

Evaluation of Intermediaries Channels Dissatisfaction of Foodstuff Distribution System in Iran

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ABSTRACT

This case study is an Evaluation of dissatisfactions of Intermediary Distribution Channels of foodstuff in Iran. The case is studying 3 major distribution companies in Tehran which are Behpakhsh, Ghasem Iran, and Alborz. According to the case study model, there is one major hypothesis and five minor hypotheses in this study. This is a practical study in terms of objectives yet in implementation it has a correlation approach. The research population universe is all sales a point which receives goods from the above three distribution companies and sample size is calculates 196 stores which have been increased to 240 in this study. Data collection has been through questionnaire and Cronbach's Alpha multiple is 0.858. Post data collection and grading, all data has been evaluated by descriptive and inferential methods. Overall, the results show that the main assumption of the study is not invalid; consequently, designing the appropriate complaint management model will increase the satisfaction of intermediary channels.

KEYWORDS: Distribution, Distribution Channel, Retailer, Wholesaler, Logistic

1. INTRODUCTION

The acceleration of events and changes in the market is growing, successful way for companies, can no longer rely on their previous experiences and findings. Many companies active in production, supply and demand in the Iranian market and also because of lack of fit high level of sales and also because some companies do not produce a specific product and market needs too their product, and new ways of marketing do not feel the need to be more precise and do not pay attention to basic principles of marketing mix components.

Companies that sell such products are constantly being less likely to think of appropriate pricing products, to attract customers and facilitate the distribution of their products are certainly a necessary condition advertising to sell their products do not feel. This has led companies on the appropriate action, if not increase their market share. Distribution operations of the important and significant role in marketing the product to achieve increased productivity, the gap between producer and consumer more. The manufacturer was forced to distance themselves from those products to wholesaler's representative reach the consumer or retailer. However, companies often have little attention to the distribution channel, the terms are sometimes large losses but some companies try to have a good distribution system and thereby gain a better competitive position. The process of globalization and rapid technological change markets has been rapid. Success in the challenging markets of the future requires willingness for a conscious response is fast. The readiness of the units have a fully competitive environment and away from support activities to be unreasonable, of the competitive environment in which serious obstacles, and if necessary legally be prevented and the survival and growth are possible in light of greater customer satisfaction. It is clear that such an economic environment of those units will be able to survive. The marketing concept for all aspects of your organization across the board. This concept is a conscious and systematic process the market is always thinking and planning for it. The concept of the marketing mix elements of product, price, promotion and distribution plays a fundamental role. (Jeff, 1992, 2-5)

Today, when designing a business unit of distribution channels and marketing should be about what is good, executable and available and achievable to make decisions, to be able to reach its ultimate goal of customer satisfaction the purpose of access. Due to the important and basic research that has been made through the channels of distribution companies are not satisfied, In this study satisfaction through the channels of distribution system of food distribution company in Tehran metropolis and the causes of discontent in this medium and how the design model pay for their complaints.

2. LITERATURE REVIEW

How to get to work through the channels and how they work, how to plan, quota and products, how to manage and coordinate marketing through distribution by the various units office of management and distribution channels are the most important concerns. For business decisions the marketing channels are of strategic importance because of the decisions on the one hand, long-term is the other company decisions such as pricing, advertising or sales promotion and direct effect of the marketing channels between companies and end users of products, so companies should seek to meet the demands for access to the company through marketing as one of their stakeholders. Activities play in the executive branch is public acceptance of customer complaints. Even the most efficient systems players also have some mistakes and failures that are the same mistakes that led to the complaints. Only when the active and systematic effort to investigate and resolve complaints can be made gradually.

The main clients of investment firms are more often about the neglect. In the course of development, should improve communication with customers about the costs and expenses related to investment to one eye and have the same importance. Fortunately, most customer service costs with growing revenues from existing customers will be compensated. In addition, revenues are always unforeseen side jobs of any new service that is well designed and operated there. Also active and efficient service is a valuable tool for information about product performance and also discovers new needs and market new products or new uses for existing products.

Despite the different methods for managing "Customer Service" is one of the researchers named it based on successful programs in this field has been defined. The six basic steps in this regard and has been identified. The six steps are:

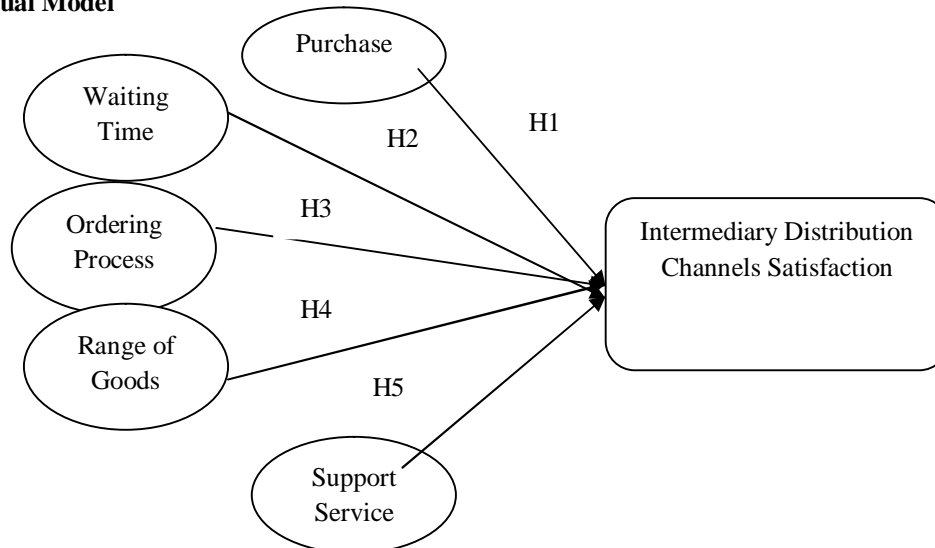
1. The definition of service components
2. Determine customer's views
3. Developing a competitive service
4. A program to sell services
5. Tests of market-based regulatory program
6. Created and executive control

The logical extension of six consecutive steps, the seventh step to effective control and management of customer complaints are handled. Increasing the level of service, service complaints have also increased conspicuously. As well as higher and more complex services, defects and bugs and the ability to resolve them is also increased. Furthermore, the endless demand for services, with complaints has also increased. Trend toward better service, has become a driving complaint to the complaints of the soldiers are also beneficial because the buyers do deals (Wagner, 1994, 126-131).

3. History and Background Research

Investigation William Wagner in 1994 in an article entitled, customer complaints management system for distributing evaluation of four independent variable traffic, warehousing, inventory control and ordering process in the customer satisfaction is the food distribution system. According to research conducted by the direct impact of these factors on customer satisfaction and improve customer satisfaction and lead to higher levels of the food distribution system. Purchasing, waiting time, ordering process, a range of goods and services on customer satisfaction, we will support.

4. Conceptual Model



5. Hypothesis

The main hypotheses are a pattern of complaints through the channels of distribution channel firms are increasing their satisfaction.

- H1:** High to purchase through the channels in turn leading to increased satisfaction in ordering them to be.
- H2:** To shorten the waiting time to receive goods through the channels, leading to increased satisfaction in their will.
- H3:** The easiest ordering process, will lead to higher satisfaction, through the channels.
- H4:** Increased range of product mix, will lead to higher satisfaction, through the channels.
- H5:** More support services, will lead to higher satisfaction, through the channels.

Table1. Hypothesis History

Hypothesis History	Hypothesis	Hypothesis Number
Zbojo & Voorhees, (2006) Bigne & Blesa, (2003) Pappu & Quester, (2006) Keiningham & Aksoy, (2005)	The pattern of complaints through the channels leading to increased satisfaction of the company's distribution channels.	-
Wallace L. Little, (1988)	Buy to go through the channels in turn leading to increased satisfaction in ordering them to be.	1
Gable & Fiorito & T. Topol, (2008)	Shorten the waiting time to receive goods through the channels, leading to increased satisfaction in their will.	2
Hiroak Seto, (1985) Blumenfeld, F. Daganzol Frick, (1999)	Easy ordering process, will lead to higher satisfaction, through the channels.	3
Whitehead, (1986) Ellahi, (1996)	Combination of increased range of goods, leading to increased satisfaction in the intermediate channels.	4
Holly Tolson, (2007) Esposito & Passaro, (2009) Walter, (2006)	More support services, will lead to higher satisfaction, through the channels.	5

6. METHODOLOGY

Research based on different criteria and principles can be classified. Basis of these criteria and provides conditions that can be classified based on their research. Sort method, most studies show a method or strategy (Khaki, 2000, 102). Since the purpose of this study to the relationship between the variables in the model, so this study is the correlation and the desired data from the sampling of the Society for the Study of the statistical distribution of features is done, this research, the "branch survey" survey is.

This descriptive study is a survey. Survey data collection method is a way in which certain groups of people will be asked to specify a number of questions that everyone has the same answer. The responses achieved data collection form. In this study, the researcher not only to describe situation has also been used to collect data through questionnaires, resulting in this study is a descriptive survey. Sort of, with respect to each research question and a specific objective begins with the research according to the researchers examined. This is the basis of the purpose of this research, applied research is a part.

6.1 Statistical Population

Statistical community to a set of people, objects, numbers, or what is said to have at least one common feature. Three companies of broadcasts Alborz, Iran are Behpaksh and Qasim. But it is virtually impossible to collect statistical information from all individuals were (Even if it is possible both in terms of time, cost and other requirements were not available) a statistical sample was selected from the community. Sampling method used in this study, simple random sampling method.

Sampling based on criteria sampling (including sampling error, variance and the statistical confidence level) is done. The statistical confidence level in this study, at least 95% (maximum error 5%) and a maximum sampling error of 7% has been considered in this study. In the present study there was no record and a sense of community is not a variance. Therefore, the maximum amount of variance for the statistical community is considered. The variance of the 25% is considered. Thus, with respect to the following formula to estimate the minimum sample size of 119 (Azaret al., 1998).

$$n = \frac{\sigma^2 \times z^2}{d^2}$$

$$n = \frac{0.25 \times 1.96^2}{0.07^2} = 196$$

It should be noted that questionnaires had been distributed by his questioner. The final questionnaire collected 240 completed questionnaires have been completed. It will provide the accuracy needed.

6.2 Data Gathering Tool

Research tools are devices that help the researcher is able to collect the data needed, registration and does little. Due to the lack of standardized tools for collecting information from the research instrument (questionnaire) is used. Making the device suitable for measuring, through the library, the factors affecting the distribution network identify and respond to questions in the questionnaire, depending on the Likert method was designed as an open question in at the end of the questionnaire. Five questions about the features of individual vendors and their stores.

Table2. Variables and Questions in Research

Variables	Number of Questions	Questions
Purchase	3	5-10-14
Waiting Time	4	9-12-18-19
Ordering Process	6	2-7-8-13-20-24
Range of Goods	2	1-3
Support Service	8	4-6-11-21-22-23-28
Satisfaction	5	15-17-25-26-27

6.3 Validity and Reliability

Validity of the permit term meaning permissible and the true meaning and narrative is true and correct. Validity of its importance for the proper and sufficient measures can be any scientific research that worthless and inadmissible. There are some methods to determine the validity of measuring instruments. The scale consists of a series of cases and examples will suffice to use the concept. In other words, content validity is a concept introduced to describe the dimensions and components. Simply put, says content validity, the scale of measurement is appropriate. Content validity of a test, usually the subject of study is determined by qualified personnel. Hence, to judge the content validity depends on the referees.

Questionnaire validity and reliability of the measurement accuracy and stability is related to a sense of stability and reliability in means the internal consistency over time and other questions are concerned (Khalili Shavarini, 2006, 126). To check the validity of the questionnaire, Cronbach's Alpha coefficient calculation method is used. The reliability index of 30 samples collected by the SPSS software in question 28 original questionnaires has been calculated that it results in the table below:

Table3. Cronbach's Alpha

Number of Items	Number of Cases	Cranach's Alpha
28	30	0.858

Since the minimum rate required for the validity of the questionnaire study, 0.7 is Cronbach's Alpha coefficient calculated from this value is higher. It can be concluded about the validity of the questionnaire is required. Also, to ensure the reliability coefficient, Cronbach's Alpha separately for each variable have been studied, the results are expressed in the following table:

Table4. Variables Cronbach's Alpha

Variables	Number of Questions	Cronbach's Alpha
Purchase	3	0.82
Waiting Time	4	0.83
Ordering Process	6	0.84
Range of Goods	2	0.79
Support Service	8	0.85
Satisfaction	5	0.83

7. Data Analysis

In the analysis, the test model hypothesis is:

The main hypothesis of this study indicates no significant relationship between the pattern of complaints and satisfaction is through the channels. The nonparametric Spearman correlation was calculated for both the value and the 0.546. The probability that the test is equivalent to 0.000 can be deduced that the hypothesis is confirmed, and the researcher said, the pattern of complaints through the channels leading to increased satisfaction of the Company's distribution channels. The first hypothesis implies the existence of a direct and significant relationship between the two channels through which the purchase and satisfaction. The nonparametric Spearman correlation value of 0.322 was calculated for these two factors and the likelihood that the test is equal to 0.000 can be deduced

that the hypothesis is confirmed. The Second hypothesis implies the existence of a direct and significant relationship between the two channels through which the waiting time and satisfaction. The nonparametric Spearman correlation value of 0.336 was calculated for these two factors and the likelihood that the test is equal to 0.000 can be deduced that the hypothesis is confirmed. The third hypothesis implies the existence of a direct and significant relationship between the two channels through which the process of ordering and satisfaction. The nonparametric Spearman correlation value of 0.526 was calculated for these two factors and the likelihood that the test is equal to 0.000 can be deduced that the hypothesis is confirmed. The fourth hypothesis implies the existence of a direct and significant relationship between the two channels through which the range of goods and satisfaction. The nonparametric Spearman correlation value of 0.156 was calculated for these two factors and the likelihood that the test is equal to 0.000 can be deduced that the hypothesis is confirmed. The fifth hypothesis implies the existence of a direct and significant relationship between the two channels through which to purchase and satisfaction. The nonparametric Spearman correlation value of 0.553 was calculated for these two factors and the likelihood that the test is equal to 0.000 can be deduced that the hypothesis is confirmed.

8. RESULTS

In this paper we present a regression model to explain the relationship between these factors has been satisfied through the channels. After model identification for explaining the relationship between variables and factors in the model, a questionnaire designed to measure these factors takes place.

Likert questionnaire to measure the spectra of five each (very low - low - medium - high - very high) is used after finalizing the pretest was conducted with randomly collected 30 samples. The reliability of the pretest data was reviewed and approved (Cronbach's Alpha is a value 0.858). After being prepared questionnaires, data entry is done in Excel software. For statistical analysis and calculation of indices and data transferred to SPSS software and the desired outputs are obtained. Index and the fitted regression model in SPSS software have been made. Research hypotheses in data analysis and inference about the statistical method used is descriptive and analytical. After the descriptive data, using the correlation test of hypothesis testing is done.

Study of factors affecting satisfaction through channels and the factors involved, such as margins for the company supplier through channels and other channels due to motivational factors, the study is complete.

9. Research Implications

- 1) Companies with the lowest index for the overall operating time are expected. These channels also improve and promote the cause.
- 2) The coefficient of correlation and regression models were fitted to the support services through the channel has the most effect on overall satisfaction.

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