



A STUDY ON CUSTOMER'S PREFERENCE TOWARDS AMWAY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Marketing is a powerful mechanism, which satisfy the needs and wants of the consumer f the place and time, they desire. The success of a business depends on the strength policies; in short, marketing guides the decision and action of every business.

Great companies start with great ideas and Amway is no exception. Amway, an abbreviation for “American Way”, was coined in 1959 by founders, Jay Van Andel and Richard De Vos. The business was built on the simple integrity is “Inspiring people and lead better lives”. With the mission to provide best business opportunity, the direct sales business delivers exceptional quality products in the following area.

All the 115 products in four categories sold in India, match Amway’s global quality standards, with a tamper-proof seal and a 100% money back Guarantee. All products are environmentally friendly and not tested on animals. Through its presence in India, the multilevel marketing franchise enhances human resources development through entrepreneurial opportunity and self-employment.

INTRODUCTION

The Amway Indian enterprises franchise’s values have enabled it to guide its actions and help achieve everything without compromise or harm. Amway is one of the most successful American corporation today. The company is presently the world’s largest door-to-door sales corporation, and one of the most extensive service organization. Amway can be seen as one of the most successful merchandise and manufacturing firms today.

(1) CUSTOMER SATISFACTION

The definition of customer satisfaction has been

debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectation. Satisfaction also is based on the customers experience of the both contacts with the organization and personal outcomes. Some researchers define a satisfied customer within the private sector as “one who receives significant added value” to his/her bottom line.

Customer satisfaction differs depending on the situation and the product or services.



A customer may be satisfied with the product or services, an experience, a purchase decision, a sales person, store, service provider, or an attribute or any of these. To avoid difficulties stemming from kaleidoscope of customer expectation and differences, some experts urge companies to “concentrate on a goal that’s more closely linked to customer equity.

STATEMENT OF THE PROBLEM

Nowadays the customers can purchase any products, but the customer wants to like the quality product. So quality is an important for any product. Now for withstanding a brand, expectation and the level of satisfaction of is customers an essential one. Branded products are most welcome by the customers, because the poor quality products may easily affect the health. So the necessity that has arisen for the study has been to identify the level of customers satisfaction towards Amway products and to know about the causes for shifting their preference from Amway to other brands. Hence, the current study on customer satisfaction towards Amway has been conducted.

SOURCE OF DATA

• PRIMARY DATA

The primary data is the source of collection of information. To analyze the customer satisfaction towards Amway, 120 respondents were selected from within the Coimbatore city. The respondent include students, business people, employees and home maker.

In order to collect the relevant data from the respondents a questionnaires consisting of 23 question was distributed to know the personal opinion of the respondents towards Amway product.

1. SECONDARY DATA

The secondary data is the data is the data that has been already collected by and readily available from other sources. In this project, the data have been collected from the following sources.

1. Journals
2. Articles
3. Websites

LIMITATIONS OF THE STUDY

1. The results of the analysis made in the study are fully depends on the information given by
2. The respondents only.
3. Brand preference of the product may vary from group and also personal bias of the respondents.

REVIEW OF LITERATURE

1. DR.M. Nandhini and B. Devipriya (2014), have written a paper on, “consumer satisfaction towards Amway products in Coimbatore city”

SCOPE OF THE STUDY

1. Factors influencing the customer preference regarding the Amway products.
2. The data has been collected based on the questionnaire schedule.
3. This survey focus on the opinion of the respondents regarding Amway products.

OBJECTIVES OF THE STUDY

1. To find out the factor influencing the customer to but Amway products.
2. To find out the level of satisfaction of the customer.

RESEARCH METHODOLOG

Research methodology is a systematic way to solve research problem. It is science of studying how research is to be carried out. its aim is to give work plan of research. The following includes in it:

4. Books

AREA OF THE STUDY

The study was undertaken in Coimbatore city.

STATISTICAL TOOLS USED

1. Simple percentage analysis
2. Linkert scale analysis
3. Rank analysis.

STATISTICAL TECHQUES

The selection criteria were based upon the data availability, convenience and the level of participation. Hence, the convenience sampling method is adopted.

SAMPLE SIZE

The study was conducted with a sample size of ...respondents in Coimbatore city.

4. The effectiveness of the study may be affected due to the personal bias of the respondents.
5. Due to time constraints, the sample size is limited respondents, with limited respondents the findings may not be applicable to the total population.

the buyer may take decision whether to save or spend the money. When he decide to spend then are many problem as to purchase, because needs are numerous, which leads to ranking the needs in terms of priority. The problem are



consumption problem-where to buy, how to buy, from whom to buy etc. the process whereby individuals decide whether, what, when, how, and from to purchase goods and service can be termed as the customer's or the buyer behavior. All the behavior of human being of human being during the purchase may be termed as "buyer behavior".

2. S. karmugil (2015), conducted a study on "customer satisfaction towards Amway products in Tiruchirappalli town" marketing is the process of finding consumer needs and serving those

PERCENTAGE ANALYSIS

The percentage analysis is mainly used to specify the number of respondents in the sample falling in each category. Further, it is also used as a standard for comparison purpose. A number of respondents

FORMULA PERCENTAGE =

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

needs profitably. Thus customer is the heart of marketing activities. Marketing people is involved in marketing 10 types of entities. Goods, services, experience, events, persons, places, properties, organization, information, and ideas. Amway products are now fast becoming all class population and the rise in consumerism over the decade is the major force in driving demand. The research is an attempt to find out the customer need and level of satisfaction in the Amway product marketing in Tiruchirappalli town.

distribution shows the number of frequencies in various classes, which helps to get preliminary idea with respect to objectives under study. To interpret the results comprehensively percentage value are computed.

TABLE SHOWING EDUCATIONAL QUALIFICATION

S. NO.	Educational Qualification	No. of Respondents	Percentage
1.	Higher secondary	13	10.83
2.	Under graduate	64	53.33
3.	Post graduate	19	15.83
4.	Professional	19	15.83
	Total	120	95.82

(source: Primary data)

INTERPRETATION

The above table has revealed that 10.83% of the respondent are Higher secondary and 53.33% of the respondents are Under graduate and 15.83% of the

respondents are Post graduate and 15.83% of the respondents are Professional.

Majority (53.33%) of the respondents are under graduate.

LIKERT SCALE ANALYSIS

FORMULA:

$$\text{Likert scale} = \frac{\sum (FX)}{\text{Total number of respondents}}$$

F = Number of Respondents

X = Likert Scale Value

(FX) = Total Scale

**TABLE SHOWING DISTRIBUTION REGARDING THE LEVEL OF SATISFACTION TOWARDS AMWAY PRODUCT ON AVAILABILITY**

S. No	Factors	No. of respondents (f)	Likert scale value (x)	Total (fx)
1.	Excellent	32	5	160
2.	Good	58	4	232
3.	Average	23	3	69
4.	Poor	2	2	4
5.	Very Poor	0	1	0
	Total	120		465

(Source: Primary data)

$$\begin{aligned} \text{Likert Scale} &= (\text{fx}) / \text{Total number of respondents} \\ &= 465/120 \\ &= 3.875 \end{aligned}$$

Likert Scale value (3.875) is higher than a mid-value. So the respondents are satisfied with the Availability of the Amway product

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDING OF SIMPLE PERCENTAGE ANALYSIS

- Majority (50.83%) of the respondents are Male.
- Majority (50.83%) of the respondents are nuclear family.
- Majority (75.83%) of the respondents are Unmarried.
- Majority (53.33%) of the respondents are under graduate.
- Majority (43.33%) of the respondents are 21yrs – 30yrs age group.
- Majority (50%) of the respondents are others.
- Majority (31.66%) of the respondents are one dependents.
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- Majority (27.5%) of the respondents are used beauty care.
- Majority (30.83%) of the respondents says that they buy the Amway product through the Marketing agent.
- Majority (40.83%) of the respondents says that their source of awareness is advertisement.
- Majority (57.5%) of the respondents are using Amway products for less than 6 months.
- Majority (42.5%) of the respondents says that they using high price value of the Amway product .
- Majority (50.83%) of the respondents are using quality of amway product was good.

- Majority (50.83%) of the respondents are using quality of amway product was good.
- Majority (60%) of the respondents are using quality of amway product.

FINDINGS OF LIKERT SCALE ANALYSIS

- Likert Scale value (3.567) is higher than a mid-value. So the respondents are satisfied with the quantity and quality of the Amway product.
- Likert Scale value (3.875) is higher than a mid-value. So the respondents are satisfied with the Availability of the Amway product.

SUGGESTION

- The company should get feedback and follow periodically for the betterment of the customer.
- The company should introduce more avenues to capture the customer.
- The prices should be reduced in order to capture new customer and to retain the old customer.
- Focus should be provided more on young women especially on teenagers. Also steps should be taken to grab the attention of children's preferences towards Amway products.
- To promote the Amway products the company should attract the customers in the way of



providing advertisements and offers for all the products of Amway.

- The company to be successful should have a careful watch over the dynamic customer behavior and come out with a new products and update its existing.

CONCLUSION

Amway products are costly as compared to other branded products available in market. But, if we compare the quality of Amway cannot be beatable. The number of brands available is also increasing, in its place of old products, so, the customers will switch over to other product if they found less satisfaction in using the products. Customer prefers to use new branded products like Amway.

“The study on customer satisfaction towards Amway products” has that the quality is the factor which influenced many respondents to buy the Amway products. At the same time most of the respondents switch over their preference to other brands due to higher price, lack of awareness and offers about Amway products. The Amway company must go for heavy promotional activities (i.e.), must give attractive and frequent advertisement to capture the mind of the customer. The customers are satisfied with the quality of the products. Hence to maintain the brand image of Amway Company, the prices of the products should be reasonable and moreover it must be affordable to all customers.

Thus, the project helped us in knowing the customer satisfaction towards the Amway products.

REFERENCE

1. DR.M. Nandhini and B. Devipriya - consumer satisfaction towards Amway products in Coimbatore.
2. S. karmugil- customer satisfaction towards Amway products in Tiruchirappalli town and marketing activities.
3. Dr. P. Parimaladevi- focuses on what are the benefits received and problems faces by the respondents and their attitude towards the Amway products.
4. M. Rajalakshmi and U. Umadevi- gives help the manufactures to adopt new strategies.