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A Study on Dealer Perception Towards Almonard Wall Fan in Chennai City

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Abstract

Abstract

In marketing, dealers play a vital role in the promotion and the sales of the product. A producer cannot sell all his products directly to the consumer; he has to depend upon intermediaries to push off, his products. A dealer is an intermediary who helps to market a product. A dealer is one who purchases and sells. This article mainly focuses on how the dealers perceive almonard fans from other competitor's products. Significant variables selected into consideration. In this article, data collected from 65 almonard fans dealers in Chennai

Keywords: Perception, Dealer's Almonard Fans &COMPETITORS

1) INTRODUCTION

According to David Hume, "Perception is the process of attaining awareness or understanding of sensory information." To understand and describe the process of perception, we have to find all inputs and outputs of information.

Almonard (p) ltd was established in August 1968 by vinoth bay. The company headquarters at Mumbai this company take pleasure in introducing ourselves as one of the leading manufacturers of domestic industrial fans and air pollution control equipment and system



2) OBJECTIVES OF THE STUDY

- To know the dealer's perception towards Almonard wall fan in Chennai city.
- To understand the dealer's attitude towards the Almonard wall fan product.
- To find out promotional activities and services carried by the Almonard wall fan.
- To identify the dealer's level of satisfaction towards the Almonard increases sales.

3) REVIEW OF LITERATURE

3.1) Chai Lee Goi International Journal of Marketing Studies Review of Marketing Mix 4 P's or more in his article found that

3.2) Alexandra Waluszewski, (2005) Journal of Business and Industrial Marketing, Vol.20 Issue: 3, pp.110-117 in his article he found that essential changes in how markets work and what kind of marketing problems companies meet. Marketing is much more about dealing with dynamic issues where interaction is a crucial mechanism where the value of resources is not given but can be developed. The primary marketing problem in many situations is consequently more about the development of funds then the allocation of them.

3.3) Ming-Jer Chen (1996) Competitor analysis and inter-firm rivalry: Toward a theoretical integration "in his article he found out that Each firm has a unique market profile and strategic resource endowment, and a pair-wise comparison with a given competitor along these two dimensions will help to illuminate the rebottle competitive tension between these two firms and to predict how a focal firm may interact with each of its competitors.

3.4) Sonal Thakur & Dr. Rajinder Aurora(2015) International Journal of Recent Research Aspects in their study they found that to retain customers, marketers should respond quickly in providing digital services like providing online catalog purchases ordering, online grievance handlings, online payment, and online status services. To decide the digital market growth online transaction security,



personal privacy, convenience, price transparency, accessibility, time-saving, trust, etc. are several factors that don't remain the same all the time, but they cannot be ignored.

4) RESEARCH METHODOLOGY

The methodology of research work provides an outline and a framework of how the work is conducted.

It is a systematic and scientific way of solving the research problems.

The research design chosen is descriptive as the study reveals the state of facts existing.

4.1) TYPES OF RESEARCH

Descriptive research

Studies are those studies that are concerned with describing the characteristics of a particular individual or a group.

The study is concerned about whether certain variables are associated with the investigation.

And also, the study is concerned with specific predictions, with the narration of facts and characteristics concerning an individual, group, or situation.

4.2) SOURCES OF DATA:

In the study, primary data and secondary data were used

4.3) PRIMARY DATA:

Primary data were collected from dealers. It collected through a questionnaire.

4.4) SECONDARY DATA

Secondary data are those data that already exists.

- Company record
- Internet
- Books

4.5) POPULATION

The population comprises of 65 dealers.



4.6) SAMPLING METHOD SAMPLE SIZE

Sample size refers to the selected number of units from the population to collect data. In this study, a sample of 50 dealers was chosen.

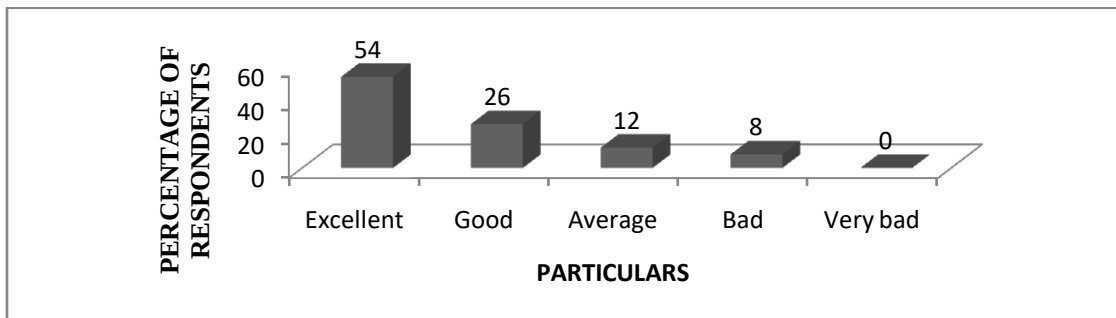
4.7) SAMPLING TECHNIQUE

Convenience sampling method
(Non-probability sampling) was used to select samples.

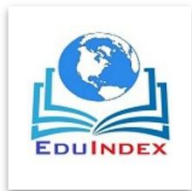
4.8) DATA COLLECTION METHOD

The data-collecting instrument used for obtaining the desired information from the questionnaire.

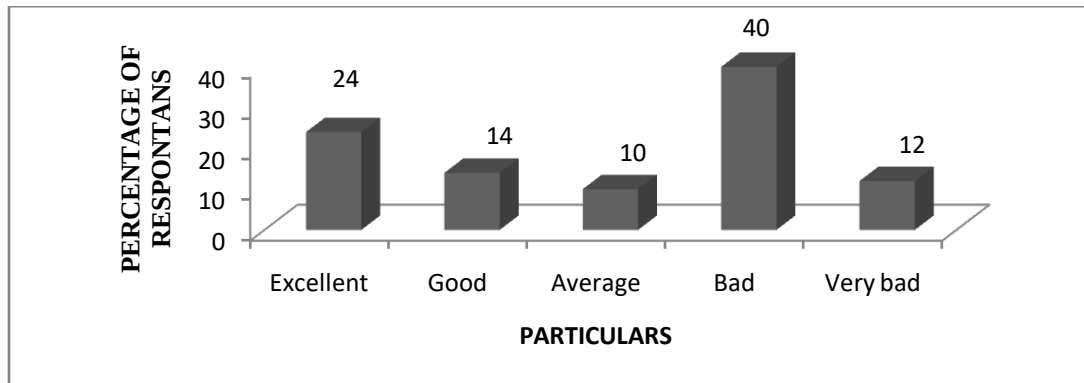
DEALERS PERCEPTION TOWARDS QUALITY OF THE PRODUCT



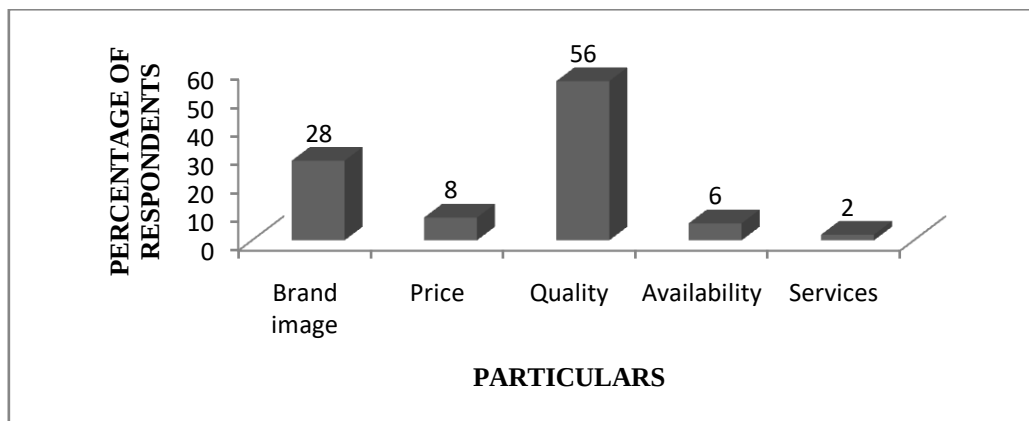
DEALER PERCEPTION TOWARDS SERVICE PROVIDED BY ALMONARD



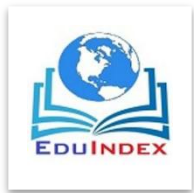
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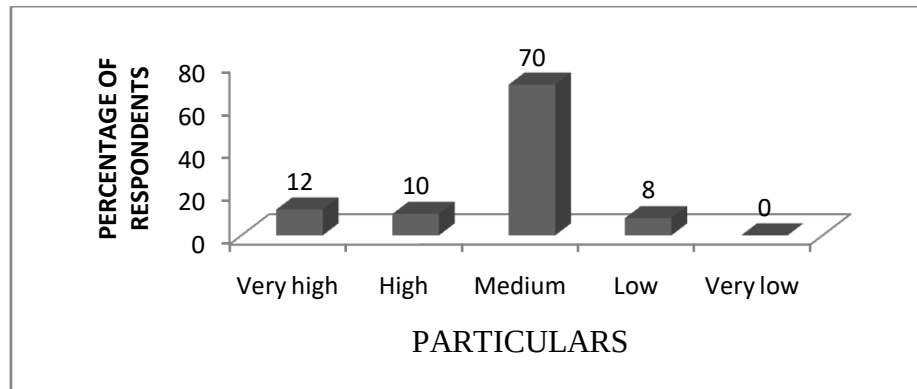
FACTORS INFLUENCED CUSTOMER TO BUY ALMONARD PRODUCT



DEALERS PERCEPTION TOWARDS PRICE OF THE PRODUCT



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CHI-SQUARE ANALYSIS

Selling the Almonard product vs Opinion about the sales representative service

Null Hypothesis- H_0 – There is no significant relationship between selling the almoner product and Opinion about the sales representative service

Alternative Hypothesis- H_A – There is significant relationship between selling the Almonard product vs Opinion about the sales representative service

Calculated Value = 29.23

Degree Of Freedom = $(r-1)(c-1)$
= $(5-1)(5-1)$
= 16

Tabulated Chi-Square value at 5%

Significant Level = 26.296

Since the calculated value is greater than the Tabulated Value therefore Null Hypothesis is not accepted. There is significant relationship between the selling the Almonard product and sales representative services.

Observation

❖ (34%) of the respondents said that they preferred the Almonard products because of the goods distribution channel.



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- ❖ (54%) of the respondents said that quality of the Almonard products is excellent.
- ❖ (18%) of respondents said that service provide by the Almonard is bad.
- ❖ (40%) of respondents said that product supply of the Almonard is bad
- ❖ Almost (52%) of the respondents said that over all perception is excellent in Almonard products
- ❖ (34%) of the respondents said that they preferred Offer while considering promotional activities.

CONCLUSION

The study shows that the company dealer's perception was good and Almonard fan quality is good but they want to increase the product supply delivery in weekly and they want to increase the credit term period as well as promotional activities more concentrate. The company should focus more on advertisement so that the sales get increase.

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- iii. C.R Kothari, "Research Methodology", wishva prakashan, New Delhi, 2001.
- iv. Ram Subramanian /samir T.Is hak, competitor analysis of U.S companies anEmpiricalinvestigation" management international.