

A Study on Dealers Satisfaction of Universal Implements, Shoranur, Palakkad

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Abstract- *The purpose of this study was to examine the needs, desires, and product awareness as well as dealer satisfaction for Universal Implements. With an emphasis on numerous factors that affect dealers' general satisfaction, this study seeks to evaluate the degree of dealer satisfaction within Universal Implements. Maintaining solid business connections, assuring brand loyalty, and boosting sales success all depend heavily on dealer satisfaction. The study's objectives are to analyze the elements that dealers anticipate and look into the issues that dealers of Universal Implements encounter.*

Keywords- Dealers Satisfaction, Dealers experience, Product Quality.

I. INTRODUCTION

Dealer satisfaction is highly relevant for businesses aiming to optimise their distribution channels and enhance customer experiences. By understanding dealers' needs, challenges, and satisfaction levels, companies can refine their strategies, improve product availability, and streamline communication channels. This project provides insights into key areas for improvement, such as inventory management, training programs, and support mechanisms. It also fosters stronger relationships with dealers, leading to increased loyalty and better market performance. Ultimately, focusing on dealer satisfaction not only boosts business efficiency but also ensures a seamless customer journey, resulting in sustainable growth and competitive advantage in the marketplace.

Agro – based industries have very high scope in India due to the country's predominant agricultural dependence. According to the latest statistics, approximately 42% of Indians are employed in the agricultural sector alone. The agriculture sector contributes 17% of India's GDP. Agriculture has seen its share of the workforce decline year after year due to various factors. Nevertheless, it remains the primary source of employment for most people. Agriculture considered the sunrise sector of the Indian economy because of its huge potential for growth, likely socioeconomic impact,

especially on employment and income generation, and the fact that it is generally recession – resistant. The country's agriculture and Agro –based industries are also essential to the economy. Universal implements one of the forerunner in the field of agriculture implements estate tool and celeries was established in 1996 as a small scale industry, Universal Implement is listed in Trade India's list of verified sellers offering supreme quality of etc. Buy in bulk from us for the best quality products and service. Universal Implements, the first 150 certified company in Kerala of this sector, a manufacturing unit of agricultural implements and garden tools running since 1996, had made its mark for its flawless products, processed out of adequately picked raw materials and carved out of skilled craftsman ship with an experience of over 15 years under strict guidance.

II. REVIEW OF LITERATURE

According to Dr R \$ Bharathi and K Balaji (2018), dealer satisfaction is critical because only dealers can make sales. Dealers serve as the link between the company and its clients. The dealers have a greater understanding of consumer demand and requirements. If the dealers are displeased with the company, the goods cannot be delivered to the ultimate consumer or customers

According to Alireza Shirania, Habibollat Danselb and Anahita Shirvanie, (2018). there is a favourable association between pricing, quality, distribution, trust and expectation. and producer satisfaction from suppliers. Price, quality, distribution, trust, expectations, and conflict all have a significant impact on customer satisfaction.

According to Eric Boyd, Bernadett Koles(2017), the influence of VR B2B marketing is expanding, and the trade press is recognizing it. The precise influence of virtual reality on B2B marketing is still being researched. This study gives information regarding theoretical considerations of the topic by effectively describing the effects of virtual reality on B2B buyers during the post-purchase stage.

According to Lina Pileliene and Kestutis Reklaitis(2017), the scientific challenge examined in the article is the identification of B2B and B2C market communication. The findings reveal that, while the process appears to be the same in both cases, it has many variances as well as many similarities.

According to Roberto Mora Cortez (2017), the goal of this study is to contribute to the expanding position of the business-to-business (B2B) marketing industry. The current research is valuable since it provides a framework for analysing how to understand the expanding position of B2B marketing.

III. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To study about the Dealers Satisfaction level of the Universal Implements, Shoranur.

SECONDARY OBJECTIVES

- To identify those factors which makes the dealer satisfied.
- To identify the problems related to the dealers of the company.
- To give suggestions and recommendations for ensuring better dealers satisfaction.

IV. RESEARCH METHODOLOGY

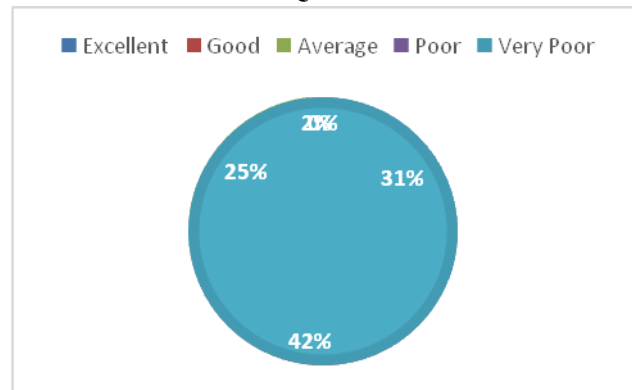
The research is of the descriptive kind. Descriptive research design is a methodology used to systematically collect, analyse, and interpret data to describe a phenomenon or population without influencing it in any way. Its primary goal is to provide an accurate depiction of what is being studied. Population of the study is 52 Dealer of Universal Implements, Shoranur. The census sampling method is used in this study. Sample size refers to the number of respondents included in a study. Sample size of the study is 52 dealers of the organisation. The system of data collection is based on the study being conducted. The data is collected through Primary and Secondary Source. The main method of data collection is based on Questionnaire.

V. DATA ANALYSIS

TABLE SHOWING QUALITY OF PRODUCTS

Particulars	Number of Dealers	Percentage of Dealers
Excellent	16	30.8%
Good	22	42.3%
Average	13	25%
Poor	1	1.9%
Very Poor	0	0%
Total	52	100

FIGURE SHOWING QUALITY OF PRODUCTS



From the above chart shows that 30.8% of dealers have the opinion about Excellent quality product, 42.3% have the opinion about good quality product, 25% have opinion about average quality, 1.9% have opinion about poor quality and 0% have opinion about very poor quality product.

TABLE SHOWING TYPE OF DEALERSHIP AND OVERALL SATISFACTION LEVEL

Type of Dealership	Satisfaction Level					Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
WHOLESALE	4	10	1	0	0	15
RETAIL	15	15	7	0	0	37
Total	19	25	8	0	0	52

HYPOTHESIS

- H0 : There is no difference in the overall satisfaction level between wholesale and retail dealerships.
- H1 : There is a difference in the overall satisfaction level between wholesale and retail dealerships.

Chi- Square $\chi^2 = \sum(O - E)^2 / E$

O – Observed Frequency

E – Expected Frequency

Expected Frequency = Row Total*Column Total/ Grand Total

O	E	O-E	(O-E) ²	(O-E) ² /E
4	5.48	-1.48	2.19	0.39
10	7.21	2.79	7.78	1.07
1	2.30	-1.3	1.69	0.73
0	0	0	0	0
0	0	0	0	0
15	13.5	-1.5	2.25	0.16
15	17.7	-2.7	7.29	0.41
7	5.69	1.31	1.71	0.30
0	0	0	0	0
0	0	0	0	0
Total				3.06

Degree of freedom = (r-1) (c-1)

(2-1) (5-1) = 4

Level of significance = 5%

Table value = 9.488

The critical value for a chi square distribution with 4 degrees of freedom at the 0.05 significance level 9.488. Since the calculated value 3.06 is less than table value, accept the null hypothesis.

TABLE SHOWING TYPE OF DEALERSHIP AND PLACING ORDER INTERVALS

Type of Dealership	Placing order intervals					Total
	Weekly	Monthly	Twice in a Month	Half Yearly	Yearly	
WHOLE SALE	1	9	0	5	0	15
RETAIL	6	21	6	3	1	37
Total	7	30	6	8	1	52

From the above table provides a clear comparison between wholesale and retail dealerships in terms of their ordering intervals. It is evident that retail dealerships tend to place orders more frequently than wholesale dealerships, with higher numbers in weekly and monthly intervals. On the other hand, wholesale dealerships show a preference for longer intervals, such as half-yearly orders.

TABLE SHOWING THE EXPECTING FACTORS

Factors	Highly expected (5)	Expected (4)	Neutral (3)	Less Expected (2)	Much less expected (1)	Weighted Average	Rank
a) Service	28	14	3	0	0	15.5	1
b) Quality products	21	25	13	0	0	13.9	2
c) Adaptability and resilience	3	18	22	3	0	12.6	4
d) Credit facilities	0	21	16	4	0	13	3
e) Brand reputation	0	8	25	12	6	9.46	5

Above table shows dealers expectations. According to the above data Service is ranked First, Quality products is ranked Second, Credit facilities is ranked Third, Adaptability and resilience is ranked Fourth position and Brand reputation is ranked Fifth position.

TABLE SHOWING TYPE OF DEALERSHIP AND RELATIONSHIP BETWEEN DEALER AND COMPANY

Type of Dealership	Relationship between Dealer and Company					Total
	Excellent	Good	Fair	Bad	Poor	
WHOLE SALE	2	8	5	0	0	15
RETAIL	10	21	6	0	0	37
Total	12	29	11	0	0	52

HYPOTHESIS

H0 : There is no relationship between the type of dealership and the rating given by the dealers, i.e, the type of dealership does not affect the rating.

H1 : There is a relationship between the type of dealership and the rating given by the dealers, i.e, the type of dealership does affect the rating.

Chi- Square $\chi^2 = \Sigma(O - E)^2 / E$

O – Observed Frequency

E – Expected Frequency

Expected Frequency = Row Total*Column Total/ Grand Total

O	E	O-E	(O-E) ²	(O-E) ² /E
2	3.46	-1.46	2.13	0.61
8	8.36	-0.36	0.12	0.01
5	3.17	1.83	3.34	1.05
0	0	0	0	0

0	0	0	0	0
10	8.53	1.47	2.16	0.25
21	20.6	0.37	0.13	6.63
6	7.82	-1.82	3.13	0.42
0	0	0	0	0
0	0	0	0	0
Total				8.97

Degree of freedom = (r-1) (c-1)
 (2-1) (5-1) = 4
 Level of significance = 5%
 Table value = 9.488

The critical value for a chi square distribution with 4 degrees of freedom at the 0.05 significance level 9.488. Since the calculated value 8.97 is less than table value, accept the null hypothesis.

TABLE SHOWING EXPERIENCE OF DEALERS AND EXPECTING FACTORS

Experience of Dealers	Highly expected	Expected	Neutral	Less Expected	Much less expected
0-5 Years	2	5	3	0	0
5-10 Years	4	11	9	3	0
10-15 Years	4	5	4	1	0
15-20 Years	0	0	0	0	0
Above 20 Years	0	0	0	0	0

HYPOTHESIS

H0: There is no significant difference in the means of factors expected over different time periods.

H1: There is a significant difference in the means of factors expected over different time periods.

Groups	Count	Sum	Average	Variance
1 TO 5	5	10	2	4.5
5 TO 10	5	27	5.4	20.3
10 TO 15	5	14	2.8	4.7
15 TO 20	5	0	0	0
ABOVE 20	5	0	0	0

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	100.9	4	25.2	4.27796	0.011593	2.866081
Within Groups	118	20	5.9			
Total	218.9	24				

The one-way ANOVA test results indicate that there is a significant difference in expectations between the groups (F(4, 20) = 4.28, p = 0.012). Where the p-value is 0.011593 (which is less than the typical significance level of 0.05), we reject the null hypothesis.

VI. CONCLUSION

In conclusion, the majority of dealers expressed satisfaction with the quality of products, with a significant percentage rating them as good or excellent. This positive perception indicates that Universal Implements has been successful in delivering high-quality products to its dealers, which is crucial for maintaining strong relationships and driving sales. While most dealers reported being regular dealers, a notable percentage cited irregular supply and limited credit facilities as reasons for irregular dealership status. Addressing these issues is essential to ensure consistent and reliable partnerships with dealers, as irregularities in supply and credit can hinder business operations and impact overall satisfaction levels. The data revealed that a considerable proportion of dealers were highly satisfied or satisfied with their overall experience with Universal Implements. This high satisfaction level is a positive indicator of the company's performance in meeting dealer expectations and providing a favourable working environment for its partners. Moreover, the low incidence of customer complaints reported by dealers reflects positively on Universal Implements' customer service and product performance. However, continuous efforts to address any emerging issues and further enhance customer satisfaction are recommended to maintain a strong reputation in the market. Universal Implements has generally received positive feedback from dealers regarding product quality, satisfaction levels, and product recommendations. To further strengthen its position in the market and improve dealer relationships, the company should focus on addressing issues related to irregular supply and credit facilities, implementing

suggestions for sales improvement. By leveraging these insights and taking proactive measures, Universal Implements can enhance its dealer network, drive sales growth, and solidify its reputation as a reliable and customer-focused provider in the industry.

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