

# A Study on Dealer's Satisfaction With Special Reference To Silk Industries Kayarampara

Ms.Sandra C<sup>1</sup>, Dr.K.S.Sreejamol<sup>2</sup>

<sup>1,2</sup>Dept of Management Studies

<sup>1,2</sup>Jawaharlal College of Engineering and Technology, Ottapalam

**Abstract-** This article presents a comprehensive study on dealer satisfaction within the Silk Company, aiming to identify key factors influencing dealer contentment and loyalty. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather data from a diverse group of dealers. Results highlight crucial areas such as product quality, timely delivery, competitive pricing, and effective communication as significant determinants of dealer satisfaction. Additionally, the study uncovers the impact of support services and relationship management on fostering a positive dealer experience. Recommendations for enhancing dealer satisfaction are proposed, emphasizing the need for strategic improvements in service delivery, personalized engagement, and continuous feedback mechanisms. This research provides valuable insights for Silk Company to refine its dealer management practices, ultimately contributing to stronger dealer partnerships and sustained business growth.

**Keywords-** Dealer satisfaction, Competitive pricing, Effective communication, Support, Feedback mechanism

## I. INTRODUCTION

In today's competitive business landscape, maintaining strong relationships with dealers is paramount for sustained success. Dealer satisfaction, encompassing aspects such as product quality, delivery efficiency, pricing, and communication, directly influences dealer loyalty and performance.

The steel industry serves as a crucial indicator of economic progress, underpinning infrastructure and overall development. Tata Steel, originally known as TISCO and founded in 1907 by Jamsetji Nusserwanji Tata, became the largest steel mill in the British Empire by 1939. Today, Tata Steel stands as the world's seventh-largest steel manufacturer and India's leading producer. Since India's independence, the steel industry has seen substantial growth. In the 1950-1951 period, India produced around 1.69 million tonnes of pig iron. Key private sector players during the first Five-Year Plan included TISCO, IISCO, and Mysore State Iron and Steel Works, while the government-owned Hindustan Steel Limited

established three plants in 1950. The launch of the Steel Authority of India (SAIL) in 1973 further propelled the sector's growth.

This study delves into a comprehensive study conducted to assess and improve dealer satisfaction within Silk Company. By employing a mixed-methods approach that integrates quantitative surveys and qualitative interviews, we aim to gather diverse insights from dealers. These insights will help identify key determinants of dealer satisfaction and areas requiring strategic enhancements.

This research highlights crucial factors such as product quality, timely delivery, competitive pricing, and effective communication as significant contributors to dealer satisfaction. Furthermore, the study examines the impact of support services and relationship management on creating a positive dealer experience.

The SILK Foundry Unit Ottapalam (FUO), located near Shoranur on the Palakkad state highway, spans 2.84 acres and features a 2500 square meter production facility. Specializing in the manufacture of cast iron castings, the unit has a capacity of 600 tons per year. Currently, the foundry produces castings weighing up to 1 ton, including cast iron specials, bends, tees, CID joints, Kadhina, manhole covers, and precision castings for the Kerala Water Authority (KWA) and the automobile sector.

This study provides valuable insights that can help Silk Company strengthen its dealer partnerships, ensuring mutual growth and success in a competitive market environment.

## II. REVIEW OF LITERATURE

**According to Dr. Sachdeva Monica (2019):** This article investigates the impact of manufacturer-dealer relationships on dealer commitment to business success and effectively evaluates dealer satisfaction. The manufacturer prioritizes dealer pricing, emphasizing equality. The study assesses the manufacturer based on various factors such as product quantity, demand, quality, pricing strategy, and timely

delivery, aiming to achieve an optimal balance of price and quality.

According to Dr.Musale R. S (2019), the goal of this study is to provide practical experience of dealers functioning within the market and organization in the field of marketing. It covers various details such as dealer satisfaction responses from a survey of a large number of dealers. This study determines the likelihood, brand image, contentment, and discontent, as well as the sales promotion.

According to Alexander Decker (2018), in this study, it is the link between dealer satisfaction and consumer satisfaction. The beneficial relationship between the dealer and client satisfaction has not been established. Regarding example, there is no empirical evidence regarding the cause for the relationship. As a result, the purpose of this research is to acquire some theoretical insights into the relationship based on the findings. The research found just a modest support for the premise of a positive association. A more theoretical perspective suggests that the two constructs are at least positively connected.

According to Alireza Shirania, Habibollah Danaeib, and Anahita Shirvanic (2018), there is a favorable 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 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 analyzing how to understand the expanding position of B2B marketing.

**III. OBJECTIVES**

**Primary Objective:**

- To study the dealer satisfaction level of Steel Industries Limited Kerala.

**Secondary Objectives:**

- To find out the factors that satisfy the dealers.
- To analyze dealer feedback on products and services.
- To give suggestions and recommendations for ensuring better dealer satisfaction.

**RESEARCH METHDOLOGY**

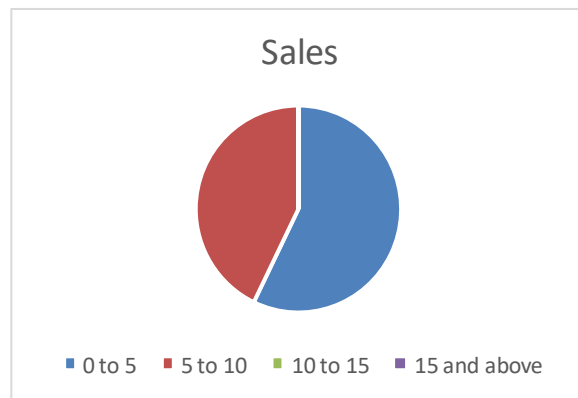
This research is descriptive in nature. Descriptive design is a type of research design that utilizes both quantitative and qualitative methods of research to collect data to describe a phenomenon, situation, or population. The study population consists of 21 dealers of Steel Industries Limited Kerala, Kayarampara. Data collection is obtained through both primary and secondary sources. The main method of data collection is done through a questionnaire.

**IV. DATA ANALYSIS**

**Table Showing Dealership with Silk:**

SL NO	DEALERSHIP WITH SILK	NUMBER OF RESPONDENTS	% OF RESPONDENTS
1	0 to 5	12	57.1%
2	5 to 10	9	42.9%
3	10 to 15	0	0%
4	15 and above	0	0%
<b>Total</b>		<b>21</b>	<b>100%</b>

**FIGURE SHOWING DEALERSHIP WITH SILK**



**INTERPRETATION**

**Figure Showing Dealership with Silk:** From the above chart, it is understood that 57.1% of the respondents are having 0 to 5 years of dealership with the company and 45.9% of the respondents are having 5 to 10 years of dealership with the company.

**Table Showing the Relationship Between Regularity in Dealership and Satisfaction Towards Warranty and After Sales Service Provided by the Company:**

REGU LAR DEAL ER	HIGH LY SATIS FIED	NEUT RAL FIED	DISSAT ISFIED	HIGHLY DISSATI SFIED	TOT AL
---------------------------	-----------------------------	---------------------	------------------	----------------------------	-----------

REGULAR DEALER	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	TOTAL
Yes	1	12	3	0	0	16
No	0	5	0	0	0	5
<b>Total</b>	<b>1</b>	<b>17</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>21</b>

**Hypothesis:**

- H0: There is no significant relationship between regularity in dealership and satisfaction towards warranty and after sales services.
- H1: There is a significant relationship between regularity in dealership and satisfaction towards warranty and after sales services.

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

O – Observed

FrequencyE –

Expected Frequency

Expected Frequency = Row Total\*Column Total/ GrandTotal

Degree of freedom = (r-1)(c-1) = (2-1)(5-1) = 4

- Level of significance = 5%
- Table value = 9.488

O	E	O-E	(O-E)^2	(O-E)^2/E
1	0.76	0.24	0.06	0.078
12	12.95	-0.95	0.90	0.069
3	2.28	0.72	0.52	0.228
0	0	0	0	0
0	0	0	0	0
0	0.23	-0.23	0.05	0.217
5	4.04	0.96	0.92	0.227
0	0.71	-0.71	0.50	0.704
0	0	0	0	0
0	0	0	0	0
$\Sigma$				<b>1.523</b>

The critical value for a chi-square distribution with 4 degrees of freedom at the 0.05 significance level is 9.488. Since thecalculated chi-square value 1.The critical value for a chi-square distribution with 4 degrees of freedom at the 0.05significance level is 9.488. Since the calculated chi-square value 1.523 is less than the critical value, we fail to reject the null hypothesis. This indicates that there is no significant relationship between regularity in dealership and satisfaction towards warranty and after sales services.

**TABLE SHOWING THE FACTORS INFLUENCING TO BUY THE PRODUCT**

FAC TOR S	HIG HLY SATI SFID (5)	SATI SFIED(4)	NEU TRA L(3)	DISS ATIS FIED (2)	HIGH LYDI SATI SFIED(1)	WEIG HTED AVER AGE	RANK
PRIC E	2	19	0	0	0	8.066	1
QUA LITY	7	14	0	0	0	6.066	3
SER VICE	2	16	3	0	0	5.533	5
DISC OUNT	1	19	1	0	0	5.6	4
PRO DU CTS	11	10	0	0	0	6.33	2

**INTERPRETATION**

Above table shows the factors which influence the dealers. According to the abovedata Price is ranked First,Products is ranked Second, Quality is ranked Third, Discount is ranked Fourth and Service is ranked in the Fifth position.

**TABLE SHOWING EXPERIENCE WITH PRODUCTS AND OVERALL SATISFACTION**

SL NO	YEARS	HIGH LY SATI SFIED	SAT ISFI ED	NEUT RAL	DISSATI SFIED	HIGHLYD ISSATISFI ED
1	0 to5	0	10	2	0	0
2	5 to10	1	7	1	0	0
3	10 to15	0	0	0	0	0
4	15 and above	0	0	0	0	0

**HYPOTHESIS**

Groups	Count	Sum	Average	Variance
0to 5	5	12	2.4	18.8
5to 10	5	9	1.8	8.7
10to 15	5	0	0	0
15and above	5	0	0	0

NULL HYPOTHESIS (H<sub>0</sub>): There is no significant relationship between experience with products and overall satisfaction.

ALTERNATE HYPOTHESIS (H<sub>1</sub>): There is significant relationship between experience with products and overall satisfaction.

## SUMMARY

## ANOVA

SOURCE OF VARIATION	SS	df	M S	F	P-VALUE	F-Crit
Between Groups	22.95	3	7.65	1.112727	0.373085	3.2388
Within Groups	110	16				
TOTAL	132.95	19				

## INTERPRETATION

Since the F-value is less than the F critical value and the P-value is greater than 0.05, we fail to reject the null hypothesis (H<sub>0</sub>). This indicates that there is no significant relationship between the experience with products and overall satisfaction among the groups analysed.

## V. CONCLUSION

In conclusion, it is evident that the majority of respondents have substantial experience in dealership and maintain a positive relationship with the company. A significant portion of respondents are regular dealers who express high levels of satisfaction with the company's products, pricing, services, and promotional activities. However, there is room for improvement, particularly in enhancing dealer satisfaction through targeted initiatives. The company has a strong foundation with its dealers, evidenced

by the high satisfaction rates and willingness to recommend the company's products. To build on this foundation, the company should focus on implementing comprehensive sales incentive systems, maintaining close contact with regular dealers, offering credit periods, improving promotional activities, and establishing a robust feedback mechanism. These actions are likely to enhance dealer satisfaction, encourage loyalty, and ultimately drive sales growth and market expansion. Conducting regular retention programs will also be crucial in sustaining long-term relationships with the dealers.

## REFERENCES

- [1] Dr. Sachdeva Monica 10 April, 2019. Assistant Professor, GG DSD College, Panjab University, Chandigarh, India.
- [2] Strategic issues in marketing of consumer and technology products dealer satisfaction survey-Implications for enhancing channel relationship
- [3] Gas November 2006 P Kumar and A Sahay, RETAILING AT PETROL PUMPS FROM COMMODITY DISPENSING TO CUSTOMER SERVICE. Journal of Services Research, Volume 3, Number 2 (October 2003 - March 2004) © 2003 by Institute for International Management
- [4] Principles of marketing, Philip Kotler & Gary Armstrong
- [5] D.D. Sharama & G.C. Beri Statistical tools, S.P. Gupta
- [6] Basic marketing, William G. Zikmund, Michael D. Amico.
- [7] <https://steelindustrials.kerala.gov.in/units/foundry-unit>
- [8] [https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=Employee+Welfare+&btnG=https://www.researchgate.net/search/publication?q=Employee%20Welfare%20](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=Employee+Welfare+&btnG=https://www.researchgate.net/search/publication?q=Employee%20Welfare%20)