

RARE

719

A STUDY ON MARKETING SKILLS OF LIQUIFIED PETROLIUM GAS DEALERS IN SRI LANKA

Name: R.R.S Fernando
Index No: FGS/02/25/012005/09
Course Code: MBA 62016

ප්‍රවේශ අංකය:	719
වර්ග අංකය:	

The dissertation submitted to the Faculty of Commerce and Management Studies, University of Kelaniya as a partial requirement of the Master of Business Administration Programme.

THE FACULTY OF COMMERCE AND MANAGEMENT STUDIES
UNIVERSITY OF KELANIYA
SRI LANKA
2008 MAY

Abstract

This empirical study titled, “**A study on marketing skills of “Liquefied Petroleum Gas dealers in Sri Lanka”**” was carried-out in seven provinces, which were included in the sample. The study was undertaken by the researcher to examine the impact of lack of market-orientation on the sales performance of LPG dealers in the Country.

The so-called poor market-orientation and poor sales performance of LPG dealers were identified through the preliminary data, which were available at the outset. The study’s content focuses on four objectives set under the categories of key objective and specific objectives that are consistent with the research objectives. Further, the study features a conceptual model, which is based on the concept of market-orientation. The present study was designed in accordance with a sound methodological choice, which was based on deductive approach. The questionnaire-based survey was administered to gather data, as the study was an empirical investigation. Further, additional interviews and investigations were carried out to collect more data. Secondary data were also administered to enrich the study further. The sample consisted of 198 respondents who were selected to conduct the study at an intensive level. A reasonable representation was obtained by employing the “Non-random Judgment Sampling” technique.

The conceptual model was described and analyzed through descriptive analytical tools such as Mean, Median, Mode, Standard Deviation, Variance, Range and Standard error of mean. Furthermore, Correlation Analysis too was applied to analyse data.

Overall, the findings revealed the degree to which the LPG dealers lack competencies in the context of market-orientation. In other words, the study conveys that the LPG dealers lack skills in the areas of collection of intelligence, dissemination of intelligence and response to intelligence as described in the conceptual model.

Along with these findings and conclusions, a better set of suggestions to transform the LPG dealers has been proposed.