

A study on consumer preference of Amway products with reference to Villupuram town

¹ Dr. D Karthikeyan, ² Manchammadevi K

¹ Assistant Professor, Research Guide, Department of Commerce, Arignar Anna Govt Arts College, Villupuram, Tamil Nadu, India

² Research scholar (M.Phil), Arignar Anna Govt Arts College, Villupuram, Tamil Nadu, India

Abstract

Consumer is the king in the modern marketing. The buying decision of a consumer is highly influenced by the buyer's personal and psychological factors. The survival as well as growth of any business organization depends upon its ability to satisfy the present and potential consumers. Selection of the particular brand is influenced by individual characteristics, product characteristics and situational characteristics. The buyer's decision in selecting the brand varies from individual to individual and from region to region. Consumers have their own choice of product in their day to day life.

Keywords: amway, customers, preference & products

Introduction

Marketing is the process of creating or reorganizing an organization to be successful in selling a product or service that people not only desire, but are willing to buy. Therefore good marketing must be able to create a "proposition" or set of benefits for the end consumer. Shopper or customer that delivers value through products or services.

Significance

The study is focused specifically on customers who have purchased the product. The Indian economy is witnessing changes like never before. The Indian consumer thoughts are changing. With new players entering the market and increasing the availability of choices. The expectation of consumer are increasing more and more. The study attempts to identify the research of the Amway product, it would help the company in formulating the suitable strategy. It also identifies the attitude and preference towards Amway products.

Statement of the problem

Now days consumer behaviour will vary from person to person and product/service to product. The behaviour depends on a number of both psychological and physical variables which correlation with consumer behaviour. The level of behaviour can also vary depending on the demographic factors of the consumer. Amway products are mostly liked by the consumers of all age groups and status. But the level of satisfaction will vary from one person to other.

Objectives of the study

1. To analyze the socio-economic profile selected consumer for the Amway product
2. To study the buying habit of the consumer for the Amway product.
3. To find out opinion of the consumer about the product.
4. To offer suggestions among Amway products

Research Methodology

The study pertains to Consumer Preferences towards Amway Products with special reference to villupuram Town. The

researcher selected samples from consumer of Amway product. This study is exploratory in character and therefore the survey method of data collection was adopted.

Period of the Study

The required primary data were collected from the selected respondents during Three months period, from March 2017 to May 2017. Secondary data were collected for ten years period from 2008 to 2017

Study Area

The present study was carried out in Villupuram district. The study area covers high-density areas. Villupuram district lies 160 km to the south west of Chennai, the capital city of Tamilnadu. This site was chosen, since it constitutes the main market area for Amway product.

Sampling frame

- **Universe:** Amway consumers of Villupuram Town (only Households)
- **Sampling Unit:** The sampling units were selected by covering only Villupuram Town in Villupuram district.
- **Sample Size:** 100 Amway product consumers.

Sources of Data Source

Both primary and secondary data were used in the present study. To fulfill the first objective, secondary data were used and to fulfill the second, third, fourth and fifth objectives, primary data were used. Primary data were collected through questionnaires as well as through personal. Secondary data were collected from published books, journals, and other documents.

Statistical Techniques

The collected data were processed with the help of appropriate statistical tools in order to fulfill the objectives of the study. The collected data were carefully classified and tabulated. For the present study the researcher used percentile analysis, Likert Scaling Technique and Garrett Ranking Technique.

Limitation of the study

The study has the following limitations

1. The Universe being large, the study was restricted with 150 consumers residing in selected sample areas of Villupuram town only.
2. The data were collected only from the Amway product consumers.
3. A few respondents were semi-literate and they are afraid to give accurate data, but whenever found bias, a cross check was made.

Table 1: Analysis and interpretation of the study

Demographic factors	Category	Frequency	Percent
Age	Below 30	35	35.0
	30-40	20	20.0
	40-50	27	27.0
	Above 50	18	18.0
Gender	Male	46	46.0
	Female	54	54.0
Marital	Married	46	46.0
	Unmarried	41	41.0
	Others	13	13.0
Education	School level	25	25.0
	UG	17	17.0
	PG	27	27.0
	Others	31	31.0
Monthly income	Below 15000	28	28.0
	15000-25000	31	31.0
	25000-35000	24	24.0
	Above 35000	17	17.0
Occupation	Self employed	18	18.0
	Private employee	24	24.0
	Govt employee	42	42.0
	Others	16	16.0

An observation of the table 1 shows that the 100 consumers, 35 respondents (35.00 percent) are in the age group of below 30, 27 respondents (27.00 percent) are in the age group of 40 – 50, 20 respondents (20.00 percent) are in the age group of 40 – 50, and 18 respondents (18.00 percent) are in the age group of above 50 years. It is clear that majority of consumers are in the age group of Below 30 years. It is clear from Table that the Amway consumers, 54 consumers (54.00 percent) are female and 46 consumers (46.00 percent) are male. Among the total consumers, majority of consumers are in the gender of female. It is clear from Table that the Amway consumers, 46 consumers (46.00 percent) are married, 41 consumers (41.00 percent) are unmarried and 13 consumers are others. It is clear that majority of consumers are aware of the married. As for the Table shows that the respondents, 31 respondents (31.00 percent) are qualified of others, 27 respondents (27.00 percent) are qualified PG Degree, 25 respondents (25 percent) are qualified with School Level, and 17 respondents (17.00percent) are qualified with UG Level. It is clear shown that majority of respondents are qualified other than UG, PG, School level. Above table revealed that, the Amway consumers, 31 consumers (31.00 percent) earned Rs.15000-25000, 28 consumers (28. 00 percent) are earned below Rs.15000, 24 consumers (24.00 percent) are earned Rs 25000-3500, and 17 consumers (17 percent) earned aboveRs.15000. The majority of consumers are aware of the Amway product earned above Rs1000 to15000.As depicted in the Table that

the Amway consumers, 42 consumers (42.00 percent) are Govt employee, 24 consumers (24.00 percent) are Private employee, 18 consumers (18.00 percent) are Self employee and 16 consumers (16.00 percent) are others. Majority of consumers are used government employee.

Buying behavior of consumer Amway products

Table 2: Brand preference of the Amway product

Products	Frequency	Percent
Personal care Products	31	31.0
Homecare Products	24	25.0
Cosmetic Products	12	12.0
Health care Products	25	24.0
Others	8	8.0
Total	100	100.0

It is clear from Table 2 describes about the Amway product currently used by the respondents. Among the Amway consumers 31.00 percent are using Personal care Products, 25.00 percent are using Health care Products, 24.00 percent using Homecare Products 12 percent are using Cosmetic Products 8 percent using others products. It is clearly shown that majority of the respondents are used personal care products.

Table 4.2.3: Place of buying AMWAY products

Place of buying Amway products	Respondents	Percentage
Directly from the company	35	35
Retail outlet	11	11
Online shopping	24	24
Marketing agents	30	30
Total	100	100

From the above table 3 it reveals that 35 percent of the respondents are buying the Amway products through directly from the company, 30 percent of the respondents are buying the Amway products through marketing agents, 24 percent of the respondents are buying Online shopping and 11 percent the respondents are buying retail outlet. Analysis shown result most of the respondent are buying on the way of directly from the company

Table 4: Source of information about Amway products

Source of information about Amway products	Respondents	Percentage
Friends & relatives	42	42
Newspaper	16	16
Magazines	6	6
Television	14	14
Personal selling	6	6
Internet	8	8
Others	8	8
Total	100	100

From the above table 3, it shows that 42 percent of the respondents are come to know about the product information from friends & relatives and 16 percent of the respondents are come to know about the product information from newspaper. 14 percent of the respondents are come to know about the product information from television. So it finalized that most of the respondents come to know about the information from friends and relatives.

Table 5: Level of Satisfaction of Amway Consumers at various factors

Factors	Excellent 5		Very good 4		Good 3		Fair 2		Poor 1		Total		Rank
	Res	Wt	Res	Wt	Res	Wt	Res	Wt	Res	Wt	Res	Wt	
Price	17	85	22	88	16	48	12	24	33	33	100	278	V
Quality	34	170	27	108	12	36	15	30	12	12	100	356	I
Brand image	26	130	20	80	28	84	16	32	10	10	100	336	II
Familiarity	18	90	12	48	26	78	14	28	30	30	100	274	VIII
Availability	28	140	19	76	24	72	13	26	16	16	100	330	III
Varieties	22	110	20	80	35	105	10	20	13	13	100	328	IV
package	16	80	14	56	31	93	9	18	30	30	100	277	VI
Discount or	13	65	19	76	20	60	16	32	32	32	100	265	IX
Measurement	18	90	16	64	22	66	11	22	33	33	100	275	VII

It is clear from Table 8 that, the quality of products is very good it has been attained first rank (total score 356), second rank (total score 336) has been attained by brand image also very good, third rank (total score 330) has been attained by availability, fourth rank (total score 328) has been attained by varieties, fifth rank (total score 278) has been attained by price, sixth rank (total score 277) has been attained by Attractive package, seventh rank (total score 275) has been attained by Measurement, eighth rank (total score 274) has been attained by familiarity and the last rank is (total score 265) has been attained by discount gift. It is clear that majority of Amway consumers are highly satisfied with quality of the Amway products.

Finding of the study

- That majority of Amway product consumers are in the age group of Below 30 years.
- Among the total consumers, majority of consumers are in the gender of female of Amway product
- It is clear that majority of consumers are aware of the married.
- Clear shown that majority of respondents are UG, PG level.
- The majority of consumers are aware of the Amway product earned above Rs1000 to 15000.
- Majority of consumers are used government employee.
- It reveals that out of 100 respondents 46% are having four members in the family.
- Among the Amway consumers 31.00 percent are using Personal care Products.
- It reveals that 35 percent of the respondents are buying the Amway products through directly from the company
- It finds that, 38 percent of respondents are using the product on 1 to 2 years,

Conclusion

Amway is one of the largest direct selling company in the world. The products of Amway are world class product quality. Amway covers a wide range of products from beauty care. Health care, to clothing, and daily use products etc. the products are costly as compared to other branded products available in market but if we compare the quantity while using the products require less amount and thus can be used for longer time.

Reference

1. Akbar MM, Parvez N. Impact of service quality, trust, and customer satisfaction on customers' loyalty. ABAC Journal, 2009, 29(1).
2. Chakraborty S, Sengupta K. Structural equation modelling of determinants of customer satisfaction of mobile network providers: Case of Kolkata, India. IIMB Management Review. 2014; 26(4):234-248.
3. Divya A, Regi B. An Empirical Study on Effectiveness of Social Media as a Marketing Tool.
4. Amway Booklets
5. Amway.com WWW.
6. Google.co.in Google search: About Amway
7. WWW.Wikipedia.com Search: Amway products