A Study on Distribution Channels to Improve RetailerSatisfaction Towards Unibic Products at Unibic Foods (India) Private Limited

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Abstract- The Objective of the study is to examine pricing strategies and quality maintenance are satisfactory for retailers. Identify factors influencing retailer satisfaction towards unibic products. and examine the Distribution channel efficiency to Motivate the retailers, and conference proceedings This descriptive study Used Reliability analysis, T-test, Annova, and Correlation Analysis. This research investigates distribution channels aimed at enhancing retailer satisfaction with Unibic products. The research delves into the strategies and mechanisms through which Unibic products are channeled to retailers. The primary objective is to understand how these distribution channels impact retailer satisfaction and subsequently, the brand's market presence. The research employs both qualitative and quantitative methods to analyze data gathered from retailers and industry experts. The findings contribute to a comprehensive understanding of the dynamics between distribution channels and retailer satisfaction in the context of Unibic products

Index Terms- Retailer Satisfaction, Pricing, Quality, Delivery times, advertising, Brand Awareness

I. INTRODUCTION

The project's job title will be ''Researching distribution channels to improve retailer satisfaction Project work will be carried out at Unibic Foods Private Limited Bengaluru for a 6weeks period of time Researching distribution channels to improve retailer satisfaction is important as it can be beneficial. companies identify the most efficient and effective distribution channels to use, ensuring that retailers are satisfied and motivated to continue delivering the products When retailers are happy, they have more opportunities to introduce products to customers, and increase sales and profits for business.

II.   CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

Distribution channels refer to the various ways a manufacturer or service provider delivers their products or services to the end customer/consumer. The distribution channels play a crucial role in the success of any business as they determine how easily the productcan, reach the customer.

Retailer satisfaction refers to the goods that will be available at a high margin with good quality and have more demand in the market so that the company is in good profitability and it is in growth rate it helps to improve the satisfaction level of retailers.

LITERATURE REVIEW

1.   "The influence of distribution force on customer satisfaction in Pt Semen Tiga Roda" Agus Jamaludin 1, Toto Widiarto

2.   "Improving Retailer Satisfaction through E-commerce Distribution Channels" by A. Sharma and S. Jain (2020):

3.   "Optimizing Distribution Channels to Enhance Retailer Satisfaction in the Fashion Industry" by M. Song and J. Kim (2020):

4.   "The Effect of Distribution Channel Integration on Retailer Satisfaction and Loyalty" by K. Hong and J. Lee (2019):

5.   "An Analysis of Distribution Channels and Retailer Satisfaction in the Grocery Industry" by S. Kim and J. Lee (2019):

6.   Brazilian Food Retailer Satisfaction With Suppliers Luciana de Araujo Gil, Michigan State University Jong Pil Yu, Sejong University, Seoul, Korea Lester W. Johnson, University, of Melbourne, Carlton, Vic 3053, Australia Alan Pomering, University of Wollongong, NSW 2522 Australia.

III.   RESEARCH DESIGN

1.1   STATEMENT OF PROBLEM

● Unibic products yet to reach to rural areas and petty retail stores like (sole proprietorship in retailers and wholesalers)

● Low-cost discount offers will get a negative impact in some areas or markets.

● product having damaged during delivery of the product to the retailer.

● Customers's complaints about the products i.e. comparability of price, and tastes about the product.

● Improve the efficiency of distribution channels Advertising, sales, and promotions.

1.2   NEED FOR THE STUDY

● For any business, retailers are essential to the distribution channel, as they act as intermediaries between the manufacturer and the end consumer.

● Retailers are responsible for distributing the products to the customers, and their satisfaction with the distribution channel can significantly impact the business's overall success. Therefore, it is crucial to study the distribution channels to identify areas that can be improved

1.3   OBJECTIVES, OF THE RESEARCH STUDY

1) To define the factors that influence retailer satisfaction with distribution channels, such as delivery times, product quality and pricing.

2) To analyse the opportunities for improvement in distribution channels That could increase retailer satisfaction.

3) To identify the retailer's perception towards unibic products

4) To Determine the effectiveness of advertising and brand awareness for retailers.

To provide insights that could be used by companies in the industry to enhance their distribution strategies and gain a competitive advantage

1.3   SCOPE OF THE STUDY.

●   The possibility of the study on distribution channels to improve retailer satisfaction would involve exploring the diverse channels through which goods and services are distributed to retailers and identifying the issues that effect their fulfilment levels.

●   The study would also look at the challenges faced by retailers in the distribution process, including inventory management, order processing, and delivery logistics. And the impact of these challenges on their well-being. Additionally, the study would examine the role of technology in improving distribution efficiency and how it can be leveraged to enhance retailer satisfaction.

●   The research could also involve analyzing case studies and best performs from effective companies that have efficientlyoptimized their distribution channels to improve retailer satisfaction.

Ultimately, the study would provide insights and recommendations to companies on how they can improved complete their distribution channels to enhance the satisfaction of their retail partners.

1.5   RESEARCH METHODOLOGY

The method of determining how to systematically design and conduct research is called research methodology. Conducting market or social research requires planning each step, from the questions to ask to the analytical methods to be used, to ensure valid and reliable results from the research.

What are the elements of study design?

Key elements of the study design are:

●   Methods Used to Analyze Collected Details

●   Type of research method

●   An accurate statement of purpose

●   Potential Objections to Research

●   Methods to be introduced to collect and analyze research results

●   Timeline

●   Analytical measurements

●   Setting for a research study

Descriptive research- Meaning

Descriptive research is a research method that describes the characteristics of the population or phenomenon under study. This descriptive methodology focuses on the "what" of the research subject

rather than the "why" of the research subject.

This method focuses primarily on describing the nature of demographic segments without focusing on the "why" that a particular phenomenon occurs. In other words, it 'explains' the research topic without mentioning 'why' it happens. Data collection

1)   Primary Data

This examine study uses a questionnaire method to collect, the data. A questionnaire form was given to the retailers to fulfil the objectives of the research study.

2)   Secondary data

Analyse some websites, portals and books to collect secondary data. Sampling

Study type	Descriptive
Study approach	Survey method
Research instrument	Questionnaire
Sample unit	Retailers, Supermarkets, petty shops of unibic products
Sample size	104 Respondents

1.6   Hypothesis

1.   Null, Hypothesis (H0): There is no, huge connection between distribution channels and retailer satisfaction towards Unibic products.

2.   Alternative Hypothesis (H1): There is a significant relationship between distribution channels and retailer satisfaction towards Unibic products.

1.7   Limitations

➢   Retailers of Unibic products Are limited.

➢   The retailers will find it only in urban areas.

➢   As per the company restriction hard to communicate a few questions.

➢   Due to work pressure difficult to complete the project on time.

➢   The study might focus solely on retailer satisfaction without considering the perspective of other stakeholders, such as consumers, distributors, or Unibic itself, which could provide a more comprehensive understanding.

Research gap

●   Determine the pricing strategies and quality maintenance is satisfied for retailers.

●   Analyze the Importance of direct line communication with the company's sales representatives for retailers.

●   Identify factors influencing retailer satisfaction towards unibic products.

IV.   DATA ANALYSIS

A.   Reliability Analysis:

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.751	**36**

Interpretation: The data provided appears to be a summary of case processing results, which can be derived from reliability analysis.These cases were included in the analysis and full data are available for all process-related variables.

This is likely due to a process known as ''delisting'', in which instances where a value is missing for any relevant variables are removed from the analysis.The "Total" column shows the total number of cases considered in the analysis, in this case 104. It is important to note that the exclusion of cases where missing data could affect the results and interpretation of the analysis, could potentially lead to bias if the excluded cases were not randomly missing.

B.   Annova

5.1					
	Sum of-Squares	Df.	Mean - Square	F.	Sign.
Between- Groups	.579	3	.193	.366	.778

Within Groups	52.767	100	.528		
Total	53.346	103			

Interpretation:- The ANOVA is exploratory whether there are statistically significant differences in the means of multiple groups. The ''Between-Groups'' section assesses the variability between the means of the different groups. 366 suggests that there is no significant difference between the group means, as the p-value (Significance) is quite high (0.The ''Within-Groups'' section shows the variability within each group 528) suggests that there might be some variance within individual groups, but it doesn`t necessarily indicate a significant overall effect. In summary, based on the given F-statistic and p-value, there is no strong evidence to suggest that the means of the groups are significantly different from each other.

C.   Chi-square tests

Chi-Square Tests				
B7		Value	Df.	Asymptotic-Significance (2-sided)
0-5rating	Pearson Chi-Square	..[b]		
	N of, Valid Cases	1		
2.00	Pearson Chi-Square	.[b]		
	N of- Valid Cases	1		
3.00	Pearson Chi-Square	18.828[c]	12	.093
	Likelihood Ratio	17.030	12	.148
	Linear -by -Linear Association	3.390	1	.066
	N of -Valid Cases	22		
4.00	Pearson Chi-Square	12.278[d]	8	.139
	Likelihood Ratio	10.948	8	.205
	Linear-by-Linear Association	.179	1	.672
	N of Valid Cases	52		
5.00	Pearson Chi-Square	24.141[e]	8	.002
	Likelihood Ratio	15.668	8	.047

	Linear - by -Linear Association	.631	1	.427
	N of Valid Cases	28		
Total	Pearson Chi-Square	28.047ᵃ	12	.005
	Likelihood Ratio	23.336	12	.025
	Linear-by-Linear Association	2.323	1	.127
	N of Valid Cases	104		

a. 15 cells (71.4%) consume an expected count of less than 5. The minimum expected count is

.13.

b. No statistics are computed because Q32 and Q30 are constants.

c. 20 cells (95.2%) have an expected count of < 5. The minimum- expected count is

.14.

d. 12 cells (80.0%) have an expected count of less, than 5. The minimum expected count is

.10.

e. 14 cells (93.3%) have an expected count of less than 5. The minimum expected count is .04.

D.   T-test

6.1 Notes

Output Created.		27-JUL-2023 23:00:57
Comments.		
Input.	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Break File	<none>
	N of Rows, in Working Data, File	104
Missing Value Handling	Definition of Missing	Client characterized missing qualities are treated as absent.
	Cases Used.	Measurements for every examination depend on the cases with no absent or out-of-range information for any factor in the examination.
Syntax		T-TEST PAIRS=OB1 C WITH OB3 Q30 (PAIRED) /ES DISPLAY(TRUE) STANDARDIZER(SD) /CRITERIA=CI(.9500) /MISSING=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00

6.2 Paired- Samples Test

	Paired-Differences						Significance	
	Mean.	Std. Deviation.	Std. Error Mean.	95% Surene ss Interval of the				Two-Sided p

			Difference				
			Lower				
	-1.68269	1.08175	-1.89307				
	1.93269	.91656	1.75444				

6.3 Paired Samples Effect Sizes

			Standardize	Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	OB1 - OB3	Cohen's d	1.08175	-1.556	-1.840	-1.267
		Hedges' correction	1.08971	-1.544	-1.827	-1.258
Pair 2	C - Q30	Cohen's d	.91656	2.109	1.761	2.453
		Hedges' correction	.92330	2.093	1.748	2.435

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Interpretation: The provided output is from a paired-samples t-test conducted on two pairs of variables. A paired- samples t-test is used to compare the means of two related groups or variables. Here`s an interpretation of the output: Pair 1: OB1 - OB3** - Mean Difference: -1.08175, which gives us an idea of the variability of the differences between the pairs.47232) suggests that we can be 95% confident that the true mean difference falls within this interval.001, indicating that the mean difference between OB1 and OB3 is statistically significant.In other words, there's strong evidence, to suggest that the mean values of OB1 and OB3 are not equal.**Pair 2: C - Q30** Mean Difference:

1.001 Interpretation for Pair 2 (C - Q30):** The mean difference between C and Q30 is 1.001 Interpretation for Pair 2 (C - Q30):** The mean difference between C and Q30 is 1.91656, indicating the variability of the differences between the pairs.The 95% confidence interval of the difference (1.The 95% confidence interval of the difference (1.11094) implies that we can be 95% confident that the true mean difference falls within this range.001, indicating a highly significant difference between the mean values of C and Q30. Effect sizes provide a standardized measure of the magnitude of the differences between the pairs.In both pairs, the Cohen's d values are provided along with their corresponding 95% confidence intervals. The values indicate the strength of the effect: larger values signify larger differences between the groups. In summary, the paired-samples t-test results suggest that there are significant differences between the pairs being compared (OB1 - OB3 and C - Q30), and the effect sizes provide insights into themagnitude of these differences.

The small p-values indicate strong evidence against the null hypothesis of no difference in means.

V.   Findings, suggestions and conclusions:

a)   Findings & Suggestions

● The company will give less Advertising and marketing activities like sampling will be more.

● The company is struggling with some franchise issue so the company have to resolve the issue as quickly as possible

● Some retailers are struggling to sell unibic products due to more competition.

● The company will sell directly to retailers like condiment hotels etc ● Retailers appreciate Unibic's unique taste andservice, which distinguishes the brand from competitors.

● The affordability and budget-friendliness of Unibic products contribute to retailers' satisfaction and positive feedback.

● Continuously innovate and maintain product quality to enhance retailer satisfaction and loyalty.

- Address packaging concerns to ensure product integrity and minimize retailer complaints.

- Invest in customer relationship management tools to better track and address retailer feedback.

Retailers appreciate Unibic's unique taste, affordability, and effective advertising strategies.

Suggestions for further improvement include focusing on digital advertising, addressing packaging concerns, and continuous innovation to maintain retailer satisfaction. By implementing these suggestions, Unibic can additional strengthen its relationships with retailers, enhance its market presence, and continue its journey towards achieving even higher levels of satisfaction and success

Conclusion: The company, Unibic, faces a set of challenges and opportunities in its relationship with retailers and its overall market strategy. While some issues like franchise problems and increased competition pose challenges, there are several strengths and positive aspects to build upon. the study presented in the provided abstract addresses critical aspects related to Unibic products and their distribution to retailers, with a primary focus on enhancing retailer satisfaction. The study utilizes a combination of qualitative and quantitative research methods, including Reliability analysis, T-test, Annova, and Correlation Analysis, to achieve its objectives. Overall, this research endeavours to provide actionable insights for Unibic to enhance its relationships with retailers, improve its distribution strategies, and ultimately strengthen its market presence. The combination of quantitative and qualitative methods ensures a well-rounded analysis of the complex dynamics in the retail ecosystem, with the goal of driving greater retailer satisfaction and brand success.

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