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"To Study About the Customer Satisfaction and Positioning Implemented by Farmers, Wholesalers and Retailers of Agricultural Products in India"

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Abstract: Intermediaries such as distributors, wholesalers, and retailers are important pillars in supply chain management. As agricultural products are concerned, farmers, wholesalers, and retailers have a great contribution to the distribution process. So much research was done in the field of crops such as rice, wheat, barley, potato, etc. but very little work was accomplished on the circumstances of farmers, distributors, wholesalers, and retailers of agricultural products in India.In this paper, the researcher highlights customer satisfaction and positioning done by farmers,distributors, wholesalers, and retailers of agricultural products in Basti district, Uttar Pradesh India.

Keywords: Supply chain management,customer satisfaction,agricultural products Intermediaries and positioning

1.1 Introduction

Supply chain management, or SCM, is the tracking of supplies, information, and money from supplier to manufacturer to wholesaler to retailer to customer. It means coordinating and integrating these moves within and between companies. Companies that practice effective supply chain management can save costs and satisfy consumer requests by delivering products to the right place, at the right time, and in the correct amount.

Key components of supply chain management include:

1. **Planning**: estimating demand, planning production schedules, and controlling inventory levels to guarantee that goods are in stock when needed and not too much more.

2. **Sourcing**: locating and choosing suppliers, settling on agreements, and maintaining supplier relations to guarantee the prompt and economical delivery of goods and services.
3. **Manufacturing**: Overseeing the production process to ensure efficiency, quality, and compliance with standards and regulations.
4. **Logistics**: Managing the movement of goods, including transportation, warehousing, and distribution, to optimize delivery times and minimize costs.
5. **Customer Service**: Providing support to customers throughout the purchasing process, including order fulfillment, returns management, and resolving issues or inquiries.
6. **Integration**: Integrating processes and systems across the supply chain to improve visibility, collaboration, and responsiveness.

SCM is essential for companies to be competitive in the global market of today. It assists businesses in cutting expenses, boosting productivity, raising customer happiness, and adjusting to shifting consumer demands and market dynamics. Technological innovations like blockchains, artificial intelligence, and data analytics are being used more and more to streamline supply chain operations and facilitate decision-making in real-time.

consumer satisfaction is the level of satisfaction or contentment a consumer experiences after interacting with a product, service, or brand. It shows whether, during the customer's encounter with the firm, their expectations were fulfilled, surpassed, or not satisfied at all. Customer satisfaction is influenced by various factors like the quality of the product, customer service, cost, convenience, and overall experience. Businesses must constantly monitor and enhance customer satisfaction since happy consumers are more likely to stick with them, make more purchases, and refer them to others, all of which support the company's expansion and success.

"Positioning" usually refers to the deliberate process of making a product, brand, or service stand out from competitors in consumers' perceptions. It is figuring out how you want your target market to view your service and then creating experiences and messaging that reflect that desired viewpoint.

Effective positioning involves understanding your target market, identifying what sets your offering apart from competitors (unique selling proposition), and communicating those points of differentiation in a compelling and memorable way. It's about finding a unique space in the market that resonates with your audience and creates value for them.

Positioning can encompass various elements such as product features, pricing, distribution channels, marketing messages, and branding. It's a continuous process that requires monitoring market dynamics, consumer preferences, and competitor actions to adapt and maintain relevance over time.

1.2 Literature Review

A literature review of supply chain management (SCM) would encompass a broad spectrum of research, theories, and practices. Here's a concise overview highlighting key themes and areas of focus typically covered in such a review:

1. **Definition and Evolution of SCM**: The review typically begins with an overview of what SCM entails, tracing its evolution from traditional logistics and procurement functions to its current status as a strategic business function. It may explore seminal works that have shaped the field.

2. **Theoretical Frameworks**: Various theoretical perspectives underpin SCM research, including transaction cost economics, resource-based view, agency theory, and network theory. The literature review may delve into how these frameworks contribute to understanding supply chain dynamics and decision-making.

3. **Supply Chain Integration**: Integration across various functions within an organization and among supply chain partners is crucial for SCM success. The review might discuss different levels of integration (strategic, tactical, operational) and how they impact performance.

4. **Supply Chain Relationships**: Collaborative relationships among supply chain partners are central to SCM effectiveness. The review may explore different types of relationships (e.g., buyer-supplier relationships, alliances, partnerships) and their implications for supply chain performance.

5. **Risk Management**: Supply chains are susceptible to various risks, involving disruptions, demand volatility, and geopolitical factors. The literature review might examine different risk management strategies and tools employed to mitigate these risks.

6. **Information Technology and SCM**: The role of information technology (IT) in enhancing supply chain visibility, coordination, and decision-making is a prominent theme in SCM literature. The review may discuss technologies such as RFID, IoT, and blockchain, and their impact on SCM practices.

7. **Sustainability and Ethics**: Increasingly, sustainability and ethical considerations are integrated into SCM strategies. The literature review might explore how organizations address environmental, social, and ethical issues across their supply chains.

8. **Performance Measurement and Metrics**: Effective performance measurement is critical for evaluating supply chain efficiency and effectiveness. The review may discuss different performance metrics used in SCM and approaches to measuring supply chain performance.

9. **Globalization and Outsourcing**: Globalization has transformed supply chains, leading to increased complexity and interconnectedness. The literature review might examine how organizations manage global supply chains, including outsourcing strategies and offshoring decisions.

10. **Emerging Trends and Future Directions**: Finally, the review may highlight emerging trends shaping the future of SCM, such as supply chain digitalization, circular economy principles, servitization, and the impact of geopolitical shifts.

This overview provides a structured approach to organizing a literature review on supply chain management, but the specific focus and depth of the review would depend on the research objectives and scope of the study.

A literature review on customer satisfaction can provide valuable insights into the various factors influencing customer satisfaction, the methods used to measure it, and its impact on businesses. Here's an outline for a literature review on customer satisfaction:

1. Introduction
   - Brief overview of the importance of customer satisfaction in business success
   - Definition of customer Satisfaction and its significance for businesses

2. Theoretical Frameworks of Customer Satisfaction
   - Discuss prominent theoretical frameworks such as the expectancy-disconfirmation model, the disconfirmation paradigm, and the service quality model (SERVQUAL)
   - Explain how these frameworks conceptualize customer satisfaction and the factors that contribute to it.

3. Factors Influencing Customer Satisfaction a. Product/Service Quality - Explore the role of product or service quality in determining customer satisfaction - Discuss how perceived quality affects customer satisfaction levels.
   b. Customer Service - Examine the impact of customer service on overall satisfaction –Discuss the importance of responsiveness, empathy, and reliability in delivering satisfactory customer service experiences
   c. Price and Value Perception - Analyze the relationship between price, perceived value, and customer satisfaction - Discuss how customers evaluate the value proposition and its influence on satisfaction
   d. Emotional Factors - Explore the role of emotions in shaping customer satisfaction - Discuss how factors like trust, empathy, and brand loyalty impact satisfaction levels

4. Measurement of Customer Satisfaction
   - Review various methods and tools used to measurecustomer satisfaction, like surveys, Net Promoter Score (NPS), and Customer Satisfaction Score (CSAT)
   - Discuss the strengths and limitations of each measurement approach
5. Impact of Customer Satisfaction on Businesses
   - Examine the relationship between customer satisfaction and business performance indicators, such as customer retention, loyalty, and profitability.
   - Discuss how satisfied customers contribute to positive word-of-mouth, brand reputation, and competitive advantage.
6. Emerging Trends and Future Directions
   - Highlight emerging trends in customer satisfaction research, such as the integration of technology (e.g., AI, chatbots) in enhancing customer experiences.
   - Discuss potential areas for future research and innovation in understanding and improving customer satisfaction levels.

   - Emphasize the importance of prioritizing customer satisfaction as a strategic imperative for businesses.
   - Provide recommendations for practitioners and researchers to enhance customer satisfaction efforts.

   1.3 Methodology
1. **Research Design:**
   - The research approach is qualitative as well as quantitative.
   - Qualitative methods such as focus groups, in-depth interviews, or observation can provide insights into customer perceptions and preferences.
   - Quantitative methods like surveys or structured interviews allow for larger sample sizes and statistical analysis.
2. **Sampling Strategy:**
   - There are 45 farmers, 46retailers and 9 distributors in the san
   - The random sampling method is used for the population.
   - The population size in this research is 100.

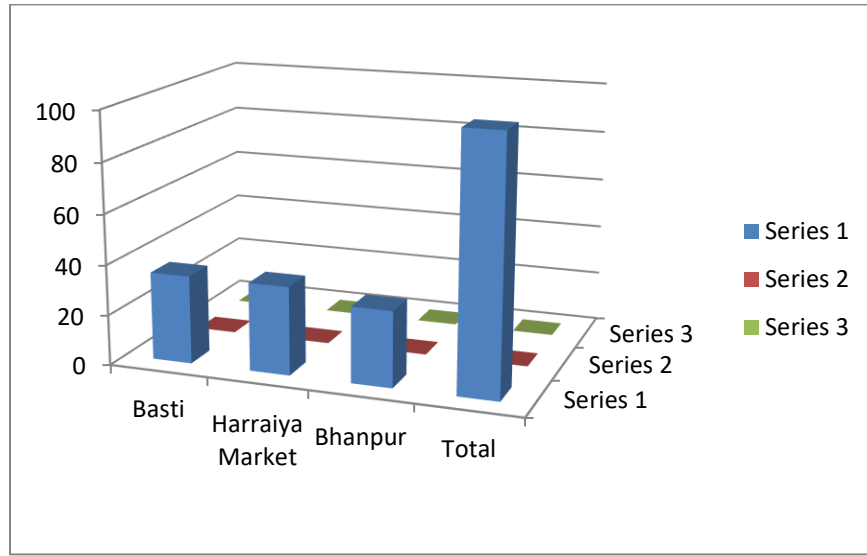| Region	Sample size
Basti	35
Harraiya market	35
Bhanpur	30
Total	100

Table 1.1Sample size

Figure1: Sample Size

1.4 Results and Discussions :
1.4.1 Customer Satisfaction

Region	Less satisfaction	Per%	Below average satisfaction	Per%	Average satisfaction	Per%	Above average	Per%	More satisfaction	Per%
Basti	4	4.00	9	9.00	14	14.0	5	5.0	3	3.0
Harraiya market	7	7.00	13	13.0	5	5.0	6	6.0	4	4.0
Bhanpur	6	6.00	8	8.00	6	6.0	7	7.0	3	3.0

Table 1.2 Customer Satisfaction market wise
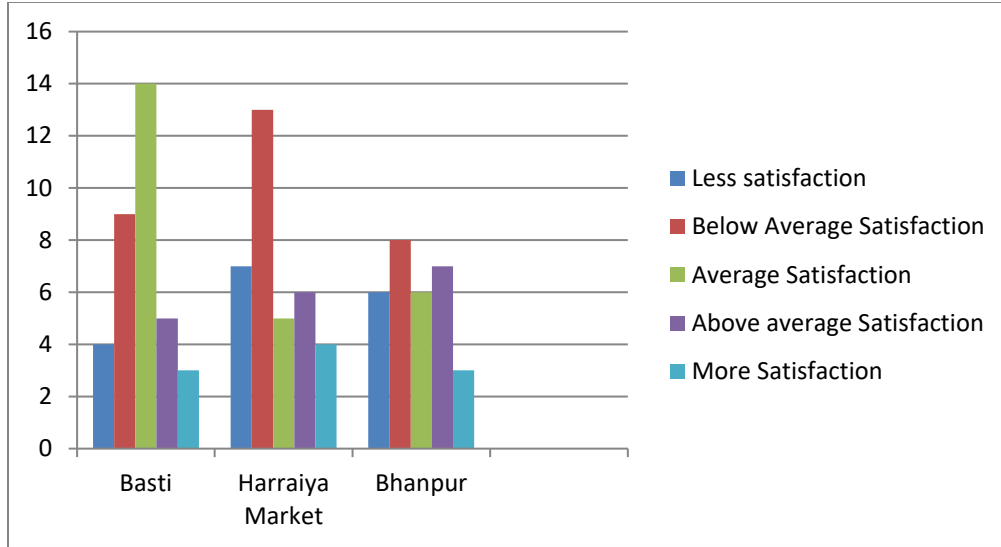
Figure2: Customer Satisfaction market wise

Market	Mean	N	Variance	Standard Deviation
Basti	7.00	5	16.4	4.04
Harraiya market	7.00	5	10.0	3.16
Bhanpur	6.00	5	2.8	1.67

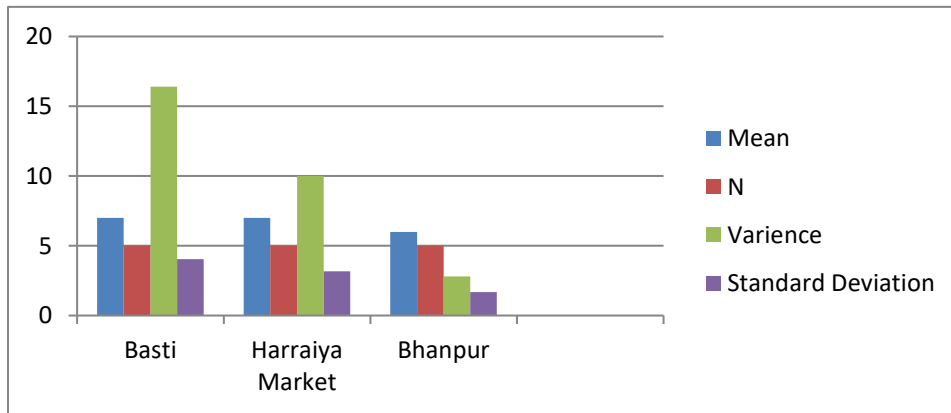Table 1.3 Standard deviationof Customer satisfaction marketwise

Figure3: Standard deviationof Customer satisfaction marketwise

1.4.2 Positioning

Region	Less satisfaction	Per %	Below average satisfaction	Per %	Average satisfaction	Per %	Above average	Per %	More satisfaction	Per %
Basti	10	10.0	6	6.00	8	8.00	7	7.00	4	4.00
Harraiya market	5	5,0	12	12.0	8	8.00	7	7.00	3	3.00
Bhanpur	9	9.00	7	7.00	5	5.00	5	5.00	4	4.00

Table 1.4 Positioning market wise
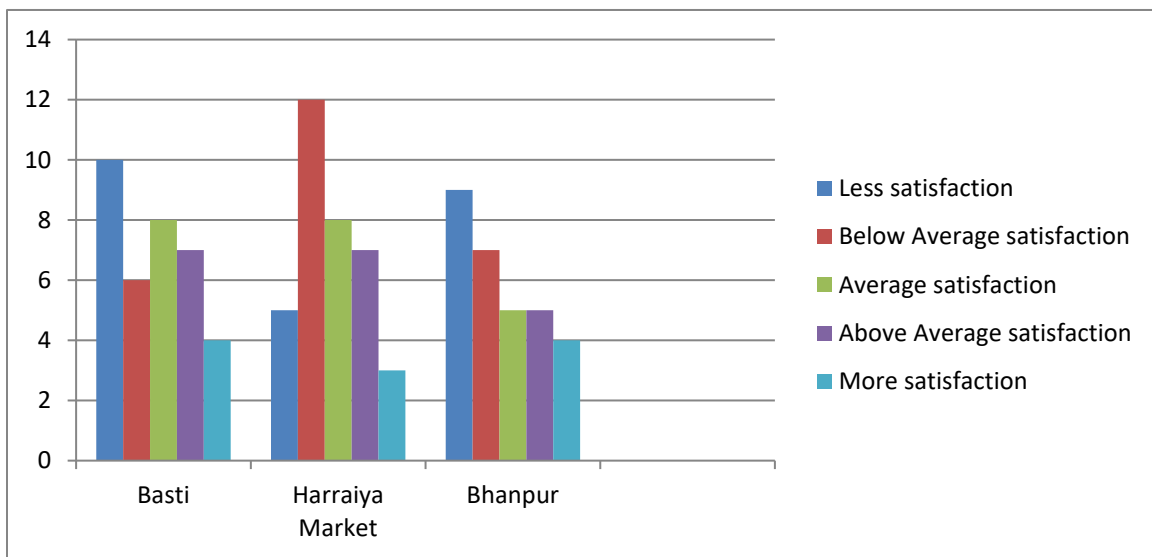
Figure 4: Positioning market wise

Market	Mean	N	Variance	Standard deviation
Basti	7.00	5	4.00	2.00
Harraiya market	7.00	5	9.2	3.03
Bhanpur	6.00	5	3.2	1.8

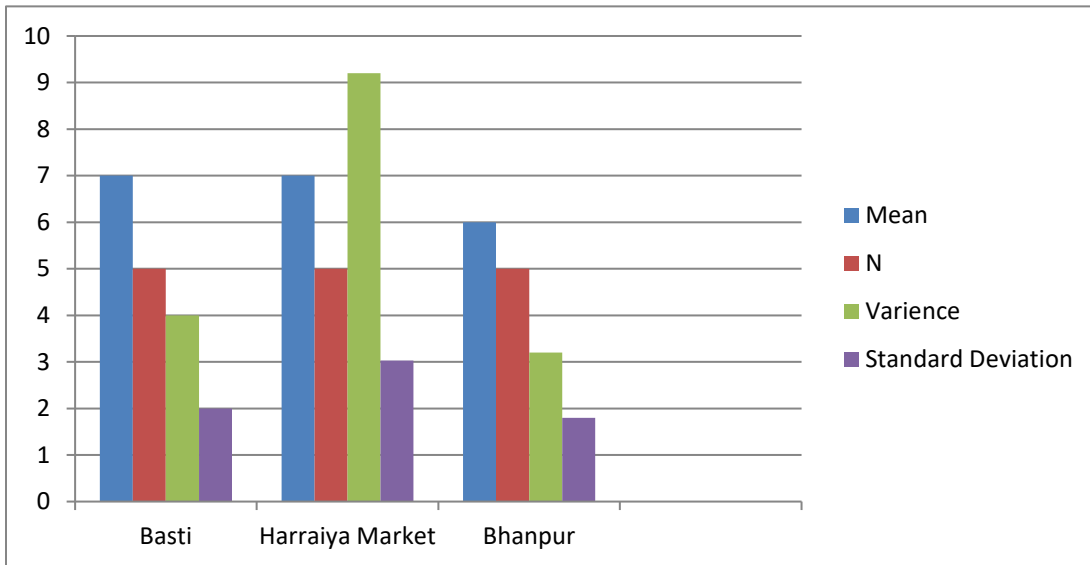Table 1.5 Standard deviation of positioning market-wise

Figure5: Standard deviation of positioning market-wise

1.4.3 Hypothesis testing

H_0-There is no statistically significant difference between groups for selecting intermediaries.

H_1-There is a statistically significant difference between the groups for selecting intermediaries.

1.4.3.1One way ANOVA for groups

Name of variables	Source of variation	SS	df	MS	F	p-value
Customer satisfaction	Between the groups	79.38	4	19.84	11.40	0.0001
	Within the groups Total	69.93 149.31	40 44	1.74 21.58		
Positioning	Between the groups	13.78	4	3.44	3.18	0.0165
	Within the groups Total	43.28 57.06	40 44	1.08 4.52		

Table 1.6 one way ANOVA

The p-value of both the variables customer satisfaction and positioning are less than 0.05.Hence, alternative hypothesis H_1 is accepted. As a result, there is a significant difference between the groups for selecting intermediaries.

1.4.4 Conclusion

As a result of hypothesis testing, there is a significant difference between the groups for selecting intermediaries. As customer satisfaction is concerned, below average satisfaction levels of customers were more and more satisfied customers wereless. In positioning, average satisfied customers were more and more satisfied customers wereless. Hence, intermediaries should more focus on customer satisfaction and positioning.

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