

# A STUDY ON CUSTOMER SATISFACTION AND THEIR BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO ULTRATECH CEMENT LIMITED

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## ABSTRACT

This project report examines the complex relationship between customer satisfaction and purchasing behavior in the context of UltraTech Cement. The main objective is to explain the influence of customer satisfaction and purchasing behavior on the decision-making process for the purchase of cement products. Carefully researched, the report combines a comprehensive literature review, key research findings, and alternative perspectives to provide a comprehensive understanding of these dynamic interactions. By summarizing key findings and providing detailed insights, the report provides valuable insights to increase customer satisfaction and understanding of the buying journey. It not only analyzes the existing literature, but also brings new knowledge and empirical evidence to the discourse. The results gathered from this study will serve as a roadmap for UltraTech Cement stakeholders and provide actionable strategies to increase customer satisfaction and optimize the shopping experience. Finally, this report is a valuable resource for industry professionals, researchers, and decision makers seeking to improve their understanding of consumer behavior in the cement industry. A holistic approach based on empirical evidence provides useful information to inform strategic decisions and drive sustainable growth in the competitive environment of the cement industry.

**Keywords:** Customer satisfaction, Buying behaviour, Ultratech cement

## INTRODUCTION

The introduction sets the scene for this topic, taking a closer look at the complex aspects of customer satisfaction and purchasing behavior in the UltraTech Cement region. UltraTech Cement, one of the leading cement manufacturers, understands the important role of customer needs and achievements in making purchasing decisions. This expansion aims to unravel the nuances of this relationship through a comprehensive reflection. The cement industry will be a key sector that plays an important role in global development and improvement. This includes the manufacture of cement, the main material used in the construction of buildings, bridges, roads and other structures. The cement industry will be the basis of global development and framework development. We face challenges related to media flow, environmental issues and administrative pressures. However, the focus on progress and continued support drives the industry towards more environmentally friendly practices. As the demand for development materials continues to increase, the cement industry will play an important role in shaping the end of the global framework. UltraTech Cement is India's largest manufacturer of dark cement, blended cement and white cement. It is the flagship company of Aditya Birla and work almost globally. UltraTech Cement is recognized in the development industry for its commitment to quality and sustainability. The company's diverse product portfolio serves a variety of development needs, including private, commercial and foundation industries. Due to the development and methods of the environment, UltraTech Cement has established itself as a pioneer in the cement industry, contributing to the development of a dynamic and sustainable framework throughout the country.

It is important for the company to know what customers think about their products so that they can also change many things in goods and management. Therefore, research is conducted in order to gain a deeper understanding of consumer concerns about brands and products and to obtain accurate feedback. Understanding the complex relationship between customer satisfaction and purchasing behavior in the ever-evolving cement industry is important to cement manufacturers like UltraTech Cement. The challenge for you is to define the specific characteristics that contribute to customer satisfaction and thus influence their purchasing choices. This firm solves this problem by analyzing the relationship between customer satisfaction and purchasing behavior in the UltraTech Cement environment.

## REVIEW OF LITERATURE

### 1. Oliver, R.L. (1999)

Has studied the key concepts and models related to customer satisfaction and loyalty. He highlights the complex relationship between the two constructs and emphasizes how customer satisfaction acts as an antecedent of loyalty. Oliver argues that satisfaction is a multidimensional construct influenced by several factors such as product quality, service, and expectations. In addition, he considers it important to understand the prerequisites and consequences of customer satisfaction and the role of perceived value and emotional reactions in forming loyalty behavior. Overall, Oliver's assessment provides a comprehensive framework for understanding the dynamics of customer satisfaction and its implications for fostering long-term loyalty.

### 2. Mishra, S. and Gupta, R. (2017)

Undertook a study on the industry to explore the complexities of buying behavior in cement. They synthesize the existing literature on factors influencing consumer decision-making processes, such as brand perception, product quality, price sensitivity, and distribution channels. The authors emphasize the importance of understanding consumer preferences and market dynamics in developing effective marketing strategies. In addition, the role of advertising, sales promotion and branding initiatives in shaping consumer perceptions and influencing purchase decisions in the cement industry is discussed.

### 3. Kumar, A. and Singh, R.K. (2018)

Undertook a study to examine the specific context of the cement industry by examining the interaction between customer satisfaction and brand loyalty. Through empirical research, they learn how product quality, service quality and brand image affect customer satisfaction and long-term brand loyalty. The authors emphasize the importance of delivering consistent value and creating strong emotional connections with customers to increase brand loyalty in a competitive market environment.

### 4. Sharma, N. et al. (2020)

Conducted a systematic review of factors affecting customer satisfaction in the cement industry. Based on several empirical studies, they identify the most important factors influencing customer satisfaction, including product features, pricing strategies, distribution channels and after-sales services. The authors provide insight into the complex interactions of these factors and their impact on overall customer satisfaction. In addition, they discuss the impact of management decision-making and provide recommendations for increasing customer satisfaction and loyalty in the cement industry.

### 5, Jain, R. et al. (2019)

Has studied comparative analysis of brand perception and purchase behavior of different cement brands. Using empirical research, they examine factors such as brand reputation, advertising effectiveness and customer service quality in shaping consumer preferences and purchasing decisions. The authors emphasize the importance of brand image and perceived value in influencing consumer perceptions and promoting brand loyalty. In addition, implications for brand positioning and marketing strategies aimed at

improving competitiveness in the cement market are discussed.

### **6. Gupta, S. et al. (2016)**

A study by Gupta et al examines the complex relationship between customer satisfaction and switching behavior in the cement market. Using empirical research, they identify the factors that influence customers' decisions to switch brands or suppliers. The study uses both qualitative and quantitative methods to gather insights from cement consumers that shed light on the motivations behind changing behavior. Gupta et al. identify key factors influencing customer satisfaction, such as product quality, prices, service offerings and brand image, and examine how these factors influence customer switching. The results offer valuable implications for cement companies seeking to retain customers and reduce turnover through strategies aimed at improving satisfaction.

### **7. Patel, H. and Shah, D. (2015)**

Patel and Shah's research focuses on the impact of product quality on customer satisfaction in the cement industry. The study uses a rigorous analytical approach to assess the relationship between product quality standards and customer satisfaction perceptions. Through empirical analysis and case studies, Patel and Shah emphasize the importance of consistent quality assurance procedures and customer feedback mechanisms in maintaining high satisfaction. The results highlight the critical importance of product quality in shaping customer perception and loyalty and highlight the need for cement companies to prioritize quality management practices as a strategic commitment to improve customer satisfaction and satisfaction.

### **8. Tiwari, P. et al. (2018)**

A study by Tiwari et al examines the effect of price sensitivity on the purchase behavior of cement consumers. Based on theories of consumer behavior and economic principles, the research examines the factors that influence price perception and purchase decisions in the cement market. Through research and statistical analysis, Tiwari et al. examine determinants of price sensitivity such as income level, perceived value, and competitive price dynamics. The study provides an overview of the pricing strategies of cement companies and their impact on consumer behavior. The findings of Tiwari et al. provides practical recommendations for marketers seeking to optimize pricing strategies and utilize price sensitivity as a competitive advantage in the cement industry.

### **9. Verma, A. and Sharma, V. (2017)**

Critically evaluates distribution channel strategies in the cement industry and their impact on customer satisfaction. The research synthesizes existing literature and empirical evidence to analyze the role of logistics, inventory management and retail practices in shaping customer experiences. Using case studies and industry examples, Verma and Sharma highlight the best practices and challenges involved in managing distribution channels in the cement industry. The review provides insight into the strategies of cement companies to improve customer satisfaction through efficient distribution networks. Verma and Sharma's analysis offers valuable implications for policymakers and industry players seeking to optimize distribution channel strategies and improve customer satisfaction.

### **10. Joshi, S. et al. (2019)**

Has studied the comparative analysis of the level of service quality and customer satisfaction of different cement manufacturers. The research uses a mixed method where quantitative surveys are combined with qualitative interviews to assess different dimensions of service quality such as order fulfillment, delivery reliability and customer support. Using statistical analysis and benchmarking, Joshi et al. to identify service gaps and areas for improvement in the cement industry. The results provide an overview of the factors that increase customer satisfaction and loyalty and emphasize the importance of quality service as a competitive differentiator. Josh et al's comparative analysis provides valuable recommendations for cement

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companies aiming to improve service quality and achieve sustainable customer satisfaction.

### **PROBLEM STATEMENT**

Despite being a key player in the cement industry, UltraTech Cement faces challenges in understanding and addressing the dynamics of customer satisfaction and buying behavior. While the company strives to maintain its market leadership, it is essential to recognize the evolving preferences and expectations of customers and adapt strategies accordingly. The lack of comprehensive insights into the factors influencing customer satisfaction and buying behavior poses a significant obstacle to UltraTech Cement's ability to effectively meet customer needs and maintain competitive advantage.

## SCOPE OF THE STUDY

The scope of the study encompasses a comprehensive investigation into the challenges faced by UltraTech Cement in understanding and addressing the dynamics of customer satisfaction and buying behavior within the cement industry. The research aims to explore the evolving preferences and expectations of customers, identifying key factors influencing their satisfaction and purchasing decisions. Through an in-depth analysis, the study seeks to elucidate the obstacles hindering UltraTech Cement's ability to effectively meet customer needs and maintain its market leadership. This includes examining the existing literature, conducting empirical research, and gathering insights from industry professionals to uncover the underlying complexities of customer behavior in the cement sector. By delineating the scope of the problem statement, the research endeavors to provide actionable recommendations and strategic insights for UltraTech Cement to adapt its marketing strategies, enhance customer satisfaction, and sustain competitive advantage in the dynamic landscape of the cement industry.

## OBJECTIVES OF THIS STUDY

1. To identify and analyze the key factors influencing customer satisfaction and purchasing behavior in the cement industry, with a special focus on the UltraTech Cement market landscape.
2. Conduct in-depth research on customer preferences, expectations and market dynamics to understand the complexity of consumer behavior.
3. Provide actionable insights and recommendations to UltraTech Cement based on identified challenges and opportunities.
4. Provide UltraTech Cement with the information and strategies needed to optimize customer satisfaction and purchasing decisions.
5. Support UltraTech Cement to maintain market leadership and competitive advantage by effectively responding to changing customer needs.
6. Perform in-depth analysis that enables UltraTech Cement to navigate the complexities of consumer behavior and improve its market position.

## RESEARCH METHODOLOGY

Nature of the study	Descriptive study
Types of data	Primary data and secondary data
Method of data collection	Questionnaire
Nature of population	The customers of Raipur City are the population of the study and the population is infinite.
Sample unit	Sample unit is the customers in Raipur
Sampling method	Convenience sampling
Sample size	50

## TIME PERIOD OF THE STUDY

The study covers the period of 1 month starting from July 2023 to August 2023.

## ANALYTICAL TOOLS AND TECHNIQUES USED

Analytical tool used for the analysis of data is 2D BAR GRAPHS.

## FRAMEWORK OF ANALYSIS

The framework is derived from a survey conducted by a questionnaire prepared me.

## LIMITATION OF THE STUDY

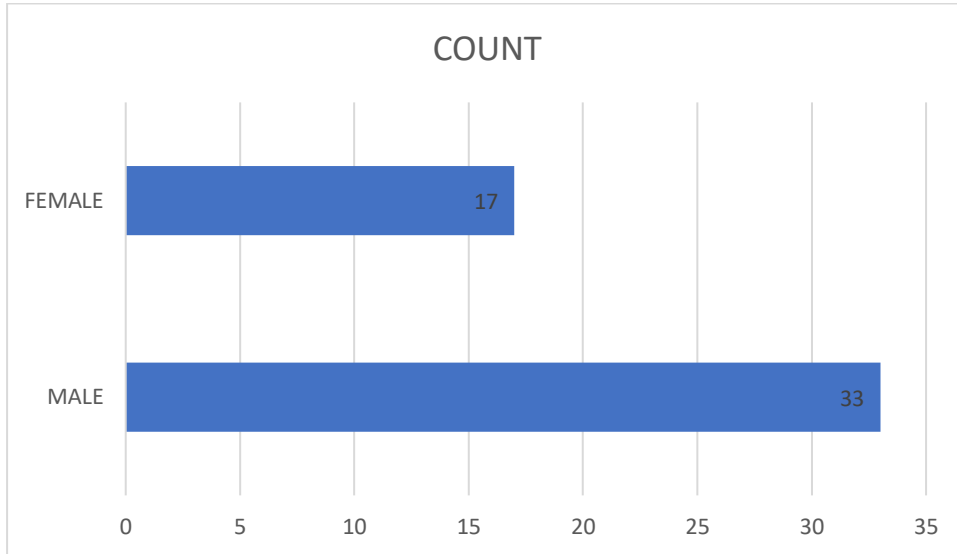
- 1. Sample Size:** The survey's precision could be affected in the event that the sample size isn't agent of the assorted client base of UltraTech Cement. A little or one-sided test may not give a comprehensive understanding of client fulfillment and buying behavior.
- 2. Inclination in Reactions:** Clients may give one-sided reactions, either deliberately or unwittingly, particularly in case they have solid positive or negative encounters with the brand. This predisposition seem influence the by and large discoveries and may not reflect the true sentiments of all clients.
- 3. Subjectivity:** Client fulfillment could be a subjective degree, and people may have distinctive criteria for assessing their encounters. It can be challenging to evaluate and standardize fulfillment levels over a assorted client statistic.
- 4. Time Affectability:** Customer opinions can alter over time due to different variables such as showcase patterns, financial conditions, or changes within the company's item or benefit offerings. The survey's comes about may gotten to be obsolete in the event that not conducted routinely.
- 5. Outside Variables:** Outside components, such as competition or industry patterns, might impact client fulfillment and buying behavior. These outside factors may not be completely accounted for within the study, restricting the scope of understanding the broader advertise setting.

## INFORMATION AND DATA FOR THE PAPER

The information and data was gathered by conducting a survey after preparing a questionnaire.

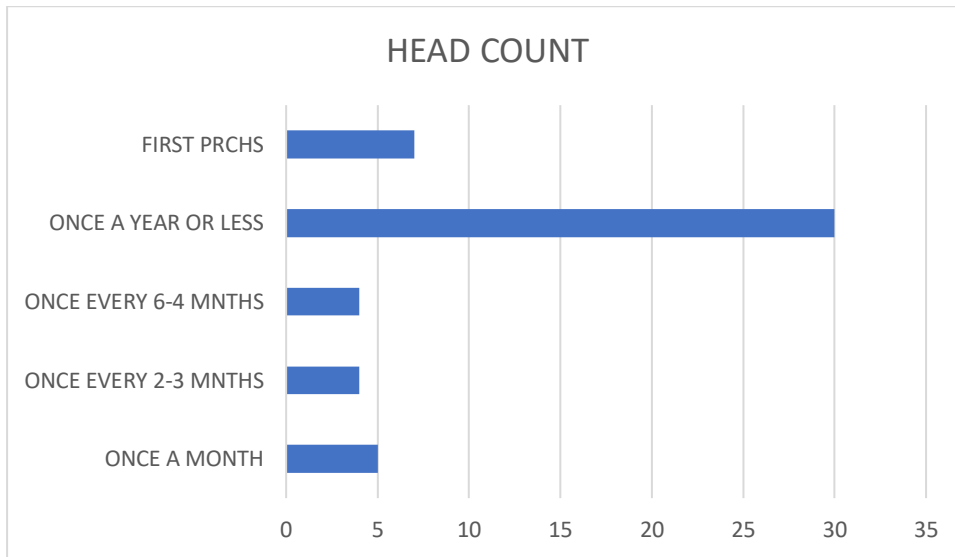
### DATA ANALYSIS AND INTERPRETATION

GENDER	COUNT
MALE	33
FEMALE	17



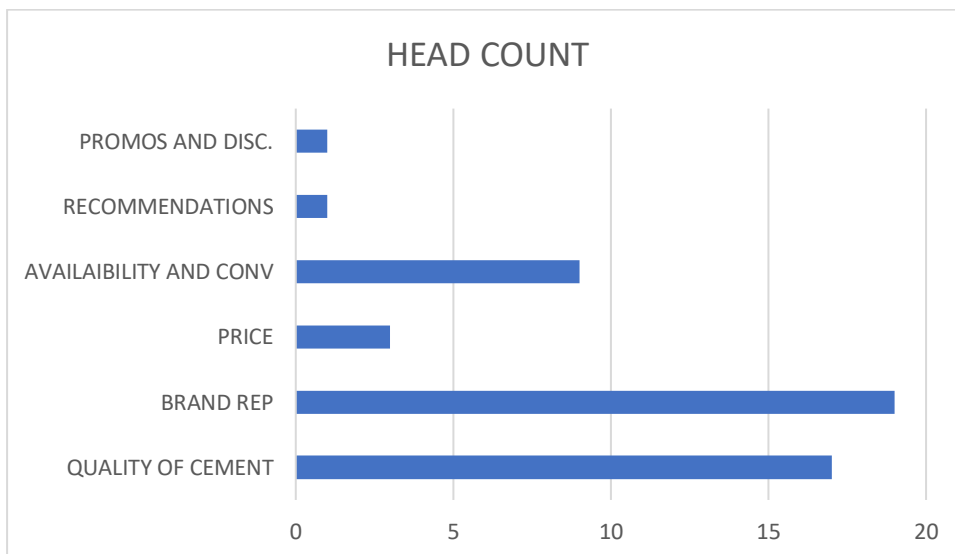
According to the above chart out of 50 respondents, there are 33 (66%) male and 17 (34%) female respondents. Here we can see the majority of the respondents are male so we can say that male are indulged into purchasing ultratech’s products and services more than female.

FREQ OF PURCHASE	HEAD COUNT
ONCE A MONTH	5
ONCE EVERY 2-3 MNTHS	4
ONCE EVERY 6-4 MNTHS	4
ONCE A YEAR OR LESS	30
FIRST PRCHS	7



In this chart we can see that 60% of the people have been purchasing ultratech’s products and services once a year and it can also be seen that 10% of the peoples have been purchasing it once every month which shows that peoples have loyalty for this brand.

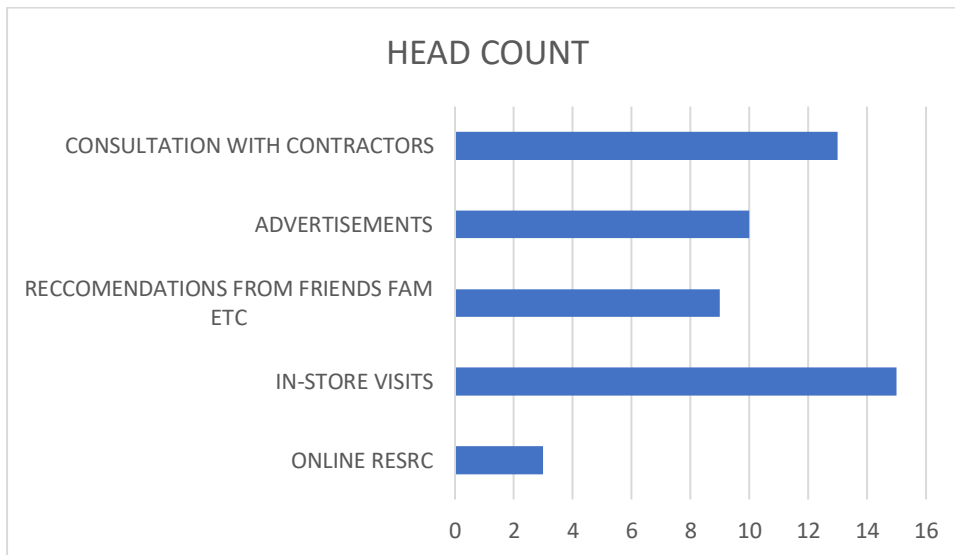
FACTORS THAT INFLUENCE PURCHASE DECISION	HEAD COUNT
QUALITY OF CEMENT	17
BRAND REP	19
PRICE	3
AVAILAIBILITY AND CONV	9
RECOMMENDATIONS	1
PROMOS AND DISC.	1





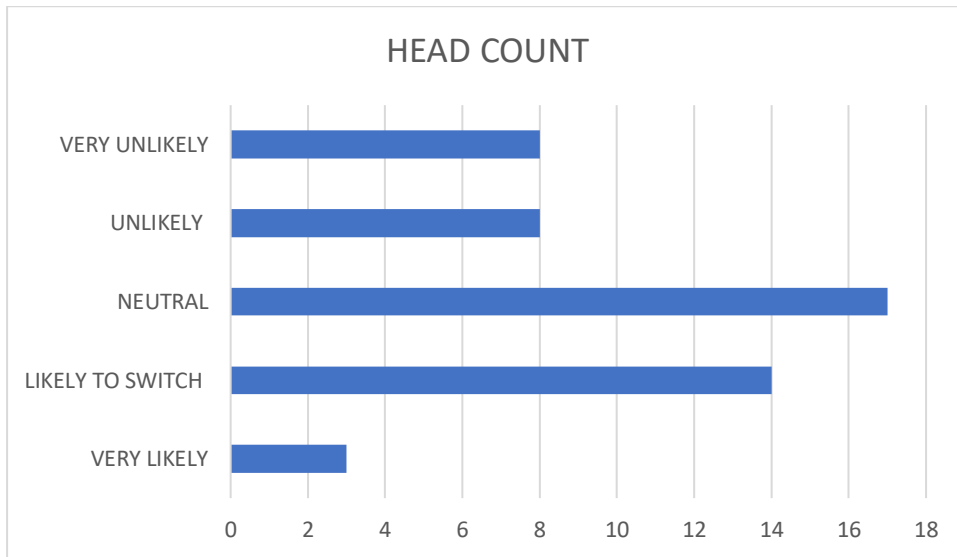
From the above graph, it can be seen that majority of people have opted for the options : quality of the cement, brand reputation and availability and convenience. This shows that these are the major factors which influence their decision to purchase Ultratech cement.

INFORMATON SOURCE	HEAD COUNT
ONLINE RESRC	3
IN-STORE VISITS	15
RECCOMENDATIONS FROM FRIENDS FAM ETC	9
ADVERTISEMENTS	10
CONSULTATION WITH CONTRACTORS	13



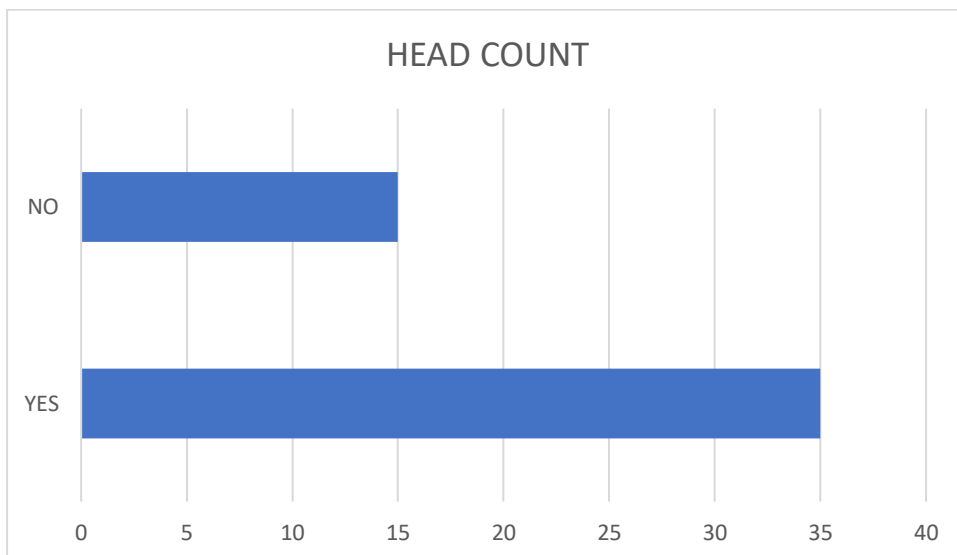
From the above graph, we can see that majority of the respondents i.e 30% have gone for in store visits, other major source of information are advertising (26%) , consultation with contractors , builders, architects and recommendation from friends, family, forums etc.

LIKELY TO SWITCH	HEAD COUNT
VERY LIKELY	3
LIKELY	14
NEUTRAL	17
UNLIKELY	8
VERY UNLIKELY	8



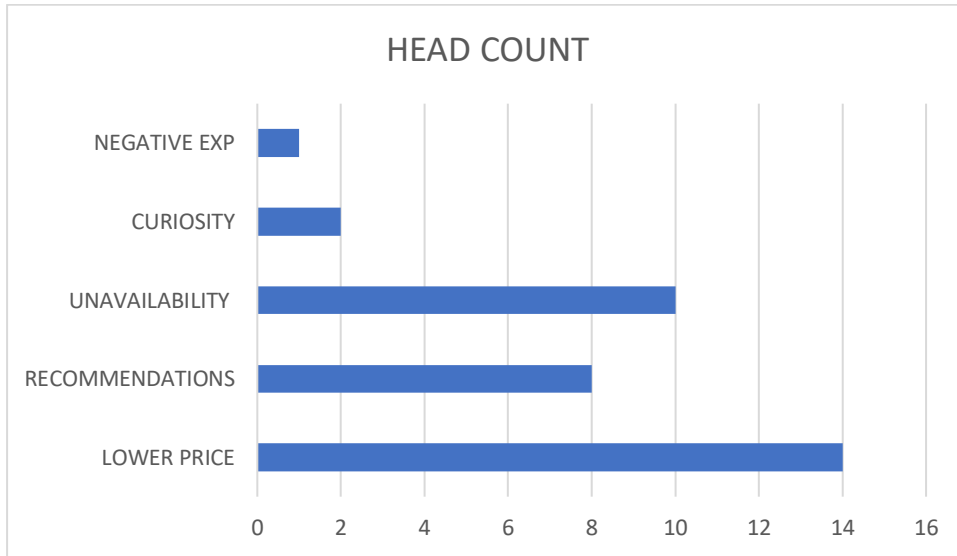
From the above pie chart we can see that , majority of the respondent are neutral about the thought of switching the brand from Ultratech cement to another one and only 6% are in the favour of switching. This is so because customers are satisfied with the brand.

TRIED OTHER BRANDS	HEAD COUNT
YES	35
NO	15



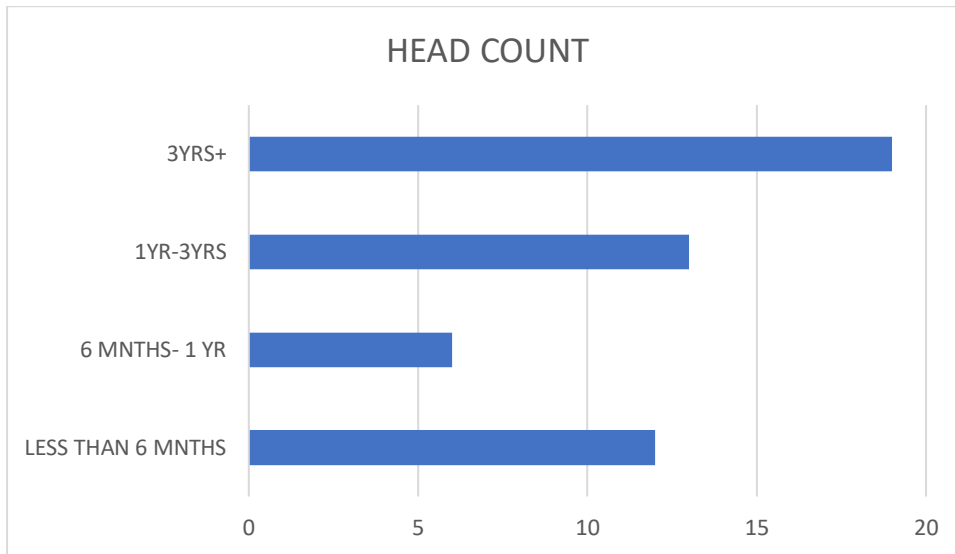
30% of people have only used ultratech cement and 70% have tried another brand. This shows that there might be factors which should be taken into account so as to attract and retain customers.

REASONS FOR TRYING OTHER BRANDS IF "YES"	HEAD COUNT
LOWER PRICE	14
RECOMMENDATIONS	8
UNAVAILABILITY	10
CURIOSITY	2
NEGATIVE EXP	1



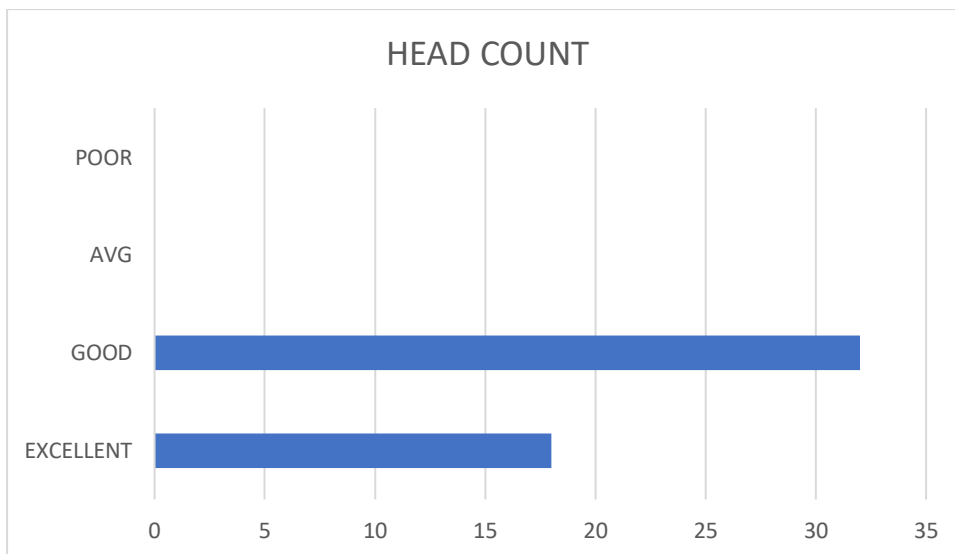
The above chart shows the reasons for which those 70% respondents have used brands other than ultratech cement. Majority of the people have tried other brands so as to get cheaper products, this shows that they find ultratech cement to be costlier than other brands. Other than that people have gone for the reason of unavailability of the ultratech cement and also some are recommended by other people to use different brands.

HOW LONG HAVE U BEEN USING ULTRATECH CEMENT PRODUCTS	HEAD COUNT
LESS THAN 6 MNTHS	12
6 MNTHS- 1 YR	6
1YR-3YRS	13
3YRS+	19



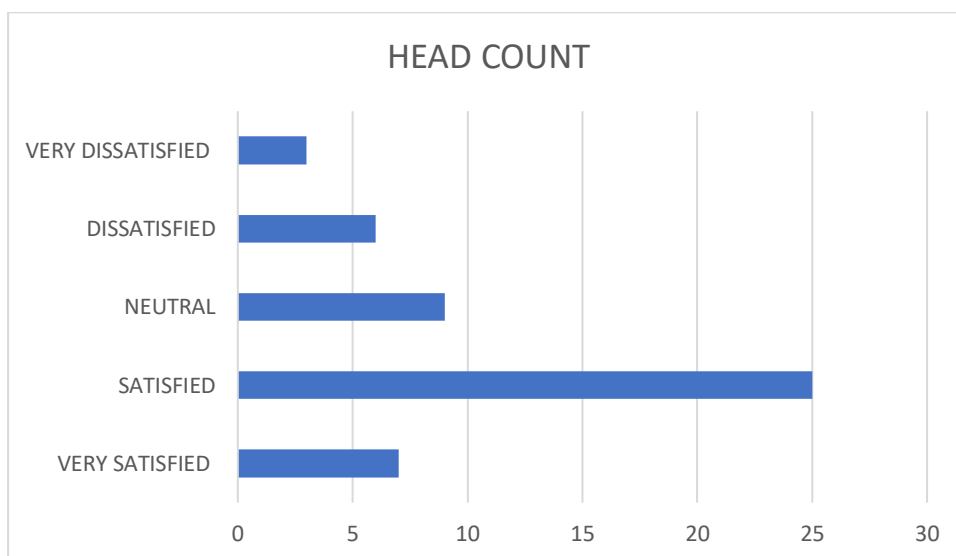
From the above chart we can see that maximum number of respondents i.e 38% have been using ultratech cement for more than 3 years. This shows that maximum customers stick to the brand and stay loyal and connect to the brand.

QUALITY RATING	HEAD COUNT
EXCELLENT	18
GOOD	32
AVG	0
POOR	0



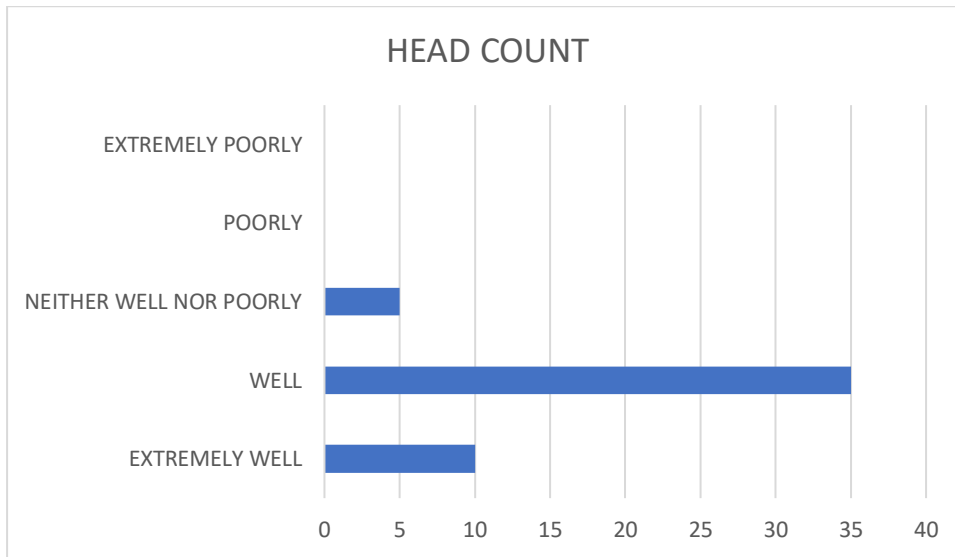
100% respondent which is the highest in number, have expressed their satisfaction towards ultratech cement. This shows that ultratech cement is of very good quality.

PRICE SATISFACTION	HEAD COUNT
VERY SATISFIED	7
SATISFIED	25
NEUTRAL	9
DISSATISFIED	6
VERY DISSATISFIED	3



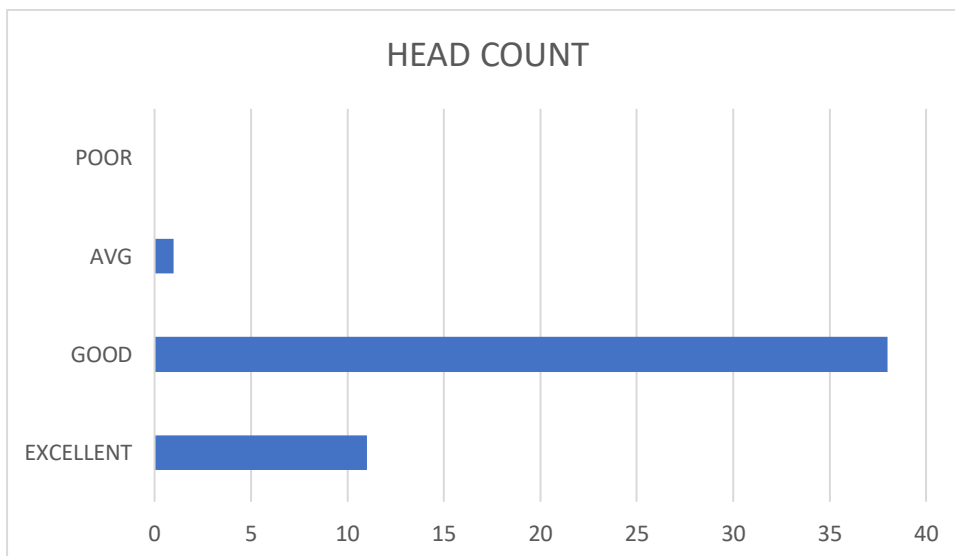
50% and 14% respondents are satisfied and highly satisfied respectively but there is still a large portion of people who have show dissatisfaction and neutral response towards ultratech cement in terms of its prices. So this point has to be taken into consideration.

ULTRATECH'S PRODUCTS MEETING CONSTRUCTION REQUIREMENTS	HEAD COUNT
EXTREMELY WELL	10
WELL	35
NEITHER WELL NOR POORLY	5
POORLY	0
EXTREMELY POORLY	0



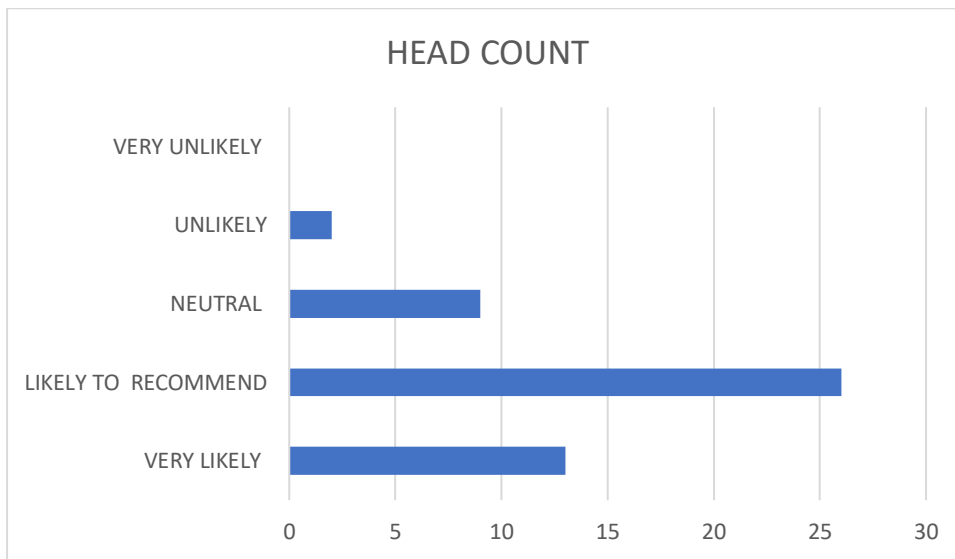
Majority of people i.e 70% + 20% have expressed that ultratech cement meets their construction demand nicely which is a good thing.

RATING DELIVERY AND AVAILABILITY	HEAD COUNT
EXCELLENT	11
GOOD	38
AVG	1
POOR	0



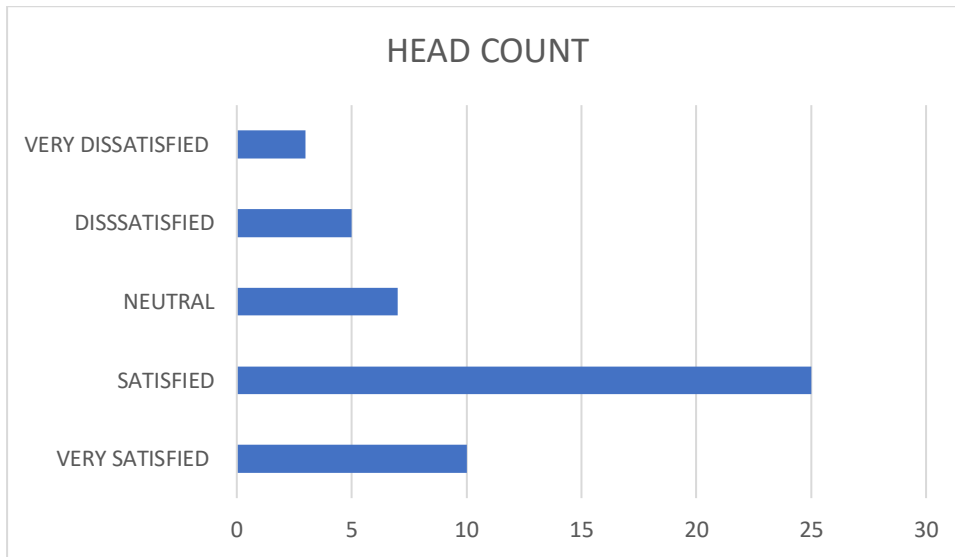
Here majority of respondents i.e almost 98% people have showcased their satisfaction towards the delivery and availability of ultratech cement.

<b>RECOMMENDINGS ULTRATECH'S PRODUCTS TO OTHERS</b>	<b>HEAD COUNT</b>
VERY LIKELY	13
LIKELY	26
NEUTRAL	9
UNLIKELY	2
VERY UNLIKELY	0



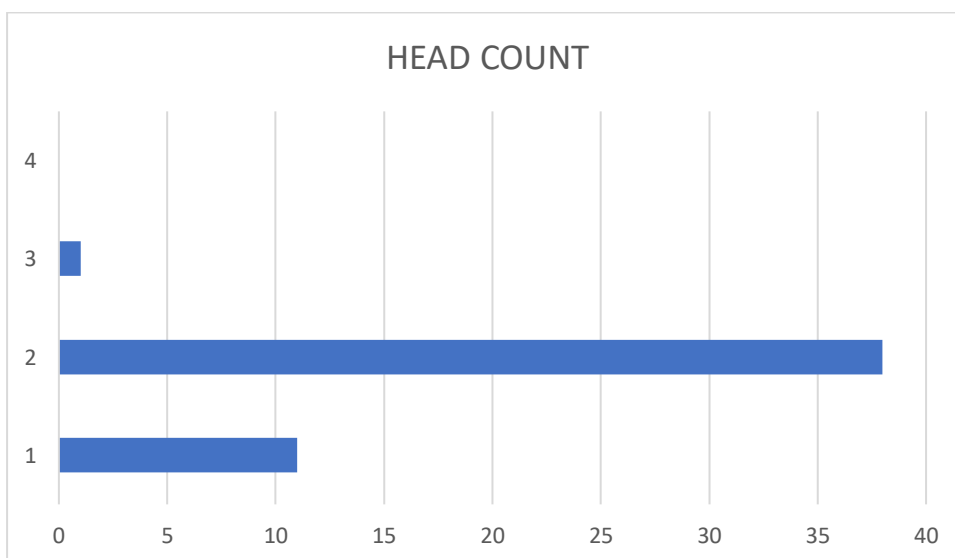
78% (52% + 26%) of the respondents are likely to recommend ultratech cement to others due to their own satisfaction and good experience associated with the brand and its product whereas 18% are neutral and 4% are unlikely to recommend, this may be due to the high price factor which we have seen in the earlier chat.

<b>CUSTOMER SERVICE SATISFACTION</b>	<b>HEAD COUNT</b>
VERY SATISFIED	10
SATISFIED	25
NEUTRAL	7
DISSATISFIED	5
VERY DISSATISFIED	3



This chart shows that majority of people i.e 70% (50% + 20%) have shown their satisfaction towards the customer service provided by the ultratech cement but still there is a decent portion of people i.e (30% collectively) that are neutral and dissatisfied which leads to the point that ultratech cement has to improve on the part of providing customer service.

PACKAGING AND HANDLING RATING	HEAD COUNT
EXCELLENT	11
GOOD	38
AVG	1
POOR	0



76% and 22% of the respondent have rated the packaging and handling of ultratech cement as good and



excellent, which collectively totals to a huge portion i.e 98%. And only 2% are neutral. This derives the conclusion that mostly people are satisfied with the packaging and handling of ultratech cement.

### CONCLUSIONS:

- **Overall Customer Satisfaction:-** Research shows that UltraTech Cement products have a high level of customer satisfaction. Respondents reliably reported satisfaction with the quality and performance of the cement, emphasizing its unwavering quality in various development applications.
- **Brand Commitment:-** A critical section of customers has shown great commitment to UltraTech Cement. This commitment comes from the brand's recognition of industry benchmarks for consistency, quality, accessibility, delivery, assembly, fulfillment, etc.
- **Product Quality and Execution:-** The study shows that customers highly value the quality and performance of UltraTech Cement. Positive feedback about the quality and durability of the cement indicates that the brand meets or exceeds the customer's expectations for manufacturability.
- **Influence of recommendations:-** Word of mouth, advertising and recommendations of others play an important role in the buying behavior of customers. The study highlights the impact of positive recommendations from development colleagues or experts, showing that satisfied customers often become brand advocates.
- **Progress:-** Despite the high level of implementation, the survey identifies some progress. These include improving customer benefits, optimizing costs and presenting offers and discounts.
- **Future Designs:-** Anticipated future designs include an expanded request for environmentally friendly and viable development materials. The survey suggests that UltraTech Cement has a good chance of capitalizing on this trend due to its commitment to natural commitments.
- **Key Recommendations:-** Lessons learned from this study include important recommendations for UltraTech Cement to guide future advertising and customer engagements. It emphasizes the importance of maintaining high product quality, increasing customer benefits and adapting to customer trends and evolving industry models.

Customers reported satisfaction with ultra-technical cement and the components influencing their purchasing behavior are price, quality, transport, availability of cement and quality of customer service. In addition, a positive and direct link is created between customer fulfillment and purchasing behavior. This is usually because if customers are satisfied with ultratech cement, the reliability of repeat purchase increases at that point.

In conclusion, UltraTech Cement's review and surveys of customer satisfaction and purchasing behavior provide valuable experiences that can be key to shaping branding practices to meet the changing needs and desires of the customer base.

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### **Additional Resources:**

<https://www.ultratechcement.com/about-us/overview>

[https://en.wikipedia.org/wiki/UltraTech\\_Cement](https://en.wikipedia.org/wiki/UltraTech_Cement)

<https://www.adityabirla.com/businesses/companies/ultratech-cement-limited>

<https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/>

[https://en.wikipedia.org/wiki/Customer\\_satisfaction](https://en.wikipedia.org/wiki/Customer_satisfaction)

[https://en.wikipedia.org/wiki/Consumer\\_behaviour](https://en.wikipedia.org/wiki/Consumer_behaviour)