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## **A Study on Customer Satisfaction towards Bharathi Cements Ltd., Kadapa**

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### **ABSTRACT**

In any business, small or large, customer satisfaction is considered as a key strategy in the last few decades. Previously it is not acceptable because most of the business organizations are product based marketing. They are perceived that attracting new customers better than retaining existing one. However, currently, these organizations are using customer satisfaction as a prime business strategy as customer centric model and it is key indicator in the ever-changing dynamic environment to get the sustainable competitive advantage. This customer satisfaction is impact by several variables and different dimensions. Therefore, this qualitative factor examines with the variety of literature support the relationship of variables with respect to customer satisfaction. To understand and make possible further studies contextually and empirically, this study is presented to show how these variables will impact the customer's satisfaction. This would improve the customer satisfaction in Bharathi Cement Company, Kadapa.

**Keywords: customer satisfaction, relationship, variables, Customer centric model.**

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### **Introduction**

#### **CUSTOMER DEFINITION**

"A person, company or other entity which buy goods and services produced another person, company or other entity".

#### **CUSTOMER SATISFACTION DEFINITION**

"A provision of goods or services which fulfill the customer's expectations in terms of quality and services, in relation to price".

Businesses survive because they have customers who are willing to buy their products or services. However; many businesses fails to "check in" with their customers to determine whether they are happy or not and what it will make or keep them happy. Satisfaction is a person feeling of pleasure or disappointment resulting from comparing a product is perceived performance (outcome) in relation to his or her expectations. As this definition make clear, satisfaction is a function of perceived performance and expectations, if the performance falls short of expectations, the customer is dissatisfied, if the performance exceeds the expectations, the customers are highly satisfied (or) delighted.

Many companies are aiming for high satisfaction because customers who are just satisfied are still find it easy to switch when a better offer comes along, those who are highly dissatisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand, not just a rational performance. The result is high customer loyalty.

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### **Review of Literature**

- Customer/consumer satisfaction is "an evaluation that the chosen alternative is consistent with prior beliefs with respect to that alternative" – Definition by Engel and Blackwell (1982).
- Tse and Wilton (1988) define as, "the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product/service as perceived after its consumption".
- Berry and Parasuraman (1991) argue that since customers' satisfaction is influenced by the availability of customer services, the provision of quality customer service has become a major concern of all businesses. Customer satisfaction is typically defined as a post consumption evaluative judgement concerning a specific product or service. It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience.

- Oliver (1981) defines customer satisfaction as a customer's emotional response to the use of a product or service.
- Anton (1996) offers more elaboration: "customer satisfaction as a state of mind in which the customer's needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty".
- **Schiff man and Kanuk** (2004) defines customer satisfaction as "The individual's perception of the performance of the product or service in relation to his or her expectations".
- **Woodruff and Gardian** (1996) define "Satisfaction, then, is the evaluation or feeling that results from the disconfirmation process. It is not the comparison itself (i.e., the disconfirmation process), but it is the customer's response to the comparison. Satisfaction has an emotional component."

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## CUSTOMER VALUE AND SATISFACTION

Customer delivered value is the difference between total customer value and total customer cost. Total customer value is the bundle of benefits customers expected from a given product or service. Total customer cost is the bundle of costs customers expect to incur in evaluation, obtaining, using and disposing.

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## MEASURING CUSTOMER SATISFACTION

Organizations are increasingly interested in retaining existing customers while targeting non-customers, measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed. Work done by Berry, Brodeur between 1990 and 1998 defined ten 'Quality Values' which influence satisfaction behavior, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model. Work done by Parasuraman, Zeithaml and Berry between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation. According to Garbrand, customer satisfaction equals perception of performance divided by expectation of performance.

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## Consumer satisfaction process

The paramount goal of marketing is to understand the consumer and to influence buying behaviour. One of the main perspectives of the consumer behaviour research analyses buying behaviour from the so-called "information processing perspective" (Holbrook and Hirschman 1982). According to the model, customer decision-making process comprises a need-satisfying behaviour and a wide range of motivating and influencing factors. The process can be depicted in the following steps (Engel, Blackwell et al. 1995):

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### Need recognition –

Realization of the difference between desired situation and the current situation that serves as a trigger for the entire consumption process.

- Search for information - search for data relevant for the purchasing decision, both from internal sources (one's memory) and/or external sources.
- Pre-purchase alternative evaluation - assessment of available choices that can fulfil the realised need by evaluating benefits they may deliver and reduction of the number of options to the one (or several) preferred.
- Purchase - acquirement of the chosen option of product or service. "Life cycle approaches to sustainable consumption", AIST
- **Consumption**- utilisation of the procured option.
- **Post-purchase alternative re-evaluation**- assessment of whether or not and to what degree the consumption of the alternative produced satisfaction.
- **Divestment**- disposal of the unconsumed product or its remnants.

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## RESEARCH METHODOLOGY

### NEED FOR THE STUDY

Customer satisfaction helps to explain the phenomenon of why different individual respond differently to the same stimulus under the same condition. By which the company can know the customer satisfaction of different individuals, which in turn helps in creation of innovative ideas for the improvement of the product and the sale of the products.

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### SCOPE OF THE STUDY

This project work gives the information about the customer satisfaction towards Bharathi cements. Here the population is restricted to the users of the Bharathi cements, who purchased this Bharathi cements between the two consecutive years of 2021 and 2022

The study is conducted the survey of customers in Kadapa only. A total of 100 respondents were interview together. Information relating to this was collected through a structured questionnaire for getting relevant information from the respondents. Convenience sampling method was used to collect the dat

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### OBJECTIVES OF THE STUDY

- To find the satisfaction level of the customers towards BHARATHI CEMENT.
- To know the changing attitude of the present customers
- To anlyse the factors influencing customer buying decision regarding the purchase of BHARATHI CEMENTS.
- To provide suggestions for better customer satisfaction towards Bharati Cements.

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### LIMITATIONS OF THE STUDY

1. Time is the major constraint for conducting in-depth customer analysis.
2. The Study is limited to Kadapa only.
3. Some of respondents (because of their unawareness, negligence, fear) are reluctant to provide accurate information.
4. In some cases the customers were not interested because of their works.
5. Some customers were reluctant to express their views.

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### RESEARCH DESIGN

Research design is the plan structure, and strategy of investigation conceived so as to obtain answers to research questions and to control variance.

The definition consists of three important terms –plan, structure, strategy. The plan is an outline of the research is to work. The structure of the research is a more specific outline or scheme and the strategy show how the research will be carried out, specifying the methods to be used in the collection and analysis of the data.

A research design is the specification of methods and procedures for acquiring the information needed. It is overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedure.

Research design	: Descriptive research
Research approach	: Direct approach
Research instrument	: Questionnaire
Sample size	: 100
Sample technique	: Convenience sampling technique (Non probability Sampling)
Sample area	: Kadapa

## DESCRIPTIVE RESEARCH METHOD

With interest in knowing the perception about the Bharathi cement and how the company making the advertisement for the development of the business, here we collected data in related to characteristics variables of the advertisement of the Bharathi cement and has been used, it perfectly shows the descriptive research.

### CONVENIENCE SAMPLING

It is based on the convenience of the research that is to select a sample. This type of sampling is also called accidental sampling respondents in the sampling are included in it merely on account of their being available on the spot where the in progress.

## DATA COLLETION

### (a) PRIMARY DATA

The primary data has been collected through structured questionnaire from the customers.

### (b) SECONDARY DATA

The secondary data is collected from the books, journals and internet.

### STATISTICAL TOOLS

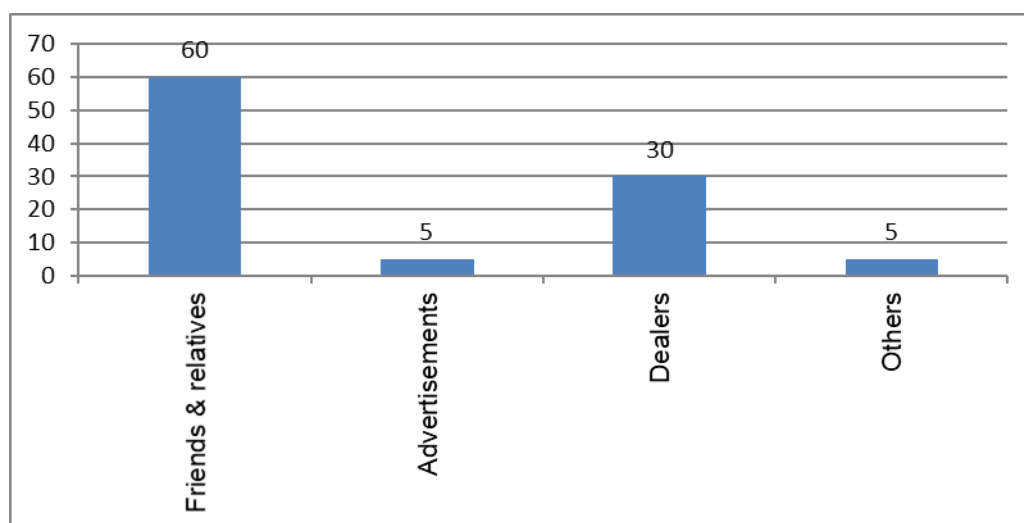
- ❖ Simple percentage method
- ❖ Bar diagrams

## DATA ANALYSIS & INTERPRETATION

Table 5.1: showing the Awareness of Bharathi Cements

S. No	Options	No. of respondents	Percentage (%)
1	Friends & relatives	60	40
2	Advertisements	5	5
3	Dealers	30	30
4	Others	5	5
	Total	100	100

Graph 5.1 : showing the Awareness of Bharathi Cements



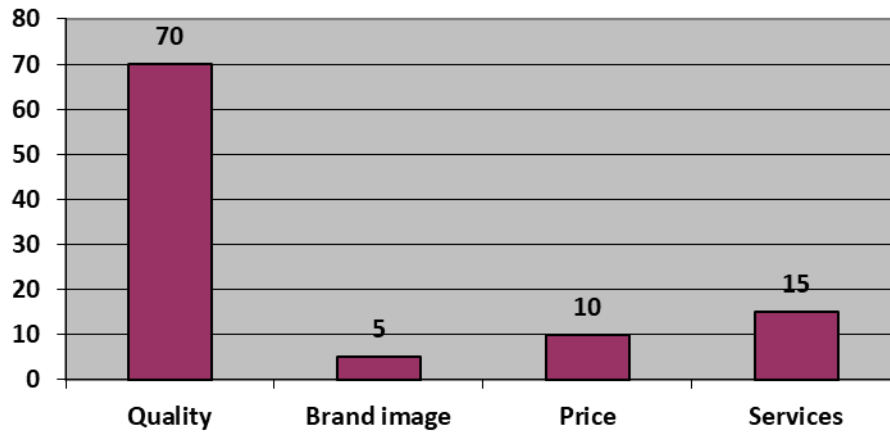
Interpretation:

From the above table it is inferred that 60% of the respondents are aware of Bharathi cements through friends and relatives.

Table 5.2: Which attribute motivate you to purchase this brand?

S. No	Options	No of Respondents	Percentage (%)
1	Quality	70	70
2	Brand image	05	05
3	Price	10	10
4	Services	15	15
	Total	100	100

Graph 5.2: Which feature motivate you to purchase this brand?



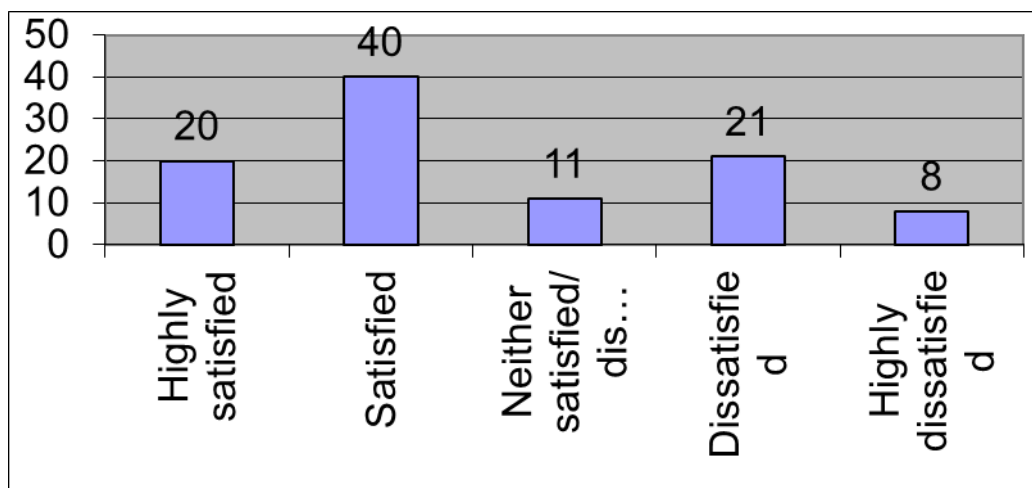
**Interpretation:**

From the above table it is inferred that 70% of the respondents are motivated by Quality while purchasing this cement

Table 5.3 : showing the customer satisfaction level on Quality.

S. No	Options	No. of respondents	Percentage (%)
1	Highly satisfied	20	20
2	Satisfied	40	40
3	Neither satisfied/ dis-satisfied	11	11
4	Dissatisfied	21	21
5	Highly dissatisfied	8	8
	Total	100	100

Graph 5.3 :showing customer satisfaction level on Quality



**Interpretation**

From the above table it is clear that 60% of the respondents are satisfied with product quality.

**FINDINGS**

It is found that,

- 60% of respondents are aware of Bharathi cement from friends and relatives.
- 70% of the respondents told that quality factor motivated them to purchase this brand.
- 53% of the respondents are satisfied with Price compared to other brand prices.
- 12% of respondents opines that packing of Bharathi cement is excellent, 14% said it is very good, 25% said it is good, 14% said it is fair, 7% said it is poor and 2% are not aware of packing Bharathi cement.
- 65% of the respondents are satisfied opc 53 grade ,15% of the respondents are satisfied ppc super fine, 20% of the respondents are satisfied others and not satisfied opc 43 grade.
- 70% respondent feel product availability is high , 28% of respondents feel moderate , 2% of respondents feel low and non of the feel about the product availability.
- 60% respondents said that dealers provide Transport services , 25% of respondents said that credit services and only 12% of respondents said that Fast delivery by dealers.
- 60% of respondents are said that dealers provide free transport service when purchase large quantity of cement regularly.
- 60% of respondents are said that dealers provide promotional offers.
- 72% of respondents are preferred to exclusive cement shops, 18% are Multi Brand, 16% are to hardware shop and 4% through all building material shops.
- 56% of the respondents are recommend Bharathi Cements to their friends and relatives.
- 47% of the respondents said that overall rating of Bharathi Cements are good and only 4% said that poor rating.

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## SUGGESTIONS

- Most of the respondents are aware of Bharathi cements through friends and relatives only. The company needs to improve its promotional activities in terms of advertisements.
- Company has to concentrate on opc 43 grade which would satisfy rest of the customers who are not satisfied.
- Dealers should provide free transport service for customers by purchase of large quantity,
- The company should reduce price of the Bharati Cement to attract the customers.
- The Dealer should provide fast delivery to their customer location to enhance customer satisfaction
- The company should provide water proof packing for easy transportation and storage to customer location.

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## CONCLUSION

Most of the customers are contractor's people in Kadapa , as they are most suitable for Quality and price regarding to their budget and plans.

After completing the study, it is cleared that a majority of the respondents are satisfied with their Brand and Quality. But few of the respondents are dissatisfied with fast delivery and credit services to the small scale builders and own building constructors.

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