

A STUDY ON DEALERS ATTITUDE WITH SPECIAL REFERENCE TO TAMILNADU NEWSPRINT AND PAPER LIMITED, KARUR

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ABSTRACT

The paper was basically is to identify the attitude of the dealers of TNPL the study portray the factors causes the change in attitude among the dealers and the population was 80 out of it 66 was the sample size was taken for the study using a structured questionnaire method and the study was descriptive in nature using simple random sampling the data were collected and the statistical tool chi square was used to find the homogeneity , goods of fit and test of sound measurement for the study and the study was conducted among the dealers of TNPL karur district.

Key Words : Dealers attitude, Descriptive research, TNPL karur , Sample of 66,Chi square

I. INTRODUCTION

Tamil Nadu Newsprint and Papers Limited (TNPL) is a Public Limited company established by the Govt. of Tamil Nadu (GOTN) in the year 1979, to manufacture newsprint and printing & writing paper using bagasse as the primary material. The Mill is located at Kagithapuram in Karur District, in a sprawling campus of 830 acres. The location of the mill has the advantage in terms in business to the sugar mills

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supplying Bagasse, proximity to river Cauvery for sourcing water access to broad gauge railway track for transportation of coal and a well-developed road infrastructure.

II. REVIEW OF LITERATURE

(Anita Awbi, 2006) Availability is becoming an increasingly important issue for consumers seeking out convenient grocery solutions. “It seems shoppers are increasingly relying on factors that make shopping easier and quicker, and improving availability is one strategy for delivering against these expectations.”

(Bart Allen Berry, 2011) Customers want product and service delivery to take the minimum amount of time possible. As the complexities in the modern life of customers increase, the corresponding demand for precision from suppliers requires that products and services be delivered on or before the agreed upon time. Customers want suppliers they can depend upon, who can deliver when they say they will. Customers don't like to wait, and have little patience for suppliers that make them do so. .

(Kotler& Armstrong, 2008) Manufacturer direct more sales promotion dollars toward retailers and wholesalers (78 percent) than to final consumers (22 percent). Trade promotion tools can persuade resellers to carry a brand, give it shelf space, promote it in advertising, and push it to consumers.

(Schiffman & Kanuk, 2010-11) Consumers often judge the quality of a product or service on the basis of a variety of informational cues that they associate with the product. Some of these cues are intrinsic to the product or service; others are extrinsic. Either singly or together, such cues provide the basis for perceptions of product and service quality. So product quality can enhance to make more profit of the dealers.

(Investopedia ULC, 2011) The use of cash versus credit sales, and the duration of the latter, depends on the nature of a company's business. With consumer goods and services, the credit card has turned most retailers' sales into cash sales. However, outside the consumer field, virtually all sales by business involve, at a minimum, some payment terms, and, therefore, credit sales. In modern times, credit sales are the norm and dominate virtually all business-to-business transactions. So credit sales can motivate the dealers to do business with the manufacturer.

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(Kotler& Armstrong, 2008) Allowances are the promotional money paid by manufacturers to retailers in return for an agreement to feature the manufacturer's products in some way. Promotional allowances are payments or price reductions to reward dealers for participating in advertising and sales support programs .

III. STATEMENT OF THE PROBLEM

- Lack of timely delivery
- More number of dealers
- Mode of payment majority on cash back
- Lack of promotional initiative by dealers

IV. OBJECTIVES OF THE STUDY

- To study the factors influencing dealers attitude
- To analyze the causes for lack in delivery
- To investigate the population of dealers
- To analyze the role of dealers in TNPL promotional attitude

V. ANALYSIS AND INTERPRETATION

A. NO. OF YEARS IN BUSINESS AND THE TYPE OF GSM

H0: There is no relationship between the no. of years in business and the type of gsm

H1: There is a relationship between the no. of years in business and the type of gsm

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No. of Years in Business	Less than 5 years	6-10 years	More than 15 years	Total
Type of gsm				
47-77gsm	10	3	7	20
77-100gsm	10	3	9	22
All the above	9	4	11	24
Total	29	10	27	66

CALCULATION

Observed (oi)	Expected(ei)	(Oi-Ei)	(Oi-Ei)²	(Oi-Ei)²/(Ei)
10	8.78	1.22	1.4884	0.1695
3	3.03	-0.03	0.0009	0.0002
7	8.18	-1.18	1.3924	0.1702
10	9.66	0.34	0.1156	0.0119
3	3.33	-0.33	0.1089	0.0327
9	9	0	0	0
9	10.54	-1.54	2.3716	0.2250
4	3.63	0.37	0.1369	0.0377
11	9.81	1.19	1.4161	0.1443
			TOTAL	0.7915

INFERENCE:

No of rows: 3, No of columns:3

Degree of freedom= (3-1)(3-1)=4

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Table value =9.488, Calculated value= 0.7915.

Level of significance=0.05

From the above calculation it is clear that

Calculated value (0.7915) < tabulated value (9.488) so there is no relationship between the no. of years in business and the type of gsm. Hence Null Hypothesis H₀ is accepted.

B. TYPE OF GSM AND QUANTITY OF RIM

H₀: There is no relationship between the type of gsm they deal with and quantity of rim of paper they sell per month

H₁: There is a relationship between the type of gsm they deal with and quantity of rim of paper they sell per month

Type of gsm \ Quantity of rim	47-77gsm	77-100gsm	All the above	Total
500-1000	14	9	6	29
1000-2000	4	3	4	11
More than 2000	6	10	10	26
Total	24	22	20	66

CALCULATION

Observed (oi)	Expected(ei)	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i) ² /(E _i)
14	10.54	3.46	11.9716	1.1358
9	9.66	-0.66	0.4356	0.0450
6	8.78	-2.78	7.7284	0.8802
4	4	0	0	0
3	3.66	-0.66	0.4356	0.1190

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4	3.33	0.67	0.4489	0.1348
6	9.45	-3.45	11.9025	1.2595
10	8.66	1.34	1.7959	0.2073
10	7.87	2.13	4.5369	0.5764
			TOTAL	3.358

INFERENCE:

No of rows: 3, No of columns: 3

Degree of freedom= (3-1) (3-1) =4

Table value =9.488, Calculated value= 3.358.

Level of significance=0.05

From the above calculation it is clear that

Calculated value (3.358) < tabulated value (9.488) so there is no relationship between the type of gsm and quantity of rim of paper they sell per month. Hence Null Hypothesis H₀ is accepted.

C. SUPPLY OF PRODUCT AND REASON FOR SELLING TNPL PAPER

H₀: There is no relationship between the supply of product and reason for selling TNPL paper

H₁: There is a relationship between the supply of product and reason for selling TNPL paper

Reason for Selling TNPL Paper	Supply of Product	Once in a week	Once in 15 days	Once in a month	Total
Availability of product		3	2	5	10
Increased profitability		12	0	9	21
Customer support		11	4	20	35

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Total	26	6	34	66
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CALCULATION

Observed (oi)	Expected(ei)	(Oi-Ei)	(Oi-Ei)²	(Oi-Ei)²/(Ei)
3	3.93	-0.93	0.8649	0.2200
2	0.90	1.1	1.21	1.3444
5	5.15	-0.15	0.0225	0.0043
12	8.27	3.73	13.9129	1.6823
0	0	0	0	0
9	10.81	-1.81	3.2761	0.3030
11	13.78	-2.78	7.7284	0.5608
4	3.18	0.82	0.6724	0.2114
20	18.03	1.97	3.8809	0.2152
			TOTAL	4.5414

INFERENCE:

No of row: 3, No of columns: 3

Degree of freedom= (3-1) (3-1) =4

Table value =9.488, Calculated value= 4.5414.

Level of significance=0.05

From the above calculation it is clear that

Calculated value (4.5414) < tabulated value (9.488) so there is no relationship between the supply of product and reason for selling TNPL paper. Hence Null Hypothesis H₀ is accepted.

D. SUPPLY OF PRODUCT AND MODE OF PAYMENT

H₀: There is no relationship between the supply of product and mode of payment

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H1: There is a relationship between the supply of product and mode of payment

Mode of payment Supply of Product	Cash	credit	Total
Once in a week	37	2	39
Once in 15 days	13	3	16
Once in a month	3	8	11
Total	53	13	66

CALCULATION:

Observed (oi)	Expected(ei)	(Oi-Ei)	(Oi-Ei)²	(Oi-Ei)²/(Ei)
37	31.31	5.69	32.3761	1.0340
2	7.68	-5.68	32.2624	4.2008
13	12.84	0.16	0.0256	0.0019
3	3.15	-0.15	0.0225	0.0071
3	8.83	-5.83	33.9889	3.8492
8	2.16	5.84	34.1056	15.7896
			TOTAL	24.8826

INFERENCE:

No of rows: 3, No of columns: 2

Degree of freedom= (3-1) (2-1) =2

Table value =5.991, Calculated value= 24.8826.

Level of significance=0.05

From the above calculation it is clear that

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Calculated value (24.8826) > tabulated value (5.991) so there is relationship between the supply of product and mode of payment. Hence Null Hypothesis H₀ is accepted.

E. COMPARING TO OTHER BRAND AND STEPS TO INCREASE SALES

H₀: There is no relationship between the comparing to other brand and steps to increase sales **H₁:** There is a relationship between the comparing to other brand and steps to increase sales

Comparing to other brand Steps to increase sales	High	normal	Low	Total
Credit facility	26	8	2	36
Discount	12	2	3	17
Gifts & coupons for regular customers	4	5	4	13
Total	42	15	9	66

CALCULATION

Observed (oi)	Expected(ei)	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i) ² /(E _i)
26	22.90	3.1	9.61	0.4350
8	8.18	-0.18	0.0324	0.0039
2	4.90	-2.9	8.41	1.6612
12	10.81	1.19	1.4161	0.1309
2	3.86	-1.86	3.4596	0.8962

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3	2.31	0.69	0.4761	0.2061
4	8.27	-4.27	18.2329	2.2047
5	2.95	2.05	4.2025	1.4245
4	1.77	2.23	4.9729	2.8095
			TOTAL	9.772

INFERENCE:

No of rows: 3, No of columns: 3

Degree of freedom= (3-1) (3-1) =4

Table value =9.488, Calculated value= 9.772.

Level of significance=0.05

From the above calculation it is clear that

Calculated value (9.772)>tabulated value (9.488) so there is relationship between the comparing to other brand and steps to increase sales. Hence Null Hypothesis H₀ is accepted.

F. STEPS TO INCREASE SALES AND TIMELY DISTRIBUTION SYSTEM

H₀: There is no relationship between the steps to increase sales and timely distribution system

H₁: There is a relationship between the steps to increase sales and timely distribution system

Timely distribution system	On time	Not on time	Total
Steps to increase Sales			
Credit facility	13	12	25
Discount	19	7	26
Gifts & coupons for regular	7	8	15

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customers			
Total	39	27	66

CALCULATION

Observed (oi)	Expected(ei)	(Oi-Ei)	(Oi-Ei)²	(Oi-Ei)²/(Ei)
13	14.77	-1.77	3.1329	0.2121
12	10.22	1.78	3.1684	0.3100
19	15.36	3.64	13.2496	0.8626
7	10.63	-3.63	13.1769	1.2395
7	8.86	-1.86	3.4596	0.3904
8	6.13	1.87	3.4969	0.5704
			TOTAL	3.585

INFERENCE:

No of rows: 3, No of columns: 2

Degree of freedom= (3-1) (2-1) =2

Table value =5.991, Calculated value= 3.585.

Level of significance=0.05

From the above calculation it is clear that

Calculated value (3.585) < tabulated value (5.991) so there is no relationship between the steps to increase sales and timely distribution system. Hence Null Hypothesis H₀ is accepted.

VI. FINDINGS

- From the chi-square analysis it was found that there is no relationship between the no. of years in business and the type of gsm they deal with. Since the calculated value (0.7915) lesser than table value (9.488). Null hypothesis H₀ is accepted.

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- From the chi-square analysis it was found that there is no relationship between the type of gsm they deal with and quantity of rim of paper they sell per month. Since the calculated value (3.358) lesser than table value (9.488).Null hypothesis H₀ is accepted.
- From the chi-square analysis it was found that there is no relationship between the supply of product and reason for selling TNPL paper. Since the calculated value (4.5414) lesser than table value (9.488).Null hypothesis H₀ is accepted.
- From the chi-square analysis it was found that there is relationship between the supply of product and mode of payment. Since the calculated value (24.8826) greater than table value (5.991).Null hypothesis H₁ is accepted.
- From the chi-square analysis it was found that there is relationship between the comparing to other brand and steps to increase sales. Since the calculated value (9.772) greater than table value (9.488).Null hypothesis H₁ is accepted.
- From the chi-square analysis it was found that there is no relationship between the steps to increase sales and timely distribution system. Since the calculated value (3.585) lesser than table value (5.991).Null hypothesis H₀ is accepted.

VII. CONCLUSION

The study conducted in order to find out the dealer's attitude in TNPL's business scenario both suppliers as well as the dealer's are highly important. So a proper recognition and complete satisfaction among the dealer's of the company is very much essential so that the firm can able to promote their existing product and they can introduce more product line into the market , therefore identifying the attitude of the dealer's will be helpful to manage the business even if the market condition is unstable. Further research portray certain factors like delivery system, credit payment are the highly influencing factor in this study

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