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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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THE BRAND IMAGE & SATISFACTION LEVEL OF DEALERS AND SURROGATE BUYERS OF AMBUJA CEMENT LIMITED IN SAURASHTRA REGION

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ABSTRACT

Cement Industry is very competitive one. There is plenty of Brands Available within a same Segment. In this Kind of Competitive market there is a need to check Brand image and Satisfaction Level of Dealers and Surrogate Buyers of Ambuja Cement in Bhavnagar and Rajkot city. This is how we came to our research topic. We started our research by secondary study. In that we collected the literature review and other studies related to our topic and to cement industry. We again started the study of factors and variables which satisfy the Dealers and Surrogate Buyers. While framing the questionnaire for 50 Dealers we divided them according to their monthly Turnover and Surrogate Buyers which includes three parties (1) 22 Contractors (2) 20 Builders and (3) 35 Masons. Our main objectives were to know about Brand image & the satisfaction level of Both Dealers and Surrogate Buyers of Ambuja Cement. Major outcomes from the studies are that Ambuja is a very well known brand. It is a qualitative brand, it provides good Transportation Facility, and it is a Highly Recommended Brand. Promotion Tools of Ambuja Cements are Competitive. But Ambuja is a most Costliest Brand. In Overall ambuja's performance and satisfaction level among both Dealers and Surrogate Buyers is very good Ambuja should provide cash discounts as the Dealers, contractor And Builder preferred as the most. They should provide a gift to the mason as they preferred it the most, because the mason doesn't buy in bulk and they want gifts.

KEYWORDS

Ambuja cement Ltd., brand image.

CURRENT SCENARIO OF INDIAN CEMENT INDUSTRY

Cement industry in India is currently going through a consolidation phase. Some examples of consolidation in the Indian cement industry are: Gujarat Ambuja taking a stake of 14 per cent in ACC, and taking over DLF Cements and Modi Cement; ACC taking over IDCOL; India Cement taking over Raasi Cement and Sri Vishnu Cement; and Grasim's acquisition of the cement business of L&T, Indian Rayon's cement division, and Sri Digvijay Cements. Foreign cement companies are also picking up stakes in large Indian cement companies. Swiss cement major Holcim has picked up 14.8 per cent of the promoters' stake in Gujarat Ambuja Cements (GACL). Holcim's acquisition has led to the emergence of two major groups in the Indian cement industry, the Holcim-ACC-Gujarat Ambuja Cements combine and the Aditya Birla group through Grasim Industries and Ultratech Cement. Lafarge, the French cement major has acquired the cement plants of Raymond and Tisco. Italy based Italcementi has acquired a stake in the K.K. Birla promoted Zuari Industries' cement plant in Andhra Pradesh, and German cement company Heidelberg Cement has entered into an equal joint-venture agreement with S P Lohia Group controlled Indo-Rama Cement.

MAIN CEMENT COMPANIES IN INDIA

Company	Installed Capacity (METRIC TONES)	Production (METRIC TONES)
ACC	18640	17902
AMBUJA CEMENT	14860	15094
ULTRATECH	17000	13707
GRASIM	14115	14649
INDIA CEMENTS	8810	8434
JK GROUP	6680	6174
JAYPEE GROUP	6531	6316
CENTURY TEXTILES	6300	6636
MADRAS CEMENTS	5470	4550
BIRLA CORP.	5113	5150
LAFARGE	5000	4573

(SHOBIJIT CHANDOK, RESEARCH PAPER ON CEMENT INDUSTRY)

COMPANY OVERVIEW OF AMBUJA CEMENT LIMITED

Ambuja Cement Limited is India's one of the major Company in the cement industry. Its first plant "Ambuja Cement" is located near the coastal town of Kodinar in the Saurashtra region of Gujarat. The area has huge deposits of limestone, a key of ingredient in the manufacturing of high quality of cement.

The plant with an installed capacity of 0.7MTPA (million tone per year) was a huge success with some equipment changing and optimizing the existing plant company had produced 1MTPA from the plant. Then another plant "Gujarat Line-1" again with an installed capacity of 1MTPA was erected in the same area and commissioned in 1992. Then a new unit "Gujarat Line-2" with an installed capacity of 1MTPA was beside the existing plants at Kodinar and commissioned in 1996.

(1) Detecting cartel in the Indian cements industry.

By Rituraj Arora, Runa Sarkar, Kanpur

Type of cartels	Description
customers	Allocation of supplier to certain producer
Specialization	divides market differentially
territorial	By allocation the area geographically
Quota	Limitation the production of certain producer
Price	Agreed upon among the member and usually independent agency monitors it
syndicate	More united front against firms entering the market

(2) awareness or customer satisfaction on study of Tata sudh cement

By- Prashant k gajjan, (Globsyn. B school) (2008-10 Batch)

- Findings**

- Masonry users are satisfied with strength parameter.
- People feel inconsistency with the quality of cement.
- Color of cement is dissatisfactory
- Users dissatisfied with availability of cement

(3) A project report on "Market survey of retail market and sales promotion in area of Bhuvneshvar Region for Lafarge"

By –pankaj kenan, Bhuvneshvar, (2006-08)

- Companies are spending much more in the advertisement than they should in actual

RESEARCH METHODOLOGY**OBJECTIVES**

- (1) To check the satisfaction level of Dealers and Surrogate Buyers of Ambuja cement in Saurashtra Region.
- (2) To check the Brand image of Ambuja brand in the mind of Dealers and Surrogate Buyers of Ambuja cement in Saurashtra Region.

PROBLEM STATEMENT

"In homogeneous oligopoly market like cement the middleman play a vital role as a strong influencer to the customer decision making process. So at each alternate period, there is an acute need to study the satisfaction level of them towards a particular brand for framing the future marketing strategy."

JUSTIFICATION

We have chosen the most 8 brands used in cement industry. We have collected data among various parameters like Logistic, Advertisement, and Customer Care etc.

TYPE OF RESEARCH

It is a Basic research.

RESEARCH DESIGN

Our research started with Exploratory Research as we found out the Literature review then it falls in conclusive research. We used Descriptive Cross sectional Design.

TYPES OF DATA COLLECTED

Primary and Secondary

a.) Primary Source:

Personal Interview of Dealers and Surrogate Buyers of Ambuja Cement

b.) Secondary Sources:

- Websites
- Literature Review

SAMPLE PLAN

- Sample area : Bhavnagar and Rajkot City
- Sample size : 50 Dealers 77 Surrogate Buyers
- Sample method : Convenience sampling
- (Non Probability sampling)
- Research design : Descriptive
- (Single Cross Sectional Design)
- Scale used : Nominal, Ordinal, Interval
- Time Period of Data Collection : December 2011 to February 2012

RESEARCH APPROACH

- We adopted survey approach for this project.

RESEARCH INSTRUMENT

- Structured Questionnaire (close ended)

CONTACT METHOD

- We contacted the concern parties personally by survey approach. We visited their location based on accessibility.

STATISTICAL TOOL

- We have use parametric as well as non-parametric Hypothesis test in this Research Paper. We used only quantitative method only.
- We used Factor Analysis, two sample t-tests, Chi square, Weight age Average.

DEALER'S ANALYSIS**TEST OF RELIABILITY****Case Processing Summary**

	N	%
Cases Valid	50	100.0
Excluded ^a	0	.0
Total	50	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.589	9

DESCRIPTIVE STATISTICS

[1= Strongly Agree, 2= Agree, 3= Neither Agree nor Disagree, 4= Disagree, 5= Strongly Disagree]

DESCRIPTIVE STATISTICS

	N	Mean	Std. Deviation
The promotional tolls offered by Ambuja Cements are Competitive.	50	2.2800	1.29426
Advertisement of Ambuja Cements is effective.	50	1.8800	1.02300
I would like to recommend my customers to buy Ambuja Cement.	50	1.3400	.62629
Attitude of construction worker is positive towards Ambuja Brand.	50	1.7600	.79693
I would suggest my relative or friends to work as a dealer of Ambuja Cements if Opportunity comes.	50	2.1600	1.13137
Ambuja Delivers your orders in a Proposed time.	50	1.3000	.46291
Ambuja Cements has very less Complaints from its Customers.	50	2.0800	1.30681
Ambuja Company's personnel visit your shop regularly for improvement in bilateral relationship	50	1.4600	.73429
Ambuja informs you faster about price change in the market.	50	1.2800	.60744
Valid N (listwise)	50		

Q3- Rank the Following Incentives Schemes on the basis of Your Preference.

(1 means highest ranking and 5 means lowest ranking)

HIGH TURNOVER DEALERS

Rank	1	2	3	4	5	w.score
Share	1	2	4	8	1	42
Tour	2	2	8	4	0	50
Discount	8	6	2	0	0	70
Credit	5	6	2	3	0	61
Other	0	0	0	1	13	15

(Source: Computed from Questionnaires)

Out of 16 High Turnover dealers, 8 dealers rank cash discount as their first preference. 13 dealers rank other as their 5th preference. Tour ranked second by 2 dealers.

MEDIUM TURNOVER DEALER

Rank	1	2	3	4	5	W.score
Share	2	2	7	15	1	70
Tour	7	6	9	4	1	95
Discount	13	9	4	1	0	115
Credit	5	10	5	7	0	94
Other	0	0	2	0	25	31

(Source: Computed from Questionnaires)

Out of 27 Medium Turnover dealers, 13 dealers rank cash discount as their first preference. 25 dealers rank other as their 5th preference. Tour ranked second by 6 dealers.

LOW TURNOVER DEALER

Rank	1	2	3	4	5	W.score
Share	0	1	3	3	0	19
Tour	1	3	3	0	0	26
Discount	5	2	0	0	0	33
Credit	1	1	1	3	1	19
Other	0	0	0	1	6	8

(Source: Computed from Questionnaires)

Out of 7 Medium Turnover dealers, 5 dealers rank cash discount as their first preference. 6 dealers rank other as their 5th preference. Tour ranked second by 3 dealers.

Q-4 Compare the Following Brand of Cement on the basis of Criteria Mentioned.

(You suppose to rank the company and to those companies regarding which you have adequate Knowledge Pertaining to Mentioned Criteria. Rank 1 means Highest)

OVERALL DEALER ANALYSIS PROFIT

Brand\Rank	1	2	3	4	5	6	7	8	W. Score	Rank
ACC	17	2	7	5	3	1	1	1	243	4
AMBUJA	8	9	10	14	7	1	1	0	288	2
ULTRATECH	13	11	5	7	6	6	6	0	290	1
HATHI	4	9	13	7	7	3	3	0	245	3
SANGHI	2	10	6	8	8	10	10	0	226	5
JAYPEE	0	3	2	2	4	5	5	5	109	7
SIDDHI	6	5	9	4	4	3	3	0	186	6
BINANI	0	1	0	1	0	0	0	18	46	8

(Source: Computed from Questionnaires)

OVERALL DEALER ANALYSIS CREDIT SYSTEM

Brand\Rank	1	2	3	4	5	6	7	8	W. Score	Rank
ACC	9	9	8	5	2	1	1	0	244	3
AMBUJA	17	14	12	5	1	0	0	0	335	1
ULTRATECH	8	10	7	4	16	0	0	0	260	2
HATHI	6	4	11	8	2	1	0	0	193	5
SANGHI	6	6	5	17	7	0	0	0	233	4
JAYPEE	1	1	2	2	10	3	1	0	88	7
SIDDHI	3	4	5	7	2	3	2	0	138	6
BINANI	0	2	0	0	0	0	0	4	18	8

(Source: Computed from Questionnaires)

OVERALL DEALER ANALYSIS PROMOTION

Brand\Rank	1	2	3	4	5	6	7	8	W. Score	Rank
ACC	10	11	7	3	2	0	0	0	222	4
AMBUJA	11	20	11	6	1	0	0	0	328	1
ULTRATECH	12	6	12	5	8	0	0	0	297	2
HATHI	3	3	10	8	5	0	0	0	165	5
SANGHI	7	4	7	17	9	0	0	0	247	3
JAYPEE	3	1	1	4	5	0	0	0	77	7
SIDDHI	4	5	2	7	4	0	0	0	130	6
BINANI	0	0	0	0	1	0	0	0	4	8

(Source: Computed from Questionnaires)

OVERALL DEALER ANALYSIS TRANSPORTATION

Brand\Rank	1	2	3	4	5	6	7	8	W. Score	Rank
ACC	12	18	6	2	0	0	0	0	268	2
AMBUJA	25	19	3	2	0	0	0	0	361	1
ULTRATECH	6	9	14	8	4	0	0	0	251	3
HATHI	2	1	12	12	4	0	0	0	171	4
SANGHI	2	0	5	13	15	0	0	0	171	4
JAYPEE	0	0	1	4	11	2	0	0	76	7
SIDDHI	2	2	8	7	3	0	0	0	125	6
BINANI	0	0	1	0	0	0	0	0	6	8

(Source: Computed from Questionnaires)

BEST COMPANIES

Rank\Criteria	Profit	Credit	Promotion	Transportation
1	Ultratech	Ambuja	Ambuja	Ambuja
2	Ambuja	Ultratech	Ultratech	Acc
3	Hathi	Acc	Sanghi	Ultratech

(Source: Computed from Questionnaires)

WORST COMPANIES

Rank\Criteria	Profit	Credit	Promotion	Transportation
1	Binani	Binani	Binani	Binani
2	jaypee	jaypee	jaypee	jaypee
3	siddhi	siddhi	siddhi	siddhi

(Source: Computed from Questionnaires)

Q-5 Show your level of Agreement with below Mentioned Statement.

[1= Strongly Agree, 2= Agree, 3= Neither Agree nor Disagree, 4= Disagree, 5= Strongly Disagree]

No.	Statement	1	2	3	4	5
1	The Promotional tools offered by Ambuja Cement are Competitive.	19	13	5	11	2
2	Advertisements of Ambuja Cement are effective	20	23	2	3	2
3	I would like to recommend my Customers to buy Ambuja Cement.	36	12	1	1	0
4	Attitude of Construction worker is Positive Towards Ambuja Brand.	20	25	2	3	0
5	I would suggest my relative or friends to work as a dealer/retailer for Ambuja if opportunity comes.	19	12	12	6	1
6	Ambuja Delivers your orders in a very proposed time.	35	15	0	0	0
7	Ambuja cement has very less complaints from its customers.	20	20	2	2	6
8	Ambuja company's personnel visit your shop regularly for improvement in Bi-lateral Relationship.	32	15	1	2	0
9	Ambuja informs you faster about price change in the market.	39	9	1	1	0

(Source: Computed from Questionnaires)

SURROGATE BUYER'S ANALYSIS

Case Processing Summary

	N	%
Cases Valid	77	98.7
Excluded ^a	1	1.3
Total	78	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.779	17

DESCRIPTIVES ANALYSIS

[1= Strongly Agree, 2= Agree, 3= neither Agree nor Disagree, 4= Disagree, 5= Strongly Disagree]

DESCRIPTIVE STATISTICS

Statements	N	Mean	Std. Deviation
The Promotional tools offered by Ambuja cements are competitive.	77	2.1039	1.19851
The Advertisement of Ambuja cements are effective.	77	2.1818	1.18907
I would like to recommend my customers to buy Ambuja cements.	77	1.8831	.97298
Attitude of Ambuja Dealers is positive Towards Ambuja brand.	77	1.9221	.89980
I would like to recommend client to use Ambuja.	77	1.9610	1.00579
Ambuja distributors deliver orders at proposed time.	77	1.9351	1.01745
Surrogate buyers find difficulty and have complaints about Ambuja cement.	77	3.1558	1.47849
Ambuja company's distributor contacts you regularly for improvement in customer-company relationship.	77	2.6623	1.39180
Ambuja Distributors informs you faster about price change in the market	77	2.2338	1.27626
Ambuja is very easy to stick at the time of construction.	77	2.1558	.98762
Satisfaction on strength of Ambuja cement.	77	1.7792	.91225
workability satisfaction	77	2.0000	.91766
use of cement	77	2.1818	1.18907
overall satisfaction	77	2.0909	.93445
availability in nearest area	77	1.8961	.96769
Satisfaction level on Schemes offered by Ambuja cement.	77	3.1688	1.36114
Satisfaction on Listening to the complaints	77	2.8701	1.47211
Valid N (list wise)	77		

(Source: Computed from Questionnaires)

Q-1 up till now how many Brands of cement have you ever recommended your client to use?

Brand	Overall surrogate buyers	in %
One Brand	7	9.09%
More than one Brand	70	90.90%
Total	77	100%

(Source: Computed from Questionnaires)

Out of 77 Overall surrogate buyers, 9.09% Overall surrogate buyers recommends 1 brand While 90.9% Overall surrogate buyers Recommends More than one brand.

Q-2 from the Below Mentioned cement Brands which Brand/Brands of Cement have you ever recommended your client to use?

Brand	Recommended	Not Recommended
ACC	46	31
AMBUJA	77	0
JAYPEE	37	40
ULTRATECH	65	12
GRACIM CEMENT	2	75
INDIA CEMENT	5	72
SANGHI	56	21
OTHER	51	26

(Source: Computed from Questionnaires)

Q-3 Rank the Following Incentives Schemes on the basis of Your Preference.

Criteria\Rank	RANK 1	RANK 2	RANK 3	W.score
Cash	36	19	22	168
Gift	34	35	8	180
Other	7	23	47	114

(Source: Computed from Questionnaires)

Out of 77 overall surrogate buyers, 36 rank cash discount as their first preference. 47 buyers rank other as their 3rd preference. Gift ranked second by 35 buyers.

Q-4 Compare the Following Brand of Cement on the basis of Criteria Mentioned Horizontally. (You suppose to rank the company and to those companies regarding which you have adequate Knowledge Pertaining to Mentioned Criteria. Rank 1 means Highest)

WEIGHTAGE SCORE

Brand Name	Cost	Rank	Credit System	Rank	Quality	Rank	Transportation	Rank
ACC	241	5	277	4	291	4	507	3
AMBUJA	458	1	545	1	546	1	942	1
ULTRATECH	453	2	412	2	399	2	801	2
HATHI	231	6	227	6	255	5	309	5
SANGHI	291	3	348	3	313	3	398	4
JAYPEE	276	4	153	7	176	7	281	7
SIDDHI	159	8	240	5	230	6	290	6
BINANI	215	7	104	8	115	8	140	8

(Source: Computed from Questionnaires)

OVER ALL INTERPRETATION OF OVERALL SURROGATE BUYERS

BEST-3 COMPANY	OVERALL Surrogate Buyers			
Rank\Criteria	Cost	Credit	Quality	Transportation
1	AMBUJA	AMBUJA	AMBUJA	AMBUJA
2	ULTRATECH	ULTRATECH	ULTRATECH	ULTRATECH
3	SANGHI	SANGHI	SANGHI	ACC

(Source: Computed from Questionnaires)

Worst-3 Company	OVERALL Surrogate Buyers			
Rank\Criteria	Cost	Credit	Quality	Transportation
1	SIDDHI	BINANI	BINANI	BINANI
2	BINANI	JAYPEE	JAYPEE	JAYPEE
3	HATHI	HATHI	SIDDHI	SIDDHI

(Source: Computed from Questionnaires)

Q-5 Show Your level of Agreement with below Mentioned Statement.

[1= Strongly Agree, 2= Agree, 3= neither Agree nor Disagree, 4= Disagree, 5= Strongly Disagree]

No.	Statement
1	The Promotional tools offered by Ambuja Cement are Competitive.
2	Advertisements of Ambuja Cement are effective
3	I would like to recommend my Customers to buy Ambuja Cement.
4	Attitude of Dealers/Retailers is Positive Towards Ambuja Brand.
5	I would Recommend their Client to use Ambuja.
6	Ambuja Distributors delivers your order at proposed time.
7	You find difficulty and have complaint about the Ambuja cement.
8	Ambuja company's Distributor Contacts you regularly for improvement in Customer-Company Relationship.
9	Ambuja Distributor informs you faster about price change in the market.
10	Ambuja is very easy to stick at the time of Construction.

(Source: Computed from Questionnaires)

Statement No.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1	40.26%	31.17%	10.39%	14.29%	3.90%
2	36.36%	32.47%	10.39%	18.18%	2.60%
3	44.16%	31.17%	18.18%	5.19%	1.30%
4	35.06%	45.45%	12.99%	5.19%	1.30%
5	40.26%	33.77%	16.88%	7.79%	1.30%
6	37.66%	45.45%	5.19%	9.09%	2.60%
7	18.18%	22.08%	10.39%	24.68%	24.68%
8	27.27%	24.68%	14.29%	22.08%	11.69%
9	38.96%	27.27%	9.09%	20.78%	3.90%
10	20.78%	59.74%	6.49%	9.09%	3.90%

(Source: Computed from Questionnaires)

Q-6 Ambuja Cement Satisfied Customers with Below Mentioned Criteria.

No	Criteria	Extremely Dissatisfied	Dissatisfied	Neutral	satisfied	Extremely Satisfied
A	Strength	45.45%	38.96%	9.09%	5.19%	1.30%
B	Workability	29.87%	49.35%	14.29%	3.90%	2.60%
C	Consumption	36.36%	29.87%	18.18%	10.39%	5.19%
D	Satisfaction	22.08%	59.74%	9.09%	5.19%	3.90%
E	Availability	42.86%	33.77%	14.29%	9.09%	0.00%
F	Schemes	12.99%	23.38%	19.48%	22.08%	22.08%
G	Listen on Complaints	19.48%	32.47%	12.99%	11.69%	23.38%

(Source: Computed from Questionnaires)

INFERENTIAL STATISTICS

H0: There is no Statistically Significant Difference in recommending more than one Brand of Cement to Customers By Contractors, Builders and Mason.

OBSERVED DATA

RECOMMEND	CONTRACTOR	BUILDER	MASON	TOTAL
ONE BRAND ONLY	5	2	10	17
MORE THAN ONE BRAND	15	20	25	60
TOTAL	20	22	35	77

(Source: Computed from Questionnaires)

EXPECTED DATA

RECOMMEND	CONTRACTOR	BUILDER	MASON	TOTAL
ONE BRAND ONLY	4.42	4.86	7.72	17
MORE THAN ONE BRAND	15.58	17.14	27.78	60
TOTAL	20	22	35	77

(Source: Computed from Questionnaires)

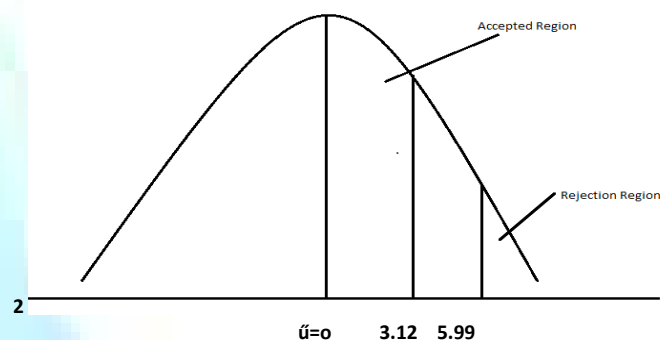
O _i	E _i	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i) ² /E _i
5	4.42	0.58	0.3364	0.076
15	15.58	-0.58	0.3364	0.0215
2	4.86	-2.86	8.1796	1.683
20	17.14	2.86	8.1796	0.477
10	7.72	2.28	5.1984	0.673
25	27.78	-2.28	5.1984	0.191
Total chi square				3.1215

$$df = (\text{Row}-1) * (\text{Column}-1)$$

$$(2-1) * (3-1)$$

Table Value of chi-square = 0.05 alpha, df 2 = 5.99

Here we fail to reject Null Hypothesis (H₀) that Means Surrogate Buyer Recommends More Than One Brand to Their Client.



HYPOTHESIS NO.2 TWO SAMPLE T-TEST

H₀: There is no Statistically Significant Difference in Company's Efforts for Improving Bi-lateral Relationship with Dealers and Surrogate Buyers of Ambuja Cement.

Sample 1 Dealer	Sample 2 Surrogate Buyer
Sample size =50	Sample Size = 77
Sample mean =1.46	Sample mean = 2.66
Sample Std. variance =0.7343	Sample Std. variance = 1.3918

(Source: Computed from Questionnaires)

$$T = \frac{|X_1 - X_2|}{s} \sqrt{\frac{n_1 n_2}{n_1 + n_2}}$$

$$s = \sqrt{\frac{n_1 s_1^2 + n_2 s_2^2}{n_1 + n_2 - 2}}$$

$$= 1.19$$

Calculated T value= 5.5462

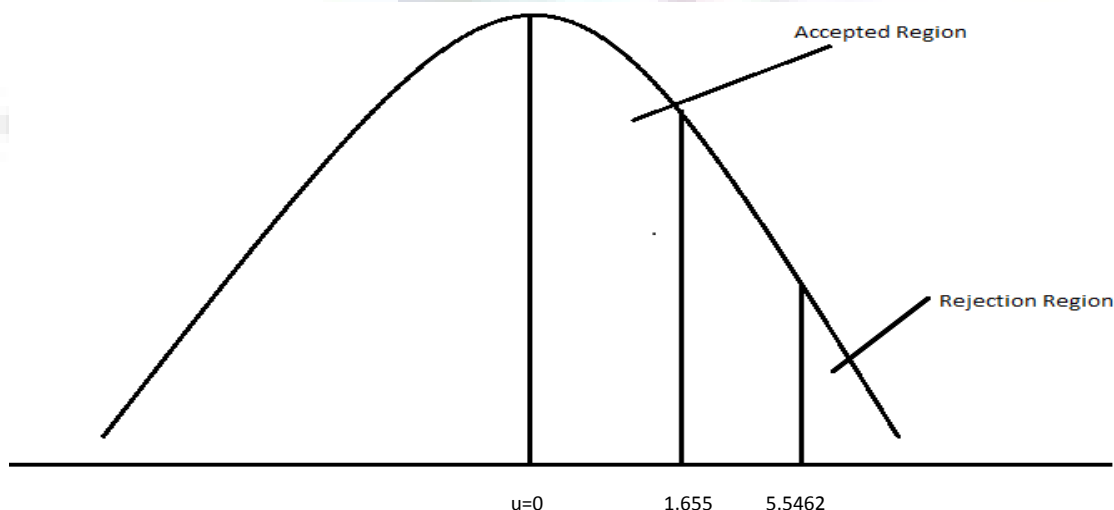
Degree of Freedom

$$= n_1 + n_2 - 2$$

$$= 55 + 77 - 2$$

$$= 125$$

Table Value = 0.05 alpha level, df 125 = 1.655



Here we reject Null Hypothesis (H₀) that Means There is Statistically Significant Difference In Company's Efforts for Improving Bi-lateral Relationship with Dealers and Surrogate Buyers Of Ambuja Cement.

SUMMARY OF HYPOTHESIS ANALYSIS

NO.	NULL HYPOTHESIS	TABLE VALUE	CAL. VALUE	RESULT
1	There is no Statistically Significant Difference in recommending more than one Brand of Cement to Customers By Contractors, Builders and Mason.	5.99	3.1215	FAIL TO REJECT HO
2	There is no Statistically Significant Difference in Company's Efforts for Improving Bi-lateral Relationship with Dealers And Surrogate Buyers Of Ambuja Cement.	1.655	5.5462	REJECT HO
3	There is no Statistically Significant Difference in the Effectiveness of advertisement for Dealers And Surrogate Buyers Of Ambuja Cement.	1.655	1.4470	FAIL TO REJECT HO
4	There is no Statistically Significant Difference in the Reaching of Information Regarding Price Change To Dealers And Surrogate Buyers Of Ambuja Cement.	1.655	4.8708	REJECT HO
5	There is no Statistically Significant Difference in a Delivery Time To Dealers And Surrogate Buyers Of Ambuja Cement.	1.655	4.1068	REJECT HO

FACTOR ANALYSIS OF DEALERS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.672
Bartlett's Test of Sphericity	Approx. Chi-Square	121.148
	Df	36
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy for the various Attributes categories measured is 0.672, which indicates the scale is appropriate and helps in extracting the factor. The ideal measure for this test (KMO>0.50) and here in this case KMO is 0.672 indicates the variables are measuring a common factor.

TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.011	33.460	33.460	3.011	33.460	33.460	2.911	32.341	32.341
2	1.593	17.704	51.164	1.593	17.704	51.164	1.432	15.907	48.248
3	1.206	13.396	64.559	1.206	13.396	64.559	1.276	14.173	62.420
4	1.009	11.211	75.770	1.009	11.211	75.770	1.201	13.350	75.770
5	.620	6.885	82.655						
6	.613	6.813	89.468						
7	.357	3.971	93.439						
8	.324	3.605	97.045						
9	.266	2.955	100.000						

Extraction Method: Principal Component Analysis.

It is cleared from the above table that four components cover 75% of the data under Principle Component Analysis method and cover considerable variation. Again if we broaden the limit then, the statistics reveal that five components cover almost 83% of the data. Study reveals the fact that Bi-lateral Relationship, Suggestion to be a Future Dealer of Ambuja Cements, Promotion Tools and Advertisement are the categories which have very slight influence in terms of Satisfaction Level of Dealers.

ROTATED COMPONENT MATRIX ^a				
STATEMENTS	Component			
	1	2	3	4
The promotional tolls offered by Ambuja Cements are Competitive.	.742			
Advertisements of Ambuja Cements are effective.	.783			
I would like to recommend my customers to buy Ambuja Cement.	.815			
Attitude of construction worker is positive towards Ambuja Brand.	.850			
I would suggest my relative or friends to work as a dealer of Ambuja Cements if Opportunity comes.	.528			
Ambuja Delivers your orders in a Proposed time.		.868		
Ambuja Cements has very less Complaints from its Customers.			.883	
Ambuja Company's personnel visit your shop regularly for improvement in bilateral relationship		.697		
Ambuja informs you faster about price change in the market.				.876

Following table clearly indicates the variables and factors relationship

Variables	Factor Extracted
Promotion Tools Advertisement Recommendations To Customers Attitude of Construction worker Suggestions To Be a Future Dealer	Branding & Opinions say
Delivery Time Company's Personnel's Visits	Logistic Support & Bi-Lateral Relationship
Complaints	Qualitative Measure
Information of Price Change	Communication

It is clear from the factor analysis that Satisfaction Level of Ambuja Dealers are more effective in the Qualitative Measure and Communication. Logistic Support and Bi-Lateral Relationship affect the Satisfaction level of Dealers significantly. The other factor emerged from the analysis reveal about the Branding and opinions say more important which is Essential to build the trustworthiness from the Dealer's perspective.

FACTOR ANALYSIS OF SURROGATE BUYERS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.728
Bartlett's Test of Sphericity	Approx. Chi-Square	420.711
	df	136
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy for the various Attributes categories measured is 0.728., which indicates the scale is appropriate and helps in extracting the factor. The ideal measure for this test ($KMO > 0.50$) and here in this case KMO is 0.728 indicates the variables are measuring a common factor.

TOTAL VARIANCE EXPLAINED

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.464	26.260	26.260	4.464	26.260	26.260	2.825	16.615	16.615
2	2.502	14.717	40.977	2.502	14.717	40.977	2.476	14.562	31.177
3	1.565	9.204	50.180	1.565	9.204	50.180	2.101	12.358	43.535
4	1.094	6.437	56.618	1.094	6.437	56.618	1.755	10.323	53.857
5	1.030	6.060	62.678	1.030	6.060	62.678	1.499	8.820	62.678
6	.918	5.398	68.076						
7	.854	5.021	73.097						
8	.822	4.838	77.935						
9	.645	3.793	81.728						
10	.625	3.678	85.406						
11	.600	3.531	88.937						
12	.415	2.444	91.380						
13	.407	2.397	93.777						
14	.322	1.894	95.671						
15	.284	1.669	97.341						
16	.266	1.567	98.908						
17	.186	1.092	100.000						

Extraction Method: Principal Component Analysis.

It is cleared from the above table that five components cover 11% of the data under Principle Component Analysis method and cover considerable variation. Again if we broaden the limit then, the statistics reveal that five components cover almost 63% of the data. Study reveals the fact that Advertisement, Recommendation, Attitude and Stickiness are the categories which have very slight influence in terms of Satisfaction Level of Surrogate buyers.

ROTATED COMPONENT MATRIX ^a					
	Component				
STATEMENTS	1	2	3	4	5
The Promotional tools offered by Ambuja cements are competitive.		.814			
The Advertisement of Ambuja cements are effective.			.482		
I would like to recommend my customers to buy Ambuja cements.		.455			
Attitude of Ambuja Dealers is positive Towards Ambuja brand.				.440	
I would like to recommend client to use Ambuja.					.740
Ambuja distributors deliver orders at proposed time.				.781	
Surrogate buyers find difficulty and have complaints about Ambuja cement.				.695	
Ambuja company's distributor contacts you regularly for improvement in customer-company relationship.		.638			
Ambuja Distributors informs you faster about price change in the market		.768			
Ambuja is very easy to stick at the time of construction.					.517
satisfaction on strength of Ambuja cement.	.764				
workability satisfaction	.673				
use of cement	.782				
overall satisfaction	.828				
availability in nearest area	.577				
Satisfaction level on Schemes offered by Ambuja cement.			.779		
Satisfaction on Listening to the complaints			.737		

Following table clearly indicates the variables and factors relationship

Variables	Factor Extracted
Satisfaction On Strength of Ambuja cement Workability Use Of Cement Overall Satisfaction Availability	contentment
Promotion Tools Recommendations To Customers Relationship Information of Price Change	Endorsement & Bi-Lateral Relationship
Advertisement Satisfaction on Schemes Complaints	Customer care & Branding
Attitude of Dealers Delivery Difficulty And Complaints	Logistic Support & Stance
Recommend To Client Easy To Stick At Construction	Counsel

It is clear from the factor analysis that Satisfaction Level of Surrogate Buyers is more effective in the Contentment and Endorsement & Bi-Lateral Relationship. Customer care & Branding and Counselling affect the Satisfaction level of Dealers significantly. Logistic Support and Stance are affecting the Satisfaction level of Dealers only just.

FINDINGS

- **According To Dealers**
 - Best three companies in Profits are Ultratech, Ambuja And Hathi
 - Dealers Demands cash Discounts as their first preference.
 - Ambuja provides highest credit facility and Binani provides worst credit facility.
 - Promotion Tools of Ambuja cement are very effective.
 - Ambuja provide best transportation facility.
- **According To overall surrogate buyer**
 - Overall 90.90% surrogate buyers recommend more than one brand to their customer.
 - Ambuja is highly recommended brand while Grasim is most un-recommend brand.
 - Cash discount is highly preferred by overall surrogate buyer.
 - Ambuja is rank at no.1 in all criteria that is cost, credit facility, quality and transportation.
 - Siddhi is cheapest brand.
 - Binani provides worst credit facility.
 - Binani has a worst quality among all brands.

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ANNEXURE**NO.1 DISTRIBUTOR/RETAILER QUESTIONNAIRE**

We are conducting this survey for completing our Research paper in the cement industry. We assure that your detail will be used only for Research purpose only. Your data will not be misused.

- READ INSTRUCTIONS CAREFULLY

Q-1 with How many Brand/Brands of Cement You Are Dealing?

☐

One

☐

More than one

Q-2 with Which of the Below Mentioned Brand/Brands of Cement You Are Dealing?

☐

ACC

☐

GRASIM CEMENT

☐

AMBUJA CEMENT

☐

INDIA CEMENT

☐

JAYPEE CEMENT

☐

SANGHI CEMENT

☐

ULTRATECH CEMENT

☐

OTHERS

Q-3 rank the following incentives schemes on the basis of your preference.(1 means highest ranking and 5 means lowest ranking)

☐

SHARES OF THE COMPANY

☐

TOUR PACKAGES

☐

DISCOUNTS

☐

CREDIT PERIOD

☐

OTHER

Q-4 Compare the Following Brand of Cement on the basis of Criteria Mentioned Horizontally. (you suppose to rank the company and to those companies regarding which you have adequate Knowledge Pertaining to Mentioned Criteria. Rank 1 means Highest)

Company	Profit Margin	Credit Facility	Promotion Tools	Transportation Facility
ACC				
AMBUJA				
ULTRATECH				
HATHI				
SANGHI				
JAYPEE				
SIDDHI				
BINANI				

Q-5 Show Your level of Agreement with below Mentioned Statement.

[1= Strongly Agree, 2= Agree, 3= neither Agree nor Disagree, 4= Disagree, 5= Strongly Disagree]

No.	Statement	1	2	3	4	5
1	The Promotional tools offered by Ambuja Cement are Competitive.					
2	Advertisements of Ambuja Cement are effective					
3	I would like to recommend my Customers to buy Ambuja Cement.					
4	Attitude of Construction worker is Positive Towards Ambuja Brand.					
5	I would suggest my relative or friends to work as a dealer/retailer for Ambuja if opportunity comes.					
6	Ambuja Delivers your orders in a very proposed time.					
7	Ambuja cement has very less complaints from its customers.					
8	Ambuja company's personnel visit your shop regularly for improvement in Bi-lateral Relationship.					
9	Ambuja informs you faster about price change in the market.					

Demographic Information

Name _____

Shop name _____

Address _____

Contact No _____

Turnover

☐

High

☐

Medium

☐

Low

We are Very Much Thankful to you for providing Your Precious Time to us for our Research Paper. Thank you very much for your co-operation.

RESEARCHERS

UTKARSH TRIVEDI

JIGNESH TOGADIYA

NO.2 SUURROGATE BUYERS QUESTIONAIRE

We are conducting this survey for completing our Research paper in the cement industry. We assure that your detail will be used only for Research purpose only. Your data will not be misused.

- READ INSTRUCTIONS CAREFULLY

Q-1 up till now how many Brands of cement have you ever recommended your client to use?

☐ One ☐ More Than one

Q-2 from the Below Mentioned cement Brands which Brand/Brands of Cement have You ever recommended your client to use?

☐ ACC ☐ GRASIM CEMENT
☐ AMBUJA CEMENT ☐ INDIA CEMENT
☐ JAYPEE CEMENT ☐ SANGHI CEMENT
☐ ULTRATECH CEMENT ☐ OTHERS

Q-3 Rank the Following Incentives Schemes on the basis of Your Preference.

☐ Cash Discount ☐ Gifts ☐ Others

Q-4 Compare the Following Brand of Cement on the basis of Criteria Mentioned Horizontally. (you suppose to rank the company and to those companies regarding which you have adequate Knowledge Pertaining to Mentioned Criteria. Rank 1 means Highest)

Company	Cost	Credit Facility	Quality	Transportation Facility
ACC				
AMBUJA				
ULTRATECH				
HATHI				
SANGHI				
JAYPEE				
SIDDHI				
BINANI				

Q-5 Show Your level of Agreement with below Mentioned Statement.

[1= Strongly Agree, 2= Agree, 3= neither Agree nor Disagree, 4= Disagree, 5= Strongly Disagree]

No.	Statement	1	2	3	4	5
1	The Promotional tools offered by Ambuja Cement are Competitive.					
2	Advertisements of Ambuja Cement are effective					
3	I would like to recommend my Customers to buy Ambuja Cement.					
4	Attitude of Dealers/Retailers is Positive Towards Ambuja Brand.					
5	I would Recommend their Client to use Ambuja.					
6	Ambuja Distributors delivers your order at proposed time.					
7	You find difficulty and have complaint about the Ambuja cement.					
8	Ambuja company's Distributor Contacts you regularly for improvement in Customer-Company Relationship.					
9	Ambuja Distributor informs you faster about price change in the market.					
10	Ambuja is very easy to stick at the time of Construction.					

Q-6 Ambuja Cement Satisfied Customers with Below Mentioned Criteria.

No	Criteria	Extremely Dissatisfied	Dissatisfied	Neutral	satisfied	Extremely Satisfied
A	Strength					
B	Workability					
C	Consumption					
D	Satisfaction					
E	Delivery Time					
F	Availability					
G	Schemes					
H	Listen on Complaints					

Demographic Information

Name _____

Address _____

Role

☐ Contractors ☐ Builders ☐ Mason (Construction Worker)

We are Very Much Thankful to you for providing Your Precious Time to us for our Research Paper. Thank you very much.

RESEARCHERS
 UTKARSH TRIVEDI
 JIGNESH TOGADIYA

REQUEST FOR FEEDBACK

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At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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