

A Study on Dealer Satisfaction of Paragon Steels Pvt Ltd Kanjikode

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Abstract- Paragon Steels Pvt Ltd, located in Kanjikode, is a prominent player in the steel industry, known for its quality products and market presence. The company operates through a network of dealers who play a pivotal role in distributing and promoting its products to consumers and businesses. Dealer satisfaction is a critical factor that directly impacts the company's sales performance, brand image, and overall market competitiveness.

This project is conducted for the purpose of doing a research on the satisfaction level of dealers of Paragon Steels Pvt Ltd, Kanjikode. For the purpose of increasing the efficiency of Paragon Steels and gaining an experience for myself. It is hoped that the insights and recommendations from this study will inform strategic decision-making and inspire actions aimed at further enhancing dealer satisfaction and strengthening partnerships within Paragon Steels' dealer network in Kanjikode and beyond.

Keywords- Satisfaction, Service, Dealer, Distribution, Steel

I. INTRODUCTION

The steel industry is highly competitive, with companies vying for market share and striving to maintain strong relationships with their distribution channels. Paragon Steels Pvt Ltd, based in Kanjikode, operates in this dynamic environment, relying significantly on its network of dealers to reach customers effectively. The satisfaction of these dealers with Paragon's products, services, and support directly impacts their motivation to promote and sell the company's offerings. Understanding and enhancing dealer satisfaction levels can lead to improved relationships, increased sales, and sustainable business growth for Paragon Steels Pvt Ltd. Hence, this study aims to delve into the factors influencing dealer satisfaction, identify areas of improvement, and propose strategies to enhance dealer satisfaction within the context of Paragon Steel's operations in Kanjikode. This study aims to explore these factors comprehensively through a structured research approach, including data collection from dealers, analysis of satisfaction levels across different dimensions, and deriving actionable insights to enhance dealer satisfaction. The findings of this study are expected to provide

valuable insights and recommendations for Paragon Steels Pvt Ltd to optimize its dealer management strategies, improve relationships with dealers, and ultimately achieve higher levels of dealer satisfaction and business performance.

INDUSTRY PROFILE

Steel plays a pivotal role in the advancement of modern economies and is often regarded as the foundation of human civilization. The per capita consumption of steel serves as a vital indicator of a country's socioeconomic development and the quality of life of its citizens. This essential material is produced within a large and technologically intricate industry that boasts robust connections in terms of material flow and income generation, both upstream and downstream. The presence of a robust steel industry is a hallmark of major industrialized economies, significantly influencing their early developmental trajectories. The steel sector has been at the forefront of industrial sector liberalization, experiencing rapid advancements and technological innovations, particularly evident in the establishment of new, cutting-edge Greenfield plants. These advancements have led to increased output, upward movement in the value chain, and expanded exports due to heightened integration with the global economy. Additionally, the establishment of new plants has contributed to a more balanced regional distribution of production, alleviating domestic supply constraints, especially in the western regions. Paragon Steels Pvt Ltd is a dominant player in Steel industry. Paragon steel was registered under the companies Act 1956. The company functions under the able Leadership of M paramasivam who is the managing director and Haripasad, who is one of the directors. There are around 280 Employees including contract workers working in paragon steel and technical staffs are recruited through contract basis.

Paragon steel unit II was set up on 4th March 2004 (Unit I commenced to business on 28th August 1994). It was evolved to become one of the most reliable and excellent rolling Mill. Paragon promises and fulfill safely, quality, reliability and strength in the steel industry. The company runs with fully computerized networking systems in its

administration with the latest infrastructure facilities and machinery.

II. REVIEW OF LITERATURES

SARAH WILLIAMS(2024)

This review explores how digitalization has impacted dealer satisfaction, examining topics such as online tools, data analytics, virtual communication, and digital marketing strategies in enhancing dealer experiences and satisfaction levels.

DAVID ANDERSON(2023)

Analyzes the role of relationship marketing in shaping dealer satisfaction, discussing concepts like trust, commitment, communication, and conflict resolution strategies for building strong and enduring dealer relationships

JANE SMITH (2023)

This review provides a comprehensive analysis of dealer satisfaction literature in the automotive sector, highlighting trends, challenges, and best practices in managing dealer relationships for enhanced satisfaction and performance.

MICHAEL JOHNSON(2022)

Synthesizes empirical studies on dealer satisfaction, offering insights into the factors influencing satisfaction levels, the impact on dealer loyalty and performance, and strategies for improving dealer satisfaction in various industries.

III. OBJECTIVES OF STUDY

PRIMARY OBJECTIVE

To study the level of dealers satisfaction with reference to Paragon steels pvt ltd, kanjikode

RESEARCH DESIGN

In this study descriptive research design is used. Research design is the plan that outlines how a study will be conducted, including objectives, methods, data collection, and analysis techniques. It's the blueprint guiding researchers in achieving their goals effectively.

POPULATION

Population refers to the entire group of individuals, objects, or events that meet the criteria for inclusion in a research study. Here 36 is the total number of respondents in this research study

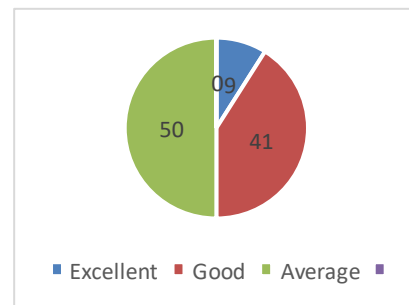
SAMPLING METHOD

Sampling method is Census study. A census study involves collecting data from every member of a population of interest rather than from a sample

TABLE 1 HOW WELL DOES PARAGON STEELS PVT LTD MEET YOUR SPECIFIC BUSINESS NEEDS AND REQUIREMENTS?

Particular	Number of dealers	Percentage
Excellent	3	9
Good	15	41
Average	18	50
Bad	0	0
Worst	0	0
Total	36	100

FIGURE 1



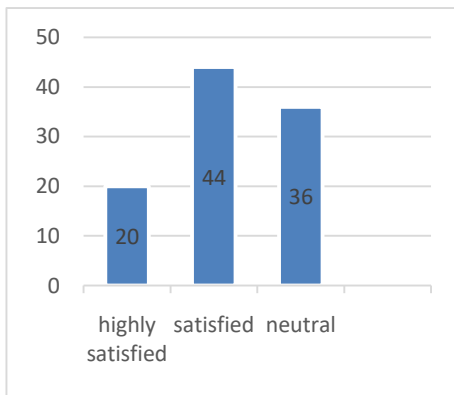
INTERPRETATION

From Above We Could Understand that 100% of dealers didn't rated bad or worst towards how well does Paragon Steels Pvt Ltd meet their specific business needs and requirements .

TABLE 2 HOW SATISFIED ARE YOU WITH THE OVERALL VALUE FOR MONEY OFFERED BY PARAGON STEELS PVT LTD?

Particular	Number of dealers	Percentage
Highly satisfied	7	20
Satisfied	16	44
Neutral	13	36
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	36	100

FIGURE 2



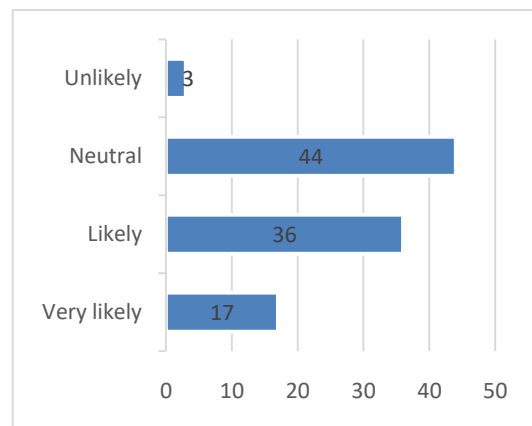
INTERPRETATION

From Above We Could Understand 64% of respondents are satisfied with the overall value for money offered by paragon steels pvt ltd.

TABLE 3 RATE THE COMMUNICATION EFFECTIVENESS OF PARAGON STEELS PVT LTD REGARDING PROMOTIONS AND UPDATES.

Particular	Number of dealers	Percentage
Excellent	9	26
Good	8	22
Average	8	22
Bad	8	22
Worst	3	8
Total	36	100

FIGURE 4



INTERPRETATION

From Above We Could Understand 48% of respondents are satisfied with the communication effectiveness of Paragon Steels pvt ltd regarding promotions and updates.

TABLE 4 HOW LIKELY ARE YOU TO RECOMMEND PARAGON STEELS PVT LTD TO OTHERS?

Particular	Number of dealers	Percentage
Very likely	6	17
Likely	13	36
Neutral	16	44
Unlikely	1	3
Very unlikely	0	0
Total	36	100

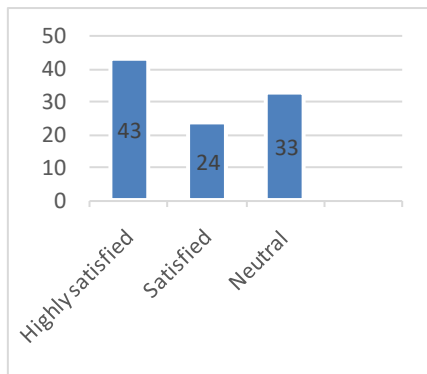
INTERPRETATION

From Above We Could Understand 53% of respondents are positive towards recommending Paragon Steels pvt ltd to others.

TABLE 5 HOW WOULD YOU RATE THE OVERALL SATISFACTION LEVEL WITH PARAGON STEELS PVT LTD?

Particular	Number of dealers	Percentage
Highly satisfied	15	43
Satisfied	9	24
Neutral	12	33
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	36	100

FIGURE 5



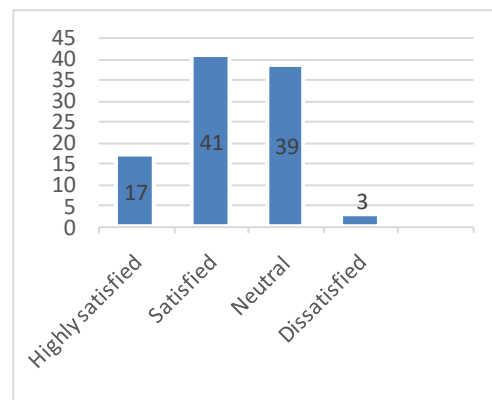
INTERPRETATION

From Above We Could Understand 67% of respondents are satisfied with the overall satisfaction level with Paragon Steels pvt ltd .

TABLE 6 ARE YOU SATISFIED WITH THE PRODUCT QUALITY OF PARAGON STEELS PVT LTD?

Particular	Number of dealers	Percentage
Highly satisfied	6	17
Satisfied	15	41
Neutral	14	39
Dissatisfied	1	3
Highly dissatisfied	0	0
Total	36	100

FIGURE 6



INTERPRETATION

From Above We Could Understand 58% of respondents are satisfied with the product quality of Paragon Steels Pvt ltd.

IV. FINDINGS

- 58% of respondents are satisfied with the product quality of paragon steels pvt ltd .Rest of them are not fully satisfied.
- 67% of respondents are satisfied with the pricing of products offered by paragon steels pvt ltd.Rest of them having some issues with it.
- 65% of respondents are satisfied with the delivery and logistics services provided by paragon steels pvt ltd.
- 58% of respondents are Rated satisfied towards their experience with the customer service of paragon steels pvt ltd. It indicates they are providing moderately good assistance for their customers. But Yet they are not able to fully satisfy it.

- 69% of respondents said that their customers are satisfied. Customers would be satisfied by many factors such as product quality, price, timeliness, reputation, service they are getting from the side of dealers etc. yet there is 31% of customers of dealers are yet to be satisfied.
- [6] <https://scholar.google.com/>
 [7] <https://www.wikipedia.org/>
 [8] <https://www.researchgate.net/>

V. SUGGESTIONS

- Even though respondents are satisfied with the quality of products the actual expectation of dealers should be identified proper measurements should be taken to convert them into a highly satisfied level
- For pricing of the products maximum stability should be maintained also more attractive discounts to the unsatisfied category is suggested.
- A little efficiency of logistics and delivery should be enhanced
- To enhance the dealers experience with paragon steels some interesting measures has to be taken

VI. CONCLUSION

The significance of tailoring support and service offerings to address the specific requirements and concerns of dealers is emphasized by insights from their perspectives. Paragon Steels can build a positive relationship with its dealer network and improve sales performance and market competitiveness by actively involving dealers in decision-making processes and prioritizing their satisfaction. The majority of dealers express satisfaction with the company's current support and service measures, according to the project report "A Study on Dealer Satisfaction of Paragon Steels Pvt Ltd, Kanjikode." Moreover, vendors impartially concur that these actions successfully address their necessities and concerns. It is hoped that the findings and recommendations of this study will help with strategic decision-making, motivate actions aimed at increasing dealer satisfaction and bolstering partnerships within the dealer network of Paragon Steels in Kanjikode and beyond, and inspire further research.

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