

Analyzing The Dealer's Satisfaction At Anand Water Meter Manufacturing Co.(P)Ltd, Kochi

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Abstract- *This report presents an in-depth analysis of dealer satisfaction on Anand Asahi Water Meter Manufacturing Co. (P) Ltd., Kochi. The study aims to evaluate the key factors influencing dealer satisfaction, identify potential areas for improvement, and provide strategic recommendations to enhance dealer relationships.*

A structured research methodology, including surveys and interviews with dealers, was employed to gather insights on various aspects such as product quality, pricing, delivery timelines, after-sales service, and communication efficiency. The findings indicate that while dealers are generally satisfied with the company's product reliability and brand reputation, there are concerns regarding after-sales support and timely order fulfillment. Based on the analysis, the report suggests several measures, including improving logistics efficiency, enhancing customer service responsiveness, and offering better incentive structures to strengthen dealer engagement. Implementing these recommendations is expected to boost dealer satisfaction, leading to improved sales performance and long-term business growth for Anand Asahi Water Meter Manufacturing Co.(P) Ltd.

Keywords- Dealer satisfaction, Delivery, Quality, Reputation

I. INTRODUCTION

Dealers serve as the frontline ambassadors of Anand Asahi's brand. Their satisfaction directly influences the effectiveness of the company's market penetration, customer service, and overall business performance. Dealers are often responsible for providing technical guidance, offering after-sales support, and building long-term relationships with end users. Thus, their insights are invaluable in identifying areas for improvement in product features, pricing strategies, logistical support, and service quality.

This study focuses on analysing the satisfaction levels of dealers associated with Anand Asahi Water Meter Manufacturing Co. (P) Ltd, Kochi. It aims to evaluate various aspects influencing dealer satisfaction, including product

quality, pricing, supply chain efficiency, after-sales service, and promotional support. The study will cover dealers operating in Kochi and surrounding regions who are actively engaged with the company's products. It seeks to identify key challenges faced by dealers and understand their expectations for improved business relations. Additionally, the study aims to provide actionable insights to the company's management for enhancing dealer engagement, strengthening distribution channels, and improving overall customer service. While the study focuses on the dealer network, it does not extensively analyse end-user feedback or competitors' performance. The findings of this study are intended to help the company implement effective strategies that foster stronger dealer relationships, ensuring long-term growth and market stability.

II. REVIEW OF LITERATURE

I. Sharma, S., & Yadav, S. (2025). Dealer satisfaction in competitive markets: A focus on pricing and promotional strategies.

The study analyses how effective pricing strategies, including discounts, bundle offers, and promotional pricing, influence dealer satisfaction in highly competitive markets. Dealers appreciate pricing transparency and the ability to offer competitive rates to customers.

II. Kim, J., & Lee, D. (2024). Factors influencing dealer satisfaction in the B2B environment: The role of relationship quality and product innovation.

This study examines the influence of relationship quality and product innovation on dealer satisfaction in B2B markets. It finds that consistent communication and the introduction of innovative products are key factors that enhance dealer satisfaction and loyalty.

III. Ravi, S., & Sharma, R. (2024). Dealer satisfaction in emerging markets: A case study of the automotive industry.

In this paper, the authors analyse dealer satisfaction in emerging markets, focusing on the Indian automotive

industry. They find that market dynamics such as customer expectations, competitive pressures, and logistical challenges significantly influence dealer satisfaction.

IV. Singh, A., & Gupta, P. (2024). Building dealer relationships through effective incentive programs and rewards.

Singh and Gupta discuss how structured incentive programs—such as performance-based rewards, bonuses, and recognition—positively influence dealer satisfaction. The study emphasizes the role of both financial and non-financial incentives in motivating dealers.

III. OBJECTIVES OF THE STUDY

Primary Objective

- To analyse the level of dealer satisfaction with Anand Asahi Water Meter Manufacturing Co. (P) Ltd, Kochi, and identify key factors influencing their overall experience.

Secondary Objectives

- To identify challenges faced by dealers in terms of supply chain, logistics, and communication.
- To examine the impact of promotional strategies and incentives on dealer satisfaction.
- To understand the level of trust and long-term commitment dealers have with the company.
- To provide recommendations for improving dealer relationships and enhancing business performance.

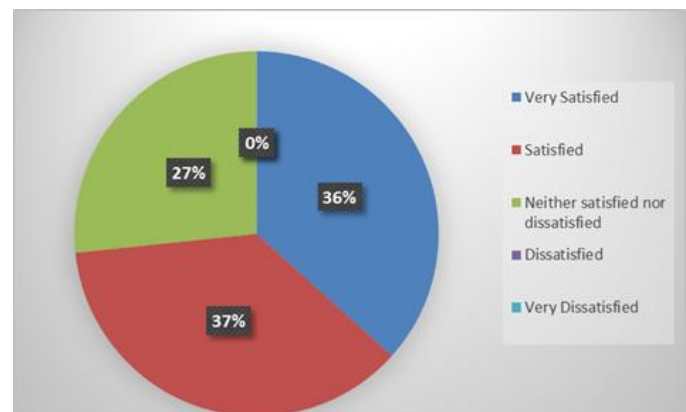
IV. RESEARCH METHODOLOGY

This study follows a descriptive research design, as it aims to evaluate and analyse the level of dealer satisfaction and identify factors influencing their business relationship with the company. The population under study is made up of AWM's dealers. The sample size includes 30 dealers and the sampling method used in the study is simple random sampling. The primary data is collected through questionnaire and the secondary data through company records and websites.

V. DATA ANALYSIS

Showing respondents opinion regarding satisfaction on the variety of products available

Opinion	Number of respondents	Percentage
Always consistent	10	33.3%
Mostly consistent	10	33.3%
Neither consistent nor inconsistent	9	30%
Sometimes inconsistent	0	0
Very inconsistent	1	3.3%



The graph shows that the Anand Asahi manufacturing company is consistent in manufacturing quality products.

TEST OF STATISTICAL ASSOCIATION BETWEEN SUPPLY CHAIN EFFICIENCY AND SATISFACTION LEVEL (CORRELATION TEST)

H0: There is no significant relation between supply chain efficiency and satisfaction level.

H1: There is significant relation between supply chain efficiency and satisfaction level.

Supply Chain Efficiency (X)	Satisfaction Level (Y)
12	10
15	14
2	6
1	0
0	0

Pearson Correlation Test

X	x	x ²	Y	y	y ²	xy
12	6	36	10	4	16	24
15	9	81	14	8	64	72
2	-4	16	6	0	0	0
1	-5	25	0	-6	36	30
0	-6	36	0	-6	36	36

$$r = 162$$

$$= 162 = 0.944$$

$$13.92 * 12.32$$

Pearson Correlation Coefficient (r)	0.944
Degrees of Freedom	3
p-value	0.016

The analysis reveals a strong positive correlation between supply chain efficiency and dealer satisfaction, with a correlation coefficient of $r = 0.944$. This suggests that as supply chain efficiency improves, satisfaction levels also tend to rise. The p-value of 0.016 indicates that this relationship is statistically significant, as it falls below the commonly accepted threshold of 0.05. Therefore, there is strong evidence to support the claim that supply chain efficiency has a direct impact on dealer satisfaction.

TEST OF RELATIONSHIP BETWEEN THE PROFIT MARGIN OF THE COMPANY AND WILLINGNESS TO RECOMMEND (CORRELATION TEST)

H0: There is no significant association between profit margin of the company and willingness to recommend

H1: There is significant association between profit margin of the company and willingness to recommend

Profit margin(X)	Willingness to recommend (Y)
15	24
1	1
14	5

Pearson Correlation Test

X	x	x ²	Y	y	y ²	xy
15	9	81	24	18	324	162
1	-5	25	1	-5	25	25
14	8	64	5	-1	1	-8

$$r = 179$$

$$= 179 = 0.734$$

$$13.03 * 18.70$$

Pearson Correlation Coefficient (r)	0.734
Degrees of Freedom	1
p-value	0.475

The analysis indicates a moderate positive correlation between profit margin and willingness to recommend, with a correlation coefficient of $r = 0.734$. This suggests that as profit margins increase, the willingness to recommend may also increase; however, the relationship is not particularly strong. Moreover, the p-value of 0.475 is greater than the standard threshold of 0.05, indicating that the correlation is not statistically significant. Therefore, there is no strong evidence to support a meaningful association between profit margin and willingness to recommend.

TEST OF RELATIONSHIP BETWEEN SUFFICIENT MARKETING SUPPORT AND DEALER'S SATISFACTION (CHI-SQUARE TEST)

H0: There is no significant relationship between sufficient marketing support and dealer's satisfaction.

H1: There is significant relationship between sufficient marketing support and dealer's satisfaction.

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied	Total
Yes	9	10	1	0	0	20
No	0	0	5	0	0	5
Maybe	1	4	0	0	0	5
Total	10	14	6	0	0	30

OBSERVED FREQUENCY

EXPECTED FREQUENCY

Expected Frequency = (Row total * Column total) / Grand total

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied	Total
Yes	6.66	9.33	4	0	0	19.99
No	1.66	2.33	1	0	0	4.99
Maybe	1.66	2.33	1	0	0	4.99
Total	8.32	11.66	5	0	0	29.97

$$X^2 = (O-E)^2/E$$

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied	Total
Yes	0.822	0.448	2.25	0	0	3.52

						0
No	1.66	2.33	16	0	0	19.99
Maybe	0.262	1.196	1	0	0	2.458
Total	2.744	3.974	19.25	0	0	25.968

Degree of freedom (3-1) (5-1) = 8

The degree of freedom 8 at 5% level of significance

Tabular value, $X^2 = 15.507$ Calculated value = 25.968

The calculated value is greater than the tabular value- 25.968 > 15.507

Since the calculated value 25.968 is greater than the tabular value 15.507 we accept alternate hypothesis which means there is significant relationship between sufficient marketing support and dealer's satisfaction.

TEST OF RELATIONSHIP BETWEEN THE DEALER'S SATISFACTION ON DIFFERENT ASPECTS AND THEIR ASSOCIATION WITH THE COMPANY (ANOVA CALCULATION)

H0: There is no significant difference in satisfaction level across dealers on different aspects (Product Variety, Financial Incentives, After-Sales Support, and Supply Chain Efficiency) regarding the years of association with the company.

H1: There is significant difference in satisfaction level across dealers on different aspects (Product Variety, Financial Incentives, After-Sales Support, and Supply Chain Efficiency) regarding the years of association with the company.

Aspect	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied	Total
Product variety	11	11	8	0	0	30
Financial Incenti	13	15	2	0	0	30

ves						
After-sales support	10	15	5	0	0	30
Supply chain efficiency	12	15	2	1	0	30

variety	-0.13		= 0.507
Financial incentives	(4.37-4.23) = 0.14	0.0196	30*0.0196 = 0.588
After-sales services	(4.17-4.23) = -0.06	0.0036	30*0.0036 = 0.108
Supply chain efficiency	(4.27-4.23) = 0.04	0.0016	30*0.0016 = 0.048

Years of association	Number of respondents
Less than 1 year	4
1-5 years	8
5-10 years	10
10-15 years	4
15+ years	4

$$SSB \text{ Total} = 0.507 + 0.588 + 0.108 + 0.048 = 1.251$$

$$\text{Degrees of freedom} = (k-1) = (4-1) = 3$$

$$\text{Sum of Squares Within Groups (SSW)}$$

Aspects	Contribution to SSW	SSW
Product variety	8.91+0.11+9.68	18.7
Financial incentives	5.159+2.053+3.753	10.97
After-sales services	6.889+0.535+3.7538	14.17
Supply chain efficiency	6.394+1.093+3.225+5.152	15.87

Aspects	Scores weighted total	Mean satisfaction score
Product variety	(11*5+11*4+8*3)=123	4.1
Financial incentives	(13*5+15*4+2*3)=131	4.37
After-sales services	(10*5+15*4+5*3)=125	4.17
Supply chain efficiency	(12*5+15*4+2*3+1*2)=128	4.27

$$SSW \text{ Total} = 18.7 + 10.97 + 14.17 + 15.87 = 59.71$$

$$\text{Degrees of freedom} = (N-k) = (120-4) = 116$$

$$\text{Total Sum of Squares (SST)} = SSB + SSW = 1.251 + 59.71 = 60.961$$

$$\text{Mean Squares}$$

$$MSB = SS \text{ Between}$$

$$df \text{ Between}$$

$$MSB = 1.251/3 = 0.417$$

$$MSW = SS \text{ Within}$$

$$df \text{ Within}$$

$$MSW = 59.71/116 = 0.515$$

$$F\text{-ratio} = MSB$$

$$MSW$$

$$= 0.417/0.515$$

$$= 0.81$$

$$\text{Overall mean} = (4.1+4.37+4.17+4.27)/4 = 4.23$$

$$\text{Sum of Squares Between Groups (SSB)}$$

Aspects	Mean-Overall mean	(Mean-Overall mean) ²	SSB = n*(Mean-Overall mean) ²
Product	(4.1-4.23) =	0.0169	30*0.0169

The calculated F-ratio = 0.81 at a significance level of 5% with $df_B = 3$, and $df_W = 116$, is lesser than the critical F-ratio 2.68. Thus, the null hypothesis is accepted.

There is no significant difference in satisfaction level across dealers on different aspects (Product Variety, Financial Incentives, After-Sales Support, and Supply Chain Efficiency) regarding the years of association with the company.

VI. FINDINGS

- 68% of dealers reported that Anand Asahi's product quality meets or exceeds their expectations.
- 60% of dealers found that the pricing slightly higher than competitors, affecting their ability to compete in price-sensitive markets.
- 65% of dealers were satisfied with the company's after-sales service and 35% are neither satisfied nor dissatisfied.
- 50% of the dealers reported that they occasionally receive damaged or defective products.
- Most of the dealers are satisfied with the variety of products offered by the company but some of the dealers have an opinion that there could be more product variants.
- Out of the 30 dealers, 20 dealers reported that they get sufficient marketing support from the company.
- Even though most of the dealers reported that they have not faced any issues with deliveries, some have reported that they faced some challenges like delays and wrong product variant.
- 70% of dealers were satisfied with their overall relationship with Anand Asahi which shows that the dealers are satisfied with the services provided by the organization.

VII. SUGGESTIONS

- Review pricing strategies to remain competitive without compromising quality.
- Introduce budget-friendly models to cater to price-sensitive markets.
- Improving inventory management, implementing real-time order tracking, and ensuring buffer stock availability can enhance operational efficiency and dealer confidence in the company's distribution network.
- The company can introduce loyalty programs, dealer incentives, and better advertising strategies to strengthen its dealer network and improve brand visibility in competitive markets.

VIII. CONCLUSION

The study on dealer satisfaction for Anand Asahi Water Meter Manufacturing Co. (P) Ltd., Kochi highlights key insights into the strengths and areas of improvement in the company's dealer relationships. The findings reveal that while dealers appreciate the quality and reliability of Anand Asahi's products, there are significant areas where enhancements are needed to improve overall dealer satisfaction and business performance. While the majority of dealers are satisfied with their interactions with the company, many feel the need for better engagement, personalized support, and regular feedback mechanisms. By appointing dedicated dealer relationship managers and conducting quarterly dealer feedback meetings, the company can foster a more collaborative and supportive dealer environment.

In conclusion, Anand Asahi has a strong foundation in product quality and dealer trust, but to sustain long-term growth and market leadership, it must enhance pricing strategies, service efficiency, marketing efforts, and communication channels. By implementing these improvements, the company can strengthen its dealer relationships, increase market share, and ensure long-term business success.

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