METHOD

Structured Questionnaire method is used as an instrument for collecting information from the individuals. A Pilot study was conducted based on which a few changes were made in the Questionnaire.

### 3.3.2 QUESTIONNAIRE

The questionnaire includes both open ended and closed ended questions with multiple choices. Open-ended questions enable wide range of responses, and this enables the respondent to express his views in his own words. However this is difficult to tabulate and analyse.

Closed-ended questions offer a limited choice of response. Respondent find it easy as compared to open ended questions. Closed-ended questions can also be tabulated and analyzed more easily.

The copy of the questionnaire used for both customers as well as dealers are in the study are in the Annexure 1 and 2.

### 3.4 STATISTICAL TOOLS USED FOR THE STUDY

The data has been analyzed mainly by using the following methods, namely, Percentage method and weighted average method. Preference of the respondents towards attractive features in cement dealers and consumers has been analyzed using ranking method.

#### 3.4.1 PERCENTAGE ANALYSIS

This is a univariate analysis where the percentage of a particular factor with different categories is calculated, in order to help one get fair idea regarding the sample and there by that of the population.

#### 3.4.2 RANKING METHOD

This type of analysis is particularly useful when the purpose of the question is to identify the preferences of the sample respondents among different choices.

The respondents indicated the importance, which they assigned to level of satisfaction. The ranking was in the order of "1" for most important and "5" for the least important. While doing the analysis the first rank was given a Weightage of 5 and the least rank was given the Weightage of 1. The rank assigned by all the respondents was cumulated using the weighted score. Accordingly, the satisfaction factor with the larger cumulative weightage was ranked number 1 and so on.

## 4. DATA ANALYSIS AND INTERPRETATION

### 4.1 ANALYSIS FOR DEALERS

TABLE NO. 4.1.1

## AGE OF THE DEALERS

S.No.	Age	No. of Dealers	Percentage
1.	Below 30 years	12	20.0
2.	30 to 40 years	33	55.0
3.	Above 40 years	15	25.0
	<b>Total</b>	<b>60</b>	<b>100.0</b>

It is followed from the above table that 20.0% of the dealers are in the age group of below 30 years, 55.0% of the dealers are in the age group of 30 to 40 years and 25.0% of the Dealers are in the age group of above 40 years.

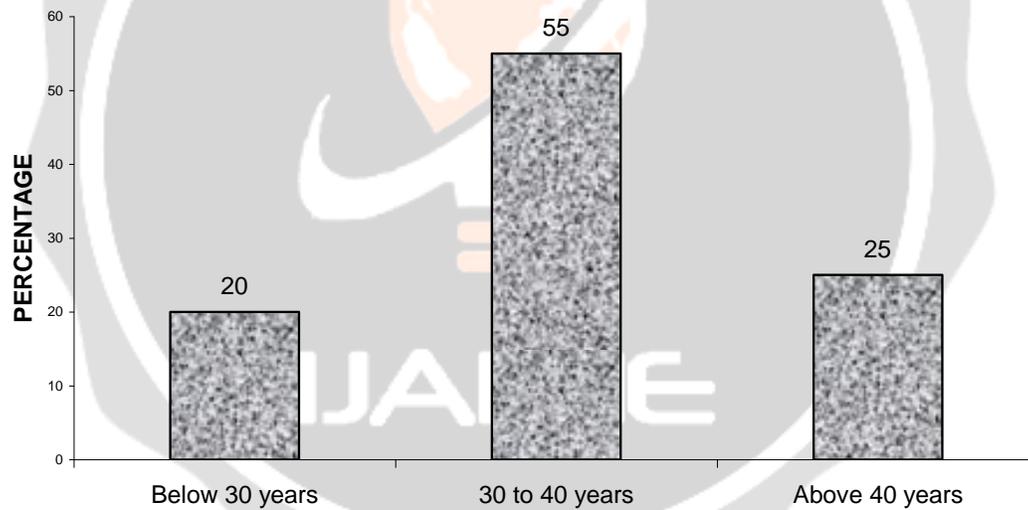
FIGURE 4.1.1  
AGE OF THE DEALERS

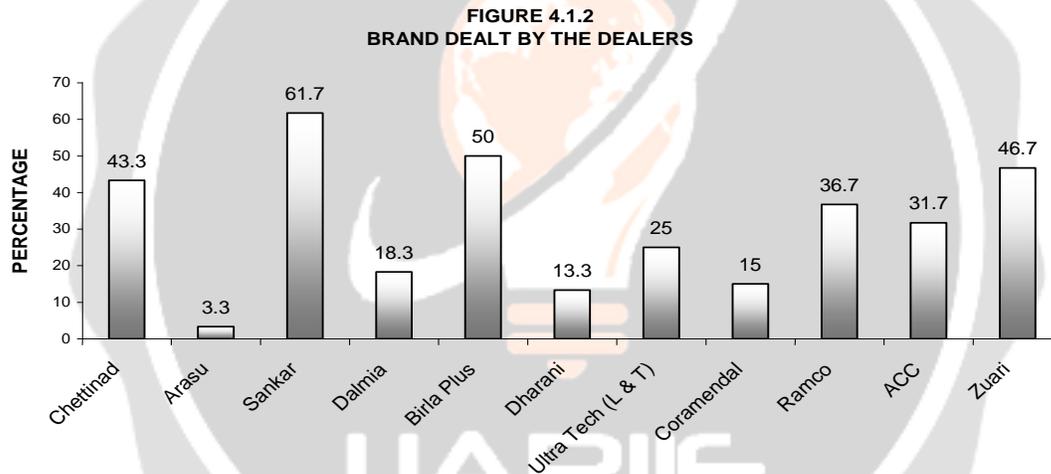
TABLE NO. 4.1.2

## BRAND DEALT BY THE DEALERS

S.No.	Brand	No. of Dealers	Percentage
1.	Chettinad	26	43.3
2.	Arasu	2	3.3
3.	Sankar	37	61.7

4.	Dalmia	11	18.3
5.	Birla Plus	30	50.0
6.	Dharani	8	13.3
7.	Ultra Tech (L & T)	15	25.0
8.	Coramendal	9	15.0
9.	Ramco	22	36.7
10.	ACC	19	31.7
11.	Zuari	28	46.7

It is follows from the above table that 43.3% of the dealers are dealing with Chettinad cement, 61.7% of the dealers are dealing with Sankar cement, and 50.0% of the dealers are dealing with Birla Plus cement.

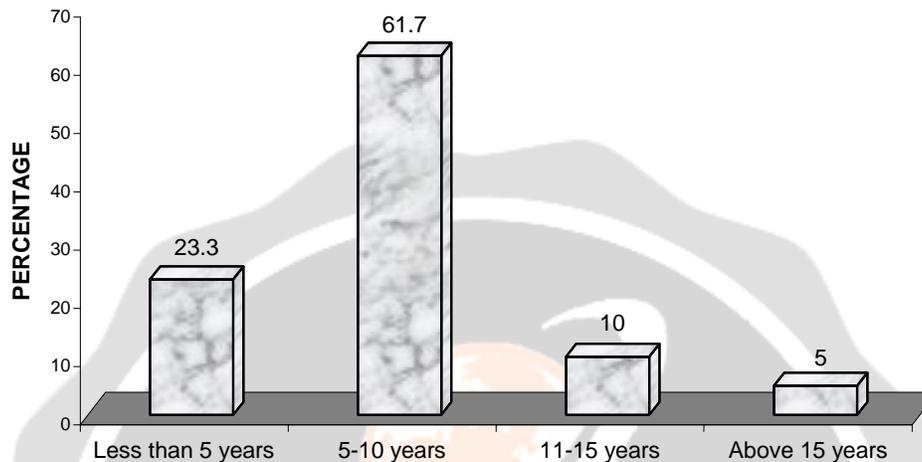


**TABLE NO. 4.1.3  
NUMBER YEARS DOING CEMENT BUSINESS**

S.No.	Years	No. of Dealers	Percentage
1.	Less than 5 years	14	23.3
2.	5-10 years	37	61.7
3.	11-15 years	6	10.0
4.	Above 15 years	3	5.0
	<b>Total</b>	<b>60</b>	<b>100.0</b>

It is evident from the above table that 23.3% of the dealers are doing cement business less than 5 years, 61.7% of the dealers are doing cement business 5-10 years, 10.0% of the dealers are doing cement business 11-15 years and 5.0% of the dealers are doing cement business above 15 years.

**FIGURE 4.1.3**  
**NUMBER YEARS DOING CEMENT BUSINESS**

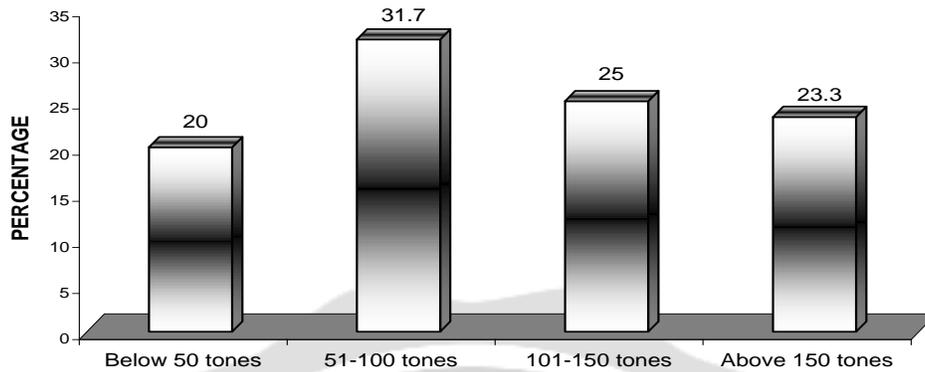


**TABLE NO. 4.1.4**  
**AVERAGE PURCHASE OF CEMENT PER MONTH**

S.No.	Purchase	No. of Dealer	Percentage
1.	Below 50 tones	12	20.0
2.	51-100 tones	19	31.7
3.	101-150 tones	15	25.0
4.	Above 150 tones	14	23.3
	<b>Total</b>	<b>60</b>	<b>100.0</b>

It is stated from the above table that 20.0% of the dealers are purchasing Below 50 tones of cement per month, 31.7% of the dealers are purchasing 51-100 tones of cement per month, 25.0% of the dealers are purchasing 101-150 tones of cement per month and 23.3% of the dealers are purchasing above 150 tones of cement per month.

**FIGURE 4.1.4**  
**AVERAGE PURCHASE OF CEMENT PER MONTH**



**TABLE NO. 4.1.5**  
**TYPE OF PACKAGE PREFERRED BY THE DEALERS**

S.No.	Type of package	No. of Dealers	Percentage
1.	Gunny	0	0.0
2.	Paper	0	0.0
3.	Polythene	60	100.0
	<b>Total</b>	<b>60</b>	<b>100.0</b>

It is inferred from the above table that all the Dealers are preferring polythene for package.

**FIGURE 4.1.5**  
**TYPE OF PACKAGE PREFERRED BY THE DEALERS**

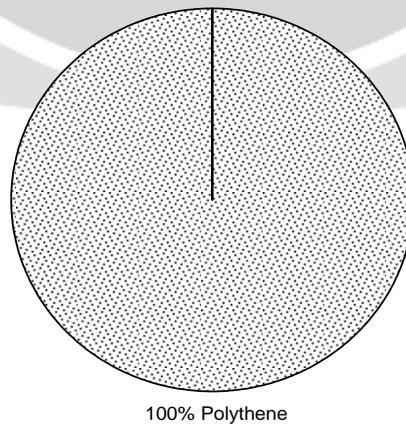


TABLE NO. 4.1.6

## MODE OF PAYMENT TO THE COMPANY

S.No.	Mode of payment	No. of Dealers	Percentage
1.	Cash or DD	29	48.3
2.	Post datedCheque	23	38.3
3.	Current dated Cheque	8	13.4
	<b>Total</b>	<b>60</b>	<b>100.0</b>

It is evident from the above table that 48.3% of the dealers are paying amount in the mode of cash or DD, 38.3% of the dealers are paying amount in the mode of post datedcheque and 13.4% of the dealers are paying amount in the mode of current dated cheque.

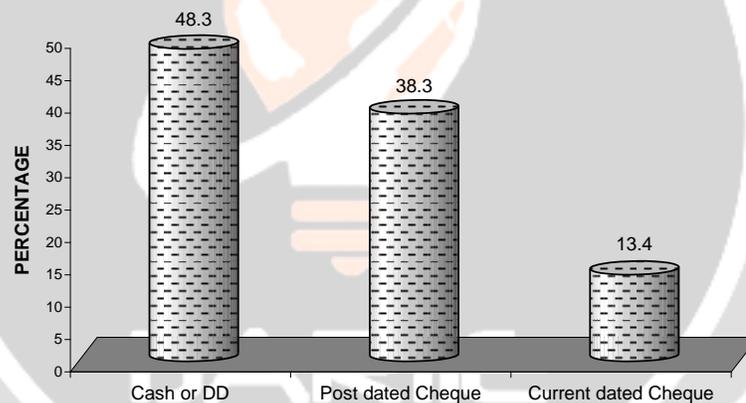
FIGURE 4.1.6  
MODE OF PAYMENT TO THE COMPANY

TABLE NO. 4.1.7

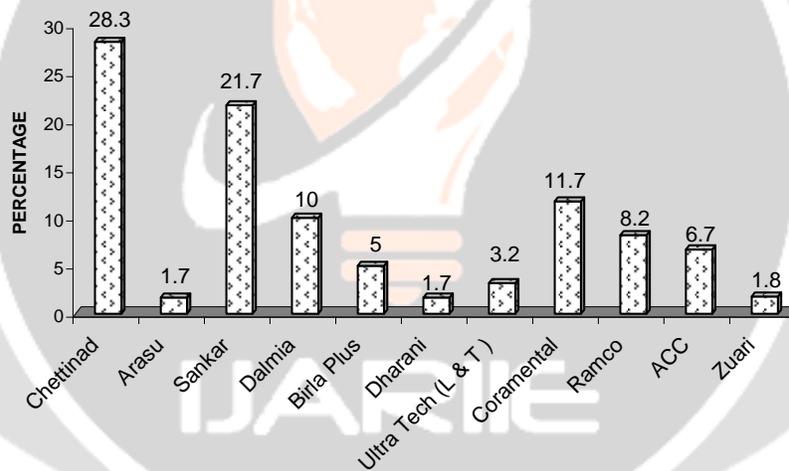
## BRAND OF CEMENT THAT GIVES MORE INCENTIVES TO THE DEALERS

S.No.	Brand	No. of Dealers	Percentage
1.	Chettinad	17	28.3
2.	Arasu	1	1.7
3.	Sankar	13	21.7
4.	Dalmia	6	10
5.	Birla Plus	3	5

6.	Dharani	1	1.7
7.	Ultra Tech (L & T)	2	3.2
8.	Coramendal	7	11.7
9.	Ramco	5	8.2
10.	ACC	4	6.7
11.	Zuari	1	1.8
	<b>Total</b>	<b>60</b>	<b>100</b>

It is known from the above table that 28.3% of the dealers are getting more incentives from Chettinad cement and 5% of the dealers are getting more incentive from Birla Plus cement.

**FIGURE 4.1.7**  
**BRAND OF CEMENT THAT GIVES MORE INCENTIVES TO THE DEALERS**



**4.3 SIGN TEST**

Sign test is one of the easiest non-parametric tests to use. Its name comes from the fact that it is based on the direction of a pair of observations, not on their numerical magnitude. In this test positive or negative signs are substituted for quantitative values.

**Test statistics**

$$Z = \frac{\bar{p} - P}{\sigma_p}$$

where,

n : is the sample size (total no. of +ve and – ve sign excluding zero)

$\bar{p}$  : is the proportion of successes and calculated as  $p = \frac{\text{no. of +ve sign}}{n}$

P : is the hypothesized proportion and P = 0.5

$\sigma_p$  : is the standard error of the proportion

and calculated as  $\sigma_p = \sqrt{\frac{(p * q)}{n}}$

both p and q has the value 0.5

**Level of Significance**

The Level of Significance for the sign test is 5% and corresponding table value  $Z_{\alpha}$  is 1.96

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference between the level of satisfaction towards level of satisfaction towards Strength and Durability of Birla Plus Cement.

**Alternate Hypothesis (H<sub>1</sub>):** There is significant difference between the level of satisfaction towards Strength and Durability of Birla Plus Cement.

**TABLE 4.3.1**  
**FINDING THE RELATIONSHIP BETWEEN THE STRENGTH AND DURABILITY**

Strength	3	3	3	3	3	1	1	2	2	1	2	2	2	1	2	2	2	2	2	2	
Durability	1	1	1	1	1	1	3	3	3	3	3	3	3	3	3	2	2	2	2	1	2
Sign	+	+	+	+	+	0	-	-	-	-	-	-	-	-	0	0	0	0	-	0	
Strength	2	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Duality	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Form the above table

No. of + ve sign = 5

No. of - ve sign = 11

No. of zero's = 26

Sample size n = 16

$$\bar{p} = (5 / 16) = 0.3125$$

$$\sigma_{\bar{p}} = \sqrt{((0.5 * 0.5) / 16)} = 0.125$$

$$Z = ((0.3125 - 0.5) / 0.125) = -1.5$$

$$|Z| = 1.5$$

$$Z_{\alpha} = 1.96$$

### INTERPRETATION

Here calculated Z value is less than the table. So the Null Hypothesis is accepted. (i.e.) there a no significant difference between the level of satisfaction towards Strength and durability of Birla Plus Cement.

Similarly Sign Test was conducted for the level satisfaction towards various factors. Shows the H<sub>0</sub>, H<sub>1</sub>, Z and interpretation.

| |

TABLE 4.3.2

### HYPOTHESIS TESTING – SIGN TEST

S.NO.	NULL HYPOTHESIS (H <sub>0</sub> )	Alternate Hypothesis (H <sub>1</sub> )	Z	Interpretation
1	There is no significant difference between the level of satisfaction towards Strength and Fast Setting of Birla plus Cement.	There is significant difference between the level of satisfaction towards Strength and Fast Setting of Birla plus Cement.	6	Accept H <sub>1</sub>
2	There is no significant difference between the level of satisfaction towards Strength and Colour of Birla plus Cement.	There is significant difference between the level of satisfaction towards Strength and Colour of Birla plus Cement.	2.19	Accept H <sub>1</sub>
3	There is no significant difference between the level of satisfaction towards Strength and availability of Birla plus Cement.	There is significant difference between the level of satisfaction towards Strength and availability of Birla plus Cement.	2.87	Accept H <sub>1</sub>

S.NO.	NULL HYPOTHESIS (H <sub>0</sub> )	Alternate Hypothesis (H <sub>1</sub> )	Z	Interpretation
4	There is no significant difference between the level of satisfaction towards Strength and Fineness of Birla plus Cement.	There is significant difference between the level of satisfaction towards Strength and Fineness of Birla plus Cement.	4.4	<b>Accept H1</b>
5	There is no significant difference between the level of satisfaction towards Strength and Services of Birla plus Cement.	There is significant difference between the level of satisfaction towards Strength and Services of Birla plus Cement.	1.89	<b>Accept H0</b>
6	There is no significant difference between the Strength and After Sales Services of Birla plus Cement.	There is significant difference between the level of satisfaction towards Strength and After Sales Services of Birla plus Cement.	0.68	<b>Accept H0</b>
7	There is no significant difference between the level of satisfaction towards Durability and Fast Setting of Birla plus Cement.	There is significant difference between the level of satisfaction towards Durability and Fast Setting of Birla plus Cement.	2.5	<b>Accept H1</b>
8	There is no significant difference between the level of satisfaction towards Durability and Colour of Birla plus Cement.	There is significant difference between the level of satisfaction towards Durability and Colour of Birla plus Cement.	1.91	<b>Accept H0</b>
9	There is no significant difference between the level of satisfaction towards Durability and Availability of Birla plus Cement.	There is significant difference between the level of satisfaction towards Durability and Availability of Birla plus Cement.	2.2	<b>Accept H1</b>
10	There is no significant difference between the level of satisfaction towards Durability and Fineness of Birla plus Cement.	There is significant difference between the level of satisfaction towards Durability and Fineness of Birla plus Cement.	4.4	<b>Accept H1</b>
11	There is no significant difference between the level of satisfaction	There is significant difference between the level of satisfaction towards Durability	0.21	<b>Accept H0</b>

S.NO.	NULL HYPOTHESIS (H <sub>0</sub> )	Alternate Hypothesis (H <sub>1</sub> )	Z	Interpretation
	towards Durability and Services of Birla plus Cement.	and Services of Birla plus Cement.		
12	There is no significant difference between the level of satisfaction towards Durability and After and Sales Services of Birla plus Cement.	There is significant difference between the level of satisfaction towards Durability and After and Sales Services of Birla plus Cement.	0.19	<b>Accept H<sub>0</sub></b>
13	There is no significant difference between the level of satisfaction towards Fast Setting and Colour of Birla plus Cement.	There is significant difference between the level of satisfaction towards Fast Setting and Colour of Birla plus Cement.	0.5	<b>Accept H<sub>0</sub></b>
14	There is no significant difference between the level of satisfaction towards Fast Setting and Availability	There is significant difference between the level of satisfaction towards Fast Setting and Availability	1	<b>Accept H<sub>0</sub></b>
15	There is no significant difference between the level of satisfaction towards Fast Setting and Fineness of Birla plus Cement.	There is significant difference between the level of satisfaction towards Fast Setting and Fineness of Birla plus Cement.	0.52	<b>Accept H<sub>0</sub></b>
16	There is no significant difference between the level of satisfaction towards Fast Setting and Services of Birla plus Cement.	There is significant difference between the level of satisfaction towards Fast Setting and Services of Birla plus Cement.	1.13	<b>Accept H<sub>0</sub></b>
17	There is no significant difference between the level of satisfaction towards Fast setting and after sale service of Birla plus Cement.	There is significant difference between the level of satisfaction towards Fast setting and After sale service of Birla plus Cement.	2.11	<b>Accept H<sub>1</sub></b>
18	There is no significant difference between the level of satisfaction towards Colour and Availability	There is significant difference between the level of satisfaction towards Colour and Availability	0.49	<b>Accept H<sub>0</sub></b>

S.NO.	NULL HYPOTHESIS (H <sub>0</sub> )	Alternate Hypothesis (H <sub>1</sub> )	Z	Interpretation
19	There is no significant difference between the level of satisfaction towards Colour and Fineness of Birla plus Cement.	There is significant difference between the level of satisfaction towards Colour and Fineness of Birla plus Cement.	0.52	Accept H <sub>0</sub>
20	There is no significant difference between the level of satisfaction towards Colour and Services of Birla plus Cement.	There is significant difference between the level of satisfaction towards Colour and Services of Birla plus Cement.	1.46	Accept H <sub>0</sub>
21	There is no significant difference between the level of satisfaction towards Colour and After sales Services of Birla plus Cement.	There is significant difference between the level of satisfaction towards Colour and After Sales Services of Birla plus Cement.	2.3	Accept H <sub>1</sub>
22	There is no significant difference between the level of satisfaction towards Availability and fineness of Birla plus Cement.	There is significant difference between the level of satisfaction towards the Availability and fineness of Birla plus Cement.	0.42	Accept H <sub>0</sub>
23	There is no significant difference between the level of satisfaction towards availability and services of Birla plus Cement.	There is significant difference between the level of satisfaction towards availability and Services of Birla plus Cement.	0.52	Accept H <sub>0</sub>
24	There is no significant difference between the level of satisfaction towards availability and After sales Services of Birla plus Cement.	There is significant difference between the level of satisfaction towards availability and After sale Services of Birla plus Cement.	1.46	Accept H <sub>0</sub>
25	There is no significant difference between the level of satisfaction towards Fineness and Services of Birla plus Cement.	There is significant difference between the level of satisfaction towards Fineness and Services of Birla plus Cement.	3	Accept H <sub>1</sub>

S.NO.	NULL HYPOTHESIS (H <sub>0</sub> )	Alternate Hypothesis (H <sub>1</sub> )	Z	Interpretation
26	There is no significant difference between the level of satisfaction towards Fineness and after sale Services of Birla plus Cement of Birla plus Cement.	There is significant difference between the level of satisfaction towards Fineness and After sale Services of Birla plus Cement of Birla plus Cement.	4.0	<b>Accept H<sub>1</sub></b>
27	There is no significant difference between the level of satisfaction towards services an After Sales Services of Birla plus Cement.	There is significant difference between the level of satisfaction towards Services and After Sales Services of Birla plus Cement.	1.09	<b>Accept H<sub>1</sub></b>

There is significant difference between the level of satisfaction towards Strength, Fast Setting, Availability, Fineness and Colour.

There is significant difference between the level of satisfaction towards Durability, Fast Setting, Availability and Fineness.

There is significant difference between the level of satisfaction towards Fast Setting and After Sales Service.

There is significant difference between the level of satisfaction towards Colour and After Sale Service.

There is significant difference between the level of satisfaction towards Fineness, Service and After Sale Service.

There is significant difference between the level of satisfaction towards Service and After Sale Service.

## 5. FINDINGS & SUGGESTIONS

### 5.1 FINDINGS FOR OBJECTIVE: 1

- Most (48.3%) of the respondents are having opinion that price is the reason for selecting the market leader.
- It is found from the analysis that maximum (53.3%) of the dealers are recommended their brand of cement for the reason of its quality.
- It is found from the analysis that majority (41.7%) of the respondent are not satisfied with the price of Birla plus cement.
- It is found from the analysis that maximum (88%) of the respondents are having opinion that the advertisements are helping to increase the sales of cement.
- It is inferred from the analysis that most (90%) of the respondents are having opinion that Birla plus cement advertisement is attractive.
- It is found from the analysis that majority (23.3%) of the respondents are having opinion that Satisfied on the services of Birla plus cement.
- It is found from the analysis that most (25%) of the respondents are facing the problem of low incentives given by the Birla Plus Cement company.

### FINDINGS FOR OBJECTIVE: 2

- It is found from the analysis that majority of the respondents are satisfied with the strength, durability, fast setting, colour, service and after sales service of the Birla plus cement.

- It is found from the analysis that the strength of the cement is ranked first by the respondents.
- It is found from the analysis that the quality of the cement is ranked first by the maximum number of respondents.

### **FINDINGS FOR OBJECTIVE: 3**

- It is found from the analysis that maximum (25.0%) of the respondents are motivated by Masons.
- It is found from the analysis that most (90%) of the respondents are attracted by the advertisement of Birla plus cement.
- Most (30.0%) of the respondents are felt that the advertisement should be in local vernacular language to touch the rural viewers.
- It is found from the analysis that majority (58.3%) of the respondents are never purchased Birla plus cement based on advertisement.
- It is evident from the analysis that maximum of the respondents are having opinion that television media is the best one to increase the sale of cement.
- It is found from the analysis that most of the respondents attend major problem of non-availability of the brand.
- It is found from the analysis that most of the respondents are avoiding the Birla Plus cement for the reason of its high cost.

### **FINDINGS FOR OBJECTIVE: 4**

- It is found from the analysis that most (70.0%) of the respondents are aware of Birla plus cement.
- It is found from the analysis that majority (25.0%) of the respondents are known about Birla plus cement through Masons.
- It is found from the analysis that maximum (30.0%) of the respondents are aware Birla Plus cement through wall painting.

### **5.2 SUGGESTIONS**

Based on the findings from the study, following points are suggested to the Company.

- ❖ From the study, maximum of the respondents are not satisfied with the price of the Birla Plus cement because of its high cost. Hence, the company should concentrate the price with competitors and can increase the sales of the Birla Plus cement.
- ❖ In the recent era, television is the most attractive and fast reaching one in the rural and urban area. So, the company may advertise through television will increase the awareness about the cement and increase the market share also.
- ❖ Most of the customers are finalizing their purchase decision with the help of Masons. So, even though the company maintains the quality, the company may encourage the Masons in order to make the recommend to the customers.
- ❖ Most of the respondents are suffering for non-availability of the cement. Because of non-availability, the dealers are also disappointed with the company. It is one of the major problem of the dealer also. Hence, the company may concentrate the problem and take necessary steps.

### **5.3 CONCLUSION**

We must profitably achieve our business objectives by retaining current Dealers, Consumers and gaining new one by continually meeting and exceeding their needs and expectation. So, continuous Dealers' and consumers' satisfaction measurement is essential. The study is aimed to measure customers' preference and dealers' attitude towards various features of Birla Plus cement, and the study provides a lot of suggestions. If the organization thoroughly studies the suggestion and implements the suggestions, then, there is no doubt that it would always remain satisfying the Consumers and Dealers. It would be able to attract some more loyal Dealers and consumers of the competitors.

The advertisement effort undertaken by the management of Birla Plus cement is unique, in a way because even a casual enquiry made by a Layman to a person utilizing "Birla Plus Cement" captures the attention and imagination of everybody who sees the advertisement. The users say that the Birla Plus Cement has "LIFE" in it.

## REFERENCES

### Websites

[www.adityabirla.com](http://www.adityabirla.com)  
[www.grasim.com](http://www.grasim.com)  
[www.questionpro.com](http://www.questionpro.com)  
[www.indianinfo.com](http://www.indianinfo.com)  
[www.indiamarkets.com](http://www.indiamarkets.com)

### Books

1. Kotler P; and Armstrong, Gary (2001); Principles of Marketing, 11<sup>th</sup>Edn; Prentice Hall, New Jersey.
2. Kotler P (2002); Marketing Management, 11<sup>th</sup>edn.; Pearson Education, New Delhi.
3. Richard I. Levin and David S. Rubin “Statistics for Management”, 7<sup>th</sup> Edition, 2002.
4. C.R. Kothari, “Research Methodology Methods and Techniques” WishwaPrakashan, Second Edition.
5. R.Donald, S.Cooper Pamela and S.Chindler, “Business Research Methods” 6<sup>th</sup> Edition.
6. Kinnear and Taylor, “Marketing Research”,Tata Mcgraw-Hill edition. Millenium Edition.

