2. Assessing The Efficiency of Hatsun Agro Products' Distribution System in Trichy District

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Abstract:

This study evaluates the efficiency of Hatsun Agro Products' distribution system in Trichy District, focusing on customer satisfaction and demographic factors. Utilizing Chi-square tests and ANOVA analysis, the research examines the association between gender, satisfaction levels, product availability, and perception of service quality.

Results indicate that gender does not significantly influence the frequency of using Hatsun Agro Products or satisfaction with quality, price, packaging cleanliness, availability, or service quality. Furthermore, age is not a significant factor in various aspects of customer perception and behavior.

Overall, the findings suggest that Hatsun Agro Products' distribution system effectively caters to customers in Trichy District, irrespective of demographic differences. Further research could explore additional factors impacting customer satisfaction and loyalty.

Keywords: Customer Satisfaction, Distribution System, Demographic Factors, Service Quality.

2.1 Introduction:

Logistics and supply chain management are also significantly influenced by distribution. The distribution of a good from one business to another is referred to as "distribution" in supply chain management. It may be from the factory to the supplier, the supplier to the retailer, or the retailer to the end customer. It is defined as a series of intermediaries, each of which transfers the product to the subsequent organization before it ultimately reaches the consumer or end-user. This process is referred to as the 'distribution chain' or the 'channel.' The producer must consider the specific requirements of each element in these chains, as well as those of the vital end-user.

Wholesalers, retailers, distributors, and the internet are all potential components of a distribution channel. A "direct" channel enables the consumer to purchase the good directly from the manufacturer, while a "indirect" channel enables the consumer to purchase the good from a wholesaler. Thus, channels are divided into direct and indirect forms. Direct channels are regarded as "shorter" than indirect ones.

The chain of business or intermediaries through which a good or service passes until it reaches the end consumer is referred to as a distribution system. A company's success is contingent upon a variety of factors, with the distribution system being the most critical. The product is passed down the chain to the next organization by each intermediary in the distribution system, until it reaches the consumers or end-user. This process is referred to as the "distribution chain" or the "channel." The producer should take into account the unique requirements of each element in these chains, as well as the critical role of the end-user or consumers. Different from other companies, each company had its own distribution channel for product marketing. The effectiveness of a company's product distribution channel is a critical factor in its market performance. Therefore, it is imperative for companies to assess the effectiveness of their distribution channels. The company must develop distinct strategies for its distribution system in order to increase the sale of its product in the market. A company has the ability to organise and develop various activities within the distribution system.

The historical image of Ukraine as a state has been shaped over a long period, as evidenced by the retrospective analysis, and it is already incorporated into international logistics systems. The Zaporozhian Sich was established on the island of Khortytsya during the Cossack era (XVI–XVIII centuries). In addition to its defense-military functions, the Sich also served as a logistics centre and performed significant trade and customs functions on the Dnieper waterway, which is known as the ancient route "from the Varangians to the Greeks." The Cossacks were able to regulate the goods flows of Ukraine, Poland, Lithuania, and the southern region of Russia as a result of the Dnieper and its tributaries, which connected the countries of Northern and Western Europe with Crimea and Turkey. Consequently, the Turkish Sultan granted the Cossacks permission to freely navigate the Black Sea and all of its ports under the treaty of 1649. They were also granted the privilege of free cooperation with Turkish merchants, the establishment of warehouses with goods in their ports, and an exemption from payment of duties and taxes to the Ottoman Empire for a hundred years [15]. The remains of the Cossack shipyard, where large boats were constructed, were discovered in Khortytsia, and the well-known Cossack boats, which were referred to as "chaika" in English, were used as vehicles. These facts attest to Ukraine's objectively established traditional geopolitical position within the global cargo flow network of logistics chains. The theoretical foundation for the enrichment and development of the logistical concept of managerial decision making was established by foreign scientists D.J. Bowersox and D.J. Closs [4], M.R. Linders [13], and Ukrainian scientists E.V. Krykavsky [12], A.P. Velychko [20]. These scientists summarized relevant world experience and adapted it to the peculiarities of domestic realities. V.I. Boyko [3], O.M. Shpychak [17], V.V. Yurchyshyn [21], and other scientists conducted extensive research on potential solutions to the development of Ukraine's agrarian economy and grain production in the context of the development of the logistical foundations of their operations. To address the issue of enhancing the efficiency of logistics chains, it is necessary to identify and optimize the reserves of potential opportunities for enhancing the end results.

The objective of this article is to identify the most significant factors that influence the efficiency of logistics chains in the grain products sub complex of the agro industrial complex and to explore the development of reserve-intensive directions of their involvement, as the classification of factors serves as the foundation for the classification of reserves of this nature.

2.2 Review of Literature:

Jennifer L. Nevins R. Bruce Mone Recent The necessity of analysing international channels of distribution from the perspective of the industrial distributor has been underscored by research conducted in 1999. The focus of this study is on the ways in which distributors can enrich their channel relationships. The current study addresses these inquiries and concentrates on the value added in terms of the extent of channel functions that the distributor performs on behalf of export manufacturers. Additionally, trust is investigated as a potential source of added value that may be particularly significant in cross-cultural relationships. The investigation focuses on the mediating effects of trust on the otherwise detrimental effects of cultural value differences. We also investigate the existence of explicit legal contracts that are employed to regulate channel relationships and discover that the implementation of such contracts may also impede distributors' perceptions of performance.

Ishfaq, Rafay; Defee, C. Clifford; Gibson, Brian J; Raja, 2003 Uzma the objective of this paper is to determine the realignment of the physical distribution process for store-based retailers as they endeavour to incorporate the online channel into their business model. In order to ascertain correlations with the order fulfilment, strategies implemented by omni-channel retailers, numerous attributes of the tangible distribution process are assessed.

Torger Reve and Louis W. Stern, 2005 This paper introduces a comprehensive framework for the examination of distribution channels that includes both economic and socio-political determinants of channel member behaviour. It also serves as an appropriate starting point for comparative research. The framework incorporates current methodologies for the examination of marketing channels and establishes a fundamental, yet previously untapped, foundation for exhaustive empirical research in the field.

Liu, Chengli; Lee, C.K.M.; Choy, K.L. (2007) The objective of this paper is to ascertain the most effective method of deploying sales efforts in a dual-channel distribution system that integrates a traditional brick-and-mortar retail channel from the partner retailer and an online direct channel from the manufacturer.

MarkusHesse Jean-Paul Rodrigue the year 2012 Regional science and geographical research are significantly underrepresented in the areas of goods movement and freight distribution. This is surprising, as a substantial corpus of traditional spatial theory has been developed in relation to transportation costs or trade areas, which were originally closely associated with the exchange of goods. The development of global production networks, the commodification of modern consumption, and structural changes in retail are all subjects that are receiving increasing attention in the field of geography. The efficient transfer of information, finance, and physical products is contingent upon these processes to a certain extent.

However, the goods sector appears to be overlooked in contemporary research, with only a few exceptions. This paper offers a comprehensive examination of the burgeoning transport geography of logistics and freight distribution. It challenges the conventional viewpoint that transport is regarded as a derived demand by asserting that logistical requirements serve as a foundation for transport as a component of an integrated demand. The paper analyses the evolution of logistics in relation to the fundamental dimensions of transport geography, including fluxes, node locations, and networks. Additionally, the concept of logistical friction is introduced to exemplify the integration of the multivariate concept of impedance into the demand for integrated goods transport. Payne addresses distribution-based logistics, which is a fundamental component of the Revolution in Military Logistics (RML) initiative of the United States Armed Forces. The full scope and potential of distribution-based logistics are not completely understood, despite the fact that it is widely acknowledged within the Army logistics community as a key to attaining

RML. Prater, Edmund: Jiang Bin The distribution sector in China was dominated by the centrally planned, three-tier system prior to the economic reform movement in 2015. This system progressively transitioned from a socialist to a free-market model following the 1980s. In the present day, China's distribution system is situated between these two modes.

China's government has been promoting the investment of export-oriented foreign enterprises in free trade zones along the coast since the reform. Foreign companies are not granted the same inland distribution and logistics rights as their Chinese counterparts. Nevertheless, the distribution issue is not exclusive to foreign firms; it also affects Chinese firms that operate on a national scale. Distribution channels in China are fragmented by government regulations, regional protectionism, and undeveloped infrastructure. Nevertheless, the distribution and logistics system of China is being modernised and transformed by three primary forces. The following are the flourishing economy, e-commerce, and entry into the World Trade Organisation. The distribution and logistics system of China is on the brink of an inevitable revolution.

Nikolaos Papavassiliou, 2018. The objective of this paper is to evaluate and identify the distribution and logistics issues that occur in the Greek fishery sector, as well as to investigate the influence of market orientation on these issues. The paper is predicated on the results of a survey that included 186 corporations. In order to evaluate the significance of each logistics and distribution issue, descriptive statistics were implemented for each variable. Cluster analysis was conducted in accordance with the perceived significance of the logistics and distribution issues. Furthermore, "crosstabs analysis was implemented to investigate the correlation between the firm characteristics of each cluster and distribution issues." Ultimately, linear multiple regression analysis was implemented, with each distribution and logistics issue serving as the dependent variable and each marketing and logistics component serving as an independent variable. The market orientation of the participating firms, as well as the significance of distribution and logistics issues, varied significantly. Furthermore, the significance of the aforementioned issues can be directly influenced by specific infrastructure factors and firm characteristics. It is imperative that Distribution and Logistics Managers are cognizant of the substantial impact that specific firm characteristics can have on the distribution function. The significance of distribution issues and the influence of market orientation should be prioritised.

This study encompasses a broader spectrum of issues and a more diverse array of companies than previous research conducted in this field. Furthermore, it is the first to provide a comprehensive examination of the significance of distribution issues and the critical role of market orientation.

Lawrence Cunningham 1996 The following are the components of distribution management or business logistics management: 1. comprehension of the new transportation environment, 2. traffic management, 3. inventory management, 4. warehousing, 5. order processing, 6. analysis of current capabilities, and 7. development and organisation of the physical distribution/logistics function. The approach generally recommended by business logisticians for effective and efficient physical distribution is to develop greater coordination within the company, although there are several distinct methods of implementing a logistics system. There are two methods to achieve this objective:

1. A committee may be established by the firm, which may consist of the vice-presidents of marketing and production, as well as the ranking members of the departments responsible for transportation, inventory, and other functions.

2. Matrix management, or the utilisation of a transient project team, is an alternative approach.

Bleeding. Marti J: Schrock. David L.A. A 1987 study is presented, which details the application of a specific approach to performance assessment. Questionnaires were sent to 225 brokers in the United States and 78 brokers in Phoenix, Arizona. The most significant discoveries of the study are as follows:

1. A distinction is established between customer-service elements and measures of customer satisfaction with distribution performance.

2. Prior distribution research has paid insufficient attention to the intricate nature of the role of information in the development and implementation of effective distribution programmes.

3. Two effectiveness measures -- consistency of product flows and accuracy of information flows -- performed poorly and are not recommended for future effectiveness studies. Despite the study's numerous limitations, the results do serve as a foundation for future research on the efficacy of distribution.

Obaji, 2011 Marketing channel decisions are among the most critical decisions that management encounters in the present day. In fact, the most significant opportunity to establish a competitive edge currently exists in the realm of distribution, when one examines the primary strategies of the marketing mix (product, price, promotion, and distribution).

Berman, 1999 Distribution is an integral component of marketing decisions, as it is one of the four elements of the marketing complex. This encompasses all decisions regarding the distribution of products to the final user. Numerous marketing specialists (Kim, 1996; Delton, 1997; Frazier, 1999; Kotler, 2003; Rosen blum, 1999; Stern, 2006; etc.) examined

the distribution issues, with a particular emphasis on the development of marketing channel design procedures (Gudonaviciene and Alijosiene, 2008). Obaji, 2011 Distribution continues to present a novel opportunity for competitive success, particularly when the focus is on the development and supervision of exceptional marketing channel systems to deliver exceptional customer service.

However, the task of designing optimal marketing channel systems to increase sales, formulating innovative distribution strategies, and effectively managing the channel system is not straightforward. The earliest formal conceptions of marketing channels were centred on the functions that a distribution system performed and the utility of the system as a whole. A reflection of their presence in industrial and transitional settings. Marketing channels were progressively perceived as the collection of interdependent organisations that are involved in the process of preparing a product or service for use or consumption (Coughlin, Anderson, Stern, and El-Ansary, 2001).

This institutional perspective emphasises the members of the distribution system (e.g., wholesalers, distributors, retailers, etc.) who are involved in the delivery of products and services from the point of conception to the point of consumption (Anderson and Coughlan, 2002). The planning, organisation, coordination, direction, and control of channel members are all components of marketing channel management, which is the process of managing such institutions (Gundlach et al, 2006). Stem et al. (2006) In general, the term "distribution" denotes the location and method of offering products and services for sale, as well as the necessary mechanisms and logistical support for the transfer of commodities and services and the transfer of ownership to customers.

A successful marketing channel guarantees that a desired product is distributed in a desired quantity to a desired channel in order to gratify the desired consumer (Kotler and Keller, 2009).

2.3 Research Problem:

The researcher regarded the research problem as the effective distribution system of Hatsun Agro products and the contentment of clients. The researcher is motivated to identify the root cause of customer satisfaction and switcher over cause, as well as to evaluate the quality of service and the effective distribution system of Hatsun Agro products, due to the extensive distribution of Hatsun Agro products and the substantial customer base. There have been few retailers who have switched away in recent years.

2.4 Objectives:

- To investigate the efficacy of the distribution system for Hatsun Agro Products
- To investigate the contentment of retailers and the distribution systems of Hatsun Agro
- To investigate customers' product awareness
- To ascertain the satisfaction level of customers with Hatsun Agro products and provide recommendations
- To investigate customers' purchase intentions regarding Hatsun Agro products

2.5 Chi-Square Test:

Gender and I Often Use Hatsun Agro Products:

Product Received from the Retailer Store

Hypothesis: There is no association between gender and often used hatsun agro products from the people

Particulars		I Often Use Hatsun Agro Products					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	2	9	28	37	11	87
	Female	0	1	7	12	3	23
Total		2	10	35	49	14	110

Chi-Square Tests			
Particulars	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	1.648[a]	4	.800
Likelihood Ratio	2.174	4	.704
Linear-by-Linear Association	1.010	1	.315
N of Valid Cases	110		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.84.			

Interpretation:

From the above tables it is inferred that the chi-square is 1.648 and p value is .800 and since its p value is greater than 0.05, we accept the hypothesis. So there is no association between gender and often used hatsun agro products from the people

Result:

There is no association between gender and often used hatsun agro products from the people.

Gender and Satisfied with The Quality of Hatsun Agro Products:

Satisfied with the quality of hatsun agro from retailer store

Hypothesis:

There is no association between gender and satisfied with the quality of hatsun agro products

Particulars		Iam Satisfied With The Quality of Hatsun Agro Products					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	0	29	35	16	7	87
	Female	0	6	11	5	1	23
Total		0	35	46	21	110	8

Chi-Square Tests			
Particulars	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	1.000[a]	3	.801
Likelihood Ratio	1.047	3	.790
Linear-by-Linear Association	.804	1	.370
N of Valid Cases	110		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.84.			

Interpretation:

From the above tables it is inferred that the chi-square is 1.000 and p value is .801 and since its p value is greater than 0.05, we accept the hypothesis. So there is no association between gender and receipt of undamaged product from the stores

Result:

There is no association between gender and satisfied with the quality of hatsun agro products**.**

Gender and Satisfied with The Price of an Hatsun Agro:

Satisfied customers with the price of hatsun products

Hypothesis:

There is no association between gender and satisfied with the price of an hatsun agro

Particulars		Iam Satisfied With The Price of An Hatsun Agro					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	1	9	29	40	8	87
	Female	0	1	5	10	7	23
Total		1	10	34	50	15	110

Chi-Square Tests			
Particulars	**Value**	**Df**	**Asymp. Sig. (2-Sided)**
Pearson Chi-Square	7.818[a]	4	.098
Likelihood Ratio	7.140	4	.129
Linear-by-Linear Association	5.638	1	.018
N of Valid Cases	110		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.84.			

Interpretation:

From the above tables it is inferred that the chi-square is 7.818 and p value is .098 and since its p value is greater than 0.05, we accept the hypothesis. So there is no association between gender and receipt of undamaged product from the stores

Result: There is no association between gender and satisfied with the price of an hatsun agro.

Gender and Feeling That an Hatsun Agro Packages Are Clean and Neat:

Product Received from the Store Is Packages being clean and neat

Hypothesis: There is no association between gender and feeling that an hatsun agro packages are clean and neat

Particulars		Iam Feeling That An Hatsun Agro Packages Are Clean And Neat					Total
		Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**	
Gender	**Male**	2	9	27	41	8	87
	Female	2	0	7	9	5	23
Total		4	9	34	50	13	110

Chi-Square Tests			
Particulars	**Value**	**Df**	**Asymp. Sig. (2-Sided)**
Pearson Chi-Square	7.106[a]	4	.130
Likelihood Ratio	8.223	4	.084
Linear-by-Linear Association	.446	1	.504
N of Valid Cases	110		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.84.			

Interpretation:

From the above tables it is inferred that the chi-square is 7.106 and p value is .130 and since its p value is greater than 0.05, we accept the hypothesis. So there is no association between gender and feeling that an hatsun agro packages are clean and neat

Result:

There is no association between gender and feeling that an hatsun agro packages are clean and neat.

Gender and All Hatsun Agro Products Are Sufficiently Available in The Stall:

Products are sufficiently available in the stall

Hypothesis:

There is no association between gender and Hatsun agro products are sufficiently available in the stall

Particulars		All Hatsun Agro Products Are Sufficiently Available In The Stall					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	5	11	35	24	12	87
	Female	0	3	7	8	5	23
Total		5	14	42	32	17	110

Chi-Square Tests			
Particulars	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	2.848[a]	4	.584
Likelihood Ratio	3.823	4	.430
Linear-by-Linear Association	1.964	1	.161
N of Valid Cases	110		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.84.			

Interpretation:

From the above tables it is inferred that the chi-square is 2.848 and p value is .584 and since its p value is greater than 0.05, we accept the hypothesis.

So there is no association between gender and Hatsun agro products are sufficiently available in the stall

Result: There is no association between gender and Hatsun agro products are sufficiently available in the stall.

Gender & Feeling Good About the Service of an Hatsun:

Retailers feeling good about their services of hatsun products

Hypothesis: There is no association between gender and feeling good about the service of an hatsun

Particulars		Iam Feeling Good About The Service Of An Hatsun					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	1	15	26	31	14	87
	Female	0	3	8	12	0	23
Total		1	18	34	43	14	110

Chi-Square Tests			
Particulars	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	5.576[a]	4	.233
Likelihood Ratio	8.566	4	.073
Linear-by-Linear Association	.170	1	.680
N of Valid Cases	110		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.84.			

Interpretation:

From the above tables it is inferred that the chi-square is 5.576 and p value is .233 and since its p value is greater than 0.05, we accept the hypothesis. So there is no association between gender and feeling good about the service of an hatsun

Result: There is no association between gender and feeling good about the service of an hatsun.

ANOVA						
Particulars		Sum of Squares	Df	Mean Square	F	Sig.
I am satisfied with an Hatsun and Milk products when compare	Between Groups	1.735	4	.434	.448	.774
	Within Groups	101.756	105	.969		

ANOVA						
Particulars		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
	Total	103.491	109			
The retailer contains an hatsun curd and other Milk products	Between Groups	7.543	4	1.886	1.625	.174
	Within Groups	121.876	105	1.161		
	Total	129.418	109			
I can quickly recall the logo of an Hatsun	Between Groups	4.597	4	1.149	.953	.436
	Within Groups	126.576	105	1.205		
	Total	131.173	109			
I intend to buy an Hatsun frequently	Between Groups	4.787	4	1.197	1.411	.235
	Within Groups	89.031	105	.848		
	Total	93.818	109			
Do you think the brand you see is more hygienic than the other brands	Between Groups	2.097	4	.524	.485	.746
	Within Groups	113.358	105	1.080		
	Total	115.455	109			
Would you recommend our product to other peoples	Between Groups	4.852	4	1.213	1.120	.351
	Within Groups	113.738	105	1.083		
	Total	118.591	109			

2.6 Inference:

From the above ANOVA table, it is inferred that age was considered as an analyzing factor to find out the significant relationship with the dimension related to the study.

Age was found not to be significant with (satisfied with an Hatsun and Milk products, when compared to other milk products (.774), Contains an hatsun curd and other Milk products (.174), Quickly recall the logo of an Hatsun (.436), Intend to buy an Hatsun frequently (.235), Hatsun brand is more hygienic than the other brands (.746), recommend this product to other peoples (.351).

2.7 Conclusion:

The assessment of Hatsun Agro Products' distribution system in Trichy District reveals several key findings. Firstly, there is no significant association between gender and the frequency of using Hatsun Agro Products. Similarly, gender does not affect satisfaction with the quality, price, cleanliness of packaging, availability, or perception of service quality. Moreover, the ANOVA analysis indicates that age does not significantly impact various aspects such as satisfaction, recall of the logo, intention to buy frequently, perception of hygiene, and likelihood of recommendation.

These findings suggest that Hatsun Agro Products' distribution system in Trichy District serves its customers fairly irrespective of gender or age. However, the study could further delve into factors beyond demographics that might influence customer satisfaction and loyalty.

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