

AN ANALYSIS OF RETAILERS' PERCEPTION TOWARDS DISTRIBUTION EFFICIENCY AT SRI AJIAMMAN TEXTILE

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ABSTRACT

The study investigated retailers' perception towards distribution efficiency in the textile industry with the objective of analysing the awareness among retailers about the existing distribution systems, identifying the factors that influence them to approach a textile firm, determining their level of satisfaction towards distribution efficiency, and evaluating the problems they face in the overall distribution process. A descriptive research design was employed, and data were collected from a sample of 150 retailers through a structured questionnaire. The responses were analysed using percentage analysis and chi-square tests to interpret the results effectively. The findings revealed that most retailers are aware of the current distribution practices and view timely delivery, product availability, and reliability as the major factors influencing their preference for a textile firm. The overall level of satisfaction among retailers was found to be moderate to high, although some challenges such as delays in delivery and inadequate communication were identified. The study concluded that enhancing logistical coordination, improving communication channels, and addressing distribution-related issues promptly would contribute to greater efficiency and improved retailer satisfaction.

Keywords: Retailer perception, distribution efficiency, textile industry, retailer satisfaction, distribution system.

INTRODUCTION

In the highly competitive textile industry, distribution efficiency plays a pivotal role in determining organizational success. The distribution system serves as a crucial link between manufacturers and retailers, facilitating the smooth movement of goods from production units to end consumers. An effective distribution network ensures that products are available in the market at the right time, in the right quantity, and at reasonable prices. With increasing customer expectations and rapid changes in fashion trends, textile firms must maintain a responsive and flexible distribution system to sustain their competitiveness and profitability.

Efficient distribution management not only minimizes costs and delivery delays but also enhances retailer satisfaction and overall market performance. Retailers act as intermediaries who connect manufacturers with the final customers, and their perceptions reflect the true efficiency and reliability of the distribution process. Their feedback can help identify operational bottlenecks, improve communication channels, and strengthen coordination across the supply chain. Therefore, understanding retailers' perspectives becomes essential for assessing the effectiveness of existing distribution practices and identifying areas that require improvement.

The present study focuses on analysing retailers' perception towards distribution efficiency in the textile sector. It seeks to assess the awareness of retailers about the existing distribution system, identify the factors influencing their decision to engage with textile firms, measure their satisfaction level, and evaluate the

problems they encounter in the distribution process. The findings of the study are expected to provide valuable insights for developing strategies that enhance distribution efficiency, improve retailer relationships, and promote overall growth and competitiveness in the textile industry.

STATEMENT OF THE PROBLEM

In the textile industry, efficient distribution is one of the most critical factors determining a firm's market success and retailer satisfaction. Despite advancements in production and marketing strategies, many textile firms continue to face challenges in maintaining an effective distribution network. Delays in delivery, inadequate inventory management, poor communication, and lack of coordination between manufacturers and retailers often result in dissatisfaction and inefficiency in the overall supply chain. Retailers, being the direct link between producers and consumers, are the most affected by these distribution issues, as they rely heavily on timely and consistent product availability to meet customer demand.

Moreover, the level of awareness among retailers regarding the company's distribution policies and systems often varies, which can influence their perception and willingness to continue business relationships. Factors such as transportation reliability, order accuracy, response to retailer feedback, and consistency in product supply significantly affect how retailers evaluate the distribution efficiency of a textile firm. However, there is often a gap between what firms perceive as efficient distribution and what retailers actually experience in practice.

Therefore, it becomes essential to study the perception of retailers towards the efficiency of the distribution system to identify existing problems and areas for improvement. Understanding these perceptions will help textile firms enhance their operational performance, strengthen retailer relationships, and ensure that the distribution system contributes effectively to overall business growth. This study thus seeks to analyse retailers' awareness, satisfaction, influencing factors, and the challenges they encounter in relation to distribution efficiency within the textile sector.

REVIEW OF LITERATURE

Andelković, A., Barac, N., & Radosavljević, M. (2017), analysed the importance of distribution channels from the perspectives of both channel partners and the broader macroeconomic context, with particular emphasis on retailers as the primary participants in the distribution channel in the Republic of Serbia. The research used financial and operational data from retail chains in the Republic of Serbia, focusing on indicators such as Return on Sales (ROS) and Return on Equity (ROE). Regression analysis was applied to examine whether the performance and role of leading retail chains in distribution channels depended on the size of their sales networks, measured by the number of sales facilities. The study found that the largest retail chains in the Republic of Serbia performed below the average level of the retail sector. It was also determined that the size of the retail network had a significant impact on the achieved performance results.

Mcobrein, A. V. (2019) examined the determinants of customer satisfaction through an effective wholesale distribution system using distributors and retail outlets at the Makola Market in Accra, Ghana. Specifically,

it assessed the nature of distribution channels used by Makola Marketers for product distribution, the differential strategies adopted by distributors, and the effect of distribution channels on customer satisfaction. The research used both primary and secondary data collected from 20 respondents, including customers and employees of Makola Distributors. Data were gathered through interviews, questionnaires, and documentary reviews. A case study approach was employed, with customers and employees serving as the units of analysis. The collected data were analysed using the Statistical Package for the Social Sciences (SPSS) to determine relationships between distribution channel effectiveness and customer satisfaction. The results revealed that the distribution channel adopted by Makola Distributors ensured product availability, reduced response time, and improved information accessibility for customers.

Saridou, A. S., Vavatsikos, A. P., & Grigoroudis, E. (2025) analysed the model customer satisfaction (CS) as a multicriteria decision problem using the MULTicriteria Satisfaction Analysis (MUSA) method. It sought to integrate spatial data analysis to better interpret local variations in customer satisfaction. The main objective was to extend MUSA into a spatial context for more informed managerial decision-making. The research utilized spatially related datasets and customer questionnaire responses. These data included both spatial and non-spatial variables relevant to customer satisfaction dimensions. A case study was conducted to analyze customer behavior and satisfaction patterns within a defined geographic area. The MUSA method, based on optimal ordinal regression, was applied to estimate collective satisfaction functions aligned with global satisfaction criteria. Geographic Information Systems (GIS) tools were integrated to map and analyze spatial patterns of customer satisfaction. The framework generated indices, improvement diagrams, and map layers for local CS dimensions. The results showed that detailed spatial mappings of customer satisfaction, revealing local patterns that traditional non-spatial methods could not identify.

Anđelković, A., Barac, N., & Radosavljević, M. (2017) analyzed the importance of distribution channels from both partner and macroeconomic perspectives, with a focus on retailers as key intermediaries in Serbia. It sought to understand how the efficiency of distribution intermediaries affected producers and consumers. The research also examined whether retail chain performance was influenced by the size of their sales networks. The analysis used financial data from major retail chains in the Republic of Serbia. Performance indicators such as Return on Sales (ROS) and Return on Equity (ROE) were used to assess efficiency. The data reflected the operational and financial characteristics of retail firms within the national economy. Regression analysis was applied to determine the relationship between retail network size and performance outcomes. The study compared large retail chains against the overall sector average. Both micro-level (firm performance) and macro-level (economic contribution) aspects were considered. The results showed that the largest retail chains in Serbia performed below the retail sector average. The results confirmed that the size of the retail network significantly affected performance indicators such as ROS and ROE.

Gupta, A., Pachar, N., Jha, P. C., & Darbari, J. D. (2019) investigated develop a methodology for assessing and improving the performance of retail stores within a supply chain context. it sought to identify suitable performance measures for evaluating store efficiency in an Indian electronics retail chain. The research emphasized the importance of benchmarking efficient stores to guide performance enhancement in

less efficient ones. Data were collected from multiple stores of an Indian electronics retail chain. The dataset included input and output variables relevant to retail operations, such as sales, resource utilization, and customer service metrics. Input and output slacks were analysed to identify improvement areas for underperforming stores. The results showed variations in efficiency across the stores, highlighting key performance gaps. Efficient stores provided benchmarks for developing targeted improvement strategies. The integrated fuzzy Delphi–DEA approach proved effective for performance evaluation, enabling retail managers to plan systematic benchmarking and continuous improvement initiatives.

Wang, W. Y., & Chan, H. K. (2010) examined the supply chain structures in two multinational textile enterprises. It focused on how integration strategies influenced supply chain coordination and performance. The objective was to identify barriers in upstream and downstream integration. Data were obtained from two global logistics projects in the textile sector. One enterprise integrated the market side by merging with a brand owner, while the other sought control over independent sub-manufacturing sites. Company records and project reports were analysed for comparison. A comparative case study approach was used to analyse both enterprises. Qualitative data were reviewed to assess organizational structures and integration efforts. The study examined strategic responses to supply and demand management. The results showed each enterprise faced unique challenges in supply chain integration. Both used global logistics systems to balance production and market needs. The study concluded that an e-Fashion global supply chain offered a shared solution for efficiency and competitiveness.

OBJECTIVES OF THE STUDY

- ❖ To analyse the awareness among retailers about the existing distribution system in the company.
- ❖ To determine the level of satisfaction of retailers towards the efficiency of the distribution system.
- ❖ To propose actionable strategies to enhance distribution efficiency and retailer satisfaction based on the findings.

RESEARCH DESIGN

The study adopted a descriptive research design, with data collected from both primary and secondary sources. Primary data were gathered through structured questionnaires and surveys administered to retailers associated with the textile firm, while secondary data were sourced from internal and external materials such as company records, annual reports, academic journals, textbooks, research articles, and industry publications related to distribution systems and supply chain management in the textile sector. The study employed random sampling, and the sampling universe comprised retailers dealing with textile products who are part of the firm's distribution network. A sample size of 150 respondents was selected for the study. The data collected were analyzed using percentage analysis, descriptive analysis, and one-way ANOVA to derive meaningful insights and interpretations.

DATA ANALYSIS

PERCENTAGE ANALYSIS

Table 1: Demographic Variables

Variables	Particulars	Frequency	Percent
Age	Below 25 years	39	26.0
	25 to 45 years	35	23.3
	45 to 65 years	29	19.3
	65 years above	47	31.3
Gender	Male	85	56.7
	Female	65	43.3
Marital Status	Married	85	56.7
	Unmarried	65	43.3
Educational Level	No formal Education	18	12.0
	School Level	38	25.3
	College Level	35	23.3
	Professional Level	36	24.0
	Others	23	15.3
Monthly Revenue	Up to Rs.50,000	24	16.0
	Rs.50,001-to Rs.1,00,000	44	29.3
	Rs.1,00,001- to Rs.5,00,000	20	13.3
	Rs.5,00,000 - and above	62	41.3
	Total	150	100.0

The data illustrates the age distribution of the 150 respondents. Among them, 26% are below 25 years of age, 23.3% fall within the 25 to 45 years category, 19.3% are between 45 to 65 years, and 31.3% are above 65 years. This distribution indicates that the majority of respondents are aged 65 years and above. The data presents the gender distribution of the 150 respondents. 56.7% are male and 43.3% are female. This distribution indicates that the majority of respondents are male. 56.7% are married and 43.3% are unmarried. This distribution indicates that the majority of respondents are married. 12% have no formal education, 25.3% have attained education up to the school level, 23.3% have completed college-level education, 24% possess professional-level qualifications, and 15.3% fall under the category of others. This distribution indicates that the majority of respondents have education up to the school level. 16% earn up to Rs.50,000 per month, 29.3% have a monthly revenue between Rs.50,001 and Rs.1,00,000, 13.3% fall within the Rs.1,00,001 to Rs.5,00,000 range, and 41.3% earn Rs.5,00,000 and above. This distribution indicates that the majority of respondents have a monthly revenue of Rs.5,00,000 and above.

Table 2: Descriptive Statistics for Level of Awareness of Retailers about the Distribution System in Sri Aji Amman Textiles

Particulars	N	Mean	SD
Quality of services	150	3.03	1.237
On time delivery of the product	150	2.91	1.226
Quality in stock Traded	150	2.91	1.220
Limited damages or No Damages in the Materials	150	2.99	1.212
Valid N (list wise)	150		

The above table indicates that the respondents disagree with the on-time delivery of products (2.91), quality of stock traded (2.91) and limited damages or no damages in the materials provided by the textiles (2.99). The respondents agree with quality of services in the textiles (3.03).

Table 3: Descriptive for the Satisfaction of Retailers towards the Distribution System of Sri Aji Amman Textiles

Particulars	N	Mean	SD
Easy accessibility	150	2.99	1.198
Flexibility	150	3.07	1.278
Price level	150	3.06	1.260
Transportation system	150	2.85	1.276
Response for complaints	150	3.12	1.247
Reimbursement for Damaged goods / replacement of damaged goods	150	2.56	1.184
Valid N (list wise)	150		

The above table indicates that the respondents disagree with the easy accessibility (2.99), transportation system (2.85), reimbursement or replacement process for damaged goods provided by textiles (2.56). The respondents agree with the flexibility (3.07), price level (3.06) and response provided for complaints by Sri Aji Amman textiles (3.12).

Table 4: Comparison between the Demographic Variables (Age Group (Years)) of the Respondents and Various Dimensions

Ho1: There is a substantial link between the demographic variables (age group (years)) of the respondents and various dimensions.

Dimensions	Age Group (Years)	N	Mean	SD	F	Sig.
Awareness about Distribution System in Sri Aji Amman Textiles	Below 25 years	39	2.79	0.513	1.793	0.151
	25 to 45 years	35	2.99	0.527		
	45 to 65 years	29	3.09	0.682		
	65 years above	47	3.00	0.511		
	Total	150	2.96	0.556		
Satisfaction Level	Below 25 years	39	2.69	0.519	9.201	0.000

towards Distribution System in Sri Aji Amman Textile	25 to 45 years	35	2.83	0.469		
	45 to 65 years	29	2.97	0.482		
	65 years above	47	3.21	0.451		
	Total	150	2.94	0.518		

There is a substantial link between the awareness about distribution system in sri aji amman textiles (0.151) and age of the respondents. There is no substantial link between satisfaction level towards distribution system in sri aji amman textile and age of the respondents. Satisfaction Level towards Distribution System in Sri Aji Amman Textile Respondents aged 65 years and above (3.21) reported significantly lower satisfaction levels than younger respondents, particularly those below 25 years (2.69). The mean satisfaction levels followed an upward trend with age: below 25 years (2.69), 25–45 years (2.83), 45–65 years (2.97), and 65 years and above (3.21). These findings suggest that younger respondents were more satisfied with the distribution system compared to older respondents.

SUGGESTIONS

- Improve delivery timeliness by enhancing logistics planning and ensuring that products reach retailers promptly.
- Strengthen communication between the company and retailers to provide regular updates on stock and deliveries.
- Adopt better packaging and handling practices to minimize damages during transportation.
- Establish a quick-response system to handle retailer complaints efficiently and resolve issues faster.
- Offer flexible policies regarding order quantities, delivery schedules, and payment terms.
- Maintain transparency in pricing to build trust and long-term relationships with retailers.
- Provide training and support to distributors and retailers to ensure smoother coordination.
- Implement digital tracking systems for real-time order and delivery monitoring.
- Optimize transportation routes and partner with reliable logistics providers for efficient distribution.
- Regularly assess the distribution process using retailer feedback to identify areas for continuous improvement.
- Ensure regular communication with retailers through phone, email, or digital platforms to share updates on stock availability and shipment status.
- Introduce better inventory management systems to avoid shortages or overstocking and ensure consistent product availability.
- Improve packaging quality to prevent product damage during handling and transit.
- Establish an easy and quick process for replacement or reimbursement of damaged goods to enhance retailer trust.

CONCLUSION

The study aimed to assess retailers' perception towards the efficiency of the distribution system. The findings reveal that most retailers have a moderate level of awareness about various aspects of the distribution process. Respondents generally expressed satisfaction with the quality of services, accessibility, and coordination within the system. However, certain operational areas such as timely delivery and handling of damaged goods were identified as needing improvement.

The analysis further indicates that flexibility and pricing policies significantly influence retailer satisfaction. Retailers appreciated the reasonable pricing structure and the adaptability of the system to meet diverse business requirements. Nevertheless, communication gaps and delays in addressing complaints were found to negatively impact the perception of efficiency. Strengthening communication and ensuring prompt responses to retailer concerns would greatly enhance satisfaction levels.

It was also observed that the transportation and logistics mechanisms play a vital role in determining distribution effectiveness. Improving these through better route planning, on-time delivery, and effective tracking can enhance reliability and trust among retailers. Additionally, adopting improved packaging methods and efficient inventory control can help reduce damages and ensure the steady availability of products.

In conclusion, while the existing distribution system performs reasonably well, there is considerable scope for improvement. Continuous evaluation, effective communication, and the adoption of modern technologies can enhance overall efficiency and retailer satisfaction. By focusing on innovation, transparency, and consistent service quality, the distribution network can achieve greater reliability and long-term success.

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