

A Study on Dealers Satisfaction of Kairali Steels Pvt Ltd Kanjikode

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Abstract- *The project study on dealer satisfaction focuses on evaluating the satisfaction levels of dealers associated with Kairali Steels. Despite the company's strong market presence and reputation for high-quality products, there is a growing concern about the overall satisfaction of its dealers. The primary objective is to identify key factors influencing dealer satisfaction, such as product quality, pricing, delivery schedules, customer service, and communication practices. The study aims to provide actionable insights for Kairali Steels to enhance dealer relationships and improve their operations. Understanding and improving dealer satisfaction levels are crucial for companies like Kairali Steels to maintain and expand market share. The study emphasizes the significance of satisfying dealers to maximize sales and accelerate company growth. However, it is essential to acknowledge limitations such as the restricted study period, potential inaccuracies in dealer perceptions, and the reliance on questionnaire data that may introduce personal biases. Ongoing research and continuous improvement in dealer satisfaction strategies are necessary to drive business success.*

Keywords- Satisfaction, Dealers, Distribution, Services, Steel

I. INTRODUCTION

The study on dealer satisfaction of Kairali Steels is a comprehensive analysis aimed at evaluating the satisfaction levels of dealers associated with the company. Kairali Steels, a prominent steel manufacturing company, recognizes the critical role that dealer satisfaction plays in its success and market presence. The primary objective of this study is to assess the satisfaction levels of dealers and identify key factors that influence their satisfaction. Dealer satisfaction is a crucial aspect for Kairali Steels as it directly impacts sales, market share, and overall business growth. By understanding the factors that contribute to dealer satisfaction, such as product quality, pricing, delivery schedules, customer service, and communication practices, the company can enhance its relationships with dealers and improve operational efficiency. The study aims to provide actionable insights for Kairali Steels to strengthen dealer relationships, address any areas of improvement, and ultimately drive business success. By focusing on dealer satisfaction, the company can maximize sales, maintain a competitive edge in the market, and foster

long-term partnerships with its dealers. Through this study, Kairali Steels seeks to gain a deeper understanding of dealer satisfaction levels, identify opportunities for enhancement, and implement strategies to ensure that dealers remain satisfied and engaged with the company. By prioritizing dealer satisfaction, Kairali Steels aims to solidify its market position, achieve sustainable growth, and build a strong foundation for future success.

INDUSTRY PROFILE

Kairali Steels Private Limited, a part of the Kalliyath Group, is a prominent steel manufacturer based in Kerala, India. Established in 1995 by Mr.Kalliyath Abdul Khadar, the company has a rich legacy in the steel industry dating back to 1927. Led by Mr.Kalliyath Abdul Gafoor, who serves as the Managing Director, Kairali Steels specializes in producing high-quality TMT (Thermo-Mechanically Treated) steel bars. With a legacy of over 125 years in the steel industry, Kairali Steels has secured a top spot as a leading producer of quality TMT Steel Bars in South India. The company operates from its factories located in Palakkad and Salem, equipped with state-of-the-art infrastructure to efficiently meet large-scale demands without compromising on quality. Kairali Steels is an ISO 9001:2008 certified company committed to maintaining stringent quality standards and leveraging advanced manufacturing techniques to meet the diverse needs of its clients. The product range of Kairali Steels includes a wide variety of steel products, such as TMT bars, structural steel, and other steel-related items essential in various sectors like construction, infrastructure, and manufacturing. The company ensures timely delivery and robust customer support through its strong distribution network. Kairali Steels' dedication to quality, innovation, and customer satisfaction has positioned it as a trusted name in the steel market. Notably, Steel Authority of India Limited (SAIL) has chosen Kairali TMT as their only conversion agent in Kerala, highlighting the company's reputation for reliability and excellence in the industry. Kairali Steels Private Limited stands out in the steel industry due to its long-standing legacy, commitment to quality, advanced manufacturing techniques, and strong customer focus.

II. REVIEW OF LITERATURE

V. S. DHEKALE(2018)

Dairy business gathers importance for the countries India, because it generates employment to the producers, milk collection and processing organizations, and fulfil the wants of the customers of milk and milk products. Dairy business establishes the forward and backward linkage in the linkage which results in generation of employment and use of available resource for the productive purpose and ultimately fulfils the need of the customers. Customer satisfaction reflects a person's comparative judgment of a product's perceived performance in relation expectation. The study is concerned with the customer and dealer satisfaction of milk product. The hypothesis, customers and dealers are satisfied with the services provided by the society is tested by using the statistical tool. The calculated X2 value is greater than the critical, therefore hypothesis is accepted.

RYNO LAUBSCHER(2019)

The vast number of competitors and the similarity of products on offer in the South African stainless steel stockist and distributor market force organisations to find alternative means of competing effectively. Customer satisfaction might be one such an example. Whilst research has confirmed the positive outcomes of customer satisfaction, much less is known about the antecedents (drivers) that should act as the foundation of attempts to maximise satisfaction, particularly in a developing country. This study confirms five satisfaction drivers, reports the gap scores between importance and satisfaction ratings by the account clients of a major South African stainless steel stockist and distributor, and shows the relationship between these drivers and overall satisfaction.

JIGNESH VIDANI(200)

Marketing is a communication process with the goal of allowing individuals or groups to purchase products and services that may satisfy their current or newly determined needs or desires. The purpose of this report was to determine the level of dealer satisfaction with LG electronics. To investigate the factors influencing LG electronics retailers .The study focused on numerous areas where LG electronics could be improved from the perspective of dealers. The study also investigated the close impact of sales promotion on sales.

III. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- To study the dealers satisfaction levels with Kairali steels.

RESEARCH DESIGN

Research design refers to the overall plan or strategy for conducting a research study. Research design is the frame work of methods and techniques chosen by a researcher to combine various components of research. Research design of the study is descriptive in nature. Descriptive research is used to describe the characteristics of the population. It makes use of both primary and secondary data.

POPULATION

Population refers to the entire group of individuals or items that meet certain criteria and are of interest to the researcher. This group is the target of the study and represents the broader category from which a sample is often drawn. Here 100 is the total number of respondents in this research study.

SAMPLING METHOD

Convenience sampling method of nonprobability sampling is adopted in this research. Convenience sample are samples drawn at the convenience of the interviewer.

PERCENTAGE ANALYSIS

Table 1. Improvements or additional services would you like to see from Kairali steels to enhance your satisfaction as a dealer

Particulars	Number of dealers	Percentage
Yes	36	72
No	14	28
Total	50	100

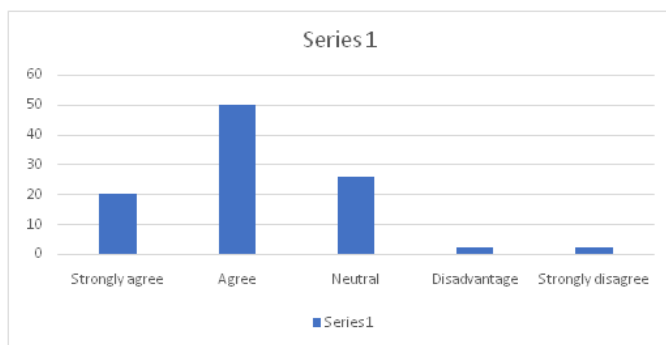


INTERPRETATION

From the above table we could understand 72% of yes and 28% of no.

Table 2. Kairali steels values your feedback and suggestions as a dealer

Particulars	Number of dealers	Percentage
Strongly agree	10	20
Agree	25	50
Neutral	13	26
Disadvantage	1	2
Strongly disagree	1	2
Total	50	100



INTERPRETATION

From the above table we could understand 70% of respondents are satisfied with the Kairali steels values your feedback and suggestions as a dealer.

CHI- SQUARE

Null Hypothesis (H0):Do you feel that Kairali steels values your feedback and suggestions as adealers

Alternative Hypothesis (Ha):what improvements or additional services would you like to see from Kairali steels to enhance your satisfaction as a dealers

	STRONG LY AGREE	AGR EE	NUETR AL	DISAGR EE	STRONG LY DISAGR EE
YE S	0.672	0.222	0.287	0.72	0.72
NO	1.729	0.571	0.739	1.851	1.851

CHI- SQUARE = 9.362

CRITICAL CHI-

SQARE VALUE= 9.487

INTERPRETATION

Since the calculated chi-square statistic (9.362) is less than the critical chi-square value (9.487)we **accepted the null hypothesis**

IV. FINDINGS

- 70% of respondents value the feedback and suggestions provided by Kairali Steels
- 70% of respondents are satisfied with the flexibility payment terms of Kairali steels.
- 42% of respondents have a high level of trust in Kairali Steels as a reliable supplier.
- 78% of dealers are satisfied with the delivery time of Kairali steels. This can enhance the dealers satisfaction.
- 64% respondents are satisfied the price of Kairali steels. Steps should be taken to address dealers dissatisfaction with the price of Kairali steel.
- 78% of respondents are satisfied with the packaging of kairali steels.
- Evaluating factors such as product quality, pricing, delivery schedules, customer service, and communication practices can enhance dealer relationships.
- Promotional activities like discounts, gifts, and prizes should be improved.

V. SUGGESTIONS

- Improve promotional activities such as discounts, gifts, and prizes to attract more dealers.
- Address any dissatisfaction among dealers regarding the pricing of Kairali TMT by taking necessary steps.
- Provide adequate credit facilities to dealers to encourage bulk purchases and strengthen relationships.
- Enhance the delivery system to ensure all dealers are satisfied with the efficiency and reliability of Kairali Steels' deliveries.
- Focus on improving communication practices with dealers to ensure their feedback and suggestions are valued.
- Implement strategies to increase dealer trust in Kairali Steels as a reliable supplier.
- Conduct regular surveys or feedback sessions to understand dealer needs and preferences better.

VI. CONCLUSION

The study on dealer satisfaction conducted for Kairali Steels has provided valuable insights into the factors influencing dealer satisfaction levels and offered actionable suggestions for enhancing dealer relationships and improving operations. The findings reveal that a significant percentage of respondents have several years of experience in dealing with Kairali Steels, indicating a level of trust and familiarity with the company's products and services. Moreover, the majority of respondents reported satisfaction with the responsiveness of Kairali Steels' customer team and the company's credit policy, highlighting areas where the company is performing well in meeting dealer expectations. One of the key findings of the study is that a considerable proportion of respondents expressed satisfaction with the quality of Kairali Steels' products, with a majority stating that they have encountered no issues with the products. This underscores the importance of maintaining consistent product quality to build trust and satisfaction among dealers. Additionally, the study revealed that promotional activities, pricing, credit facilities, and the delivery system are areas where improvements can be made to further enhance dealer satisfaction.

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