

# A Study on Customer Level Predictive Modeling for Accounts Receivable to Reduce Intervention Actions

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## ABSTRACT

The Indian cement industry is a core sector supporting infrastructure, housing, and industrial development. Among the leading players, UltraTech Cement Limited has emerged as the largest cement manufacturer in India with extensive production capacity and distribution reach. This study analyzes the market share, customer perception, brand preference, and competitive positioning of UltraTech Cement in comparison with key competitors such as ACC Limited, Ambuja Cements Limited, and Shree Cement Limited.

A descriptive research design was adopted using primary data collected from 63 respondents through structured questionnaires. Percentage analysis and graphical interpretation were used to analyze the data. Findings indicate strong brand loyalty, high satisfaction levels, superior availability, and dominant market presence of UltraTech Cement. However, pricing perception and rural penetration present areas for improvement. The study concludes that strategic focus on customer engagement, sustainability, and distribution efficiency can further strengthen UltraTech's market leadership.

**Keywords:** Market Share, Cement Industry, Brand Preference, Customer Perception, UltraTech Cement, Competitive Analysis

## INTRODUCTION

The cement industry plays a vital role in economic growth through its contribution to construction and infrastructure. India is the second-largest cement producer globally, driven by rapid urbanization and government infrastructure initiatives. Within this competitive landscape, UltraTech Cement has established industry leadership through scale, brand strength, and operational excellence. Understanding UltraTech's market share provides insights into competitive dynamics, customer preferences, and growth opportunities in the Indian cement market.

## Need

- To understand market concentration and competitive intensity
- To evaluate UltraTech's leadership
- To assess consumer perception and brand loyalty.

## Objectives

1. Analyze UltraTech's market share
2. Compare with key competitors
3. Study factors influencing brand choice
4. Measure customer satisfaction

5. Identify growth opportunities and challenges

### LIMITATIONS OF THE STUDY

1. market share analysis The study focuses on UltraTech Cement’s market share in comparison with major competitors in the Indian cement industry.
2. Geographical Coverage It covers UltraTech’s presence across different regions of India (North, South, East, West, and Central zones).
3. Time Frame The analysis may include recent years (e.g., FY22–FY25) to identify trends and shifts in market positioning.

### Research Methodology

- **Research Design:** Descriptive research
- **Sampling Method:** Convenience sampling (Non - probability)
- **Sample Size:** 63 respondents
- **Data Type:** Primary (questionnaire) and secondary sources
- **Tools Used:** Percentage analysis and charts

Category	Key Finding	Percentage / Insight
<b>Demographics</b>	Majority respondents aged 21–25	60.3%
	Occupations include customers, contractors, engineers	Mixed profile
<b>Brand Preference</b>	Preference for <b>UltraTech Cement Limited</b>	76.2%
	Preference for other brands	Very low
<b>Usage &amp; Satisfaction</b>	Used/sold UltraTech	77.8%
	Satisfied or highly satisfied	77.8%
	Agree UltraTech delivers consistent quality	81%
<b>Influencing Factors</b>	Dealer recommendation and advertising most influential	Highest impact factors
	Quality is the most liked feature	52.4%
<b>Availability &amp; Market Share</b>	UltraTech always/mostly available	71.4%
	Believe UltraTech has highest local market share	81%
<b>Pricing Perception</b>	Feel price is high/very high	73%
<b>Loyalty &amp; Recommendation</b>	Would recommend UltraTech	71.4%
	Using/selling for more than 5 years	46%
<b>Advertising Influence</b>	Social media most influential channel	47.6%
<b>Eco-friendly Product Potential</b>	Likely to prefer low-carbon cement option	82.5%

## Summary of Findings

- Strong brand trust and long-term loyalty
- High satisfaction due to quality and availability
- Dealer influence plays a key role
- Pricing perception is a concern
- High potential for eco-friendly products
- Social media is an effective awareness tool

## Suggestions

- Enhance digital engagement and loyalty programs
- Strengthen rural and Tier II/III distribution
- Focus on green cement and sustainability branding
- Improve logistics efficiency
- Collaborate with builders and contractors

## Conclusion

UltraTech Cement maintains clear leadership in the Indian cement industry due to scale, brand equity, distribution strength, and product quality. While competitors are growing steadily, UltraTech's strategic acquisitions and operational efficiency keep it ahead. Addressing pricing perceptions, expanding rural reach, and investing in sustainable innovation will further strengthen its market position.

## References

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### Web Sources

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