

STUDY OF ATTITUDES AND OPINIONS OF DEALERS AND RETAILERS TOWARDS WALL PUTTY BRANDS IN DURG SUBDIVISION

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ABSTRACT

The research consist “Study of attitudes and opinions of dealers and retailers towards wall putty brands in Durg subdivision”. In today’s competitive market it is very necessary to have good knowledge of the potential of particular market. Objective of the study /this study was conducted to know understand the following parameters to understand the effectiveness of various sales promotion activities of wall putty, to know the reasons behind selection of a particular brand, to understand the brand image of wall putty companies among dealers in Durg sub-division.

The adopted research methodology is based upon the collected primary data through which the most recent and accurate piece of first hand information could be collected. Secondary data is used to support primary data wherever needed. Data filled by the Dealers & Sub dealers in the questionnaire and additional information gathered from them.

By this study we find that most of the retail outlets visited was multi branded. According to most of the retailers & dealers covered customers prefer Birla wall care followed by JK. According to retailers while making purchase decision the customer is most sensitive to the brand name, followed by quality, followed by whiteness. Hence this project aims to analyze how a Wall putty manufacturing companies can create value to all its dealers and sub-dealers to achieve a leading position in the market.

INTRODUCTION-

The research entitled “Study of attitudes and opinions of dealers and retailers towards wall putty brands in Durg subdivision” revolves around dealers and sub dealers who play the role of a optimum decision maker of a firms future. It is very important for the firm to know its Brand awareness and Dealer’s expectations.

“Earlier marketers aimed at satisfying the customer’s need but the present day of marketing requires something more that is customer’s delight”.

In this era of globalization company can survive only when it knows the fast of consumer which is changing day by day. A company can get an edge over its competitors in this cut throat competition through innovation, superior quality and better customer responsiveness. Hence this research aims to analyze how a wall putty manufacturing company can create value to all its dealers and sub-dealers to achieve a leading position in the market

LITERATURE REVIEW-

An attitude in marketing termed as a general evaluation of a product or service formed over time (Solomon 2008). An attitude satisfies personal motives- and at the same time affects the buying habits of the consumer. Dr. Lars Perner (2010) defined consumer attitudes simply as a composite of consumer’s beliefs, feelings, and behavioural intentions towards some object within the context of marketing. A consumer can hold negative or positive beliefs or feeling

toward a product or service. A behavioural intentions is defined by the consumer's belief or feeling with respect to the product and services.

Perhaps the attitude forms as a result of a positive or negative personal experience. Maybe outside influences of other individuals persuaded the consumer's opinion of a product and service. Attitudes are relatively enduring (oskamp & Schultz, 2005, p.8). Attitudes are a learned predisposition to proceed in favour of or opposed to a given object. In the context of marketing, an attitude is the filter to which every product and service is scrutinised.

RESEARCH OBJECTIVES-

- To study the margins or schemes provided to the distributors and retailers by various wall putty brands.
- To know the satisfaction derived by the retailers and distributors from quality, packaging, after sale service, promotions, availability of different wall putty brands.
- To obtain feedbacks and suggestions from retailers and distributors for better acceptance of new range of product.
- To identify the major competitors of walplast.
- To know what are the major market promotion methods should given by the companies to retain in the market.

SCOPE OF THE STUDY-

The report titled "Study of attitudes and opinions of dealers and retailers towards wall putty brands in Durg subdivision" provides an insight into the wall putty market in India. The report assesses the market sizing and growth of Indian wall putty industry. While expanding a current business, entrepreneurs are often faced with the dilemma. Before diversifying into any new product, they wish to study following aspect related to the product. This include:-

- Packaging
- Performance
- Flexibility
- Brand awareness
- Satisfaction level
- Brand loyalty

RESEARCH METHODOLOGY-

RESEARCH DESIGN

- Research approach-Exploratory research

The research design used in the research is exploratory research. The exploratory research was used to collect the data, which was through questionnaire in order to know'' the attitude and opinion of dealers and retailers towards different wall putty brands''. The data has been collected using survey method. .

DATA NEEDED FOR THE RESEARCH AND ANALYSIS

Data filled by the Dealers & Sub dealers in the questionnaire and additional information gathered from them.

DATA [PRIMARY AND SECONDARY]

Primary Data: It is the method in which the data is collected by on field research. These are the key constraints collected or gathered specially for the project in hand. The sources of primary research are:

- Personal Interviews
- Questionnaire Interviews
- Survey Method

Secondary data: secondary data was collected from industry profiles and company websites and from journals.

RESEARCH INSTRUMENT

A questionnaire was provided by the company for mapping the data of different types of dealers and retailers .the questionnaire they provided was open ended and containing straight forward questions.

RESEARCH PLAN

- 1.Interviewing the prospective dealer s
- 2.Collecting information and filling it up in questionnaire
- 3.Shortlisting the dealers according to the information collected
- 4.Contacting the dealers through sales representative
- 5.Telling them about the company and persuading them to take dealership

DATA ANALYSIS-

PESTEL ANALYSIS



Political

- The price of wall putty primarily controlled by price of white cement, dolomite, power tariffs, railway tariffs, freight charges, interestingly,
- Government control all the prices.



Economical

- Currently, the industry is on the boom, with a lot of government infrastructure and housing projects under construction.
- Fastest growing economy in the world. India is the third largest in terms of purchasing power.



Social

- This industry will create lots of jobs in next 4-5 years
- They do CSR activities like charity for the benefit of the society



Technological

- The government of India plans to study and possibly acquire new techniques from other countries.
- From mining to manufacturing, in each process new techniques are used



Environmental

The change in the production, packaging and distribution processes reduces pollution at all levels in environment and minimises the wastage.



Legal

- The law will not have a significant impact, except some norms which are very strict in this sector.

FINDINGS-

- Most of the dealers & retailers prefer cash discount, target based tour in comparison to gift scheme, gold & silver scheme
- Satisfaction level in comparison to other brands.

- Respondents are extremely satisfied with the quality & packaging of Birla wall care putty.
- Respondents are satisfied with after sales service, promotion & availability of Birla & walplast.
- Promotion and branding of home sure wall putty in this area leads to brand building and brand loyalty.
- Biggest competitor of home sure wall putty is Birla wall care, most of the respondents prefer Birla wall care
- Most of the respondents think painter scheme is more effective market promotion method in comparison to others.
- All retailers & distributors want better quality at competitive price.

CONCLUSION-

Most of the retail outlets visited was multi branded. According to most of the retailers & dealers covered customers prefer Birla wall care followed by JK. According to retailers while making purchase decision the customer is most sensitive to the brand name, followed by quality, followed by whiteness. By brand name customer mean a reputed company having goodwill like Birla wall care and JK. Most of the retailers don't face any complaints from consumers in any brand.

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