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A STUDY ON DEALERS, DISTRIBUTORS, AND ENGINEERS PERCEPTION TOWARDS PIPE INDUSTRY IN NORTH GUJARAT WITH SPECIAL REFERENCE OF ASTRAL POLY TECHNIK LTD.

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ABSTRACT

The main objective of the research paper is to find out the dealer perception towards pipe industry with special reference of Astral Poly Technik Ltd. Data is collected from the dealer, Distributors, Engineers & architects belief, preferences, knowledge and satisfaction by the product selling of Astral poly Technik Ltd. Data is collected from 196 respondent. Non probability sampling selected for this research papers. (Convenience sampling) In short here survey method is questioner to gathering information from the market of dealer, Distributors, Engineers & architects influencing to Astral products. The current research contributes to the marketers, to know the perception level of Dealers, Distributors, and Engineers towards Pipe industry.

KEYWORDS

Perception, Belief, Knowledge, Satisfaction.

INTRODUCTION

The Indian plastics industry progress has been made and the industry has grown and diversified rapidly. Currently, the industry Growth is Steady in Exports. Plastic industry is growing rate of 9% India. From the study we came to know that awareness of the Astral pipe is more in the mind of dealer, sub dealer and engineers. Company has very strong awareness in the market because of advertising through T.V advertising and also outdoor media and also by print media. Here the study focuses on perception of Dealers, Distributors, and Engineers relatively other companies pipes products.

LITERATURE REVIEW

International Journal of Multidisciplinary Research Vol.1 Issue 7, November 2011, since independence, plastic industries in India have been playing a predominant role in shaping our lives. As it an indispensable item in our day to day activity, so its importance cannot be undermined. Since last decade with the advent of new and improved technologies, the industry has gained greater importance with the production of better and improved quality of polymers (plastics) which has supported the radical change in human life and its day to day activities. The name "plastic" has been coined from "plastikos" - a Greek word meaning capable of being shaped or molded. The material is formed by repeating units of monomers forming long chains consisting of large molecules and characterized by light weight, high corrosion resistance and low melting points. Presently, there exist about 50 different types of plastics. Broadly plastics can be classified into two types namely (a) Thermosetting (can be softened or molded into a particular shape by applying heat and pressure only once) and (b) Thermoplastic. (can be softened repeatedly by application of heat and pressure).

These seven types of plastics are:- POLYETHYLENE TEREPHTHALATE (PETE):- PETE is one the most recycled plastic. It finds usage in various bottles like that of soda and cooking oil, etc. HIGH DENSITY POLYETHYLENE (HDPE):- HDPE is generally used in detergent bottles and in milk jugs. POLYVINYL CHLORIDE (PVC):- PVC is commonly used in plastic pipes, furniture, water bottles, liquid detergent jars etc. LOW DENSITY POLYETHYLENE (LDPE):- LDPE finds its usage in dry cleaning bags, food storage containers etc. POLYPROPYLENE (PP):- PP is commonly used in bottle caps and drinking straws. POLYSTYRENE (PS):- PS is used in cups, plastic tableware etc. Thus it is evident from the above classification and wide usage domain the vast role played by plastic in shaping the day to day human life. So here an honest effort has been made to gain some insights of this growing industry in India with the help of Michael Porter's Five Forces Model & Value Net Analysis.

IMPORTANCE OF THE STUDY

Scope of the research is to determine the market potential of astral poly Technik ltd. The study is very important for marketer, to know how Dealers, Distributors, And Engineers Perception towards Pipe industry affect the market share of companies.

STATEMENT OF THE PROBLEM

After doing rigorous literature review, it is found that there are many studies which have been done on other industry but no research has been done on pipe industry in India. Research done on five force analysis and Value Net Analysis but no research has been done on Dealers, Distributors, and Engineers Perception towards Pipe industry in North Gujarat with special reference of Astral Poly Technik Ltd.

AIM AND OBJECTIVE

The main objective of the study is to identify dealers, distributors, and engineers perception towards pipe industry in north Gujarat with special reference of astral poly technik ltd. To find out awareness of astral pipes products. To find out awareness of astral pipes and comparison with other pipe product available in the market

RESEARCH METHODOLOGY

For conducting marketing research by way of surveying Dealers, Distributors, and Engineers, we have used a Descriptive Research Design. In the following research the procedure which is adopted is quantitative approach. Data is collected from the 197 respondents. Source of **Collection** is Questionnaire Method and Questions are close ended.

RESULT AND DISCUSSION

1. Name awareness of pipe & fittings Companies: (Prince, Supreme, Ashirvad, Ajay, Finolex, Jain Irrigation, Duke, Dutron, Watarflow)

Study found that all of brand awareness into market 100% accepts jain irrigation & water flow brand.

2. Biggest pipe & fittings companies in India:

According to study the Astral Pipe & fittings products is biggest pipes company so it is most preferred by the respondents, than after Finolex And Ashirvad are considered.

3. Which pipe company dealerships do you have?

From the study we can interpreted that highest 24% respondents have a dealership of ASTRAL Pipes. While 23% respondents have a dealership of an Ashirvad & 22% respondents have a dealership of a Finolex.

4. Which are the most preferred pipe & fittings brands which customers' demands?

Astral Pipe & fittings is most preferred by the respondents, than after Ashirvad and Finolex are considered.

5. What are the reason for selecting particular pipe & fittings brand?

Main reason for selecting the particular pipe brand is Quality of the product and other reason is brand images of the company. Than after Dealer is pushing for Company and Suggesting by Dealer are also impacted for selecting a brands.

6. Are you suggesting some product to the customers?

From the study we find that all dealers, distributors, and engineers are suggesting product to his costumers.

If yes, then which pipe and fittings do you suggesting the customer?

Most of the dealers, distributors, and engineers are suggesting products of astral pipes to the customers. Than dealers, distributors, and engineers are suggesting Ashirvad and Finolex.

7. If you are choosing pipe & fittings by yourself than what are the reasons?

We interpreted that according 1st rank to the respondents the main reason for selecting the particular pipe brand is of the Quality & brand name of the product. And also respondent give 2nd rank to the relation with the sales person of the company.

8. Are you satisfied or dissatisfied with astral pipe products & fittings?

From the study we interpreted that after the use of astral pipes most of the respondents are satisfied with astral pipes while 2% of the respondents are not satisfied with astral pipes.

If you are dissatisfied with astral pipes products & fittings than give the reason?

Main reason is past bed experience of the product and other complains regarding pipes of astral.

9. From where do you purchase astral pipe products & fittings?

Most of the respondents are purchasing pipes & fittings products from dealer while only 3% of the respondents purchase from the Company.

STATISTICAL ANALYSIS

CHI-SQUARE TESTS

From where do you purchase astral pipe products & fittings?

For Authorization

HYPOTHESIS

1) Null hypothesis: H0: There is Dissatisfaction between Dealers, Sub dealer, Distributors.

2) Alternative hypothesis: H1: There is satisfaction between Dealers, Sub dealer, Distributors.

CASE PROCESSING SUMMARY						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Authorization * Q14	197	54.7%	163	45.3%	360	100.0%

AUTHORIZATION * Q-14 CROSS TABULATION					
Count		Q14			Total
		From Company	From Distributors	From Dealer	
Authorization	Distributors	6	0	0	6
	Dealer	0	63	0	63
	Sub Dealer	0	0	68	68
	Engineer	0	0	60	60
Total		6	63	128	197

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	394.000 ^a	6	.000
Likelihood Ratio	295.926	6	.000
Linear-by-Linear Association	152.703	1	.000
N of Valid Cases	197		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .18.

SYMMETRIC MEASURES					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.883	.012	26.225	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.879	.021	25.679	.000 ^c
N of Valid Cases		197			

a. Not assuming the null hypothesis.
 b. Using the asymptotic standard error assuming the null hypothesis.
 c. Based on normal approximation.

INTERPRETATION

From the above table it is clear; significance level 0.000 is less than 0.05 significance level. So, Alternative hypothesis is accepted and null hypothesis is rejected. So, there is Satisfaction level for dealer, sub dealer and distributors and engineers.

What is your annual pipe requirement? (Yearly IN INR)

For Authorization

CASE PROCESSING SUMMARY						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Authorization * Q15	197	54.7%	163	45.3%	360	100.0%

AUTHORIZATION * Q15 CROSS TABULATION							
Count							
		Q15					Total
		0 - 5 Lakhs	5 - 10 Lakhs	10 - 15 Lakhs	15 - 20 Lakhs	20 & Above	
Authorization	Distributors	6	0	0	0	0	6
	Dealer	54	9	0	0	0	63
	Sub Dealer	0	67	1	0	0	68
	Engineer	0	0	48	4	8	60
Total		60	76	49	4	8	197

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	342.964 ^a	12	.000
Likelihood Ratio	368.806	12	.000
Linear-by-Linear Association	150.311	1	.000
N of Valid Cases	197		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .12.

SYMMETRIC MEASURES				
	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval Pearson's R	.876	.014	25.328	.000 ^c
Ordinal by Ordinal Spearman Correlation	.953	.010	43.678	.000 ^c
N of Valid Cases	197			

a. Not assuming the null hypothesis.
 b. Using the asymptotic standard error assuming the null hypothesis.
 c. Based on normal approximation.

From where do you purchase astral pipe products & fittings?
 Work Experience

CASE PROCESSING SUMMARY						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
W.E * Q14	197	54.7%	163	45.3%	360	100.0%

W.E * Q14 CROSSTABULATION					
Count					
		Q14			Total
		From Company	From Distributors	From Dealer	
W.E	Below 5	6	14	0	20
	5 - 10	0	40	0	40
	10 - 15	0	9	61	70
	15 - 20	0	0	34	34
	20 & Above	0	0	33	33
Total		6	63	128	197

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	206.372 ^a	8	.000
Likelihood Ratio	217.779	8	.000
Linear-by-Linear Association	119.746	1	.000
N of Valid Cases	197		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .61.

SYMMETRIC MEASURES				
	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval Pearson's R	.782	.019	17.499	.000 ^c
Ordinal by Ordinal Spearman Correlation	.807	.023	19.053	.000 ^c
N of Valid Cases	197			

a. Not assuming the null hypothesis.
 b. Using the asymptotic standard error assuming the null hypothesis.

Are you satisfied or dissatisfied with astral pipe products?
 For Work Experience

CROSSTAB				
Count				
		Q13		Total
		Dissatisfied	Satisfied	
W.E	Below 5	3	17	20
	5 – 10	0	40	40
	10 – 15	0	70	70
	15 – 20	0	34	34
	20 & Above	0	33	33
Total		3	194	197

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.961 ^a	4	.000
Likelihood Ratio	14.153	4	.007
Linear-by-Linear Association	9.286	1	.002
N of Valid Cases	197		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .30.

SYMMETRIC MEASURES					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.218	.060	3.114	.002 ^c
Ordinal by Ordinal	Spearman Correlation	.200	.056	2.851	.005 ^c
N of Valid Cases		197			

a. Not assuming the null hypothesis.
 b. Using the asymptotic standard error assuming the null hypothesis.
 c. Based on normal approximation.

Interpretation

From the above table it is clear; significance level 0.07 is more than 0.05 significance level. So, null hypothesis is accepted and alternative hypothesis is rejected. so there is no assumption between work experience and satisfaction and dissatisfaction of the dealer distributors etc.

DESCRIPTIVE STATISTICS ANALYSIS

Ho: There is no significance impact of all type of age group on costly services.

H1: There is significance impact of all type of age group on costly services.

DESCRIPTIVE STATISTICS							
	N	Minimum	Mean	Std. Deviation	Variance	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Authorization	197	1	2.92	.863	.744	-1.065	.345
Q10	197	1	1.00	.000	.000	.	.
W.E	197	1	3.10	1.204	1.449	-.791	.345
Q6	197	1	1.00	.000	.000	.	.
Q12	197	1	1.00	.000	.000	.	.
Q13	197	0	.98	.123	.015	62.282	.345
Q14	197	1	3.27	1.012	1.024	-1.246	.345
Q15	197	1	2.11	.997	.994	.860	.345
Valid N (listwise)	197						

Interpretation

Here the significance (p<a) was more than 0.05. Therefore we do not reject null hypothesis (H0). It means that the null hypothesis is true. There is no significance impact of all type of age group on costly services.

T-Test

For Authorization

ONE-SAMPLE STATISTICS				
	N	Mean	Std. Deviation	Std. Error Mean
Authorization	197	2.92	.863	.061

ONE-SAMPLE TEST						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Authorization	47.572	196	.000	2.924	2.80	3.05

Interpretation

Here the significance (p<a) was more than 0.05. Therefore we do not reject null hypothesis (H0). It means that the null hypothesis is true.

T-TEST: FOR WORK EXPERIENCE

ONE-SAMPLE STATISTICS				
	N	Mean	Std. Deviation	Std. Error Mean
W.E	197	3.10	1.204	.086

ONE-SAMPLE TEST					
Test Value = 0					
T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
W.E	36.166	196.000	3.102	2.93	3.27

Interpretation

Here the significance ($p < \alpha$) was more than 0.05. Therefore we do not reject null hypothesis (H_0). It means that the null hypothesis is true.

FINDINGS

- ❖ From the research we found that most of north Gujarat region dealers are selling the products of pipe & fitting and also with products of pipe & fitting dealers are selling the tiles & ceramics products.
- ❖ All respondent ware using pipe & fittings product.
- ❖ Nearly 98% of the respondents are highly satisfied with the astral poly Technik Ltd company remain 2% are not satisfied with the company because of past bad experience and complain regarding pipe.
- ❖ 21% respondents are known about Astral Pipes through print media, 18% respondents are known about astral pipes through television 34% through Outdoor media. The company has very strong awareness in the market. The company has very strong advertising through T.V advertising and also outdoor media and by print media.
- ❖ The company has very strong network of dealer and sub dealer at north Gujarat region.
- ❖ From the research we find that most of respondents give first rank to Astral pipes and next to Finolex.
- ❖ From the research we find that most that most of respondents are sell astral pipe and fittings and next sell Ashirvad and Finolex pipes & fittings product.
- ❖ 24.16% respondent has astral pipe dealership 23.76% has Ashirvad pipe & fittings dealership and also 22.77% has Finolex dealership and 11.88% respondent has Ajay pipe & fittings company dealership.
- ❖ From research we find that 53.30% people are known or aware about astral pipe by Advertising and 46.19% respondent know from by sales person.
- ❖ Astral pipe and fittings product and also Finolex into the market both brands are enjoying good market share in north Gujarat region because of high demand.
- ❖ Reasons for selecting particular brand are quality of the product, brand image of the company and dealer is pushing for the company's product.
- ❖ Point of purchase more from dealer is, and then from distributors.

CONCLUSIONS

It is concluded that product of Astral poly Technik Ltd. is one of the best qualitative products at a average price of competitors so that it beneficial to customer and society both. Now a day's company's position is strong found by the research because of advertisement and qualitative product. But also the company has required increasing promotional schemes, dealer margin, Engineers, dealer and Sub dealer relationship in this area where actual selling is not continue.

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