

Analyzing Dealers Satisfaction With Reference To V4C Solution Pvt Ltd, Kaloor, Kochi

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Abstract- *This research aims to support the company's efforts in enhancing overall dealer satisfaction by identifying areas for strategic improvement. Dealer satisfaction plays a crucial role in the success of an IT company, particularly in today's dynamic and highly competitive business environment. The findings from this study are expected to guide the company in optimizing its operations, with a focus on better serving its dealer network and understanding their specific needs and expectations. As the IT sector continues to grow alongside other emerging industries, businesses are facing increasing distribution challenges. Dealers are at the frontline of these challenges, often struggling with supply chain inefficiencies, lack of timely support, and inadequate communication. This study will provide valuable insights into the level of satisfaction dealers have with the company's products and services. By gathering feedback directly from dealers, the company can better evaluate which products are favored and why, as well as identify any gaps in performance or service. Furthermore, the research will analyze the various methods and techniques currently employed by the company to attract and retain dealers. Understanding what strategies are effective—and which are not—will enable the company to tailor its approach to dealer engagement and support more effectively. In doing so, the company can not only improve satisfaction levels but also foster stronger, long-term relationships with its dealer base. Ultimately, this research will be instrumental in highlighting the key factors that influence dealer satisfaction. By addressing these factors, the company can implement meaningful changes that enhance dealer loyalty, streamline distribution, and improve overall competitiveness in the market. The insights gained will not only benefit the company's growth but also ensure a more responsive and adaptive business model aligned with the needs of its dealer network.*

Keywords- communication and support, Training and development, Relationship and trust, Incentives and programs.

I. INTRODUCTION

In today's fast-evolving IT landscape, the role of dealers has become more pivotal than ever in bridging the gap between technology providers and end-users. Ensuring dealer

satisfaction is not just a strategic priority but a critical component of sustained business success. This article explores dealer satisfaction with specific reference to V4C Solution, a prominent player in the IT industry known for its innovative and customer-centric approach. Through this project, we aim to evaluate how effectively V4C engages its dealer network, supports their operational needs, and fosters long-term partnerships. By understanding the key drivers of satisfaction — such as product reliability, technical support, communication, and incentive structures — this study provides valuable insights into strengthening dealer relationships and enhancing overall business performance in the competitive IT sector.

II. REVIEW OF LITERATURE

According to Dr. Sachdeva Monica (2019), this article examines how a dealer is handled by their manufacturer, which has a bigger influence on the dealer's dedication to business success, and the examination of dealer satisfaction or unhappiness in an effective way. The manufacturer company provides equal importance to the dealers for pricing. The study's goal is to evaluate a manufacturer company based on total product quantity, product demand, quality consciousness, price, delivering an optimal mix of price and quality, timely delivery, and so on.

Dr. Musale R. S (2019) conducted a study aimed at offering practical insights into how dealers operate within both the market and the organization from a marketing perspective. The research includes detailed findings on dealer satisfaction, based on responses collected from a wide sample of dealers. It explores factors such as purchase intentions, brand perception, levels of satisfaction and dissatisfaction, along with the impact of sales promotion activities

Alexander Decker (2018) explored the connection between dealer satisfaction and customer satisfaction in his study. While a positive relationship between the two has been suggested, there is a lack of empirical evidence to confirm the underlying reasons for this link. The study aimed to gain theoretical insights into this relationship based on the collected findings.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

To study about the Dealers Satisfaction level of V4C Solution Pvt Ltd Kaloor, Kochi

SECONDARY OBJECTIVES

- To examine the promotional activities of dealers by the industry for marketing the products
- To identify the challenges faced by dealers of V4C Solution Pvt. Ltd., Kaloor, Kochi
- To provide suggestions and recommendations for enhancing dealer satisfaction

III. RESEARCH METHODOLOGY

Research Methodology is the method is used to provide solution to the problem in systematic manner. It is the procedure used to identify, select, process and analyze information about the topic. The study follows a descriptive research design and adopts a quantitative approach. Quantitative research emphasizes the collection and analysis of numerical data to address research questions and test hypotheses. This design is suitable for examining dealer satisfaction, as it enables the use of statistical methods to analyze and interpret the data effectively.

IV. DATA ANALYSIS

PRODUCT ON TIME AND DEMAND FOR DEALERS IN V4C

Particulars	No. Of Dealers	% of Dealers
Always	28	67%
Most Of The Time	9	21%
Sometimes	3	7%
Rarely	2	5%
Never	0	0



Most of the dealers (66.7%) Always receive products on time as per Demand. 21.4% of Dealers receive in most of the time, 7.1% of Dealers receives Sometimes, and 4.8% of Dealers receive rarely in V4C Solution

The Dealers Incentives by V4c (Weighted Average Method)

RANKING

Marketing support	Weighted average	Rank
Product sample	4.52	1
Advertising and Promotion	4.40	4
Digital marketing support	4.40	3
Sales training and guidance	4.42	2

The above table shows the factors that affecting market support provided by the company. Percentage in the table, have been identified by using mean/number of scale*100 and the factors are given weights as per mean score percentage. According to the above data, product sample ranked 1st, sales training and guidance ranked 2nd, digital marketing support ranked 3rd, advertising and promotion ranked 4th.

DEALERS INCENTIVES BY V4C

Dealer Incentive	Weighted average	Rank
Discounts Promotional Schemes	4.45	1
Lead generation support	4.45	2
Sales	4.42	3

performance and bonus		
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The above table shows the dealer incentives by the company. According to the above data discounts and promotional schemes ranked 1st, lead generation support ranked 2nd, sales performance and bonus ranked 3rd

INDUSTRY TYPE VS PRODUCT DELIVERY TIMELINES (CROSS TABULATION)

industry type	always (66.7%)	most of the time (21.4%)	sometime (7.1%)	rarely (4.8%)	never (0%)	total dealer s
fmcg (4.8%)	2	0	0	0	0	2
pharmaceuticals (7.1%)	2	1	0	0	0	3
electronics (19%)	6	1	1	0	0	8
automotive (7.1%)	2	0	1	0	0	3
other (62.1%)	16	7	2	1	0	25
total	28	9	3	2	0	42

Overall, product availability is highly reliable, with 88.1% of dealers experiencing "Always" or "Most of the Time" availability. However, minor supply issues in certain industries, especially Electronics and "Other" categories, may require further investigation.

Years in business vs. Additional support needed

Years in business	Advertising campaigns	Improved products	Digital marketing	Promotional materials	total
Less than 1 year	1	0	1	0	2
1-5 year	8	4	4	3	19
6-10 year	3	2	4	2	11
More	3	1	3	3	10

than 10					
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Dealers with less experience (1-5 years) prioritize advertising campaigns to establish market presence, while more experienced dealers seek a mix of marketing support strategies. Investing in advertising and digital marketing would likely provide the most impact across all dealer groups.

V. FINDINGS PERCENTAGE ANALYSIS

- Most of the dealers of V4C Solution are males (70%)
- Only few Dealers have less than 1 Year Experience (4.8%).
- 59.5% of dealers are satisfied with availability of product from the company.
- 60% of dealers were receive Brochure and catalogs as their marketing material.
- 76.2% of dealers rate excellent about the quality of product and services by the company.
- 67% of dealers implies Company's marketing strategies contributed to sales growth
- Majority of the dealers (30%) are satisfied with the lead generation support more than 30%.
- 76.2% of dealers told yes (80-100%) for getting satisfied with the digital marketing efforts.
- Company provides adequate market support to 87% of dealers in V4C Solution.
- Most of the respondents (69%) place orders through online portal.
- Marketing strategies is aligned by customer preferences is agreed by 78.6% of dealers.
- Majority of the dealers (80.5%) are exclusive dealers of the company
- 57% dealer has no problems in face in the delivery & purchase of V4C products.

WEIGHTER AVERAGE METHOD

- According to the data, product sample ranked 1st, sales training and guidance ranked 2nd, digital marketing support ranked 3rd, advertising and promotion ranked 4th
- According to the data discounts and promotional schemes ranked 1st, lead generation support ranked 2nd, sales performance and bonus ranked CROSS

CROSS TABULATION

- The overall satisfaction levels are high, but addressing the concerns of the dissatisfied female

respondents could further improve perceptions of product availability.

- Insufficient delivery is a key issue, especially in other industries (5 dealers), electronics (2), and pharmaceuticals (1). Time constraints affect fewer dealers, but they are present across all industries. Most dealers (57.1%) are satisfied, meaning existing processes work well for the majority.
- 1-5 year dealers have the highest "Rarely" and "Never" responses, indicating a need for encouragement or support 6-10 year dealers are more actively engaged, with a good portion participating occasionally. More than 10-year dealers are polarized, with some engaging frequently (30%) while half never participate.

VI. SUGGESTIONS

- The company should provide various sales incentive scheme like gift, coupon, allowances to dealers for making excellent incentive system.
- Discount should be provided to the dealer for making bulk order. It will lead to large scale of production.
- Adequate consideration should be given to regular dealers. It will helps to maintain close contact with them.
- If any problem is faced by the dealers, Company should adopt a grievance redressal system to resolve all problems of the dealers
- Conduct more retention program for dealers like training, counseling etc.
- Enable an open door policy for dealer to meet queries or the doubts
- The company should take care over continuous improvement of supply chain process, regular interaction with customers, monitoring manufacturing process etc reduce the distribution and delay problems

VII. CONCLUSION

This project report entitled: "Analyzing On Dealer Satisfaction with reference to V4C Ltd Kochi. After analyzing the data collected from dealers, overall satisfaction level is positive. The majority of the dealers are satisfied with company, including product, quality etc. key findings from the study is timely delivery and pricing of products. It revealed specific areas to improve dealer satisfaction. By addressing the areas of improvement and build positive aspect of dealers satisfaction and company relationship and strengthen partnership etc. Conclusion is based on collected and analyzed data. It ensures validity and reliability. The major tools like cross table, weighted average method is used to analyze the

data. The questionnaire is send via email to the dealers for collecting the data. After collecting the data, analysis is made and know about positive impact of dealers towards dealer and the company. The study also identified a few areas for improvement. Some dealers expressed concerns about the timeliness of order delivery and distribution problem. Addressing these concern and enhancing SCM could further improve dealer satisfaction and strengthen the relationship between dealer and the company. Overall, it suggest that the company has been successful in maintaining a positive relationship with dealers, resulting satisfaction. By addressing the identified areas for improvement and continuing to prioritize dealer support and communication, the company can further enhance dealer satisfaction and build long term partners.

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