

# **DEALER SATISFACTION OF DALMIA CEMENT IN ARIYALUR- A STUDY**

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## **Abstract**

Dealer is a person or firm engaged in commercial purchase and sale. Dealer may signify firms that buy or resell products at retail or wholesale basis. A producer cannot sell all his products directly to consumer; he has to depend upon intermediaries to push, off, his products. Dealers are satisfied about price, quality channel of distribution, dealer sales support etc. but focus needs to the placed on credit period, advertising and promotional activities and to sum extent on brand availability. This is sure to improve the success of Dalmia cement.

**KEY WORD: Dealar,Ditribution Promotion,Sales Support**

## **INTRODUCTION OF THE STUDY**

Dealer is a person or firm engaged in commercial purchase and sale. Dealer may signify firms that buy or resell products at retail or wholesale basis. A producer cannot sell all his products directly to consumer; he has to depend upon intermediaries to push, off, his products. A dealer is an intermediary who helps to market a product. A dealer is one who purchase and sells products. A dealer may be a wholesaler or a retailer or a distributor or any agents.

The volume of sales depends on the efficiency of a dealer who assesses the psychology of consumers and takes appropriate steps to sell a product. It is the dealer who suggests to the manufacturers the suitable media of advertisement and other promotional tools. Dealers are searching for new marketing strategies to attract and hold customers. Dealers include all activities involved in selling goods and services to those buying for resale or business use. Dealers buy mostly producers and sell mostly to retailers or industrial consumers.

**NEED FOR THE STUDY:**

- ❖ The researcher aims at finding ways of improving the market share of Dalmia cements.
- ❖ In this case the actual users of cement are very much aware of Dalmia cements and other brands of cement available in the market.
- ❖ Therefore the firm which wants to improve its market share should study the dealer's satisfaction.

### **OBJECTIVE OF THE STUDY**

- ✓ Primary objectives
  - To study the level of dealer's satisfaction.
- ✓ Secondary objective
  - To know about the priority of the dealer satisfaction
  - To study the ways to satisfy the dealer
  - To learn about the measuring dealer satisfaction
  - To find the factors affecting dealer satisfaction

### **STATEMENT OF THE PROBLEM**

There is no uniform retail price in market. Counter price is vary from dealer to dealer. The main problem is facing price varying from one brand to another brand, so the dealers are not satisfied. If the price is fixed means they will be highly satisfied.

### **RESEARCH METHODOLOGY**

#### **RESEARCH DESIGN:**

A research design is purely & simple basic frame work or plan for a study the guides the collection of data and analysis of the data. Research designs are classified into three traditional categories: Exploratory, descriptive and causal, the choice of the most appropriate design depends largely upon the objectives of the research.

#### **DESCRIPTIVE RESEARCH:**

Descriptive studies, as their name implies, are designed to describe something, for example, the characteristics of users of a given product; the degree to which product use varies with income, age or other characteristics: or the number who saw a specific television commercial. A majority of marketing research studies are of this type.

## **SAMPLING METHOD**

Convenience sampling method of non – probability sampling is adopted in this research. Convenience sample are samples drawn at the convenience of the interviewer. Accordingly, the most convenient areas to a researcher in terms of time and effort turns out to be “high traffic” areas such as a shopping malls or busy pedestrian intersections. The selection of the place and consequently, prospective respondent is subject rather than objective. Sample size–30.

## **LIMITATIONS OF THE STUDY**

- ✓ The study was carried out in Ariyalur, Perambalur & Trichy only, owing to time and cost limitations.
- ✓ Sample size is limited to 30 due to time and cost constraints.
- ✓ This research was conducted among dealers only for obtaining consumer response; further survey among users of cement is suggested.
- ✓ The results of the study can be applied only to Dalmia cements and not for other similar brands or geographical areas.

## **COMPANY PROFILE**

### **PROFILE OF DALMIA CEMENT:**

Dalmia Cement founded in 1935 by Jaidayal Dalmia headquartered in New Delhi with cement, sugar, travel agency, magnesite, refractory and electronic operations spread across the country. The cement division of the group was established in 1939 and enjoys a heritage of 70 years of expertise and experience. Shri Ram Krishna Dalmia, a daring and foresighted pioneer in the industrialization of India planned to establish many cement

factories in different parts of the country and act upon it by establishing cement plants in various states. Pakistan government took some of them up after independence. Dalmia Cement located at Dalmiapuram is one of the companies established by him.

Dalmia Cement, located 45 kilometers North-East of Trichy Town in Trichy-Madras chord line is one of the largest and leading cement manufacturing company in Tamil Nadu.

## **HISTORIC CEMENT FOOTPRINT & CAPABILITY**

### **1. Operational excellence**

- Plants are amongst the most profitable in the industry
- Power consumption is one of the lowest in the industry(70 units per ton)

### **2. Technology adoption**

- First to introduce several technologies to improve operationalefficiency and lower production cost
- Commissioned 6 cement plants at lowest capital cost in the industry

## **MAIN OBJECTIVES OF DALMIA CEMENT**

- To the shareholders - Fair Return
- Workers - Fair Dealings
- Customers - Quality Products
- Society - Contribution for growth

## **MISSION AND VISION STATEMENT**

- Surpass achievement
- Team work
- Zero defect
- Productivity
- Cost effectiveness

**TABLE NO -1**

**CLASSIFICATION OF YEARS DOING THE BUSINESS**

<b>S. NO</b>	<b>CATEGORY</b>	<b>NO.OF RESPONDENTS</b>	<b>PERCENTAGE %</b>
1	5-10 years	12	40%
2	11-15 years	8	27%
3	16-20 years	3	10%
4	Above 20 years	7	23%
	<b>Total</b>	<b>30</b>	<b>100%</b>

**Sources: Primary Data**

**Interpretation**

The table indicates that maximum 40% of the dealer were having 5 to 10 years of experience and the minimum 10% of the dealers were having 16 to 20 years of experience .

**TABLE NO-2**

**CLASSIFICATION OF MONTHLY SALES TURNOVER OF DEALERS**

<b>S.NO</b>	<b>CATEGORY</b>	<b>NO.OF RESPONDENT</b>	<b>PERCENTAGE %</b>
1	Below Rs. 5,000	10	33 %
2	Rs.6000-Rs.10000	12	40%
3	Rs.11000-Rs.15000	6	20 %

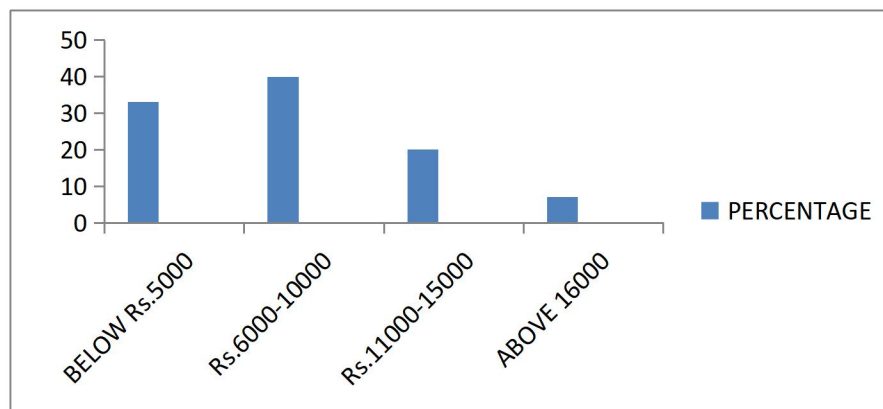
4	Above Rs.16000	2	7 %
	<b>TOTAL</b>	<b>30</b>	<b>100%</b>

**Sources: Primary Data**

### Interpretation

This table explores that maximum 40 % of the respondents monthly sales turnover is Rs.6000-Rs.10000. And minimum 7% of the respondents sales turn over in a month is above Rs.16000.

**CHART NO-1**  
**CLASSIFIATION OF SALES TURNOVER IN A MONTH**



**TABLE NO- 3**

**CLASSIFICATION OF GETTING THE CEMENTS REGULARLY FROM DALMIA  
CEMENT**

S.NO	CATEGORY	NO.OF RESPONENT	PERCENTAGE %
1	Very often	15	50 %

2	Often	7	23 %
3	Rarely	5	17 %
4	Never	3	10 %
	<b>TOTAL</b>	<b>30</b>	<b>100 %</b>

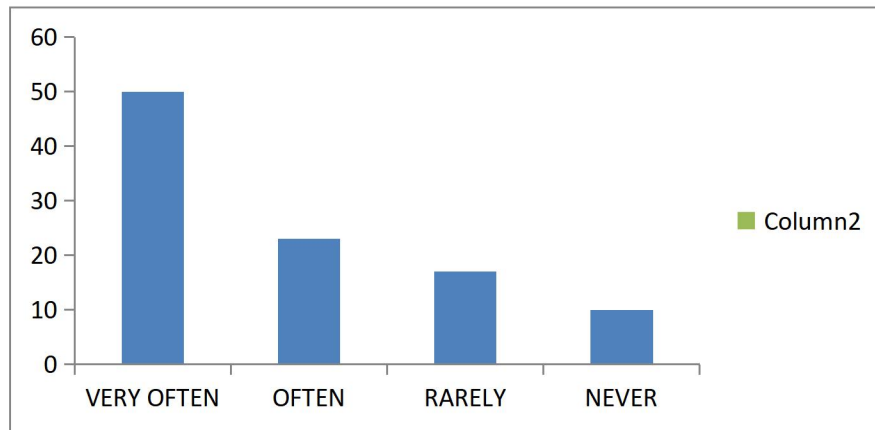
**Source: Primary Data**

### Interpretation

The table indicates that maximum 50 % of the dealers were getting cement “Very Often” and minimum 10 % of the dealers were saying that they “Never” get the cements regularly.

**CHART NO-2**

### CLASSIFICATION OF GETTING CEMENTS REGULARLY FROM DALMIA CEMENT



**TABLE NO -4**

### CLASSIFICATION OF REPLACING THE DAMAGED PRODUCT

S .NO	CATEGORY	NO.OF RESPONDENT	PERCENTAGE %
1	Yes	25	83 %
2	No	5	17 %

	<b>Total</b>	30	100 %
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**Source: Primary Data**

**Interpretation**

The above table reflects that 83 % of the dealers say “Yes “ company replace their damaged product packing and minimum 70% of the dealer say “ No” damaged product packing are not replaced by the company.

**TABLE NO -5  
CLASSIFICATION OF DEALER PROMOTION PROGRAMME**

<b>S.NO</b>	<b>CATEGORY</b>	<b>NO.OF RESPONDENT</b>	<b>PERCENTAGE %</b>
1	Very often	15	50 %
2	Often	8	27 %
3	Rarely	5	16 %
4	Never	2	7 %
	<b>TOTAL</b>	<b>30</b>	<b>100 %</b>

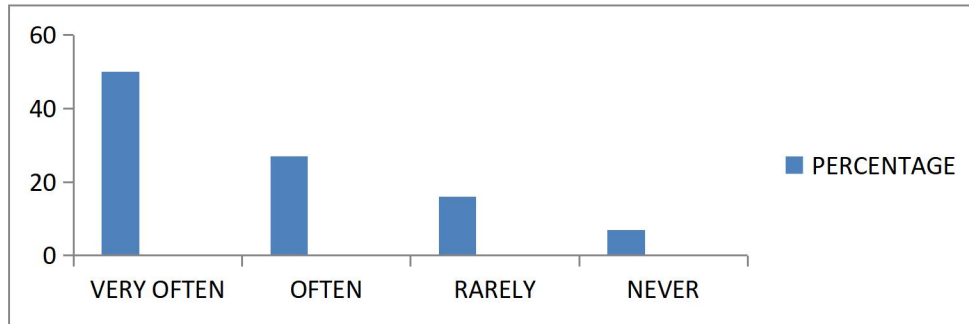
**Sources: Primary Data**

**Interpretation**

The table indicates that maximum 50 % of the respondents say that dealer promotion program is done “Very often “ and minimum 7% the dealers were saying that they “Never” conduct the dealer promotion program.

**CHART NO-3  
CLASSIFICATION ON DEALER PROMOTION PROGRAMME**





**TABLE NO -6**

**CLASSIFICATION OF PROBLEM FACED IN THE DELIVERY AND PURCHASE OF DALMIA CEMENT**

S.NO	CATEGORY	NO.OF.RESPONDENTS	PERCENTAGE %
1	Bad packing	2	7 %
2	Lack of timing	3	10 %
3	Insufficient delivery	5	17 %
4	No problem	20	66 %
	<b>Total</b>	<b>30</b>	<b>100 %</b>

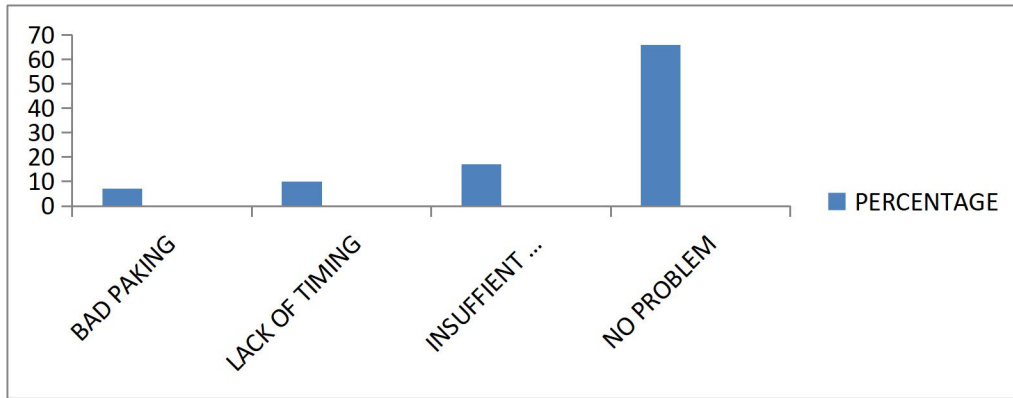
**Source: Primary Data**

**Interpretation**

This table explores that maximum 66 % of the respondents say “No problem” in purchase and delivery of dalmia cement and minimum 7 % of the respondents say “Bad packing” in purchase and delivery of dalmia cement.

**CHART NO-4**

**CLASSIFICATION OF PROBLEM FACED IN THE DELIVERY AND PURCHASES OF DALMIA CEMENT**



**TABLE NO – 7**

### **CLASSIFICATION OF TRANSPORTATION**

<b>S.NO</b>	<b>CATEGORY</b>	<b>NO.OF. RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
1.	High satisfied	11	37%
2.	Satisfied	9	30%
3.	Moderate	7	23%
4.	Dissatisfied	3	10%
	<b>Total</b>	<b>30</b>	<b>100%</b>

**Sources: Primary Data**

#### **Interpretation**

This table indicates that maximum 37% of the respondents were highly satisfied with the Dalmia cement transportation. Minimum 10% of the respondents were dissatisfied with the Dalmia cement transportation.

**TABLE NO – 8**

**CLASSIFICATION OF PRIMARY FACTORS INFLUENCING DEALERSHIP OF  
DALMIA CEMENTS**

S.NO	CATEGORY	NO.OF. RESPONDENTS	PERCENTAGE (%)
1.	Credit period	5	17 %
2.	Agency support	4	13%
3.	Advertising	6	20%
4.	Profit margin	15	50%
	<b>Total</b>	<b>30</b>	<b>100%</b>

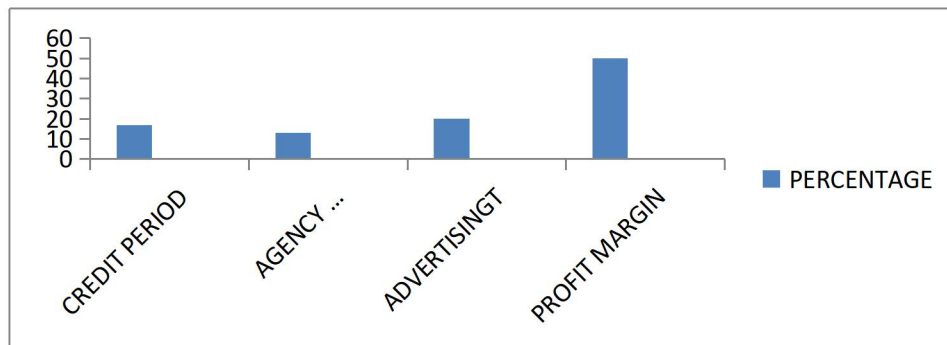
**Sources: Primary Data**

**Interpretation**

The above table exhibits the primary factors influencing dealership of Dalmia cements. Here maximum 50% of the respondents felt that “profit margin” as the primary factor and minimum 13% of the respondent felt that “agency support” as the primary factors.

**CHART NO-5**

**PRIMARY FACTORS INFLUENCING DEALERSHIP OF DALMIA CEMENTS**



**TABLE - 9**

**CLASSIFICATION OF REASON FOR SELLING DALMIA CEMENT**

S.NO	CATEGORY	NO.OF. RESPONDENTS	PERCENTAGE (%)
1.	Customer acceptance	20	67%
2.	Increased profit	3	10%
3.	Availability of product	7	23%
	<b>Total</b>	<b>30</b>	<b>100%</b>

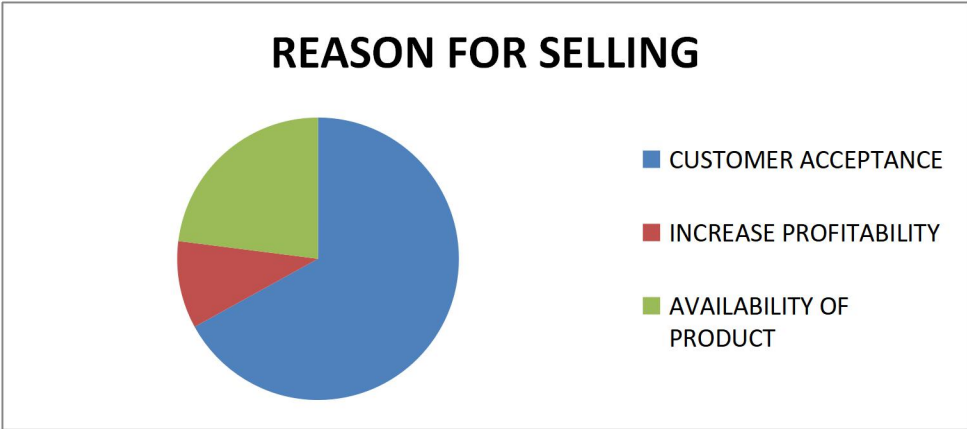
**Sources: Primary Data**

**Interpretation**

The table indicates the maximum 67% of respondent are selling dalmia cement based on the customer acceptance. Minimum 10% of respondents are selling dalmia cement based Increased profitability.

**CHART NO-6**

**CLASSIFICATION OF REASON FOR SELLINGS**



**TABLE NO-10**

## CLASSIFICATION OF INCENTIVE SCHEME

<b>S.NO</b>	<b>CATEGORY</b>	<b>NO.OF. RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
1.	Very good	18	60%
2.	Good	6	20%
3.	Satisfied	4	18%
4.	Poor	2	7%
	<b>Total</b>	<b>30</b>	<b>100%</b>

**Sources: Primary Data**

### **Interpretation**

This table explores that maximum 60% of the respondents feel that incentive schemes provided are very good and minimum 7% respondents feel that incentive schemes are poor.

**TABLE NO-11**

### CLASSIFICATION OF OVER ALL RATING TO DALMIA CEMENT

S.NO	CATEGORY	NO.OF.RESPONDENTS	PERCENTAGE %
1.	Very good	15	50%
2.	Good	10	33%
3.	Satisfied	3	10%
4.	Poor	2	7%
	<b>Total</b>	<b>30</b>	<b>100%</b>

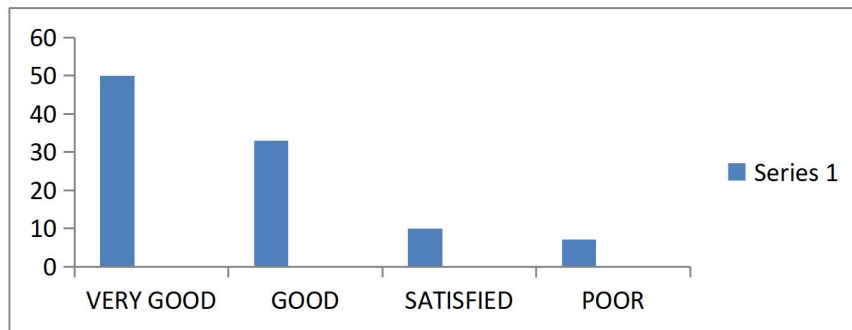
**Source: Primary Data**

#### **Interpretation:**

The table is reveal the maximum 50% of the respondents very good to overall rating in dalmia cement minimum 7% of the respondents poor to overall rating in dalmia cement.

**CHART NO-7**

### CLASSIFICATION OF OVER ALL RATING TO DALMIA CEMENT



**TABLE NO-12**

### CLASSIFICATION OF DEALERS MEET REGULARLY FROM DALMIA CEMENT

S.NO	CATEGORY	NO.OF.RESPONDENTS	PERCENTAGE %
1.	Yes	25	83%
2.	No	5	17%
	<b>Total</b>	<b>30</b>	<b>100%</b>

**Source: Primary Data**

#### **Interpretation:**

The table reveals that 83% of the respondents tell that “Yes” they get (cements regularly from the factory), and 17% of the respondents tell “No” the did not get cements regularly from the factory.

**TABLE NO-13**  
**CLASSIFICATION OF DEALERS SERVICES PROVIDED**

S.NO	CATEGORY	NO.OF.RESPONDENTS	PERCENTAGE %
1.	Satisfied	17	57%
2.	Moderate	9	30%
3.	Dissatisfied	4	13%
	<b>Total</b>	<b>30</b>	<b>100%</b>

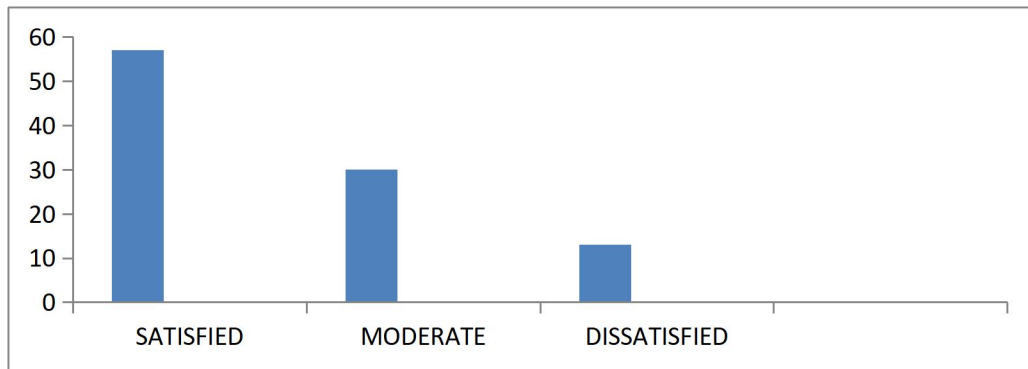
**Source: Primary Data**

**Interpretation:**

The above table indicates that maximum 57% of the respondents feel that dealer service provided was satisfied and minimum 13% of the respondents felt that dealer service provided was dissatisfied.

**CHART NO-8**

**CLASSIFIATION OF DEALER SERVICE PROVIDED**



**TABLE NO-14**

**CLASSIFICATION OF PRESENT DEALERSHIP**

<b>S.NO</b>	<b>CATEGORY</b>	<b>NO.OF.RESPONDENT</b>	<b>PERCENTAGE</b> <b>%</b>
1.	Satisfied	15	50%
2.	Moderate	10	33%
3.	Dissatisfied	5	17%
	<b>Total</b>	<b>30</b>	<b>100%</b>



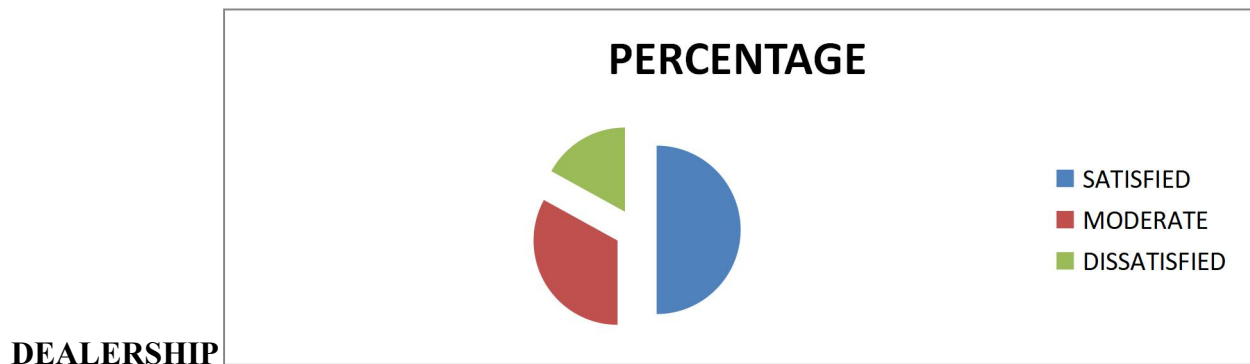
**Source: Primary Data**

**Interpretation**

The table explores that maximum 50% of the respondents were satisfied in the present dealership. Minimum 17% of the respondents were dissatisfied with the present dealership.

**CHART NO-9**

**CLASSIFICATION OF THE PRESENT**



**TABLE NO- 15**

**CLASSIFICATION OF INTEREST TOWARDS CONTINUING WITH DALMIA CEMENTS DEALERSHIP**

<b>S.NO</b>	<b>CATEGORY</b>	<b>NO.OF.RESPONDENTS</b>	<b>PERCENTAGE %</b>
1.	Yes	22	73%
2.	No	8	27%
	<b>Total</b>	<b>30</b>	<b>100%</b>

**Source: Primary Data**

### **Interpretation:**

This table indicates the maximum 73% of the respondents say “Yes” they have interest in continuing dealership with dalmia cement and minimum 27% of the respondents say “No” they don’t have interest in continuing dealership with dalmia cement.

### **FINDINGS**

- Majority (40%) of the respondents were having (Rs.6000 to Rs.10000) in a month sales turnover.
- Highly (50%) of the respondents were getting cements “very often” from dalmia cement.
- Highly (83%) of the respondents say “Yes” the company replace the damaged product packing.
- Mostly (37%) of the respondents were highly satisfied with the transportation facilities to transport the goods.
- Majority (60%) of the respondents say that they get very good incentive scheme.
- Maximum (67%) of the respondents say that retailers & customers buy product constantly.
- Majority (57%) of the respondents they are satisfied with the dealer service provided by dalmia cement.
- Highly (50%) of the respondents were satisfied with present dealership.
- Mostly (73%) of the respondents
- Majority (50%) of the respondents feel that the sale service given by dalmia cement is highly satisfied.

### **SUGGESTIONS:**

- ❖ Direct selling to builders and construction companies can be intensified.
- ❖ Dealers can be asked to undertake their own promotional activity like regional advertising etc., on cost sharing bases
- ❖ Promoting the brand through wall paintings can be bring more awareness. Such responsibilities can be given to the dealers themselves

- ❖ Although brand availability is better for dalmia cement it should be improved only 50% of the dealers appreciate it. This naturally will lead to better sales and satisfaction of the dealers.

## CONCLUSION

Cement industry its getting its own impotency because construction industry determines the economy of the country to a major extents also only if the construction industry flourishes, other industries flourish and it improve the buying power of the common class. There are number of operators in the industry , this study helps to know more about dealer satisfaction for Dalmia cements. From the study it can be concluded that the overall satisfaction for Dalmia cement in good Dalmia cement standards best a quality also. Dealers are satisfied about price, quality channel of distribution, dealer sales support etc. but focus needs to the placed on credit period, advertising and promotional activities and to sum extent on brand availability. This is sure to improve the success of Dalmia cement.

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