

Factors Affecting Retailer's Satisfaction towards Distributors of North Gujarat Region

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Abstract – This Study shows the direction of A Study on the retailer's satisfaction towards distributors of FMCG products (Real, Gopal & Balaji) within Mehsana of North Gujarat region. Using the regression analysis test for analyzed the data collected from a survey sample of 200 retailers of FMCG product.

Regression analysis gives the output that Trust, Commitment; and Dependence is impact of the retailer's satisfaction towards the distributor. This research gives the massage level of satisfaction of retailers towards the distributor of the FMCG product.

Key Words: Trust, Retailers, Dependence

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1. INTRODUCTION:

1.1 Introduction of retail industries

To all the more likely comprehend the job of retail design in an economy and its essentialness, let us first attempt to comprehend what very is? Furthermore, how it is not quite the same as discount business? Retailing comprises of selling stock from a perpetual area (a retail location) in little amounts straightforwardly to the customers. These customers might be singular purchasers or corporate. In the realm of Exchange and Trade, a retailer buys products or product in mass from makers legitimately and afterward sells in little amounts are known as Retail locations or shops.

Shops might be situated in local locations, province roads; network focuses or in current shopping arcades/shopping centers. Indeed, any association pitching product to definite customers - regardless of whether a maker, distributor or a retailer - is doing retail business.

1.2 Objectives of the Research:

- To measure the satisfaction level of retailers towards distributors of FMCG product of North Gujarat region
- To identify the factors affecting the retailers satisfaction level towards distributors of North Gujarat region

2. LITERATURE REVIEW

Trust: trust is the mainstream assignments which are huge received in distinction examine zones, for example, humanism, financial, authoritative conduct, vital administration, global business, choice sciences, and showcasing. Trust is the most significant factors in make loan bosses and indebted individuals connection in business. Trust is the intermediated variable for both side retailers and merchants.

"Ery sulistyorini" et.al. (2018) Trust is altogether impact long – term connections. This demonstrates noteworthiness, unwavering quality, and genuineness of provider make retailers trust their provider. The trust of retailers to their providers makes them willing to do – works with them. They concede that they will just co-work with providers who can give phenomenal administrations and top notch item.

Zainah Abdullah and Rosidah Musa (2014), recommended The yield of this investigation see that trust (speculation 1) and data sharing (theory 2) valuable effect association responsibility between, wholesalers, retailers and their key exchanging accomplices.

Tuong and linh, (2014), Tuong and Linh, (2014), offers that knead retailers ought to collaborate with their provider. This advancement is a standout amongst the most significant factors for providers

and retailers. At the point when the two sides trust each other then it must be focused on growing long haul connections.

Megha Jain, et.al. (2014), a point can be made about the conceivable directing impact of a countable responsibility on the negative connection between comparative power and conviction. For the certainty of retailers in providers, the ends affirm positive connection among conviction and vital execution.

Jae-Eun Chung, (2014), the discoveries of this investigation an intriguing yield with respect to the job of provider execution in making little retailer trust and reliance.

"Sonia Maneshwar" and so forth - (2013), discovering 3 singular factor of the trust are significant for the retailer-providers relationship: Unwavering quality, liberality and advantage validity trust from numerous points of view the retailer trusts that the merchant has the right stuff important to work successfully and dependably.

"Zhengyi Chen" et.al. – (2011) demonstrate that somewhat, firms should fixate on unwavering quality conviction since dependability conviction trust is the key factors in find the dedication. Rather, unwavering quality give a false representation of is the key chosen of a long haul relationship.

Ho Jung Chu, et.al (2009), was controlled by trust, propelled connection quality factor, item plan, quality parity and fulfillment. Concerning relationship of fulfillment, trust and reason for conduct, there was no distinction between the two classes in the intensity of Fulfillment Trust Association.

"Brenda Sternquist and Zhengyi Chen" – (2006), Value straightforwardness and trust come up significant them .if retailers not feel they can believe that providers cost is most minimal they will require exchange help expenses. Organization relationship and individual relationship do encourage trust, anyway over occasions significance of individual relationship and individual trust is required to diminish while business based trust is increment in requests to cultivate a fruitful long haul connections among retailers and providers. Value transference is sure identified with trust directing connections between the exchange help and basic leadership. The more trust between the purchaser and vender the less retailers will depend on exchange help to settle on choice.

Hingley et.al. (2006), Building trust and showing signs of improvement perceivability in the new produce inventory network is something that should be worked at. Trust in every case should be there among provider and retailer.

J.E.Chung et.al. (2006) Long haul introduction was observed to be antecedent of trust and reliance, not

about these develops. Reliance of Japanese retailers and money related reliance on providers has been set up dependent on the solid expectation of keeping up a long haul introduction. When the Japanese retailers build up a set up association with the provider, at that point being trustworthy and risk towards accomplice firms is normal.

"Prattik Johnson and Moses Ginedeldin" - (2003) said that the properties of these nine connections are joined at the dimension of trust and responsibility, and the evaluated insights with respect to between association are significant for the level of the gathering. In the wake of thinking about the dimension of validity and not focused on the dedication of the considerable number of powers with the intensity of still, small voice, a large portion of the factors have the most astounding connection with high certainty and responsibility.

Commitment: duty implies association with an occupation the likelihood that somebody keep on working in that activity responsibility depends on the provider's presentation. Duty is most significant factor to long haul connections.

"Ery sulistyorini" et.al. (2018) discovering, Responsibility altogether impacts trust. This demonstrates providers are intentionally dedicated to their retailers to pick up their trust. Their readiness to make association understandings and retailers' consistency and dependability to their providers make the retailers trust their providers.

They concede that their providers are continually ready to make an association consent to keep up trust between them.

"Le Tong and Who Hong" (2014), give the back rub retailers ought to have adequate responsibility to help merchants for long haul connections, and they are anxious for improvement in the wake of accepting business results, long haul associations with dealers on common advantage standards.

"Megha Jain" et.al. Similarly, computational responsibility does not affect connections between enormous power and trust. This can happen in light of the fact that when retailers figure; They don't anticipate anything from the provider.

"Zainah Abdullah and Rocidah Musa" (2014), get the outcomes demonstrate that the impact of the trust could really compare to data sharing on commitment. It infers that the administration should limitation on the trusts in colleagues to accomplish improved commitment.

"Zhenggy Chen" et.al. - (2011) proposed that our examination additionally found a positive connection between monetary arrangements and duty in the start of relations. Amid the support, there is additionally no arrangement identified with

the responsibility. At the end of the day, money related arrangement, believability trust and reliance are the dedication of inception organize; However as a relationship development; Validity Confidence.

"Prattick Johnson and Mossed Ginedeldin" - (2003) said that the evaluated insights of these nine connections together in between association relations at the dimension of trust and duty level are significant for the gathering's degree. Try not to think at the dimension of believability and are not dedicated to every one of the factors with the special cases of the exemptions where high fulfillment relations are intensely underlined, with a low-level arrangement contrasted with relations. It is most factors that are happy with in any event the high certainty and responsibility relationship.

Dependence:

"(le Toung and Vo Hong"- (2014) ,Reliance factor is most significant effect on the connections. Reliance of retailers on merchant is emphatically sway on connections among retailers and dealers.

Jae-Eun Chung, (2014), another fascinating note is that little retailer reliance on a provider had no effect on its LO with the provider, as was proposed, though a positive effect of little retailer trust on its LO toward the provider was found.

"Zhengyi Chen" et.al – (2011) Reliance increment responsibility at the relationship introductory stage yet not support organize. Conversely, connections bound by reliance and TSI connote a constrained coordinated effort. The two gatherings may always pursuit to decrease this reliance.

"J.E.Chung" et.al – (2006), recommended Japanese retailer monetary reliance on provider is a result of Japanese retailer long haul introduction. When Japanese retailers have associations with their provider they mean to keep up a long haul introduction connections. Appropriately retailers financial reliance on provider is underestimated. The more grounded the long haul introduction the Japanese retailer has with the provider has with its provider, the more needy they are on provider. The monetary ward has no impact on usefulness struggle and fulfillment, which show that the financial reliance has not impact the nature of connections among the Japanese channel part. Both provider exchange – explicit venture and provider job execution impact little retailers trust, however just provider exchange explicit speculation has decidedly sway on little retailer reliance. Provider reliance has no effect on little retailers in long haul introduction.

"Pratik jonsson and Mosad Zineldin" – (2003) said that reliance lead to higher view of fulfillment not distinguish as basic factors in any of low responsibility and trust or high trust and duty bunch

however basic when looking at the organizations paying little mind to trust and duty.

Satisfaction: retail is the way toward offering shoppers products or administrations to clients through numerous channel of dispersion to acquire a benefit. Retailers fulfill request distinguished through a production network. Retail market and shop have extremely old history, going back to artifact.

"Ery sulistyorini" et.al. (2018), Fulfillment altogether impacts trust. This demonstrates retailers are happy with administrations given by their providers. They concedes a wide range of that different types administrations, for example, installment approach, return, merchandise shipment and offered edge make them trust their providers.

"(le Toung and Vo Hong"- (2014), Fulfillments are most significant factor with business result and impact the relationship following by trust and reliance.

"Zhengyi Chen" et.al – (2011), Financial fulfillment and social fulfillment are decidedly identified with responsibility at introductory stage yet not support arrange. The outcomes recommend that fulfillment isn't the key variable for built up buyer– provider connections; it is just significant in the beginning time of connections.

"Ho Jung Choo" et.al.(2009) ,Rather, item configuration was found to have the most grounded effect on the purchaser's impression of relationship quality. In the two gatherings, the impression of positive item configuration expanded fulfillment and trust; also, it directly affected conduct aim in the involved acquaintance gathering. The item quality was likewise observed to be a significant antecedent to the supported relationship quality by expanding fulfillment.

"J.E.Chung" et.al (2006), Financial reliance has no impact on usefulness of contention and fulfillment. Usefulness of contention was emphatically identified with retailer fulfillment with provider.

"Pratik jonsson and Mosad Zineldin" (2003), this paper contends that the attributes of these nine connections together with the dimension of trust and responsibility are basic for the level of apparent fulfillment in entomb association connections. At the point when not thinking about the dimension of trust and duty all factors with special cases coercive power where accentuation to more prominent degree with high fulfillment connections contrast with low dimension fulfillment connections. These are probably the variable which least influence fulfillment high trust and duty connections.

Product quality:

Purchaser item and retail. Quality control and quality affirmation allude to the procedures business use to guarantee that item quality is kept up. It's additionally decreases or dispensed with deformity in assembling in order to meet client desire and guideline.

"Nandone and Kauda" – (2016), Nature of the item has been a solid criteria utilized by retailers in Tanzania. Meetings demonstrate that nourishment testing can be performed by workers by eating sustenance the examples on the premises or by eating them with by their families and sharing their experience of taste, flavor, shading and smell.

"MichaelS" et.al – (2014) Explicitly, we locate that littler company's hose that have a more drawn out generation lead time and firms creating items where quality requires a more drawn out time to evaluate broaden more exchange credit.

"Brenda Sternquist and Zhengyi Chen" – (2006), Those who take a market introduction may somewhat depend on exchange help and cost to make a judgment, yet what separates them from the individuals who take a benefit introduction is that they consider provider job execution (item quality, item uniqueness, conveyance, item promoting, and so on.) as the priori factor in tolerating another item. Western organizations could distinguish retailers' introduction first before exchange.

Acceptance trade credit:

Acknowledgment exchange credit enables organizations to get merchandise or administrations in return for a guarantee to pay the provider inside a set measure of time. New business experiences difficulty to verifying financing from customary loan specialists purchasing on exchange credits helps increment their obtaining power.

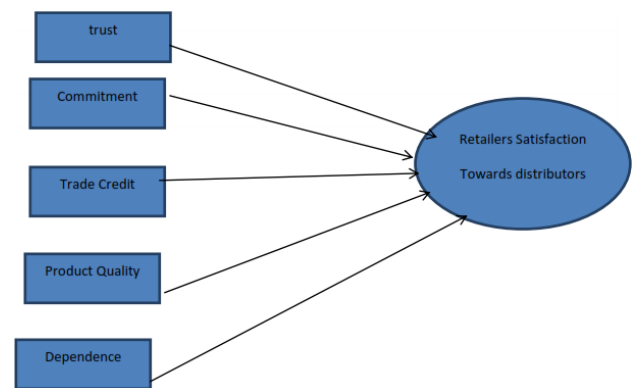
"Nandone and Kauda" – (2016) , The finding that the acknowledgment exchange credit is real standard require for nearby nourishment provider and retailers to acknowledge by the cutting edge sustenance retailer. For the item we sources from little scale provider, we have concur they will be paid after the close out of their dispatch. On the off chance that your transfer is done you can pay and they bring more merchandise. Auxiliary information demonstrate that general store can purchase products using a loan for a time of at the very least 90 days.

"Niels Hermes" et.al – (2015), Alongside hilter kilter data issues, exchange credit supply may likewise be identified with the point of providers to expand deals. Specifically, providers new to the business looking for clients may utilize exchange credit to raise their deals. The interest for exchange credit might be dictated by the conceivable outcomes the retailer

needs to change to different wholesalers. In the case of exchanging is simple, the retailer has a more grounded bartering position opposite the distributor, which might be utilized as an influence to get more exchange credit from the present distributor. At long last, the interest for exchange credit may likewise be clarified by the presence of long haul exchange relations with providers as this expands desires for gaining admittance to exchange credit.

"Barry Alan Pasternak", (2008), lamentably, if the maker wants to have a uniform valuing strategy for all retailers, the subsequent effect on retailer productivity won't be steady. Obviously, if the evaluating arrangement is set interestingly for every retailer, the maker can generally guarantee that channel coordination won't contrarily affect a retailer's normal benefit.

3. MODEL AND HYPOTHESIS:



3.1. Hypothesis

H₀: There is no impact of trust on retailer's satisfaction towards distributors of North Gujarat region

H₁: There is impact of trust on retailer's satisfaction towards distributors of North Gujarat region

H₀: There is no impact of Commitment on retailer's satisfaction towards distributors of North Gujarat region

H₁: There is impact of Commitment on retailer's satisfaction towards distributors of North Gujarat region

H₀: There is no impact of Dependence on retailer's satisfaction towards distributors of North Gujarat region

H₁: There is impact of Dependence on retailer's satisfaction towards distributors of North Gujarat region

H₀: There is no impact of Retailers Expectation on retailer's satisfaction towards distributors of North Gujarat region

H₁: There is impact of Retailers Expectation on retailer's satisfaction towards distributors of North Gujarat region

4. DATA COLLECTION AND ANALYSIS:

We have taken retailers of FMCG Items (Balaji, Genuine, and Gopal) of Mahesana Locale. Information Gathering for the One Organization OF FMCG Item (Balaji, Genuine and Gopal) Inside Mahesana District of North Gujarat region. Test Of this Investigation Comprise of the Retailers Fragment in the gathering up to the 18 years. This investigation is limited to examination reaction 200 retailers For FMCG Item. On Comfort Examining Drawn From Mahesana City of North Gujarat region. The Information Gathering with the Assistance of the Examiner agreeable to retailer towards the wholesalers. The land territory to be shrouded in the exploration will be Mahesana City in the Condition of the North Gujarat region.

4.1 Plans for Data Analysis

Statistical Package for Social Study (SPSS) was used for data preparation and analysis. For data preparation, reliability testing and multiple regression was used multiple regression was used to study about the impact of independent factors on dependent factor like satisfaction of retailers towards distributors.

4.2 Reliability analysis:

Prior to utilizing the investigation of relapse examination, the size of dependability is utilized to discover the interior consistency of the factors to be utilized in the relapse investigation. Dependability is synonymous with repeatability. It is an estimation that yield predictable outcome after some time is said to solid.

Cronbach alpha (α) is planned as proportion of inside consistency. Alpha is measure on a similar scale as an individual connection coefficient which fluctuates somewhere in the range of 0 and 1. The closer the alpha to 1. The more prominent the inside consistency of things in the instruments being surveyed.

Reliability Statistics (Table No 1)

Cronbach's Alpha	N of Items
.901	28

(Fulfillment was estimated based all things considered everything being equal (taken as reliant variable. Fulfillment comprises of three explanations. The F insights results (Table no: 2) demonstrates the connection among free and ward variable (satisfaction) (F=15.215, sig=.000)

Table No 2

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	25.213	4	6.303	15.215	.000 ^b
Residual	80.787	195	.414		
Total	106.000	199			

P < 0.05; Model fit

Over the table no 2, ANOVA Demonstrates that the significance esteem is 0.000 the model is legitimate and significant.

Table No.3 Show that the value of R square measure of model exploratory powers it's telling that exploratory variables (independent one) have 23.8% variation in the retailer's satisfaction towards distributors of FMCG products.

Model Summary (Table No 3)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.488 ^a	.238	.222	.64365

Table No .4

Variables	Beta value	T value	Sig	VIF
(Constant)		.465	.642	
Trust	.062	.942	.347	1.111
Commitment	.113	1.728	.086	1.092
Dependence	.332	4.560	.000	1.353
Retailers Expectation	.146	1.985	.049	1.384

Above table no. 4 Sows that the significance value of the variables,

There is no impact of trust on retailer's satisfaction towards Distributors of FMCG Product

The significance value of trust is .0347

There is impact of Dependence on retailer's satisfaction towards Distributors of FMCG Product.

The significance value of Dependence is .000

There is no impact of Commitment on retailer's satisfaction towards Distributors of FMCG Product.

The significance value of Commitment is .086

There is impact of Retailers Expectation on retailer's satisfaction towards Distributors of FMCG Product.

The significance value of Retailers Expectation is .049

5. DISCUSSION:

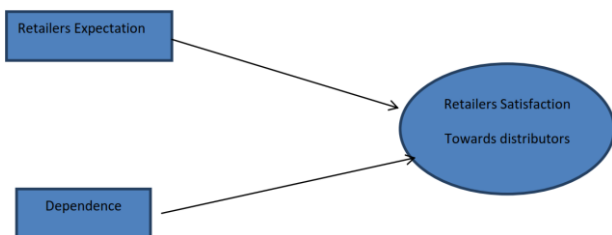
Data analysis was done by using SPSS software. For Satisfaction, regression analysis results three variables are significant i.e. Trust, Dependence and Commitment. Weightage should be given on the basis of beta value. For Beta value Dependence=.332, Trust=0.62, Retailers expectations =.146 and Commitment=.113 as supported.

So, H value are supported the results.

5.1 Finding:

- 1) Finding 1 should fulfill the objective 1 to measure the satisfaction level of retailers of FMCG product of North Gujarat region
- 2) Finding 2 should fulfill the objective 2 to identify the factors affecting the retailers satisfaction level towards distributor of North Gujarat region
- 3) Finding 3 should fulfill the objective 3 to know the retailers perception towards distribution channel of North Gujarat region

Final Model:



5.2 Conclusion:

This exploration ponder is worn out to analyze the elements that affect retailers fulfillment towards merchants of FMCG item in city of Mehsana of North Gujarat region. The four components are trust, duty, reliance, retailers desire. The result of research shows that three out of Four elements have huge impact on retailers fulfillment towards Wholesalers of FMCG Item and the rest of the factor (retailers desire) has no noteworthy effect on retailers fulfillment towards merchants of FMCG product. "Pratik jonsson and Mosad Zineldin" – (2003), this is doubtlessly the variable which least influence fulfillment high trust and responsibility connections. "Ery sulistyorini" et.al.

(2018), Fulfillment altogether impacts trust. This demonstrates retailers are happy with administrations given by their providers. They concede a wide range of that different types administrations, for example, installment strategy, return, products shipment and offered edge make them trust their providers. "(le Toung and Vo Hong"- (2014), Fulfillments are most significant factor with business result and impact the relationship following by trust and reliance.

This paper gives the message, the relationships between variables together the level of trust; commitment and dependence are positively impact on retailer's satisfaction towards distributors of FMCG product.

Summary of Hypothesis testing. For example

Sr. No	Hypothesis	Results
1	There is impact of Trust on retailers satisfaction towards distributors of FMCG Product of North Gujarat region	Rejected
2	There is impact of Retailers expectation on retailers satisfaction towards distributors of FMCG Product of North Gujarat region	Accepted
3.	There is impact of commitment on retailers satisfaction towards distributors of FMCG Product of North Gujarat region	Rejected
4.	There is impact of dependence on retailers satisfaction towards distributors of FMCG Product of North Gujarat region	Accepted

5.3 Implication:

For retailers, through research discoveries, retailers should Reliance on with their Wholesalers. This is a standout amongst the most significant components Retailers fulfillments towards wholesalers of FMCG item. At the point when the two gatherings trust one another, it will in general focus on building up a long haul relationship, and the two gatherings will share business advancement openings. Retailer's discernment towards dissemination channel. Recognition is that retailer's desire like free example, assortment of item, merchandise exchange, towards merchants. Retailers dependably associate the clients so; merchants satisfy the prerequisite of the two retailers and clients of North Gujarat region.

5.4 Limitation:

So, First limitation is that less time collection. We are covered only Mahesana of North Gujarat region so, place limitation is one of major barrier. We are selected only less company of our research (Balaji, Real, Gopal). Last limitation is that a sample size we are collected only 300 Samples.

5.5 Further Study:

We have endeavored to discover the retailer fulfillment for a FMCG mammoth in India, in future this sort of research can likewise be performed in other created or creating countries. Further investigation should be possible for variables impacting fulfillment and the connection among fulfillment and socioeconomics.

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