PREFACE

Cement is the second largest consumed material on this planet after water. With the ever increasing infrastructural development, India has become the second largest cement producing country in the world after China.

With an increase in demand substantial increase in production can be seen with every passing day. While there was a time when cement was sold on ration but the times have come where there is cut throat competition amongst various stakeholders of the cement industry. To understand this shift in the cement industry, it is very important to understand the minds behind various companies selling the product that made a rather dull and non-glamorous product like that of a cement into a product that symbolises strength, power and pride. The purpose of this research study is, therefore to do comparative analysis of marketing strategies followed by selected cement companies.

The reason for choosing “Marketing Strategies of Selected Cement Companies of Rajasthan – A Comparative Analysis” as the theme is to understand marketing strategies employed by the cement companies in order to be ahead in the race of market leadership and also to understand the relationship of marketing mix strategy with dealers or channel partner’s loyalty.

The Objective of the study were:

- To analyze the present marketing stimuli used by companies to influence the dealers
- To examine the relationship between the marketing mix and brand loyalty of dealers of the selected cement companies.
• To develop model for marketing mix strategies and dealer loyalty for cement companies

• To compare functional marketing mix strategies of the determined companies through the perception of dealers

• To find out if there is any difference between overall market leadership and regional market leadership in the cement market of Rajasthan

Thus the main aim was to determine various factors under all the mixes, to analyze the relationship of these marketing mix variants with respect to its dealers’ loyalty and also to analyze the difference in marketing mix strategies of the different companies in the study.

This study was conducted focusing mainly on top five grey cement companies of Rajasthan, which were selected based on their market share (year 2014). Geographical location of the study was mainly in two districts of all the seven zones in Rajasthan. Total 549 dealers were surveyed through self made questionnaire this questionnaire was found reliable after testing it through ‘cronbach alpha’. Further, for hypothesis testing ‘non parametric test’ was used as the population was not normally distributed.

With the help of ‘spearman correlation’ and ‘kruskal Wallis test’ both the hypothesis were tested. With the help of prior mentioned tests it was found that dealers’ loyalty and marketing mix are positively related to each other and through ‘Kwallistest’ it was found that marketing mix strategies of all the companies varies and not a single company had similar marketing mix strategy.
During the journey of this research study an interesting fact grabbed my attention which was therefore, further explored under objective number five i.e. ‘To find out if there is any difference between overall market leadership and regional market leadership in the cement market of Rajasthan’.

Interestingly, the study proved that there is a huge difference between overall market leadership and regional leadership in cement industry, different companies rule in different regional pockets.

Findings of the research study provided an indication that in order to have perfect blend of marketing mix strategies to survive in the era of cut throat competition, Although all the four mixes are essential but as per the research finding ‘promotion and place mix’ are crucial in influencing dealer’s loyalty in the cement market. Thus, companies with strong focus on promotion mix and place mix succeed in the game of market share.