

## Customers' Preference and Satisfaction Towards Different Types of Cement Brands in Karur District

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**Abstract---**India is the second largest cement producer in the world, accounting for more than 8% of global installed capacity. With abundant limestone reserves and coal availability, the country has a strong resource base to support expansion. The cement industry is positioned to benefit significantly from India's infrastructure and housing boom, with rising rural housing demand, affordable housing schemes and rapid urbanisation driving sustained consumption with rising demand, robust supply chains and increasing focus on sustainability, India's cement industry is set to remain a cornerstone of the country's economic development. One of the primary reasons for using cement in construction is its inherent strength and stability. Cement is a binder, a substance used for construction that sets, hardens and adheres to other materials to bind them together. Cement is a crucial building material used widely in construction projects around the world. The present study explores the awareness level of customers towards different brands of cement to identify the factors which influence the customers to prefer the cement brands, to find out the preference and selection of cement brands and to know the various problems faced by the customers while purchasing the cement brands. In order to know the association between the customers' satisfaction towards different types of cement brands, the researcher used the Friedman test, Karl Pearson's coefficient of correlation, the "t" test, one-way ANOVA, factor analysis, the intercorrelation matrix and the partial least squares structural equations model. The

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research findings showed that among the different types of cement brands, the majority of the customers preferred “Ultra Tech”, “Indian Cement”, “ACC Cement” and “Ramco Cement” as compared to others. The research findings reveal that among the different factors, “Brand Image and Trust”, “Price and value for money”, “Product quality” and “Dealers' services and support” highly influenced the customers.

**Keywords---**customers, preference, cement brands, factors, customer satisfaction.

## INTRODUCTION

India is the second-largest manufacturer of cement across the globe, accounting for over 7% of total installed capacity. India has an installed cement capacity of 553 mtpa, while its production capacity is at 298 mtpa. Availability of raw material for cement production, like limestone and coal, is among the key drivers for the development of the industry. Development of infrastructure projects is very important for the growth of any developing nation. These include roadways, railway networks, bridges, and airports. The quality of materials employed for the development of these projects determines their strength and durability. Some of the major advantages offered by cement make it a preferred material for infrastructure projects. The demand for the cement industry has been increasing due to the rise in the number of construction projects in India. Construction of various infrastructure projects including road networks and airports by the government has led to growth in the market. Demand for cement is also on an upward trend because of rural housing needs. The industrial sector can expand extensively as another potent source for demand growth. Through huge modernisation efforts and integration of cutting-edge technology, the cement plants have become energy efficient and environmentally friendly. The cement industry plays an important role in making the environment clean by utilising harmful wastes such as fly ash, which is about 30 mt from power plants, as well as all 8 million tonnes of slag from steel plants. This is achieved through the use of alternate fuels and raw materials in highly advanced technologies. In India, the cement industry is witnessing high growth rates on account of large government infrastructure works, including road and railway construction; housing drive under PMAY; and urbanisation, thereby leading to higher capacity and demand growth at a rate of 7-8% CAGR till 2030 to become the world's second-largest cement-producing country (<https://www.ibef.org/industry/cement-india>).

### Theoretical background of the study

Cement is an indispensable ingredient of infrastructure development within a country. In the case of rapidly developing nations like India, cement plays an important role in infrastructure building as well as housing requirements. Being a fundamental element in construction, the Indian cement industry not only facilitates physical development but also helps generate employment, promotes industrialisation, and adds to national income. The Indian cement industry has witnessed tremendous growth since its inception and now stands among the top cement-producing industries worldwide. It ranks second in global cement production behind China. Early research on the Indian cement industry largely revolves around the financial performance and operational efficiency of cement firms. For example, Sanjay and Bhayani (2010) analysed the factors affecting the profitability of cement firms in India and concluded that liquidity, age of the firm, operating profit ratio, interest rates, and inflation are major determinants of profitability.

As the number of competitors increased, research interest slowly began to shift towards marketing and brand-related factors. Panda, Anupkumar (2015), investigated brand positioning in the cement industry and concluded that good brand reputation, effective advertisement via TV, and dealer power are very important in creating an impact on consumers. Also, he mentioned the importance of improving R&D and availability of products to increase sales and customer loyalty. Following this, other researchers

looked into the economic contribution of the industry in general. For example, Ravi, Shambhuligappa, and Nallanavar (2022) presented the historical background of the cement industry in India and stressed its contribution to GDP and its major share in building up the infrastructure, especially the construction industry, where around 67% of total cement is used. Likewise, Ashish Kumar and Manish Kumar Sinha (2022) highlighted its contribution to employment and investments because of the industry's high share in global cement production, which exceeds 7%, and continued investments in the industry owing to deregulation and increasing demand. Moreover, recent studies have also considered new challenges and future opportunities. According to McKinsey et al. (2024), the cement industry faces various challenges such as market saturation, environmental problems, and low-carbon requirements. However, the development of technologies, including the use of artificial intelligence, could create a new future for the cement industry despite the stagnation of growth in demand in the long term.

Apart from macro-level studies, there have been studies on consumer behaviour and preferences. For instance, Dewan Hameed and Govindarajan (2025) revealed factors affecting consumer buying behaviour, including product quality, brand recognition, and accessibility. Based on their results, quality has emerged as the main determinant of customer satisfaction, while problems such as scarcity of products and difficulties in choosing a particular brand are the key challenges facing consumers. Moreover, Stanley Owuotey Bonney et al. (2022), considering the case of Ghana, revealed that durability, brand reputation, accessibility, convenience of use, packaging, and recommendations from other customers play an essential role in shaping consumer preferences for cement brands. Other supportive studies also provide evidence of the significance of the cement industry in India. According to Anitha (2023), the production capacity of India currently stands at about 565 million tonnes, and it is estimated to achieve 600 million tonnes soon. Bhavik and Swadia (2017) further noted that India is the second largest cement producer globally but has a lower per capita consumption compared to global standards, suggesting huge growth potential for the sector. Vigneshwar Mekha (2017) added that the Indian cement industry boasts state-of-the-art manufacturing technologies in all parts of the country. Based on the literature review, it is clear that although many researchers have looked into profitability, contribution of the industry, and its growth, relatively little work has been done in relation to customer satisfaction and behaviour in particular regions. Indeed, changing market forces and stiff competition make such research critical. Thus, this paper aims to make a significant contribution in this field through the examination of customer satisfaction in respect of cement. Specifically, an analysis of important factors that impact consumer buying decisions is needed in this study. In addition, an examination of how demographic and economic factors influence customer satisfaction is important for further discussion.

## **METHODOLOGY**

The researcher has chosen Karur district as the area of the study. It is located in the centre of the state of Tamil Nadu. The study utilises both primary and secondary data, collected from various sources including a questionnaire distributed to customers in the Karur district. A pilot study with 50 respondents confirmed the reliability of the questionnaire, achieving a Cronbach's alpha of 0.954. The sample comprised contractors, engineers, masons, architects, and individual home builders. Data were gathered from 500 customers between October 2024 and March 2025 across several locations. Simple random sampling methodology was used. Statistical tools employed include percentage analysis, the Friedman test, Karl Pearson's coefficient of correlation, the t-test, one-way ANOVA, factor analysis, the inter-correlation matrix, and the Partial Least Squares Structural Equation Model.

Table 1: Master profile of Respondent

S. No	Variable	No of Respondents (n:500)	Percentage
1.	Domicile		
	Urban	326	65.2
	Rural	174	34.8
2.	Gender		
	Male	345	69.0
	Female	155	31.0
3.	Age		
	Below 30 years	110	22.0
	30 -40 years	129	25.8
	41 - 50 years	132	26.4
	Above 50 years	129	25.8
4.	Marital status		
	Single	143	28.6
	Married	357	71.4
5.	Size of the family		
	2 - 3 persons	116	23.2
	3 - 4 persons	138	27.6
	4 - 5 persons	134	26.8
	Above 5 persons	112	22.4
6.	Educational qualification		
	SHS/Secondary	110	22.0
	Under Graduation	147	29.4
	Post Graduation	117	22.2
	Diploma	132	26.4
7.	Occupational status		
	Self employee	120	24.0
	Government employee	117	23.4
	Private employee	146	29.2
	Professional	117	23.4

Source: Primary Data

### Profile interpretation

The findings reveal that 65.2% of respondents stay in urban places, and there are 69 males and 31 females. Concerning age, 26.4% fall in the age group of 41-50 years old, whereas 25.8% belong to either 30-40 or more than 50 years old. This means that 78% of people are at least 30 years old. With regard to marital status, 71.4% are married. Family size indicates that 76.8% of respondents are living in families consisting of three to four people or even more. From education level, it is evident that 29.4% have attained bachelor's degrees and 78% hold good education backgrounds. Occupation-wise, 53.2% are either working in private sectors or are self-employed. In addition, 64.2% earn money between ₹30,000 and ₹50,000. As for housing types, 50.2% are renting their houses, whereas 49.8% own their houses. Concerning experience, 57.2% have more than 15 years of experience.

Hypothesis 1: Relationship between Age and Customer Satisfaction

H<sub>0</sub>: There is no significant relationship between respondents' age and customer satisfaction towards cement brands.

H<sub>1</sub>: There is a significant relationship between respondents' age and customer satisfaction towards cement brands.

Table 2: Karl Pearson's Co-Efficient Of Correlation

S.No	Customer satisfaction towards cement brands	Correlation value	Statistical Interface
1.	Age and Product quality	0.908**	P < 0.01 Significant
2.	Age and Price & Value for money	0.888**	P < 0.01 Significant
3.	Age and Availability & accessibility	0.862**	P < 0.01 Significant
4.	Age and Brand image & Trust	0.873**	P < 0.01 Significant
5.	Age and Dealer services & support	0.882**	P < 0.01 Significant
6.	Age and Satisfaction & loyalty	0.890**	P < 0.01 Significant
7.	Age and Overall customer satisfaction towards cement brands	0.892**	P < 0.01 Significant

Source: Primary Data

The correlation between the ages of respondents and the different dimensions of customer satisfaction was tested using the Pearson correlation coefficient. This method tests the strength and direction of the relationship between two continuous variables, with the coefficients taking values between -1 and +1. As such, the findings show that the Pearson correlation coefficients between age and product quality ( $r = 0.908$ ), age and price and value for money ( $r = 0.888$ ), age and availability and accessibility ( $r = 0.862$ ), age and brand image and trust ( $r = 0.873$ ), age and dealer services and support ( $r = 0.882$ ), and age and satisfaction and loyalty ( $r = 0.890$ ) are all positive and significant at the 1 per cent level ( $p < 0.01$ ). The overall customer satisfaction is positively correlated with age ( $r \approx 0.892$ ). Therefore, the above positive high values demonstrate the existence of a very strong linear relationship, indicating that as the age of respondents increases, the level of customer satisfaction increases across the board. Null Hypothesis Rejected. Age affects customer satisfaction positively.

Hypothesis 2: Association between Duration of Working and Customer Satisfaction

$H_0$ : There is no significant association between duration of working and customer satisfaction.

$H_1$ : There is a significant association between duration of working and customer satisfaction.

Table 3: Chi-square test of independence

S.no	Customer satisfaction towards cement brands	Duration of working					Statistical Inference
		Up to 10 years (N:107)	11 - 15 years (N:107)	16 - 20 years (N:90)	21 - 25 years (N:109)	More than 35 years (N:87)	
1.	Product quality						
	Low level	93	4	87	26	10	$\chi^2=306.950$ $df =4$
	High level	14	103	3	83	77	$p < 0.001$ Significant
2.	Price & Value for money						
	Low level	92	4	87	22	13	$\chi^2=303.725$

							df =4
	High level	15	103	3	87	74	p < 0.001 Significant
3.	Availability & accessibility						
	Low level	93	4	87	23	16	x <sup>2</sup> =297.142 df =4
	High level	14	103	3	86	71	p < 0.001 Significant
4.	Brand image & Trust						
	Low level	93	4	87	23	16	x <sup>2</sup> =297.142 df =4
	High level	14	103	3	86	71	p < 0.001 Significant

Source: Primary Data

The relationship between time of working and different aspects of customer satisfaction has been evaluated by applying the test of independence which is known as the Chi-square test. The chi-square test of independence is used when we want to evaluate whether two variables have an association or not. The calculated values of chi-square statistics for product quality ( $\chi^2 = 306.950$ ), price and value for money ( $\chi^2 = 303.725$ ), availability and accessibility ( $\chi^2 = 297.142$ ), brand image and trust ( $\chi^2 = 297.142$ ), dealer services and support ( $\chi^2 = 408.855$ ), satisfaction and loyalty ( $\chi^2 = 424.931$ ), and overall customer satisfaction ( $\chi^2 = 377.199$ ) are all statistically significant at the one per cent significance level ( $p < 0.001$ ). All these high values of chi-square show that the difference between different work experiences on the level of satisfaction is statistically significant. Therefore, it can be said that people with different periods of working have different levels of satisfaction towards cement brands.

Hypothesis 3: Difference between Domicile and Customer Satisfaction

H<sub>0</sub>: There is no significant difference between domicile and customer satisfaction.

H<sub>1</sub>: There is a significant difference between domicile and customer satisfaction.

Table 4: Result of the T-test

S.No	Customer satisfaction towards cement brands	$\bar{X}$	S.D	Statistical Inference
6.	Satisfaction & loyalty			
	Urban (N:326)	13.3834	2.22370	t =23.157 p < 0.001 Significant
	Rural (N:174)	18.1034	2.06839	
7.	Overall customer satisfaction towards cement brands			
	Urban (N:326)	85.9663	5.25083	t =23.809 p < 0.001 Significant
	Rural (N:174)	97.5690	5.07554	

Source: Primary Data

An independent sample t-test was used to determine whether there were differences in mean levels of satisfaction between the urban and rural respondents. The independent sample t-test determines whether there are significant differences between the means of two independent groups. The calculated t-values for quality (t = 25.007), price/value for money (t = 23.866), availability/accessibility (t =

23.219), brand image/trust ( $t = 22.530$ ), dealer service/support ( $t = 23.202$ ), and satisfaction/loyalty ( $t \approx 23.157$ ) are statistically significant at a 1 per cent significance level ( $p < 0.001$ ). It can be observed from the mean scores that rural customers are more satisfied than their urban counterparts with the cement products along all the six dimensions considered. The high  $t$ -values reveal that there is a significant difference between the two groups. The null hypothesis is thus rejected. It is therefore evident that domicile affects customer satisfaction with cement brands.

Hypothesis 4: Variance among Occupational Status and Customer Satisfaction

$H_0$ : There is no significant variance among occupational status with respect to customer satisfaction.

$H_1$ : There is a significant variance among occupational statuses with respect to customer satisfaction.

Analysis of customer satisfaction with respect to occupational groups was done using one-way analysis of variance (ANOVA). One-way analysis of variance is a statistical procedure used for comparing mean values of several groups at a time. In statistics, one-way analysis of variance (one-way ANOVA) is a method for comparing means of several variable samples using  $f$  distribution. According to the above table, it is clear that there is very significant variation in respondents' occupational status in terms of product quality ( $F=674.056$ ,  $p<0.001$ ). The mean score reveals that professional people achieved a greater mean score (mean=18.9915) in comparison to other groups such as self-employed, government employees and private employees. It was also observed that there exists highly significant variation in occupational status in relation to "price and value for money" ( $F=559.556$ ,  $p<0.001$ ), for "availability and accessibility" ( $F=446.410$ ,  $p<0.001$ ), for "brand image and trust" ( $F=513.713$ ,  $p<0.001$ ) in relation to "dealer services and support" ( $F=553.334$ ,  $p<0.001$ ), and "satisfaction and loyalty" ( $F=596.611$ ,  $p<0.001$ ), and "overall customer satisfaction towards cement brands" ( $F=609.959$ ,  $p<0.001$ ), such that professionally qualified individuals obtained the highest mean scores as compared to others. It is clear that according to the value calculated for various aspects of customer satisfaction towards cement brands, "Product Quality" scored highest, followed by "Satisfaction and loyalty" second; "Price and Value for Money" scored third highest; and "Dealer Services and Support", "Brand Image and Trust", and "Availability and Accessibility" scored fourth, fifth, and sixth, respectively. As far as occupational status is concerned, professionals obtained the highest mean score as compared to others. The resulting values of  $F$  (product quality,  $F = 674.056$ ; price and value for money,  $F = 559.556$ ; availability and accessibility,  $F = 466.410$ ; brand image and reputation,  $F = 513.713$ ; dealer service,  $F = 553.334$ ; satisfaction and loyalty,  $F = 596.611$ ; and overall satisfaction,  $F = 609.959$ ) are all significant at the 1 percent significance level ( $p < 0.001$ ). From these results, it can be stated that there is a statistically significant difference in the mean satisfaction levels among the various occupational groups. The mean comparison reveals that professionals and private employees have higher satisfaction levels than government employees and self-employed individuals. The null hypothesis is rejected. Thus, occupational status influences customer satisfaction with cement products.

Hypothesis 5: Relationship between Customer Satisfaction and Its Dimensions

$H_0$ : There is no significant relationship between customer satisfaction and its dimensions.

$H_1$ : There is a significant relationship between customer satisfaction and its dimensions.

Table 5: Inter-correlation matrix

	Product quality	Price & Value for money	Availability & accessibility	Brand image & Trust	Dealer services & support	Satisfaction & loyalty	Overall customer satisfaction towards cement brands
Product quality	1						
Price & Value for money	.945**	1					
Availability & accessibility	.932**	.932**	1				
Brand image & Trust	.965**	.958**	.946**	1			
Dealer services & support	.947**	.950**	.944**	.967**	1		
Satisfaction & loyalty	.924**	.943**	.947**	.952**	.948**	1	
Overall customer satisfaction towards cement brands	.963**	.970**	.961**	.981**	.968**	.968**	1

Source: Primary Data

Inter-correlation Matrix has been used in measuring the association between the different dimensions of customers' satisfaction at once. Results reveal that there is a positive and significant correlation among all dimensions at 1 percent level. The strongest correlation between the dimensions has been seen between brand image and trust as well as customer satisfaction ( $r=0.981$ ). Second highest correlation has been seen between the prices and value for money ( $r=0.970$ ), which indicates that these dimensions have strong effects on customers' satisfaction. Moreover, Partial Least Square Structural Equation Modeling (PLS-SEM) technique has been used for examining the structure relationships among the latent variables. The path coefficients between product quality (0.916), price and value for money (0.912), availability and accessibility (0.909), brand image and trust (0.916), dealer services and supports (0.913) as well as satisfaction and loyalty (0.917) have been statistically significant ( $p<0.001$ ).

## PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODEL (CUSTOMER SATISFACTION TOWARDS CEMENT BRANDS)

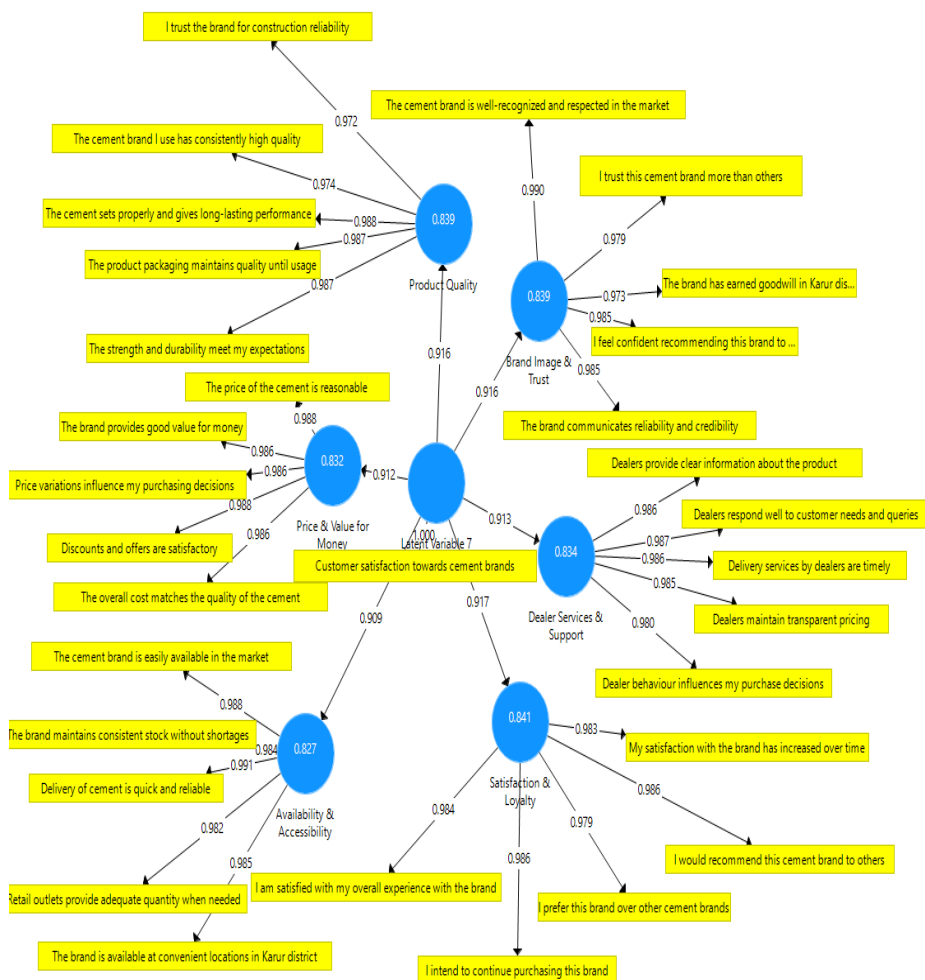


Figure no. 1

The high R-square values (ranging from 0.827 to 0.841) indicate that the model explains a substantial proportion of variance in customer satisfaction. These findings confirm that all six dimensions have a strong predictive influence on overall customer satisfaction. The null hypothesis is rejected. It is concluded that product quality, price, availability, brand image, dealer services, satisfaction, and loyalty significantly determine customer satisfaction with cement brands.

### FINDINGS

The key findings obtained from the study on customers' satisfaction with regard to cement brands are as follows, along with relevant studies conducted in the past: It is seen that an appreciable number of customers (78.0%) belong to the age group 30-40 and more than 50 years, showing that it is the experienced buyers who make purchase decisions. This finding corroborates previous research carried

out on consumer behaviour, showing that age positively impacts consumers' purchasing experience and satisfaction with products. The largest number of respondents (64.2%) belong to the income groups of ₹30,000-₹40,000 and more than ₹50,000 per month, indicating that it is financially stable people who buy cement brands. Past research conducted in consumer behaviour has proved that income plays an important role in purchase decisions.

In the case of educational qualifications, 78% of respondents are undergraduates, postgraduates or diploma holders, which means that well-educated consumers make purchasing decisions. Past research has found that education increases awareness of products and improves decision-making processes. 82.6% of respondents knew about cement brands from friends, dealers and other users. This finding also aligns with previous research into the topic of word-of-mouth communication, emphasising its immense significance in products requiring high involvement, such as construction materials. In addition, the current research establishes a highly significant interdependence among all factors contributing to customer satisfaction, including the quality of the product, its price and value for money, availability, brand image, services offered by dealers, and loyalty of the consumer. This is consistent with the well-established theory of multidimensionality of customer satisfaction, according to which customer satisfaction consists of multiple variables.

According to the correlation analysis, age positively correlates with customer satisfaction, which corresponds to previous research indicating that older customers are more prone to develop positive brand attitudes and higher levels of satisfaction. The chi-square test results demonstrate a significant connection between the period of working and customer satisfaction, supporting the existing studies, which point out the impact of occupation on product evaluation and purchase behaviour. Finally, according to the t-test results, there is a significant difference in customer satisfaction between the rural and urban customers, with the former having a significantly higher satisfaction level. The ANOVA results indicate that occupational status significantly affects customer satisfaction, with professionals showing higher satisfaction levels. This aligns with research that highlights occupation as a key determinant of consumer perception and decision-making.

PLS-SEM and correlation findings prove that brand image and trust, product quality, price and value for money, and satisfaction and loyalty are the factors that influence customer satisfaction. These findings are highly supported by theories like the expectation-confirmation theory and the customer satisfaction theory, which put emphasis on quality and value perception as the most crucial factors. On the other hand, convenience, brand reputation, packaging, and prompt delivery are the factors that impact the purchase decision-making process. The findings agree with prior studies that have shown the impact of functional and psychological factors on the purchasing process. In terms of customer satisfaction, 83.6% of participants express satisfaction levels, meaning that there is significant customer acceptance of the brands under investigation. This result is consistent with past research on FMCG and industrial products. The most popular brands are UltraTech Cement, India Cements, ACC Cement, and Ramco Cement. It is similar to market reports that identify these brands as market leaders because of their efficient distribution and brand equity. The main problems associated with these products are poor quality, curing problems, and an expensive price, which is consistent with previous literature on construction materials and industrial goods.

## **MANAGERIAL SUGGESTIONS**

Several managerial implications may be derived from the results of the study to improve the satisfaction level of customers with respect to cement products. Product quality has emerged as an important determinant of customer satisfaction, which means that it becomes important for cement producers to maintain high standards of quality control throughout the process of production of cement products. Due to curing problems and poor performance being stated by customers about cement products, firms should strive diligently to improve the formula of cement by undertaking extensive R&D work and

providing guidelines for proper usage of products. Pricing also influences the perceptions of customers; thus, firms need to adopt appropriate pricing strategies. Along with pricing, firms must try to build trust among customers regarding cement products by ensuring transparency about product quality, providing reliable customer service, and engaging in community outreach to demonstrate their commitment to customer satisfaction.

Another crucial consideration in the purchase decision process includes packaging. Hence, for this reason, it is necessary to use packaging materials that are tough and waterproof to maintain the quality of cement during storage and distribution. Furthermore, we must enhance dealer services, as they play a vital role in the business-customer interface. By giving proper training to dealers and communicating clearly, it will improve the experience of customers. Cement needs to reach customers on time, and it is necessary that logistics and supply chain management be improved by companies for this reason. Availability of a sufficient stock of cement is also required, as this will be helpful in meeting customer demand. Most customers depend on personal recommendations from friends, dealers, and past users, and for this reason, relationship marketing needs to be considered. Moreover, the enhancement of marketing and promotions such as discounts and incentives would enable better visibility and attract more customers. Furthermore, it is imperative to implement a customer loyalty programme that will ensure customer retention through post-purchase services. Lastly, it is essential to develop customised marketing techniques by considering demographic characteristics, including age, salary, and occupation, as they directly impact customer satisfaction. With these recommendations, cement manufacturers will enhance customer satisfaction, thus creating competitive advantage in their operations.

## **CONCLUSION**

The cement industry plays a significant role in the economic development of India as far as infrastructure and industrial growth are concerned. As one of the leading cement producers across the world, the Indian cement industry has experienced growth, owing to rising demand from the construction and real estate sectors. The initiatives of government along with favourable policies have added to the strength of the industry as they create an enabling environment for the manufacturing and distribution activities. This study was conducted to examine the degree of awareness, influence of factors on purchase behaviour and customer satisfaction towards different cement brands. The result of the study shows that customer satisfaction is a multi-dimensional construct that depends upon various factors like product quality, price/value for money, availability/accessibility, brand image/trust, dealer services/satisfaction and satisfaction/loyalty.

Out of these various factors affecting customer satisfaction, product quality, brand image/trust and satisfaction/loyalty turn out to be the major factors which significantly influence customer satisfaction. Statistical analysis shows a significant association between various demographic factors, including age, occupation, domicile, and period of employment, and customer perception and satisfaction level. More specifically, those respondents who are more experienced and working in professional capacities tend to have a higher degree of satisfaction, whereas rural consumers are more satisfied than urban consumers. Customers also pay attention to various aspects, such as convenience, brand reputation, packaging, and delivery, when making their purchase decisions. In addition, it is found that many respondents are satisfied with the performance of the cement brands, which implies a favourable market positioning of leading firms. The brands like UltraTech Cement, India Cements, ACC Cement, and Ramco Cement have increased their preference as a result of superior brand image, quality, and performance. On the other hand, the identified problems, like poor quality, curing issues, high prices, and delays in deliveries, also suggest that there remains scope for further improvement for cement manufacturers to satisfy customers and create brand loyalty. The present research, therefore, suggests that the managers of leading cement brands must adopt suitable approaches to maintain superior product quality, brand reputation, and dealer satisfaction.

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