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Understanding Wholesaler Satisfaction for Metals Trading Products of Jay Ambe Steel in Sidhpur City

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A B S T R A C T

This study investigates wholesaler satisfaction for the metals trading products offered by Jay Ambe Steel in Sidhpur City, Gujarat, India. The primary objective of this research is to gain a comprehensive understanding of the factors influencing wholesaler satisfaction with Jay Ambe Steel's metals trading products. This includes identifying key satisfaction drivers, potential areas for improvement, and the overall perception of wholesalers towards Jay Ambe Steel compared to competitors. The research will employ a mixed-methods approach, utilizing both quantitative and qualitative data collection methods. A structured questionnaire will be distributed among a sample of 30 wholesalers in Sidhpur City who purchase metals trading products from Jay Ambe Steel. The questionnaire will gather data on various aspects of wholesaler satisfaction, including product quality, pricing, delivery timelines, customer service, and overall value proposition. Additionally, semi-structured interviews will be conducted with a select group of wholesalers to gain deeper insights into their experiences and perspectives. The research findings are expected to provide valuable insights into the factors that influence wholesaler satisfaction with Jay Ambe Steel's metals trading products. By identifying key satisfaction drivers and potential areas for improvement, the research will help Jay Ambe Steel develop targeted strategies to enhance wholesaler satisfaction, strengthen customer relationships, and gain a competitive edge in the Sidhpur market.

INTRODUCTION

The iron and steel industry has been a very important part of human civilization, transforming societies from agriculture to industrial, shaping economies, and driving technological advancements(Ajudiya, Patel & Vidani, 2023). This comprehensive overview covers the history, development, and significance of the iron and steel industry(Alkhizar & Vidani, 2024).

The origins of iron usage was done around 1200 BCE, which was the beginning of the Iron Age. Earlier iron production was done by following steps like, smelting iron ore in small furnaces, a labor-intensive process that produced limited quantities of metal(Bansal, Pophalkar & Vidani, 2023). The Hittites, an ancient people from Anatolia, are known for some of the earliest ironworking techniques, which eventually spread across Europe and Asia(Bariya & Vidani, 2023).

The demand for a more durable and flexible material led to the development of steel, an alloy of iron and carbon(Bhatt, Vadher & Vidani, 2023). Steel was first produced around 400 BCE in India, when skilled workers created a process for creating Wootz steel, which was a premium grade of steel(Bhatt, Patel & Vidani, 2017). As it was having capacity to retain sharp edge and due to its strength, this steel was later traded to Europe and the Middle East(Biharani & Vidani, 2018).

The iron and steel industries underwent a drastic change during the 18th and 19th centuries during the Industrial Revolution(Chaudhary, Patel & Vidani, 2023). Bessemer converter was made in 1856 by Henry Bessemer which revolutionized the steel production, and made it possible to produce large quantity steel(Chourasiya, Zala & Vidani, 2023). By removing impurities from molten iron by blowing air through it, this method drastically cut down on the price and time needed to produce steel(Dhere, Vidani & Solanki, 2016). The Bessemer process helped in the growth of industry and cities by making it possible to build skyscrapers, railroads, and bridges(Dinodiya & Vidani, 2023).

The open hearth process was followed by Bessemer process in late 19th century, gave manufacturers more control over the composition of steel(Gohel, Yadav & Vidani, 2023). This technology dominated the manufacturing of steel before the oxygen process was developed in mid 20th century(Gohel, Yadav & Vidani, 2023). Steel's pivotal position in contemporary industry was cemented by the basic oxygen process, which turns iron into steel by using pure oxygen to increase efficiency and quality(Ghoghabori, Maheshwari & Vidani, 2023).

Due to developments in automation, computerization, and metallurgy, steel industry saw improvements in 20th century(Hansora, Khokhra & Vidani, 2023). The recycling of scrap steel was made possible by methods like electric arc furnace (EAF) technology, which cut down on waste and energy usage(Joshi, Saxena & Vidani, 2023). By permitting molten steel to solidify straight into semi-finished forms, continuous casting improved the productivity and quality of steel production(Jha, Bhatt & Vidani, 2023)(Kaneria, Shah, Gautam & Vidani, 2024).

By the widespread use of steel expansion of infrastructure and urbanization was made possible(Joshi, Saxena & Vidani, 2024)(Joshi, Saxena & Vidani, 2024). Highways, bridges, and railroads made it easier for people and products to travel across areas, promoting economic development(Ladhava, Patadia & Vidani, 2024). Because of steel's strength and adaptability, cityscapes have changed to accommodate expanding urban populations and the construction of skyscrapers and other modern buildings(Lodhiya, Jangid & Vidani, 2023)(Mala, Vidani & Solanki, 2016).

Steel is used for other purposes also and its use is not limited to building only(Modi, Harkani, Radadiya & Vidani, 2016)(Niyati & Vidani, 2016). It is an essential part used in the production of appliances, vehicles, ships, and machinery(Odedra, Rabadiya & Vidani, 2018). Steel's strength and safety characteristics are especially important to the automotive sector(Pandya, Skhereliya & Vidani, 2024). Furthermore, steel is required for the construction of nuclear reactors, wind turbines, and oil and gas pipelines, among other energy-producing equipment(Pathak & Vidani, 2016)(Pradhan, Tshogay & Vidani, 2016)(Prajapati & Vidani, 2023).

The iron and steel sector is also a major contributor to employment and economic activities(Rathod & Vidani, 2022)(Ravani, Bhalani & Vidani, 2024). Millions of workers were employed by steel mills worldwide at the beginning of the 20th century, which helped in economic growth in industrial zones(Sachaniya, Vora & Vidani, 2019). Even though automation has reduced the need for labor, the industry still employs a huge number of skilled laborers, metallurgists, and engineers(Rathod & Vidani, 2023)(Saxena, Joshi & Vidani, 2023).

The iron and steel sector is a resource intensive as it needs large amounts of raw materials, which includes coal, limestone, and iron ore(Shah & Vaghela, 2023a). These materials' extraction and processing have a substantial negative impact on the environment, resulting in greenhouse gas emissions, habitat destruction, and water contamination(Shaikh, Saiyed & Vidani, 2024). A significant contributor to climate change in carbon dioxide (CO2) emissions is the steel industry(Sharma & Vidani, 2023a). Because conventional blast furnace techniques rely on coal and coke, they are very high in carbon(Sharma & Vidani, 2023b). Hydrogen-based steelmaking, an alternative technique have been developed in response to efforts to reduce emissions(Singh, Nandy & Vidani, 2024). The goal of this approach is to minimize carbon output(Singh & Vidani, 2016)(Singh, Vidani & Nagoria, 2016).

One of the best methods to control environmental impact is to recycle steel. Steel is a 100% recyclable product and in recycling the steel its properties remains same as original or newly made steel also it is sustainable material as it can be recycled(Sukhanandi, Tank & Vidani, 2018)(Vidani, 2015). In recent years, there has been an increase in the use of electric arc furnaces, which mainly employ scrap steel to reduce CO2 emissions and the requirement for raw materials(Vaghela & Shah, 2023a). The industry is investigating and researching in several developments in an effort to create "green steel." These include

developing carbon capture and storage (CCS) technology, increasing energy efficiency, and utilizing renewable energy sources(Vaishnav, Rathod & Vidani, 2024)(Vasveliya & Vidani, 2019).

With trade and production taking place across continents, the iron and steel sector is extremely globalized(Vidani, 2015)(Vidani, 2016). China accounts for more than half of global steel output, making it the world's largest producer and consumer(Vidani, 2018a)(Vidani, 2016). The United States, Russia, Japan, and India are some of the other main manufacturers(Vidani, 2016)(Vidani, 2018b). For regional supply and demand to be balanced, international trade in steel products is essential(Vidani, 2018c)(Vidani, 2019).

Economic cycles affect the sector, as changes in demand are contingent upon the state of the world economy(Vidani, 2022). While recessions can result in oversupply and lower prices, periods of economic resurgence fuel demand for steel in industry and construction(Vidani & Dholakia, 2020). The industry is also impacted by trade disputes and tariffs, which have an effect on market dynamics and competitiveness(Vidani & Plaha, 2016a)(Vidani & Plaha, 2017).

The iron and steel sector will continue to be shaped by technological breakthroughs(Vidani & Singh, 2017). Industry 4.0 which is defined by automation, artificial intelligence, and the Internet of Things (IoT) is also contributing in change in process of steel production(Vidani & Solanki, 2015). Predictive maintenance, data analytics, and smart manufacturing are increasing productivity, cutting costs, and raising product quality(Vidani, Chack & Rathod, 2017). The industry is starting to prioritize sustainability(Vidani et al., 2023a). The circular economy concept, which prioritizes waste reduction, recycling, and reuse, is becoming more and more popular(Vidani et al., 2023b). To satisfy legal obligations and customer expectations, steel firms are spending more in green technologies and sustainable practices(Vidani et al., 2023c)(Vidani, Jacob & Patel, 2019).

LITERATURE REVIEW

1) ***P. Jonsson, Mosad Zineldin (2003)***

   Increased attention has been paid to the question of how to build stable and long-term working relationships between suppliers and dealers(Chourasiya, Zala & Vidani, 2023). This study proposes a conceptual model including behavioral dimensions of supplier-dealer relationships and presents hypotheses about how to achieve satisfactory inter-organizational relationships(Devani, Gandhi & Vidani, 2024). Satisfaction is the consequence of working relationships focused upon in our model. The model is an empirical assessment of the relationship between Swedish lumber dealers and their suppliers. T-test evidence suggests that all proposed critical variables, with the exception of coercive power, are of significant importance for achieving a high rate of perceived relationship satisfaction, regardless of whether the relationship is characterized by a high or a low level of trust and commitment(Gohel, Yadav & Vidani, 2023). A good reputation, close relationship and positive relationship benefits are key variables for the achievement of high satisfaction in a “high-trust and commitment relationship”. Results also

indicate that it is possible to achieve a high satisfaction level even when the supplier-dealer trust and commitment are lacking(Ghoghabori, Maheshwari & Vidani, 2023)(Alkhizar & Vidani, 2024).

2) ***L. Radder, M. V. Eyk, R. Laubscher (2019)***
The vast number of competitors and the similarity of products on offer in the South African stainless steel stockist and distributor market force organizations to find alternative means of competing effectively(Ajudiya, Patel & Vidani, 2023). Customer satisfaction might be one such example. Whilst research has confirmed the positive outcomes of customer satisfaction, much less is known about the antecedents (drivers) that should act as the foundation of attempts to maximize satisfaction, particularly in a developing country. This study confirms five satisfaction drivers, reports the gap scores between importance and satisfaction ratings by the account clients of a major South African stainless steel stockist and distributor, and shows the relationship between these drivers and overall satisfaction(Hansora, Khokhra & Vidani, 2023). The analysis of 320 usable survey questionnaires shows a moderate to strong positive relationship with overall satisfaction for four of the five drivers. Reliability is the most important driver and product quality received the highest average satisfaction rating(Jha, Bhatt & Vidani, 2023). Drivers with the largest significant gap scores include reliability, service quality and commercial aspects. Management should focus on the important drivers—those with the highest negative gap scores between satisfaction and importance, and those showing a significant relationship with overall satisfaction(Surani, Keshwala & Vidani, 2024)(Amlani, Raval & Vidani, 2024).

3) ***Bogdan Pachołek, Sylwia Sady, Weronika Woźniak (2023)***
The guarantee of a company's success in the business to business (B2B) market is the acquisition of customers satisfied with the purchased products or services and loyal to the company(Verma, Purohit & Vidani, 2024). The metallurgical industry is a specialized sector with a narrow group of buyers. In order to ensure mutual relations in the B2B market, numerous activities are carried out to strengthen the ties between business partners. One of such activities is the assessment of customer satisfaction, which gives the company an opportunity to learn about the needs, preferences, and expectations of its customers(Sengar, Patel & Vidani, 2024). The aim of the study was to assess the satisfaction of business customers with the cooperation with a chosen company in the metallurgical industry, a world leader among solutions in the metal heat treatment sector. The CAWI (Computer-Assisted Web Interview) technique was used to achieve the aim of the work, in which proprietary research instruments were used. To assess the loyalty of the company's business partners, the Net Promoter Score (NPS) was used(Oza, Shah &

Vidani, 2024). The study was carried out at the turn of 2021/2022 in two stages of cooperation between the company and its business partners. The first verification was carried out after signing the final protocol and the second after the end of the warranty period. The study was global. 104 companies from various industries and operating on international markets participated in the survey. The results of the conducted research showed a high rating of customer satisfaction with the cooperation with the company(Panchal, Sodha & Vidani, 2024). This is evidenced by both the high values obtained of the NPS index (51.7% for tests made after the device was launched, 55.6% for tests carried out after its warranty period), and high ratings of customer satisfaction with the products and services offered by the company. The results of the study also allowed the authors to identify areas of the company's activity for further improvement(Vivek & Vidani, 2024).

4) ***Arduino Putra, Z. Tarigan, H. Siagian (2020)***

Businesses always compete to improve customer satisfaction. A firm engaged in as a distributor as well, always tries to provide satisfaction to their customer, in this case, retailer and wholesaler(Dhruti, Tajpara & Vidani, 2024). The distributor can improve retailer satisfaction by providing such information that suits retailer requirements in the pursuit that the supply chain flow can move quickly, particularly on the flow of products from the manufacturing ordered by the distributors. This study aims to obtain a relationship between distributors and retailer companies(Patel, Mansuri & Vidani, 2024). This study surveyed 100 retailers, and wholesale companies engaged in Fast Moving Consumer Goods (FMCG) and the supplier domiciled in the city of Makassar, South Sulawesi, with revenues of more than IDR 300,000,000. - / year. SmartPLS software version 2.0 was used to test the hypothesis(Pandya, Mandaliya & Vidani, 2024). The results of the study found that information quality can provide a positive increase in improving supplier relationship management. Adequate information quality cannot significantly increase supply chain flexibility and retailer satisfaction. Supplier relationship management built by distributors can have an impact of 0.611 on supply chain flexibility in retail and retail satisfaction companies of 0.367(Gupta, Patel & Vidani, 2024). The stronger distributor and retailer relationship can increase distributor flexibility and retail satisfaction(Prajapati, Sisodiya & Vidani, 2024). Supply chain flexibility built by distributor companies can have a significant impact on retailer satisfaction of 0.463(Patel, Patel & Vidani, 2024). This research provides an improvement in the development of supply chain management theory, in particular, building relationships with customers(Rajput, Gulammustufa & Vidani, 2024).

5) ***F. Vos, Holger Schiele, Lisa Huttinger (2016)***
Many firms not only compete for customers, but increasingly compete for suppliers. Supplier satisfaction is a necessary condition for gaining and maintaining access to capable suppliers and their resources in this new competitive environment. This research replicates and extends the previous empirical research on supplier satisfaction(Jain, Vora & Vidani, 2024). Additionally, this study tests an extended model for direct and indirect procurement, which assesses antecedents as well as consequences of supplier satisfaction. The findings indicate that next to growth opportunities and reliability, profitability of the relationship has a major impact on supplier satisfaction for both direct and indirect procurement(Mujiburrehman, Ravi & Vidani, 2024). The results also show that supplier satisfaction has a positive impact on awarding the buyer preferred status, ultimately leading to preferential treatment(Solanki, Kansara & Vidani, 2024). An additional exploratory analysis suggests the possibility for a hierarchical model consisting of first- and second-tier antecedents of satisfaction, which are particularly useful in direct procurement. Ultimately, the study provides a guide for purchasers to identify the dimensions of satisfaction to manage for satisfactory buyer–supplier relationships, namely perceived growth opportunity, relational behavior, operative excellence and profitability(Saraswat, Singh & Vidani, 2024). The application of the new procedure for creating cross-validated, out-of-sample point predictions reinforces the practical relevance of these findings, which indicates a satisfactory prediction of cases outside the modeling sample(Patel, Ashvinkumar & Vidani, 2024)(Pathan, Makwana & Vidani, 2024).

METHODOLOGY

Research Objective

1. *Primary Objective*

Understanding Wholesaler Satisfaction for Metals Trading Products of Jay Ambe Steel in Sidhpur City

2. *Secondary Objective*

- To study the awareness about Jay Ambe Steel's metals trading products among wholesalers in Sidhpur City.
- To identify the sources of brand awareness among wholesalers for Jay Ambe Steel.
- To analyze the overall perception and opinion of wholesalers about Jay Ambe Steel compared to competitors.
- To assess the level of satisfaction towards product quality, pricing, and delivery timelines among wholesalers.
- To evaluate the effectiveness of Jay Ambe Steel's customer service in meeting wholesalers' needs.

- To identify key factors influencing wholesaler satisfaction and areas for improvement in Jay Ambe Steel's operations.
- To develop targeted strategies to enhance wholesaler satisfaction and strengthen customer relationships for Jay Ambe Steel.

Validation of Questionnaire

Table: 01

The Structural iron/steel materials from Jay Ambe Steel Company meet my quality expectations.	Dinodiya, Jodoun & Vidani, 2024
The variety of Structural iron/steel materials offered by Jay Ambe Steel Company is satisfactory.	Gandhi, Devani & Vidani, 2024
The materials are durable and have a long lifespan.	Rakholiya, Ramani & Vidani, 2024
The materials are competitively priced.	P. Jonsson, Mosad Zineldin 2003
I rarely face issues with defective materials.	Dodiya, Dudhat & Vidani, 2024
The ordering process for Structural iron/steel materials is efficient and straightforward.	Dinodiya, Jodoun & Vidani, 2024
Delivery times are consistent and reliable.	F. Vos, Holger Schiele, Lisa Huttinger 2016
Customer support is responsive and helpful.	Vaishnav, Rathod & Vidani, 2024
Issues and complaints are resolved promptly.	Arduino Putra, Z. Tarigan, H. Siagian 2020
I receive regular updates and communication about new products and offers.	Bhatt, Vadher & Vidani, 2024
I am satisfied with my overall experience with Jay Ambe Steel Company.	Mansinh & Gunvantbhai, 2024
I would recommend Jay Ambe Steel Company to other wholesalers.	Shah, Detroja & Vidani, 2024
I intend to continue purchasing from Jay Ambe Steel Company.	Bogdan Pachołek, Sylwia Sady, Weronika Woźniak 2023

Jay Ambe Steel Company offers good value for money.	Kalal, Odedra & Vidani, 2024
My relationship with Jay Ambe Steel Company is beneficial for my business.	L. Radder, M. V. Eyk, R. Laubscher 2019

Research Methodology

Research Design:

- The study uses descriptive research design to collect data.

Sampling:

- A non-probability convenient sampling technique is used to ensure representation from different socio-economic backgrounds.
- The target population consists of consumers of Jay Ambe Steel living in Sidhpur.
- Sample size = 30

Data Collection:

- Primary data is collected through structured questionnaires distributed to the selected participants.
- The questionnaire consists of demographic questions and other related questions

Data Analysis:

- Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

Tools used

- Excel
- SPSS

Demographic Summary

The majority of respondents are aged 25-54, comprising 79.4 % of the total, indicating a significant representation from the working-age population.

The metals trading business is predominantly male, with 97% of the participants being men.

Many individuals hold postgraduate degrees, yet a significant number have only completed high school and are still managing entire businesses.

The majority of wholesalers connected with us have been in business for over 10 years, comprising 50% of all respondents, followed by those with 5-10 years of experience at 23.5% of the respondents.

The majority have an annual sales volume below ₹25,00,000, but there are also businesses with annual sales exceeding ₹1,00,00,000.

Hypothesis Testing

Table: 02

Sr. No.	Alternate Hypothesis	p =	>/< 0.05	Accept/ Reject Null Hypothesis
1	H1: There is a significant association between years in business and the perception that structural iron/steel parts from Jay Ambe Steel Company meet quality expectations.	0.333	>	Null Hypothesis H01 accepted
2	H2: There is a significant association between years in business and the satisfaction with the variety of iron/steel products offered by Jay Ambe Steel Company.	0.228	>	Null Hypothesis H02 accepted
3	H3: There is a significant association between years in business and the perception that products are durable and have a long lifespan.	0.103	>	Null Hypothesis H03 accepted
4	H4: There is a significant association between years in business and the perception that products are competitively priced.	0.026	<	Null Hypothesis H04 is rejected
5	H5: There is a significant association between years in business and the perception that issues with defective or malfunctioning parts are rare.	0.215	>	Null Hypothesis H05 accepted
6	H6: There is a significant association between years in business and the perception that the ordering process for iron/steel products is efficient and straightforward.	0.416	>	Null Hypothesis H06 accepted

7	H7: There is a significant association between years in business and the perception that delivery times are consistent and reliable.	0.862	>	Null Hypothesis H07 accepted
8	H8: There is a significant association between years in business and the perception that customer support is responsive and helpful.	0.837	>	Null Hypothesis H08 accepted
9	H9: There is a significant association between years in business and the perception that issues and complaints are resolved promptly.	0.327	>	Null Hypothesis H09 accepted
10	H10: There is a significant association between years in business and overall satisfaction with Jay Ambe Steel Company.	0.350	>	Null Hypothesis H010 accepted
11	H11: There is a significant association between years in business and the willingness to recommend Jay Ambe Steel Company to other wholesalers.	0.905	>	Null Hypothesis H011 accepted

RESEARCH RESULTS AND DISCUSSION

The structural iron/steel materials provided by Jay Ambe Steel Company have met the quality expectations of the majority of wholesalers, with 73.5% expressing high satisfaction. This indicates a strong alignment between the company's quality standards and the expectations of its customers, contributing positively to customer loyalty and repeat business(Joshi, Saxena & Vidani, 2023).

Jay Ambe Steel Company offers a satisfactory variety of structural iron/steel materials, with 79.4% of wholesalers reporting high satisfaction. This variety likely caters to diverse customer needs, enhancing the company's competitive edge in the market(Joshi, Saxena & Vidani, 2024).

While 67.6% of customers are satisfied with the durability of the materials, there is room for improvement. Ensuring and communicating the long lifespan of their products can help in boosting customer confidence and satisfaction further(Joshi, Memon & Vidani, 2024).

A significant 91.2% of wholesalers agree that the products are competitively priced. This competitive pricing strategy is crucial for attracting and retaining customers, particularly in a market where cost-effectiveness is a key consideration(Saxena & Vidani, 2023).

Most wholesalers rarely face issues with defective materials, which speaks volumes about the company's quality control processes(Patel, Chaudhary & Vidani, 2023). Minimizing defects is essential in maintaining customer trust and reducing return rates.

The ordering process for structural iron/steel materials at Jay Ambe Steel Company is deemed efficient and straightforward by every wholesaler surveyed. A seamless ordering process can greatly enhance the overall customer experience and operational efficiency(Solanki & Vidani, 2016).

Timely delivery is critical in maintaining customer satisfaction. With 76.5% of respondents experiencing consistent and reliable delivery times, Jay Ambe Steel Company demonstrates competence in logistics and supply chain management(Shah & Vaghela, 2023b). However, addressing minor delays could further improve customer satisfaction.

Customer support at Jay Ambe Steel Company is positively rated by 73.5% of respondents, though 23.5% reported negative experiences(Vidani, 2016). Enhancing customer support responsiveness and helpfulness could significantly improve the overall customer experience.

Prompt resolution of issues and complaints is a crucial aspect of customer service. With 70.6% satisfaction in this area, Jay Ambe Steel Company is performing well, but there is room for enhancement to achieve higher satisfaction levels(Vaghela & Shah, 2023b).

Regular updates and communication about new products and offers are provided to every customer, which is essential for keeping customers informed and engaged(Vidani, 2015). This proactive communication strategy likely contributes to high levels of customer satisfaction and loyalty.

Overall, 79.4% of respondents are highly satisfied with their experience with Jay Ambe Steel Company, indicating a strong performance across various customer satisfaction metrics(Dinodiya & Vidani, 2023).

A notable 97.1% of wholesalers are willing to recommend Jay Ambe Steel Company to others, and every wholesaler intends to continue purchasing from the company(Vidani & Pathak, 2016). This high level of endorsement reflects strong customer loyalty and satisfaction.

All respondents agree that Jay Ambe Steel Company offers good value for money and that their relationship with the company is beneficial for their business(Vidani & Das, 2021). This consensus highlights the company's ability to provide cost-effective and high-quality solutions that support their customers' business success(Vidani, 2020).

The chi-square tests conducted to identify correlations between business tenure and various aspects of customer satisfaction yielded the following insights:

- Quality Expectations (H1): No significant association between years in business and quality expectations ($x^2 = 4.584$, df = 4, p = .333)(Chalplot, Jagetiya & Vidani, 2024).
- Variety of Products (H2): No significant association between years in business and satisfaction with product variety ($x^2 = 5.637$, df = 4, p = .228)(Doshi, Gajera & Vidani, 2023).
- Product Durability (H3): No significant association between years in business and product durability ($x^2 = 7.694$, df = 4, p = .103).
- Competitive Pricing (H4): Significant association between years in business and perception of competitive pricing ($x^2 = 17.457$, df = 8, p = .026).
- Defective Materials (H5): No significant association between years in business and rarity of defective parts ($x^2 = 20.107$, df = 16, p = .215).
- Ordering Process (H6): No significant association between years in business and efficiency of the ordering process ($x^2 = 3.926$, df = 4, p = .416)(Dodiya, Dudhat & Vidani, 2024).
- Delivery Times (H7): No significant association between years in business and reliability of delivery times ($x^2 = 3.941$, df = 8, p = .862)(Gosiya, Parekh & Vidani, 2024).
- Customer Support (H8): No significant association between years in business and customer support responsiveness ($x^2 = 7.300$, df = 12, p = .837).
- Complaint Resolution (H9): No significant association between years in business and promptness of complaint resolution ($x^2 = 9.190$, df = 8, p = .327)(Mer, Gothadiya & Vidani, 2024).
- Overall Satisfaction (H10): No significant association between years in business and overall satisfaction ($x^2 = 8.905$, df = 8, p = .350).
- Willingness to Recommend (H11): No significant association between years in business and willingness to recommend the company ($x^2 = 1.030$, df = 4, p = .905)(Rakholiya, Ramani & Vidani, 2024).

These findings suggest that while Jay Ambe Steel Company generally enjoys high levels of customer satisfaction and loyalty, the tenure of the business relationship does not significantly influence customer perceptions across most evaluated parameters(Saxena, Joshi & Vidani, 2024). The exception is the perception of competitive pricing, which appears to be positively correlated with the length of the business relationship(Solanki & Vidani, 2016). This might indicate that longer-term customers appreciate the pricing strategy more than newer customers, possibly due to cumulative cost savings or enhanced trust over time(Vidani, 2015).

CONCLUSIONS AND RECOMMENDATIONS

The project "Understanding Wholesaler Satisfaction for Metals Trading Products of Jay Ambe Steel in Sidhpur City" provides a comprehensive insight into the critical factors that influence wholesaler satisfaction within the context of a well-established metals trading company(Bavarava, Sudarshan & Vidani, 2024).

Through this study, it becomes evident that wholesaler satisfaction is multifaceted, encompassing various elements such as product quality, pricing strategies, delivery reliability, customer service, and adaptability to market trends(Gupta, Patel & Vidani, 2024).

Jay Ambe Steel, with its long-standing presence in Siddhpur, has demonstrated a strong commitment to maintaining high standards in its products and services. The company's ability to provide consistent quality in its iron and steel products has been a significant factor in its sustained success and reputation among wholesalers(Mekhiya, Prajapati & Vidani, 2024). By focusing on competitive pricing and ensuring timely deliveries, Jay Ambe Steel has managed to build and maintain trust-based relationships with its wholesale partners(Ganatra, Kalal & Vidani, 2024).

Effective customer service and robust communication channels have further cemented the company's position as a reliable partner in the supply chain(Maru, Parmar & Vidani, 2024).

Wholesalers appreciate the prompt and efficient handling of their inquiries and issues, which fosters a sense of loyalty and long-term partnership. Additionally, Jay Ambe Steel's proactive approach to staying attuned to market trends and demands highlights its adaptability and forward-thinking business strategy(Kadvani, Ghasadiya & Vidani, 2024).

The conclusion drawn from this project underscores the importance of wholesaler satisfaction as a cornerstone for business success in the metals trading industry. Jay Ambe Steel's strategic focus on these critical satisfaction factors not only enhances its operational efficiency but also positions it for continued growth and competitiveness in the market(Patel, Chauhan & Vidani, 2024).

In essence, the findings from this project reflect that by prioritizing wholesaler satisfaction, Jay Ambe Steel not only secures its current market position but also lays a robust foundation for future expansion and success. The insights gained from this study provide valuable guidance for the company to refine its strategies further and continue thriving in the dynamic environment of metals trading(Aghara, Raiyani & Vidani, 2024).

ADVANCED RESEARCH

Every research certainly has limitations. Limitations in the sense of research limitations that affect the researcher's ability to explore the data being studied, the limitations of available data, or external factors of the research such as time and resource limitations. So that further research is needed for the perfection of this research.

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