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**A STUDY ON B2B CUSTOMERS LOYALTY TOWARDS CHETTINAD CEMENT  
CORPORATION LTD, PULIYUR, KARUR, TAMIL NADU**

By

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A PROJECT REPORT

Submitted

In partial fulfillment of the requirements  
for the award of the degree  
of

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**Department of Management Studies**

**Kumaraguru College of Technology**

(An autonomous institution affiliated to Anna University, Coimbatore)

**Coimbatore - 641 049**

**November, 2011**

# **CERTIFICATE**

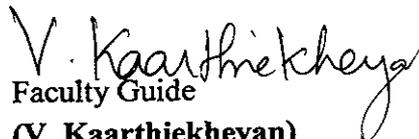
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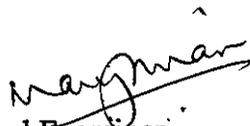
## BONAFIDE CERTIFICATE

Certified that this project report titled, "A Study on Customer loyalty at Chettinad Cement Corporation Ltd " is the bonafide work of Mr. Ranjith Kumar. M, who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

  
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Submitted for the Project Viva-Voce examination held on 18-11-11

  
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## CERTIFICATE

This is to certify that **Mr M.Ranjith Kumar (Roll.No:10MBA45)** who is studying first year **M.B.A** in **K C T Business School , Coimbatore** has completed his **Project work** in our organization on the title of "**A STUDY ON CUSTOMER LOYALTY IN CHETTINAD CEMENT CORPORATION LIMITED, PULIYUR - KARUR**" during the period from **27.06.2011 to 06.08.2011.**

During the period of **Project work** his performance and conduct were found to be good.

**For CHETTINAD CEMENT CORPORATION LIMITED,**

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Date:

Place: Coimbatore

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# **ABSTRACT**

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## **ABSTRACT**

This study describes the Customer Loyalty of the employees in the organization. It reveals to identify the subsets of customer loyalty viz customer satisfaction, perceived quality employee expectations and preference which influences loyalty and to gather information on various expectations of B2B customers and their relative influence brand loyalty. It suggest interpretation to augment the level of loyalty towards B2B customers

Descriptive research is used where the insights and familiarity about the effectiveness of induction gained. Primary data is collected in the form of Questionnaire. The questionnaire which consisting of multiple-choice questions have made. The data is collected from them using Convenient Sampling Technique. And after that I have tabulated them and interpreted them. Percentage analysis, weighted average are used to analyze the customer loyalty.

**CHAPTER I**  
**INTRODUCTION**

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# CHAPTER I

## INTRODUCTION:

### 1.1 INTRODUCTION TO THE STUDY:

Chettinad cement corporation Limited is one of the leading manufacturing of cement in south India. Their principle activity is to manufacture and market cement including ordinary Portland cement and clinker. It also generates power from windmill and captive thermal power plants. The cement is available in the various categories like OPC43 grade, super grade, sulphate resistant Portland cement and Portland slag cement .The company's plants are located at puliyur ,kumara rajah muthiah nagar, karur district and at Kari kali village ,Dindigul district in the state of Tamilnadu.The company operates only in India.

Owing to unprecedented competition in the marketplace today, "Today, a customer loss is a customer gain for the competitors". With so many competitors companies need to spend as much energy as on retaining customers as they do on acquiring them. Business that understand the churn and invest accordingly will need to invest less in winning new customers and satisfying the dissatisfied ones. Measuring customer loyalty and developing a retention strategy are critical to an organizations success. The organization that understands and manages customer loyalty has a leg up on its competition.

## 1.2 INDUSTRY PROFILE

The cement industry comprises of 125 large cement plants with an installed capacity of 148.28 million tonnes and more than 300 mini cement plants with an estimated capacity of 11.10 million tonnes per annum.

The Cement of India, which is a Central Public Sector Undertaking, has 10 units. There are 10 large cement plants owned by various State Governments. The total installed capacity in the country as a whole is 159.38 million tonnes. Actual cement production in 2002-03 was 116.35 million tonnes as against a production of 106.90 million tonnes in 2001-02, registering a of 8.84%. Major players in cement production are Ambuja cement, Aditya Cement, J K Cement and L & T cement.

Apart from meeting the entire domestic demand, the industry is also exporting cement and clinker. The export of cement during 2001-02 and 2003-04 was 5.14 million tonnes and 6.92 million tonnes respectively. Export during April-May, 2003 was 1.35 million tonnes. Major exporters were Gujarat Ambuja Cements Ltd. and L&T Ltd.

The Planning Commission for the formulation of X Five Year Plan constituted a 'Working Group on Cement Industry' for the development of cement industry. The Working Group has identified following thrust areas for improving demand for cement;

- i. Further push to housing development programmes;
- ii. Promotion of concrete Highways and roads; and
- iii. Use of ready-mix concrete in large infrastructure projects.

Further, in order to improve global competitiveness of the Indian Cement Industry, the Department of Industrial Policy & Promotion commissioned a study on the global competitiveness of the Indian Industry through an organization of international reput, viz KPMG Consultancy Pvt. Ltd. The report submitted by the organization has made several recommendations for making the Indian Cement Industry more competitive in the international .The recommendations are under consideration.

Cement industry has been decontrolled from price and distribution on 1st March 1989 and de-licensed on 25th July 1991. However, the performance of the industry and prices of

cement are monitored regularly. Being a key infrastructure industry, the constraints faced by the industry are reviewed in the Infrastructure Coordination Committee meetings held in the Cabinet Secretariat under the Chairmanship of Secretary (Coordination). The Committee on Infrastructure also reviews its performance.

Continuous technological upgrading and assimilation of latest technology has been going on in the cement industry. Presently 93 per cent of the total capacity in the industry is based on modern and environment-friendly dry process technology and only 7 per cent of the capacity is based on old wet and semi-dry process technology. There is tremendous scope for waste heat recovery in cement plants and thereby reduction in emission level. One project for co-generation of power utilizing waste heat in an Indian cement plant is being implemented with Japanese assistance under Green Aid Plan. The induction of advanced technology has helped the industry immensely to conserve energy and fuel and to save materials substantially.

India is also producing different varieties of cement like Ordinary Portland Cement (OPC), Portland Pozzolana Cement (PPC), Portland Blast Furnace Slag Cement (PBFS), Oil Well Cement, Rapid Hardening Portland Cement, Sulphate Resisting Portland Cement, White Cement etc.

### 1.3 ORGANIZATION PROFILE

The history of the group "House of Chettinad" is linked with the 9 decades old saga. In 1912 took birth the House of Chettinad through a visionary, idealist, born entrepreneur Dr. Rajah Sir Annamalai Chettiar who believed in Social Transformation through business. The founder of the House of Chettinad envisioned, his companies providing the stimulus for Industrial Growth and conceived business as a means of improving the living standards of people.

The corporate credo of the House of Chettinad - "STRIVE, SAVE and SERVE" is the very thought of our founder. In order to continue fulfilling his dreams & aspirations, to reach greater heights the reins were taken over by equally visionary businessmen his son, Dr. Rajah Sir Muthiah Chettiar and grandson Dr. M.A.M. Ramaswamy. The House of Chettinad reached New Heights with generations of hard work, dedications and remains the stamp of Quality, Integrity and Reliability.

Today, a 8500 million business group has ventured & diversified in varying fields including Manufacturing (Cement, Silica, Quartz, Grits), Services (Construction, Transports, Steel Fabrication, Ship Management and Stevedoring, Clearing & Forwarding) Trading, Power Generation, Plantation, Farms, Logistics. Education, Sports Management, Literature, Art and Music fields have also been contributed vastly.

The group aims to broaden its Horizons and reach the zenith in this millennium under the young, dynamic, enthusiastic, able leadership of Mr. M.A.M.R. Muthiah. The future of the companies in the House of Chettinad is based on the time tested and proven guidelines of total customer orientation, technology in the service of man and business as an instrument of social service to these timeless truths, we remain steadfast forever.

## PRODUCTS

**Pavithram** - An unique cement manufactured at Puliur works having very high quality for special concrete applications

**Chettinad Royal Grade 53**- Superior finely ground cement, suitable for plastering works, giving a silky finished look. For RCC applications Laser controlled manufacturing would yield best results.

**Chettinad Grade 43**- Multipurpose cement, suitable for plastering and binding.

**Chettinad PPC**- A finely blended cement, providing very fine result for plastering work, devoid of hair line cracks and giving excellent appearance to the building.

**Sulphur Resistant Cement**- Finds applications in the construction activity in the coastal areas to save from corrosiveness due to salty environment.

## MANUFACTURING DETAILS

From a modest beginning of 2 Lac tonnes capacity per annum, it was gradually increased to 2.2 Million tonnes in the year 2001. Presently both the plants employ the Modern Dry Process Technology. It has most Advanced, Sophisticated, Computer controlled state-of-the-art LOESCHE MILL for Grinding Raw Meal, LOESCHE lignite mill (First of its kind in India), a five stage pre-heater Kiln & Electronic packing plant.

Equipped with centralised control room for process control, the advanced instrumentation with Expert system (Link Man) and elaborate display screen give up-to-the minute information on the production process so that any deviation can be promptly corrected.

### **Mines-Puliur works**

Limestone is sourced from our mines at Palayam which is located 40kms. from the factory. The mines are equipped with the latest Machinery and Technology including for Sequential Blasting. The mined limestone is then crushed through primary and secondary Crusher. The crushed limestone is then transported to the factory on our own Metre Gauge Track.

### **Karikkaliworks**

Limestone Mines are located at about 3 kms. from the factory. The mines are fully mechanized and has also a terminator for mechanized breaking of individual boulders. The Crusher is located at Mines and crushed limestone is transported by long belt conveyors to factory.

### **StackerandReclaimer-Puliyurworks**

The crushed limestone is then sent through the X-Ray Analyser and approved for further process only on meeting quality standards. The raw material is then diverted to the Stacker and Reclaimer, as they form the backbone of the Quality control. The stacked raw material is sent to raw mill storage hopper for further fine grinding and monitored to meet out stringent quality norms

### **Karikkaliworks**

The entire quantity of crushed limestone passes through the online cross belt analysers and is stacked at the pile in the factory. Three numbers of separate stacker-reclaimer are available with truck tippers for proper stacking andreclaiming of corrective raw materials, fuels and additives. Stacker Reclaimers help to achieve high degree of stacking and ensure maximum level of consistency for the input materials to raw mill, coal mill and cement mill.

### **RawMill-PuliyurWorks**

The limestone from the reclaimer is mixed with additive of Bauxite and Iron ore and transported to the vertical roller mill through weigh feeders (which control the additive addition). The operator takes corrective steps on viewing any deviation. The Loesche-German make Vertical roller mill is similar in principle to the Tilting Grinder with Gigantic Roller and operated by the hydraulic system, to give fine blended raw material. From the Loesche mill , the raw material is then taken to two silos to produce variety of cement.

## **Karikkaliworks**

Pre-stacked limestone of stockpile is ground in the VRM along with corrective materials with required ratios are made to produce raw meal and that is stored in Blending cum Storage Silo. There are separate hoppers with weigh feeders for continuous and regulated addition of each raw material. The mix passes through the cross belt analyser which analyze the mix chemistry and solve the mix ratio every minute to have very good consistency in the raw mix.

The finely grounded, blended raw material is sent to a five stage kiln. Kiln is a key process in the manufacture of cement where the calcinations & chemical reaction takes place. Coal fired burner (controlled through latest solid flow feeder) is used to heat the air to 1400o C and is fed from one end of the kiln. The Data Accusation and Control center meticulously monitor the entire process including the temperature.

## **Karikkaliworks**

Raw meal extracted from silo is fed to the kiln where it is sintered at about 1400o C to clinker. This process is called pyroprocessing which consists of a five stage suspension preheaters with precalciner, the kiln and the clinker cooler. Clinker cooler with CIS and CFG for maximum heat recuperation and the cooled clinker is transported to a storage silo.

## **CementMill-Puliyurworks**

The clinker is then ground, depending upon the grade, the additive is added. For all grades of cement 5% gypsum is added to control setting of cement. We use Japanese Technology in fine grinding with Vertical Roller mill from Onode Kobe, Japan, Laser particle size analyser is used to monitor fineness of the cement for yielding very good quality cement.

Finally, grinding is done in OK Vertical Roller Mill for optical particle size distribution and less power consumption with excellent ease of operation for feeding, grinding and classification. To maintain quality of various types/grades of cement, there are separate hoppers with weigh feeders for the addition of fly ash, gypsum, etc. Quality of final product is

monitored and controlled every hour by testing samples in the XRF analyser. Final products are stored in cement silos.

The four automatic packing machines have been installed; together they have the capacity to deliver 4800 tonnes per day of packed cement. These packing equipments are very accurate and any fault can be rectified as each bag is verified before the next is filled. These are also cross-checked by the Electronic weighing scale used to note the load carried by the lorries.

### **Karikkali**

There is 2 nos. of Electronic Rotopacker which automatically packs cement in bags, each with a capacity of 150 tons/hour. Packed cement is loaded into trucks/wagons with automatic loading machines.

Ready Mix, Chettinad is rapidly growing member of Chettinad Cement Corporation, produced by qualified concrete experts from a central batch and mix plant and transport directly to the sites by specially designed transit mixers. The plant is strategically located in Coimbatore with an easily reachable distance for Pollachi, Southern Coimbatore and Palakad. The commitment and attention of the people at Ready Mix is a clear indication to the wide acceptance of its products. Having the inherent advantage of producing high quality cement, Ready mix Chettinad is perfectly placed to suit the applications of customers.

The plant is having 30 Cu.M per hour production capacity having 0.5Cu.M batch capacity with 6 Cu.M of concrete transport by transit Mixer. The plant is completely automated with all sophistication imported from Germany. Concrete grade from M15 to M55 are supplied to the most stringent specifications.

With the present response from the customer for Ready Mix concrete, the company is venturing for six more Ready Mix Concrete plants in and around Karnataka and Tamil Nadu to serve the customers with quality and timely delivery.

Apart from cement, Captive Power Plant of 15MW has been installed at karikkali to meet the power demand for the cement plants.

High efficiency with excellent heat recovery boiler supplied by Thermax is being used to generate steam with latest fluidized bed coal combustion system. The boiler is capable of producing steam at 68 TPH at 510 oC with 87 Kg/cm<sup>2</sup> pressure.

Latest steam turbine with impulse type having three uncontrolled extractions supplied by Toyo Denki Power systems convert the steam to Power by means of new concept of Air cooled condenser is being introduced by eliminating the conventional cooling tower for steam condensing help in reducing 10 times the water consumption as compared to normal systems supplied by GEA -India.

Water treatment plant being most vital for the successful operation of the boiler and Turbine is having latest Reverse Osmosis plant to get boiler quality water.

Entire power plant is operated through Distributed Control systems with variable frequency drives with advanced instrumentation

**LIST OF AWARDS RECEIVED BY CHETTINAD CEMENT**

Sl. No.	AWARDS	YEAR
1	<b>National Safety Award</b> (for outstanding performance in Industrial Safety in achieving lowest frequency rate in Industry) Runners up Highest % reduction in frequency rate	1976 1977
2	<b>Merit Awards</b> from Regional Directorate of Workers Education	1982 1985
3	<b>Tamil Nadu Film Arts Association, Chennai Shield</b>	1978
4	<b>National Productivity Award</b> (Best Productivity Performance in Cement Industry issued by NPC) Second Best Best Best Second Best	1985 - 86 1986 - 87 1995 - 96 1996 - 97
5	<b>National Safety Award (Mines)</b> -(for lowest injury frequency rate Metal Mines Mechanised Open Cast). Longest Accident Free Period. Best performance of the year.	1986 1986 1989
6	<b>Conservationist of the year</b> (for outstanding progress in the field of Conservation of Energy, Metal Components & Machinery)	1987
7	<b>NCBM National Awards</b> (Improvement in Energy Performance). Second Best Best Best	1994 - 95 1995 - 96 1998 - 99
8	<b>TNEB Energy Conservation Award</b> - (One among the 15 Energy Efficient H.T. Industries of 2000 KVA)	1998-99
9	<b>NCBM National Award</b> Second Best for Energy Efficiency Performance	1998-99

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#### **1.4 STATEMENT OF THE PROBLEM:**

Chettinad cement has only low market share in India, the reason for this being the customer loyalty towards Chettinad is less. This study tries to find out the factors influencing the customer loyalty and the relationship between the factors and customer loyalty.

#### **1.5 OBJECTIVE OF THE STUDY**

##### **Primary objective:**

To study the factors influencing B2B customer loyalty with reference to CHETTINAD CEMENT.

##### **Secondary objective:**

1. To identify the subsets of customer loyalty viz customer satisfaction, perceived quality employee expectations and preference which influences loyalty .
2. To gather information on various expectations of B2B customers and their relative influence brand loyalty
3. To suggest interpretation to augment the level of loyalty towards B2B customers

**CHAPTER II**  
**REVIEW OF LITERATURE**

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## CHAPTER-II

### LITERATURE REVIEW

**Mr. Golrou Abdollahi** done a project on “**Creating a model for customer Loyalty in Branding Industry of Iran**”: The researcher collected primary data from around 450 respondents. He analyzed and find the relationship between the factors by using SPSS software. Overall objective of the study is to create a model for customer loyalty in banking industry. He identified customer satisfaction, perceived quality, switching cost, choosing ability and habit as the factors influencing the customer loyalty.

**Mr. Venkatramanan(2000)** done a project on “**The Impact of customer Relationship Management on Customer Loyalty: The Moderating Role of web site characteristics**”. This article consists of two main parts. First a conceptual model explaining the theoretical link between CRM and customer loyalty will be presented and explored. The impact of web site characteristics on the link between CRM and customer loyalty will also be explained. The second part of this article will explain the results of an empirical study conducted to test the imp act of web site characteristics on the link between business-to-business relationships management and customer loyalty in the IT.

**Mr. K. Narayanan** has done a project on “**A study of customer loyalty in retail stores**” the article analyze the factors which make the customers loyal to the retail stores. The findings show that the main factor for the customers to be loyal is customer satisfaction and habit. If a retail store didn't meet their expectations they will switch over to another store.

**Berry and Parasuraman's (1991)** done a project on “**A study on customer bond in banking industry**”. According to them conception of customers-seller bond has three levels: level 1 – Financial bond, which refers to a bond that is tied by price; level 2 social bond, which refers to a bond that is formed upon a friendship between a customer and service staff; and level 3 – structural bond, which refers to a bond that is formed as a result of joint investment by both the seller and the buyer. They analyze the customer bond.

**CHAPTER III**  
**RESEARCH METHODOLOGY**

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## **CHAPTER-III**

### **RESEARCH METHODOLOGY**

#### **3.1. TYPE OF RESEARCH:**

The type of research carried out for this purpose is DESCRIPTIVE in nature. Descriptive Research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. In Business research we quite often use the term EX POSTO FACTO research for descriptive research studies.

#### **3.2 SOURCES OF DATA:**

##### **Data collection methods:**

There are two methods of collection such as:

- Primary Data collection
- Secondary Data collection

##### **Primary Data collection:**

Primary Data collection is where the data is collected for the first time, it is also known as fresh data, data which are original in character. In this research, questionnaires were used to collect first hand information from the customers. Primary data sources for the study are the users of cement . The users are interviewed by personal interview method.

### **3.3 TIME PERIOD COVERED:**

The time period covered for the data collection is 4 weeks

#### **Research Instrument:**

#### **Questionnaires:**

The questionnaire is the common instrument used in collection of primary data. Broadly speaking a questionnaire consists of set of questions presented to respondents of his/her answers. Keeping the objectives in mind a questionnaire was framed. Before being administrated on a large scale was given to the respondents.

### **3.4 POPULATION AND SAMPLE SIZE**

#### **Sampling Size: 80**

An important decision that has to be taken in adopting a sampling technique is about the size of the sample. Size of the sample means the number of sampling units selected from the population for investigation sample size answers "How many customers should be surveyed.

In this research, the sampling size is **80 members of cement users.**

### **3.5 SAMPLING TECHNIQUE:**

The sampling technique used for the study was convenience sampling method, the sample is chosen on the basis of the researcher's convenience and the responder's convenience.

### **3.6 STATISTICAL TOOLS USED:**

The data connected can be analyzed with various methods used for the data analysis.

The statistical tool used for the analysis is:

1. Chi-square test
2. Percentage Analysis
3. Weighted average method

### **3.7 LIMITATIONS OF THE STUDY**

- The study is limited only in Trichy zone. So, the result may not be applicable to other geographical regions.
- The study is conducted within a short span of time.
- The study includes very less sample so the conclusion drawn cannot be widely applied.
- The study not being in the vernacular language of the respondent was a limitation since this may lead to bias in the response.

**CHAPTER IV**  
**ANALYSIS AND INTERPRETATION**

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## **CHAPTER- IV**

### **DATA ANALYSIS AND INTERPRETATION**

Data collection can become socially useful when that is properly classified and interpreted. Interpretation is, thus not only necessary but also is an essential task. Data can of course be classified in different ways. Unless that is done, there can be no utility of the data collected by the field investigator. In this chapter, the researcher presents the collected data for analysis and interpretation. The data are presented in the form of tables and diagrams leading to interpretation and appropriate conclusions. Interpretation of data provides knowledge about the problem and the subject under study.

## 4.1 PERCENTAGE ANALYSIS

TABLE.NO:4.1

Age group of the respondents

Particulars	No.Of.Respondents	Percentage of the respondents
Below 29	5	6.3
30-35	25	31.3
36-40	15	18.8
Above 41	35	43.8
<b>Total</b>	<b>80</b>	<b>100</b>

### Interpretation:

From the table 4.1 it is inferred that 43.8 % respondents fall under the age group of above 41 years, 31.3% respondents fall between the age group of 30-35 years, 18.8 % respondents fall between the age group of 36-40years, 6.3% respondents fall under the age group of below 29years.

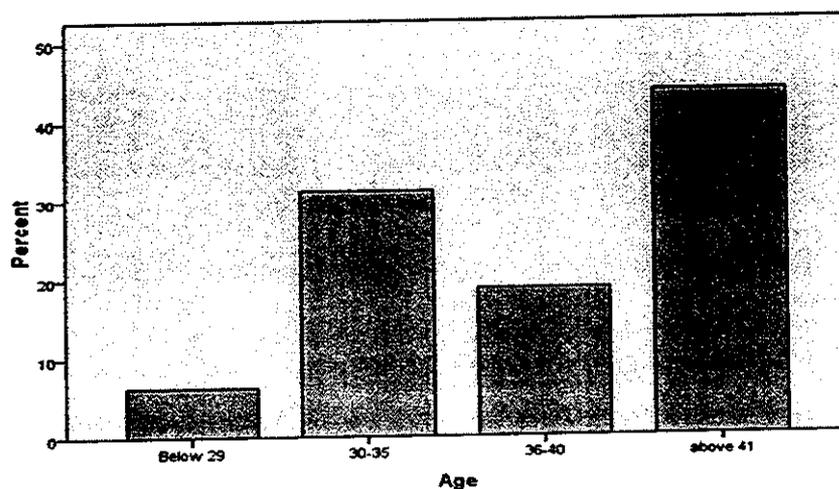


Chart 4.1

TABLE.NO:4.2

## Income level of the respondents

Particulars	No.Of.Respondents	Percentage of the respondents
Below 10000	-	-
10001-15000	29	36.3
15001-25000	24	30.0
Above 25000	27	33.8
<b>Total</b>	<b>80</b>	<b>100</b>

**Interpretation:**

This table 4.2 shows that the customers who have income level below 10000 are nil, which implies that the cost of Chettinad cement is little hike for them to prefer that.

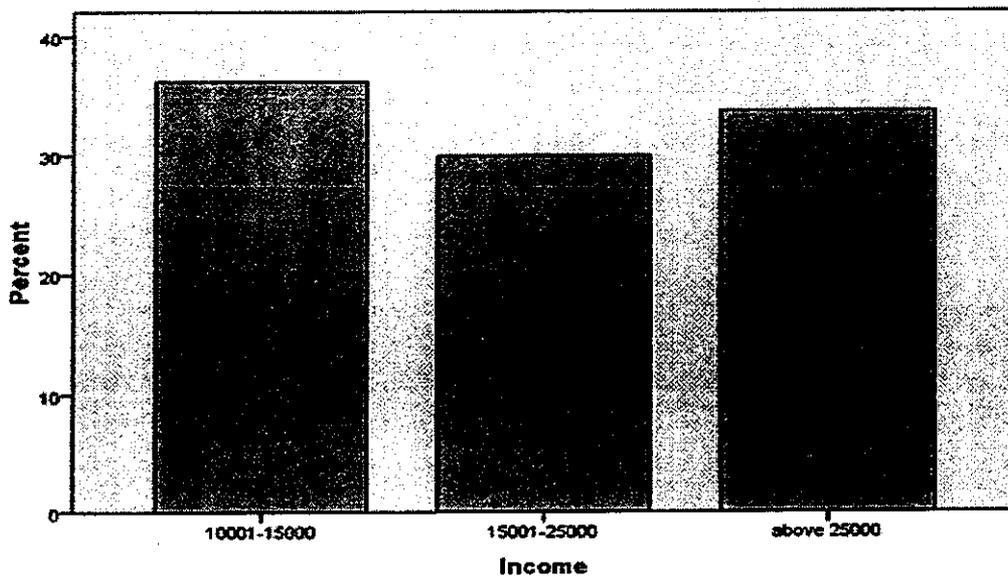


Chart 4.2

TABLE.NO:4.3

## Occupation of the respondents

Particulars	No.Of.Respondents	Percentage of the respondents
No Formal	8	10.0
Schooling	13	16.3
UG	18	22.5
PG	20	25.0
Professional	21	26.3
<b>Total</b>	<b>80</b>	<b>100</b>

**Interpretation:**

From the table 4.3 it is inferred that 26.3% respondents are professional,25.0% respondents are post graduate,22.5% respondents are Under graduate,16.3 respondents finished their schooling,10.0% respondents are literate.

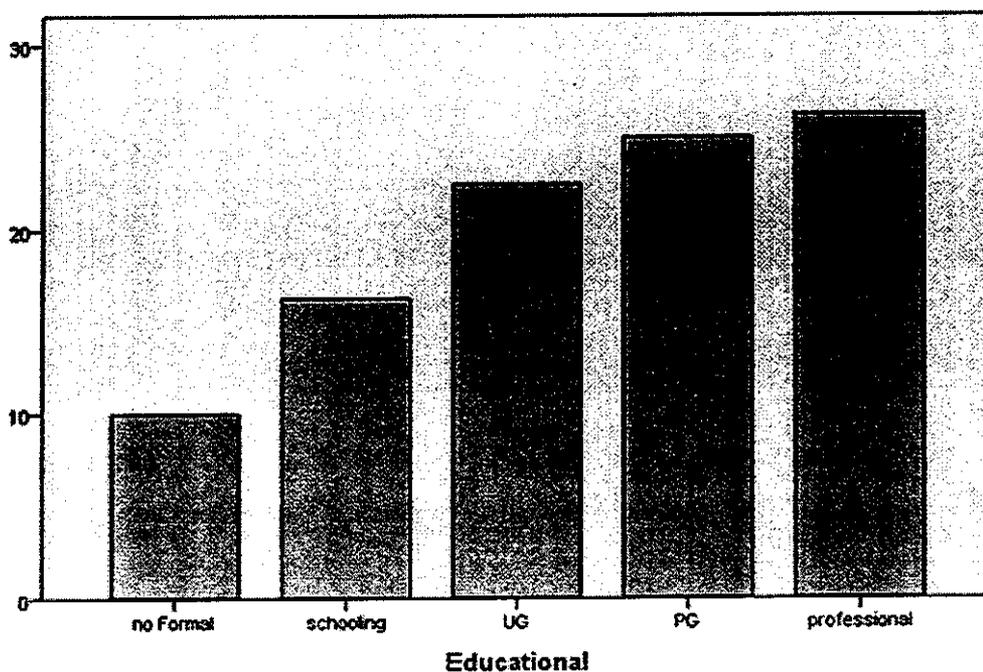


Chart 4.3

TABLE.NO:4.4

## Periods of usage of the respondents

Particulars	No.Of.Respondents	Percentage of the respondents
Below 5	36	45.0
5-15	39	48.8
16-25	5	6.3
<b>Total</b>	<b>80</b>	<b>100</b>

**Interpretation:**

From the table 4.4 it is inferred that 48.8% Respondents have been using Chettinad cement around 5-15years, Which shows that new comers are using Chettinad cements in greater extent.

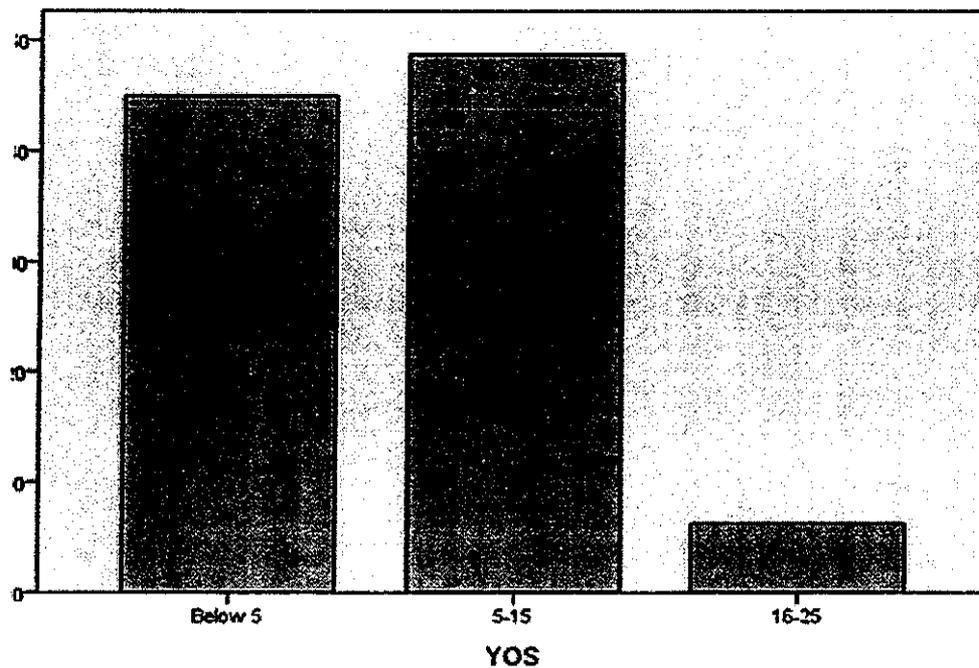


Chart 4.4

TABLE.NO:4.5

Product variety and Features		
Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	5	6.2
little extent	4	5.0
normal	15	18.8
great extent	49	61.2
very great extent	7	8.8
Total	80	100.0

**Interpretation:**

From the table 4.5 it is inferred that 61.2% of Respondents like the product variety and features in great extent and only 5.0% of Respondents like little extent.

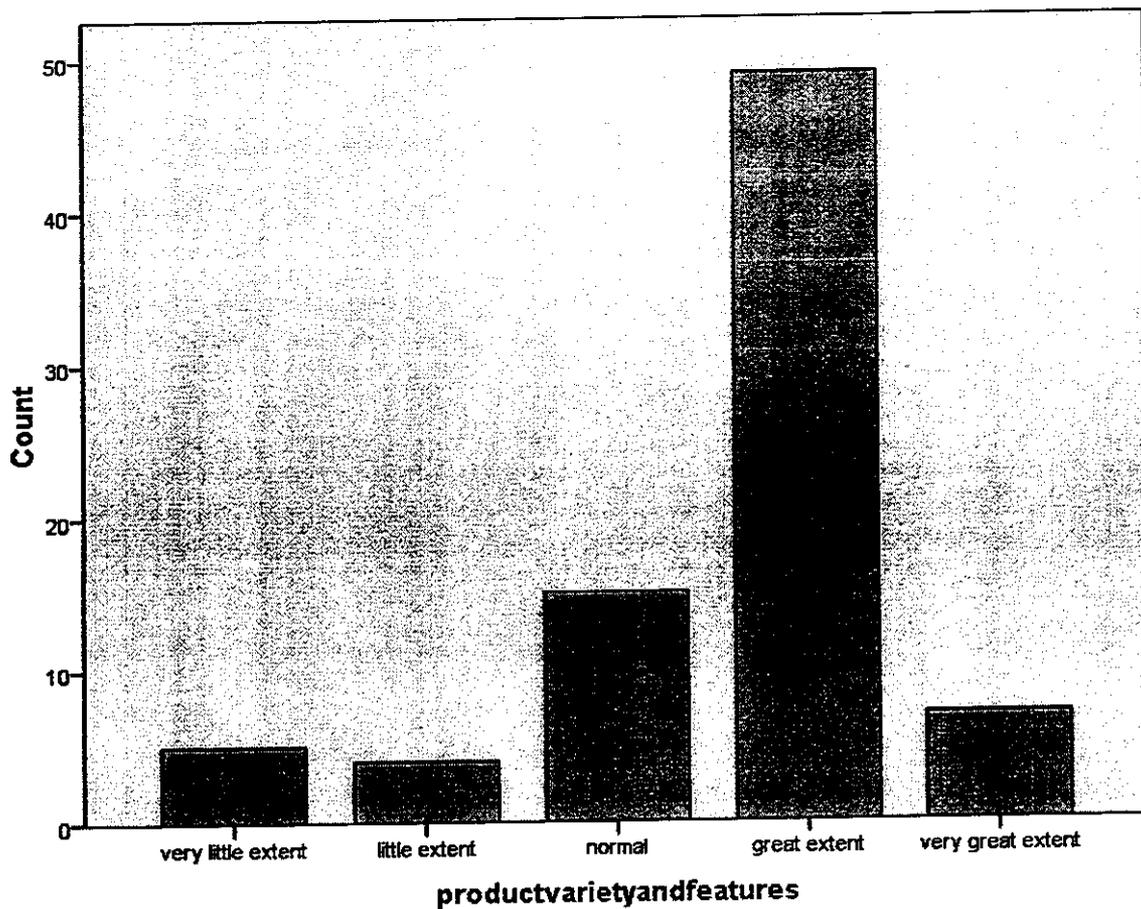


Chart 4.5

TABLE.NO.4.6

Expectations of product quality		
Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	3	3.8
little extent	8	10.0
normal	15	18.8
great extent	46	57.5
very great extent	8	10.0
Total	80	100.0

**Interpretation:**

From the table 4.6 it is inferred that 57.5 % of Respondents choose great extent that the quality of Chettinad cement meet their expectations and only 3.8% of respondents choose very little expectations.

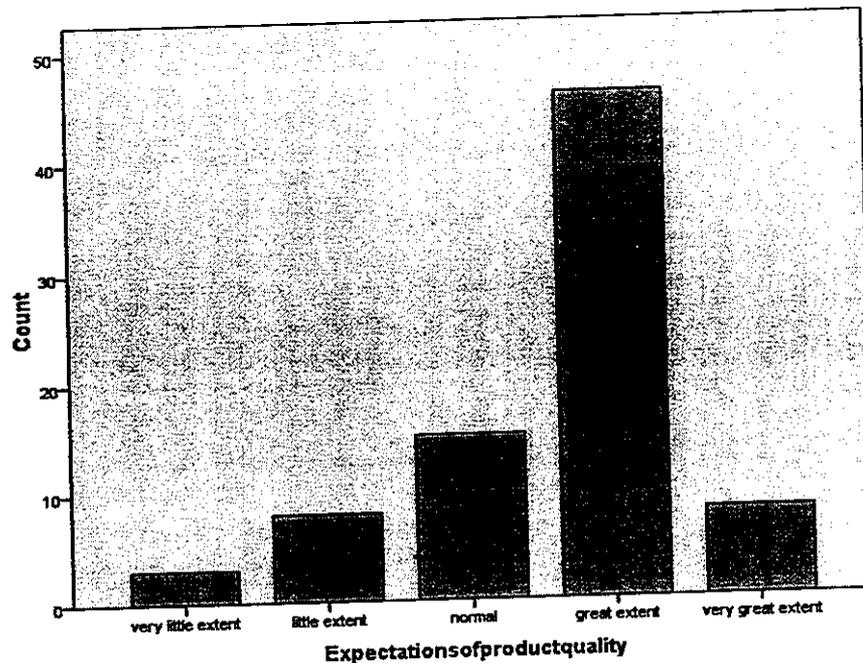


Chart 4.6

TABLE.NO: 4.7

Advance Technology in the product		
Particulars	No.Of.Respondents	Percentage of the respondents
little extent	10	12.5
normal	8	10.0
great extent	13	16.2
very great extent	49	61.2
Total	80	100.0

**Interpretation:**

From the table 4.7 it is inferred that 61.2% of Respondents choose very great extent that they need advanced technology in Chettinad cements and only 12.5% of respondents choose little extent for using advanced technology .

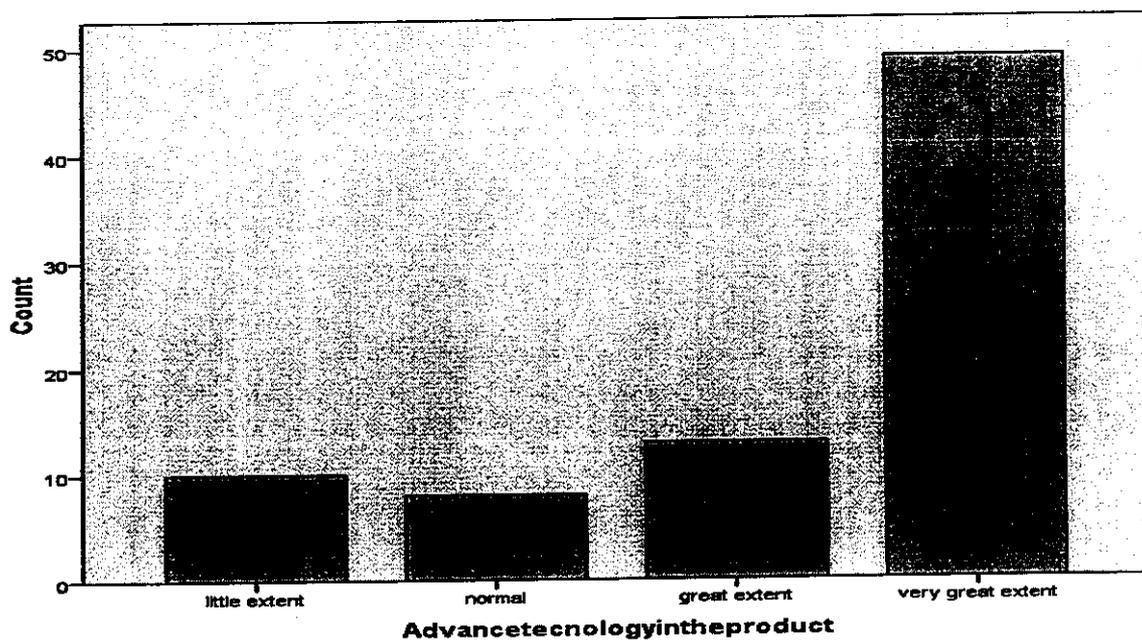


Chart 4.7

TABLE.NO:4.8

Product comparison		
Particulars	No.Of.Respondents	Percentage of the respondents
little extent	12	15.0
normal	8	10.0
great extent	17	21.2
very great extent	43	53.8
Total	80	100.0

**Interpretation:**

From the table 4.8 it is inferred that 53.8% of Respondents choose very great extent that they compare product of Chettinad cements with their competitors and 15.0% of respondents choose little extent that their comparison level is low.

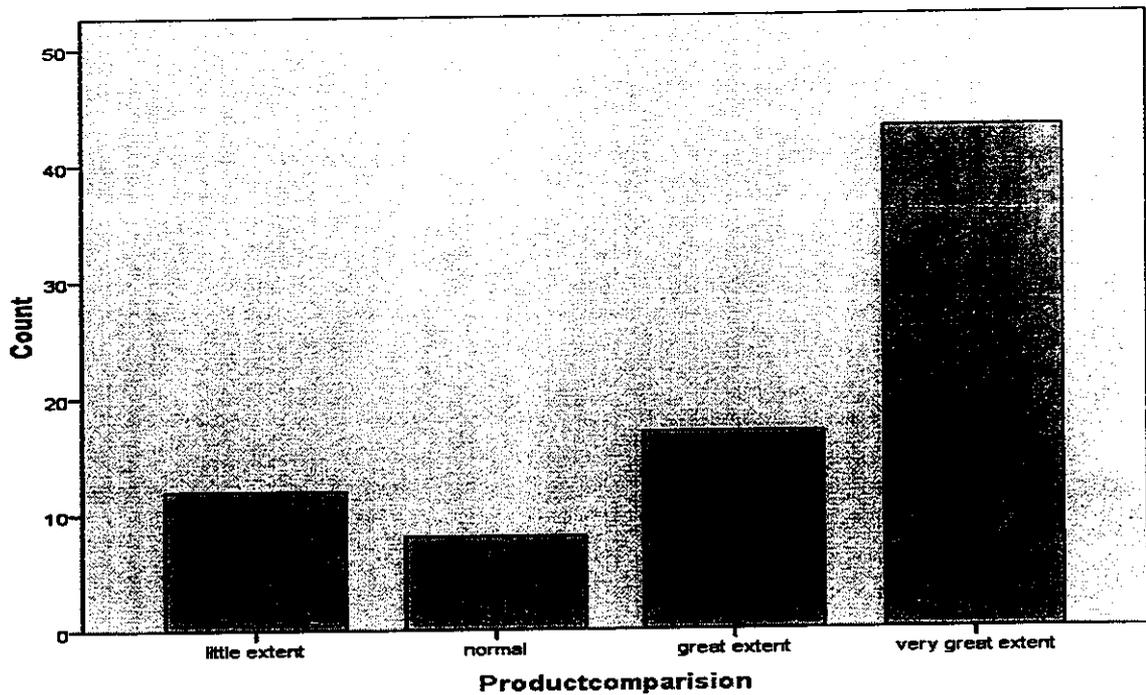


Chart 4.8

TABLE.NO:4.9

Product quality		
Particulars	No.Of.Respondents	Percentage of the respondents
little extent	10	12.5
normal	10	12.5
great extent	13	16.2
very great extent	47	58.8
Total	80	100.0

**Interpretation:**

From the table 4.9 it is inferred that 58.8% of Respondents choose very great extent that they will be loyal to the brand if the quality meet their expectations and 12.5% of respondents choose little extent that eventhough the quality is good their loyalty towards that brand can change.

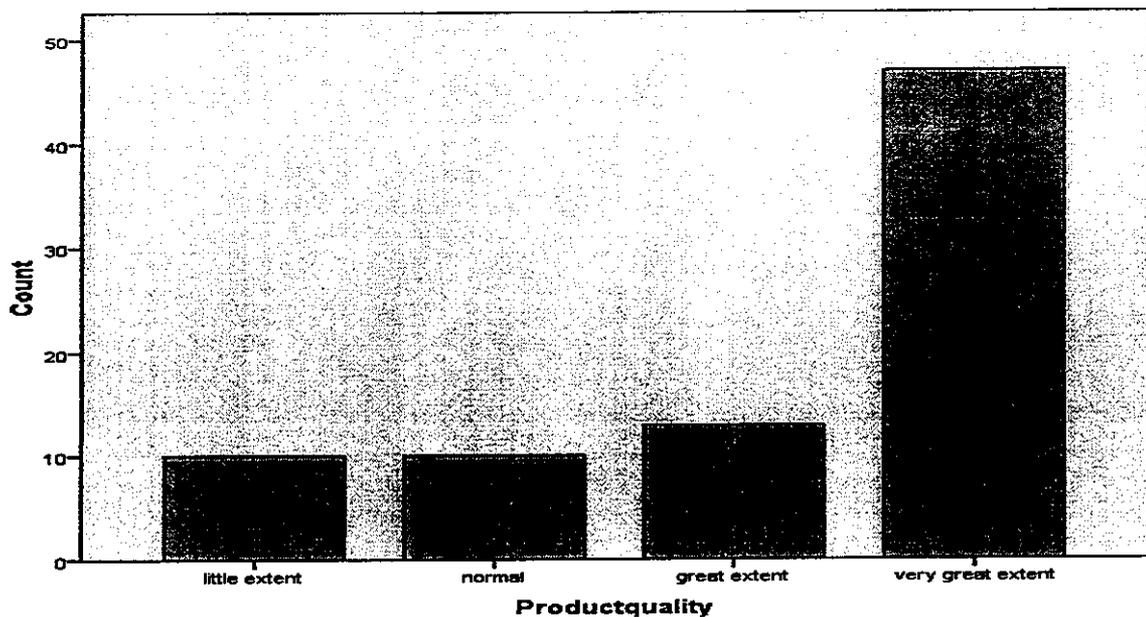


Chart 4.9

TABLE.NO:4.10

Product meets the Expectations		
Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	5	6.2
little extent	5	6.2
normal	16	20.0
great extent	48	60.0
very great extent	6	7.5
Total	80	100.0

**Interpretation:**

From the table 4.10 it is inferred that 60.0% of Respondents choose great extent that Chettinad cements meet their expectations whereas only 6.2% of respondents choose little extent that Chettinad cements meet their expectations is low.

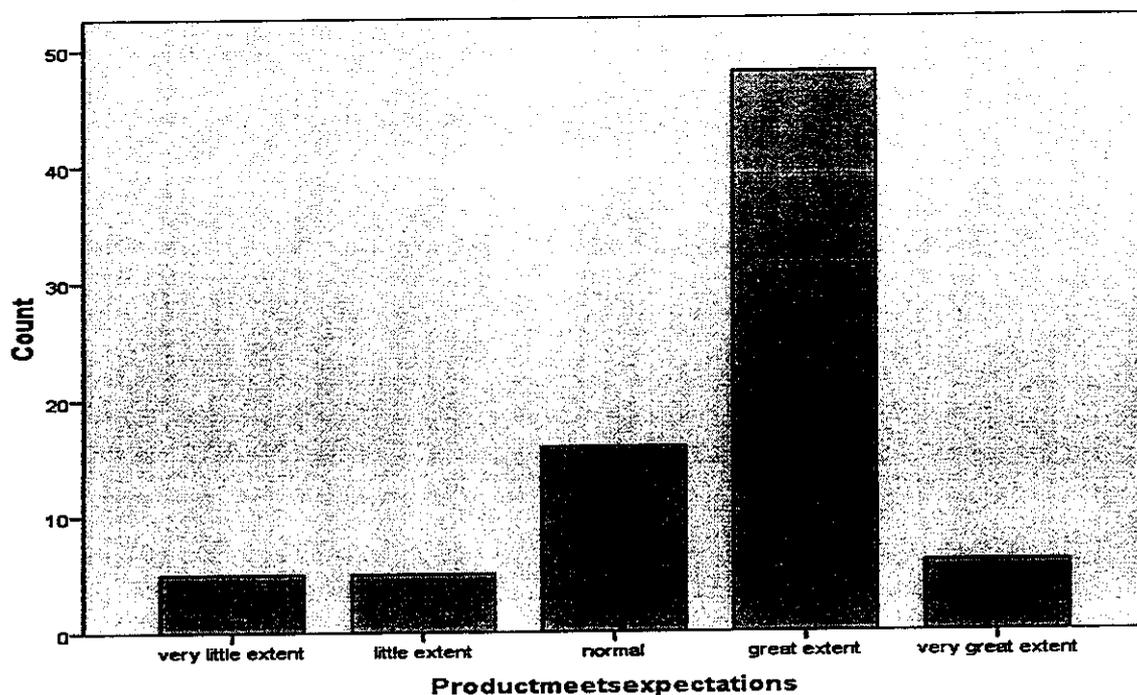


Chart 4.10

TABLE.NO: 4.11

Expectation of Ideal Product		
Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	5	6.2
little extent	6	7.5
normal	16	20.0
great extent	41	51.2
very great extent	12	15.0
Total	80	100.0

**Interpretation:**

From the table 4.11 it is inferred that 51.2% of Respondents choose great extent that their product they use are up to their ideal product and 6.2% of respondents choose very little extent.

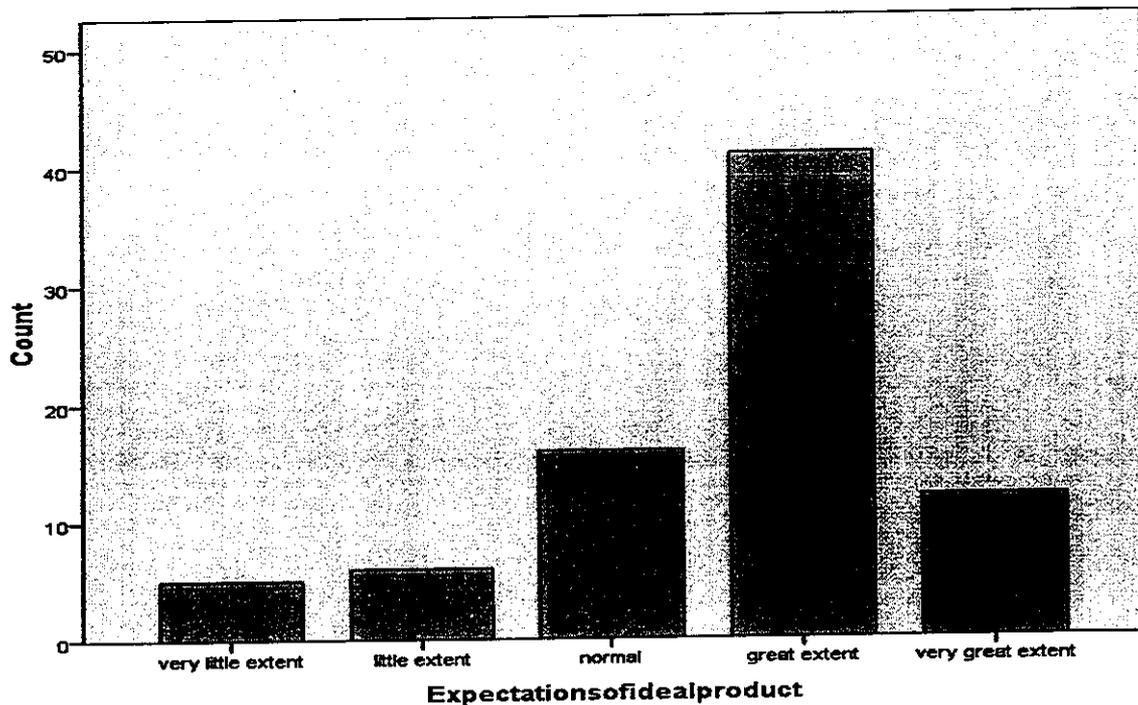


Chart 4.11

TABLE.NO: 4.12

## Switch to other Brand

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	2	2.5
little extent	11	13.8
Normal	48	60.0
great extent	13	16.2
very great extent	6	7.5
Total	80	100.0

## Interpretation:

From the table 4.12 it is inferred that 60.0% of Respondents choose normal for switching to another brand and only 2.5% of respondents choose very little extent

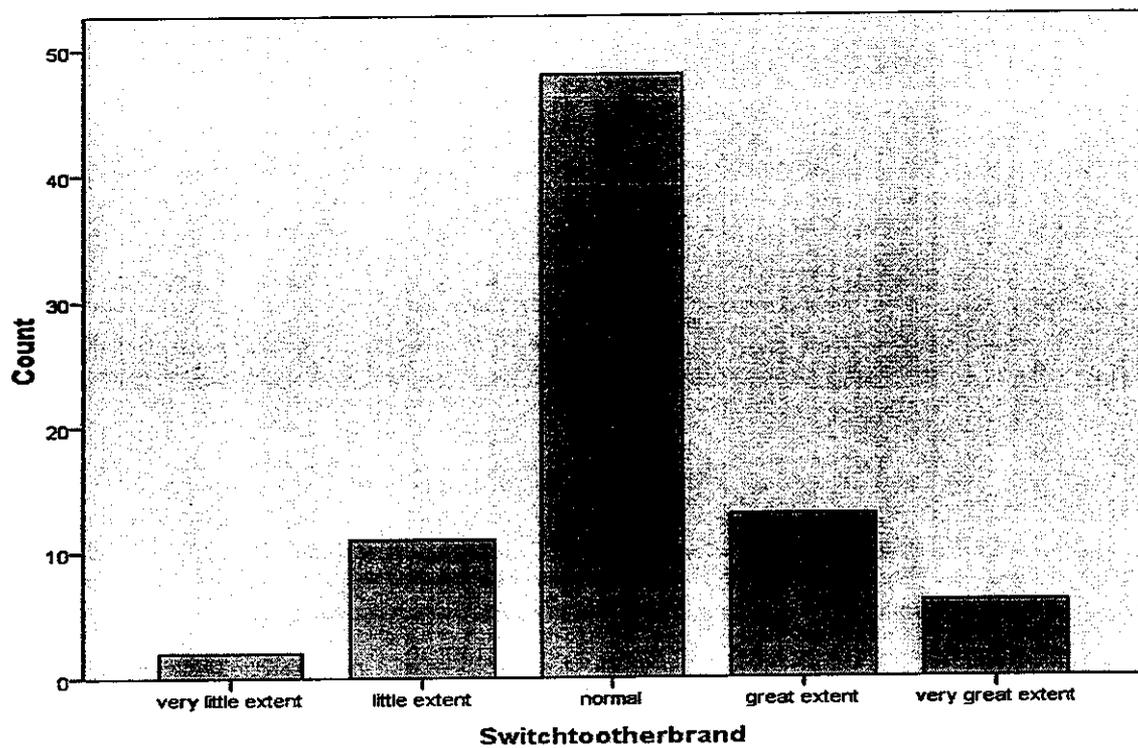


Chart 4.12

TABLE.NO: 4.13

## Product satisfaction

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	5	6.2
little extent	4	5.0
normal	17	21.2
great extent	41	51.2
very great extent	13	16.2
Total	80	100.0

## Interpretation:

From the table 4.13 it is inferred that 51.2% of Respondents choose great extent that they are satisfied with Chettinad products whereas 6.2% of respondents denoted very little extent..

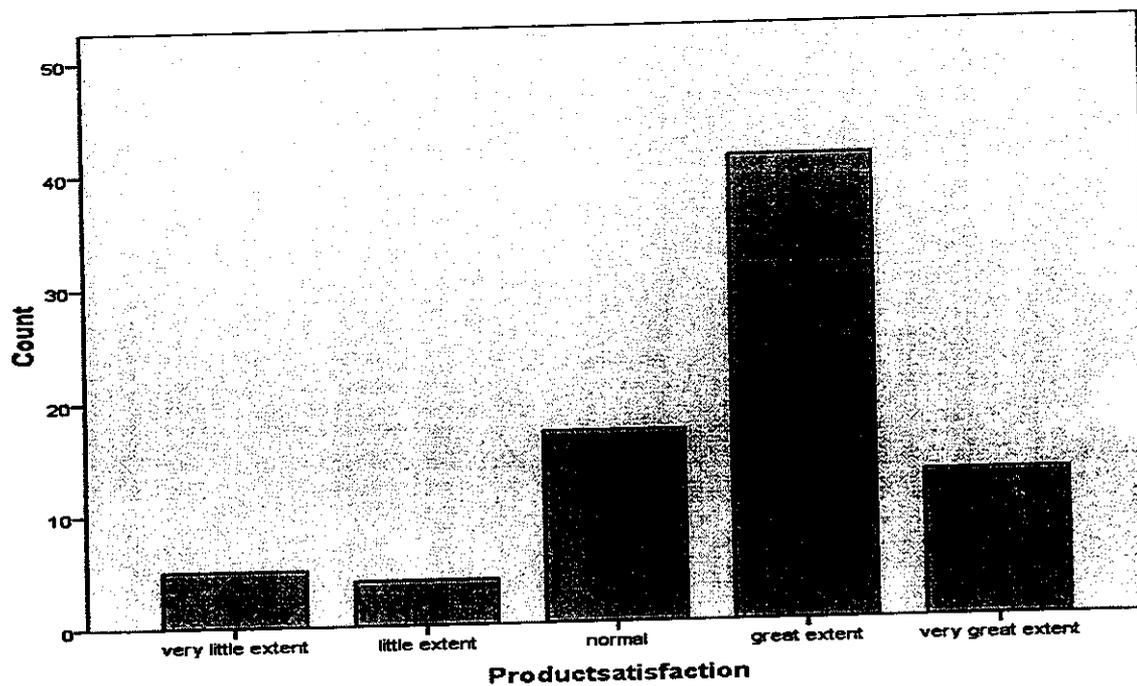


Chart 4.13

TABLE.NO: 4.14

## Loyalty to the Brand

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	5	6.2
little extent	5	6.2
normal	17	21.2
great extent	38	47.5
very great extent	15	18.8
Total	80	100.0

**Interpretation:**

From the table 4.14 it is inferred that 47.5% of Respondents choose great extent that if the satisfied with the product they will be loyal to that brand and 6.2% respondents denoted very little extent.

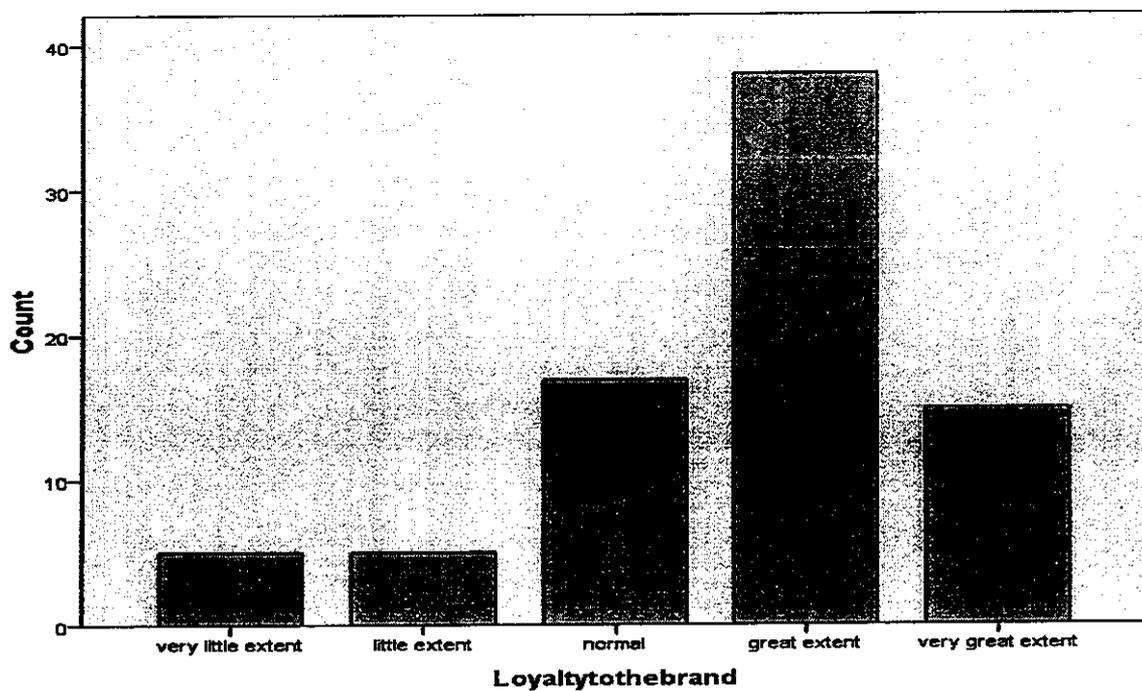


Chart 4.14

TABLE.NO: 4.15

## Reluctant to change

Particulars	No.Of.Respondents	Percentage of the respondents
little extent	50	62.5
normal	15	18.8
great extent	8	10.0
very great extent	7	8.8
Total	80	100.0

**Interpretation:**

From the table 4.15 it is inferred that 62.5% of Respondents choose little extent that reluctant to change from Chettinad cements is less whereas 8.8% of respondents choose very great extent that they change from Chettinad cements.

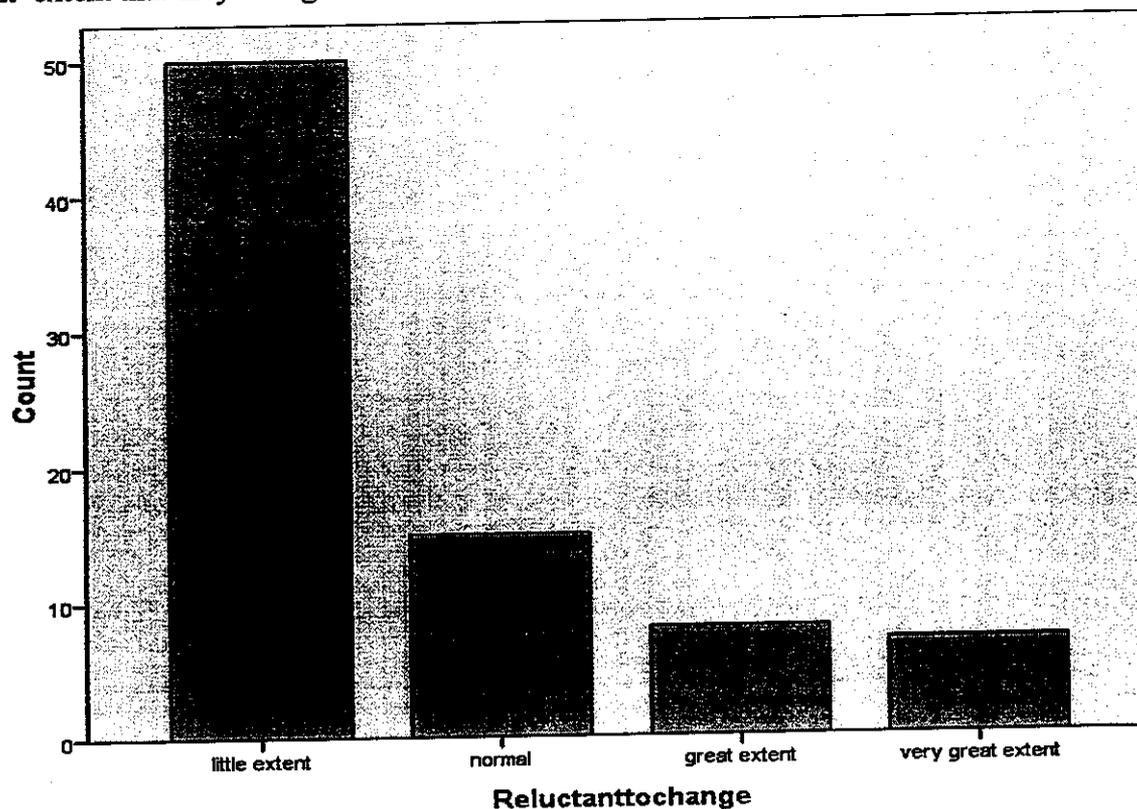


Chart 4.15

TABLE.NO: 4.16

### Changing to the Brand

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	7	8.8
little extent	7	8.8
Normal	17	21.2
great extent	44	55.0
very great extent	5	6.2
Total	80	100.0

**Interpretation:**

From the table 4.16 it is inferred that 55.0% of Respondents choose great extent that changing of brand requires more effort and only 8.8% of respondents choose very little extent that no much effort is needed for changing.

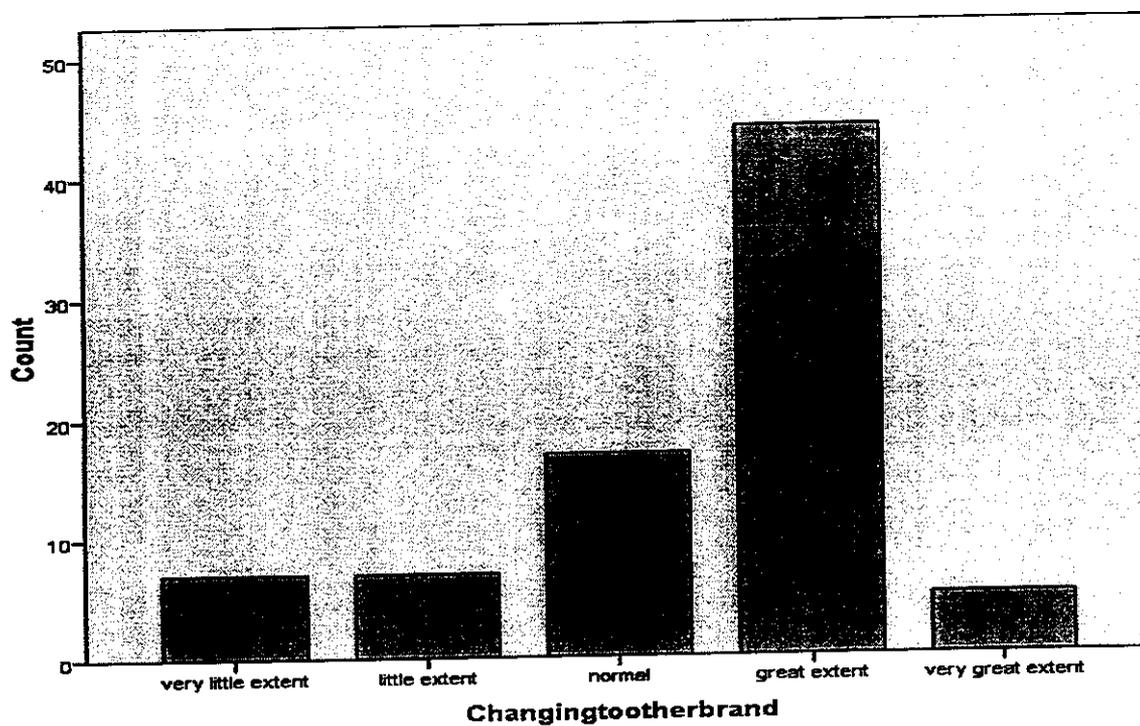


Chart 4.16

TABLE.NO: 4.17

## Change Acceptance

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	5	6.2
little extent	5	6.2
normal	17	21.2
great extent	47	58.8
very great extent	6	7.5
Total	80	100.0

**Interpretation:**

From the table 4.17 it is inferred that 58.8% of Respondents choose great extent that changing of brand involves risk and the satisfaction level will be low and 6.2% of respondents choose very little extent that the risk level and non satisfaction level will be low.

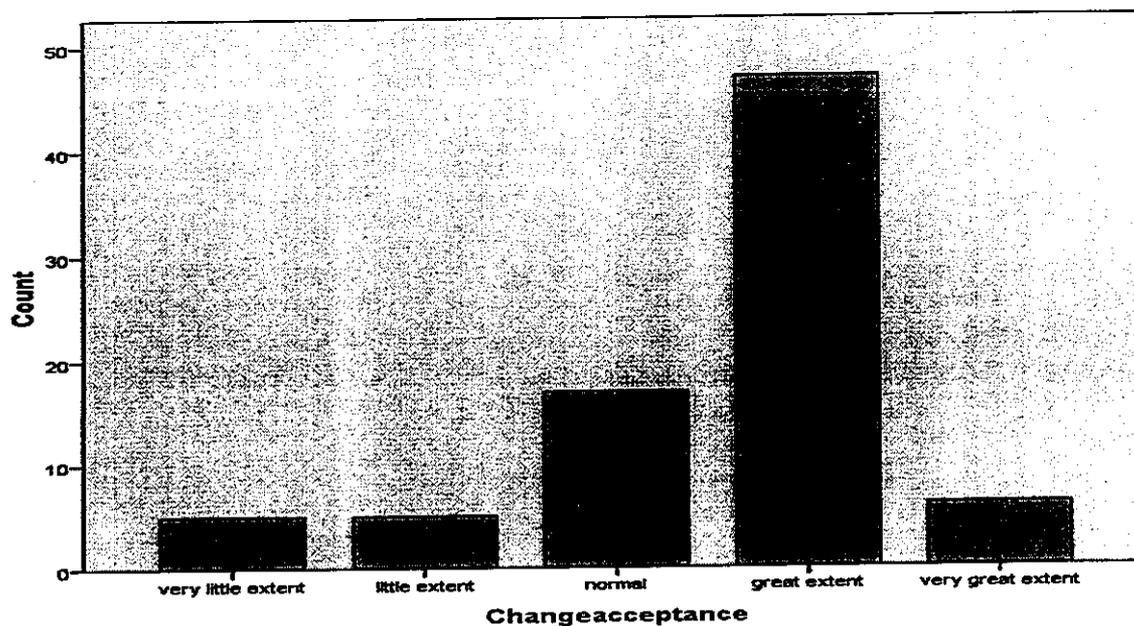


Chart 4.17

TABLE.NO: 4.18

## Loyalty to Chettinad cements

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	2	2.5
little extent	14	17.5
Normal	43	53.8
great extent	14	17.5
very great extent	7	8.8
Total	80	100.0

From the table 4.18 it is inferred that 53.8% of Respondents choose great extent that changing of brand involves risk and the satisfaction level will be low and 6.2% of respondents choose very little extent that the risk level and non satisfaction level will be low. low.

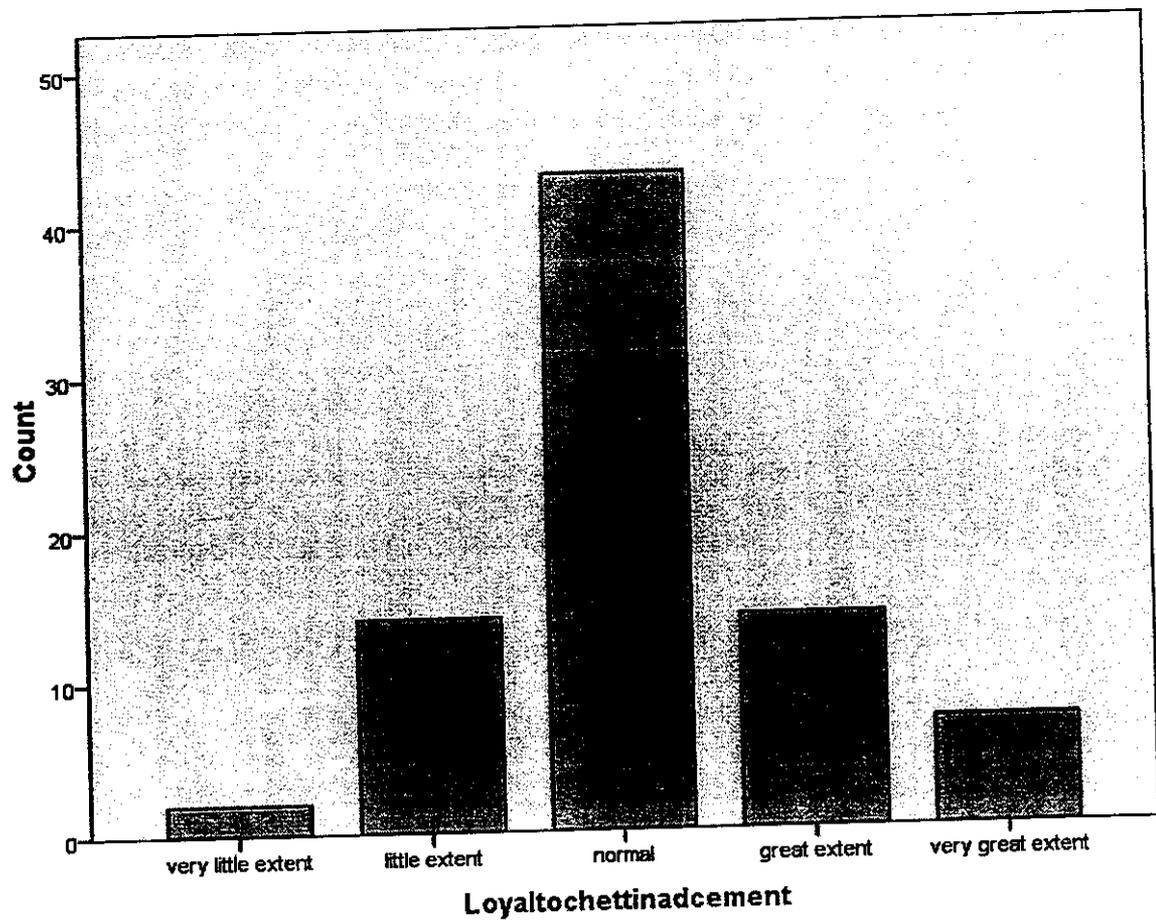


Chart 4.18

TABLE.NO: 4.19

### Brand Considerations

Particulars	No.Of.Respondents	Percentage of the respondents
little extent	11	13.8
Normal	9	11.2
great extent	14	17.5
very great extent	46	57.5
Total	80	100.0

#### Interpretation:

From the table 4.19 it is inferred that 57.5% of Respondents choose very great extent that they will consider both advantage and disadvantage of Chettinad cements whereas 13.8% of respondents choose little extent that their consideration before using will be low

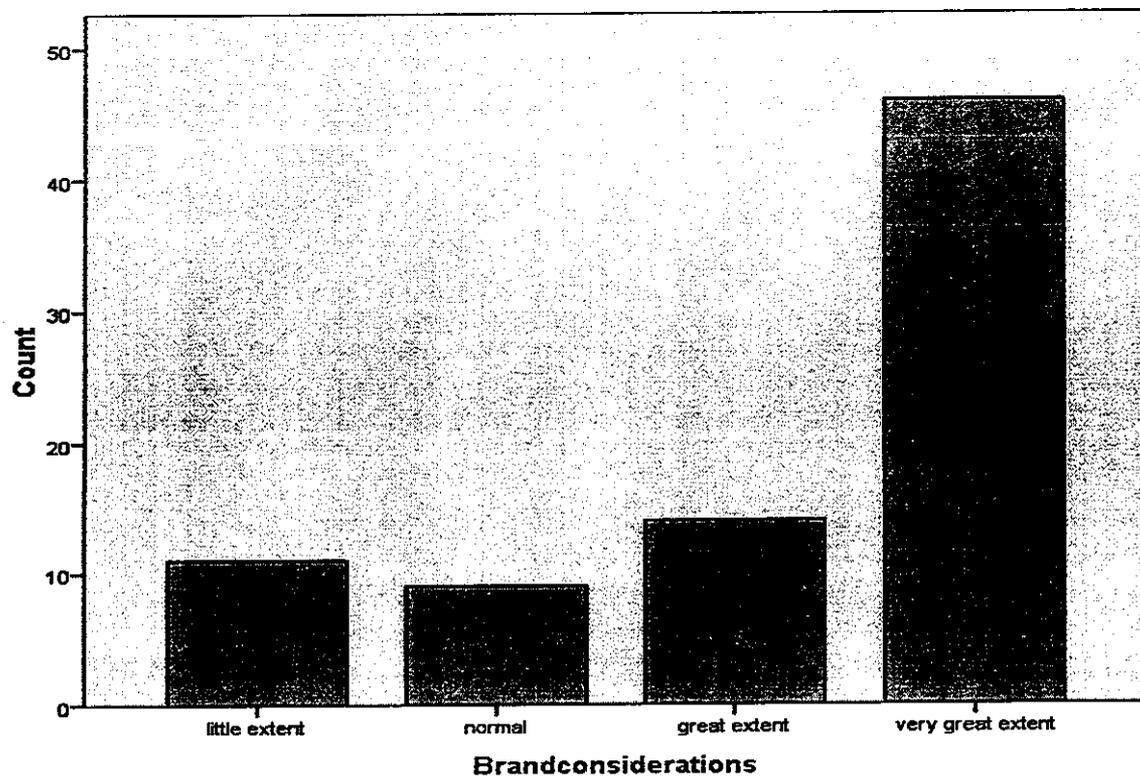


Chart 4.19

TABLE.NO: 4.20

## First time selection

Particulars	No.Of.Respondents	Percentage of the respondents
little extent	12	15.0
normal	8	10.0
great extent	16	20.0
very great extent	44	55.0
Total	80	100.0

## Interpretation:

From the table 4.20 it is inferred that 55.0% of Respondents choose very great extent that the decisions that are made at first time is important and 15.0% of respondents denoted that as less important..

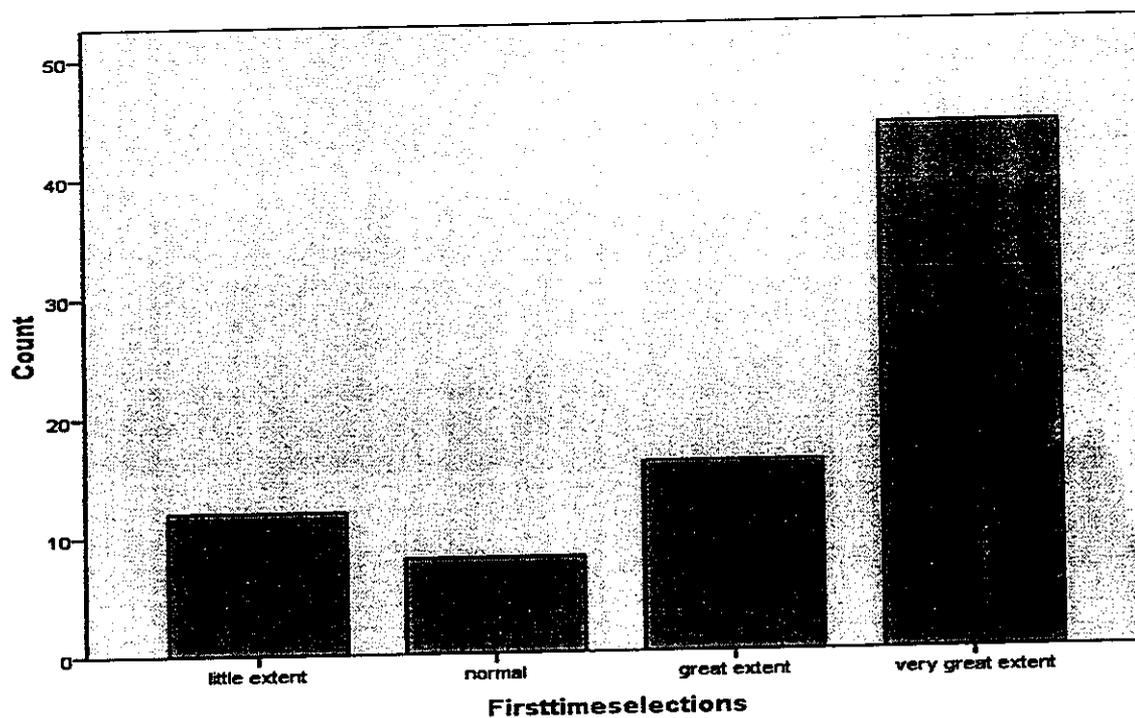


Chart 4.20

TABLE.NO:4.21

## Choose Product at first time

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	3	3.8
little extent	11	13.8
normal	44	55.0
great extent	15	18.8
very great extent	7	8.8
Total	80	100.0

**Interpretation:**

From the table 4.21 it is inferred that 55.0% of Respondents choose normal that to be a loyal customer only because of choosing it at first time whereas 3.8% choose very little extent for this.

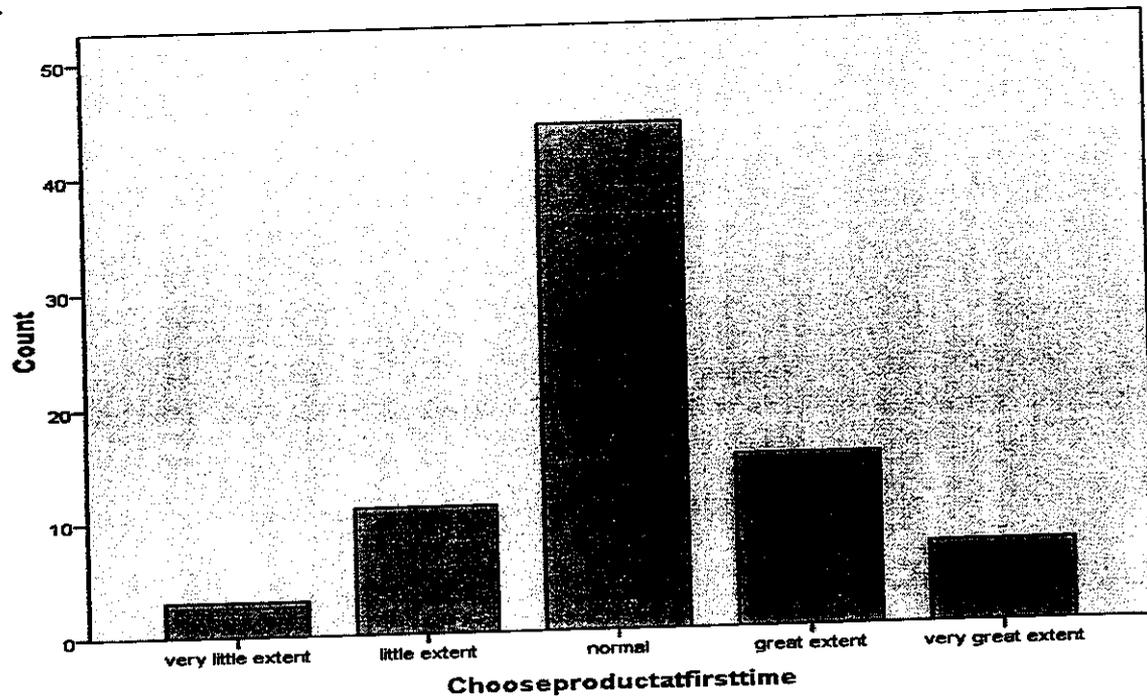


Chart 4.21

TABLE.NO:4.22

## Store is near to office

Particulars	No.Of.Respondents	Percentage of the respondents
little extent	42	52.5
Normal	18	22.5
great extent	12	15.0
very great extent	8	10.0
Total	80	100.0

**Interpretation:**

From the table 4.22 it is inferred that 52.5% of Respondents choose little extent that Chettinad cements meet their expectations whereas only 6.2% of respondents choose little extent that Chettinad cements meet their expectations is low.

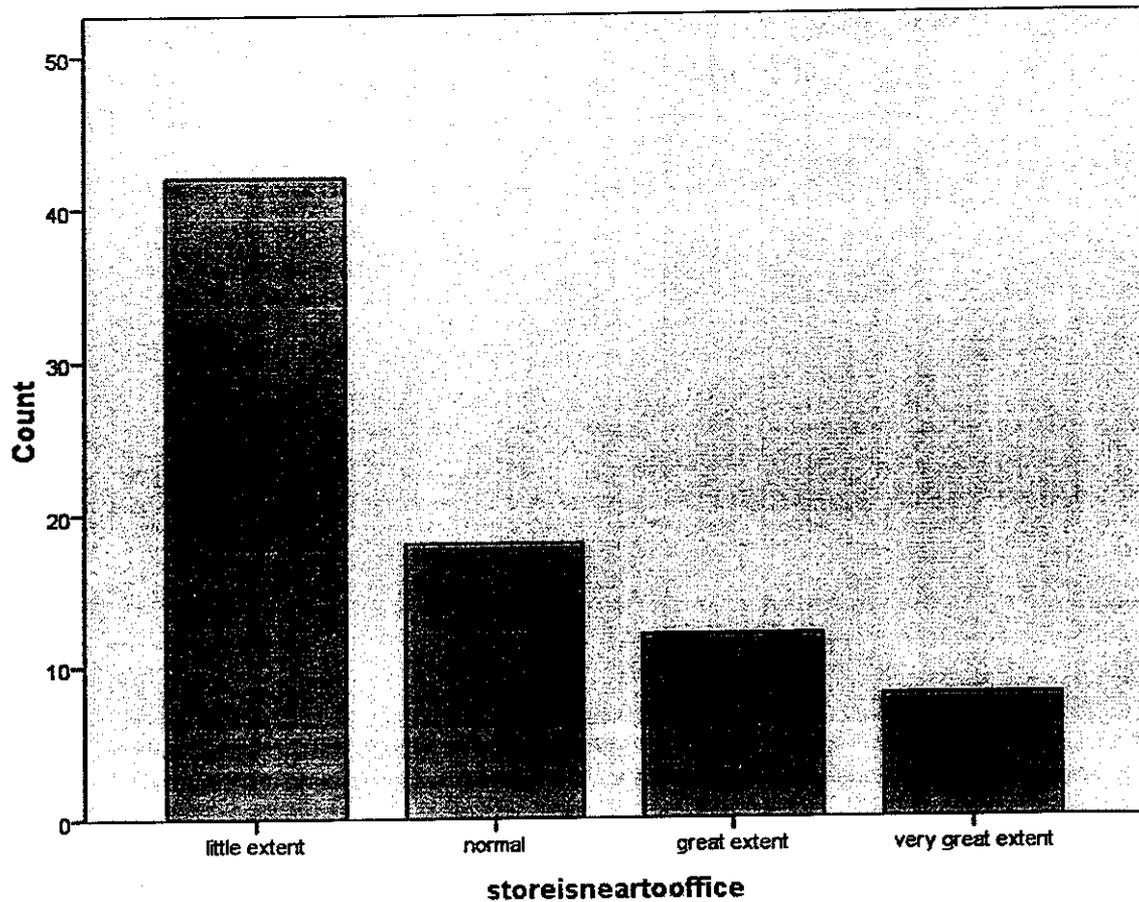


Chart 4.22

TABLE.NO:4.23

## Usage of friends and family members

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	6	7.5
little extent	6	7.5
normal	19	23.8
great extent	44	55.0
very great extent	5	6.2
Total	80	100.0

**Interpretation:**

From the table 4.23 it is inferred that 55% of Respondents choose great extent that friends and family members uses Chettinad cement and whereas only 6.2% of respondents use this product to very great extent.

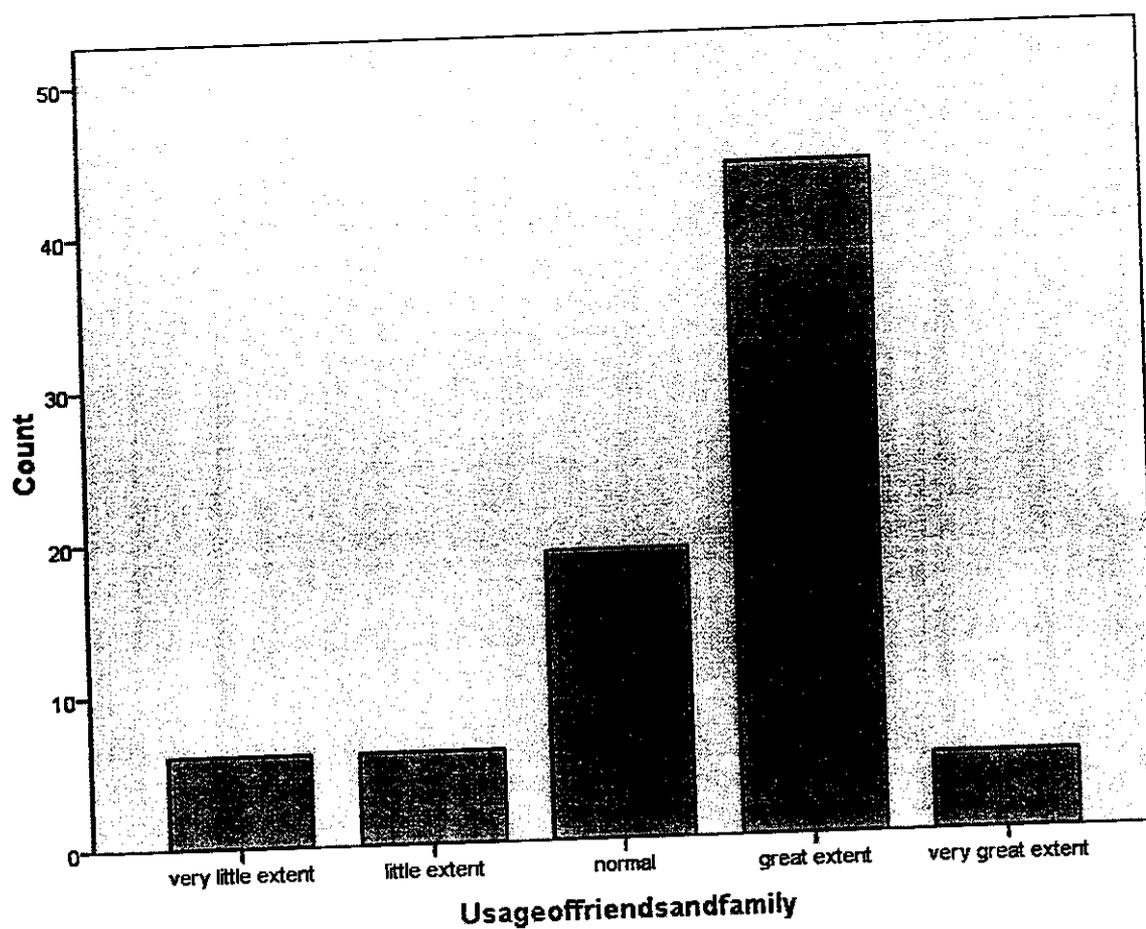


Chart 4.23

TABLE.NO:4.24

## Friends Recommendations

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	6	7.5
little extent	6	7.5
normal	19	23.8
great extent	39	48.8
very great extent	10	12.5
Total	80	100.0

**Interpretation:**

From the table 4.24 it is inferred that 48.8% of Respondents choose greatly extent that the product is to be recommended for friends and 7.5% of respondents are very little extent and little extent to the product recommendation.

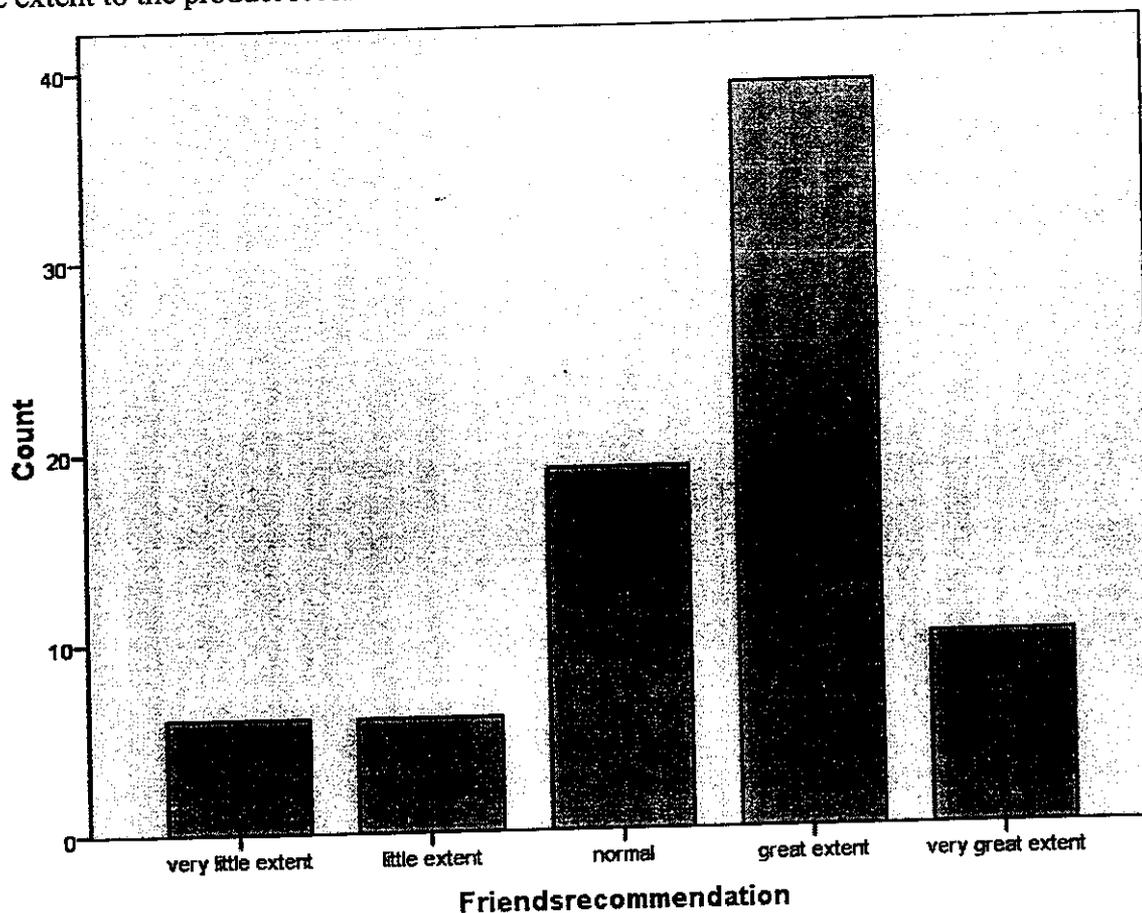


Chart 4.24

TABLE.NO: 4.25

## Brand Habit

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	6	7.5
little extent	9	11.2
normal	43	53.8
great extent	14	17.5
very great extent	8	10.0
Total	80	100.0

**Interpretation:**

From the table 4.25 it is inferred that 53.8% of Respondents choose normally loyal to the brand because of the habit whereas 7.5% of respondents are very little extent of the brand habit.

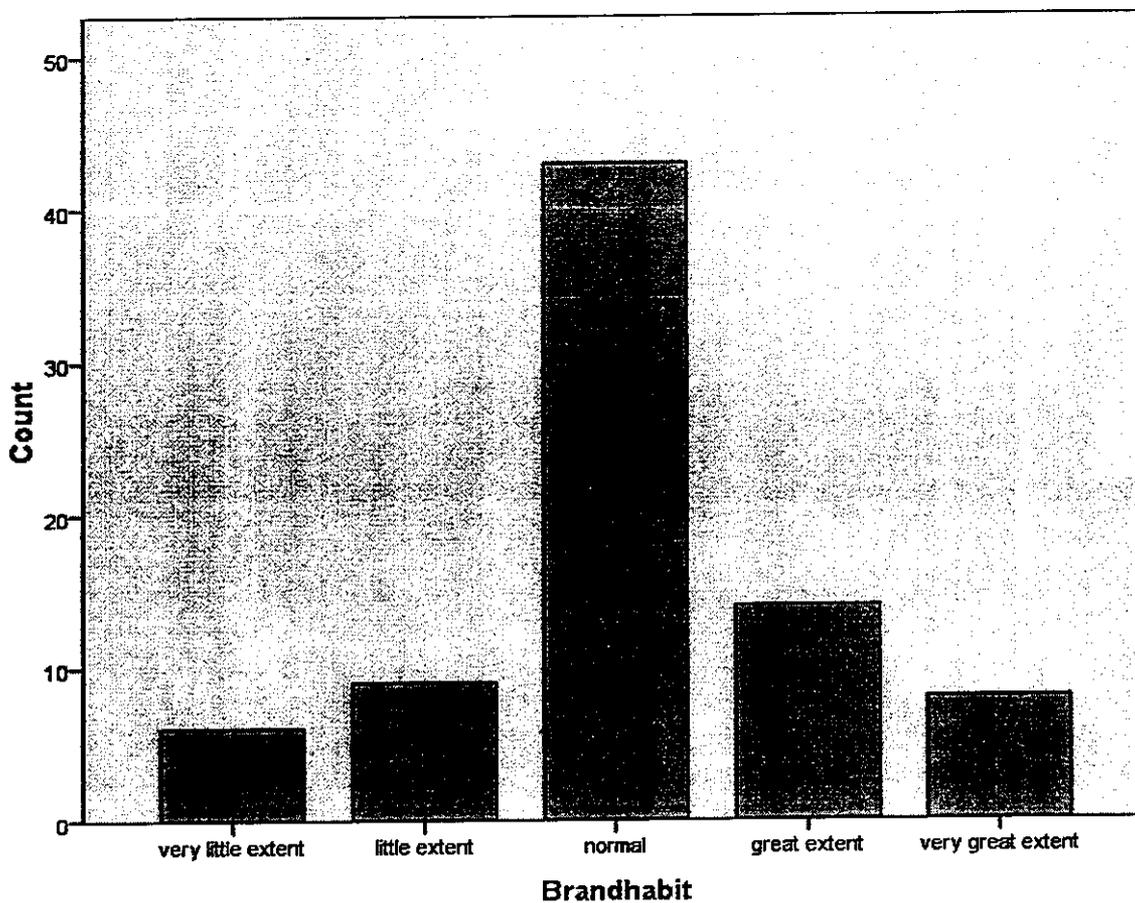


Chart 4.25

TABLE.NO: 4.26

## Recommendations to customers

Particulars	No.Of.Respondents	Percentage of the respondents
little extent	11	13.8
normal	12	15.0
great extent	16	20.0
very great extent	41	51.2
Total	80	100.0

**Interpretation:**

From the table 4.26 it is inferred that 51.2% of Respondents choose very great extent to recommend the product to the customers and 13.8% of respondents are little extent to the recommendation of the product to the customers.

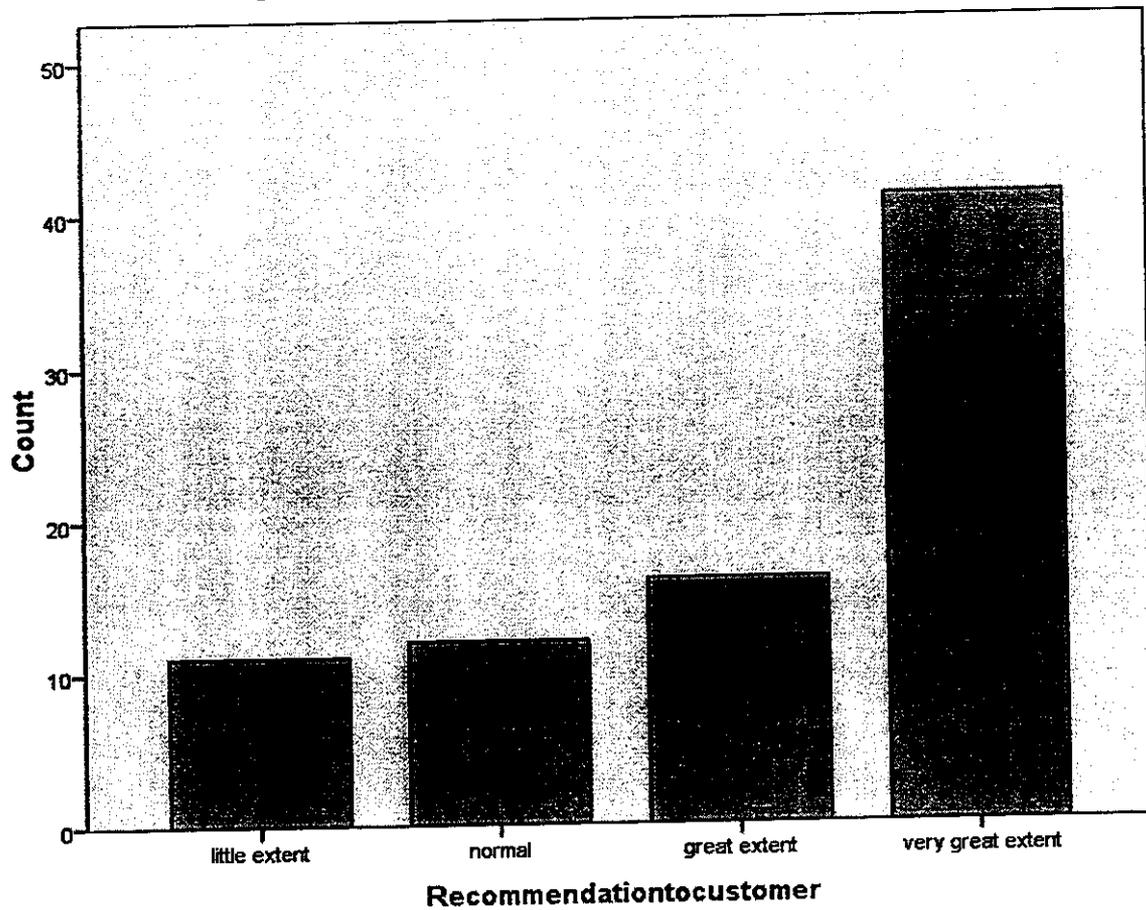


Chart 4.26

TABLE.NO: 4.27

## Belief of product

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	6	7.5
little extent	6	7.5
normal	15	18.8
great extent	46	57.5
very great extent	7	8.8
Total	80	100.0

**Interpretation:**

From the table 4.27 it is inferred that 57.5% of Respondents choose great extent to change the belief on product of chettinad cement and 7.5% of respondents are little extent to change the belief on product..

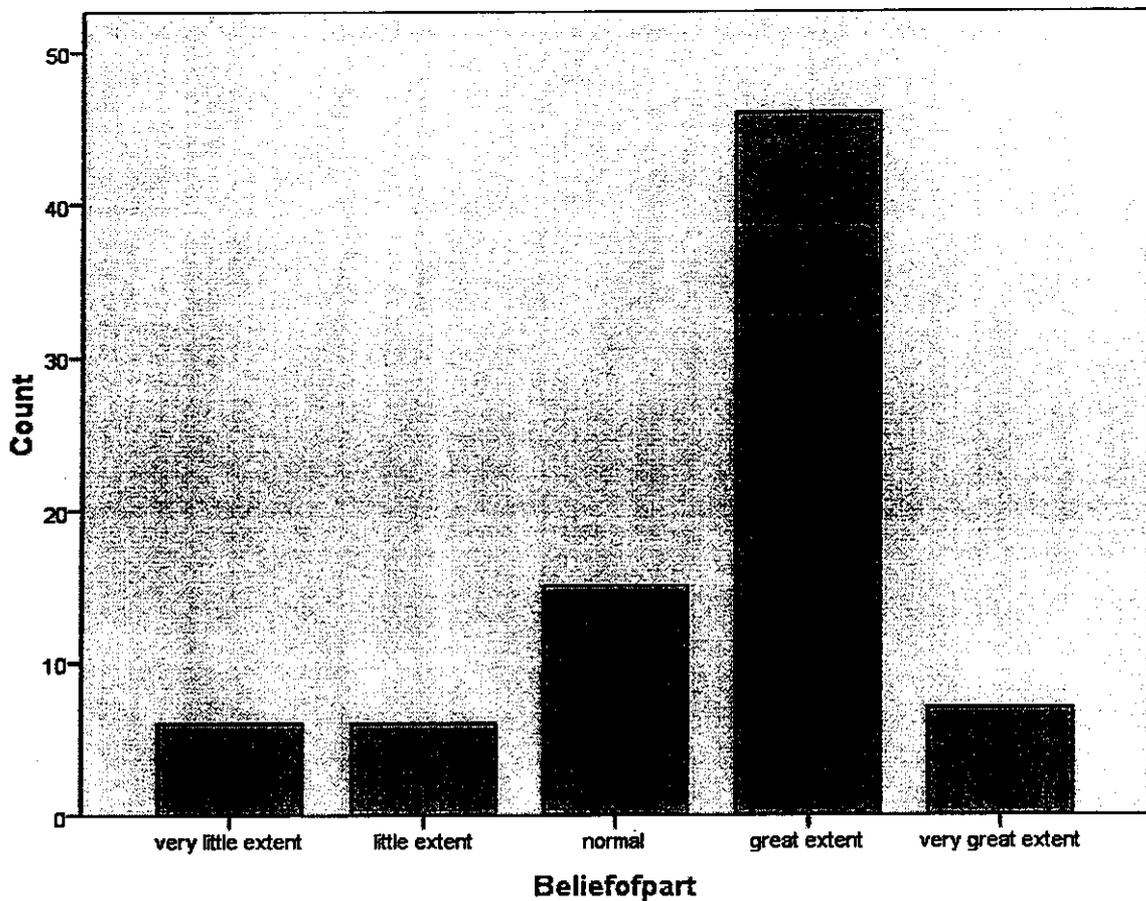


Chart 4.27

TABLE.NO: 4.28

## Loyal customers

Particulars	No.Of.Respondents	Percentage of the respondents
very little extent	5	6.2
little extent	5	6.2
normal	19	23.8
great extent	43	53.8
very great extent	8	10.0
Total	80	100.0

**Interpretation:**

From the table 4.28 it is inferred that 53.8% of Respondents choose great extent that they are the loyal customers to chettinad cements and 6.2% of respondents are very little extent to the customer loyalty.

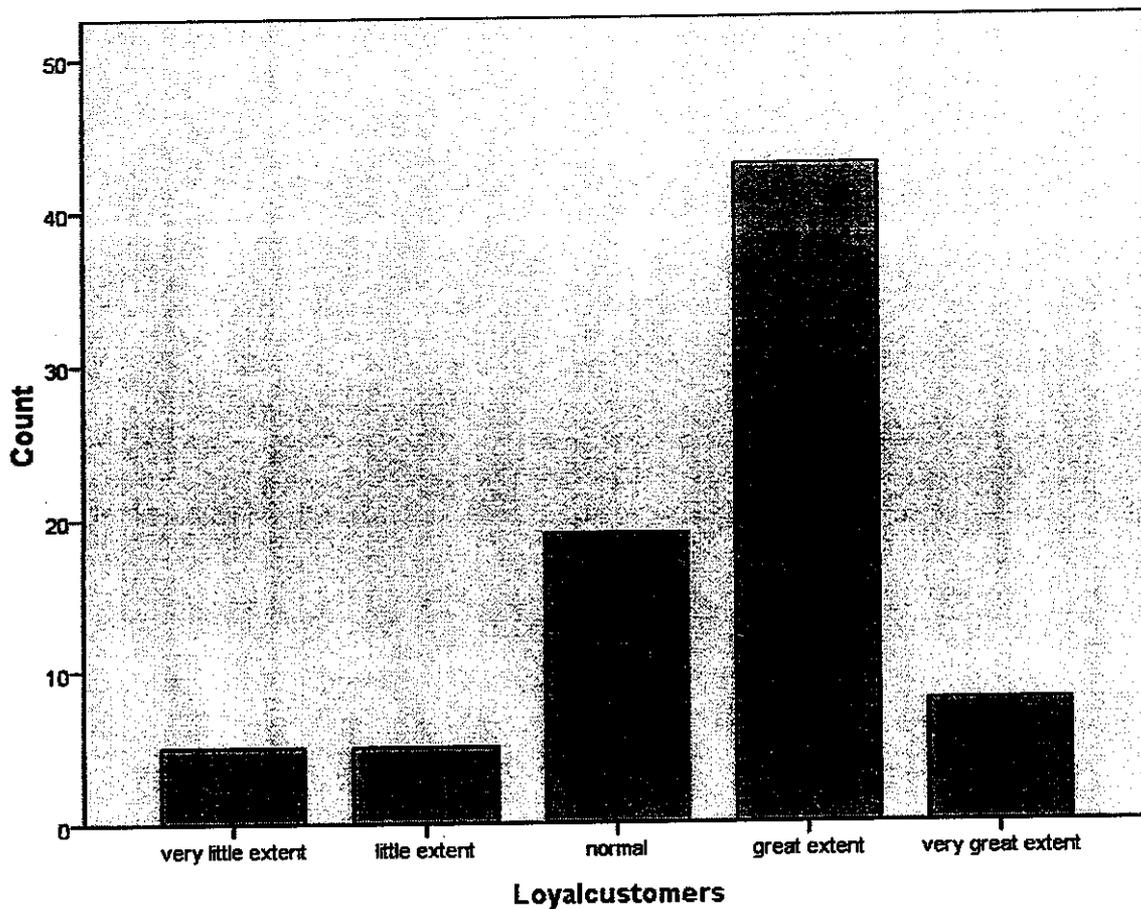


Chart 4.28

## 4.2. WEIGHTED AVERAGE

The weighted mean is similar to an arithmetic mean (the most common type of average), where instead of each of the data points contributing equally to the final average, some data points contribute more than others. The notion of weighted mean plays a role in descriptive statistics and also occurs in a more general form in several other areas of mathematics.

S.NO	Particulars	Very little extent	little extent	Normal	Great extent	Very great extent	Weighted average	Rank
1	Product variety and features	5	8	45	196	35	3.6	4
2	Product comparison	--	24	24	68	215	4.1	2
3	Product quality	--	20	30	52	235	4.2	1
4	Store near to office	--	84	54	48	40	2.8	5
5	Brand consideration	--	22	27	52	230	4.13	2

### Interpretation:

Product quality is the first facility which comes first and preferred by most of the respondents, Brand consideration and Product comparison are placed on the second position, Product variety and features is placed on the fourth, Store near to office got the preference of the fifth place in the list,

**CHAPTER V**  
**FINDINGS, SUGGESTION AND**  
**CONCLUSION**

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## CHAPTER – V

### FINDINGS, SUGGESSTIONS AND CONCLUSION

#### 5.1 FINDINGS

- 48.8% of respondents fall between the age group of 35 to 50 years.
- 33.75% respondents are earning more than Rs.25000, 38.8% of respondents are earning around Rs.10000-25000.
- 3.25% of respondents are professionals.
- 40% of respondents have been using Chettinad cement for more than 5 years.
- 57.5% of Respondents are great extent to change the belief on product of chettinad cement.
- 52.5% of Respondents choose little extent that Chettinad cements meet their expectations whereas only 6.2% of respondents
- 55.0% of Respondents choose very great extent that the decisions that are made at first time is important.
- 58.8% of Respondents choose very great extent that they will be loyal to the brand if the quality meet their expectations.
- 61.2% of Respondents choose very great extent that they need advanced technology in Chettinad cements.

- 51.2% of Respondents choose great extent that their product they use are up to their ideal product.
- 53.8% of Respondents choose very great extent that they compare product of Chettinad cements with their competitors
- Most of the respondents are preferring the Product quality and the product variety and features.

## 5.2. SUGGESTIONS

The following Suggestions are made to improve the customer loyalty in the Organisation

- Company should focus on retaining customers rather than attracting new customers, since the cost of attracting new customer is high.
- Company should meet the customer's expectations by introducing lot of product varieties and advanced technology in the product.
- If a customer uses the product, Company should develop switch barriers which make the customer to stick on to the same brand.
- Company can open lot of branches since the customer favors the shop near to their house or office.
- Company should develop business strategies to retain the customers.

## 5.3 CONCLUSION

As it was mentioned previously in this research, loyal customers have different benefits for the industries. Having more profits is the simplest one to mention. So managers can consider these findings in the strategies to increase the profit.

As a conclusion this research found habit ,perceived quality and satisfaction as the factors which have influence on customer loyalty.

## 5.4 SCOPE OF THE FEATURE STUDY:

The study will help to understand the factors influencing the customer loyalty towards Chettinad cement. Since understanding about the customer loyalty is important for any organization to increase the profitability. It helps us to understand the relationship between the factors and customer loyalty.

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# **APPENDIX**

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APPENDIXA STUDY ON CUSTOMER LOYALTYAT CHETTINAD CEMENT CORPORATION LIMITEDQUESTIONNAIRE

NAME

:

DESIGNATION

:

AGE: a) Below 29 b) 30-35 c) 36-40 d) Above 41.

MARITAL STATUS: a) Married b) Unmarried

EDUCATIONAL AND QUALIFICATION:

a) No formal b) Schooling c) UG d) PG e) Professional

TOTAL YEAR OF SERVICE a) Below 5 b) 5-15 c) 16-25 d) above 25

LEVEL OF INCOME:

a) Below 10000 b) 10001-15000 c) 15001-25000 d) above 25000

On a scale "1"=very little extent,"2"=little extent,"3"=normal,"4"=great extent,"5"=very great extent.

1. Do you like the product variety and features of CHETTINAD CEMENT?  
.....
2. Does the product quality of CHETTINAD CEMENT meet your expectations?  
.....
3. Do you expect advance technology in the product of CHETTINAD CEMENT?  
.....
4. Do you compare the product of the CHETTINAD CEMENTS with their Competitor product? .....
5. If you are satisfied with the quality of the product, you will be loyal to the brand?  
.....

6. The products of CHETTINAD CEMENT meet your expectations?  
 .....
7. The product you use is up to your expectations of an ideal product?  
 .....
8. Do you switch to other brand if you are not satisfied with product of CHETTINAD CEMENT.....
9. Do you satisfy with the product of CHETTINAD CEMENT?  
 .....
10. If you satisfy with the product, you will be loyal to the brand?  
 .....
11. Are you reluctant to change from CHETTINAD CEMENT?  
 .....
12. Do you think changing to another brand requires more effort in deciding which brand to use? .....
13. Do you accept that the change to another brand involves risk of not satisfying your needs?  
 .....
14. since you are reluctant to change you will be loyal to CHETTINAD CEMENT?.....
15. Before selecting CHETTINAD CEMENT brand you consider its advantages and disadvantages? .....
16. The decisions you made at the first time for selecting the brand is important?  
 .....
17. You are loyal to the brand because you choose the product at first time?  
 .....
18. You use this brand because its store is near to your office or house?  
 .....
19. Do you use this brand because your family or friends uses it?  
 .....
20. You use this brand since your customers need it?  
 .....

21. You use loyal to the brand because of the habit?

.....

22. You recommend (Will u recommend) this product to your friends?

.....

23. It's difficult to change your belief on product of CHETTINAD CEMENT?

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24. You are a loyal customer to CHETTINAD CEMENT?

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