

# A Study on Customer Satisfaction towards Ambuja Cement with Special Reference in Tirupur City

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Submitted: 25-05-2021

Revised: 01-06-2021

Accepted: 05-06-2021

**ABSTRACT** :In this study determine the market condition of Ambuja Cement is much satisfaction in tirupurcity . It is further added that, the marketing techniques are to be adequately added .The technological development is to be adopted .further, thus the company of product will be more efficiently reaching the customer.

## I. INTRODUCTION:

A market survey is a tool used to gather information about existing or customers satisfaction in a certain market or population. Researchers select a sample of customers from the population. The information from the survey is then used to assess attitudes and beliefs, and in turn predict market behaviour. Marketing is a social process by which Dealers, builders, architecture individuals Consumers obtain what they need & want through creating offering, & freely offering product & services of value with other. It is the art & science of choosing target makers & getting keeping & growing customers through creating delivering & communicating superior customer value. Consumers have their own way of making purchased decisions.

## NEED OF THE STUDY:

Customer is one for whom you satisfy and or need return for some of payment. The payment maybe money may be time or may be goodwill but there is some form of payment. Satisfaction is the level of person felt state by comparing products perceive in relation to their expectations.

## SCOPE OF THE STUDY

This study includes direct interaction with the customers and this helps to know the customer satisfaction level to great accuracy. This study is of importance to the company which will know the following factors:-

- price factors
- fineness of the cement

- setting time
- attractive packaging
- brand image
- quick delivery time
- wide availability

## OBJECTIVES OF THE STUDY

- ✓ To inspect the customer loyalty towards Ambujacement
- ✓ To find out the factors influencing the selection of the Ambujacement
- ✓ To find out awareness of respondents about Ambujacement
- ✓ To access competitors strength and policies of the Ambujacement
- ✓ To know the level of satisfaction towards Ambujacement

## RESEARCH DESIGN:

Information has been gathered from both primary and secondary sources. Primary data was collected through a structured questionnaire filled up by the respondents. Secondary data sources include websites, journals, and research papers.

## AREA OF THE STUDY:

The study has been conducted in Tiruppur city.

## SAMPLE DESIGN:

Convenience Sampling was carried out for the study. The sample consisted of customers who had bought products from the cement industry. The sample size is 130.

## SAMPLING TECHNIQUES:

Convenience sampling technique is used for the study.

## METHODS OF DATA COLLECTION:

Questionnaire method is used to collect the data from the respondents.

## SOURCES OF DATA:

The study is based on the primary and secondary data .The primary data has been collected from the respondents through questionnaire and secondary

data has been collected from articles, books, magazines and newspaper.

**TOOLS FOR ANALYSIS:**

The following tools were employed in tune with the objectives.

- Simple persantage
- chi-square test
- average rank analysis

**II. REVIEW OF LITERATURE**

**Diane Halstead (1993)** studied the Focus on a group of unsatisfied car owners. Examines the roles of the car warranty and the post-purchase service received during the complaint process in terms of their effects on customers' satisfaction with complaint resolution. Presents some suggestions for customer service policies, complaint handling procedures, and warranty fulfillment service.

**Richard Oliver (2000)** Response determinants in satisfaction judgment, examines that the effects of five determinants of satisfaction are tested as well as individual differences in satisfaction formation. Manipulations of attribution, expectancy,

performance, disconfirmation, and equity are written into stock market trading scenarios in a full factorial design. Results show that all main effects and four ordinal two-way interactions are significant. Then, an individual level analysis is performed on the repeated measures data. Three clusters of subject sharing

**SWOT ANALYSIS OF AMBUJA CEMENT STRENGTH**

- We have built a strong reputation among cement purchases by consistently providing high quality products.
- ACL has planned the location of its plants very strategically. It has planned in such a way that there is maximum exposure to all parts of India.
- ACL strives to reach optimum efficiency in logistics management.
- The planning of sea route is a perfect example to illustrate this. This move not only saved time and transportation cost, but gave access to new and emerging markets.
- ACL has empowered employees, who are committed, motivated and encouraged to the growth of the organization.

**III. ANALYSIS AND INTERPRETATION**

**SIMPLE PERCENTAGE ANALYSIS:**

**TABLE 1 GENDER OF THE RESPONDENTS**

S NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	87	66.9%
2	Female	43	33.1%
	<b>TOTAL</b>	<b>130</b>	<b>100</b>

**SOURCE: QUESTIONNAIRE**

**INTERPRETATION:**

The above table shows the gender of the respondents. It is clear that 66.9% are male and 33.1% are female.

**Majority (66.9%) of the respondents are male.**

**TABLE II**  
**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

S NO	EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
1	School level	21	16.3%
2	Under Graduate	79	61.2%
3	Post Graduate	27	20.2%
4	Diploma level	3	2.3%
	<b>TOTAL</b>	<b>130</b>	<b>100</b>

**SOURCE: QUESTIONNAIRE**

**INTERPRETATION:**

The above table shows the educational level of the respondents. It is clear that 16.3% have School level, 61.2% are Under Graduate level, 20.4% are Post graduate and 2.3% are Diploma level.

**Majority(61.2%) of the respondents have under graduate education.**

**RANKING ANALYSIS**

**Types of factors affecting while purchasing**

Purchasing	1(5)	2(4)	3(3)	4(2)	5(1)	Total	Rank
Price flexibility	18	11	37	29	35	130	I
	90	44	111	58	35	338	
Credit limit	9	17	28	44	32	130	II
	45	68	84	88	32	317	
Brand image	5	12	40	28	45	130	III
	25	48	120	56	45	294	
Delivery system	6	6	25	53	40	130	V
	30	24	75	106	40	275	
Schemes	8	7	34	38	43	130	IV
	40	28	102	76	43	289	

**Interpretation:**

The above table show the type of factors affecting while Purchasing that are ranked based on the return by the respondents.

Price flexibility are ranked I by the respondents.

Credit limit are ranked II by the respondents.

Brand image are ranked III by the respondents.

Schemes are ranked IV by the respondents.

Delivery system are ranked V by the

respondents.

**CHI SQUARE TEST**

**RELATIONSHIP BETWEEN RESPONDENTS OPINION TOWARDS AMBUJA CEMENT QUALITY AND HOW THEY WOULD RATE THE AMBUJA CEMENT WITH THAT OF OTHER CEMENT.**

S.NO	OPINION TOWARDS AMBUJA	How would you rate the ambuja cement with that of other cement				TOTAL
		VERY GOOD	GOOD	AVERAGE	BAD	

	CEMENT QUALITY					
1	EXCELLNT	15	9	2	12	<b>38</b>
2	AVERAGE	11	8	11	18	<b>48</b>
3	BAD	10	12	4	2	<b>28</b>
4	NOT COMMENT-ABLE	4	5	1	6	<b>16</b>
	<b>TOTAL</b>	<b>40</b>	<b>34</b>	<b>18</b>	<b>38</b>	<b>130</b>

To find out the association between respondents opinion towards AMBUJA cement quality and how they would rate the AMBUJA cement with that of other cement, chi-square test is used and results is given below.

#### HYPOTHESIS

There is no significant between respondents opinion towards AMBUJA cement quality and how they would rate the AMBUJA cement with that of other cement.

#### CHI-SQUARE TEST

Factor	Calculation value	Df	Table value	Remarks
Overall percentage	18.996 <sup>a</sup>	9	16.92	Rejected

#### INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is less than the table value. Hence the hypothesis is rejected. So there is a relationship between respondents opinion towards AMBUJA cement quality and how they would rate the AMBUJA cement with that of other cement.

#### IV. SUGGESTION

- The company should launch more and more promotional schemes like two for the price of one "or more discount coupons.
- Company should do more to promote their brand as customers prefer good brand while buying any cement.
- Customer prefer price as an important factor while buying any cement so the company should fix the price accordingly.
- The company should concentrate on more aggressive advertisement to promote their products.

#### V. CONCLUSIONS

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. Company should decrease the response time to the complaint received. The company should fix certain amount of cement especially for the dealers and give them free of cost as incentives. The company should appoint more and more persons for the promotions of the brands. Company should decrease delivery time of the cement. In the end, Ambuja Cements has proven its ability to adequately invest capital at good rates of return. Yet over the last five years the stock has declined 16%, so the decline might provide an opening. That's why we think it'd be worthwhile to look further into this stock given the fundamentals are appealing.