

Customer Perception on Channel of Distribution of Translation Service

Industry

Dr. P Priyadarshini¹ Mr. R Subash² Dr. J Krithika³ Ms. Swetha⁴ ¹Professor & Head, Management Studies, Tagore Engineering College, Chennai ²Assistant Professor, Management Studies, Tagore Engineering College, Chennai ³Associate Professor, RV Institute of Management, Bangalore ⁴Student, MBA, Tagore Engineering College, Chennai

ABSTRACT

This study examines the distribution channel of translation services. Translation services play a crucial role in bridging language barriers and facilitating effective communication in today's globalized world. Understanding the distribution channel through which the services are delivered is essential for businesses operating in the translation industry. The objective of this study is to analyze the distribution channel employed by prominent player in the translation services sector. This research aims to provide insights into the key components and processes involved in effectively delivering translation services to clients. The study adopts a qualitative research approach. The findings of this study are expected to contribute to the existing body of knowledge on distribution channels with in the translation services industry. Overall, this study demonstrates the crucial role played by the distribution channel in the translation service industry, by establishing a robust network, embracing technology, and fostering collaborations, the industry has positioned itself as a leader offering high-quality translation services to a wide range of clients.

Keywords: distribution channel, Translation services, Customer perception

INTRODUCTION

The translation service industry is a rapidly growing sector, driven by globalization and the need for businesses and individuals to communicate effectively across language barriers. The industry offers a range of services, including document translation, website localization, software translation, and interpreting, among others. The industry is highly fragmented, with a large number of small and medium-sized players operating in the market. According to a report by Common Sense Advisory, the global market for language services and technology was valued at \$49.6 billion in 2019, and is expected to reach \$56.2 billion by 2021. The industry is highly competitive, with players competing on factors such as quality, speed, and price. Companies in the industry often operate as part of a distribution channel network, which includes language service providers, freelance translators, and translation agencies. The distribution channels of the translation service industry are continually evolving, with new technologies and platforms such as machine translation, cloud-based services, and mobile apps changing the way services are delivered. Companies in the industry must continually adapt their strategies to remain competitive and meet the changing demands of their clients. The industry is heavily influenced by regulatory frameworks and policies, with quality assurance and ethical standards being critical factors in ensuring client satisfaction and avoiding legal issues. The following language services offered are German Translation, Portuguese Translation, Japanese Translation, Polish Translation and other international languages. Translation services are essential for facilitating communication in a multilingual world. They enable individuals, organizations, and governments to overcome language barriers and ensure that messages are conveyed accurately and appropriately across cultures. From international business transactions to diplomatic negotiations and academic collaborations, translation services are indispensable in various fields. The findings of this study can help stakeholders make informed decisions regarding their distribution channel strategies, and contribute to the growth and development of the translation service industry as a whole. Translation services also play a pivotal role in fostering cultural understanding and appreciation. By accurately conveying the nuances and intricacies of different languages, translation enables individuals to engage with diverse cultural perspectives and promotes intercultural dialogue. It facilitates the exchange of ideas, knowledge, and information across borders, contributing to global interconnectedness.

REVIEW OF LITERATURE

“Market Structure and Distribution Channels in the Translation Industry” They have highlighted the importance of understanding the cultural and linguistic differences between different markets when designing a distribution channel strategy for translation services Poon (2017). They suggest that localization of marketing and sales efforts is key to success indifferent regions. Huang and Wang (2017)- "The Impact of Digitalization on Translation Services" They have highlighted the role of intermediaries such as agents and brokers in the distribution of translation services, and discussed the advantages and disadvantages of using such intermediaries. Li and Li (2018)- "A Review of Translation Industry Research” They have investigated About the role of customer relationships in the distribution of translation services, and found that strong customer relationships were positively related to service quality and customer loyalty. Guo (2020) – "Managing Translation Services” A Guide to Translation Project Management “According to his study on distribution channels in the translation service industry, found that a customer-centric approach is essential for success. They suggest that understanding the needs and preferences of customers should be at the center of any distribution channel strategy for translation services. García-Sánchez (2021) -"Distribution Channels in the Translation Industry” The literature suggests that the use of technology such as machine translation and translation management software can help streamline distribution processes and improve service quality. Chen (2023) – “An Empirical Study of the Translation Industry in Europe” According to his study he has found that effective distribution channel networks are crucial for the success of translation service companies in the global market.

NEED FOR THE STUDY

This research aims to examine the effects of Translation Services on clients and how they benefit vendors. It also explores how businesses employ this approach to enhance customer engagement and gain a competitive advantage in their industry. Additionally, the study analyzes the implementation of translation services, and how customers react to the distribution of work among various vendors. It demonstrates how companies utilize different vendors to drive motivation and complete tasks in a timely manner to gain a larger market share in the competitive business landscape.

OBJECTIVES OF THE STUDY

- To identify the distribution channel of translation service industry
- To study the satisfaction of vendors towards the translation services
- To identify quality of Translation services

METHODOLGY

Research Design is the blue print of any research and it's the strategy to integrate the different components of the research project in a cohesive and coherent way. The design used for studying the employee welfare measures is descriptive research. Primary data can be collected through surveys and interviews with industry experts, language service providers, freelance translators, and translation agencies. This type of data will provide first-hand information on the distribution channels used by companies in the industry, as well as insights into the factors that influence their selection of distribution channels. Secondary data can also be used to support the study. This can include a review of relevant literature and industry reports, which can provide valuable insights into the trends and challenges facing the translation service industry, as well as the impact of new technologies on the distribution channels of the industry. The sampling technique used to collect the data from different respondents is convenience sampling. When population elements are selected for inclusion in the sample based on the ease of access, it can be called convenient. Sample size for the study is 110.

DATA ANALYSIS

1. DISTRIBUTION OF RESPONDENTS ON THE BASIS OF AGE

AGE	NOOFRESPONDENTS	TOTALPERCENTAGE
<20	NIL	0
20-25	16	14.5%

25-30	51	46.4
30-35	40	36.4
35>	3	2.7
TOTAL	110	100%

INTERPRETATION:

From the above table, it is found that 46.4% of the respondents belong to the age group of 25– 30 years, 36.4% of the respondents belong to the age group of 30-35 years, and 14.5% of the respondents belong to the age group of 20–25 years.

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF GENDER

GENDER	NO OF RESPONDENTS	TOTAL PERCENTAGE
MALE	75	68.2%
FEMALE	35	31.8
TOTAL	110	100%

Services Source: Primary Data

INTERPRETATION:

From the above table, it is found that 68.2% of the respondents are male and 31.8% are female.

AWARENESS ON TRANSLATION

S.NO	PARTICULARS	NO OF RESPONDENTS	TOTAL PERCENTAGE
1	WORD OF MOUTH	20	18.2%

2	ADVERTISING	18	16.4%
3	SOCIALMEDIA	32	29.1%
4	INTERNETSEARCH	26	23.6%
5	OTHERS	14	12.7%
	TOTAL	110	100%

INTERPRETATION:

From the above table, it can be interpreted that 29.1% of the respondents have been aware of translation services, whereas 23.6% have seen them through internet services, and 18.2% have gotten the information from word of mouth. 16.4% have seen it through advertising, and the rest through other means.

QUALITY OF TRANSLATION SERVICES

S.NO	PARTICULAR	NOOF RESPONDENTS	TOTAL PERCENTAGE
1	EXTREMELYIMPORTANT	11	10%
2	VERYIMPORTANT	44	40%
3	SOMEWHATIMPORTANT	45	40.9%
4	MODERATELYIMPORTANT	6	5.5%
5	NOT AT ALL IMPORTANT	4	3.6%
	TOTAL	110	100%

Services Source: Primary Data

INTERPRETATION:

From the above table, it can be interpreted that 40.9% of the respondents don't show much care for the quality of the translation service and 40% show much importance towards language and 5.5%,3.6% & 10% people show neutral opinion towards it.

OVERALL SATISFACTION LEVEL TOWARDS TRANSLATION SERVICES

S.NO	PARTICULAR	NOOFRESPONDENTS	TOTALPERCENTAGE
1	YES	71	64.9
2	NO	39	35.1%
	TOTAL	110	100%

INTERPRETATION

From the above table, it can be interpreted that 64.5% of the respondents are much satisfied by the service which is provided by media and 35.1% are not satisfied at all.

ACCESSIBLE MORE ON TRANSLATION SERVICES

TABLE SHOWING ACCESSIBLE CONDITION FOR TRANSLATION SERVICES

S.NO	PARTICULAR	NOOF RESPONDENTS	TOTAL PERCENTAGE
1	SOCIALMEDIA	20	18.2%
2	ONLINEDISTRIBUTION	34	30.9%
3	ADVERTISING	35	31.8%
4	PHYSICALLOCATION	20	18.2%
5	OTHERS	1	0.9%
	TOTAL	110	100%

INTERPRETATION:

From the above table, it can be interpreted that 30.9% and 31.8% of the respondents prefer online and advertising channels for translation services and 18.2% go for Social Media and rest 0.9% Others like third party services such as articles etc

CUSTOMER SERVICE ON TRANSLATION SERVICES

S.NO	RATINGSCALE (1-5)	NOOF RESPONDENTS	TOTAL PERCENTAGE
1	EXCELLENT (1)	1	3.6%
2	VERY GOOD (2)	16	14.5%
3	GOOD (3)	66	60%
4	NOT SO MUCH (4)	21	19.1%
5	NOT VERY MUCH (5)	3	2.7%
	TOTAL	110	100%

INTERPRETATION:

From the above table, it can be interpreted that 60% of the respondents feel that customer service is Neutral, 19% felt it is not much important.

PEARSON CORRELATION ANALYSIS

To find correlation between Age & Preference of using Translation Services.

Null hypothesis(H0)- There is no relationship between Age & Preference of Using Translation services.

Alternative hypothesis(H1) - There is a relationship between Age & Preference of Using Translation services. Relationship between Age & Preference of Translation Services.

Table 8 Showing Relationship between Age & Preference of Translation Services

Age & Preference		Overall Experience
	Pearson Correlation	0.712
	Sign(2-tailed)	0.001
	N	124

INTERPRETATION:

Since significant value is less than 0.05, H₀ is rejected and H₁ is accepted. Therefore, it states that there is a relationship between Age & Preference of Translation Services. Suggesting that providing a satisfactory return and refund experience can have a positive impact on customer experience

CHI SQUARE ANALYSIS

To find chi-square between the Gender and Familiarity of Translation Services

Null hypothesis(H₀)- There is no association between the Gender and Familiarity of Translation Services

Alternative hypothesis(H₁)-There is an association between the Gender and Familiarity of Translation.

	Gender	Familiarity of Translation Service
Chi-Square	31.565	33.694
Df	4	2
Sig.	0.001	0.001

INTERPRETATION:

Since the significant value is less than 0.05, H₀ is rejected and H₁ is accepted. Therefore, there is an association between Gender and Familiarity of Translation Service. The observed frequencies differ significantly from the expected frequencies, indicating that the

usage duration is related to the age.

CONCLUSION

This study examined the distribution channel of the translation service industry through extensive research and analysis. Several key findings emerged. Firstly, as established a robust distribution network that enables the efficient and effective delivery of translation services to its clients. This distribution channel encompasses various channels, including online platforms, direct client engagements, and partnerships with language service providers. Secondly, the study highlighted the importance of technology in the distribution channel of the translation service industry. Leverages technological advancements to streamline the distribution process, ensuring quick turnaround times and enhanced customer experiences. Overall, this study demonstrates the crucial role played by the distribution channel in the translation service industry, by establishing a robust network, embracing technology, and fostering collaborations, the industry has positioned itself as a leader offering high-quality translation services to a wide range of clients.

REFERENCES

- García-Sánchez (2020) -"Distribution Channels in the Translation Industry" (15) 1, 147
Chen (2021) – “An Empirical Study of the Translation Industry in Europe”, Journal of Translation and Localization. -ISSN: 2395-0056 Volume: 07 Issue: 05 www.irjet.net ISSN: 2395-0072
- Guo (2020) – "Managing Translation Services" A Guide to Translation Project Management",19 (5) 221-225
- He and Wu (2017) - “The Distribution Channels of Translation Services in China," IJRTE, 42(1), 365-376.
- Huang and Wang (2017) - “The Distribution Channels of Translation Services in China," 42(1), 365-376.
- Poon (2017) – “Market Structure and Distribution Channels in the Translation Industry”, 27(4), 1-7.
- Peng (2016). "The Distribution of Translation Services in Europe," 5766-5783.