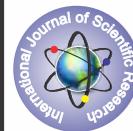


A STUDY ON DEALER'S SATISFACTION OF ARIGNAR ANNA SUGAR MILL AT THANJAVUR



Marketing Management

KEYWORDS: Dealers satisfaction, expectation, satisfaction, Arignar Anna Sugar Mill-Thanjavur.

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ABSTRACT

The study tells about the Dealers satisfaction in Arignar Anna sugar mill, the sampling technique used for this study is simple random technique. The tools used for the study is percentage analysis the sampling size used for the study is 103 data were collected with the help of structured questionnaire.

02. INTRODUCTION

Satisfaction in level of persons felt resulting from company's products perceives performance in relational to the person's expectation. Satisfaction is a function of the difference between the perceived performance and expectations. Company seeks to win in today's market. The must track their dealers expectations; perceive company performance and dealers satisfaction. While assessing the satisfaction level of a company must not conclude that it can get full picture of dealer satisfaction and dissatisfaction by simply running complaints and suggestions.

As some times dealers may feel that their complaints are minor or that they will be made to feel stupid, or that normally will be offered the results is that the company has need Lesley lost dealers.

Therefore companies instead of using complaints level as measure of dealer's satisfaction, obtaining a direct measure of dealer satisfaction of conducting periodic survey would provide more appropriate measures. The questionnaire can be made to a random sample of their recent customers

To find out how they fell about various aspects of the company's performance. They can also solicit dealers view on the competitor's performance.

The respondents can be asked to list out the problems they have, had with the offer and to list out improvements they could suggest companies would also ask the respondents to rate various elements of the offer in terms of the importance of each element and how well the company has performed

Exclusive dealers needed to bring dealers satisfaction. Many dealers like to develop exclusive channels for their products. The strategy in which the producer allows only certain concepts to carry its products is called exclusive design when the producer requires that these dealers should not handle expeditor products its strategy is called exclusive dealing, both parties benefits from exclusive arrangements.

03. REVIEW OF LITERATURE

Lampel and Mintzberg, 2011, Person or firm that acts as a principal buying (or selling) from their own account for position and risk, as opposed to a broker who acts as an agent for customers and is paid a commission. Dealers expect to make a profit by selling at a higher price or by correctly guessing future interest rate movements.

Coteora and Graham, 2005, says that anyone who has a continuing relationship with supplier in buying and selling goods is considered a dealer. More specially, dealers are middlemen selling industrial goods or durable consumer goods direct to customers; they are the last step in the channel of distribution.

Henry H, 2009, the industry was divided as to how dealerships oper-

ated and positioned themselves within the buying community. Some were volume-driven and sold at very low margin in order to increase their volume with their supplier. In a perfect world, the dealer manufacturer relationship would be, well perfect.

Ahlstrom and Westbrook, 2004, Modularity is used to gain volume in mass customization. It has been suggested that modularity is the key to achieving volume-related advantages, such as low costs.

Lampel and Minzberg, 2010, they classify modularity according to the stage at which modularity will be utilized. By doing so, they recognize four different archetypes: fabricators, involvers, modularizers, and assemblers. Fabricators are willing to use common components, though they may also design unique components to meet customer requirements. Involvers let a customer to take part in the design and fabrication process.

04. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it, we study the various steps that are generally adopted by a research in studying research problem along with the logic behind them.

4.1 Statement of the problem:

To find the problems faced by the dealers in the procurement of sugar from ARIGNAR ANNA sugar mill.

4.2 Objectives of the study:

Primary objectives:

- To find the dealer's satisfaction level in Arignar Anna Sugar Mills at Thanjavur district.

Secondary objectives:

- To find out the sales promotion efficiency of Arignar Anna Sugar Mills.
- To find out the any new scheme required by the dealers.

4.3 Scope of the study:

- To know the dealer's satisfactory levels with quality, supply, packing, service of ARIGNAR ANNA SUGAR MILLS and promotional activities by the company.
- The study enables to know the expectation of the dealers.

4.4 Research Design

4.4.1 Sampling Techniques:

Sampling is the selection of some part of an aggregate to totality on the basis of which a judgment about the aggregate or totality is made. Simple random sampling was used in this project.

4.4.2 Population: 103 is used for this study

4.4.3 Method of data collection:

The primary data collection method was used in the project. First time collected data are referred to as primary data. In this research the primary data was collected by means of a structured questionnaire. The questionnaire consisted of a number of questions in printed form.

4.4.4 Tools for analysis:

The following tools have been applied in the present study.

- Simple percentage tools & Chi-Square Test have been used to analyze the data.
- The data has been interpreted with the help of various diagrams like bar diagrams and pie charts.

4.5 Limitations of the study

As dealers were busy they spend little time in survey process. The data collection instrument (questionnaire) may not be understandable to some dealers.

5. DATA ANALYSIS & INTERPRETATION

TABLE 1: SATISFIED WITH ARIGNAR ANNA SUGAR DEALERSHIP

Attributes	No. of respondents	Percentage
Yes	97	94.17
No	6	5.82
TOTAL	103	100

Inference: From the above table it is clear that 94.17% of the respondents feel yes, and 5.82% of the respondents feel no about the dealership with Arignar Anna sugar mill.

FIGURE 1: SATISFIED WITH ARIGNAR ANNA SUGAR DEALERSHIP

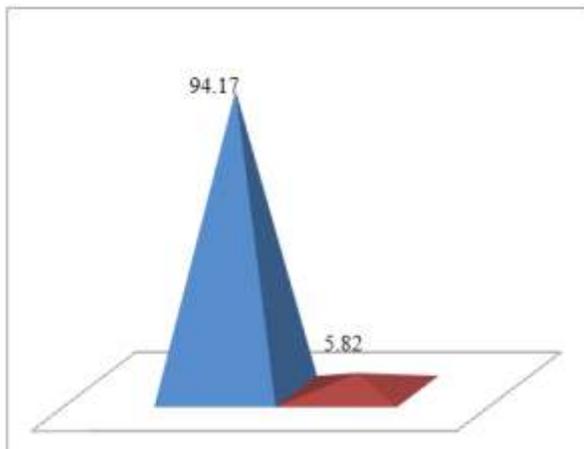


TABLE 2: SALES PROMOTIONAL EFFORTS OF THE ARIGNAR ANNA SUGAR MILLS

Attributes	No. of respondents	Percentage
Excellent	23	22.33
Very good	61	59.22
Good	17	16.5
Average	2	1.94
Poor	0	0
TOTAL	103	100

Inference: From the above table it is clear that 59.22% of the respondents were says Very good, 22.33% of the respondents were says Excellent, 16.5% of the respondents were says Good, 1.94% of the respondents were says Average about the sales promotional efforts.

FIGURE 2: SALES PROMOTIONAL EFFORTS OF THE ARIGNAR ANNA SUGAR MILLS

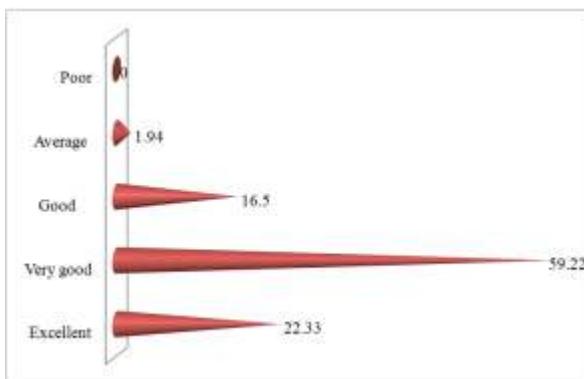


TABLE 3: FACTORS ENABLING TO BE DEALER OF ARIGNAR ANNA SUGAR MILL

Attributes	No. of respondents	Percentage
Promotional scheme	12	11.65
Quality	80	77.66
Company policy	8	7.76
Margin	3	2.91
TOTAL	103	100

Inference: From the above table which clearly shows that 77.66% of the respondents says Quality, 11.65% of the respondents says Promotional scheme, 7.66% of the respondents says Good, 2.91% of the respondents says Average about the factors enabling to be a dealer.

FIGURE 3: FACTORS ENABLING TO BE DEALER OF ARIGNAR ANNA SUGAR MILL

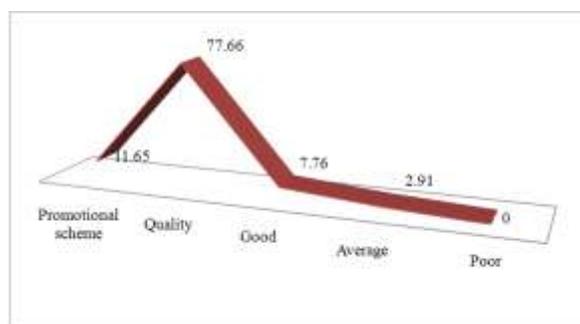


TABLE 4: PROMOTIONAL ACTIVITY PREFERRED WITH ARIGNAR ANNA SUGAR MILL

Attributes	No. of respondents	Percentage
Discount	40	38.83
Gift	26	25.24
Prize	22	21.35
Offers	15	14.56
TOTAL	103	100

Inference: From the above table it is clear that 38.83% of the respondents says Discount, 25.24% of the respondents says Gift, 21.35% of the respondents says Prize, 14.56% of the respondents says Offers about the promotional activity preferred with Arignar Anna sugar mill.

FIGURE 4: PROMOTIONAL ACTIVITY PREFER WITH ARIGNAR ANNA SUGAR MILL



ASSOCIATION BETWEEN THE RATE OF SUGAR BASED ON QUANTITY AND THE MARGIN OFFERED BY ARIGNAR ANNA SUGARMILL

Null Hypothesis (H₀): There exists no significant association between the rate of sugar based on quantity and the margin offered by Arignar Anna sugar mill

Alternative Hypothesis (H_a): There exists significant association between the rate of sugar based on quantity and the margin offered by Arignar Anna sugar mill.

TABLE: 5

Rate of Sugar based on Quantity	HS	S	A	DS	HDS	Total
Margin Offered						
HS	7	11	4	0	0	22
S	19	36	10	1	0	66
A	3	8	3	0	0	14
DS	0	0	1	0	0	1
HDS	0	0	0	0	0	0
Total	29	55	18	1	0	103

Calculated value = 6.2020
 Degree of freedom = 16
 At 5% significance level, the table value is 26.296
 Therefore, Calculated value < Table value (6.2020 < 26.296).

As calculated value is less than the table value, null Hypothesis is accepted.

There exists no significant association between the rate of sugar based on quantity and the margin offered by Arignar Anna sugar mill.

ASSOCIATION BETWEEN SUGAR REPLACEMENT AND SATISFACTION OF DEALERS AT ARIGNAR ANNA SUGAR MILLS

Null Hypothesis (H₀): There exists no significant association between sugar replacement and satisfaction of dealers at Arignar Anna sugar mill.

Alternative Hypothesis (H_a): There exists significant association between sugar replacement and satisfaction of dealers at Arignar Anna sugar mill.

TABLE: 6

Satisfaction of Dealers	HS	S	A	DS	HDS	Total
Sugar Replacement						
Yes	30	55	12	0	0	97
No	2	1	3	0	0	6
Total	32	56	15	0	0	103

Calculated value = 13.7128
 Degree of freedom = 4
 At 5% significance level, the table value is 9.488
 Calculated value > Table value (13.7128 > 9.488)

As calculated value is greater than the table value, alternative hypothesis is accepted.

There exists significant association between sugar replacement and satisfaction of dealers at Arignar Anna sugar mill.

06. CONCLUSION:

This study was done on the dealer satisfaction at Arignar Anna sugar. The study shows that the firm as very good sales promotional activities, the quality of sugar produced in very good and the availability of stock is excellent. These factors will be key inputs for the firm to its future marketing strategies.

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