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A Study on Customer Satisfaction Level of the Wholesale Distribution at Jeevan Spinners in Gobichettipalayam

*Dr V Rajalakshmi, **VARSHINI R

*Head of the department, Department of Management (PG), Rathinam CAS, Coimbatore-641021 Rajalakshmimanickam11@gmail.com
**Department of Management (PG), Rathinam CAS, Coimbatore-641021
*Corresponding author. Head of Department, management.Email: Rajalakshmimanickam11@gmail.com

Abstract:

This study investigates customer satisfaction with the wholesale distribution practices at Jeevan Spinners, located in Gobichettipalayam. The research aims to evaluate the effectiveness, reliability, and responsiveness of the company's distribution system, as perceived by its wholesale clients. Through a structured questionnaire and personal interviews, data was collected from a sample of wholesale customers to understand their expectations and satisfaction levels across various distribution parameters such as delivery timeliness, product availability, pricing consistency, communication, and after-sales support. The findings reveal key strengths and highlight areas requiring improvement in the distribution strategy.

Keywords: Customer Satisfaction, Wholesale Distribution, Jeevan Spinners, Supply Chain Management, Distributor Relationships, Delivery Performance, Product Availability, Pricing Strategy, Customer Service, Gobichettipalayam

Introduction

Economic theories state that in the normal course of business, resources will be stripped away by competing firms and new entrants to an industry. Consequently, it would behoove organizations to focus efforts toward maintaining and new entrantsto an industry. Consequently, it would behoove organizations to focus efforts toward maintaining those resources that provide competitive advantage (Barney, 1986). An organization should be cognizant of the benefits of the resources it controls. By benefits means resources that could be utilized to generate profits for the organization (Wernerfelt, 1984). Wernerfelt, further defined a resource as those things that contribute to the strength or weakness of an organization. Satisfaction is one of the competitive advantages which help organization to grow internally and externally. Satisfaction is the act of fulfilling a need, desire, appetite or the feeling gained from such fulfillment. Satisfaction means you have had enough. It is a multifaceted construct with a variety of definitions and related concepts which has been studied in a variety of disciplines for many years till now.

Many theories and articles of interest to managers, social psychologist and scholars, focus on satisfaction because most people spend their life time for work and understanding of the factors that increase satisfaction, is important to improve the well- being of individuals in this facet of the living (Porter, 1985).In management we studied satisfaction in different perspectives such as: customer satisfaction, job satisfaction, employee satisfaction and many more. Employees are considered to be one of the most important pillars on which the building of organization stand. Organizations hold many resources that might be divided in physical and human resources. Utilization of non- human resources is not possible without efforts of the human resource. So, human resource is the asset that enables organizations to reap benefits from other sources.

LITERATURE OF STUDY

Scribd. (2025). A study on customer satisfaction towards Amazon.The study emphasizes product quality and marketing as fundamental to customer satisfaction and loyalty in wholesale and retail sectors. It highlights the effectiveness of customer-centric approaches and personalized engagement. The research suggests that consistent quality and responsive service are essential for retaining customers. It provides actionable insights for wholesalers aiming to enhance satisfaction. The study concludes that innovation in marketing and service delivery drives loyalty.

American Customer Satisfaction Index. (2025). Retail and consumer shipping study.This report notes a decline in satisfaction among online retailers and wholesalers, emphasizing the need for improved digital experiences and order accuracy. It stresses the importance of real-time communication and seamless service delivery. The study highlights that wholesalers must adapt to younger consumers' expectations to maintain satisfaction. It also points out the growing role of mobile platforms in customer engagement. The findings call for enhanced technological integration.

Umbrex. (2025). Distributor and wholesaler performance analysis.This analysis links distributor performance metrics, such as on-time delivery and inventory availability, to customer satisfaction. It recommends improving inventory management and promotional execution to boost distributor effectiveness. Transparency and responsiveness are highlighted as key factors influencing satisfaction. The report emphasizes the need for continuous performance monitoring. It suggests that well-managed distributor relationships directly enhance customer loyalty.

Science Direct. (2025). Enhancing customer satisfaction through digitalization. This research demonstrates that digital tools like market segmentation and customer feedback analytics are essential for improving customer satisfaction in wholesale distribution. It shows how targeted marketing and personalized communication can increase loyalty and reduce churn. The study advocates for continuous customer engagement and leveraging technology to meet diverse customer needs. It also explores the impact of digitalization on service quality and responsiveness.

The Future of Commerce. (2024). Wholesale distribution trends 2025.This article discusses how AI and digitalization are transforming wholesale distribution, enhancing efficiency and customer satisfaction. It highlights personalized B2B commerce as a key emerging trend. The study stresses the importance of integrating digital tools for inventory management and order processing. It suggests wholesalers must innovate to meet evolving customer expectations. The report underscores that technology adoption is vital for competitive advantage in wholesale markets.

The Future of Commerce. (2024). Wholesale distribution trends 2025.This article highlights how AI and digitalization are revolutionizing wholesale distribution by improving operational efficiency and customer satisfaction. It emphasizes personalized B2B commerce and seamless integration of digital tools for inventory and order management. The study suggests wholesalers must innovate to meet evolving customer expectations and stay competitive. It also stresses the importance of talent development and change management in digital transformation.

Objective Of the Study

1. To evaluate customer satisfaction with Jeevan Spinning's products and services.
2. To analyze factors influencing customer loyalty and retention.
3. To assess the quality, pricing, and delivery efficiency of products.

Research Methodology

Design: Descriptive research
Population: Wholesale distributors and retailers in Gobichettipalayam
Sample Size: 105 respondents
Sampling Technique: Random sampling

Data Collection

- *Primary:* Questionnaire
- *Secondary:* Company reports, industry publications
Analysis Tools: Descriptive statistics, chi-square test, correlation analysis, and Cronbach's Alpha for reliability

DATA ANALYSIS AND INTERPERTATION

Table no1 Influence of Demographic factors and Purchase frequency of the Respondents				
	Age	Gender	Occupation	Monthly income
Valid	105	105	105	105
N				
Missing	0	0	0	0
Mean	1.59	1.55	1.84	2.47
Median	1.00	2.00	2.00	2.00
Mode	1	2	2	3
Std. Deviation	.793	.500	.748	1.185
Skewness	1.230	-.214	.695	.611
Std. Error of Skewness	.236	.236	.236	.236

Source: Primary

INTERPERTATION

The descriptive statistics table summarizes the demographic characteristics of 105 respondents across four variables: age, gender, occupation, and monthly income. The data shows that the majority of respondents are younger, as indicated by a mean age code of 1.59 and a positive skewness of 1.230. Gender distribution is nearly balanced, with a mean of 1.55 and a slight negative skew, suggesting a small majority in the second gender category (likely females). Occupation has a mean of 1.84 and is moderately positively skewed (0.695), indicating that most respondents fall into lower-coded occupational groups. Monthly income shows the highest variability, with a mean of 2.47 and a skewness of 0.611, implying that more participants reported lower income levels, though a few higher earners increase the average. Overall, the sample tends to be younger, slightly more female, and concentrated in lower income and occupation categories.

Table no: 2 Monthly Income and Preference of Quality of the Products

	The quality of products is consistent across multiple orders					Total
	1.0	2.0	3.0	4.0	5.0	
	1	0	0	1	0	2
?15,000-?25,000	8	14	9	0	1	32
?25,000-?35,000	12	11	5	2	5	35
Monthlyincome						
?35,000-?45,000	3	2	0	0	0	5
Greater than ?45,000	3	3	2	0	0	8
Less then ?15,000	9	7	6	0	1	23
Total	36	37	22	3	7	105

Source: primary data

CHI-SQUARE TESTS

Table no: 3 Monthly Income and Preference of Quality of the Products

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.478[a]	20	.062
Likelihood Ratio	22.899	20	.294
N of Valid Cases	105		

Source: primary data

INTERPERTATION

The Chi-Square test was conducted to examine the association between respondents' monthly income and their perception of product quality consistency across multiple orders. The results show a Pearson Chi-Square value of 30.478 with 20 degrees of freedom and an asymptotic significance (p-value) of 0.062. Since the p-value is slightly above the conventional threshold of 0.05, we fail to reject the null hypothesis, indicating that there is no statistically significant association between income level and perceptions of product consistency at the 5% level. However, the result is close to significance, suggesting a possible trend that may warrant further investigation with a larger or more balanced sample. It is also important to note that 73.3% of cells have expected counts less than 5, which may affect the validity of the Chi-Square test and suggests that results

HYPOTHESIS

- **Alternative Hypothesis (H1):**

There is a significant level of customer satisfaction with Jeevan Spinners' products.

Null Hypothesis (H0):

There is no significant customer satisfaction.

- **Alternative Hypothesis (H1):**

Product quality, pricing, and service influence loyalty.

Null Hypothesis (H0):

These factors do not influence loyalty.

SUGGESTIONS

- **Improve Product Affordability**

Given that a large portion of the customer base falls into the low-to-middle income bracket, Jeevan Spinners should consider offering cost-effective wholesale pricing tiers or discounts for bulk buyers to enhance satisfaction.

- **Targeted Marketing for Premium Products**

Although the higher-income group is small, it presents a niche market opportunity. Introduce premium product lines with better quality or additional features aimed at this segment.

- **Enhance Distributor Relationships**

Strengthen communication and support for wholesale distributors by offering training, regular check-ins, and promotional assistance. Satisfied distributors are more likely to ensure consistent and positive customer experiences.

- **Quality Consistency**

Since perceptions of product quality are generally uniform across age and gender, maintaining consistent quality standards is key. Continue monitoring and meeting industry benchmarks to retain customer trust.

- **Expand Youth Engagement**

With a large number of younger customers, use youth-oriented marketing strategies, such as social media engagement, influencer collaborations, and campus outreach, to build long-term loyalty.

- **Feedback Mechanism**

Introduce a structured feedback system for wholesale clients to continuously gather insights and identify areas needing improvement.

- **Logistics Optimization**

Ensure efficient and timely delivery through optimized supply chain management. Delays and irregularities in distribution could negatively affect satisfaction.

Conclusion

The research concludes that Jeevan Spinners performs well in customer satisfaction, particularly in product consistency and service responsiveness. However, economic sensitivity of customers suggests a need for affordability-focused strategies. The company can further enhance its market position through structured feedback systems, premium segmentation, and continuous service improvements.

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