

**FACTORS INFLUENCING DEALERS SATISFACTION IN
DIRECT MARKETING: A CASE STUDY ON AVON BOUTIQUE
SATOK**

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**Submitted in Partial Fulfillment of the Requirement
of for the Master of Business Administration (BM771)**

**MASTER OF BUSINESS ADMINISTRATION
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN SARAWAK**

JULY 2013

Declaration of Original Work



**MASTER OF BUSINESS ADMINISTRATION
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

“Declaration of Original Work”

We, Anna Anak Sumbu (2011403442) and Maryland Anak Munji (2011460548)

Hereby declare that,

- This work has not previously been accepted in any substance for any Master, locally or overseas is not being concurrently submitted for this Master or any other Masters.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim abstracts have been distinguished by the quotation marks and source of our information have been specifically acknowledged.

LETTER OF TRANSMITTAL

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28th JUNE 2013

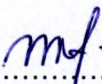

Dear Sir/ Madam,

**Submission of Project Paper – Applied Business Research
(ABR796)**

Attached is our final year project paper entitled “**FACTORS INFLUENCING DEALERS SATISFACTION IN DIRECT MARKETING: A CASE STUDY ON AVON BOUTIQUE SATOK**” to fulfill the requirement as needed by the Faculty of Business Management of Business Administration Universiti Teknologi MARA.

Thank you.

Yours Sincerely,


.....

.....

Anna Anak Sumbu (2011403442)

Maryland Anak Munji (20114605480)

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Many studies have been conducted to study in depth the importance of satisfaction toward customer satisfaction. Identifying the key factor as well as other factors affecting satisfaction has become a main concern for organization and remains as a critical management issues today. Kotler (2000) defined satisfaction as a person feeling of pleasure or disappointment resulting from a comparing a product perceive performance or outcome in relationship to his or her expectation. Apart from that Hoyer and MacInnis (2001) said that satisfaction can be associated with feelings of acceptance, happiness, relief, excitement and delight.

Dealer satisfaction is a relatively new research area. Dealers are the link between producers and customers, thus, plays an important role in the success of producers. On the other side, dealers are in direct contact with customers and are aware of their needs than the producer. Measuring the (overall) satisfaction of dealers and detecting the variables (dimensions) that influence this satisfaction is the main focus of research on dealer satisfaction (Decker, 2000).

In Malaysia, direct selling is a diversified business with sizeable product categories. It is increasingly becoming a significant distribution channel within the country's total retail enterprise system. It offers a high growth alternative to a retail system, still lagging behind in accommodating the changing and busier lifestyle of Malaysian consumers.