

Dealer satisfaction



ABSTRACT

This project report entitled: A study on dealer stratification with reference to TANCEM” is intended to determine the dealer satisfaction, Products awareness, fluctuation of demand and needs and wants of the dealers.

Primarily the well defined objectives one framed according to the study. Then questionnaire is prepared based on the defined objectives. The prepared questionnaire is used to get way of personal interview from the dealers.

The response given by the customers are analyzed and interpret using different types of statistical tools such as percentage analysis, chi-square method and weighted average method.

From the analysis some general findings one araised and that one more related with the framed objectives for this study. According to the findings the suggestion are given and the conclusions one also based on the findings which will be more helpful for the organizations

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CHAPTER

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I

introduction

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 from producers and sell mostly to retailers or industrial consumers.

1. 1 dealer satisfaction

Dealer wants high marginal gain from manufacturers. The main objective of dealership is earning profits. Dealership business is different from other business. The peculiar feature of a dealer is dealing with one or more similar products. Dealers earn commission for goods sold from the manufacturers. The commission depends upon the value of sales both cash and credit. Now a days the demand for cement increases every year.

The manufacturers are not able to cover all the consumers directly. With the help of dealers only they can reach the consumers. Dealer expects income from business because there is some guarantee of getting more commission from this business. Dealers demand more commission from the manufactures, they cover the entire market within their locality. They also sell cement in credit to regular customer.

1. 2 prompt delivery

For every business competition is inevitable, Knowledge, about the direct,
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reasonable price, prompt delivery etc., are the only ways in which one can attract more consumers. Delivery of every goods to the place of consumers will attract every consumer. When there is a delay a small delay of one or two days or even hours may cause a great set back in consumer satisfaction.

There are various ways we can satisfy the consumers. One among them is a regular supply and prompts delivery of goods to customers. Even though quality is excellent and the price is reasonable we cannot satisfy the consumers, unless there is prompt delivery of goods.

1. 3 immediate realization of money after sales

Dealers will get their commission immediately after every sale. This will motivate the dealers to increase the sales volume. The sales are increased then income will also be increased. Generally commission will be paid in every month or for every sale. “ More sales more commission and less commission” is the doctrine of dealership.

1. 4 credit facilities

Business is based on bonafide good faith, confident and mutual trust. Long ago business was based on cash basis. But now business is based on mercantile basis (Credit basis). More over cash basis of business in also not possible for every business because of want of funds. Mercantile basis of business is globally accepted and very easier for the business people.

Credit facilities to regular customer and genuine consumers will enhance the business. There some consumers who buy mostly in credit and make their payment at regular intervals. There is some agreement between the buyer and seller for a credit purchase. This agreement also covers terms of payment trade discount, cash discount etc., for the smooth ant regular

payment of cash. Credit facility system is beneficial to both the buyers and sellers. There will be tremendous improvement on both the sides. Allowing credit to consumers is also useful for growth and expansion.

1. 5 gifts from the company

Some reputed companies will provide a number of gifts to its dealers and distributors. Their gifts are allowed to improved sales in all areas. Dealers will be much motivated when gifts are offered by manufactures. Gifts are a special kind of incentives, which will pursue the dealers to increase their sales.

The main objectives of offering gifts to dealer and distributors are to enhance or improve sales to the maximum level. The competition can be easily managed when gifts are offered to dealer, the number of types of gifts is as follows.

Value of sales in Rupees.

Value of sales in units

Seasonal gifts.

Gifts to dealers will play a greater role in marketing. This will motivate the full dealers to do better and this will also encourage better sales.

1. 6 PROFILE OF THE ORGANISATION

Tamilnadu Cements Corporation (TANCEM), a wholly owned Government of Tamilnadu undertaking started business from 1st April 1976 with and authorized share capital of Rs. 10 crores taking over cement plant at Alangulam and setting up another at Ariyalur in the year 1979.

TANCEM as its expansion and on version activities set up Asbestos Sheet unit at Alangulam during 1981 and an Asbestos pressure pipe plant at Mayanur during 1983. TANCEM also took over during 1989, a stoneware pipe plant from TACEL with a view to provide employment to the retrenched employees.

TANEM has thus become a multi-plant. Multi-locations and multi products company with annual turnover of around Rs. 200 crores and the authorized capital as of now if Rs. 18 crores.

The company has its main objective in production of cement and cement based and primarily caters to the needs of Government departments. Limestone being the main raw material the company acquired and reserved enough limestone bearing lands in and around Alangulam and Ariyalur which are sufficient to run the cement plants for decades to come. Hence the role of TANCEM in the development of state is immense.

The company is engaged in the manufacture and selling of cement. Asbestos sheets. Asbestos Pressure Pipes and Stoneware Pipes. TANCEM factories are situated in various districts of Tamilnadu as under.

Alangulam Cement Works, Alangulam, Virudhunagar district.

Ariyalur Cement Works, Ariyalur, Perumbalur district.

Tamilnadu Asbestos sheet unit, Alangulam, Virudhunagar district. Tamilnadu

Asbestos Pipe Unit, Mayanur, Karur district and

Stoneware Pipe Factory, Virudhachalam, and cuddalore district. ARIYALLUR

CEMENT

WORKS

Commercial production in the unit was commenced during October 1979. Set up with a capital outlay of Rs. 29 crores and a rated capacity of 5 lakhs tones

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per annum of cement, this unit provides direct employment for nearly 1000 people. With the best limestone deposit available it is able to produce the high quality cement of various grades and supplies to Government Departments and Public. Wide appreciations have been received from various quarters for its ARASU brand cement being marketed in Tamilnadu and Kerala. Capacity enhancement at Ariyalur factory is also proposed. Of late it operated exceedingly well producing more than its capacity.

Classification of Cement products by type In Ariyalur Cement. 1. O. P. C
2. P. P. C

Classification of Cement Products by grade In Ariyalur Cement. 1. O. P. C 43.
53
2. P. P. C Arasu Super Star.

Process of manufacture of cement in Ariyalur

The principal raw material is limestone which is quarried from opencast mines operated by the company. The limestone is transported to the crushers at the factory site by the company's own vehicles. The limestone along with sand or clay is feed into raw mill in a dry condition. The raw mill is a high capacity compartment mill of the closed circuit and material ground by this capacity compartment mill of the closed circuit and material ground by this mill is then transported by pneumatic pumps to the homogenous blending and storage silos where the material is thoroughly blended with the aid of compressed air. In this, the necessary correction to get the desired chemical composition is accomplished in the silos. The homogenous materials is then transported in to storage silos the mixture is feed to feeder in the pulverized conditions through preheated cyclones to enable rapid

transfer of heat from the flue gases to the materials. As the material flows down by gravity in kilns further chemical transferred into clinker takes place the

clinker duly cooled is transferred to the clinker storage yard by means of drag chain and deep bucket conveyors. The clinker is along with the required quality of gypsum which is used as a retarded. The required quantity of fly ash is added for producing Portland Pozzolana cement at the cement grinding stage. The ground cement viz OPC&PPC thus obtained is stored in separate silos for further drawn in to the packing unit.

Cement is packed in bags of 50kg each in the rotary packing machine and thereafter conveyed to Wagons/Lorries for onward dispatch to the destination.

TANCEM's cement plants are equipped with most modern equipments and with high degree of professionalism have become market leader in the manufacture of ORDINARY PORTLAND CEMENT (OPC) and SUPER STAR CEMENT surpassing the requirements prescribed under the Indian Standards.

SUPER STAR CEMENT is a hydraulic cement manufactured by intergrading of well burnt OPC clinker with 10 to 25% for good quality fly ash generated in the thermal plants along with required quantity of gypsum to the fineness of not less than 300 m²/kg.

THE SUPER STAR CEMENT manufactured by TANCEM is not only of a superior quality but also very consistent due to use of higher grade clinker produced at its both units as well as finer variety of fly ash with particles of higher reactivity as well as better particle size distribution along with higher purity gypsum.

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The controlled state of process operations and narrow particle size distribution ensure compressive strength similar to 53 Grade cement on a consistent basis. Fly ash used by TANCEM is of low carbon content with hollow spherical and uniform shape with size below 45 microns. These particles are advantageous as they reduce water requirement improve structures due to denser concrete and less permeability to water and other aggressive agents. This cement gains strength with age.

Special Characteristics of Arasu Super Star Cement:

Better workability & increased durability.

Lower heat of hydration and reduced cracking.

No alkali aggregate reaction.

IDEAL APPLICATIONS

Mass plain cement works like Dams. Canals. Spill ways etc.

Reinforced cement concrete work in building construction.

Grouts and mortars.

Asbestos Cement products.

Culverts. drains.

Effluent and sewage treatment plants.

Marine Works.

Coastal areas where sulphates. Chloride or other harmful chemical are present in soils/ ground water/sea water. Solid and hollow concrete blocks.

Ready mix concrete plants.

Hot climates.

Best for construction of all types of residential and commercial buildings

including RCC structural work in foundation, Columns beams and slabs etc.
Concrete Roads.

Ariyalur Cement Works Mission:

To produce and sell cement in the public sector so as to have a moderating influence on the market for making available cement at reasonable prices and to develop the backward areas in the state by creating direct and indirect employment opportunities.

Ariyalur Cement Works Vision

To encourage the use of environment and friendly practices.

To attain leadership in cement technology.

In cement production.

To make available cement at affordable prices to the common consumers and Govt. departments.

BUSINESS:

Cement is supplied directly to the Government Department and stockiest appointed in various places in Tamilnadu and Kerala. Sheets are supplied directly to the stockiest and through their depots situated in Pondicherry, Kerala and Karnataka. Quality complaints on cement / sheets supplied by TANCEM are received at the respective factories and out quality personnel attend warrants. The quality complaints are attended within a week's time.

The company periodically conducts the stockiest meeting at various important cities in Tamilnadu and redressing the stockiest / customer's grievances.

General:

Continuous committed efforts are being taken by TANCEM to use the state of the art technology machinery wherever required in the manufacturing system to achieve quality and reduce the cost of production and reduce the cost of production at all possible levels.

Since Ariyalur cement factory is Government owned plant the major consumer was Tamilnadu Government. Nearly 80 to 85% of its Production was consumed by the Government departments, at a fixed price mutually agreed by the supplier and consumer.

Now the policy is completely changed. There is no preferential purchase of cement from Tamilnadu cements. All departments of the Government of Tamilnadu has gone open tender system to purchase cement. In the above said circumstances, Tamilnadu Cements Corporation is to depend only on its dealers to sell most of its production in the open market. So for the cement plant was selling nearly so to 85% of its Production to the Government departments, it has not motivated the existing dealers and now the time has come to revitalize the dealer's network to achieve maximum sales.

The positive and negative attitudes of the dealer towards various aspects of ' Arasu Cement' can be studied. Based on the study we can improve the positive attitudes of the dealers and eradicate or minimize the negative aspects that will result in better sales.

Ariyalur cement works, now delivers three types of cement viz., Grade-33, 43 and Arasu super star cement. M/s Tamilnadu cements corporation Ltd., (TANCEM's) registered their brand name as ARASU CEMENT and TANCEM has a separate Trademark and Emblem to distinguish its products from others.

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The trademark ' ARASU CEMENT' symbolizes that the product is from Government Company, as Arasu is the Tamil name for Government.

The cement is packed in two types of bags. They are paper bags and HDPP bags. They are attractive in appearance and safe to handle. Each bag is carrying 50 kgs of cement. Bureau of Indian Standards Specified +/- 200kgs weight difference per ten metric tones. Recently Ariyalur works has commissioned a new Electronic packer. It is having accuracy of +/- 50 Gms per bag. In addition to it all loaded lorries are weighed at the weigh bridge to ensure correct weigh to the consumer.

The prices of the cement are highly fluctuation. There is a heavy competition in the field. Restricted credit facility is available to some stockiest, according to their performance level. The present cash discount system is as follows.

Rs. 10 per bag for advance payment (by means of DD/Cash). Detailed range of discount is furnished in the table given in the table.

Off	-Take	Discount	Quantity	Vs	Discount	Rates
Quantity						
(In		Metric			tones)	
Discount		per			Bag	
0-20						
Rs.		2.			00	
21-50						
Rs.		2.			50	
51-100						
Rs.		2.			75	
101-200						

Rs. 3. 00

201-300

Rs. 3. 50

Mode of Dispatch

TANCEM is dispatching cement to the public/private parties by using two types of transports. One by Road transports and another by rail. The freight charges for all rail is some what higher than the road transport mode so the maximum quantity is moved by road only, through lorries by authorized forwarding agents and the remaining quantity is moved by rail. Marketing Network

TANCEM has two regional offices, one at Trichy and another at Madurai and Six branch offices cum depots at Punalur (Kerala), Pondicherry and Coimbatore.

Recently in each district head quarters and official is posted to look after the marketing activities in that district.

There are about 750 dealers in Tamilnadu. As there are consignment agents only in Kerala, the dealers in Tamilnadu only are considered for this study.

The dealers are appointed on the basis of their financial background, ability and go down facilities etc. To move cement through road transport forwarding agents are appointed. Those who are having their own fleet strength and field experience are considered for the appointment of forwarding agents.

CHAPTER

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II

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.

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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. “ The industry average score of reflects a relatively low level of dealer commitment and indicates that dealers are vulnerable to defection. Its an significant increase compared to the 2002 study” The key building partners is to focus on the most critical areas that impact dealer satisfaction and commitment to the manufacturer.

Mr. Lochan the managing director said “ It is not surprising that dealers expect their principals to be concerned and supportive of their profitability. However, the study clearly reveals that dealers are equally concerned about other tactical issues such as branding, advertising effectiveness and support in managing warranty claims”

The statement said the dealer satisfaction study conducted from October through December 2005 covering 846 two-wheeler dealers across nine manufacturers and 392 four wheeler dealers across eleven manufactures.

2. 4 HENRY FORD, 1926 ‘ business must be run at a profit, else it will die. But when anyone attempts to run a business solely for profits and thinks not at all of the service to the community, then also the business must die, for it no longer has a reason for existence. Dealers are an important part of our product- led strategy. Our new product introductions will be of mutual benefit to ford and its dealers will help strengthen our relationship.

Ford measure dealer satisfaction with all our brands and regions through various methods. Day-to day interactions with our dealer councils and input from third- party surveys. Dealer’s attitude survey results for 2006 reflect an improving trend for over all dealer satisfaction

Ford annually recognizes outstanding dealer contributions to the community through its “ salute to dealers” program. The program was established in 2001 to demonstrate our commitment to dealers who provide outstanding products and service and improve the lives of those in need. It represents more then 6, 000 dealership in ford motor company.

2. 5. Dealer satisfaction with IBM solution:

Overview: one of the world’s largest agriculture and construction equipment Manufactures, tractors, combines and other types of farm equipment construction machinery. 26-oct-2006 conduct dealer satisfaction study in new Holland. Study conduct through 1800 new dealer. As a result ‘ 77% increase in dealers satisfaction for whole goods ordering – processing among new Holland agricultural dealers as well as constructions dealers.

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Thousands of dollars saved by reassigning call center employer to higher value work. Accelerating inventory improves bottom lines receiving order faster improves cash flow for new Holland. Tim Lyon, operating director, New Holland “ we have provided a modern web based order system that makes life easier for our dealers”. We focus mainly on dealer satisfaction because they are most valuable assets of our concern.

chapter

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iii

objective of the study

3. 1 Primary objectives

To study the level of dealer’s satisfaction.

3. 2 Secondary objective

To assess the effectiveness of promotional tools to improve the sales as Opined by the dealers.

To analyze the factors that affects the dealer’s preference in dealing with cement. To understand the strength and weakness of Arasu Cement distribution. To find the best cement brand, in terms of movements quality etc. To study the satisfaction of dealers towards dealer service, availability etc from the dealer.

NEED FOR THE STUDY:

The researcher aims at finding ways of improving the market share of Arasu cement.

In this case the actual users of cement are very much aware of Arasu 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.

chapter

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iv

research methodology

4. 1 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.

4. 2 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.

4. 3 SAMPLE DESIGN

All sample designs fall in to one of two categories; probability or non-probability sampling. In this research, non-probability sampling methods adopted, in which the chances of select members from the population into the sample are unknown.

4. 4 SAMPLING PLAN:

Data: Primary data

Researcher design: Survey

Researcher instrument:: Questionnaire

Method of contact: personal

4. 5 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 – 50

4. 6 DATA COLLECTION METHOD

There are four types of questionnaires design in which, we have adopted the structured undisguised questionnaire, questions are presented in exactly the same words in the order to all respondents.

In the typical structured undisguised questionnaires the questions as well as the reasons are standardized. This is accomplished by employing fixed alternative, such a questionnaire facilitates easy administration, tabulated & analysis. Open & closed ended questionnaire methods were used in the project, care must be taken to ensures that us for possible, it should not contain any room of misinterpretations.

4. 7 STATISTICAL TOOLS

Percentage

Chi square analysis

Weighted average

There are briefly explained, in following

4. 7. 1 PERCENTAGE

Percentage refers to special kind of ratio percentage are used in marketing comparison between two more series of data. Percentage are used to describe

relationship. Since the percentage reduce everything to a common base & these by allow meaningful comparison to be made.

4. 7. 2 CHI SQUARE TEST

The quantity χ^2 described the magnitude of discrepancy between theory observation (ie) with the help of χ^2 test use are in a position to know whether a given discrepancy between theory of observation may be attitude to chance (or) whether it results in adequacy of the theory to fix observed fact.

The quantity χ^2 is defined as

$$\chi^2 = \sum (O-E)^2/E$$

Where,

O – Observed frequency

E – Expected frequency

4. 7. 3 WEIGHTED AVERAGE

If something is distribution is more important than order, then their point must be born in mind, in order that average completed is representatives of the distribution. In such case proper weight age is to be given to various

items the weight attached to each item being professional to the importance of the item to be in the distribution.

Formula

$$\text{Average weight} = \frac{\text{Total weight}}{\text{Total No. of respondents}} \times 100$$

CHAPTER -V

data analysis and interpretation
 table - 5.1
 age wise classification of dealers

Age group
 No. of Dealers
 % of dealers

Below	25	
6		
12		
26	-	45
35		
70		
Above	-	45
9		
18		
Total		
50		
100%		

CHART - 5. 1

age-wise classification of dealers

INFERENCE:

From the above table and chart, it infer that Out of the 50 dealers surveyed, a good majority of 70% belongs to the age group of 26-45 years, while 18% is above 45 years of age, only 12% is below 25 years of age. TABLE – 5. 2

experience – wise classification of dealers

Experience

No.	of	Dealers
%	of	dealers
5-10		
33		
66		
11-15		
8		
16		
16-20		
2		
4		
20	Above	
7		
14		
Total		
50		
100%		

chart - 5. 2

experience – wise classification of dealers

INFERENCE

From the above table and chart, it infers that Of the 50 dealers surveyed, a good majority of 66% has an experience of 5/10 years. 16% has (10/15 years, 14% of the dealers has above 25 years of experience. Read about volume and rate' are classified under which area of consideration

TABLE -5. 3

monthly sales turnover of dealers

Sales (intones) per month

No. of Dealers

% of dealers

10-50

9

18

51-100

3

6

101-150

8

16

150 & Above

30

60

Total

50

100%

chart – 5. 3

monthly sales turnover of dealers

INFERENCE

From the above table and chart, it infer that Out of the 50 dealers surveyed a good majority of 60% enjoys monthly sales turnover of above 200 tones, while 18% makes only (10-50) tones a month.

TABLE – 5. 4

response for fastest moving cement brand

Brand	of	cement
No.	of	Dealers
%	of	dealers

Arasu

42

84

Ramco

1

2

Birla Super

3

6

Dalmia

4

8

Total

50

100%

chart

-5.

4

Response for fastest moving cement brand

inference

From the above table and chart, it infer that Out of the 50 dealers surveyed a good majority of 84% claims the fastest moving cement brand is Arasu, while 8% says it is Dalmia, 6% claims it as Birla super and 2% Ramco Cement. TABLE - 5. 5

rating for the various factors of arasu cement

Attributes/Rating

V.

Good

4

Good

3

O.

K

2

Poor

1

Weighted

Score

Weighted

Average

Rank

Price

20

18

7

5

153

3.

06

1

80

54

14

5

Credit

period

10

15

13

12

123

2.

46

4

40

45

26

12

Advertisement

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16

12

8

14

130

2. 06

3

64

36

16

14

Profit

Margin

22

8

15

5

147

2. 94

2

88

24

30

5

CHART

-

5.

5

rating for the various factors of arasu cement

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inference

From the above table and chart, it infer that pricing of Arasu cement and profit margin served and score maximum, while credit period given and advertising allowance needs to be given focus. TABLE – 5. 6

satisfaction towards the quality of arasu cement

Brand	of	cement
No.	of	Dealers
%	of	dealers
Arasu		
38		
76		
Ramco		
2		
4		
Birla		super
4		
8		
Dalmia		
6		
19		
Total		
50		
100%		

CHART – 5. 6

satisfaction towards the quality of arasu cement

inference

From the above table and chart, it infer that more than three – fourth (76%) of the dealers appreciate that the quality of Arasu cement tops, other brands like Ramco, Birla, and Dalmia. Next comes Dalmia felt by 19% of the dealers.

TABLE – 5. 7

Primary Factors Influencing Dealership of Arasu Cement

Factors

No.	of	Dealers
%	of	dealers
Credit		Period
7		
14		
Agency		support
4		
8		
Advertising		
9		
18		
Profit		margin
30		
60		
Total		
50		
100%		

chart - 5. 7

Primary Factors Influencing Dealership of Arasu Cement

inference

From the above table and chart, it infer that more than half (60%) of the dealers prefer Arasu cement because of the profit margin enjoyed, while advertising, credit period and agency support follow the order with a marginal score 8% to 18%.

TABLE -5. 8

Satisfaction To Wards The Dealer Service Provided By Arasu

Satisfied

No. of Dealers

% of dealers

Yes

50

100

No

-

-

Total

50

100%

CHART - 5. 8

Satisfaction To Wards The Dealer Service Provided By Arasu

inference

From the above table and chart, it infers that all the dealers are satisfied with the dealer service provided by Arasu cement.

TABLE	-	5.	9
Satisfaction	Towards	Arasu	Dealership
Satisfied			
No.	of		Dealers
%	of		dealers
Yes			
48			
96			
No			
2			
4			
Total			
50			
100%			

CHART - 5. 9
Satisfaction Towards Arasu Dealership

inference

From the above table and chart, it infers that good majority of 96% of the dealers are satisfied in general about the dealership of Arasu, while dissatisfaction prevails with the remaining 4%.

TABLE - 5. 10

Interest Towards Continuing With Arasu Dealership

Factors

No. of Dealers

% of dealers

Yes

50

100

No

-

-

Total

50

100%

.

CHART – 5. 10

Interest Towards Continuing With Arasu Dealership

inference

From the above table and chart, it infers that all the 50 dealers have expressed their interest in continuity with Arasu dealership. TABLE - 5. 11 (chi - square test)

Ho: There is no significant relationship between experience of the dealers and sales turnover achieved per month

Experience

(years)

Sales Turnover/Month (tonnes)

10-50

50-150

> 150

Total

O_i

E_i

O_i

E_i

O_i

E_i

5-10

12

11. 88

16

14. 62

38

39. 6

66

> 10

6

6. 12

6

7.	48
22	
20.	4
34	
Total	
18	
22	
60	
100	

Row total x Column total

Where $E_i =$

Grand Total

$(O_i - E_i)$ 2

? $2 =$

E_i

$= 0.637$

? 2 Table

Degree of freedom $= (r-1) (c-1)$

$= (2-1) (3-1) = 2$

Table Value = 5.991

As calculated value < Table value, H_0 is accepted

INFERENCE:

There is no significant relationship between experience of the dealers and sales turnover achieved per month.

chapter-vi

findings

70% of the respondents belong to the age group of 30-45, and 66% of the respondents have 5-10 years experience.

60% of the respondents say monthly sales turn over is above 200 tones

84% respondents claims that the fast moving cement brand is Arasu.

Out of the 50 dealers surveyed a good majority (60%) appreciates the pricing of Arasu cement, and 50% of the respondents claim that the brand availability at the time of order for Arasu cement is good.

88% of the respondents do not have any problem and 8% of the respondents have packaging problem and 6 % of the respondents have delivery problem.

More than half (60%) of the dealers prefer Arasu cement because of the profit margin enjoyed, while advertising, credit period and agency support follow the order with a marginal score 8% to 18%.

More than three – fourth (76%) of the dealers appreciate that the quality of Arasu cement tops, other brands like Ramco, Birla, and Dalmia. Next comes Dalmia felt by 19% of the dealers.

All the dealers are satisfied by the dealership support provided by Arasu cement, and everyone is interested in continuing with the dealership of Arasu. And the overall satisfaction stands at 96% among the dealers.

chapter -vii

7. 1 suggestions and recommendations

Direct selling to builders and construction companies should be intensified.

<https://assignbuster.com/dealer-satisfaction-research-paper-samples/>

Dealers can be asked to undertake their own promotional activities like regional advertising etc., on a cost sharing basis.

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

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

7. 2 conclusion

Cement industry is getting its own importance 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, and this study helps to know more about dealer satisfaction for Arasu cement.

From the study it can be concluded that the overall satisfaction for Arasu cement is good. Arasu cement stands best in quality also. Dealers are satisfied about the 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 Arasu cement.

chapter

-viii

SCOPE & limitations of the study

8. 1 scope of the study

Other than the objectives of the study some of the related factors were also covered in which some of them are.

Fast moving brand of cement
 Dealers opinion on price fluctuation
 Opinion about promotional support

These factors are given more importance while analyzing the market. Since the future phase was to be adopted after finding out the important factors relating to this market, a sincere attempt is made to elicit the above information's.

8. 2 LIMITATIONS of the study

The study was carried out in Perumbalur, Tanjore, Trichy, Districts only, owing to time and cost limitations.

Simple size who limited to 50 due to time and cost constrains.

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 Arasu cement and not for other similar brands or geographical areas.

annexure - 1
 questionnaire

1. Name & Address:
 - a. Below 25b. 26-45 c. above 45
2. How many years are you doing this business?

a. Below 10 b. 11-15 c. 16-20 d. above 20

3. Whether the company conducts any dealer’s promotion programme? (Last one Year)

a. yes. b. No

4. Are you getting the cement regularly from Arasu Cement?

a. Yes. b. No

5. What type of problem do you face in the delivery & purchase of Arasu Cement?

a. Bad Packing. b. Lack of timing.

c. Insufficient delivery. d. No problem.

6. Whether the Arasu cement delivery their product based on the customer requirements?

a. Yes. b. No.

7. Does the company replace their damaged product(Packaging) a. Yes. b. No.

8. Can you get sufficient quantity of Arasu cements as required from the Company?

a. Yes. b. No.

9. Which is the fastest moving brand in your shop?

a. Arasu b. Ramco c. Birla Super d. Dalmia

Please Specify _____

And why _____

10. Rate the brands of cement against the following attributes

Attributes/Brand

Arasu

Ramco

Birla Super

Dalmia

Price

Credit Period

Advertisement

Allowance

Profit Margin

11. Rate the following brands based on quality

a. Arasub. Ramcoc. Birla super d. Dalmia

12. Factors influencing Arasu cement (Rate the following) a. Credit Periodb.

Agency support

c. Advertisinge. Profit Margin

13. Are you satisfied the dealer service provided by Arasu Cement? a. Yes. b.

No.

14. Are you satisfied with present dealership?

a. Yes. b. No.

If yes Reason_____

If no Reason_____

15. Do you like to deal with Arasu Cement

YesNo

16. Any suggestions?

annexure - 2

Books:

01. Principles of marketing, Philip Kotler & Gary Armstrong
02. Marketing research - Principles applications & Cases, D. D. Sharama & G. C. Beri
03. Statistical tools, S. P. Gupta
04. Research methodology, C. R. Kothari
05. Basic marketing, William G. Zikmund, Michael d. Amico.

Websites:

01. www.tancem.com
02. www.google.com