



A STUDY ON DEALER SATISFACTION WITH SPECIAL REFERENCE TO ACC CEMENTS LIMITED

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Abstract:

Marketing is a communication process which is the purpose for individuals or groups – Customers are directly or indirectly able to purchase the products and services that may satisfy their existing or newly-identified needs or wants. The objective of this paper was to find the Dealer's Satisfaction Level with ACC CEMENTS. To examine the factors influencing the dealers, to deal with ACC CEMENTS. The study was with various areas that needs for improvement in ACC cements from dealers point of view. The close impact of sales promotion on sales was also considered in the study. The study was conducted through the data analysis and interpretation which suggested that most of the dealers have 10-15 years of experience in dealership of cement among them there are dealers who are dealing with ACC cements above 10 years. Most of the dealers are very much satisfied with the quality of cement and rated the brand very high. The major promotional factor which influenced the dealers to choose ACC cements is Discounts. According to dealers outdoor advertisement and electronic media are consider to be more effective to promote ACC cements. The major supports required to dealers are Promotional schemes and service from the company. The study suggests that Dealers should be encouraged through arranging special meeting and engagements. Most of the dealers suggested for non-sticky cement packing. Promotional activities can be improved like discounts, gifts, prizes etc. This study also suggested that media impact is more, so company should go for more advertisements in mass media and outdoor advertisements to promote their brand. In time delivery (service) should be improved. Improvement in awarding the dealers who make highest sales turnover yearly. Regular feedback should also be improved. Most of the dealers report price is below the satisfactory level for the product. The company should have a reasonable credit period for the dealers so that both company and dealers are benefited.

Index Terms: Customer Satisfaction, Sales Promotion Dealers & ACC

1. Introduction:

Individuals or firms buy goods from a manufacturer or distributor for wholesale and/or retail reselling. A dealer is a principal part of the business and not an agent other than distributors) the dealers became important when communications were difficult with consumers and it was very important to have an aim of distribution. The dealers help the manufacturers by developing the policy of manufacturers according to the demand and support them in creating the markets for their goods. The dealers also exempt the manufactures from importance of having sales department. The manufactures are not forced for the task of collecting and securing orders and the numbers of accounts they have to open are lesser compared to dealing directly with the customers. Dealer usually enters in to advance contracts for supply of goods with the results the manufactures do not stock up heavy goods. The dealers in close contact with consumers so they are the best people to advice the manufacturer by giving proper feedback about the customer's requirements. The dealer occupies a very important position; He not only assists the manufacture but also acts as the link in the chain of

distribution between the manufacturer and consumers, for which purpose the dealer maintains an efficient and comprehensive firm. The dealer can evaluate the public and mass demand and see that marketable goods are manufactured in right quantity, thus protecting the manufacturer from wasteful and general production as well as the consumer against goods which are neither satisfaction nor dissatisfaction of good value. Large manufacturer's counts on dealer to sell their products, therefore cordial relations are most important to them. Every manufactures thus wants to motivate his distribution channel to sell more of their products. Here the manufacturer must recognize that dealers are themselves business men and must be viewed as customers and human beings rather than mechanical entities for flow of his products. The dealers are interested in maximizing their profits and thus good dealer relations can be achieved if the manner is clear to his dealers in his attitude. For example- salesmen of some manufactures dump their products on dealers through belligerent selling and extended marketing. Thereafter, the dealer finds difficult to sell when stocks are lying at heavy on his hands and he cannot sell those products adequately. Advertising of the products is the field of the concern the manufacturer should supply his dealers with promotional material. They should communicate to them as frequently as necessary to show that the manufacturer is there to help the dealers to sell and thus makes profit for them. Adequate trade discounts, display facilities and contests among the dealers are encouraged to motivate them towards better results. The manufacture should recognize that the company dealers are more valuable assets. If they are assisted with promotional help they will appreciate the efforts and would be more in demand to support the organisation campaigns in advertising. Satisfaction in level of individuals felt state resulting from company's products comprehend performance in relation to the person's expectations. Satisfaction is a procedure of the difference between the perceived performance and actual expectations. Company seeks to win in today's market. They must track their expectations; perceive company performance and dealers satisfaction.

Dealer satisfaction and dissatisfaction is not just by analyzing complaints and customers suggestions. When we treat dealer's complaints as minor they will be made to feel inferior which actually results in fewer dealers for the company. Instead of using complaints as a parameter of judging dealer satisfaction by conducting periodic survey it's better to find out the opinion in order to get accurate results. The questionnaire schedule is used from random sample of customers and clients. From the sample the company can elicit various aspects of the company's performance in the sector. They also can understand the competitor's performance and their strategies. The respondents are asked to list the problems they had and offering list of improvements they can suggest for the companies and the amendment companies should make in the system. Various components of the company are analysed in the order of various aspects which are important for the customers. Exclusive dealers help in bringing dealer satisfaction. Many dealers are more comfortable in exclusive channels for their products and services. This is a strategy in which the manufacturer allows only certain concerns to carry its products. Exclusive agreements are appreciated by dealers. This is an agreement where the manufacturer expects that these dealers should not keep competitors products and that strategy is very popular amongst the dealers.

Cement industry is one of the important industries in India. Today there are more than 130 large cement plants and around 300 mini plants operating across the country. India is one of the countries producing cement under various brands and grades. The cement market is one of the competitive markets in India. There are various

brands of cement which are bound by geographical areas spread across country. Various segments of the business like rural market, urban market and metro cities are targeted by this industry. Each market has various brands giving customers a variety of choice in respect of quality and price. But sales of cement in India depend on promotional strategies of the dealers, awareness of the constructor or contractor and opinion of the customer for various brands. But the ultimate sales depend on dealers and their opinion with respect to the brands of cement. Therefore the cement manufacturers should get lots of information about dealer's satisfaction on different aspects like product quality, price, service, supply and promotional efforts to sell the brands.

2. The Scope and Objective of Study:

To study the dealers satisfaction levels towards ACC cements regarding promotional activities, Supply, quality and quantity of cement and to know demand level of ACC cements in the market by the customers

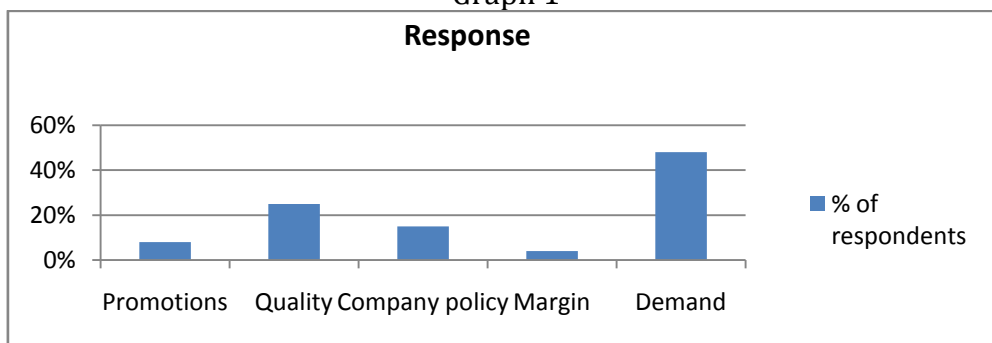
- ✓ To find the Dealer's Satisfaction Level with ACC Cements.
- ✓ To analyze the factors influencing the dealers to deal with ACC Cements

ACC (ACC Limited) is India's world class manufacturer of cement and concrete. ACC's operations are spread across the country with 14 modern cement factories, 19 Ready mix concrete plants, 19 sales offices, and several zonal offices. 3). the company has a workforce of about 9000 people and a countrywide distribution network of over 9,000 dealers. ACC's research and development facility has an unparalleled track record of innovative research, product development and specialized consultancy services. Since its origin in 1936, the company has been a change setter and greatest benchmark for the cement industry in respect of its production, marketing and personnel management processes. The company is dedication to environment-friendliness; high ethical standards in business dealings and its on-going commitment in community welfare programs have gained it acclaim as a responsible corporate citizen. ACC has made substantial contributions to the nation building process by way of quality products, services and sharing its expertise. The Factors enable you to be the Dealer of ACC Cement:

Table 1

S.No	Criteria	No. of Respondents	% of Respondents
1.	Promotions	06	8%
2.	Quality	20	25%
3.	Company Policy	12	15%
4.	Margin	04	04%
5.	Demand	38	48%
	Total	80	100

Graph 1



3. Interpretation:

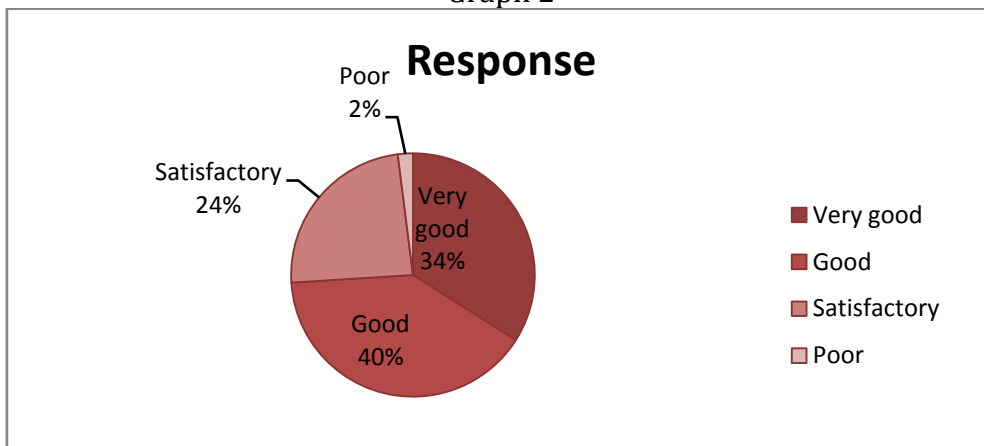
About 48% of the dealers are dealing with ACC cements for its demand, 25% for quality, 15% for company policy, 8% of dealers are dealing for promotional activities and remaining 4% are dealing by seeing Margin

What do You Feel about Dealers Satisfaction of ACC Cement

Table 2

S.No	Criteria	No. of Respondents	% of Respondents
1.	Very good	27	34%
2.	Good	32	40%
3.	Satisfactory	19	24%
4.	Poor	02	02%
	Total	80	100

Graph 2



Interpretation:

About 34% of the dealers rated very good toward the dealers satisfaction of ACC cements,40% of dealers rated good, 24% of dealers rated satisfied and remaining 02% rated poor toward quality of ACC cements. From this above tables and graph we study that ACC is one of the best brands in India and the dealers and very much satisfied with the company’s strategy and commitment towards the dealers and customers.

4. Conclusions:

Most of the dealers have 8-10 years of experience in dealership among that they are dealing with ACC cements Above 10 years. Out of the survey conducted many number of the dealers’ rated that the Quality of ACC cement is very good the most important was promotional factor which influenced the dealers to choose ACC cements is Discounts. According to some dealers outdoor advertisement and electronic media are consider to be more effective to promote ACC cements. 4) The major support required to dealers is Promotional schemes and service from the company. Overall 85% of the dealers rated ACC cements as Good. The study also specified that dealers should be encouraged through arranging special meetings. Most of the dealers suggested for non-sticky cement packing and better designing. Promotional activities can be improved like discounts, gifts, prizes etc as media impact is more, so company should go for more advertisements in mass media and outdoor advertisements to promote their brand and product. In time delivery (service) should be improved and made more efficient.Improvement in awarding the dealers who make the highest turnover yearly. Dealer feedback should be continuous process and be improved. Occasional schemes should help to achieve higher sales anddifferent discount scheme should be launched for dealer benefits and improvement .ACC should focus on the achievement of brand

promotion for the product mainly in the new developing areas and sites.. The company is holding a great market share which is the result of efforts made by the company's management and the executives. From the market survey we can conclude that: Supply and quality factors are fetching to the movement of brand. The company is having a good dealer network and it is maintaining good relations with them, the service rate of the company is very good compared to its competitors. The price of ACC cement is matching with the quality of the cement with the ideal promotional strategies and increasing the satisfactory level of the dealers the company can grow and become a market leader in the future.

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