Abstract: Close relationships among cement manufacturers and their customers in enterprise-to-enterprise Markets are getting a need in these days’s competitive markets. The literature seek well-known shows that, three constructs of relationship advertising (consider, commitment and delight) are the maximum studied and widely known. This take a look at contributes to the body of expertise by way of including two constructs (dealer capabilities and communiqué) as important causes to purchaser delight and the outcome being consumer loyalty and cooperation. The look at produced a framework of dimensions of dating marketing within the South African Cement Industry and its was hoping will help advertising managers within the enterprise and related sectors in developing with courting advertising techniques which can pass a long manner in supporting them hold, attract, satisfy, and reap long-time period profitable relationships for each the dealer and the customer. A judgmental sample of primary cement customers (362) at some point of South Africa’s nine provinces had been contacted using face-to-face interview method with self-administered questionnaires. The outcomes assist the conceptual version presented; provider capabilities, believe, dedication and communiqué have a positive affiliation with pride; and satisfaction, in turn, relates definitely to all of the results of cooperation and loyalty. It is usually recommended that a cement producer have to invest in techniques that beautify agree with, verbal exchange, commitment and dealer capabilities in an effort to satisfy its customers who will in turn contribute to patron cooperation and loyalty.

Key Words: Cement Industry Satisfaction Relationship Marketing.

I. INTRODUCTION

According to (Svensson et al., 2010:1), “Close running relationships between buyers and suppliers in enterprise markets are becoming an increasing number of essential to accomplishing business achievement”. This view is supported through Anderson and Narus 1990; Ganesan 1994; Geyskens, Steen amp, and Kumar 1999; Morgan and Hunt 1994 who kingdom that robust relationships in enterprise-to-commercial enterprise markets ensures stability to both suppliers and customers. The three maximum studied dimensions of courting advertising in literature are agree with, dedication and satisfaction (Morgan and Hunt 1994; Svensson et al., 2010; and Barry et al., 2008) and there's no agreement on “how pride fits in a homological community with believe and dedication remains an trouble in need of decision”, Svensson et al., 2010:1). In addition to those variations, there seems to be proof from literature of a loss of precise constructs of dating marketing in business-to-business markets to particular industries. Trust and commitment are seen as the maximum important constructs of relationship advertising (Morgan and Hunt 1994; Barry et al., 2008; Caceres and Paparoidamis 2007; Bansal 2007).

This paper helps the position of delight as mediator among accept as true with and dedication as supported with the aid of Svensson et al., (2010:2). To upload fee, the researcher has introduced more constructs i.E. Communiqué and dealer talents, Goffin et al., 2005. Therefore on this examine delight is visible as a mediator between accept as true with, dedication, supplier skills and communiqué with essential consequences along with loyalty/or continuity and cooperation. The motives for this as given by means of Svensson et al., (2010:2) are as follows; “First, some research display that agree with and/or dedication seem like antecedents or precursors to pleasure, Secondly, delight might also have a stronger association with certain consequences in assessment to agree with and thirdly, delight may be the strongest element of relationship nice”. In help of those findings, Skarmeas et al., (2008:25) kingdom, “Satisfaction is a focal final result of client-supplier relationships this is commonly not likely to broaden within the absence of trust and dedication”. In this observe, the researcher have added greater (dealer talents and communiqué) as said by Goffin et al., (2005:203). The above 3 reasons advocate that pride may additionally function a more proximal cause of critical outcomes than accept as true with or dedication. Therefore this take a look at positions pride as a mediator among consider, dedication, dealer abilities and communication with important results of loyalty/or continuity and cooperation.

Trends in the Cement Industry:

The world consumption of Cement is expected to growth to about 3560 million tons by way of 2020.
The world’s call for for Cement in the destiny may have growing nations account about 84% of it. India being the eleventh biggest economic system of the world will play a first-rate function in creating demand for Cement. The cement marketplace grew by using 10% in 2009-10 thanks to the Real Estate boom in the country. The buoyancy in the enterprise has also been fuelled via the government’s elevated infrastructural improvement.

Since the first 5-year plan by using the authorities of India, the demand for Cement has multiplied to satisfy the growing infrastructural wishes of the u . S . A .. The eleventh five-year plan by way of the Government of India, includes re-constructing diverse historical past web sites, city development and slum-reconstructions other than developing roads and highways. The Ministry of Road delivery and Highways has planned to make investments $345 billion in avenue infrastructure via 2012, which would further accelerate the intake of cement. With the growth in populace, the housing region, which debts for almost 50% of the demand for cement, will further push the demand. The metro rail tasks in Mumbai, Bangalore and Hyderabad and the expansion section in Delhi drive cement call for in this phase. Airports modernization throughout fundamental towns may also increase call for. Projects regarding the web hosting of the Commonwealth Games in 2010 and similar big-scale sports activities activities are using call for.

Cement demand is expected to grow at nine percent CAGR over the subsequent five years; the buoyancy in call for is derived from the increase in the creation sector, each business and real property, strong boom inside the housing sector, the flourishing IT/ITES industry, and predominant infrastructure development works, such as roads, railways, ports, airports, strength tasks.

Demand may even growth on an International foundation. Us and Pakistan are potential export markets for India. The cement produced inside those countries is dearer than imported cement, and therefore, importing cement can be desired.

Consolidation and Globalization:

Large cement players in India will use the acquisition path to decorate ability and marketplace proportion. It is apparent that smaller plants will no longer survive in the long term. The top five gamers will keep 70-80 % of capacities and marketplace in the subsequent decade. There is an expectation that more international gamers would come into India as they would love to get a foothold in the marketplace as the call for will propel inside the emerging economies. As lengthy as we’ve the emergence of significant, mature, lengthy-term players, it might be right for the enterprise. Entry of smaller, non-critical and non-cement players may also pose a chance to others, as they do not have an extended-term commitment to the enterprise and the patron. They may additionally undertake exclusive techniques no longer beneficial to the enterprise.

In the Indian scenario, domestic players consider that acquisition is the fastest and the first-class direction to reduce competition and growth marketplace share. In an industry, that's fragmented, consolidation seems to be an vital strategy for the larger players. Acquisition appears a terrific direction on the whole because a Greenfield cement plant takes 3-four years to construct and every other 3-4 years to interrupt even at an running level of even 70-seven five %. It is not going for brand spanning new businesses to assignment into cement due to huge capital costs and therefore to fulfill growing call for, current players will both add ability via the acquisition course or installation Greenfield plant life. Large domestic players will gather smaller or weaker plants in an effort to improve marketplace proportion.

Objective of the Study:

The study attempts to cover the following: to find the Marketing Strategies and Customer Satisfaction in simple Cement Product in Theni District.

Infrastructure

The three critical infrastructure sectors for the Cement Industry are Coal, Railways and Power and that they play a key function in the productiveness and output of the Cement Industry. While Coal and Power are primary inputs, Railways offer the crucial logistics both for inward motion of coal, gypsum and different inputs to the factories and outward motion of cement to distant markets. All the three are underneath public zone management over which enterprise has no manipulate and are vital to the Industry’s increase.

Purpose of the Study

The purpose of this study is to examine the relationship between Marketing Strategies and Customer Satisfaction.

Research Questions
1. What is the level of Customer Satisfaction?
2. Which Product Strategy may be used to enhance Customer Satisfaction?
3. Which Promotion Strategy may be used to enhance Customer Satisfaction?
II. RESEARCH METHODOLOGY

Introduction

This chapter describes the research method used on this take a look at to answer the research questions said in chapter one. The bankruptcy content includes the studies layout, populace and sampling techniques, statistics series strategies, research processes, statistics analysis, and presentation.

Data Analysis and Interpretation.

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III. INTERPRETATION

From the above table most of the customer preference branded 38% responded. And more customer 25% brand product preference. Moderate of customer 19% preference brand product. And 10% customer less influence of brand preference. And 8% of customer no influence of brand preference.

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Interpretation

From the above table most of the customer 44% product quality of product. 25% customer more influence of product quality. And 13% customer moderate of product quality. 10% customer of less influence of product quality. 8% customer of the not important of product quality.
IV. CONCLUSION

Customer pride is crucial for enterprise performance, as it’s far the motive force of patron loyalty and consecutive retention. One ought to say that it is lots greater high-priced to acquire new customers than keep contemporary ones, as the fees related to the consumer recruitment are higher than those connected with purchaser retention.

REFERENCES


