

A Study on Satisfaction of Retailers Towards Somany Aquaware with Special Reference to Salem District

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Abstract—Retailers' satisfaction is an important and significant thing to survive the business. Retailing and buying patterns of the consumers have changed considerably in the past few years. Tiles manufactures face challengers from retailers as well. Consequently, retailing has become a complex and interesting area and research on the perception of towards tiles products with special reference to Somany Aquaware is taken up to identify the factors that influence the retailers as well as customers and probe deep into the ramifications of their perception. In this study, the researcher has mainly focused on retailers' satisfaction towards quality of Somany Aquaware in Salem district of Tamilnadu. For this purpose, 120 retailers have been selected by using simple random sampling method. The results are subdued into tables by using simple percentage analysis and chi-square analysis.

Index Terms—Retailers, Satisfaction, Somany Aquaware, Ceramic Industry

I. INTRODUCTION

Ceramic Industry in India is more than 100 years old. It comprises mainly of ceramic tiles, sanitaryware, tableware and more recent the technical ceramics. The Heavy Clay industry in India offers a big market. However, due to the unorganized characteristic of this sector it is not possible to ascertain the market size. Ceramic products are manufactured both in the large and small-scale sector. State-of-the-art ceramic goods are being manufactured in the country and the technology adopted by the organized sector within Indian ceramic Industry is of international standard.

Today Ceramic tile throughout the world is not hand-made or hand-painted for the most part. Automated manufacturing techniques are used and the human

hand does not enter into the picture until it is time to install the tile. In commercial buildings, where both beauty and durability are considerations, ceramic tiles will be found, particularly in lobby areas and restrooms. These new products and the conventional wall and floor tiles have together made the organized industry grow to a formidable Euro 1150 million industry. This coupled with a spate of expansions by many players make the industry look very promising in the future.

II. STATEMENT OF THE PROBLEM

This topic is chosen with an aim to know about the satisfaction of retailers towards Somany Aquaware products. Retailing is the final link between the production of a good and the end-consumer. The economic characteristics of the end-consumer are thus crucial to the economics of retailing. This study was mainly conducted in Salem district.

III. REVIEW OF LITERATURE

According to Gopal (2006) who had discussed in his study that the retailing landscape is witnessing interesting and innovative ways by which customers are being lured to the stores. The marketer's efforts are directed towards attracting the customer's attention by differentiating himself in a cluttered marketplace. Once the customer steps into the store, efforts are on to translate footfalls into sales. The store ambience, lighting, layout, arrangement of racks and display at corners are all factors that help in enriching customer experience and boosting sales. Arulkumar, A., and C.Madhavi, (2005) delineates that today economy is conformed to two major and

far-reaching changes - a change from domestic to global and a change from urban to rural. Both these changes are evolutionary. Corporate sector has already realized the vast opportunities. Existing in the rural sector and are trying to harness these with their strategies specially aimed at rural markets. Marketing in rural areas needs altogether different strategy as against the marketing in urban area and the psyche entirely from that of urban consumer. Addressing certain issues pertaining to rural marketing, this paper aims at exploring the consumer behavior patterns of rural consumers with reference to FMCG products of tooth paste, shampoo and toilet soap.

IV. OBJECTIVES OF THE STUDY

- To examine the socio-economic characteristics of the selected retailers in Salem district.
- To evaluate the factors that influences the retailers' satisfaction towards quality of Somany Aquaware.

V. RESEARCH DESIGN OF THE STUDY

The validity of any research depends upon the systematic method of collecting the data and analysing the data. The present study used both primary as well as secondary data. The primary data were collected from the 120 respondents of retailers who are selling Somany Aquaware in Salem District. Questionnaire was the main tool for collecting the primary data. Questionnaire was designed in a systematic way of covering adequate and relevant questions, which covers all aspect of the study. Simple random sampling technique was adopted to select the retailers in the study area. For clarifying the data collected, simple statistical tools like percentage analysis and chi-square test have been used.

VI. RESULTS AND DISCUSSION

The socio-economic profile of the selected retailers is discussed in the following tables.

Table No. 1 : Socio-Economic Profile and Satisfaction towards Somany Aquaware

No.	Factors	No. of Respondents	%	Mean Score
1	Age			
	Below 35 yrs.	36	30.0	3.7
	35-45 yrs.	47	39.2	4.2
	Above 45 yrs.	37	30.8	3.9
	Total	120	100.0	
2	Gender			
	Male	97	80.8	4.3
	Female	23	19.2	3.9
	Total	120	100.0	
3	Educational Qualification			
	School Level	21	17.5	3.7
	College Level	45	37.5	4.2
	Professionals	54	45.0	4.1
	Total	120	100.0	
4	Monthly Turnover			
	Below Rs.20 lakh	27	22.5	3.9
	Rs.20-30 lakh	71	59.2	4.1
	Above Rs.30 lakh	22	18.3	4.0
	Total	120	100.0	
5	Average Value of Purchase of Somany Ceramic in a Month			
	Below Rs.5 lakh	23	19.2	3.8
	Rs.5-10 lakh	49	40.8	4.2

No.	Factors	No. of Respondents	%	Mean Score
	Above Rs.10 lakh	48	40.0	3.7
	Total	120	100.0	
6	Experience			
	Below 5 Years	60	50.0	3.6
	5-10 Years	38	31.7	4.1
	Above 10 Years	22	18.3	4.0
	Total	120	100.0	

- Majority of respondents (39.2%) are aged 35–45 years, and this group shows the highest satisfaction (mean score 4.2). The youngest (below 35 years, 30%) and oldest groups (above 45 years, 30.8%) have slightly lower satisfaction (mean scores 3.7 and 3.9 respectively). This suggests that middle-aged respondents are the most satisfied with Somany Aquaware products.
- Males constitute 80.8% of the sample, with a higher mean score (4.3) compared to females (19.2%, mean score 3.9). This indicates male respondents tend to have greater satisfaction.
- Professionals form the largest group (45%) and have a high mean score (4.1). College-level education respondents (37.5%) show the highest satisfaction (mean score 4.2). School-level respondents (17.5%) show comparatively lower satisfaction (mean score 3.7). Respondents with college or professional education exhibit higher satisfaction.
- Most respondents belong to the Rs.20–30 lakh category (59.2%), with the highest mean score (4.1). Those with turnover below Rs.20 lakh (22.5%) and above Rs.30 lakh (18.3%) have slightly lower satisfaction (mean scores 3.9 and 4.0). This shows moderate turnover groups are more satisfied.
- Respondents purchasing Rs.5–10 lakh worth of ceramics monthly (40.8%) show highest satisfaction (mean score 4.2). Those purchasing

below Rs.5 lakh (19.2%) and above Rs.10 lakh (40%) have lower satisfaction (mean scores 3.8 and 3.7). Moderate buyers are the most satisfied.

- Half the respondents have below 5 years' experience (50%), but show the lowest satisfaction (mean score 3.6). Respondents with 5–10 years (31.7%) have the highest satisfaction scores (4.1). Above 10 years' experience group (18.3%) shows moderate satisfaction (mean score 4.0). Satisfaction is highest among those with 5–10 years of experience.

Relationship between Experience of the retailers and Level of Satisfaction towards Quality of Somany Aquaware products

In order to find the relationship between the relationship between experience of the respondents and level of satisfaction towards quality of Somany Aquaware is discussed with the following hypothesis.

Null Hypothesis (H_0) : There is no significant relationship between experience of the respondents and level of satisfaction towards quality of Somany Aquaware.

Alt. Hypothesis (H_1) : There is a close significant relationship between experience of the respondents and level of satisfaction towards quality of Somany Aquaware.

TABLE NO. 2

Experience of the Respondents and Level of Satisfaction towards Quality of Somany Aquaware

S. No.	Experience	Level of Satisfaction			Total
		Highly Satisfied	Satisfied	Neutral	
1.	Below 5 Years	17	20	23	60
2.	5-10 Years	14	20	4	38
3.	Above 10 Years	6	9	7	22
	Total	37	49	34	120

Chi-square Test :

Calculated χ^2 value	:	9.244
Degrees of Freedom	:	4
Table value	:	9.488
Significant	:	Not
significant		

This analysis examines the relationship between retailers' experience and their level of satisfaction towards the quality of Somany Aquaware products using chi-square test methodology. Around 5-10 years of experienced retailers show the highest proportion of positive satisfaction. Least experienced retailers (below 5 years) have the highest number of neutral responses. Most experienced retailers (above 10 years) show moderate satisfaction levels.

It is cleared from the above analysis that calculated chi-square value is less than the table value and the

result is not significant. So, the null hypothesis is accepted. Hence, there exists no relationship between experience of the respondents and level of satisfaction towards quality of Somany Aquaware.

Relationship between Experience of the retailers and Level of Satisfaction towards After Sales Service of Somany Aquaware products

Null Hypothesis (H_0) : There is no significant relationship between experience of the respondents and level of satisfaction towards after sales services offered by Somany Aquaware company.

Alt. Hypothesis (H_1) : There is a close significant relationship between experience of the respondents and level of satisfaction towards after sales services offered by Somany Aquaware company.

TABLE NO. 3

Experience of the respondents and Level of Satisfaction towards after sales services offered by Somany Aquaware Company

S. No.	Experience	Level of Satisfaction			Total
		Highly Satisfied	Satisfied	Neutral	
1.	Below 5 Years	17	20	23	60
2.	5-10 Years	14	20	4	38
3.	Above 10 Years	6	9	7	22
	Total	37	49	34	120

Chi-square Test :

Calculated χ^2 value	:	9.244
Degrees of Freedom	:	4
Table value	:	9.488
Significant	:	Not
significant		

This cross tabulation summarizes the relationship between respondent experience and their satisfaction level towards after-sales services offered by Somany Aquaware Company: While seeing the below 5 Years Experienced respondents, out of 60 respondents, 17 are highly satisfied, 20 are satisfied, and 23 are neutral. This group shows the highest

proportion of neutral responses, suggesting newer retailers may have mixed or uncertain perceptions regarding after-sales services. In the case of 5-10 years experienced respondents, out of 38 respondents, 14 are highly satisfied, 20 are satisfied, and only 4 are neutral. This group has the highest percentage of positive satisfaction, indicating that retailers with moderate experience tend to perceive after-sales services more favorably. On the other hand, above 10 years respondents, among 22 respondents, 6 are highly satisfied, 9 are satisfied, and 7 are neutral. Satisfaction levels are moderate, with neutral responses higher than in the 5-10 years group.

It is cleared from the above analysis that calculated chi-square value is less than the table value and the result is not significant. So, the null hypothesis is accepted. Hence, there exists no relationship between experience of the respondents and level of satisfaction towards after sales services offered Somany Aquaware company.

VII. FINDINGS

- It is found from the analysis that majority of the respondents belongs to 35-45 years, male, having professional education, turnover between Rs.20-30 lakh in a month, purchase Somany ceramic in a month between Rs.5 and 10 lakh and dealing experience of below 5 years.
- It is noted from the analysis that most of the retailers who belongs to 35-45 years aged, male, educated till college level, monthly turnover of Rs.20-30 lakhs, Rs.5-10 lakhs of average value of purchase of Somany Aquaware in a month and have 5-10 years of retailing experience are having high level of satisfaction towards Quality of Somany Aquaware in the study area.
- Satisfaction is greatest among retailers with 5-10 years of experience. Neutral perceptions are common among retailers with below 5 years and above 10 years' experience, indicating possible reservations or less clear opinions in these groups. The distribution shows that satisfaction with after-sales service is not strongly influenced by experience, as each group includes both positively and neutrally satisfied respondents.
- In both cases, the chi-square test shows no significant relationship between experience of the retailers and their satisfaction level, neither with product quality nor after-sales service, since the test statistics do not exceed the critical table value.

VIII. SUGGESTIONS

- The company can appoint more dealers of Somany with other ceramic dealers in Salem.
- The company can improve its Aquaware in certain parameters like design and finishing. Though the company rated high in material

attribute the company must improve themselves in the other attributes.

- At this backdrop newer introduction of Aquaware design and variety is the current requirement and a challenge for Aquaware manufacturers in India. This study is taken up to identify the dealers perception on their Aquaware attributes in Salem. The study was taken up for Somany Aquaware limited, to know about the Salem market and dealers preference in Salem.
- Based on the data analysis, it was found that Somany Aquaware is doing well in the Salem market in particular. Suitable recommendations and suggestions are provided that would help to improve these attributes mentioned and in-turn the company can overcome its current drawbacks in Aquaware attributes. Further, it is suggested that creating awareness through advertisements about Somany Aquaware among the customers will help to improve the market. Finally, it is concluded that there is no doubt that Somany is playing a major role in Aquaware market in India, incorporation of the recommendations made will push the company to position themselves in international market.
- As satisfaction with quality does not depend on experience, continue to uphold current product standards to appeal equally to both new and experienced retailers.
- Since satisfaction with after-sales service is also consistent across experience groups, improvements should target all retailers broadly, rather than focusing on specific experience levels.
- Provide clear, accessible information about products and services for newer retailers who tend to be more neutral, helping them transition to higher satisfaction levels.

IX. CONCLUSION

The analysis of retailer experience versus satisfaction towards both product quality and after-sales service for Somany Aquaware reveals that satisfaction is consistent across all groups, regardless of years of experience. The chi-square tests confirm that there is no statistically significant relationship between

experience and satisfaction levels in either aspect. This indicates that Somany Aquaware delivers reliable product quality and after-sales services that are equally appreciated by new, moderately experienced, and long-established retailers. The company's customer approach and service standards are thus effective in maintaining consistently positive perceptions across its diverse dealer base.

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