

## Research Article

### A Study on Retailers Perception Towards Sales and Services Provided By Sri Amman Traders

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**Abstract:** In today's competitive business environment, retailers play a significant role in assessing the performance of a company through their satisfaction with product availability, sales support, delivery, and customer service. The study aims to identify the key factors that influence retailers' perception and to evaluate the effectiveness of the services offered by Sri Amman Traders. Primary data was collected from 140 respondents using a structured questionnaire. The research was conducted using a descriptive research design, and the collected data was analyzed through percentage analysis, tables, and graphical representation. The findings reveal that product quality, timely supply, sales support, and relationship maintenance are the major factors influencing retailer satisfaction. The study suggests that the company should focus on improving communication, service efficiency, and order fulfillment to strengthen retailer trust and long-term business relationships. Overall, the study highlights the importance of effective sales and service practices in enhancing retailer satisfaction and business growth.

**Keywords:** Retailers Perception; Sales; Services; Customer Satisfaction; Product Availability; Supply Chain; Business Relationship; Retail Support; Service Quality; Sri Amman Traders.

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## INTRODUCTION

In today's competitive business environment, retailers play a vital role in the growth and success of a company. Their perception about a company's sales and services reflects the overall quality of business relationships and customer satisfaction. For a trading company like Sri Amman Traders, maintaining strong relationships with retailers is essential for ensuring regular business, trust, and long-term cooperation. Retailers generally expect timely supply of products, good communication, proper sales support, and efficient service from the company. Their opinion is often influenced by product availability, order fulfillment, response to complaints, and the behavior of sales staff. This study aims to understand how retailers perceive the sales and services provided by Sri Amman Traders and to identify the factors that influence their satisfaction. The study also helps in finding areas where the company can improve its service quality and strengthen retailer relationships.

## THEORETICAL BACKGROUND OF THE STUDY

The theoretical background of this study is based on buyer behavior, service quality, and relationship marketing. These concepts help explain how retailers form perceptions about the sales and services provided by Sri Amman Traders. Retailers are important business customers, and their opinions are shaped by product availability, pricing, delivery, communication, and support from the company. Buyer behavior theory explains how retailers make decisions by comparing their expectations with the actual service they receive. If Sri Amman Traders provides timely supply, fair pricing, and good sales support, retailers are more likely to be satisfied. Service quality theory focuses on how closely the company's service matches retailer expectations. Good service, quick response, and proper complaint handling improve satisfaction and

trust. These theories provide a strong base for studying retailer perception and evaluating how well Sri Amman Traders meets their expectations.

## REVIEW OF LITERATURE:

Sharma R. (2026) discovered that the study was to analyze retailers' perception towards sales performance and service support provided by companies. The study focused on factors such as product availability, pricing, and behavior of sales representatives. Kumar S. (2026) concluded that service quality is a key factor in retailer retention. It also highlighted that companies must focus on improving service standards. Brown T. (2025) focused on factors such as pricing fairness, discount offers, credit terms, and competitive pricing. Ahmed K. (2025) asserted that regular communication improves trust and reduces misunderstandings. Sales representatives play a key role in maintaining long-term relationships. Wilson P. (2025) concluded that after-sales service is a critical factor in ensuring customer retention and business growth. Iyer K. (2023) focused on delivery speed, stock availability, logistics management, and order fulfillment. It aimed to understand how distribution efficiency affects retailer satisfaction and trust. Ramesh B. (2019) made a point to highlight which aimed to understand how these factors influence retailer loyalty and satisfaction levels.

## RESEARCH METHODOLOGY:

This study adopts a descriptive research design to examine the perception of retailers towards the sales and services provided by Sri Amman Traders. The descriptive approach helps in understanding the opinions, experiences, and satisfaction levels of retailers regarding the company's business practices. The study was conducted using a structured questionnaire to collect primary data from retailers. Secondary data was collected from journals, articles, books, and relevant online sources to support the study. The research was carried out among retailers associated with Sri Amman Traders in different areas. A total of 140 respondents were selected for the study. Convenience sampling technique was used to collect responses from the retailers. The study was conducted over a period of three months. The collected data was analyzed using percentage analysis, tabular presentation, and graphical representation to interpret the findings clearly.

## DATA ANALYSIS AND INTERPRETATION:

**Table 1: Location Of The Retailer And Their Level Of Satisfaction Towards The Sales And Services Offered By Sri Amman Traders**

Area of Residence	Level of Satisfaction			Total
	High	Moderate	Low	
Urban	30	8	14	52
Semi-urban	21	6	15	42
Rural	32	8	6	46
Total	83	22	35	140

(Source: Primary Data)

### Hypothesis 1

- H<sub>0</sub> = There is no significant association between the location of the retailer and their level of satisfaction towards the sales and services offered by Sri Amman Traders
- H<sub>1</sub> = There is significant association between the location of the retailer and their level of satisfaction towards the sales and services offered by Sri Amman Traders

.Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.229a	4	.028
Likelihood Ratio	6.494	4	.024
Linear-by-Linear Association	.688	1	.407
N of Valid Cases	140		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.76.			

### INTERPRETATION

Since P value (0.028) is less than 0.05 at 5 % level significance hence we reject the null hypothesis and accept the alternate hypothesis. . There is significant association between age of the respondents and level of satisfaction among retailers regarding product availability and delivery.

**TABLE 2: YEARS IN BUSINESS AND LEVEL OF SATISFACTION TOWARDS THE SALES AND SERVICES OFFERED BY SRI AMMAN TRADERS**

Years in Business	Level of Satisfaction	Total
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	High	Moderate	Low	
Below 2 Yrs	19	6	2	27
2-4 Yrs	5	5	21	31
4-6 Yrs	21	4	8	33
6-8 Yrs	36	7	3	46
Above 8 Yrs	2	0	1	3
Total	83	22	35	140

(Source: Primary Data)

**Hypothesis -2**

- H0 = There is no significant association between years of business of the retailer and their level of satisfaction towards the sales and services offered by Sri Amman Traders
- H1 = There is n significant association between years of business of the retailer and their level of satisfaction towards the sales and services offered by Sri Amman Traders

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.075a	8	.037
Likelihood Ratio	48.758	8	.034
Linear-by-Linear Association	.001	1	.970
N of Valid Cases	140		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.02.

**INTERPRETATION**

Since P value (0.037) is less than 0.05 at 5 % level significance hence we reject the null hypothesis and accept the alternate hypothesis. There is n significant association between years of business of the retailer and their level of satisfaction towards the sales and services offered by Sri Amman Traders

**Hypothesis -3**

- H0: There is no significant relationship between the years of association with Sri Amman traders and their preference towards the after sales services offered Sri Amman Traders.
- H1: There is significant relationship between the years of association with Sri Amman traders and their preference towards the after sales services offered Sri Amman Traders.

Area of residence	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.516	2	1.258	1.714	0.185
Within Groups	85.851	137	0.734		
Total	88.367	139			

**Interpretation :**

Since P value (0.185) is more than 0.05 at 5 % level significance hence we accept the null hypothesis and reject the alternate hypothesis. There is no significant relationship between the years of association with Sri Amman traders and their preference towards the after sales services offered Sri Amman Traders.

**Hypothesis -4**

- H0: There is no significant relationship between the turnover of the retailer and their preference towards the after sales services offered by Sri Amman Traders. towards Sri Amman Traders.

Gender	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.079	2	2.539	12.182	0.000
Within Groups	24.388	137	0.208		
Total	29.467	139			

- H1: There is no significant relationship between the turnover of the retailer and their preference towards the after sales services offered by Sri Amman Traders.

## INTERPRETATION

The above table shows that the P value (0.000) is less than 0.05. Hence we reject the null hypothesis and accept the alternate hypothesis. There is significant relationship between the turnover of the retail store and their preference towards sales and service of Sri Amman Traders..

### Hypothesis -5

- H0: There is no significant relationship between monthly purchase by the retailer and their preference towards Sri Amman Traders.
- H1: There is significant relationship between monthly purchase by the retailer and their preference towards Sri Amman Traders.

Monthly Purchase	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.005	2	0.503	0.535	0.587
Within Groups	109.986	137	0.940		
Total	110.992	139			

## INTERPRETATION

The above table shows that the P value (0.587) is more than 0.05.. Hence we reject the alternate hypothesis and accept the null hypothesis. There is no significant relationship between monthly purchase by the retailer and their preference towards Sri Amman Traders.

## CONCLUSION

The study concludes that the overall perception of retailers towards the sales and service provided by Sri Amman Traders is generally positive, especially in terms of product quality and business relationship. However, certain areas such as product availability, delivery performance, and complaint handling require improvement. Retailers expect timely service, better communication, and attractive pricing policies to continue their association with the company. By focusing on these key areas and implementing effective strategies, the company can enhance retailer satisfaction, strengthen loyalty, and improve its market position. Overall, maintaining strong sales and service performance will help Sri Amman Traders achieve long-term growth and competitive advantage.

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