Impact of Trade Marketing Activities and Salesmen Behavior on Customer Satisfaction: The Mediating Role of Supply Uncertainty and Product Contamination

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Abstract

With the monetary heightening of a nation and healthy life trends, the role of dairy product manufacturing companies is too vital in this development. In a hyper-focused market of Pakistan, organization involved in dairy business is confronted with difficulties of holding the current and attracting the new customers. The purpose of the research is to analyze the opinions of distinctive people groups in Lahore city of Pakistan about the salesman service and product quality in different segments and classifications of the outlets. A sample of 500 retailers of the Lahore city is selected on convenience basis. To accomplish the fundamental objective of the research, the researcher of the paper created survey intended for dairy handler retailers. After a long analysis we have found that four variables assuming critical part in order to make satisfied customer. In this manner, customer satisfaction is the key for dairy companies to stay alive in competition. The purpose of this study is to explain the relationship of trade marketing activities and salesmen behavior with the customer satisfaction in packed milk industry of Pakistan. This is to find out about the trade marketing activities which are more common and to explain the relationship of trade marketing and salesmen behavior on customer satisfaction with the mediating role of supply uncertainty and product contamination.

Keywords: Salesman Behavior; Trade Marketing; Product Contamination; Supply Uncertainty

Introduction

In today's challenging environment, companies are totally based on customer retention because customers are the key factors of companies' success that is why customer satisfaction is playing an important role to sustain competitive advantage in the market (Youngran et al., 2017). It is extremely critical and vital that organizations have the capacity to hold a devoted base of customers. Organizations perform different activities to satisfy its customers. All the trade marketing activities including POS promotions, sales promotions and category display are the budding segments where the companies are investing now days (Lee et al., 2015). Few organizations are

encountering rising level of retail customer dismay (Hwang & Thomadsen, 2015). Exploration proposes that customer dissatisfaction is still the real reason of association customers' change to different organizations (Manrai and Manrai, 2007).

The objective of this study is to examine the mediating role of supply uncertainty and product contamination effecting relationship of trade marketing activities and salesman behavior on customer satisfaction through the lens of market orientation theory. The current study looks for exactly based upon hypothetical and useful bits of knowledge into the contact connecting trade marketing activities and salesman behavior for customer satisfaction. This is proposed that the in-store activities and ethical behavior of front line salesman can ensure to achieve the desired level of customer satisfaction. According to Community Dairy Development Program by Tetra Pak, Pakistan is the fourth biggest milk maker in the world with a yearly production of more than 33 billion liters of milk. There are more than 56 million cows and buffaloes and 10 million smallholder cultivating families supplying more than 60 million consumers (Mumtaz, 2011). Although Pakistani producers have tough competition with producers from all around the world, the dairy segment confronts various issues. Manufacturers of milk products are facing challenges in meeting customer satisfaction. The quality of fresh milk supply to consumers has become doubtful. Due to quality and supply uncertainty, the dairy industry of Pakistan is trending towards packed milk supply rather than open raw milk. Product placement on shelves of different outlet channels is the major confront which are facing by companies. Organizations need to control over supply uncertainty and product contamination and counter these market challenges by offering best marketing activities with the supporting role of expert and ethical salesmen.

Rationale of the Study

Customer satisfaction has been considered the heart of victory in today's highly competitive world of organizations. It has a major contribution in sustainable profit growth of any organization. Customer satisfaction has become the top key performance indicator for evaluating performance of the organizations. It is the key to stay alive in competition (Saha et al., 2015). The marketing activities which are performed inside the stores involved shelf display, sales promotions and point of sales material. These all are trade marketing activities which are performed to satisfy and attract the customers. Point of sales promotion is an important trade marketing tool which has a direct impact on purchasing behavior of consumers (Jones and Smith, 2011). Customer satisfaction is an important key performance indicator in tetra pack milk industry of Pakistan. Many researchers found the effects of trade marketing activities and sales man behavior on customer satisfaction. But this area of study is still under research with mediating role of supply uncertainty and product contamination specifically in dairy industry of Pakistan.

Research Objectives

- To recognize the role of trade marketing activities and salesman behaviors in satisfying customers of dairy industry.
- To know the effect of supply uncertainty and product contamination on customer satisfaction.

Research Questions

- Do trade marketing activities have a significant impact on customer satisfaction?
- Do trade marketing activities have a significant impact on supply uncertainty?
- Do trade marketing activities have a significant impact on product contamination?
- Does salesman behavior have a significant impact on customer satisfaction?
- Does salesman behavior have a significant impact on supply uncertainty?
- Does salesman behavior have a significant impact on product contamination?
- Does supply uncertainty have a significant impact on customer satisfaction?
- Does product contamination have a significant impact on customer satisfaction?
- Does supply uncertainty mediate the relationship of trade marketing and customer satisfaction?
- Does supply uncertainty mediate the relationship of salesman behavior and customer satisfaction?

Hypotheses

H_1: There is a relationship between trade marketing activities and customer satisfaction.
H_2: There is a relationship between trade marketing activities and product contamination.
H_3: There is a relationship between trade marketing activities and supply uncertainty.
H_4: There is a relationship between salesman behavior and customer satisfaction.
H_5: There is a relationship between salesman behavior and product contamination.
H_6: There is a relationship between salesman behavior and supply uncertainty.
H_7: There is a relationship between product contamination and customer satisfaction.
H_8: There is a relationship between supply uncertainty and customer satisfaction.
H_9: Supply uncertainty mediates the relationship of trade marketing activities and customer satisfaction.
H_{10}: Product contamination mediates the relationship of salesman behavior and customer satisfaction.

LITERATURE REVIEW

Theoretical Perspectives

This study utilized the market orientation theory to analyze the factors that affect the customer satisfaction. The significance of the market orientation develop that surfaced in the field is basically a more exact and operational perspective of the initial two mainstays of the marketing idea customer center and facilitated marketing (Kohli and Jaworski, 1990). Market orientation thinks that it is established in the marketing

concept (Kiessling et al., 2016). Market orientation's association with the marketing concept is genuinely direct (Frambach et al., 2016).

Customer Satisfaction

In literature, more satisfaction should be joined with upgraded thing purchasing intentions or steadfastness (Mittal & Kamakura, 2004), nonetheless, assessments found in normal business segment test studies or audits are not by and large related with measures of procurement intention or behavior (Rychalski & Palmer, 2017). Customer happiness can be segmented similarly as meeting the customers' longings to the degree parameters connected with satisfaction (Malik & Ghaffor, 2012). In the setting of relationship promoting, customer satisfaction is the way that prompts entire arrangement customer support in light of the way that unsatisfied customers have high rate of exchanging (Lin & Wu, 2011). As demonstrated by Zairi (2000) the finishes of accomplishing inward needs is called satisfaction. If products or organization satisfies the needs and enthusiasm of customer, he will transform into a tried and true customer and thusly will incorporate customer estimation of affiliation. Most of the scientists observed that administration quality is the ancestor of customer satisfaction (Bedi, 2010).

FACTORS INFLUENCING TRADE MARKETING ACTIVITIES

Sales Promotions

Sales promotion is the key segment of marketing strategies for buyers' products and services all around the world (Dastidar, 2017). Omotayo (2011) expressed that customers have such many decision like item size, shading, plan, quality and cost, so producers ought to address the customers' issues and take choice to given sales promotion on products and services. As indicated by Liang et al. (2017), there is no doubt that sales promotion has imperative part in this innovatively propelled world. The issue faced by most fast-moving consumer goods (FMCG) supports, regardless, is that they work in a space jumbled with sales promotions especially cost based promotions. Customers are scarcely to return to unique expenses after a nonstop refund period in diners (Yao et al., 2014).

Point of Sale Promotions

Point of sale (POS), or point of procurement (POP), alludes to publicizing special materials at the point where a buy will be made (Siahpush et al. 2017). POS advertising is seen as a key method for item advertisers, with exploration demonstrating that 66% of all buys result from choices made while in the store, and 90% of retail location supervisors reviewed in the USA concurred that POS materials sell products (Dibb et al., 2001). It is understood that buyers react all the more positively to advancements where the premium is given at the season of sale and when the estimation of the premium is highlighted (D'Astous & Jacob 2002).

Category Display

Some research utilized value strategy to consider products location (Murray et al., 2010) and investigated the item category allocation problem (Chen 2012). Cardinali and Bellini (2014) demonstrated that the spatial competition between store groups (inter-format) is turning out to be more extreme than the inside store configurations (intra-format). Cil (2012) utilized purchasing affiliation estimations to make a matrix and connected the multi-dimensional scale system to show an arrangement of products in store spaces.

Salesperson Behavior

Ethical & Listening Behavior

Moral sales promotion for customers assumes a huge part in business (Yusuf, 2010). At the point when a salesperson's conduct is seen as moral, the organization is additionally seen as moral (Lin 2012) and a salesperson with great ethics could set up a good organization with the customer, consequently getting the consumer loyalty and trust (Alrubaiee, 2012). If the salesperson gives right data, then the customer will feel more fulfilled by the service and the trust and fulfillment will be trailed by listening in on others' conversations suggestions. Unethical sales conduct as saw by the customer is portrayed as a short run salesperson's direct that enables him/her to pick up at the customer's expense (Alrubaiee, 2012).

Customer Orientation

In today's focused offering environment, organizations are deliberately activating to set up manageable points of interest in the commercial center through viable relationship advertising and customer orientation techniques (Ramani and Kumar 2008). It is all around bolstered that customer arranged practices assume a basic part in affecting purchaser view of trust in B2B sales cooperation (Stephen et al., 2011). Customer orientation is a bunch of benefits in sales which points on customer needs and fulfillment considering these as the need of a salesperson (Drucker, 1994). Homburg et al. (2011) define useful customer orientation as an arrangement of errand related practices went for helping customers settle on agreeable purchase choices.

Supply Uncertainty

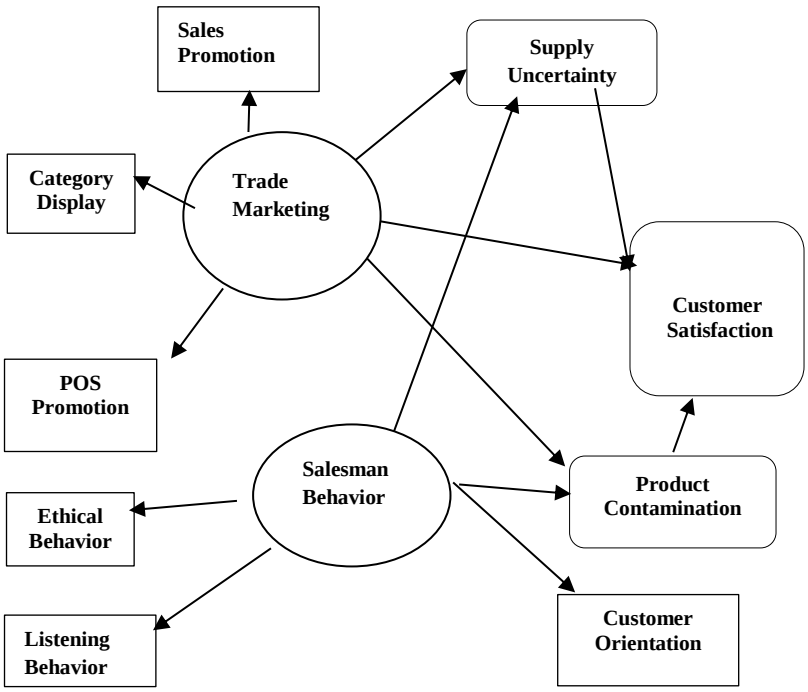
The key impact of uncertainty on firm conduct is that uncertainty mists judgment and darkens importance (Carson et al., 2006). In uncertain situations, firms dismiss their imminent future. Consequently, given unpredictability and uncertainty in the nature and conduct of the organization's outer surroundings (Hu & Feng, 2017), organizations are prone to settle on less unconventional choices and take after more preservationist and wary practices (Bierly et al., 2014). They may turn out to be less sure about the results of their conduct in the wake of problematic and lamentable occasions in unverifiable situations. As an essential component of the uncertainty in organization's surroundings, supply uncertainty alludes to the unconventionality and variability of changes in and the general way of a company's supply chain (Elmaghraby, 2000). It has noteworthy ramifications on inputs, operations, and yields of supply chain

operations. Case in point, supplier business dangers, creation limit unpredictability in the supply market, quality, and conveyance issues, and changes in innovation and item outline could be significant wellsprings of supply uncertainty (Simangunsong et al., 2016). They could tie up firm assets and debilitate the endeavors of accomplishing strength through inventive conduct.

Product Contamination

Surfaces of apparatus utilized for treatment of sustenance and refreshment are commonly ruined by microorganisms, despite in the wake of cleaning and sterilization procedure (Early, 2017). These polluting microorganisms show up as follower microorganisms or as more whimsical structures called biofilms (Marouani et al., 2010). Understanding Biofilms is a basic supply of microbial sullying that has gotten to be generally little thought in the dairy business is the microbial biofilm. In milk stockpiling and dairy get prepared operations, and in like manner in diverse other present-day frameworks, other than being available in the harsh material, most microorganisms are joined with surfaces (Mittelman, 1998). The relationship of "starting" microorganisms with following progress of biofilms in milk taking care of circumstances is a potential wellspring of pollution of completed items that may abbreviate the time of sensible usability or enable transmission of ailments (Palmer et al., 2010).

Theoretical Framework



RESEARCH METHODOLOGY

For this study, the deductive methodology is chosen in which we are going to confirm that trade marketing activities and salesman behavior will fundamentally affect the customer satisfaction. So, the most suitable methodology for this study is deductive methodology in which analyst means to test the pre-set suppositions. And, positivism is picked as philosophical approach to check hypothesis by gathering the data from respondents.

Research Methods

This study utilized the quantitative strategy claiming researchers have expected that trade marketing instruments and salesman behavior have critical effect on customer satisfaction with mediating part of product contamination and supply uncertainty in dairy industry of Pakistan and at whatever point analysts' mean to test or confirm a study, quantitative technique is useful and prompted system.

Sample

Consequently 500 people were come to (that were retailers of dairy handlers and were requested to fill the reviews) out of which 391 respondents have completed their surveys and returned to the producer. For this study, respondents were picked by applying a testing method which is known as 'convenience examining'. Surveys were hand passed on to those respondents and were assembled after the productive satisfaction by the respondents.

Response Rate

Response rate of these structures were 78.2% as questionnaires were filled absolutely. 391 questionnaires out of 500 were filled completely. We believe that the response rate is good enough to represent respondents' perceptions.

Data Collection

To accomplish the goal of this study, a questionnaire was developed containing 45 statements to check the opinion of retailers of dairy handler outlets. With the assistance of that questionnaire, researchers have gathered the perspectives of representatives particularly concerning the effect of trade marketing instruments and salesman behavior and mediating part of supply uncertainty and product contamination on customer satisfaction.

Data Presentation

Study used Principal Component Analysis (PCA) on each variable i.e. sales promotion, POS material, category display, ethical behavior, listening behavior, empathic listening, customer orientation, supply uncertainty, product contamination, customer satisfaction. Construct validity (Convergent and discriminate validity) was used utilizing Principal Component Analysis (PCA) with varimax turn procedure. The purpose behind KMO and Barlett's test of sphericity is to look at that whether the data is suitable for component examination. KMO Measure of test adequacy decides the nature of relationship however the Bartlett's Test of Sphericity Chi-square implies the

orthogonality of parts of a develop. Assembling plant examination is used to accumulate the tremendous number of things into minimal number of things of uncorrelated variables to revise the comprehension of many-sided wonders. In the present study incorporates nine intentional variables i.e. POS promotion, category display, Sales promotion, ethical behavior, sympathetic listening, supply uncertainty, product contamination and customer satisfaction. Measured variables are shown in squares and inactive in circles. The variables are in like manner isolated in two exogenous and Endogenous variables. The beginning stage in directing SEM is to set up a relationship between picked Endogenous and Exogenous variables by building up the relationship with the help of single and twofold head jolts. The exogenous variables are shown in Circles and Endogenous variables are exhibited in squares as indicated by the essential of AMOS (Analysis of Moment Structures) programming.

DATA ANALYSIS

Table 1: Demographic Profile of Respondents

Respondent Demographics	Frequency	%
Age (N = 391)		
25-30	27	7
31-35	42	11
36-40	38	10
41-45	60	15
46-50	75	19
51 years and above	149	38
Gender (N = 391)		
Male	391	100
Female	0	0
Income(N=391)		
PKR. 30,000 – PKR. 50,000	123	31
PKR. 51,000 – PKR. 70,000	220	56
PKR. 71,000 – PKR. 100,000	15	4
PKR. 101,000 and Above	33	9
Qualification (N = 391)		
Under Graduation	292	75
Graduation	84	23
Masters	05	2
MPhil	0	0
PhD	0	0
Shop Classification(N=391)		
Departmental Store	124	32
General Store	236	60
Bakery	14	4
Pan shop	9	2
Patro Marts	8	2

Source: Own Calculation Using IBM SPSS Statistics 20.0

Table 1 shows that out of 391 respondents, the age of 27(7%) respondents are between 25-30, 42(11%) within 31-35, 38 (10%) within 36-40, 60 (15%) within 41-45, 75 (19%) within 46-50 and 149 (38%) are above than 51 years age. All respondents are males. The income of 123 (31%) respondents falls between 30,000 to 50,000, 220 (56%) respondents from 51,000 to 70,000, 15 (4%) from 71,000 to 100,000 and 33 (9%) respondents earn 101,000 and above income. The above table shows that 292 (75%) respondents are undergraduate, 84 (23%) graduate and only 5 (2%) respondents hold master's degree. 124 (32%) respondents are from departmental store, 236 (60%) general store, 14 (4%) bakery, 9 (2%) pan shop and 8 (2%) from petro marts.

Table 2: Reliability of Measurement

Constructs	**N**	**Number of Items**	**Cronbach's alpha**
Category Display	391	5	0.958
POS Promotion	391	5	0.930
Sales Promotion	391	5	0.824
Empathetic Listening	391	5	0.791
Ethical Behavior	391	5	0.870
Customer Orientation	391	5	0.810
Product Contamination	391	5	0.920
Supply Uncertainty	391	5	0.731
Customer Satisfaction	391	5	0.777
Over all	391	45	0.821

Source: Own Calculation Using IBM SPSS Statistics 20.0

The above table demonstrates the unwavering quality of every measure of the questionnaire. For the given sample Cronbach's Coefficient alpha differs from .731 to .958. Category display with 95%, POS promotion with 93%, sales promotion with 82%, empathetic promotion with 79%, ethical behavior with 87%, customer orientation with 81%, product contamination with 92%, supply uncertainty with 73% and customer satisfaction with 77%. The high Cronbach's alpha worth for every build infers that they are inside reliable. The general reliability of questionnaire is 82.1%.

Table 3: KMO and Bartlett's Test

Constructs	Items	KMO Measure of Sample adequacy	Bartlett's Test of Sphericity Chi-Square	Bartlett's Test of Sphericity Significance
Category Display	5	.862	3351	0.000
POS Promotion	5	.947	5384	0.000
Sales Promotion	5	.892	2458	0.000
Listening Behavior	5	.858	1384	0.000
Ethical Behavior	5	.665	612	0.000
Customer Orientation	5	.896	4295	0.000
Product Contamination	5	.879	5167	0.000
Supply Uncertainty	5	.947	5384	0.000
Customer Satisfaction	5	.789	1821	0.000

Source: Own Calculation Using IBM SPSS Statistics 20.0

The estimation of KMO = 0.5 is poor, KMO = 0.6 is satisfactory and KMO = 1 is more suitable for component investigation. On the other hand, Hutcheson and Sofroniou (1999) further explain that (KMO = 0.5 and 0.7) considered as inadmissible and (KMO = 0.7, 0.8), (KMO = 0.8 and 0.9) considered as acceptable whereas quality over 0.9 is considered as outright impeccable Goldberger et al., (2004). Considering Goldberger et al. (2004) it is delighted from table 4 that estimation of KMO for every construct is well above adequate level of 0.6. KMO = 0.862 for category display, KMO = 0.947 for POS promotion, KMO = 0.892 for sales promotion, KMO = 0.858 for listening behavior, KMO = 0.665 for ethical behavior, KMO = 0.896 for customer orientation, KMO 0.879 for product contamination, KMO = 0.947 for supply uncertainty, KMO = 0.789 for customer satisfaction which demonstrates that it merits conducting variable investigation for the situation of the present information.

Table 4: Eigen Values and Total Variance Explained

Constructs	Components	Initial Eigenvalues		
		Total	% of Variance	Cumulative % of Variance
Category Display	Comp 1	3.426	68.522	68.522
POS Promotion	Comp 1	2.521	63.770	63.770
Sales Promotion	Comp 1	2.432	71.335	71.335
Empathetic Listening	Comp 1	8.341	73.641	73.641
Ethical Behavior	Comp 1	3.931	77.432	77.432
Customer Orientation	Comp 1	4.677	45.743	45.743
Product Contamination	Comp 1	3.152	72.029	72.029
Supply Uncertainty	Comp 1	2.764	86.164	86.164
Customer Satisfaction	Comp 1	5.837	63.250	63.250

Source: Own Calculation Using IBM SPSS Statistics 20.0

The above table contains all Eigenvalues and additionally shows downright fluctuation explained for the constructs. Stand out principal segment was extricated from each of the three constructs by using the PCA extraction technique: CD (comprised of 5 things explaining 68.5% fluctuation), PP (comprised of 5 things explaining 63.77% change), SP (comprised of 5 things explaining 71.33% difference), EL (comprised of 5 things explaining 73.64% fluctuation), EB (comprised of 5 things explaining 77.43% difference), CO (comprised of 5 things explaining 45.74% difference), PC (comprised of 5 things explaining 72.02% fluctuation), SU (comprised of 5 things explaining 86.16% difference) and CS (comprised of 5 things explaining 63.25% fluctuation)

Factor Loadings

Table 5: Component Matrix

ITEMS	COMPONENT
Salesperson's active listening behavior	
Salesperson asks probing questions	0.843
Salesperson asks continuing questions	0.891
Salesperson asks clarifying questions	0.848
Salesperson restates	0.854
Salesperson summarizes	0.719
Salesperson's customer orientation	
Salesperson helps out the shopkeeper	0714
Salesperson answers my questions	0.732
Salesperson tries to give me an accurate expectation of the product	0.859
Salesperson tries to influence me	0.815
Salesperson helps me in making a better decision	0.740
Salesperson's ethical behavior	
This salesperson is friendly and approachable	0.775

This salesperson is sincere.	0.789
This salesperson is honest	0.751
I feel very little risk when dealing with this salesperson.	0.889
I would purchase the offering of this salesman again	0.869
Sales promotion in Trade Marketing Activities	
Sales promotion attract consumers	0.812
Contents of the sales promotion attract consumers	0.721
Color scheme of Sales promotion attracts viewers	0.752
Sales promotion provoke consumer to purchase	0.814
Advertisement slogan at the sales promotion creates attraction	0.831
POS promotion in Trade Marketing Activities	
Merchandise arrangement is attractive	0.842
The presentation of merchandising is creative and unique.	0.753
Color coordination of POS creates an appealing store atmosphere	0.729
The POS offers useful and accurate information.	0.783
Store front spurs clients to enter the store	0.751
Category display in Trade Marketing Activities	
Windows showcase is attractive to the point that it drives clients to the store	0.821
Things are displayed discernibly to draw the clients' consideration	0.853
Items setting arrangement is attractive	0.861
Shelf space for the category is appropriately occupied.	0.869
Shelf is neatly arranged	0.810
Product Contamination	
Microbial contamination is a problem.	0.785
I often find the contamination problem in the product	0.826
I face product contamination problem in most cases.	0.899
I very often test the product for contamination.	0.867
I very often use anti-contaminated steps to stop contamination.	0.789
Supply Uncertainty	
The suppliers reliably meet our requirements	0.710
The suppliers produce materials with reliable quality.	0.789
We have broad inspection of incoming discriminating materials from suppliers.	0.891
We have a high dismissal rate of incoming discriminating materials from suppliers.	0.832
The volume of demand is hard to anticipate	0.865
Customer Satisfaction	
Over-all I am satisfied with the company.	0.781
Company staff always understands our needs.	0.743

It is easy to contact to the company representatives.	0.881
The company always putts our interests first.	0.894
Staff of the company has the ability to do the best for me.	0.872

Source: Own Calculation Using IBM SPSS Statistics 20.0

According to Straub et al. (2004), the minimum worth for the loading of all things ought to be greater than 0.40. For all develops (LB, CO, EB, SP, POS, CD, PC, SU and CS)) every single related thing is stacked on only one principal segment with fluctuated variable loadings ranging from 0.710 to 0.891 as indicated in the table. The above outlined results fulfill the criteria of develop legitimacy including both construct validity including both discriminant and convergent validity. This implies that the gathered information from this specific instrument is legitimate.

SEM Model

Computation of Degrees of Freedom (Default Model)

Number of distinct sample moments:	455
Number of distinct parameters to be estimated:	61
Degrees of freedom (455 - 61):	334

Path Diagram

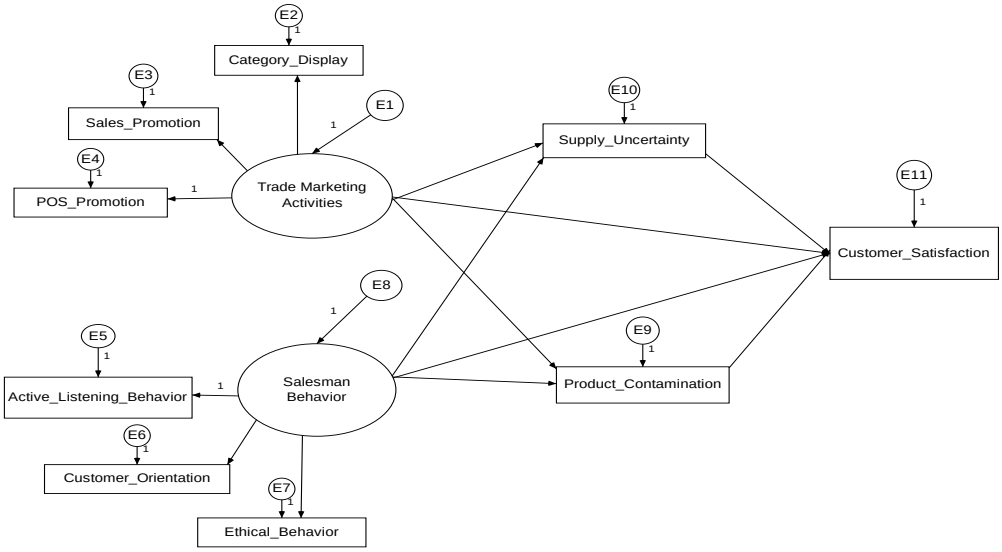


Figure 1 (Path Diagram)
Source: An Output of Using AMOS 16.0

Interpretation

With a specific end goal to apply SEM. the principal step is to add to the way examination by using AMOS programming. The variables are demonstrated in circles

and squares according to necessity of programming. The above way outline demonstrates the relationship between latent and measured variables. The way graph additionally demonstrates that Recursive simultaneous model is connected to affirm our examination model.

Applying SAM

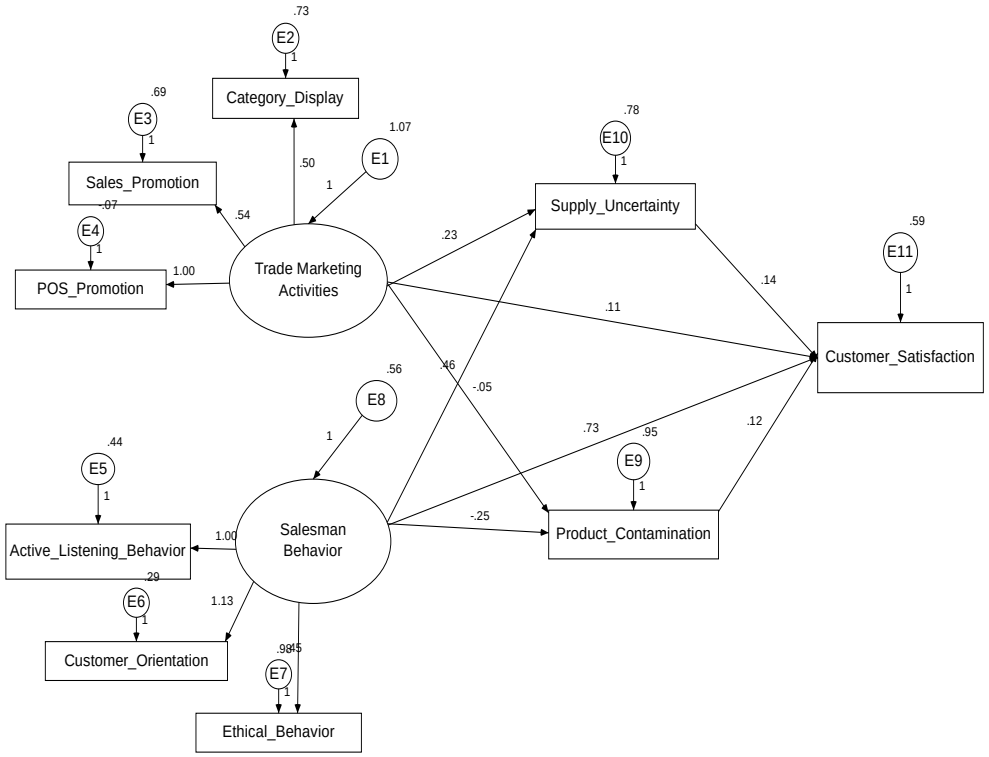


Figure 2 (Recursive simultaneous model)
Source: An Output of Using AMOS 16.0

Interpretation

In the above figure 2, the regressions coefficients are shown with one headed jolts which depict the conformity in consumer loyalty (dependent variable) in light of a unit change in mediating variables (supply uncertainty and product contamination) in the vicinity of independent variables (exchange marketing activities and sales representative conduct)

Table 6: Regression Weights

		Estimate	S.E.	C.R.	P
Supply Uncertainty	Trade Marketing Activities	.230	.049	4.729	***
Product Contamination	Trade Marketing Activities	-.052	.046	-1.125	.261
Product Contamination	Salesman Behavior	-.253	.073	-3.448	***
Supply Uncertainty	Salesman Behavior	.455	.070	6.538	***
Customer's Satisfaction	Trade Marketing Activities	.106	.041	2.599	.009
Customer's Satisfaction	Salesman Behavior	.727	.074	9.805	***
Customer's Satisfaction	Supply Uncertainty (in the presence of trade marketing activities and salesman behavior)	.141	.047	3.003	.003
Customer's Satisfaction	Product Contamination (in the presence of trade marketing activities and salesman behavior)	.122	.042	2.929	.003

Source: Own Calculation Using IBM SPSS Statistics 20.0

The above table demonstrates the regression values with their P-values for conceivable acknowledgment or dismissal of Null-hypothesis. In the above table estimate value demonstrates the adjustment in dependent variables because of unit change in independent variable while P qualities help us to accept or reject the hypothesis. For this situation every one of the 7 hypothesis are good i.e. there is sure and measurably noteworthy relationship in the middle of independent and dependent variables at 1% level of centrality except for product contamination and customer satisfaction as their P-quality seems to be .261 which falls in rejection for invalid hypothesis.

Table 7: Hypothesis Results

Hypothesis	Comments
There is relationship between trade marketing activities and customer satisfaction.	P-value (.009) (.106) Regression Estimate Rejected with 1% level of Sig
There is relationship between trade marketing activities and product contamination.	P-value (.261) (-.052) Regression Estimate Rejected with 1% level of Sig
There is relationship between trade marketing activities and supply uncertainty.	P-value (***) (.230) Regression Estimate Supported with 1% level of Sig
There is relationship between salesman behavior and customer satisfaction.	P-value (***) (.727) Regression Estimate Supported with 1% level of Sig
There is relationship between salesman behavior and product contamination.	P-value (***) (-.253) Regression Estimate Supported with 1% level of Sig
There is relationship between salesman behavior and supply uncertainty.	P-value (***) (.455) Regression Estimate Supported with 1% level of Sig
There is relationship between product contamination and customer satisfaction.	P-value (.003) (.122) Regression Estimate Supported with 1% level of Sig
There is relationship between supply uncertainty and customer satisfaction.	P-value (.003) (.122) Regression Estimate Supported with 1% level of Sig

Source: An output of using AMOS 16.0

Model Fit Summary
Table 8 CMIN (chi-square Min)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	23	139.602	22	.000	6.346

Source: An Output of Using AMOS 16.0

Rule: CMIN Minimum of discrepancy function; Smaller the better

Interpretation
The above table demonstrates that default model has 23 perimeters with error of 139.602 with p value .000 which demonstrates that model is fit.

Table 9: Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.611	.535	.545

Source: An Output of Using AMOS 16.0

Rule

PNFI (Parsimony-adjusted Normed Fit Index) 0=poor fit, close to 1= good
PCFI (Parsimony-adjusted Comparative Fit Index) 0=poor fit, close to 1= good

Interpretation

The above table demonstrates that default model has PNFI .535 and PCFI .545 which is more noteworthy than .5 it shows model is normal good fit.

Discussion

After analyzing, the model shows the results that mediating variables i.e. supply uncertainty and product contamination mediate the relationship of trade marketing activities and salesman behavior. Supply uncertainty mediates customer satisfaction in the presence of trade marketing activities, if supply uncertainty changes with one unit, customer satisfaction changes with 0.50 in the presence of trade marketing activities and salesman behavior. Meanwhile, if product contamination changes with one unit, a change of -0.01 occurs in customer satisfaction to trade marketing activities and salesman behavior. And there is statistically positive relationship between supply uncertainty and product contamination and customer satisfaction. This likewise underpins the thought that sales individual's service quality and customer satisfaction is a social wonder and it must be grounded in a neighborhood social setting (Malhotra et al., 2005). As said at the outset of this paper, the relationship between a salesperson's customer orientation and execution has been recommended like a direct straight one (Boles et al., 2001) to, more as of late, a curvilinear relationship (Homburg, Muller and Klarmann, 2011).

The mediating variables (product contamination and supply uncertainty) affect the relationship of trade marketing activities and sales man behavior with customer satisfaction. There is other thing to be noted; when researchers took supply uncertainty and product contamination (mediating variables) as independent and check the relationship between customer satisfaction (dependent variable), the beta values (Estimate = 0.50, -0.012 respectively) differ from main analysis which support the analysis of mediation.

Conclusion

This endeavor is directed to explore that what slants and parts have capacity to impact customer satisfaction in the Tea-whitener and plain milk category handlers. Being a subjective investigation, it was difficult to change the variables i.e. trade marketing activities, salesman behavior, supply uncertainty, product contamination and customer satisfaction. With the help of meticulously sketched out self-administrated study, the

investigator could get the obliged information and concentrate the results with the help of latest quantifiable gadgets and procedures. Their eventual outcomes of examination grew new substances before the specialist that variable like trade marketing activities and salesman behavior influence to be an essential settling to effect customer satisfaction, besides, these variables exhibit the relationship mediating variables i.e. supply uncertainty and product contamination. These needs thought of the concerned bodies that measures are relied upon to take for the headway and begin among the retailers and customers. Examination of the study directs to assume that trade marketing activities and salesman behavior have a vital impact on customer satisfaction, as examination of Saeed et al., (2011) showed there is a discriminating impact of salesman behavior on customer satisfaction. The product contamination seems, by all accounts, to be influencing the relationship of salesman behavior and customer satisfaction. Pilkington and Chai (2008) upheld the significance of nature of products and administrations on customer satisfaction and figured out that reliable customers for the most part lie in category of customers who have utilized higher quality products. This suggests that better nature of products tends to increment customers steadfastness.

Limitations and Future Research Directions

- This study incorporated retailer's perspective, future research can be done on direct customers to investigate the satisfaction level.
- Further studies can incorporate the variables like media promotion as independent variable and merchant's business enthusiasm as mediating variable to perceive the customer satisfaction level.
- Different urban communities particularly remote territories are excluded in this exploration. Further studies can incorporate the members of differed urban communities to reach more precise discoveries and suggestions.
- This study used self-administered questionnaire as data collection tool, future studies can use systematic interviews for data collection to avoid unwavering quality of the examination.

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