

A Study on Brand Perception and Satisfaction Level of Dealers on Major Electronic Products

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Abstract: A Dealer is the person who buys and sells goods to the ultimate consumers. Hence this paper focuses on dealers and their satisfaction level and brand perception on major products of Orient Electrics Limited. Dealers are traders who buy goods from wholesalers or distributors or sometime directly from producers and sell them to consumers. Dealers see the reaction of the consumers first hand and know their requirement more than anyone else knows, because adhesive retailing is not exclusive and a variety of competitive brands is available in the same outlet it is important that the company is in constant mode to satisfy the dealers through flawless support service. This will in turn make the dealers take interest to pass positive feedbacks to the consumers and impact decision-making process of end consumers. Total number of responses collected were 100.

Keywords: Dealer, brand perception and satisfaction level.

1. Introduction

Dealer wants high marginal gain from manufacturers. The main objective of dealership is earning profits. Dealership business is different from other business. The peculiar feature of a dealer is dealing with one or more similar products. Dealers earn commission for goods sold from the manufacturers. The commission depends upon the value of sales both cash and credit. Now a days the demand for cement increases every year. The manufacturers are not able to cover all the consumers directly. With the help of dealers only they can reach the consumers. Dealer excepts income from business because there is some guarantee of getting more commission from this business. Dealers demand more commission from the manufactures, they cover the entire market within their locality. They also sell cement in credit to regular customer. Brand perception is owned by consumers and this research also focuses on brand perception, Surveys and focus groups can form an important part of any strategy in measuring and improving brand perception. Satisfaction in level of persons felt state resulting from company's products perceives performance in relational to the person's expectations. Satisfaction is a function of the difference between the perceived performance and expectations. Dealer is an individual or firm occupied with business buy and deal. Dealer may imply firms that purchase or exchange items at retail or discount premise. A maker can't offer every one of his items straightforwardly to purchaser, he needs to rely on mediators to push, off, his items. A dealer is a middleperson who advertises an item. A dealer is one who buy

and moves items. A dealer might be a distributor or a retailer or a wholesaler or any operators. The volume of offers relies upon the proficiency of a dealer who surveys the brain science of shoppers and finds a way to move an item. The dealer proposes to the makers the reasonable media of notice and other limited time apparatuses. Dealers are looking for new advertising procedures to draw in and hold clients. Dealers incorporate all exercises engaged with pitching merchandise and enterprises to those purchasing for resale or business use. Dealers purchase for the most part makers and offer for the most part to retailers or mechanical shoppers.

2. Review of literature

According to C. T. Nisha and P. Biju Augustine (2016), An endeavor can stay in a business and make benefit over the long haul just by fulfilling the necessities of its clients what's more, merchants. Merchants' fulfillment assumes a critical job in continuing his conduct to rehash buys or in further relationship with the brand. View of merchants may broadly change regarding value, quality, benefit, commission and so forth. The goal of the examination was to know the merchant view of elastic items, to comprehend the merchant's fulfillment level in the clearance of elastic items in connection to other people. To know whether notice and limited time exercises presently gave by organization is adequate and to know whether the merchants are happy with the administrations of distributors and to know the proposals of merchant about the enhancement of elastic items. According to Gomathy M(2015),The appropriation area overcomes any issues between the maker and shopper, and along these lines shapes a significant connect. The social changes with the quick monetary development because of accessibility of prepared work force, quick modernization, and upgraded accessibility of retail space are the constructive outcomes of progression. These days Indian customers are knowledgeable with the idea of value, solid and security items and administrations. These requests are obvious effects on the retail segment. This investigation depends on retailer's observation with respect to the purchaser purchasing conduct, buyer inclination and buy choice with respect to soya items like soya lumps, soya nuts, soya granules, soya chips, and soya flour.

According to kumbharkar amol Ananda(2013), The investigation entitled "Investigation of Dealers' Satisfaction

level and Brand Perception of Major Tractor Brands in the Malwa Region of Madhya Pradesh" is a piece of a venture of International Tractors Ltd. (ITL-Sonalika Group). It was taken up with the fundamental goals of concentrate the clients' and merchants' discernment towards the significant tractor brands; breaking down the purchasing conduct of the clients and evaluation of merchants fulfillment level on different parameters over every one of the organizations in the Malwa area of Madhya Pradesh.

According to A. John William, G. Keerthana, S. Nagamani (2016), The paper was essentially is to recognize the frame of mind of the merchants of TNPL the investigation depict the elements causes the adjustment in demeanor among the merchants and the populace was 80 out of it 66 was the example estimate was taken for the investigation utilizing an organized survey strategy and the examination was illustrative in nature utilizing basic arbitrary inspecting the information were gathered and the measurable instrument chi square was utilized to discover the homogeneity, products of fit and trial of sound estimation for the investigation and the examination was led among the merchants of TNPL karur locale. According to Anita Awbi (2006), Accessibility is turning into an inexorably vital issue for purchasers searching out advantageous basic need arrangements. "It appears customers are progressively depending on variables that make shopping simpler and speedier, and enhancing accessibility is one procedure for conveying against these desires.

3. Statement of problem

The present study is attempt to analyse the satisfaction level and brand perception of dealers on major electronic products. It also analyses what factors affect the brand perception and satisfaction level of dealers on major electronic products.

A. Objectives of the study

The main objectives of the study are to measure the impact of brand perception and satisfaction level of dealers on major electronic products. Keeping this in view, the following objectives are being set up:

- To study the dealers brand perception towards major electronic products.
- To determine the dealer's satisfaction level towards major electronic products.
- To determine the factors affecting dealership.

B. Limitation of the study

- The study is exclusively based on the primary data as there may be chances of error.
- The study is based on the assumption that the respondents will always be truthful and correct but this assumption might not be true always.
- The data obtained has been generalized and therefore carries limitations of generalizing information from a sample.

4. Research methodology

This study is descriptive in nature. Descriptive research is an exploration of certain existing phenomenon. It is mostly done when a researcher wants to gain a better understanding of the topic. Primary data is collected through a survey. The survey is carried out by the means of self-administered, structured questionnaire and secondary data is collected from articles, research papers of various journals.

A. Scope of the study

This study focuses on the brand perception and satisfaction level of dealers on major electronic products. The researchers can do further from this extent. This study has given the opportunity to the researchers to find the result of impact on brand perception and satisfaction level of dealers on major electronic products.

5. Data analysis and interpretation

Table 1
Age wise respondents

| Age of the respondents | 15-25 | 25-35 | 35-45 | Above 45 | Total |
|------------------------|-------|-------|-------|----------|-------|
| No. of the respondents | 3 | 6 | 67 | 24 | 100 |
| Percentage | 3 | 6 | 67 | 24 | 100 |

From the above table observes that 3% of the respondents fall under the category of 15-25 years, 6% of the respondents in the category of 25-35 years and 67% of the respondents under the category 35-45 years and 24% of the respondents above 45.

We conclude that majority of the respondents (67%) come under the category of 35-45 years.

Table 2
Gender wise respondents

| Gender respondents | Male | Female | Total |
|-----------------------|------|--------|-------|
| No of the respondents | 57 | 43 | 100 |
| Percentage | 57 | 43 | 100 |

A. Chi-Square analysis

Objective-1

Table 3
GENDER * perception Cross tabulation

| count | | poor | average | good | very good | Total |
|--------|--------|------|---------|------|-----------|-------|
| GENDER | female | 0 | 8 | 39 | 0 | 47 |
| | male | 5 | 25 | 17 | 6 | 53 |
| Total | | 5 | 33 | 56 | 6 | 100 |

Table 4
Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 28.142 ^a | 3 | .000 |
| Likelihood Ratio | 32.962 | 3 | .000 |
| Linear-by-Linear Association | 7.734 | 1 | .005 |
| N of Valid Cases | 100 | | |

Hypothesis:

Null Hypothesis(H0): There is no significant difference between gender of the respondents and brand perception of

Table 5
AGE * satisfaction Crosstabulation

| | count | dissatisfied | varies | satisfactory | very satisfactory | total |
|-------|----------|--------------|--------|--------------|-------------------|-------|
| AGE | 15-25 | 1 | 2 | 0 | 0 | 3 |
| | 25-35 | 2 | 4 | 0 | 0 | 6 |
| | 35-45 | 0 | 67 | 0 | 0 | 67 |
| | above 45 | 3 | 11 | 3 | 7 | 24 |
| Total | | 6 | 84 | 3 | 7 | 100 |

Table 6
Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 55.109 ^a | 9 | .000 |
| Likelihood Ratio | 50.497 | 9 | .000 |
| Linear-by-Linear Association | 18.974 | 1 | .000 |
| N of Valid Cases | 100 | | |

Table 7
GENDER * Q6 Cross tabulation

| Count | | | | | | | |
|--------|--------|-----------|---------|----------------|--------|------------|-------|
| | | Q6 | | | | | Total |
| | | promotion | schemes | company policy | margin | brand name | |
| GENDER | female | 0 | 2 | 2 | 0 | 43 | 47 |
| | male | 4 | 1 | 4 | 2 | 42 | 53 |
| Total | | 4 | 3 | 6 | 2 | 85 | 100 |

Table 8
Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 6.676 ^a | 4 | .154 |
| Likelihood Ratio | 8.989 | 4 | .061 |
| Linear-by-Linear Association | 2.709 | 1 | .100 |
| N of Valid Cases | 100 | | |

dealers on major orient products.

Alternative Hypothesis(H1): There is significant difference between gender of the respondents and brand perception of dealers on major orient products.

Interpretation:

Here the table analyses whether there is any significant difference between age of the respondents and dealers' satisfaction level on major orient products.

So the table value of chi-square is 7.815 as the degree of freedom is 3. When compared to the calculated value (28.142) the table value is less than calculated value which shows that the null hypothesis is rejected.

B. Cross tab

Objective 2

Null hypothesis(H0): There is no significant difference between age of the respondents and satisfaction level of dealers on major orient products.

Alternative hypothesis(H1): There is significant difference between age of the respondents and satisfaction level of dealers on major orient products.

Interpretation:

Here the table analyses whether there is any significant difference between age of the respondents and dealers' satisfaction level on major orient products.

So the table value of chi-square is 16.919 as the degree of freedom is 9. When compared to the calculated value (55.109) the table value is less than calculated value which shows that the null hypothesis is rejected.

C. Cross tab

Objective 3

Null hypothesis(H0): There is no significant difference between gender of the respondents and the factors affecting dealership.

Alternative hypothesis(H1): There is significant difference between gender of the respondents and factors affecting dealership.

Interpretation:

Here the table analyses whether there is any significant difference between gender of the respondents and the factors affecting dealership.

So the table value of chi-square is 9.488 as the degree of freedom is 4. When compared to the calculated value (6.676) the table value is higher than calculated value which shows that the null hypothesis is accepted.

6. Findings, suggestions and conclusion

Most of the dealers have 4-7 years of experience in dealership. Out of the survey conducted many number of the

dealers' rated that the Quality (57%) of electronic product is very good the most important was promotional factor which influenced the dealers to choose dealerships with many brands is brand name (85%). It is inferred that majority of the respondents (58%) have agreed that there is a correlation between brand perception and satisfaction level. It is also inferred that majority of the respondents (84%) satisfaction level varies with different dealership. It is inferred that majority of the respondents (58%) have agreed that the electric companies need to pay more attention on how to build long term dealerships with the dealer's chain. It is inferred that majority of the respondents (54%) have poor perception about the credit period given by electric companies. Majority of the respondents (82%) opted orient dealership with many electronic companies because of customer acceptance. Electronic goods companies must focus on the quality of the goods. Also they should focus on building long-term relationship with the dealer's chain. And they should provide credit periods to dealers to promote sales. Dealer should focus on customer acceptance for promoting sales.

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