

SYNOPSIS

Title: A STUDY ON DEALER SATISFACTION TOWARDS JERSEY PRODUCTS

ABSTRACT

The Study is about the “DEALERS PERCEPTION & SATISFACTION”. Now a day every company wants to procure more customers. The customers are potential to every company. So the potential is improved when the company knows the people’s want and try to satisfy needs and wants of the people.

INTRODUCTION

Marketing in simple terms can be said to be “**a human activity directed at satisfied needs and wants through an exchange process**”. Marketing as a functional area of management is becoming extremely important as compared to other fields. All decisions in modern business organization revolve around information related with marketing decision making situations, which are characterized by distribution strategy, channel members and product decisions. The product decisions, customers assess a product's value by looking at many factors including those that surround the product.

Basic needs like food to live, cloth to wear and shelter to hide affect the common life of people. Shelter is also necessary to protect the life from natural calamities. There were a number of changes in the process of constructing houses for the purpose of having shelter. Till the early twentieth century, lime stone has been the main material for the construction of houses.

RESEARCH DESIGN

STATEMENT OF THE PROBLEM:

“A STUDY ON DEALER SATISFACTION TOWARDS JERSEY PRODUCTS”

NEED FOR THE STUDY:

To learn the dealer satisfaction levels towards Jersey Dairy concerning promotional behavior, supply, quality and quantity of Jersey Dairy and to know the demand stage of Jersey Dairy in the marketplace by the dealer.

OBJECTIVES:

- . To locate the dealer's satisfaction stage with Jersey Dairy.
- To come across the factors influencing the dealer to contract with Jersey Dairy.
- To learn various areas that need progress in Jersey Dairy from the dealer point of view.
- To learn the impact of sales promotion on sales.

SCOPE OF THE STUDY:

- This research is limited to selected dealers in Hyderabad District.
- Understand the dealer's acceptable level of quality, supply, packaging, service and company promotion strategies for jersy milk.
- Research can determine the dealer's expectations and determine the customer's expectations.
- This project shows the future improvement of the future of scale.

RESEARCH METHODOLOGY:

Research Design:

Hyderabad city will be chosen for the study. Descriptive research design will be used for this study.

Sampling plan:

Sampling unit: Hyderabad district dealer will be chosen as target sampling element to carry out the survey.

Sampling size: 120 dealers.

Sampling method: The technique of sampling used is convenience sampling as the name imply, the sample chosen based on the convenience. This non-probabilistic technique is often used in preliminary research to obtain a rough approximation of the results without the cost or time required to select random samples.

Sources of Data:

Primary Data

Primary data were extracted using questionnaire. The research panel interviewed 120 respondents in the region of Hyderabad city. An individual interview method was adopted with the help of a questionnaire. The questionnaire includes 21 questions with both open ended and close ended question. The respondents were requested to give their view on all the questions in the questionnaire.

Secondary Data

Secondary data were gathered using various sources such as newspapers, journals, magazines, books and internet.

Data Collection Technique

Structured questionnaires are used for primary data collection, with both open ended and close ended question.

Data Analysis Plan

The primary data will be collected based on basic statistical techniques such as classification, tabulation, analyze, interpretation and percentile analyses.

LIMITATIONS OF THE STUDY:

- Given that the survey is conducted only in the HYDERABAD region, the results may not be considered as general recommendations.
- The quality of information is very dependent on the facts of the interviewee.
- The results may be inaccurate because the investigation was conducted at the JERSEY DAIRY dealership and therefore there may be prejudice in the response.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

BIBLIOGRAPHY

BOOKS REFERED:

1. Andreu Blesa, and Enrique in 2005
2. Amit k. Gosh Cleveland State University
3. DAVIS L. Dissertation abstracts international
4. Rely on the influence of dealer satisfaction
5. Chi-Shiun Lai-Industrial Marketing Management
6. Jose Bloemer, Hans Kasper, JGAM Lemmink-Journal of Consumer Satisfaction
7. A Meta-Analysis of Gratification in Marketing Channel Relationships-Inge Geyskens
8. Correlates of Franchisee Satisfaction: The Case of Saudi Car Dealers

WEBSITES:

- Chapter 1. www.businessdictionary.com
- Chapter 2. www.kmfJersey.com
- Chapter 3.
www.kmfJersey.coop/index.php?option=com_content
- Chapter 4. www.kmfJersey.coop/
- Chapter 5. www.kmfJersey.org/html/unions-Hyderabad.htm

OTHER REFERENCES:

- Previous year study report.
- Progress report of JERSEY for the year 2016. Other data sources from different departments.