



# DEALER SATISFACTION OF DALMIA CEMENT IN JAMMALAMADUGU

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## ABSTRACT:

This study aims to assess the level of dealer satisfaction with Dalmia Cement, a leading cement manufacturer in India. Understanding dealer satisfaction is crucial for cement companies to enhance their distribution networks and maintain strong relationships with their channel partners. This research examines various factors that contribute to dealer satisfaction and identifies key areas for improvement. The study utilizes a mixed-methods approach, combining qualitative and quantitative data collection methods. In-depth interviews are conducted with a sample of Dalmia Cement dealers to gain insights into their perceptions, experiences, and challenges. Additionally, a structured questionnaire is administered to a larger sample of dealers to obtain quantitative data on their satisfaction levels across different dimensions.

**Keywords:** dealer satisfaction, Dalmia Cement, cement industry, distribution

network, qualitative research, quantitative research, product quality, pricing, supply chain, marketing support, dealer support services, overall satisfaction, recommendations.

## INTRODUCTION

### DEALER SATISFACTION

Seller's satisfaction is the basis of the business. Satisfaction is customer satisfaction. It is the determination of the extent to which the product or service functions, or the degree to which the product or service itself provides consumption-related satisfaction. Customer satisfaction is influenced by exceptional products, excellent service and excellent understanding. It is also influenced by special services and their views. An important component of a company's long-term wealth will be shareholder value created by its management.

However, this does not mean that the sole purpose of the company is to make customers happy. If so, it should launch only the best products and services in the world at a lower price. Then the business owners will be very pleased. But in the long run he also left for business. The seller's satisfaction is like a happy bet by helping others instead of calling him directly. Businesses that switch to business-focused content benefit both themselves and society. It leads the development of social services in line with the needs so that the interests of businesses and the interests of society create a harmonious relationship. Therefore, the third goal of the marketing strategy is to achieve good results by providing real value to customers. Customer satisfaction is a business term that measures how well a company provides products and services that meet customer needs. It is considered a measure of success in business and is part of the scorecard's four perspectives

### Scope for the Study:

These studies also analyse the level of knowledge, competitors' performance, price and promotion strategies, etc. helps to understand. Research will also help marketers understand what they want from manufacturers.

This study helps to put theoretical knowledge into practice.

Examination of this situation aims to provide information about competitors and cement demand.

This study also provides interesting information to sellers with "Dalmia Cement Ltd" in Kadapa, Jammalaamadugu.

This study provides an interesting and interesting opportunity to further examine other products.

### Objectives of the Study:

- To examine the dealers satisfaction with respect to the damaged products.
- To examine the dealer's opinion with respect to various distribution channels of the company.
- To Know the dealers satisfaction towards the company sales promotion activities.
- To find the overall satisfaction level of dealers of dalmia cement

### Data Collection

There are two ways to collect data, primary data and secondary data. The authors used questionnaires and notes to collect data.

### Primary Data

Raw data refers to raw data or data collected directly from the source. This is information that has not been made public before. In this study, I used a questionnaire designed to collect data. The survey is done via computer. It consists of 20 questions and the authors ask participants to rate their opinions on a five-point Likert scale. Surveys will be sent to respondents via email or other online media.

### Secondary Data

Secondary data is collected by someone other than the user. It may be information collected and compiled for specific purposes. Secondary data sources can be from printed materials, newspapers, magazines, the Internet, records, government publications and books. Secondary data provides a

framework for robust data analysis, supports researchers with available knowledge, and provides guidance for primary data collection.

### Sampling

Sampling is the process of examining a population based on a sample taken from the population. According to this method, a minority group representing the whole population is taken and conclusions are drawn. This study focuses on the seller's interest in Jamala Madougou. This city was chosen because of the availability of basic information.

### Sample Size

Sample size refers to all units selected from the target population. Sample size measures the number of individual samples or observations measured in an analysis. In this study, the authors collected 50 samples.

### Limitations of the Study:

- Studies are limited, with limited time and small samples; It is difficult to expand them.
- Sometimes the addressees will not be in their shops; Even if they have, they will not answer the truth. Their answers are dishonest and sometimes even refusing to cooperate. Therefore, the predicted results may be biased.
- The research is limited to YSR Kadapa and Kurnool districts. Therefore, results cannot be obtained for the whole state.

## REVIEW OF LITERATURE

- **2.1 Philip kotler** on marketing successful “go-to-market” strategies require integrating dealers wholesalers and

logistical organization. Although the overwhelming bulk (97 percent) of goods and services is sold through dealers and wholesalers. The dealer's product assortment must match the target market's expectations. The dealer has to decide on product –assortment breath and depth

- **General Electric** Before the late 1990s, GE operated a traditional system of trying to load its dealers with GE applications. Then dealers access GE's order- processing system 24 hours a day, they get GE's best price, GE financing , and no interest charge for first 90 days. In exchange, dealers must commit to selling 9 major GE product categories, generating 65 percent of their sales in GE products. Now GE provides internet content for each of its 1,500 online dealers.
- **Dealers-distributors** have faced mounting pressures in recent years from new source of competition. So when that the company provide their service at the satisfaction level of dealers. They are processing successful in the market.
- **2.2 Geoff cousins** managing director of **Jaguar cars** says “dealers satisfaction is generate the sales growth and profitability” In schwacke's 2007 brand monitoring survey, the jaguar brand in Germany achieved first place for overall dealer satisfaction and improved from last year's result by nine places.
- More than 1,000 dealers were questioned regarding their satisfaction with their brand and Jaguar came first not only in the overall ranking but also in the important category

which showed an improvement of eight places.

- Managing Director of Jaguar cars, commented: “I am delighted that both dealerships have been recognized for the great work that they do. Its an out standing achievement to be chosen over the tough competition from our main competitors. The level of satisfaction is measured in six key areas: service initiation, service advisor, in-dealership experience, service delivery, service quality and user-friendly service.

- **2.3. HONDA** motorcycle & scooters(HMIS) and Honda siel cars (HSCI) rank highest in dealer satisfaction with their principals in the two-four wheeler industry segments, respectively, according to the findings of the ‘2005 dealer satisfaction study’. The study represents the responses of more than 1,200 two-and four-wheeler dealers to the key areas of product, management relationship, profit margin, order and delivery, after-sales and parts support, warranty. Ranking for the study are done at the industry segments-level to provide comparisons among similar group of dealers.

### Statement of the Problem:

The problem addressed in this study is the level of dealer satisfaction with Dalmia Cement, a leading cement manufacturer in India. Dealer satisfaction is a critical factor for the success and growth of cement companies, as dealers serve as the primary channel for distributing and selling their products to end customers. Understanding the factors that contribute to dealer satisfaction and identifying

areas of improvement are crucial for Dalmia Cement to strengthen its dealer network, enhance customer service, and maintain a competitive edge in the market

### CORRELATION:

Null Hypothesis(H0): There is no significant impact between the dealers satisfaction and damaged products.

Alternative Hypothesis(H1): There is an significant impact between the dealers satisfaction and damaged products.

### Descriptive Statistics

	Mean	Std. Deviation	N
Have you ever received damaged products during delivery? If so, please describe the issues	1.84	.370	50
How satisfied are you with the sales promotion activities carried out by our company ?	1.66	.557	50

**Correlations**

		Have you ever received damaged products during delivery? If so, please describe the issues	How satisfied are you with the sales promotion activities carried out by our company ?
Have you ever received damaged products during delivery? If so, please describe the issues	Pearson Correlation Sig. (2-tailed) N	1 50	.423** .002 50
How satisfied are you with the sales promotion activities carried out by our company ?	Pearson Correlation Sig. (2-tailed) N	.423** .002 50	1 50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Interpretation:**

From the above table, the significant level is 0.002(less than 0.05). The null hypothesis is accepted and the alternative hypothesis is rejected. i.e. there is significance impact between the dealers satisfaction and damaged products.

**Null Hypothesis:** Hence null hypothesis is accepted

**Alternative Hypothesis:** Hence alternative hypothesis is rejected

**ANOVA:**

Null Hypothesis(H0):There is no significant impact of satisfaction towards the company sales promotion activities

Alternative Hypothesis(H1):There is a significant impact of satisfaction towards the company sales promotion activities

Model	Sum of Squares	DF	Mean Square	F	Sig.
1 Regression	.142	1	.142	3.840	.046
1 Residual	1.778	48	.037		
Total	1.920	49			

a. Dependent Variable: Gender

**Interpretation:**

From the above table, it is observed that the significant level is 0.46(less than 0.05). The null hypothesis is accepted and the alternative hypothesis is rejected. Hence there is no significance impact of Gender on dealers satisfaction towards the company sales promotion activities.

**Null Hypothesis:** Hence null hypothesis is accepted

**Alternative Hypothesis:** Hence alternative hypothesis is rejected

## Findings:

1. From table 1 it found that out of the total respondents, 48 identified as male, it representing 45.7% of the total sample. On the other hand, 2 respondents identified as female, it representing the 1.9% of total sample .
2. The age 40& above has the 7 individual consists the 14% of the total sample.
3. The neither satisfaction or dissatisfaction consists of 1 individual and consists of the 2% of the total sample.
4. The delivery used by the company as dissatisfaction of 1 individual and consists of the 1% of total sample.
5. The significant level of correlation is 0.002(less than 0.05). The null hypothesis is accepted.
6. It was observed that the significant level of annova is 0.46(less than 0.05). The null hypothesis is accepted.
7. The majority of individuals fall within the age range of 31-35, accounting for 20.0% of the total sample.

## Suggestions:

1. Based on the analysis, it seems that there may be an under representation of females in the sample, Increase the sample size.
2. As per the analysis, the company as to maintain the good relationship with the age group of 36-40.
3. To improve customer satisfaction and mitigate the negative impact of damaged deliveries on sales promotion activities, it is advisable to focus on enhancing the quality of the delivery process.
4. The customers would have received the damaged products so the company should more focus on the quality and the delivery process. I suggest them focus the safest and fastest mode of delivery and

the percentage of damage should be less to get the satisfaction of the dealer.

5. The sample size of females in the survey is relatively small, representing only 1.9% of the total sample. It is recommended to increase the sample size to ensure better representation and gather more insights into the preferences and experiences of female customers
6. The age group of 40 and above comprises 14% of the total sample, indicating that this age segment is significant. To maintain a good relationship with this age group, the company should tailor its products, services, and marketing strategies to cater to their specific needs and preferences.
7. The dissatisfaction of one individual with the delivery process indicates a potential issue in the company's delivery operations. To improve customer satisfaction and minimize the negative impact of damaged deliveries, it is crucial to focus on enhancing the quality and reliability of the delivery process. This may involve implementing better packaging, improving handling procedures, or partnering with more reliable logistics providers.
8. The significant level of correlation being less than 0.05 suggests that there is a statistically significant relationship between the variables being analyzed.
9. The significant level of ANOVA being less than 0.05 indicates that there are significant differences between the groups being compared. However, the specific groups and factors being analyzed are not provided, so additional information is required to fully understand the implications of this finding.
10. The largest proportion of individuals falls within the age range of 31-35, accounting for 20%

of the total sample. This age group represents a substantial portion of the customer base and should be a focus for marketing and product development efforts.

11. Direct selling to builders and construction companies can be intensified.

12. Dealers can be asked to undertake their own promotional activity like regional advertising etc., on cost sharing bases

13. Promoting the brand through wall paintings can bring more awareness. Such responsibilities can be given to the dealers themselves

## CONCLUSION:

Cement industry is getting its own impotency because construction industry determines the economy of the country to a major extent also only if the construction industry flourishes, other industries flourish and it improves 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 is 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 be placed on credit period, advertising and promotional activities and to some extent on brand availability. This is sure to improve the success of Dalmia cement.

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