



Dealers Opinion & Perception Towards Marketing Activity of Milk Brands Sonai, Rajhans, Amul, Chitale, & Varna From Hadapsar In Pune City

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Introduction:-

This project deals with the study of the feedback received from the channel members. Channel members play very important role in enhancing sales for the company. Consumer (perishable products) market is flooded by many players & it is imperative for every company to know how well are the channel members satisfied with them & if not where is the lacunae & what measures should take steps to keep channel members happy so that they retain faith in the company.

The research conducted was descriptive in nature & conclusive & is out to eliminate bias & maximize clarity. Pune city segment was surveyed to obtain certain results. The survey was conducted to analyses penetration level, Physical reach, channel members satisfaction level & consumer service output level provided by Indapur Dairy and Milk Products under the brand of Sonai in comparison to other brands playing in above city.

The research conducted gives some findings, depending on these findings conclusions are drawn & these conclusions form the basis for recommendations, Which helps the company to take prompt & corrective measures to overcome the obstacles acting as hurdles in goal achievement & to evoke maximum positive response from the channel partners.

Objectives:

1. To find out penetration level among dealers of Sonai milk in, Pune city.
2. To study dealers perception and satisfaction level with Sonai milk.
2. To calculate display percentage and physical reach of Sonai milk in consumer FMCG category.
3. To find assortment breadth provided by the Sonai to its customers in Pune city.

Hypotheses:

A hypothesis is a tentative solution or answer to the research problem, the researcher has to test, bases on the available body of knowledge.

* preferences and consumer buying are subject to

- change with the change in geographical area.
- * Product display percentage and physical reach, impact dealer's sales performance to a large extent.
 - * Channel members performance depends on coordination, team work and company support.

Research methodology:

The principle task of marketing is to fulfill the aspirations of the consumers. It is thus imperative to understand what consumers want; how they make a choice; or what are their sources of information & influence processes etc. in the market; evaluate & monitor marketing actions; & in general, evolve better marketing program to serve the interest of consumers. Thus market research acts a link between the consumer & market.

Role of market research:

"Market research is defined as the systematic & objective search for analysis of information relevant to the identification & solution of any problem in field marketing" According to American Marketing Association (AAA) marketing research is defined as "the systematic gathering, recording & analyzing of data about problems relating to the marketing of goods & services"

Research study:

The aim of this research is to study the dealer's perception & satisfaction level about I. D. & M. P.'s distribution service & penetration of Sonai brand among dealers in Pune city.

Sampling:

An integral component of a research design is the sampling plan. Specifically, it addresses three questions: whom to survey (the sample unit), Making a census study of the universe will be impossible on the account of limitations of time & money. Hence sampling becomes inevitable. A sample is only a portion of universe population. According to Yule, a famous statistician the object of sampling is to get the maximum information about the parent population with minimum effort. Properly done, sampling produces comprehensive data of the entire population.

Sampling methodology:

In our case population / universe is quite large so, we decided to go for probability sampling. Under this sampling design every item of the universe has an equal chance, or probability of being chosen for sample. This implies that the section of the sample items is independent of the persons making the study that is, the sampling operation is controlled objectively so that the items will be chosen at random. Probability sample may take the form of:

- * Simple random sampling.
- * Systematic sampling.
- * Stratified sampling.
- * Cluster & area sampling.
- * Sequential sampling.
- * Multi stage sampling.

Sampling size:

In our case we have adopted "Area Sampling". Population / Universe: Dealers in & around pune city.

Sample Size: 75 Dealers.

Data collection method:

Collection of data is the first step in satisfying the goal of conclusion. The data collection process follows the formulation of research design including the sample plan. Data, which can be secondary or primary, can be collected using variety of tools. In our case we needed only primary data. Primary data can be collected in many important ways;

- * Observations method.
- * Interview method.
- * Through questionnaire.
- * Warranty cards.
- * Distribution audits.
- * Consumer panels.
- * Using mechanical devices.
- * Through projective techniques.
- * Depth interviews.
- * Content analysis.

The most commonalty used method to collect primary data is field survey. Those surveys can be.

A) Personal. B) Telephonic.

Dealers expectations from the milk processor:

- * Better profit margin.
- * Distribution should not be allowed to sell the products, in case if they are allowed then a minimum price level should be fixed for them, & a proper vigilance by the company should be incorporated to check them. This will avoid the price conflict between the channel members.
- * Suitable pricing for the customers.
- * Continuous advertising on television as well as print media.

Result And Discussion:

It was found that Rajhans Has Largest Penetration Among Dealers In Hadapsar Area. Chitale Has Second Position & Sonai Became Third Position. We can observe from the above chart that Rajhans is the top brand recommended by the dealers to customers in Hadapsar area. Chitale bags the second position where as Sonai have the third position.

Table No.-3

Brands	Effective Adevertising		Schemes & offers		Timely Delivery of Products	
	Yes	No	Yes	No	Yes	No
Sonai	34	66	30.4	69.6	100	0
Rajhans	65.3	34.7	56.53	43.47	100	0
Gokul	65.3	34.7	60.86	39.13	100	0
Varna	60.86	39.13	54.5	45.5	100	0
Amul	65.3	34.7	54.5	45.5	100	0
Chitale	77.4	22.6	61.9	38.1	100	0

A) Effective Adevertising:

We can observe from the above chart that 60% of all the dealers in Hadapsar area are satisfied with the effective advertising of Gokul, Rajhans & Chitale. Sonai have the lowest position in advertising.

B) Schemes & offers:-

As far as schemes & offers to dealers is concerned Gokul & Chitale stood first among all the brands in Hadapsar area followed by Varna, Amul respectively. Sonai failed the last position in schemes & offer.

C) Timely delivery of products:-

In case of timely delivery of products & byproducts, all the dealers within Hadapsar area are fully satisfied with every brand owner service.

Table No.-4

Brands	Display Allowance		Motivation Program		Product Training	
	Yes	No	Yes	No	Yes	No
Sonai	26.4	73.6	47.4	52.6	68.4	31.6
Rajhans	14.3	85.7	42.9	57.1	66.6	33.4
Gokul	10.5	89.5	29.5	70.5	68.4	31.6
Varna	15	85	33.3	66.7	68.4	31.6
Amul	0	100	23.1	76.9	66.7	33.3
Chitale	0	100	25	75	75	25

A) Display allowance:-

Here Sonai stood at first position as almost 27% of all the dealers in Hadapsar area are satisfied with their display allowance scheme & it is followed by Rajhans & Varna at second & third position respectively.

B) Motivation program:-

Here also Sonai stood at first position, as almost 50% of all the dealers in Hadapsar area are satisfied with their motivation program & it is followed by Rajhans & Varna at second & third positions respectively.

C) Product training:-

As far as new product training is conducted almost 69% of all the dealers in Hadapsar area are satisfied with all the brand owners approach.

Conclusion-

S.W.O.T. Analysis about sonai as Strengths:

- Best quality product with unique features.
- Strong infrastructure & technological base.
- High consumer reliability.
- High product reliability.

Weaknesses:

- Average satisfaction of dealers.
- Low product placement.

- Low awareness of product among customers.
- Weak brand.
- Customer completes not handling.

opportunities:

- Large dealer network can be used to increase market penetration.
- Competitive pricing.
- Increase byproducts quality like competitors.

Threats:

- Competitors like Rajhans, Chitale & Varna have got momentum through aggressive marketing, advertising, & pricing strategies.