



A Study on Distributors Satisfaction Towards Tiens Product With Reference to Coimbatore City

KEYWORDS

Network market, Independent Distributor, Satisfaction, Products, direct selling

Dr.G.SAKTHIVEL

Assistant Professor in Commerce
Chikkaiah Naicker College, Erode.

Mrs. L.YASOTHAA DEVI

Research scholar, Chikkaiah Naicker college, Erode

ABSTRACT

This research study focuses distributors satisfaction towards Tiens product. Distributors satisfaction should be the main aim of the Network marketing. It is essential for Network marketing businesses to effectively manage distributors satisfaction. To be able to do this, the MLM need reliable and representative measures of satisfaction. According to Kotler, Paul Kotler defined, "Multi-Level Marketing (also called Network Marketing) describes systems in which companies contract with individuals to sell a set of products door to door or office to office. The Direct Marketing Association (DMA) defines direct marketing is an interactive marketing system that uses one or more advertising media to effect a measurable response and or transaction at any location. Stanley Thomas (1997) stated that 'in direct selling product and services are marketed directly to 'customers through personal explanation and demos. The attraction of this method of selling is difficult to ignore. To those who take it full time it offers flexible work hours, the chance of being their own boss and of course, they would no longer have to worry about getting tired. This study is made to know about the level of satisfaction among Tiens product by the distributors.

INTRODUCTION

Network Marketing is considered as the fastest mode to earn money. It helps to build security for the future through integrity and dependability with a commitment to every member of the organization searching for success and wealth. India is the hottest market in the world. It is probably, the largest effective 'single market' in the world. Direct selling and Network marketing has always been part of the Indian culture and tradition. Network Marketing is an alternative method of distributing a product or services to the consumer network. It is a marketing method, and each marketer is an independent distributor, not a company employee. Each of them has his or her business. Network marketing is the most powerful and effective marketing system in the world. The use of consumer-direct channels to reach and deliver goods and services to customers without using marketing middlemen is termed as direct marketing. According to Xardel Dominique, (1993) The Direct Selling Revolution defines Multi-Level marketing (MLM) is a marketing strategy in which the sales force is compensated not only for sales they generate, but also for the sales of the other sales people that they recruit. This recruited sales force is referred to as the participants "downline" and can provide multiple levels compensation. This type of marketing is called Multi-level marketing, Cellular marketing, Referral marketing, Pyramid selling and Network marketing.

STATEMENT OF THE PROBLEM

This research is pertaining to find out the present distributors satisfaction in the study area with special of Tiens product. The study on distributors satisfaction helps to know who the distributors were, what they want, how they use the product in Network marketing. The distributors were carefully studied by conducting survey on distributor's satisfaction. In this context, the researcher is interested in studying the distributor's attitude and satisfaction towards Network marketing in Coimbatore City.

OBJECTIVES OF THE STUDY

1. To analyze the working system of Network Marketing in Coimbatore City.
2. To analyze the consumption pattern of Tiens products.

3. To analyze the opinion of the distributors about the price of Tiens with other MLM products.
4. To analyze the level of satisfaction of distributors towards the consumption of Tiens products.
5. To verify the socio-economic factors like income, age and family etc.
6. To assess the volume of future sales and find solutions to problems relating to Tiens product.

SCOPE OF THE STUDY

This study is aimed in assessing the distributors satisfaction towards Tiens products. This study covers distributors brand switch over, brand loyalty and level of satisfaction with factors considered by the distributors while purchasing the products. The researcher has used questionnaire for collecting data from subscriber in Coimbatore City. The research study will be useful to make a critical evaluation of the price, quality, brand image, packaging, dealer service, advertisement, availability offers of Tiens products in Coimbatore City. This study will try to answer the following question. What recommendation can be made to improve the Network Marketing in Coimbatore City.

RESEARCH METHODOLOGY

Primary data is that data which is collected for the first time. It is original in nature in the shape of raw material for the purpose of collection of primary data a well structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as open ended questions.

Secondary data is the data which is already collected by someone. They are secondary in nature and area in shape of finished product. Secondary data was collected so as to have accurate results. Required data was collected from various books, magazines, journals and internet.

SAMPLING TECHNIQUE

The sampling used for the study is convenient random sampling. This sampling is selected by the researcher for the purpose of convenience to assess.

PERIOD OF THE STUDY

The survey was carried out during the period from February 2015 to June 2015.

SAMPLE SIZE

For the Study Sample Size of 200 respondents were selected.

LIMITATION OF THE STUDY

The survey was limited to Coimbatore City only.
The sample size is limited to 200 distributors only.
Time is one of the major constraints.

At most care taken by the researcher to choose the correct information from the respondents.

The study is based upon primary data, so any wrong information given by the respondents may mislead the findings.

STATISTICAL TOOLS

The collected data have been analysed with the help of tools namely, Simple percentage method, Weighted score Ranking Analysis are used.

TABLE.1. PERSONAL FACTORS OF THE SAMPLE RESPONDENTS

S.NO	FACTORS	DESCRIPTION	NO.OF.RESPONDENTS	PERCENTAGE(%)
1	Gender	a)Male	90	45
		b)Female	110	55
2	Age Group	a)upto 20Years	47	23.5
		b)20-30 Years	66	33
		c)30-40 Years	45	22.5
		d)Above 40 Years	42	21
3	Marital Status	a)Married	106	53
		b)Unmarried	94	47
4	Education	a)Illiterate	13	7
		b)School level	22	11
		c)Degree	116	58
		d)Others	49	24
5	Occupation	a)Student	68	34
		b)Employee	81	41
		c)Businessman	40	20
		d)Professional	11	5
6	Level of Income	Below Rs.10000	42	17
		Rs.10000-20000	58	35
		Rs.20000-30000	54	38
		Above Rs.30000	46	10
7	Family members	Below 4 members	38	19
		4 members	84	42
		5-6 members	44	22
		Above 6 members	34	17

TABLE 2.STUDY FACTORS OF THE SAMPLE RESPONDENTS

S.NO	FACTORS	DESCRIPTION	NO.OF.RESPONDENTS	PERCENTAGE(%)
1	Awareness of the Tiens product	Friends& Relatives	74	37
		Existing distributors	26	13
		Advertisement	86	43
2	Media of awareness	Others	14	7
		Magazines	19	9.5
		Websites	126	63
		Newspaper	34	17
3	Period of Usage of the Tiens product	Others	21	10.5
		Less than 1 Year	90	45
		1-2 Years	48	24
		3-4 Years	42	21
4	Frequency of using Tiens product	More than 4Years	20	10
		Daily	103	51.5
		Weekly	68	34
		Occasionally	24	12
5	Type of Tiens product	Whenever needed	5	2.5
		Healthcare Foods	46	23
		Healthcare products	14	7
		Beauty&Personalcare	74	37
6	Amount spent to purchase Tiens product per month	DICHO Household products	66	33
		Less than Rs.1000	88	44
		Rs.1000-Rs.2000	50	25
		Rs.2000-Rs.3000	46	23
7	Satisfaction Level of quality of Tiens products	More than Rs.3000	16	8
		Highly satisfied	84	42
		Satisfied	76	38
		Neutral	32	16
		Dissatisfied	8	4

RANK THE FACTORS INFLUENCING THE RESPONDENTS FOR PURCHASING THE TIENS PRODUCT

S.NO	FACTORS	TOTAL SCORE	RANK
1	Price	832	IX
2	Quality	1310	I
3	Dealer service	1048	II
4	Advertisement	910	VIII
5	Availability	964	VI
6	Offers	969	V
7	Variety of products	1028	III
8	Brand Image	1004	IV
9	Packaging	940	VII

SUMMARY OF FINDINGS,SUGGESTION AND CONCLUSION

FINDINGS OF PERCENTAGE ANALYSIS

Majority 53% of the respondents are married.
 Majority 22.5% of the respondents are School level.
 Majority 21.5% of the respondents are Student.
 Majority 29% of the respondents earned the monthly income of Rs.10000-Rs.20000.
 Majority 42% of the respondents said 3-4 members in their family.
 Majority 43% of the respondent were aware through friends and relatives.
 Majority 63% of the respondents were attracted through websites advertisement.
 Majority 51.5% of the respondents are using the Tiens product for daily purpose.
 Majority 45% of the respondents are using the Tiens products less than 1 year.
 Majority 45% of the respondents were spent to purchase the Tiens product less than Rs.1000 per month.

RANKING ANALYSIS

Factors influencing the Respondents for purchasing the Tiens product

Hence it is observed that

The factor "Quality" has been ranked as I

The factor "Dealer Service" has been ranked as II

The factor "Variety of products" has been ranked as III

SUGGESTIONS

- The study informed that the product price is not suitable for all class of people. Hence the company is suggested to take necessary steps to reduce the price level.
- The Advertisement is one of the strongest media to influence the prospective customers. Therefore the company give more attention on Television, Radio, Magazines.
- Non-availability of product is one of the main problem faced by the Tiens users. For this reason the company is advised to make some arrangements for easy availability of products.

CONCLUSION

Network Marketing is a process to make progress constantly, it is an opportunity to improve self – cultivation, way of life, Psychology, Physical strength, Knowledge and Wealth as well as to bring happiness to others. Network Marketing should have good faculty of trainers make the best use of them for our queries and clarifications. As a result of our presentations in Network Marketing, some people will not only be interested in the products but also in the MLM opportunity. So, when we sponsor some one, we will have to lead him or her to become an Independent distributor in our downline. In this way we can build and enlarge our network organization. The survey conducted from Coimbatore City helps to make identification over this strength and weakness of network marketing.

REFERENCE

*Stanley Thomas 'Selling a Future' The Week 1997, *Philip Kotler, The new strategic brand management, Kogan page India Private Limited, New Delhi, 2009, * Xardel, Dominique (1993) The Direct Selling Revolution. Understanding the Growth of the Amway Corporation. Blackwell Publishing PP. 1-4, ISBN978 – 0 – 631 – 19229 – 9, Kothari. C.R., (2004) "Research Methodology methods and techniques" new age international (P) Limited Publishers, New Delhi.