Chapter-VIII

SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSION

The chapter is well organized by the researcher in the following manner:

1. Findings of the research,

2. Recommendations based on the study,

3. Future research directions, and

4. Conclusion

8.1 FINDINGS OF THE RESEARCH

The findings of the research are organized in the following manner:

1. Findings related to the channel members level (manufacturers, wholesalers, distributors/dealers, retailers),

2. Findings related to the industries level (consumer electronics, paints, general health, FMCG, cement industries),

3. Findings related to consumer towards the channel level and industry level

4. Findings related to the significant awareness of partnership marketing in the channel management.
8.1.1 Findings related to the channel level- Manufacturers, Dealer, Distributors and Retailers

8.1.1.1 Findings related to the demographic profile of the channel members

1. Majority (48.5%) of the channel members are belong to the age group of 56-70 years

2. Nearly more than one fourth (35.6%) of the channel members are belong to the 41-55 years

3. Exactly 12.7% of channel members are belong to 26-40 years age group

4. Only 2.5% of channel members are belong to the age group of less than 25 years

5. Less than one percent that is (0.6%) of the channel belong to the age group of more than 70 years

6. Majority (79.8%) of the channel members are male

7. Less than one fourth (20.2%) of the channel members are female

8. Majority (87.7%) of the channel members are unmarried

9. More than one third (76.1%) of the channel members are married and

10. Widow/Widower, divorce and separated are (12.3%)

11. Majority of the channel members (32.1%) are higher secondary qualification.
12. Closely to one fourth (25.6%) of the channel members qualifications are less than SSLC.

13. Less than one fourth (25.2%) of the channel members are post graduate and

14. Professionally qualified channel members are (6.0%)

15. Channel members established their businesses by 1995 are (16.01%)

16. Channel members established their business during 1997 is (14.4%)

17. Nearly (12.5%) of the channel members established their business by 2005

18. The channel members established the businesses in 1999 are (11.5%)

19. Between 5% to 10% of the channel members established business respectively in 1978

20. Nearly to half of the (48.1%) of the channel members are owning the individual type of firms

21. Channel members owning the firm as partnership type is 35.4%

22. Very less channel members (9.4%) are owning public limited type of firm

23. Channel members own a joint stock company type of firm is 2.5%
24. Majority (84.8%) of the channel members are not belong to the same birth place of business.

25. Channel members are doing the business in the same birth place (15.2%).

26. Nearly one fourth (23.3%) of the channel member’s annual turnover are between 0.05 crores to 0.15 crores.

27. Exactly 19.6% of the channel members are doing business with annual turnover of 0.02 crores to 0.05 crores.

28. Channel member of 19.6% 0.02 to 0.05 crores annual turnover.

29. Channel members annual turnover 0.57 to 11.5 crores is 9.2%

8.1.1.2 Findings related to the business turnover in channel cooperation

I Product and Services Flow from Company to Final Consumers

There is no significant difference among the business turnover capacity with regard to channel management cooperation in product and service flow for the manufacturer members. But for the dealer, distributor and retailer there is a significant difference among the turnover capacity with regard to the channel management cooperation.

II -Communication Flow from Company to Final Consumers

1. There is no significant difference among the business turnover capacity with regard to channel management cooperation in communication flow for the dealer and retailer members. But for the
manufacturer and distributor there is a significant difference among the turn over capacity with regard to the channel management cooperation.

III Payment and Financial Flow from Company to Final Consumers

1. There is no significant difference among the business turnover capacity with regard to channel management cooperation in payment and financial flow for the dealer and retailer members. But for the manufacturer and distributor there is a significant difference among the turn over capacity with regard to the channel management cooperation

8.1.1.3 The Role of Business Turn over Capacity of the Channel Members in Channel motivations through the product and service flow, communication flow and payment and financial flow

1. There is no significant difference in the responses of respondents regarding the business turn over capacity of level of manufacturer, dealer and retailer channel members in channel motivation, but whereas there is a significant difference among the distributor channel members. The turnover capacity is normally based on the initial investment then from the confidence of the market will give the turn over capacity in a increased manner. Each of the channel members are agreeing upon the factors of channel motivation as a necessary tool, but the distributor because of their role as risk share between the dealer and the retailer they have a different opinion about the turnover capacity with the channel motivation.
8.1.1.4 Findings Related to the role of Business Turn over Capacity of the Channel Members in Channel Motivation-Based on Market factors

1. There is no significant difference in the responses of respondents regarding the business turn over capacity of level of manufacturer, dealer and retailer channel members in channel motivation, but whereas there is a significant difference among the distributor channel members. Hence, it is inferred except distributor all the manufacturer, dealer and retailer respondents irrespective of their business turn over capacity give equal importance to the channel motivation based on the market factors..

8.1.1.5 Findings related to the role of age of the channel members in channel service expectation

1. Most of the channel member respondent’s are belong to the age group of 56-70 and 41-55, they will have more channel service expectation than the other channel members because of their experience in channel activities and they may be conservative business involved people. With the channel respondents responses there is no significant difference in the responses of respondents regarding the age group of channel members in channel service expectation among themselves. Hence, it is inferred that all the respondents irrespective of their age give equal importance to the channel service expectation.

2. Within the channel, the service expectation of channel members there is no significant difference in the responses of respondents regarding the age group of channel members in channel service expectation industry. Hence, it is inferred that all the respondents
irrespective of their age give equal importance to the channel service expectation.

8.1.1.6 Findings related to the business turnover capacity of the respondents in channel co-operation

1. There is no significant difference in the responses of respondents regarding the business turnover capacity of channel members in channel co-operation among all industry. Hence, it is inferred that all the respondents irrespective of their business turnover capacity give equal importance to the channel co-operation.

2. Within the channel there is no significant difference in the responses of respondents regarding the business turnover capacity of level of manufacturer, dealer and retailer channel members in channel cooperation, but whereas there is a significant difference among the distributor channel members. Hence, it is inferred that, except distributor all the manufacturer, dealer and retailer respondents irrespective of their business turnover capacity give equal importance to the channel cooperation.

8.1.1.7 Findings related to the channel levels in the channel members trust and credibility

1. There is no significant difference in the responses of respondents on the factors of channel members trust and credibility, channel members trust benevolence and channel members co-operative norms. But there is a significant difference for the factor channel member’s commitment to the relationship. Hence it is inferred that all the channel members are having no significant difference on benevolence, credibility and cooperative norms except relationship.
2. There is no significant difference in the responses of respondents regarding the types of channel levels and channel members trust and credibility among all industry. Hence, it is inferred that all the respondents irrespective of the trust and credibility with the types of channel levels give equal importance to the channel co-operation.

**General findings related to the channel management**

**8.1.1.8 Findings related to the Influencing factors in channel strategies**

**I- Factors influencing the channel strategies**

1. The price breaks are expected as a priority factors by the channel members in channel transparency. The members could strongly believe the price breaks play a clear visibility of their percentage of profit which can be well explained to the consumers. The other factors ranked by the channel members opinion are reminders for the obligations, stipulation in a sale agreement, offers specific incentives for the initiation for the marketing and operating procedures, make promises for suitable profit guarantee and the least preferences is given to rework of prior agreement on the time supply or market disturbances.

**II- Channel conflict management techniques**

1. Regarding the opinion based on the expectation in future and current practicing method on channel conflict management techniques; the channel members have given their opinion factors which acts as influences on the respondent’s recognition towards the importance to the conflict management techniques.
2. The channel members strongly believe in control over management style as priority method followed by effective incentive management, System component evaluation, contract management, Institutionalization method and the least preference is given to third parties.

II- Channel conflict resolution management techniques

1. In Third parties involvement of channel conflict resolution

   In third party channel conflict resolution techniques, the highest preference given to professional mediators, followed by arbitration panel, approaching the courts. The least preference given to the political entry behaviour controls.

2. In institutionalized method in channel conflict resolution

   In institutionalized channel conflict resolution techniques, the highest preference given for creating an internal appeal process and the joint governmental bodies.

3. Contract management in channel conflict resolution

   In contract management channel conflict techniques, the clear expectation for the partners performance is preferred by the channel members and also they expect the explicit condition for the termination. The rolling contract, long period of contract and the mutual hostages and sunk costs also preferred by the channel members.
8.1.1.9 Findings related to the satisfaction level towards the negotiation on the channel issues of disagreement

1. The highest preference is given for return on investment, followed by the gross margin, quality of the product. The least preference is pre-marking and packing.

8.1.1.9 Findings related to the satisfaction level towards the support of the channel members in channel functions

1. Physical specific investment analysis – Infrastructure and Facilities:

The channel members consider the channel function support factors, the first priority factor is specialized warehouses followed by repair and service centers, special storage structure, tailored production facility, and the least preference for general factory.

2. Information and knowledge technology specific asset analysis

The highest preference given for joint logistic planning services, the other factors are stock management services, new process joint generation, management process by product category and least factor preferred is software’s utilized.

3. Specific human asset analysis:

The highest score given for general training of distributors and the next factor is joint sales training, market knowledge, product brand knowledge, and the least factor is production process knowledge.
8.1.1.10 Findings related to the occurrences of channel tactics for motivating channel members

1. The hierarchy of factors influence the respondent’s satisfaction level towards the channel tactics for channel member motivation are protecting channel members through selective distribution, sales quota for channel members based on the market potential, offering channel members a partnership agreement stressing mutual commitment and expectations, offering channel members an exclusive dealing arrangement, and the least factor is providing sales training for sales people.

8.1.1.11 Findings related to the other type of manufacturer based channel formats

1) More than one fourth of the respondents preferring two format of manufacturer based other channel formats they are manufacturer-direct and company store manufacturer outlet retail outlet respectively,

2) License method of formats preferred by 17.5% of the respondents

3) Manufacturer –owned full service wholesaler and distributor preference are 10.8%,

4) Only 8.3% of the respondents are preferred for the consignment locker stock format

8.1.1.12 Findings related to the Exclusive and Multi-brand handling channel members

1. Majority (96.9%) of the respondents are not dealing with the exclusive brands,
2. Only 3.1% of the respondents are dealing with exclusive brands

3. There is a significant difference in the responses of the respondents regarding the handling of exclusive brand and multi-brand. Hence it is inferred that the exclusive brand and multi-brand respondents are having different perception to the channel participative programs.

8.1.2 Findings Related to the Industries level- Consumer Electronics, Paints, General Health, FMCG, Cement Industries

The findings related to distribution channel management in consumer electronics, paints, general health, FMCG, cement industries are listed under the following headlines:

8.1.2.1 Finding related to the role of age in channel relations

1. Industry wise analysis- There is a significant difference in the responses of respondents in the consumer electronics, paints, general health, FMCG and chemical industries. This is because of the product which keeps always changing to the new technology, this influences the age groups in understanding the new product with respective to the age. Hence it is inferred that all the respondents except cement industries respective of their age groups give importance to channel relations. The respondent’s responses of the cement industry are not significant and the hypothesis is accepted, hence the Ho hypothesis is accepted. Hence it is inferred that there is no difference among age groups in cement industry particularly in channel relations behaviour. The reason is cement is a product demands by the application.

2. Across the industry wise analysis- There is a significant difference in the responses of regarding the behaviour of channel relationship
across different age groups in all the six industry types. Hence it is inferred that all the respondents irrespective of their educational qualifications give equal importance to channel relationship

8.1.2.2 Findings related to the role of educational qualifications in channel relations

1. In industry wise analysis- There is no significant difference in the responses of respondents regarding the importance of channel relationship in channel management across different qualifications in each industry. All the channel members are clearly understood the necessity of the channel relations. Irrespective of educational qualifications the channel members are more concerned about the importance of channel relations. Hence, it is inferred that all the respondents irrespective of their qualifications give equal importance to the channel relationship

2. Across the industry wise analysis- There is a significant difference in the responses of regarding the behaviour of channel relationship across different educational qualifications in all the six industries. Consumer electronics, FMCG, general health, paint, chemical and cement industries are mostly need consumers and channel members involvement in buying these goods and all the goods are considered as necessary goods. Hence it is inferred that all the respondents irrespective of their educational qualifications give equal importance to channel relationship

8.1.2.3 Findings related to the role of firm type in channel relations

1. In industry wise analysis- Type of firms like joint stock company, individual company, public ltd, private ltd company and
partnership company are considered for the type of companies. In which channel members responded are mostly individual firm and partnership firms. There is a significant difference in the responses of respondents regarding the importance of channel relationship in channel management across different types of firms in each industry. Hence, it is inferred that all the respondents irrespective of their firm type give equal importance to the channel relationship.

2. Across the industry wise analysis- Each member in all the six industries are very much interested in channel relations reason is ultimately the product or service reach the consumer through the successful channel members. Hence it is inferred that there is a significant difference in the responses of regarding the behaviour of channel relationship across different types of the firm in all the six industries. Hence it is inferred that all the respondents irrespective of their firm type give equal importance to channel relationship.

8.1.2.4 Findings related to the perception of channel members towards their industry regarding distribution planning

1. In consumer electronics, general health, FMCG and cements industries, as per the ranking given by the respondent’s perception towards distribution planning. The factors ranked first as warehouse delivery, the factor ranked as second is extended credit facilities and the rank is for annual maintenance and break down. The other sequence of priorities is given to generating demands, market reach, carrying stock, recruiting and training sales support technical persons, modifying channel and after sales service. For the Paint industry, the first rank is given to the same warehouse
delivery but there is a shift in the ranking for other factors. The carrying stock is considered by them as priority than the market reach. In chemical industry, the respondents given ranking based on their perception that the first rank is same warehouse; second rank is given to annual maintenance and the third rank for extending sales credit, the rest of the ranking follows same. There is a significant difference in the ranks given by the respondents for the different distribution related factors with regard to the distribution planning.

8.1.2.5 Findings related to the business turnover in channel cooperation- Cross comparison of all industry

I- Product and Services Flow from Company to Final Consumers

1. There is a significant difference among the regard to channel management cooperation in product and services flow for the five industries such as consumer electronics, Paints, general health, FMCG, cements only for the chemical industry there is no significant difference. Further it is observed that channel management cooperation in product and services flow seems to be no significant difference among the five industries that is consumer electronics, Paints, general health, FMCG, cement. But in chemical industry there is a significant difference among the respondents regard the product and service flow from the manufacturer to consumer.

II- Communication Flow from Company to Final Consumers

1. There is no significant difference among the business turnover capacity with regard to channel management cooperation in
communication flow in all the six industries and Ho is accepted. Further it is observed that whatever may be turn over capacity of respondents, the channel management cooperation in t and communication flow seems to be common for all.

III - Payment and Financial Flow from Company to Final Consumers

1. There is no significant difference among the business turnover capacity with regard to channel management cooperation in payment and financial flow in all the six industries and Ho is accepted. Further it is observed that whatever may be the turn over capacity of respondents, the channel management cooperation in payment and financial flow seems to be common for all.

8.1.2.6 Findings related the business turnover capacity in channel motivation

1. In industry wise analysis- The business turnover capacity decided by the demand they could create in the market and in industry, based on their effort of channel plan and strategies only they effectively reach the market. Every one of the channel members in each industry has understood the need of channel motivation. Hence, there is no significant difference in the responses of respondents regarding the business turn over capacity of channel members in channel motivation among each industry. Hence, it is inferred that all the respondents irrespective of their business turn over capacity give equal importance to the channel relationship.

2. Across the industry wise analysis- Channel motivation is realized by all the industry. It is observed that, there is no significant difference in the responses of respondents regarding the business
turn over capacity of channel members in channel motivation among all industry. Hence, it is inferred that all the respondents irrespective of their business turn over capacity give equal importance to the channel motivation.

8.1.2.7 Findings related to the types of firm in channel information system-For Industry Wise

1. Irrespectively in all the industries first rank scored to roles and responsibilities of the partners followed by the tactical activities versus the marketing life cycle, technological trends and competition, field management and channel conflict. The other ranking is given to channel metrics and responsibilities, demand creation and marketing programs etc., the last rank given by the respondents is target market segmentation and mapping.

2. The channel information flow is essential for all the industry. Through the channel information flow only the manufacturers and consumers are exchanging the product and service information each other. This significantly reflects in all the type of study industry, it is significantly different at 5 percent level of significance in all the channels and in all the six industry.

3. The interpretation shows that the coefficient W ranges from 0 to 1, with 1 indicating complete inter-rater agreement, and 0 indicating complete disagreement among raters. The above table shows that Kendall’s W value of .593, which is interpreted as a measure of agreement on different factors. Here, agreement level is moderate. It is understood from the study that all the study industries are in need of practicing the channel information system.
8.1.2.8 Findings related to the channel levels in the channel members trust and credibility among the industry wise

1. The channel trust and credibility are expressed by all the study industry. Benevolence, commitment are significantly realized by the study industries. Hence, it is inferred from the study that there is no significant difference in the responses of respondents regarding the channel levels and channel members only trust and credibility among all six industries. Hence, it is inferred that all the respondents irrespective of their business turn over capacity give equal importance to the channel co-operation.

8.1.3 Findings related to consumer towards the channel level and industry level

8.1.3.1 Findings related to the demographic profile of the channel members

1. Majority (47.5%) of the customer respondents are belong to 56-70 years

2. Customer respondents belong to 41-55 years is 34.2%

3. Customer belong to age group of 26-40 years is 12.5%

4. Less than age group of 25 years customer respondents is 4.2%

5. Above 70 years of customer respondents are 1.7%

6. Majority (84.2%) of the customer respondents are male.

7. Only 15.8% of the customer respondents are female.
8. Nearly one fourth 25.8% of the customer respondents are belong to the educational qualification level of less than SSLC and H.SC respectively

9. Under Graduation level of customer respondents id 24.2%

10. Post Graduation level is 20.0% of the customer respondents

11. Only 4.2% of the customer respondents are professionally qualified.

12. Majority (46.7%) of the customer respondent are belong to the joint family system

13. Customer respondent 45.8% are belong to the nucleus family style

14. Individual family style of the customer respondents are 7.5%

15. Most of the responded customers (29.2%) are belong to the metropolitan birth place.

16. Customer’s are from the birth place of the tehsil level is 28.3%

17. One fourth (25.0%) of the respondents customers are from the birth place of town.

18. Customer respondents 17.5% are from the place of birth from village level.

19. Customer respondents belong to family annual income of 1-3 lakhs is 30.0%

20. Family annual income of the customer respondents are 25.8% 3-6 lakhs
21. Customer respondents belong to less than 1 lakh Family annual income is 23.3%

22. 17.5% customer respondents family annual income is 6-8 lakhs

23. Only 3.3% of the customer respondents family annual income above 8 lakhs

24. The customer respondents of (36%) are belong to the Government service as a occupation

25. occupation as private service is 32.5% for the customer respondent’s

26. Other type of services of customer respondents are 15.8% as a occupation

27. Self employed customer based respondents are 15%

8.1.3.2 Findings related to family annual income in channel cooperation-In information flow

1. There is a significant difference among the consumers of consumer electronics and paint industries with regard to the annual family income and their channel cooperation through the communication flow from them to company. But there is no significant difference among the consumer’s responses for the industries of FMCG, cements and chemicals with regard to the information flow and the family income of the consumers. Further it is observed that channel management cooperation in communication flows to be different on different on annual family income and the channel cooperation for the consumer electronics industry and paint industry with the FMCG, cement and chemical industry.
8.1.3.3 Findings related to family annual income in channel cooperation - Information Flow from Final Consumers to Company-
Comparison of Channel Level

1. There is a significant difference among the consumers towards the manufactures in information flow handling system for the channel cooperation. There is no significant difference among the consumer’s responses with regard to the annual family income and their channel cooperation through the communication flow from them to company through the dealer distributor and retailer.

8.1.3.4 Findings related to annual family Income with regard to the Negotiation of Channel Disagreement

1. There is no significant difference in the responses of respondents regarding the annual family income with the negotiation of the channel disagreements. Hence, it is inferred that all the respondents irrespective of their annual family income give equal importance to the negotiation on channel disagreement.

8.1.3.5 Findings related to place of birth with the expectation of motivation from the distribution Channel

1. In metropolitan cities age factors play a significant role in metropolitan cities which earns a first rank. The second and third is for free goods and coupon handling system respectively. The least ranked factor is mail in premium offer.

2. In the town level consumers the preference of first rank is given to age, the second and third rank is given to free goods and coupon handling allowances. The least rank scored by the factors mail in premium. In the thehisil and village level similarly follow the
same pattern in town level that is age as first rank it is followed by
the free goods as second rank and coupon handling allowances
offer as third rank, the least rank scored by the factors mail in
premium.

3. All the channel level members’ hails from different place of birth
are having the same moderate opinion in channel expectation.

8.1.3.6 Findings related to gender with the trust and credibility in
channel system

1. The male and female consumer respondent is differing in their
level of trust and credibility in channel system.

General findings related to the channel management

8.1.3.7 Findings channel conflict resolution management techniques
through the experience of purchase dissonance

1. Regarding the use of third parties in channel conflict
resolution

In the third party channel conflict resolution techniques the
highest preference is (78.32) for approaching the courts, arbitration panel
(76.45), professional mediators (62.23) and the least weighted average
score is (58.76) political entry behaviour control.

2. Regarding the use of institutionalized method in channel
conflict resolution

In the institutionalized channel conflict resolution techniques the
highest preference is (72.56) for joint governmental bodies, creating an
internal appeal process (68.43).
3. Regarding the use of **contract management** in channel conflict resolution

In contract management channel conflict resolution techniques the highest preference is for clear expectation for the rolling contract (76.23), contract length (72.56), explicit conditions for termination is (69.43), the long period of contract is (65.34), and the least average is use of mutual hostages and sunk costs (62.45).

**8.1.3.8 Findings related to the negotiation on the channel issues of disagreement**

1. The highest weighted average score is (78.23) for price and markup is which is ranked as first and followed by delivery type and cost (76.65), full guarantee for the product is (74.41), and the least weighted average score is 49.43 for return on investment.

**8.1.3.9 Findings related to the expectation of motivation factors from the channel members**

1. The highest average is 85.24 for free goods which ranked first followed by guaranteed sales, mail-in- premium offers, coupon handling allowances, etc., and the least preference is promotion manager for sales people.

**8.1.4 Findings related to the significant awareness of partnership marketing in the channel management.**

**8.1.4.1 Channel co-operation through the channel information system from company to consumer**

1. With regard to relativity study of type of firm to channel information system, it is referred that from all the six study industries, the
respondents ranked first the roles and responsibilities of the partners. The other factors are considered by them as secondary factors. Then it is followed by the tactical activities versus the marketing life cycle, technological trends and competition, field management and channel conflict. The other ranking is given to channel metrics and responsibilities, demand creation and marketing programs etc., the last rank given by the respondents is target market segmentation and mapping. It is considered from the study that respondents are expecting the same level of roles and responsibilities from the other members not by treating them low level or high level positions in channel level.

8.1.4.2 Trust and Credibility in Channel Management

1. In all the six study industry the channel members are equally expecting the mutual trust and credibility. All the channel members irrespectively have the same opinion on the need of channel commitment and benevolence to have the best partnership practices in channel management.

8.2 RECOMMENDATIONS BASED ON THE STUDY

8.2.1 Recommendations for the Channel Members

1. In any industry the physical distribution channel management will be the important functions in the flow of product and services from the producer to the end user consumer. The industries as well as the company players in the market have to take necessary steps to design their distribution planning and the channel management in designing them effectively and setting their targets efficiently by the financial and non financial motivations and control over them. The influences of demographic variables like age, gender, and educational qualifications are influences the channel members very much. Any marketer in any industry
must take note of these demographic factors as a input for their channel strategies by providing them a suitable market and product information, so that they may convey this information’s very appropriately to the consumers, the reason is that consumers of any industry are very much takes their decisions of purchases based on these of market and product information.

2. The distribution plan and the type of contract by the channel members to be pre-informed to the other level of channel members as well as to the consumers, the reason for this openness and transparency is to make clear of the channel and distribution ideas to allow them to plan the business stocks and purchases as per the trends of the market and also through the information provided to them about the movement of market and changes. The reason for this pre-information is arrived from the study that channel members are very influenced by the other members as well as their own business turnover capacity; this may make a make decisive role in channel cooperation and channel motivation.

3. The success of the marketer is relied on many business and market factors out of in which the important factor is the level of trust and credibility they could able to create in the market and also in the consumer mind. The trust, credibility, benevolence and coordination cannot be possible to create in a same day as a miracle, but this could be possible for any marketer to keep constant serve to the best of their knowledge to channel market as well as to the consumer also by delivering the value to them continuously. The creation of intention regarding the trust, credibility and innovation may be possible by showing the attitude of serving the best to the other channel members and to the consumers.
4. Any industry or the channel members may hit the business competition by the suggestion given the Michael Porter Industry and Competitive analysis, any business growth depends on the strength and opportunities of their own business activities, this make marketers and channel members understand certain factors related to the channel members activities like reminders for the obligations, stipulation in a sale agreement, offering specific incentives for the initiation for the marketing and operating procedures, making and fulfilling the promises for suitable profit guarantee rework of prior agreement on the time supply or market disturbances among the channel members.

5. No business activities will be possible without the problem tactics, this is not an exception to channel management also, but out of it how best the channels are bringing down their problem will be the channel tactical strategy for the channel managers. The various methods of channel conflict have been handled so far, out of in which some of the best strategies are suggested through the basis on this study. The consumers are not interested in making their conflict by the third party settlements but they are interested in consumer forums and consumer courts or through the trade forums between the channel members and to them. The channel members are very much interested in settling their issues through themselves by the institutionalizing, channel system performance evaluation and the style of contracting management.

6. Modern trends in marketing pressurize the industries to go for new change marketing techniques, exhibit of these experience is direct marketing, personal selling and multi-level marketing are considered by the marketers in the present days, not only for the industrial goods also for consumer goods. The other real time experience is the growth of retailing industry, which may create a direct connection to the
manufacturer to the consumer through the only one member without the role of the dealer and distributor. This trend is a significant note to the channel members to revive their channel approaches and targets in a best suitable way to the competitive practices.

8.2.2. Recommendations for the Industry

1. The researcher, by conducting this study, has identified the vital demographic variables and the distribution channel factors influencing the channel management which may bring significant difference in the industry practices. Age of the channel members and consumer play a vital role in channel management, this has to be utilized by the industry in a best way. The consumer electronics, paints, general health, FMCG, chemical and cement industries industry may choose their channel members as based on the age, educational qualification and the turnover capacity, these factors play a significant role in the channel management.

2. The prospects of the industry relied on the channel member’s strength. The channel member’s strength is based on the types of firm they hold and the base of the customer profile. The type of firms like individual firms will have more decisive power for the channel members, in the private Ltd firms channel members may have their restrictions based on their other business activities, in the partnership firms the financial strength may be more, but the decisive power will be less. The public limited and joint stock company the style of management functions may be in a professional style but they may not prefer to be in channel business. The industry may focus this type of firms to have a long contract in channel management.

3. Another important factor for any business industry and a company is to create the channel member base and consumer base. These
may be possible only by the value system creates by the companies. The industry and the company may frame their channel strategies and distribution planning to the focus of developing the trust and credibility in the market, to the business related companies and to the consumers of that industry. Once if the trust and credibility lost among the channels, then companies started to re-think new strategies, which we see in the current trend as vertical integration. If the industry and a company started to rethink the existing variables of credibility and trust level among the consumers, then they may go to the vertical integration, which may create a big shake-out in the channel practices, this concept was taken over for the practice in the industries.

8.2.3. Recommendations for the Industry and the Channel members from the study of the consumers

1. Consumers always consider their conventional method to resolve their channel issues, they prefer the courts and government supported institutions rather than the trade association forums, the industry and the channel members should estimate their responsibilities in making a perfect attempt to the service and specifications as per the markup. Consumers may not be treated as a external members away from the channels reason is they are the end member of the channel, if they are closing the end part of the channel it will immediately reflect on the turnover and the image of the industry. A good marketing strategist may take note of this, and to come out with a consumer user friendly channel to make flow of their goods and services.

2. Industry and channel members may create a system of consumer involved channel management system to record the suggestions and information, the reason is, from the research it is observed that consumers are also involved in routing their feedback of their channel satisfaction
and also their purchase dissonance immediately to the same industry or to
the market, which may create the positive effect and also the de-
marketing effect in the market, if any of the marketer not noticing this
very seriously, this occasion may be treated as a business opportunity to
the competitor. This type of channel errors may erode the industry very
soon, due to these reasons marketer creates the market not to them but to
the competitor.

3. Marketing and channel promotion schemes which is planned and
declared to the market about the offer by the marketer and by the channel
members has to reach the consumers correctly, if any of the blockage or
temporary withdrawals by the marketer, by not informing to the
consumers promptly without the valid reasons may create very worst
effect in the channel level as well as in the industry level.

4. Consumers may not be always estimated as cost conscious focus
always, they also have sense of factors other than the price factors. A
marketer and channel members should trace the other than the price
factors and then should plan for the product/service push and pull
strategies. If the push and pull not explained well in advance with proper
notification through the advertisement and CRM circulars, it may create a
backfire effect due to the consumer dissonance feelings, the reason for
this effect is, consumers are very clear that by understanding the
customer-driven market.

5. This research reveals certain other factors like age, gender and
place of birth influences of consumer’s in channel management. The
industry and the channel marketer may have a clear vision on making
their information to the consumers by considering these factors of their
back ground, by the various levels of consideration of the consumers.