

## Measuring Agrochemical Dealers Satisfaction on Herbicides used for Paddy Cultivation

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### Abstract

In Sri Lanka, pesticide consumption has risen over time. Even so, its demand fails to conclusively forecast and continues to fluctuate owing to unpredictable circumstances. Besides, high competition prevailing in the pesticide market empower customers with more choices and more control on their purchasing. Therefore, customer's satisfaction is required to earn profit and survive in the dynamic market via enhancing customer relationships. Therefore, this study aimed to identify customer's expectation regarding products and service properties and measuring customer satisfaction of a private company. Moreover, identifying actual constrains to meet dealer's expectations and providing suggestions to enhance their satisfaction level. Primary data was collected from 70 agrochemical dealers including 51 direct dealers and nineteen sub dealers in *Kurunegala, Anuradhapura, Ampara, Monaragala, Embilipitiya, Polonnaruwa, Dehiaththakandiya* and *Gampaha*, using proportionate random sampling technique. The results revealed that, majority of the dealers were in 41-50 year range while, generally have obtained experience in agrochemical industry in between 11-20 years. Mean value of their average annual turnover is 12.99 LKR Millions. According to the dealer's expectations, product's availability, product quality, customer care service, brand name reputation and packing attributes are the most important determinants effecting on their satisfaction. Dealers' satisfaction about products and service attributes provided by the agro-chemical companies are high. Further, dealer's satisfaction has shown significant change amid surveyed areas due to diversified marketing strategies adopted by competitors in each areas. Critical constraints identified are; high price of agrochemical products, low discounts, shorter credit period and lack of promotion and extension programs. Eventually, highlighting supreme quality of specific products along with country of origin, introducing cash code at sub dealer level, extending credit period based on dealer categories and organizing training programs for the field staff were recommended to minimize constraints and improve dealer satisfaction in long term.

**Keywords:** Agrochemical Industry, Customer Satisfaction, Dealers, Pesticides

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