

An Integrated Analysis of Sales Forecasting, Marketing Tactics and Buyer Behaviour for the Ultratech Cement

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Abstract- The research examines how sales forecasting and marketing strategies drive customer behavior changes in the Indian cement market with UltraTech Cement as its study subject. The research study uses a combined research method which combines primary survey information with secondary data sources to assess customer demand patterns and their buying habits and the company's strategic business operations. The study results demonstrate that three factors work together to drive consumer purchasing decisions. The study shows that dealer recommendations and product availability serve as key factors that determine how well a product performs in the market. The study shows that modern consumer behavior today requires businesses to adopt digital technologies while they must also consider sustainability requirements. The research shows that businesses in the cement industry need to synchronize their forecasting methods with their marketing activities and customer understanding in order to achieve sustainable growth and establish competitive differentiation.

Index Terms- About four key words or phrases in alphabetical Sales Forecasting, Marketing Strategies, Buyer Behavior, Cement Industry, UltraTech Cement, Distribution Network, Brand Loyalty, Price Sensitivity, Digital Adoption, Sustainability

I. INTRODUCTION

The Indian cement industry serves as a primary economic growth engine while exhibiting demand fluctuations and requiring substantial investment and facing market competition. The demand for effective sales forecasting methods exists because companies need to match their production capacity with market demand in order to achieve smooth operational functioning. The market performance of a business depends on its marketing strategies which include branding and pricing and distribution methods.

The cement industry purchasing process depends on both end users and intermediary groups which

include dealers and contractors who base their buying choices on price and product availability and brand reputation. Market dynamics now feel the impact of two major forces which are digital adoption and sustainability concerns.

Researchers frequently examine sales forecasting and marketing strategies and buyer behaviour as separate subjects. This study addresses this gap by analyzing their interrelationship in the context of UltraTech Cement, aiming to provide integrated insights into demand management, competitive positioning, and customer decision-making.

II. REVIEW OF LITERATURE

Latterly.org conducted a 2024 study which shows that UltraTech Cement maintains its position as the top player in the Indian market through its combination of operational capacity and effective distribution and marketing methods. The company uses its extensive network of dealers and retail stores to provide product access to customers who live in both urban and rural areas, which helps them establish trust with their institutional and retail clients. UltraTech uses digital advertising together with traditional dealer-based marketing to increase brand recognition among young customers.

TheBigMarketing.com conducted a 2025 study which examines the complete marketing strategies of UltraTech Cement through its product development and pricing methods and distribution systems and promotional activities and sustainability initiatives. The findings show that the company successfully matches its product range with the requirements of both institutional and retail customers while maintaining a pricing structure that offers affordable rates and competitive prices for bulk purchases. UltraTech operates a strong distribution and logistics

network which enables the company to deliver products across the country while achieving precise demand predictions and reducing interruptions in product availability. The study shows that sustainability has become an essential business factor because the company uses eco-friendly practices to achieve regulatory requirements and build customer loyalty among urban customers.

The research study IJRAR published in its 2024 research study found that digital marketing helps UltraTech Cement increase its sales and improve its customer service. The research identifies social media campaigns together with CRM systems and targeted advertising as essential elements that drive business growth. Customers can connect with businesses through these digital programs which enable personalized interactions to establish trust and brand loyalty. Digital marketing creates a major impact on sales results because data analytics enables businesses to understand customer buying behavior and enhance their demand prediction methods.

A study published in Information Sciences Letters AASTMT Alexandria in January 2025 investigates how consumer purchasing behavior affects cement industry company performance. The study results demonstrate that dealers and retailers have a major impact on customer behavior especially in semi-urban and rural areas where customers depend on their recommendations because they lack product knowledge. The study demonstrates that retail customers choose products based on two factors which are price sensitivity and brand trust while institutional customers select products based on their need for affordable products and trustworthy delivery services.

On August 2024 the International Journal of Research in Management published a study that investigates how sustainability and green marketing affect consumer perceptions of the cement industry. The results show that environmentally conscious consumers in urban markets show a growing preference for eco-friendly cement products. The research demonstrates that green branding enables businesses to gain competitive advantages through their ability to match their operational methods with the new demands of customer preferences.

Organizations use sustainability as a mandatory requirement because it serves as a strategic marketing tool that helps in creating unique brand identity and customer loyalty.

The Indian Journal of Marketing published a 2019 study which analyzes the marketing methods used by major Indian cement companies, including UltraTech, ACC, Ambuja, and Shree Cement. The results of the research establish UltraTech as the market leader because its extensive production capacity and broad distribution network allow the company to reach customers in all market areas. The research demonstrates that businesses need to use all four elements of their marketing mix, which includes product, price, place, and promotion, because UltraTech achieves market success through its high product quality and strong brand image and affordable pricing methods. The company develops its market advantage through its effective distribution network. Yet the findings indicate that other companies have developed more innovative methods for creating new products and implementing sustainable practices.

A 2023 study by Innodata Tics Research Associates, Hyderabad, examines advanced sales forecasting techniques in the cement industry using machine learning and deep learning models on data from 2018 to 2023. The results show that deep learning methods exceed the predictive power of ARIMA and regression models when using macroeconomic data that includes GDP growth and infrastructure spending. The study shows that better forecasting accuracy leads to three benefits which include better distribution operations and lower inventory expenses and on-time delivery support.

III. NEED FOR THE STUDY

The research investigates the relationships between sales forecasting and marketing strategies and buyer behavior and demand patterns in the cement industry while using UltraTech Cement as its primary focus. The research demonstrates how companies use marketing tactics and distribution networks and consumer insights to influence purchasing decisions while connecting theoretical knowledge with real-world business practices.

IV. SCOPE OF THE STUDY

The research investigates the connections between sales forecasting methods and marketing techniques and customer purchasing patterns and market demand patterns in the cement industry, focusing on UltraTech Cement as its primary study subject. The study demonstrates that marketing tactics and distribution systems determine how customers acquire product information which they use to make buying decisions, while customer insights are applied to develop forecasting methods and operational business strategies

V. OBJECTIVES OF THE STUDY

1. To analyze the sales performance and market demand trends of UltraTech Cement to understand past growth patterns and forecast future sales.
2. To evaluate the effectiveness of marketing strategies, including branding, pricing, promotion, and distribution, in influencing customer awareness and purchase decisions.
3. To study buyer behavior and decision-making factors, such as product quality, brand reputation, price sensitivity, availability, and the influence of intermediaries like dealers, contractors, and masons.
4. To identify the relationship between marketing tactics, buyer behavior, and sales forecasting, and how these factors collectively impact business growth.
5. To provide insights for managerial decision-making and strategic planning, bridging the gap between marketing theory and practical application in the Indian cement industry.

VI. LIMITATIONS OF THE STUDY

Forecasting models use historical data and existing assumptions to create their predictions, which results in their susceptibility to unanticipated disruptions and changes in regulations and worldwide emergencies.

The research results apply only to the Indian cement market because the study restricts its geographic area to this market.

Buyer behavior insights are influenced by survey responses and intermediaries, which may not always reflect actual purchasing decisions.

VII. RESEARCH METHODOLOGY

Data collection: Primary & secondary

Type of research: Mixed – method approach (descriptive and analytical)

Research instrument: Questionnaire

Sample size: Sample size: The population is infinite so we use basic sample size formula

Where, $Z = 1.645$ for 90% confidence level, $P = 0.5$, $e = 5\%$ margin of error.

$$n = (Z^2 * p * (1 - p)) / e^2$$

$$n = (1.64)^2 * 0.5 * (1 - 0.5) / 0.05^2$$

$$n = 2.706 * 0.25 / 0.0025$$

$$n = 270.6 = 271$$

Sample Size = 271

Sampling method: Stratified random sampling

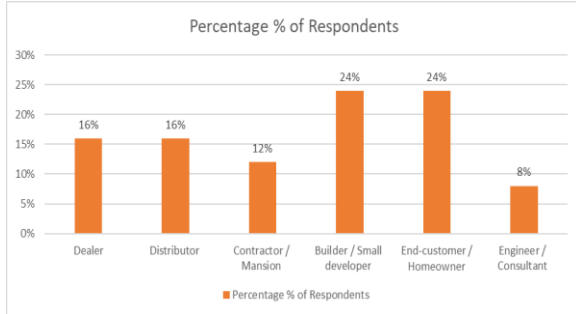
Statistical tool: percentage and graphical analysis

VIII. DATA ANALYSIS AND INTERPRETATION

TABLE No. 1: Primary role of the Respondents

| Options | No of Respondents | Percentage % of Respondents |
|---------------------------|-------------------|-----------------------------|
| Dealer | 43 | 16% |
| Distributor | 44 | 16% |
| Contractor / Mansion | 32 | 12% |
| Builder / Small developer | 65 | 24% |
| End-customer / Homeowner | 65 | 24% |
| Engineer / Consultant | 22 | 8% |
| Total | 271 | 100% |

Source: Field Study.



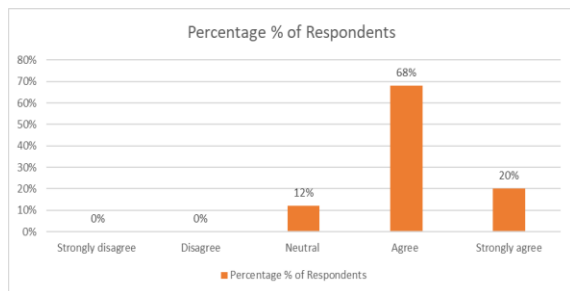
INTEPRETATION

The occupation graph shows that Builders / Small developers form the largest group at 24%, while End-customers / Homeowners also account for 24% of respondents. The sample distribution includes Dealers and Distributors who together comprise 16% of the total sample while Contractors and Masons make up 12% and Engineers and Consultants account for 8% of the study.

TABLE No. 2: Awareness of Ultra Tech’s product range in recent marketing Activities

| Options | No of Respondents | Percentage % of Respondents |
|-------------------|-------------------|-----------------------------|
| Strongly disagree | 0 | 0% |
| Disagree | 0 | 0% |
| Neutral | 33 | 12% |
| Agree | 184 | 68% |
| Strongly agree | 54 | 20% |
| Total | 271 | 100% |

Source: Field Study.



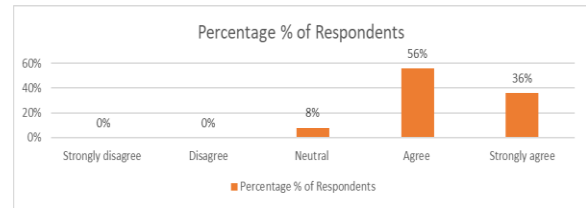
INTEPRETATION

68% agreed and 20% strongly agreed in terms of their awareness or experience as per the graph. Kind of surprising, the remaining 12% remained neutral. No one disagreed with the statement, thus reflecting the population's current climate.

TABLE No. 3: Satisfaction level of UltraTech’s product portfolio (OPC, PPC, PSC, RMC, specialty) in meeting customer needs

| Options | No of Respondents | Percentage % of Respondents |
|-------------------|-------------------|-----------------------------|
| Strongly disagree | 0 | 0% |
| Disagree | 0 | 0% |
| Neutral | 22 | 8% |
| Agree | 151 | 56% |
| Strongly agree | 98 | 36% |
| Total | 271 | 100% |

Source: Field Study.



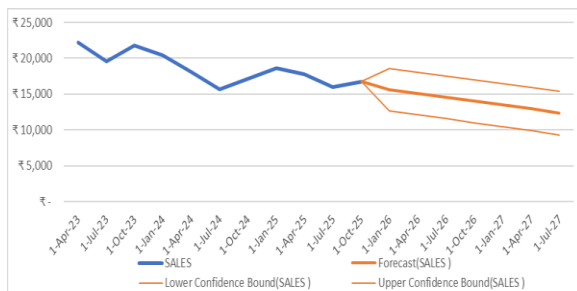
INTEPRETATION

The graph shows that UltraTech’s product portfolio (OPC, PPC, PSC, RMC, specialty) meets customer needs very well. The majority of respondents accepted the statement about their agreement with the statement while 8 percent of respondents maintained a neutral position. The entire group agreed with the statement.

TABLE No. 4: Sales forecast of Ultra Tech ltd for the next 7 Quarters Based on Historical data.

| DATE | SALES ₹ crores | Forecast (SALES in ₹crores) | Lower Confidence Bound (SALES in ₹ Crores) | Upper Confidence Bound (SALES in ₹ Crores) |
|----------|-------------------|-----------------------------------|---|---|
| 1-Apr-23 | ₹ 22,169 | | | |
| 1-Jul-23 | ₹ 19,606 | | | |
| 1-Oct-23 | ₹ 21,829 | | | |
| 1-Jan-24 | ₹ 20,418 | | | |
| 1-Apr-24 | ₹ 18,069 | | | |
| 1-Jul-24 | ₹ 15,634 | | | |
| 1-Oct-24 | ₹ 17,193 | | | |
| 1-Jan-25 | ₹ 18,662 | | | |
| 1-Apr-25 | ₹ 17,737 | | | |
| 1-Jul-25 | ₹ 16,012 | | | |
| 1-Oct-25 | ₹ 16,739 | ₹ 16,739 | ₹ 16,739 | ₹ 16,739 |
| 1-Jan-26 | | ₹ 15,599 | ₹ 12,679 | ₹ 18,518 |
| 1-Apr-26 | | ₹ 15,064 | ₹ 12,121 | ₹ 18,007 |
| 1-Jul-26 | | ₹ 14,529 | ₹ 11,563 | ₹ 17,496 |
| 1-Oct-26 | | ₹ 13,995 | ₹ 11,005 | ₹ 16,985 |
| 1-Jan-27 | | ₹ 13,460 | ₹ 10,446 | ₹ 16,474 |
| 1-Apr-27 | | ₹ 12,926 | ₹ 9,887 | ₹ 15,964 |
| 1-Jul-27 | | ₹ 12,391 | ₹ 9,328 | ₹ 15,453 |

Source: Historical data.



INTEPRETATION

Sales have been declining steadily. The forecast shows a continued downward trend. Future sales are uncertain because they will either experience strong recovery or sharp decline. UltraTech needs to implement strategic actions which will help them reverse the current sales decline.

IX. FINDINGS

- UltraTech has high brand recognition and product acceptance, but its customers show weak brand loyalty because they prefer to buy products when prices drop and because the company experiences decreased sales performance.
- The marketing strategies need to focus on both institutional markets and retail customer bases because professional stakeholders (builders and contractors and engineers) and end customers show equal presence in the market.
- The unanimous agreement on product suitability suggests UltraTech's portfolio is not the issue; rather, external market conditions and competitive pricing are driving sales decline.
- Forecast uncertainty highlights the importance of integrating buyer behavior insights into forecasting models and adopting adaptive marketing tactics to stabilize demand.

X. SUGESSTIONS

- Strengthen Forecasting Models: AI-driven and machine learning techniques should be implemented to enhance demand forecasting accuracy while decreasing risks which arise from seasonal and regional fluctuations.
- Enhance Customer Loyalty: The company should establish long-term customer relationships through value-based pricing and contractor training and ecosystem support which exceed basic price competition.
- Expand Digital Engagement: The company should use social media platforms and mobile applications and partnerships with influencers to increase engagement with their contractor and mason and institutional buyer audiences.
- Promote Sustainability: The company should establish UltraTech as a sustainable brand by promoting its environmentally friendly practices and alternative fuel usage and low-carbon cement products.

XI. CONCLUSION

UltraTech cement is facing declining sales, the solution isn't just "more marketing"—it's smarter, segmented, and trust-driven marketing tailored to the

construction ecosystem (contractors, builders, dealers, and end customers). Here are practical, high-impact strategies:

Strengthen Dealer & Contractor Network

Incentivize dealers/retailers with tiered margins, loyalty rewards, and credit flexibility, launch a contractor loyalty program (points, insurance benefits, training certifications), Conduct on-site mason training programs to build brand preference at the ground level, in cement, influencers masons & contractors, not just end users.

Hyperlocal Marketing & Demand Mapping

Identify high-growth construction zones (urban outskirts, Tier-2/3 cities), Run region-specific campaigns in local languages, Partner with local builders and real estate developers
Cement demand is highly localized—generic national campaigns don't convert well.

Build Trust Through Quality Positioning

Promote strength, durability, and long life with real project case studies, Use "proof-based marketing" (lab tests, site comparisons), Offer technical advisory services for builders and engineers, Buyers prefer reliability over price for structural materials.

Digital Transformation & Lead Generation

Create a mobile app/portal for dealers & contractors (ordering, tracking, offers), Run targeted digital ads for home builders (Google, YouTube), Provide cost calculators, cement estimators, and construction guides online, Capture self-building homeowners, a fast-growing segment.

Product Differentiation Strategy

Promote specialized variants (e.g., waterproof cement, fast-setting cement), Introduce eco-friendly/green cement with sustainability branding, Bundle products with value-added services Move from commodity selling solution selling

Strategic Pricing & Packaging

Offer flexible pack sizes (small builders prefer smaller lots), Introduce seasonal discounts during peak construction months, Provide bulk pricing deals for contractors & infrastructure projects

Branding Through Visibility

Increase site-level branding (construction site boards, banners), Use transport branding (trucks, delivery vehicles), Sponsor local infrastructure or community projects

Cement is a low-involvement product—visibility builds recall.

Collaborations & Institutional Sales

Tie up with:

Real estate developers

Government infrastructure projects

Smart city and rural housing schemes

Large-volume contracts stabilize sales.

Sustainability as a Marketing Lever

Highlight low carbon footprint initiatives

Promote use in green buildings & ESG-compliant projects

Align with national missions like sustainable infrastructure

Increasingly important for institutional buyers.

Customer Education Campaigns

Conduct “Build Right” awareness programs

Educate on: Correct cement usage

Cost vs durability trade-offs

Use YouTube tutorials & field demos

Bottom Line

To reverse declining sales, UltraTech Cement must:

Shift from product-centric → ecosystem-centric marketing

Influence contractors + dealers + end users simultaneously

Combine ground-level engagement + digital reach + trust-building

improving customer satisfaction through their digital marketing efforts.

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