Chapter V

RESEARCH METHODOLOGY

5.1. Research Design

The research design is the plan, structure, and strategy of investigation conceived so as to obtain answers to research questions and in variance with economy in procedure. It is the conceptual structure within which research is conducted and it constitutes the blueprint for the collection, measurement and analysis of data. As such, the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

5.1.1 Type of Research

The types of research are as follows;

a) Descriptive research Vs. Analytical research

b) Applied Vs. Fundamental Research

c) Quantitative Vs. Qualitative research

d) Conceptual Vs. Empirical research

e) One time research or Longitudinal research

f) Field setting research or Laboratory research

g) Clinical research or Diagnostic research
h) Exploratory and Historical research

The researcher used the descriptive research for the reasons of the features of the descriptive research attributes.

5.1.2 Descriptive Research

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research is quite often use the term *Ex post facto* research for descriptive research studies. The main characteristic of this method is that the researcher has no control over the variables: he can only report what has happened or what is happening. Most *ex post facto* research projects are used for descriptive studies in which the researcher seeks to measure such items. *Ex post facto* studies also include attempts by researchers to discover causes even when they cannot control the variables. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational methods.

Descriptive research design has been used in this study. It is designed to describe something, for example the channel members conflicts, the significance of partnership marketing in channel performance etc. The objective of a descriptive study is to answer the ‘who, what, where and how’ of the subject under investigation. The descriptive research will facilitate the researcher to obtain accurate information regarding a concept or a situation or a practice.

5.2 Objectives of the Study
The researcher has set the following objectives for the research:

1. To study about the pattern of roles and importance of channel members demographic profile among various types of industries in Chennai city,

2. To find out the perception of the producer and channel members towards the participation in various marketing factors,

3. To identify the problem creating factors for the complication and conflict among the members,

4. To know about the factors considered for the selection of wholesalers, distributor/dealer, retailer in the consumer electronics, paint, chemicals, general health care products, FMCG and cement in Chennai city,

5. To find whether the role of members are aware in sharing the responsibility regarding the participation in profit and loss in channel participation,

6. To evaluate the effective factors for push and pull strategy in channel management by channel members in Chennai city,

7. To predict the awareness level of the market driving factors towards participation marketing in channel management, and

8. To provide suitable recommendations to the channel members for the effective partnership marketing on the basis of the study.
5.3 Scope of the Study

This study will in finding out the effective role of distribution management influencing the marketer in a channel decisions to ensure the channel members and informing the consumers in making the product to reach from producer to the consumer. This study will formulate the channel designer in designing the channel style, channel intermediaries, channel members role and functions helps the marketer to focus on the product/services movement to the consumers through the channel intermediaries. All most all the companies’ performance and profitability is decided by the distribution and channel decisions. This study enable to know the reasons for the causes for channel conflicts among the channel members in five industries like consumer electronics, health care product, life saving drugs, general health, paints and chemicals in Chennai city and provides models for designing the partnership marketing to the channel profile is known. The reasons for the channel members difference of opinion and their expectations further helps in implementing the significant practices of partnership marketing in different industries. This will be definitely helpful to the channel members to know their problems involved in the channel members and to evolve the partnership strategies to make them becoming the good channel partners.

The researcher has confined the study area to Chennai city, which is one among four metropolitan cities in India having 5.4 million populations. It is a potential market for all the products/services, because people with various religions, linguistics, cultural backgrounds, and demographic and psycho-graphic characteristics live in Chennai city.
The Study period has been limited to the financial year (FY) 2000 - 2006

Since it is not possible to consider all the nine channel titles for the study, the researcher decided to select four titles (Manufacturer, wholesaler, distributor/dealer, and retailer) in channel management and the customers as an end user for the study. The researcher chosen the industry for the channel study are as follows:

1. Consumer Electronics
2. Paints
3. General Health
4. FMCG
5. Cements
6. Chemicals

The criterion for selection of such industries was more channel member interactions in these channels. A Manufacturers survey was conducted by the researcher for the purpose of finding out the channel interaction level and channel conflict level in each industry during the study period in Chennai city. The turnover details of various industries in Chennai city during the study period is given as below:

5.4 Pilot Study

Before beginning to carry out the present study, the researcher initially conducted a pilot study in order to find out the feasibility and the relevance of the present study. For this purpose, the researcher contacted several marketing experts from the academic fields and the companies and
channel members for assessing the significance and validity of carrying out the present research work.

5.4.1 Results of the Pilot Study

The researcher has stated the research problem as the concept called as partnership marketing and its role in distribution channels in physical distribution management in marketing. The objectives of the channel management is to make reach of the goods/services to the consumer from the manufacturer through the channel members.

5.4.1.1 The derivation of the research problem

To define the research problem the researcher have consulted the concept of partnership marketing and its role in distribution management with various marketing experts, academicians and the distribution channel members. These experts have contributed their experts and knowledge in this area of research. This pilot study has contributed to narrow down and phrase the operational problems in operational terms. This pilot study ensures to consider and formulate the research problem and to ascertain certain objectives determinants as in this study as follows:

1. Pattern of roles and importance of channel members among various types of industries in Chennai city,

2. Perception of the producer and channel members towards the participation in various marketing factors,

3. Problem creating factors for the complication and conflict among the members,
4. Factors considered for the selection of wholesalers, distributor/dealer, retailer in the consumer electronics, paint, chemicals, general health care products, FMCG and cement in Chennai city,

5. Role of members are aware in sharing the responsibility regarding the participation in profit and loss in channel participation,

6. Effective factors for push and pull strategy in channel management by channel members in Chennai city,

7. Awareness level of the market driving factors towards participation marketing in channel management

Since the researcher got favorable results from the pilot study, he took up the present study.

5.5 Type of Data Collected

The researcher has used both primary and secondary data for his research. The secondary data has been collected from the companies (selected study units). The companies’ bulletins, their annual reports, their advertisements and their websites have been used as sources for secondary data. Further, the researcher has used international and national journals in the field of management as well as marketing business magazines, business dailies, referred text books in marketing management as well as distribution channel management and academic studies conducted in the related areas for the purpose of building a strong conceptual background including the review of literature for the study.
The researcher has collected primary data from the producers, wholesalers, distributors/dealers, retailers and consumers who are the channel members of Consumer electronics, paints, chemicals, and general health, FMCG and cement products during the study period in Chennai city and identifying how they had gone through various stages of the consumer’s purchase decision.

5.6 Method of Data Collection

For the descriptive type of researches, the best-suited research approach is survey method. From a sample, data is collected and the different magnitudes are measured with respect to the whole population.

The researcher has used questionnaires for the purpose of collecting primary data from the channel members for the study.

5.7 Questionnaire Design

The researcher has designed the questionnaires for collecting data from the a) channel members with the objective of i) knowing the reasons for channel conflict and ii) identifying the method and factors considered for selecting the channel members b) consumers to measure the expectation and satisfaction level on channel members functions. For meeting the above objectives, the questionnaire has been structured into two parts. In the questionnaire designed for the channel members the first part consists of 07 questions related to demographic and business experience of channel members and second part consists of 25 questions related to the various stages of the channel member’s conflict levels and awareness of partnership marketing in channel management. The questionnaire totally consists of 32
questions. In the questionnaire of customers the first part consists of 08 questions and second part consists of 11 questions. The model of the questionnaires is given in annexure.

5.7.1 Pre-testing of the Questionnaire Designed

In order to test the validity of the questionnaire designed by researcher, a pre-test survey was carried out mainly to see i) whether the respondents have understood all the questions and ii) whether any particular question is unanswered by the respondents.

For Pre-testing the questionnaire, totally 60 channel members each 10 members from different industry were surveyed in Chennai city.

5.7.1.1 Result of the pre-tested questionnaire and its incorporation in final questionnaire

1. Based on the pre-test survey, it was understood that the respondents were not interested in giving absolute personal data like exact turnover, percentage of commission for their channel membership and channel promotional gifts. So, all these questions were transformed into closed end questions.

2. It was also found that except few; most of the family traditional trading business houses respondents did not reveal their exact information of their practices. Hence, that question was removed from the questionnaire.

3. Through this pre-study it is found that to determine the factors influencing strategies in marketing channels. Hence, this question is included in the questionnaire.
4. This pre-study helped to find out the factors arises as a reasons for channel conflict and the conflict resolution techniques. Hence, this question is included in the questionnaire.

5. It was found that the factors and scale for measuring the satisfaction level towards the channel members functions and motivational factors. Hence, this question is included in the questionnaire.

6. This pre-study approached to intensively plan for separate question for the measure of attitudinal approach towards the exclusive and multi-brand channel members. Hence, this question is included in the questionnaire.

7. It was found that the expectation level of product/service flow and information flow. Hence, this question is included in the questionnaire.

8. It was found that channel members trust and credibility towards the channel relations.

9. It was also noticed that some of the respondents were not understand some questions because of technical words used in these questions. The researcher have identified those questions and restructured them.

10. Moreover, while carrying out the pre-test survey, the researcher could identify some relevant questions and also get some inputs to strengthen the rating scales used in the questionnaire from the response of the respondents. Later, all these questions were inserted in the appropriate places of the questionnaire and the questions based on rating scales were also modified.
Detail discussions with the academicians and the practicing managers were held to determine the **content validity**.

### 5.7.1.2 Content validity

Content validity is the extent to which a measuring instrument it is the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it.

This was found to be good (4 in a 5 point rating scale). The modified questionnaires were then reviewed by the academicians and managers from the distribution and channel management and were found satisfactory.

### 5.8 Sampling Design

A sample plan is a definite plan for obtaining a sample from a given population.

Sampling design includes the sampling unit, sample population, sample size and the sampling method employed for identifying the potential respondents.

#### 5.8.1 Sampling Method Used

Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has
of being included in the sample. Non-probability sampling is also called as deliberate sampling, purposive sampling and judgment sampling. In this type of research, the samples are selected deliberately by the researcher. In this research the population size is too large hence the researcher decided to use the non-probability sampling design. In a non probability sampling method the population is inconclusive and non-listed based on the sector wise and also the coverage problem of entire population the researcher adopted the convenience sampling. The research study covers the Chennai city of six sectors with four channel intermediaries and the consumers as a user end.

Non-probability convenience sampling method was used for the study. Under convenience sampling design, every industry chosen for study was given equal chance of sample selection with uniform size for each channel members and consumers in each industry.

5.8.2 Sampling Unit

As discussed in the scope of the study, based on the level of interaction in the channel management the industries during the period (2000-2006) in Chennai city was selected for the study. Role in the channel membership was determined the dominance in the conflict level and the percentage of commission package during the study period in Chennai city. The following Industries are the predominant industries in more depended on channel management:

1. Consumer Electronics
2. Paints
3. General Health
4. FMCG

5. Cement

6. Chemical

Hence, for all these six industries, the sampling units were decided as producers, wholesalers, distributors/dealers, retailers and consumers.

5.8.3 Sample population

For the research, the population is defined as the people in Chennai city who are the producers, wholesalers, distributors/dealers, retailers and consumers who are the channel members of Consumer electronics, paints, general health, FMCG, cement and chemicals during the financial year 2000-2006. The researcher attempted to estimate the sample population from the producer and traders associations and customer profiles. Since the population size is undetermined, the researcher decided the sampling method as non-probability sampling and sample based on the researcher convenience.

5.8.4 Sample size

Based on the convenience sampling method under non probability sampling design the sample size for the study is determined in the following manner in Chennai city during the year 2000-2006 as in Table 5.1:

Table 5.1

DISTRIBUTION OF SAMPLE SIZE
<table>
<thead>
<tr>
<th>Industry</th>
<th>Channel Members</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Electronics</td>
<td>Manufacturers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Wholesalers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Distributor/Dealer</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Retailers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Consumers</td>
<td>20</td>
</tr>
<tr>
<td>Paints</td>
<td>Manufacturers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Wholesalers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Distributor/Dealer</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Retailers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Consumers</td>
<td>20</td>
</tr>
<tr>
<td>General Health</td>
<td>Manufacturers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Wholesalers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Distributor/Dealer</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Retailers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Consumers</td>
<td>20</td>
</tr>
<tr>
<td>FMCG</td>
<td>Manufacturers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Wholesalers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Distributor/Dealer</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Retailers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Consumers</td>
<td>20</td>
</tr>
<tr>
<td>Cement</td>
<td>Manufacturers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Wholesalers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Distributor/Dealer</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Retailers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Consumers</td>
<td>20</td>
</tr>
<tr>
<td>Chemical</td>
<td>Manufacturers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Wholesalers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Distributor/Dealer</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Retailers</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Consumers</td>
<td>20</td>
</tr>
</tbody>
</table>

The total sample size for the study is, therefore, determined as 480 channel members’ intermediaries of six industries and 120 customers of six industries in Chennai city.

5.9 Research Hypothesis
The following research hypotheses are framed on the basis of the objectives set for the study:

**I-Hypothesis for Channel Members Respondents**

1. There is no significant difference among the various age groups of the respondents with regard to behaviour in channel relationship.
2. There is no significant difference among the various educational qualifications of respondents to the channel behaviour.
3. There is no significant difference between the types of the firms of the respondents with regard to the channel relationship.
4. There is no significant difference between the perceptions towards distribution planning among the channel members from different industries.
5. There is no significant difference between the business turnovers of the respondents with regard to the channel management cooperation.
6. There is no significant difference among the Type of firms of the respondents with regards to the channel motivation.
7. There is no significant difference among the exclusive and multi brand handling channel members with regard to the channel participative programs.
8. There is no significant difference among the various age groups of the respondents with regard to the various stages of consumer’s in channel service expectations.
9. There is no significant between the business turnover capacities with regard to the channel cooperation.
10. There is no significant difference among the types of industries with regard to the channel information system to the key performance areas.

11. There is no significant difference among the various types of channel levels with regard to the trust and credibility of the channel members.

II- Hypothesis for Consumer Respondents

1. There is no significant difference among the consumers with regard to the channel information system to the key performance areas.

2. There is no significant difference among the consumers with regard to the satisfaction level on the channel member role in push/pull of the product/services.

3. There is no significant difference between the perceptions towards distribution planning among the consumers.

4. There is no significance difference among the family annual income of the customer with regard to the purchase experience related to the channel management co-operation.

5. The role of annual family income towards the consumer satisfaction level towards the discussion of issues in negotiating the terms of amount of disagreement.

6. The role of the consumer place of birth towards the expectation of motivation from the distribution channel.

7. The role of consumer gender in satisfaction level on the purchase experience towards the role of the channel member involvement in push/pull of the product/services.

8. The role of the consumer gender on the perception towards the trust and credibility of the channel members.
5.10 Frame Work of Analysis

For analyzing the data collected from the respondents, the following tools have been used:

As a part of descriptive analysis, mean, standard deviation, weighted average and intensity values of the ranking and rating scales have been used. For the rating scale, the following weightages are given for the purpose of analysis:

1. **First type of scale**

<table>
<thead>
<tr>
<th>Always</th>
<th>Occasionally</th>
<th>Neither/Nor</th>
<th>Not Always</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

**Second type of scale**

<table>
<thead>
<tr>
<th>Highly satisfied</th>
<th>Satisfied</th>
<th>Moderate</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Based on the above weightages, the scores are calculated for the tests. Higher scores indicate higher the agreement of the respondents on the factor under consideration and vice versa.

As a part of inferential analysis, the following parametric and non-parametric tests have been used in the study:

1. **‘t’ test**

   It is used to know the significant difference between the selected two groups with regard to a particular factor.
2. One Way Analysis of Variance (ANOVA)

It is used to know the significant difference among the groups (more than two) with regard to a particular factor.


It is used to ascertain the significant relationship between the selected two variables.

4. Friedman’s Test

For the data collected in the rank from and to test the ranking given by the respondents across groups, Friedman test is used. As the groups and the number of respondents are becoming larger, the hypothesis testing of Friedman’s test follows chi-square distribution.

5. Kendall’s Coefficient of Concordance

As a continuation of the Friedman test, Kendall coefficient of concordance (W) is done to understand the relationship among the groups (where the number of groups are more than two). Perfect agreement among the respondents across groups is indicated by the concordance value W=1 and lack of agreement by the value W=0.

6. Kolmogorov-Smirnov test (K-S test)

It is used for testing the distribution of the respondents in their opinion on the rating scales (to check whether the responses of the respondents are uniformly distributed). The K-S value is hypothetically tested and interpreted as that of chi-square value.

7. Mann Whitney ‘U’ Test
For independently drawn random samples across two population and they happen to be uncorrelated data (sample size are not same), Mann Whitney ‘U’ test is used to test the means. The hypothesis testing for Mann Whitney ‘U’ test is done similar to that of chi-square test.

8. Kruskal Wallis H Test

It is used for analyzing the rating scale data between the groups of independent samples from the same population.

As a part of model building, the researcher has used Logistic regression. Logistic regression is a variation of the regression model, wherein the dependent variable is a categorical variable. The logistic regression also allows the independent variables to be categorical variables. The logistic regression is nothing but the non linear transformation of linear regression. The researcher has used the binary logistic regression, where the dependent variable is a dichotomous variable like place of birth and business place is same (yes or no decisions). The regression value will range between 0 and 1, indicating the willingness by 0 and the willingness by 1. The model fit is tested using the ‘present correct prediction’ which is calculated based on the estimated p value (event occurring). The bigger the percent correct predictions, the better the mode.

5.11 Limitations of the Study

Like any other social research, this research also has the following inherent limitations:
1. This study is restricted to Chennai city only. Hence the study findings could entirely be applicable to Chennai only. They might not be generalized to other regions.

2. This study is confined only to the channel members of Consumer electronics, paints, general health, FMCG, cement, chemicals and consumers of these industries respectively. So some of the findings i.e., findings related to feedback about the view of the channel conflicts and channel cooperation are fully applicable only for the above car owners. They may not be generalized to other car owners.

3. The study addresses only the role of partnership marketing in channel management. The researcher has not considered the other factors i.e., direct marketing and multilevel marketing, which also play significant role in the channel marketing.

4. Higher number of sample on the entire channel member could have been obtained. This would have increased the validity of the study: the study results are sensitized to ensure that the present sample size taken it is sufficient to derive the conclusion.

5. The reviews of literature given in the study are confined only to channel management and partnership marketing channel members of Consumer electronics, paints, general health, FMCG, cement, chemicals and consumers of these industries with a focus on its future. Further, only the important findings and inferences of earlier studies and opinions of academic experts in marketing management as well as channel management have been given in the study.

5.12 Design of the Study report
The study is divided into eight chapters. Chapter I is "Introduction and Design of the Study” that deals with introduction, statement of the problem, objectives of the study, scope of study, review of the related literature, period of study, geographical area of the study, operational definition, methodology, preparation and contents of the questionnaire, pre-testing and pilot study, sampling, statistical tools used, research hypotheses and chapter classification.

The chapter II is an over view of Distribution Management and Channel Practices which examines the objectives of the distribution management and channel management, types of distribution channel practices and value service delivered by the channel members, roles of the channel intermediaries like formulating channel strategies, designing marketing channels, method of selecting channel members, motivating techniques of channel members, coordinating strategies for channel members, method of evaluating channel members and managing the channel conflicts.

Chapter III contains "Analysis of Industry profile of the consumer electronics, paints, general health, FMCG, cement and chemical. The profile of the industry is analyzed by considering the factors of over view of the industry, financial performance of the industry and the major players, major players in the market, current trends of the industry and global and India market comparison, future outlook of the industry.

Chapter IV contains review of literature. In review of literature the concepts reviewed from the previous literatures are roles and responsibilities of a distribution management in marketing the goods/services, role of
Intermediaries within marketing channels, description of distribution channels of the Industry and of the particular company, possible impacts of external environment- drivers implications probability impact, power analysis in the channel, asset specificity analysis, conventional channels, functions and performance of channel members, Channel conflict, need and practice of relationship and partnership concepts in channel management, main effects of conflict, trust and commitment on the performance punitive action in channel conflict and competitive channel design strategy.

Chapter V contains research methodology. In this research methodology the areas covers the research design, objectives of the study, scope of the study, pilot study, type of data collected, method of data collection, questionnaire design, pre-testing of the questionnaire designed, sampling design, sampling unit, sample population, sample size, sampling method used, research hypothesis and frame work of analysis, limitations of the study and the design of the study report

Chapter VI titled "Demographic profile of the respondent" analyses the channel members and consumers demographic factors of frequency distribution of age, gender, education, marital status, established year of business, types of business firm, place of birth, and annual turnover in the business.

Chapter VII titled “Distribution channel planning functions and performance- the role of demographic variables of the channel members”. In this chapter the analysis of distribution planning function and performances is analyzed by various method of parametric and non-parametric statistical
tool like weighted average method to rank the factors influencing the channel support activities and channel, channel issues negotiation etc., Frequency distribution analysis and ranking of factors by using Mann-Whitney U Test and Two-Sample Kolmogorov-Smirnov Test on other type of manufacturer based channel formats and exclusive and multi-brand handling preferences. To test the significance of hypothesis frame on different focus of channel relation measures, channel conflict resolution measures various statistical test are used. Kruskal-Wallis Test ‘H’ test to identify the exclusives of brand channels and educational influences on channel relations etc.,. Friedman test and Kendall’s Co-Efficient of Concordance test used for ranking the perception of distribution planning factors etc.,. One way variance analysis to find out the relationship between the business turnover capacities with channel relationship.

Chapter VIII titled “Distribution channel planning functions and performance: the role of demographic variables of the consumers” in this chapter the consumer demographic factors and consumer perception and satisfaction factors are used for an analyses. Frequency distribution of weighted average method and ranking method are used to measure the consumer’s perception on channel cooperation and channel conflict resolution techniques. Hypotheses are framed to test the age and gender and business turnover capacity influences on the channel cooperation. The hypotheses are tested by using the Friedman test and Kendall’s Co-Efficient of Concordance test. One way analysis is used to test the influence of annual family income of the consumers in channel cooperation. Levene's Test for Equality of Variances ‘t’ test used for testing the variance of the two samples.
Chapter IX is the final chapter of the research study is the Summary of the Findings, Suggestions and Conclusion. It also reveals various problems confronting the sample channel members and valuable suggestions to improve the services of distribution channel management.