

Customers Buying Behaviour And Satisfaction Level of Cement Corporation of India Ltd with special reference to Bokajan Unit of Karbi Anglong District in Assam

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ABSTRACT: Cement is an indispensable part of any construction either it may be Building, Dams, Bridges etc. Cement can be hydraulic and non hydraulic, it depends on the uses according to the requirements. The study will give an idea about the customers buying behaviour and satisfaction level of Cement Corporation of India Ltd and also enable to know about the likeness of cement quality, prices, packaging quality etc. The maintenance of CCI product quality will help to capture huge market shares in the surrounding areas of Karbi Anglong. To analyse the behaviour of customers the researcher has taken the following objectives. i) To find out the customers buying behaviour of CCI. ii) To find out and understand the satisfaction level of the customers. iii) To find out the awareness level of the cement factory among the customers. The study was carried out by distributing Questionnaire to the various respondents in surrounding areas of Bokajan.

Key words: CCI, Quality, Satisfaction, Respondents etc

I. INTRODUCTION

Cement is an indispensable building material required for the construction of houses, bridges, tunnels, dams etc. Cement used in construction is characterized as hydraulic or non-hydraulic. Hydraulic cements (*e.g.*, Portland cement) harden the materials because of hydration, chemical reactions that occur independently due to the mixture's water content, they can harden even underwater or when constantly exposed to wet weathers. Non-hydraulic cements (*e.g.* gypsum plaster) must be kept dry in order to retain their strength.

II. CEMENT CORPORATION OF INDIA LTD (BOKAJAN UNIT)

Bokajan unit of CCI LTD is situated in Karbi Anglong District of Assam. The factory started commercial production on 10/04/1977 with the installed capacity of 198000 MT per year. It is a dry processing plant which produces Ordinary Portland Cement and Pozzolna Portland Cement. The Bokajan Cement Plant is around 350 kilometres from the city of Guwahati and around 21 kilometres from the Dimapur Airport. The total area covered by the factory is 1792 bighas 4 kathas 8 lessas and mining lease over 171 acres of land. The township consists of various civic amenities such as health centres, guest houses, bank, post office, telephone exchange and so on.

III. PURPOSE OF THE STUDY

The purpose of study of Customers Buying Behaviour And Satisfaction Level of Cement Corporation of India Ltd with special reference to Bokajan Unit Under Karbi Anglong District is to discover various answers to the questions through the application of various tools and techniques of research methodology. The main aim of research is to find out the truth which is attached to the reliable customers of Cement Corporation of India Ltd.

IV. AREA OF STUDY

To analyze the customer preferences and satisfaction level with regards to CCI Ltd, Cement customers of Bokajan town and nearby areas were considered as the prime factor specially Laohorijan, Sukhanjan, Ambrajan, Khatkhathi etc. were given more preferences. While analyzing, the various aspect sample survey method has been implemented. Though others methods are important, this method is given prime significance in modern research because of its extensive use in studying the relationship of different factors, attitudes and practices of society and to explore the problems that cannot be treated by experiment methods. Moreover the study will give an idea about the customers buying behaviour and satisfaction level of Cement Corporation of India Ltd of Bokajan unit.

IV. MAIN OBJECTIVES

- i. To find out the customers buying behaviour of CCI.
- ii. To find out and understand the satisfaction level of the customers.
- iii. To find out the awareness level of the cement factory among the customers.

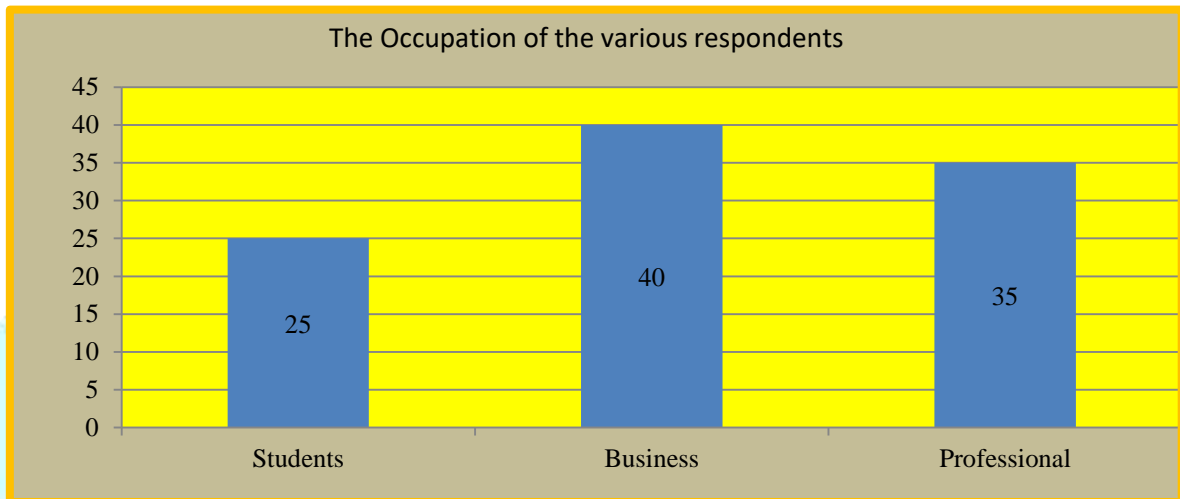
V. RESEARCH METHODOLOGY

Primary data as well as secondary data were used. The primary data were collected through face-to-face interviews and a questionnaire was constructed and piloted. The secondary data were collected from the websites, Annual reports and other published sources.

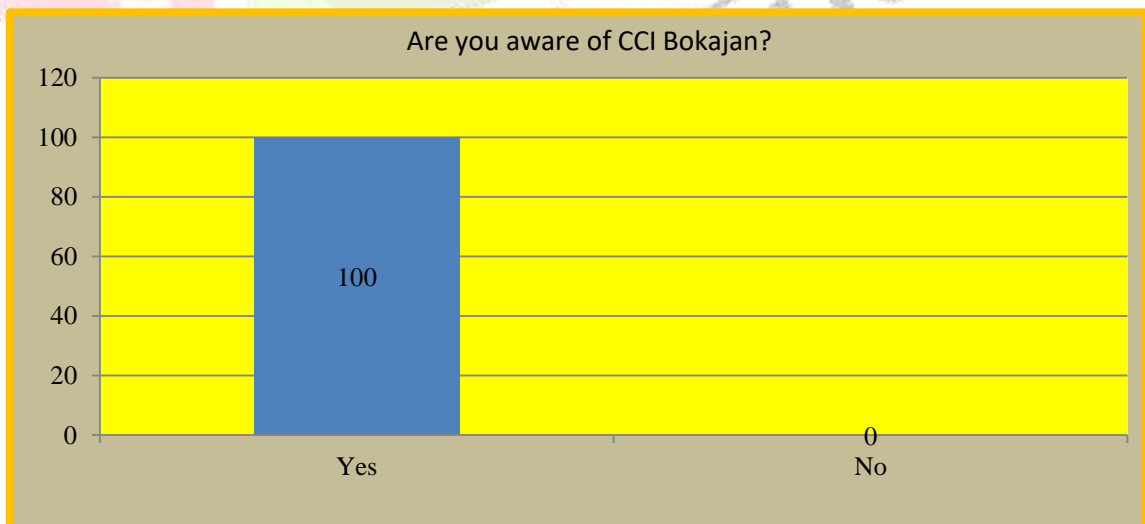
VI. SAMPLE SIZE

Taking into consideration the size of the population, the population variance, and the requirements of efficiency, representativeness, reliability, flexibility, and the parameters of interest in the research, the sample size selected was 100.

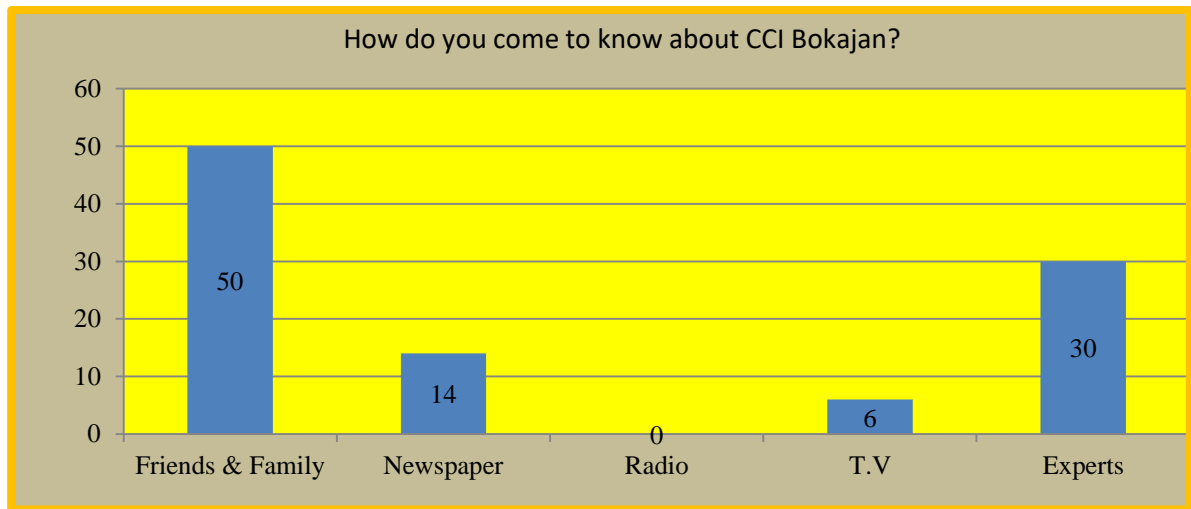
DATA ANALYSIS & INTERPRETATION



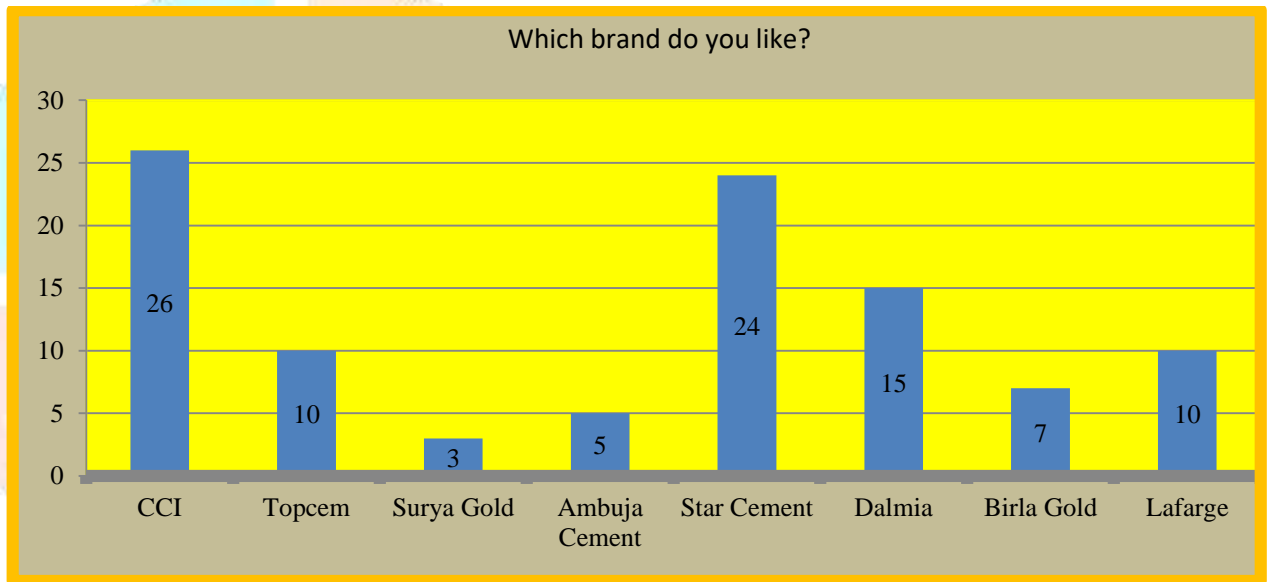
The above result shows that most of the respondents are businessman (i.e,40% of the population). 35% are professional, 25% are students



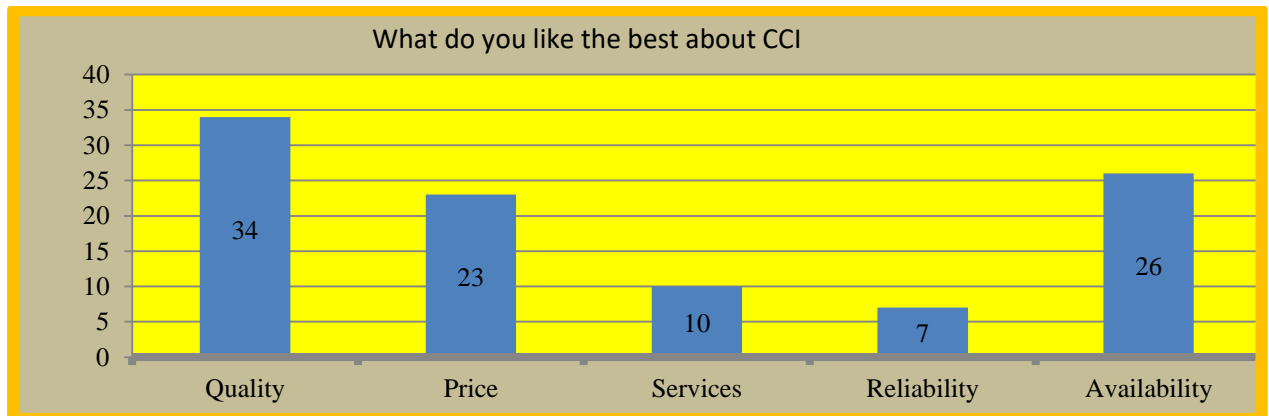
The result shows that all the respondents are aware of the factory.



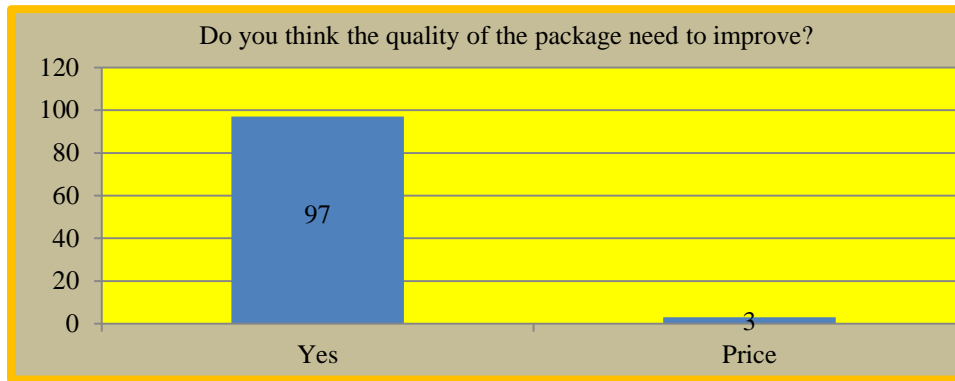
The above result shows that 50% of the respondents came to know cement factory of CCI Bokajan Units through their friends & families, 30% through experts opinion, 14% of the respondents came to know through newspaper and 6% through T.V.



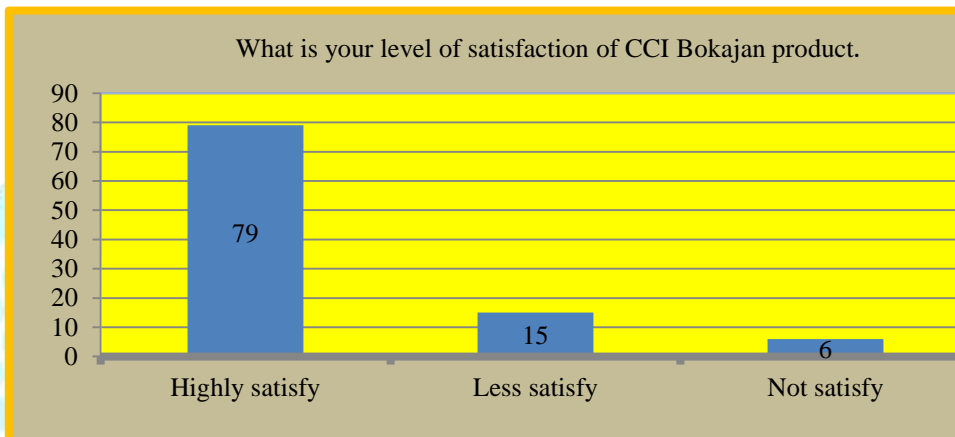
The result reveals that 26% of the respondents like CCI cement and 24% likes Star cement. Thus, it shows that different people have different point of view.



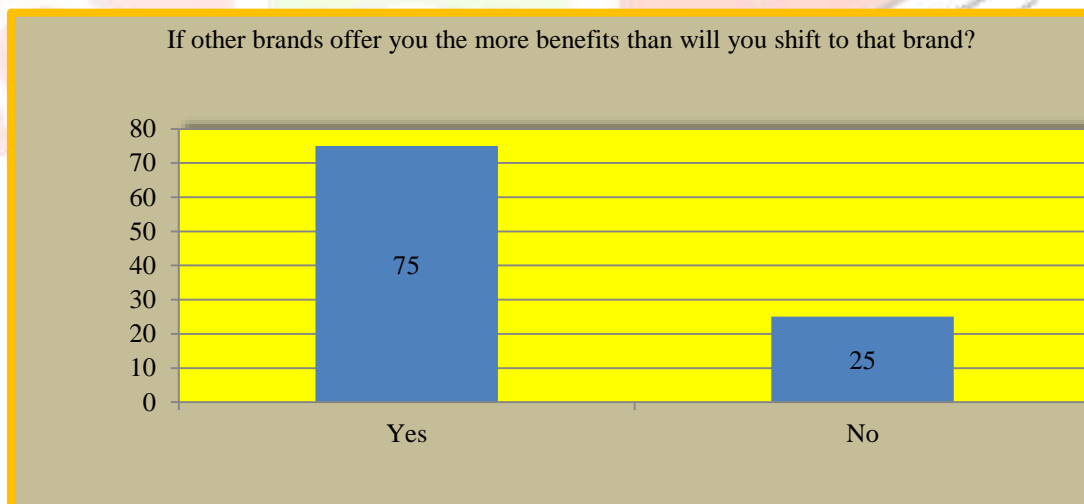
The above result reveals that 34% of the customers like the quality of the product, 26% like the availability of the product, 23% like the price of CCI, 10% like the services of CCI and 7% on the reliability of CCI.



The result reveals that most of the respondents feel that the CCI should improve its packaging.



The result shows that 79% are highly satisfy, 15% less satisfy and 6% are not satisfy.



The result shows that 75% are willing to shift to other brands if they are offered more benefits and 25% are not willing to shift to other brands even if they are offered more benefits.

VII. SUGGESTIONS & RECOMMENDATIONS

- i) Old customers are aware but new customers are not, so the organisation should advertise more.
- ii) The packaging is very bad as per the feedback given by different respondents, so the organisation should improve the packaging before it hampers the reputation of the firms.
- iii) Packaging bags should be of good quality and more attractive.
- iv) The company should be more conscious about the availability of the product.
- v) CCI is known for its quality for which its products are brought so they should maintain it constantly.

- vi) Credit policy should be there to raise the reputation of the organisation as a bold steps and for showing faith on stockiest and distributors.
- vii) As it is seen from the survey, there is 75% chances of loyal customers to switch to other brands. So, they should make a strategy to hold the loyal customers for a long time.

VIII. CONCLUSION

Cement market is flourishing rapidly with different brands like CCI, Topcem, Surya gold, Ambuja cement, Star cement, ACC, JP, Birla Gold, Lafarge, etc. brands like Topcem, Star cement and Lafarge are enjoying a huge share in the potential market. Cement in the market holds an immense potential. It requires good brand and availability in the market, brand image of CCI is very effective and trustworthy because the products are of good quality. Hence, it possess a great potential to capture the cement market. Even though there is a huge amount of sale of cement in the market but according to the demand there is a less supply. So CCI Ltd of Bokajan unit can go for mergers and acquisitions to meet the increasing demand in the market.

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