



A Study on Dealers Satisfaction Towards Kinley Brand

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ABSTRACT

This project investigates dealers' satisfaction with the Kinley brand in the bottled water industry. It employs a mixed-methods approach, including surveys and interviews, to assess various aspects of dealer satisfaction. Preliminary findings reveal that dealers generally appreciate Kinley's product quality and reputation for purity but have mixed opinions on pricing and distribution efficiency. Marketing support is also considered crucial for dealers' business success. This study aims to provide Kinley with a deeper understanding of dealers' perspectives and areas for improvement, strengthening its market position and reputation. It contributes valuable insights to brand management in the bottled water industry while addressing complex dynamics between brands and their dealers

KEYWORDS: Kinley, Dealers, Brand, Satisfaction,

I. Introduction about the study:

This project, titled "A Study on Dealers' Satisfaction Towards Kinley Brand," embarks on a comprehensive exploration of the factors that influence dealer satisfaction and the dynamics of their partnership with the Kinley brand. The study encompasses various dimensions of dealer satisfaction, ranging from product quality and pricing to distribution efficiency and marketing support. By delving into these key aspects, it aims to provide valuable insights into how Kinley can further strengthen its relationship with its dealers and enhance its market presence.

The bottled water industry has witnessed a remarkable surge in demand, driven by increasing health consciousness and environmental concerns among consumers. In this thriving market, Kinley, a brand known for its commitment to purity and sustainability, has carved a significant niche. The success of any brand, however, heavily relies on the satisfaction of its distribution network, particularly the dealers who act as intermediaries between the brand and its consumers. The relationship between a brand and its dealers is a critical element in the brand's success, as dealers play a pivotal role in ensuring that the product reaches the end consumer efficiently and effectively. Understanding and addressing dealers' satisfaction is, therefore, paramount for brand longevity and growth.

II. STATEMENT OF THE PROBLEM:

The problem addressed in this study is the level of dealer satisfaction towards the Kinley brand. While the Kinley brand has enjoyed considerable success in the market, it is essential to evaluate the satisfaction levels of dealers who play a important role in the brand's distribution and promotion. Dealer satisfaction is a critical factor in maintaining strong partnerships and maximizing brand performance. Understanding the factors influencing dealer satisfaction and identifying areas for improvement is crucial for the brand's management to enhance dealer relationships and optimize overall business performance.

III. OBJECTIVES OF THE STUDY

- To Recognizing how dealer satisfaction affects business performance, such as sales, Market share, and client retention
- To identify the key factors influencing dealer satisfaction
- To Dealers'' significance in the satisfaction of the kinley brand customers.
- To assess the current level of dealer satisfaction with the chosen company/brand.
- To develop recommendations and strategies to enhance dealer satisfaction and Improve overall business growth.

IV. Review of the Literature

1. To study dealer satisfaction level about coca-cola company products with reference to Nanded District(2019): The main intention of this study is to gain real-world experience working in the market and within an organisation in the subject of marketing as well as exposure to key management techniques in that industry. By polling a large number of dealers for Coca-Cola Company products, it offers a detailed study of dealer (Satisfaction) responses. This research aids in understanding the product's likelihood, brand image, strengths, and weaknesses. The sales promotion is determined by this. Knowing the dealers' opinions would be helpful in determining how to give them better facilities and services.

2. A Study On Fast Moving Consumer Goods Sector- A Comparitive Study On Dairy And Soft Drink Products(2022): Fast-moving consumer goods are those retail items that are typically replaced or consumed completely within a short amount of time, such as a few days, weeks, months, or even a year. In contrast, big appliances or durable products like kitchen appliances are typically replaced over a number of years. Due of strong customer demand or because the product degrades quickly, FMCG products have a limited shelf life.

3. Distribution function and Performance of Food and Beverages Companies in Lagos State Nigeria(2017) : The study looks at how well food and beverage distributors perform in Lagos State, Nigeria. According to the survey, food and beverage companies should increase their outsourcing of distribution tasks to reap the benefits of cost reductions and restructuring, which improve customer experience while maximising profits.

4. Optimizing Supply Chain Operations of a Bottled Water Supplier(2020) This study examines a supplier of bottled water's inventory choices and delivery optimisation. It analyses a distributor's main performance indicators. Various methods and strategies are used to optimise the chosen KPIs for inventory management, labour management, and delivery optimisation. The overall conclusion expanded the potential for reducing delivery time and cost, which would be followed by enormous savings on inventory and warehousing. The CEO of Pravy filled out a questionnaire, and the primary conclusions from that questionnaire have a slight bearing on labour utilisation.

5. Distribution strategies for select Daily use goods in rural Assam: Distribution refers to one out of the four elements of marketing, which involves the activities and decisions to make the product/ service available to the end user or customer. It is the „place“ element of marketing 4Ps (product, price, place, and promotion) that facilitates the movement of the goods and services by bringing them to the proximity of consumers. To bring the services and products to the purchasing distance of the consumers, companies formulate distribution strategies.

V. TYPES OF RESEARCH.

Descriptive research is a crucial component of the project "A Study on Dealers' Satisfaction towards Kinley Brand." This type of research aims to provide a detailed and comprehensive account of the current situation, characteristics, and factors related to dealer satisfaction with the Kinley brand. In this section, we will delve into the key aspects of the descriptive research methodology applied in this project, highlighting its objectives, data collection methods, and the insights it aims to uncover.

VI. SCOPE OF THE STUDY.

The project, "A Study on Dealers' Satisfaction Towards Kinley Brand," aims to comprehensively assess the satisfaction levels of Kinley's dealers, with a focus on various critical aspects such as product quality, pricing, distribution efficiency, and marketing support. This research will employ a mixed-methods approach, including surveys and in-depth interviews, to gather quantitative and qualitative data from a diverse sample of Kinley dealers. The scope encompasses identifying key drivers of dealer satisfaction, segmenting responses by geography and market size, and providing actionable recommendations to enhance the brand-dealer partnership. The project's insights will help Kinley strengthen its market position and improve its relationship with its vital distribution network.

VII. SOURCE OF DATA COLLECTION

Primary Data: The primary source of data collection involves surveys administered directly to Kinley's dealers. These structured questionnaires are designed to gather quantitative data on various aspects of dealer satisfaction, including product quality, pricing, distribution efficiency, and marketing support. The responses from these surveys provide valuable first-hand insights from the dealers themselves.

Secondary data: Secondary data are readily available informations from different websites, journals, article, magazines etc.

VIII. Data Analysis:

TABLE NO 1:

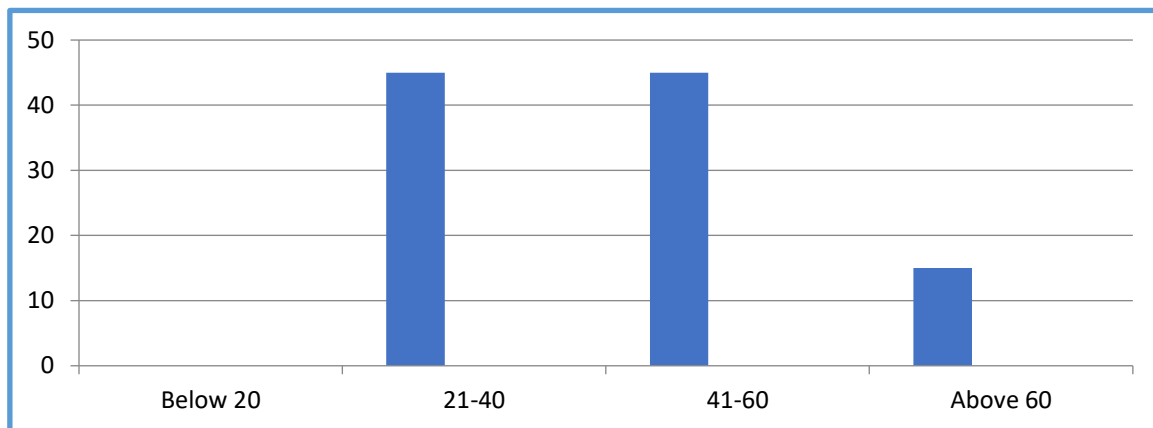
Table showing the Dealers age

SL NO	AGE	NO OF DEALERS	% OD DEALERS
1	Below 20	0	0
2	21-40	45	45%
3	41-60	45	45%
4	Above 60	15	15%

Analysis. It can be analysed that out of 100 0% of the respondents Below 25 Years, 40% of them are 25-35. 45% of the respondents age between 35-55. 15% of them are age between 55-70 Years.

GRAPH NO 1

Graph showing the dealers Age:



Inference

From the graph above, it can be inferred that respondents between the ages of 35 and 55 are the primary dealers for the Kinely brand. This is because dealers in this age group have the aptitude and courage to engage in dealership.

Table No 2

Table showing the factors influencing taking kinely dealership

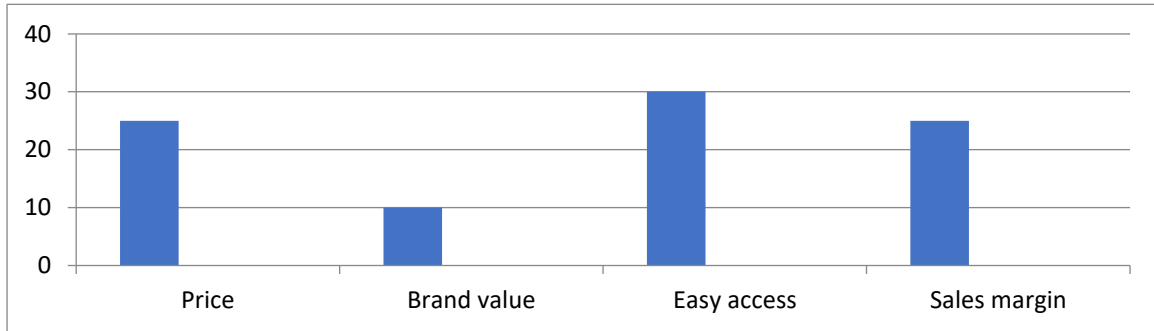
SL	FACTORS INFLUENCE	NO OF DEALERS	% OF DEALERS
1	Price	25	25%
2	Brand value	10	10%
3	Easy access	30	30%
4	Sales margin	25	25%

Analysis

The table above demonstrates that 30% of the dealers have power for easy access of the kinely, 25% of them are sales margine, 25% of the deals price 10% of the are influence by brand value.

GRAPH N0 2

Graph Showing The Factors Influencing Taking Kinely Dealership



Inference

From the above table shows that 30 of the respondents influence by easy access and 25 of the respondents sales margin,25 of them are price and 10 of the respondents are influenced by Brand value of the kinely.

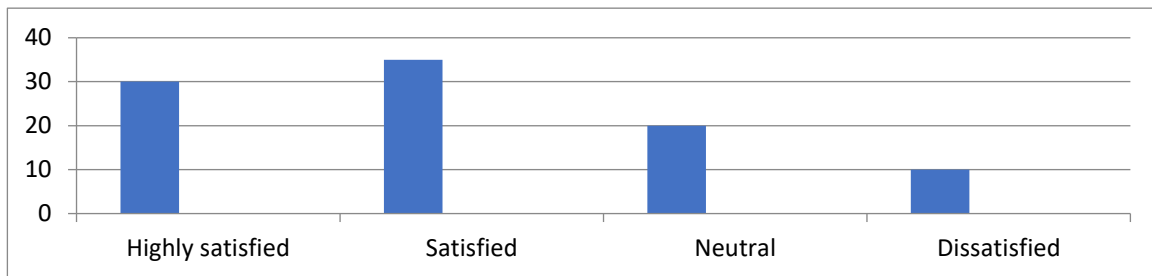
TABLE NO 3.

Table showing the dealers satisfaction about the Brand Identity.

SL NO	SATISFACTION LEVEL	NO OF DEALERS	% of dealers
1	Highly satisfied	30	30%
2	Satisfied	35	35%
3	Neutral	20	30%
4	Dissatisfied	10	10%
5	High Dissatisfied	5	5%

Graph No 3:

Graph showing the Dealers satisfaction level about Brand identity:



Inference: A18bove pie chart shows that 35% of the respondents satisfied,30% of theme are High satisfied, 20% of the respondents neutral and remaining unsatisfied.

IX. Hypothesis analysis:

H0: there is no strong relationship between Brand image, margin, cost and Dealers satisfaction.

H1: there is a strong relationship between brand image, margin, cost and dealers satisfaction.

Chi-Square Tests

	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.422 ^a	4	.115
Likelihood Ratio	4.812	4	.307
Linear-by-Linear Association	3.902	1	.048
N of Valid Cases	100		

a. 5 cells (50.0%) have expected count less than 5.

The minimum expected count is .13.

Interpretation

According to above table shows the chi-square results of the hypothesis where the table value .115 is more than the expected value .005, hence the null hypothesis is rejected, there is no significant relationship between the relationship between Brand image, margin, cost and dealers satisfaction and the alternative hypothesis is accepted There is a connection between Brand perception, margin, cost, an dealers' satisfaction.

X. FINDINGS.

Kinley brand drinking water dealers satisfy about the company marketing and promotional activities.

Kinley brand dealers are satisfied about the margin provide the company to dealers for selling the water bottle

Kinley have good market demand, it is of one of the famous drinking water brand this help to dealers selling the water bottle.

XI. Conclusion:

In conclusion, the study showcases then dealers' high level of satisfaction with the Kinley brand, attributed to competitive pricing, attractive profit margins, and a strong brand image. This favourable dealer perception of Kinley reflects a well-crafted brand strategy that resonates positively with its partners and consumers alike. By nurturing the dealer-brand relationship through on-going engagement, support, and innovation, Kinley can continue to thrive in the competitive drinking water market and reinforce its position as a preferred and trusted choice among consumers. The commitment to dealer satisfaction, combined with continuous efforts to meet evolving consumer demands, will be key to Kinley sustained success and growth in the industry.