

A STUDY ON CONSUMER ATTITUDE TOWARDS AMWAY PRODUCTS IN VIRUDHUNAGAR TOWN

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Introduction

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.

Significance of the Study

Now-a-days, many varieties of toothpaste, protein powder, hair oil, and toilet soap are available in the market. Many numbers of companies provide various products with varying features. So, the users are not in a position to identify and select a specific brand. Some product may be harmful for the health of the consumers, at the same time all the products are not harmful for the consumer's health.

In the process of taking a buying decision, the nature of the product plays a very important role. Generally, the consumer's goods are classified into two categories as durable and non-durable goods. The usage period of non-durable goods is very short.

The consumers have to consider various aspects, which influence the decision before buying the goods. They have to consider various factors such as quality, price, colour, brand image, attractive package, free offers and the like.

In the year 1992-93, Indian economy was welcome by the foreign companies, to market their products in India. By the time many multilevel marketing business are introduced in India. But Amway is introduced in India in the year 1995. It has been spreaded all over the world including India. Amway products are playing major role in the life of the consumers. It also provides employment opportunities, providing healthy products to the society.

Amway India is the country's leading direct selling FMCG Company which manufactures and sells world class consumer products. Its business opportunity and all its

products are covered 100 per cent money back guarantee. If the consumer is not completely satisfied with the product the consumer can return it for a refund.

By comparing the MNCs companies' product Amway products has taken the first place. Because of the product quality, price, quantity, brand image, attractive package and the like.

Hence the researcher has taken up this project with the consumer attitude towards Amway products.

Review of Literature

The review of literature plays a vital role in providing an insight into the research problem. It helps a researcher to identify the research gap and develop a meaningful hypothesis. It gives the idea of how the subject of the study could be analysed. The researcher reviewed the available literature on agricultural credit by the public sector commercial banks and farmer's attitude towards such credits. Various studies have already been made in respect of agricultural credit. The findings of the studies in this regard are critically reviewed by the researcher and they are furnished in this section.

A.Muthulakshmi¹ (2002) in her study on "Brand Preference of Cosmetic Products - A Study with Reference to Kovilpatti Town," has analyzed consumer awareness of cosmetic Product.

Marianne Elizabeth Lien²(2002) in her study entitled, "Marketing and Modernity" said that multilevel marketing has broken all the chains of conventional in marketing and especially Amway products undoubtedly have struck themselves to a good position.

R.Rajendran³(2002) in his study entitled, "Consumer Preference with Special Reference to Toothpaste in Perambatur Town" has identified the factors influencing in the purchase of a particular brand of toothpaste.

Arockiya Jansi Geetha⁴ (2003) in her study titled, "Marketing of LG Products - A Study in Madurai City," has analysed various marketing factors in purchasing LG products.

Kin Mather⁵ (2004) in his study titled, "Your Church is a Market Place" tells about how the products in multi level marketing could be sold without much difficulty and also deals with how the markets could be created anywhere and everywhere.

Objectives of the Study

The general objective of the study is to know the consumer attitude towards Amway products.

1. To analyze the history and growth of Amway products.
2. To study the attitudes of consumers about Amway products in Virudhunagar town.
3. To offer suggestions among Amway products.

Methodology

The required data have been collected from primary data and secondary data.

Primary Data

A questionnaire has been used for the collection of primary data from 120 consumers.

Secondary Data

The secondary data have been collected from standard text books and from various published articles in magazines, journals, newspapers, encyclopedia and websites.

Period of the Study

The period of the study covers, from April 2015 - March 2016.

Limitation of the Study

- This study suffers from some limitations. Amway products are some of the things that we use in our day to day life. There are a number of Amway products are available, but the data have been collected from respondents those who use only the following products Toothpaste, Protein Powder, Hair Oil, Nutrilite Daily, Toilet Soap
- When the researcher went to the field for collecting data, there were some difficulties. Most of the respondents were reluctant to express their response immediately.
- Due to time and cost constraints, the number of respondents and geographical area are limited.

History and Growth of AMWAY**Amway Corporation**

Amway is one of the world's largest direct selling companies. It is founded in 1959 by Jay Van Andel and Richard DeVos. Amway operates in more than 80 countries and territories on six continents. Amway offers the opportunity for people to have a business of their own based on retailing beauty, nutritional, Health care and household products and sharing the opportunity with others who will do the same.

Profile of Amway

What does the word Amway mean? Amway is an abbreviation for "American Way" and was coined in 1959 by company founders, Jay Van Andel and Richard DeVos. Short, unique and easy to remember, Amway has been registered as a corporate name and trademark ever since. In the following decades, Amway Corporation successfully established itself as a leading multilevel marketing business, built on strong values and founding principles that continue to sustain our company today. The business is built on the simple integrity of helping people lead better lives.

Today, Amway is a multibillion-dollar international business representing freedom and opportunity to millions of people in more than 88 countries and territories around the world. Amway generates US \$ 9.2 billion (January - December 2009) in sales at estimated retail through this global product distribution network.

People

Amway has more than 13,000 million employees worldwide. In addition, Amway distributors are the part of a sales force of more than 3 million owners around the world.

Products and Services

More than 450 unique, high-quality products carry the Amway name in the areas of nutrition, wellness, beauty and home care. In addition, Amway distributors are selected the markets to sell additional brand-name goods through local merchandise catalogues, plus a variety of services and educational products. All products are backed by a customer satisfaction because of their guarantee.

Analysis of Opinion about Consumer Attitude towards Amway Products Existence of Refund Policy Services

The overall mean score for the consumer attitude towards Amway products on existence of refund policy services is compared to the mean score calculated for each of the classification for each of the classification respondents and are given in Table 1.

Table 1 Opinion about the Consumer Attitude towards Amway Products on Existence of Refund Policy Services

Sl. No.	Demographic Factors	Opinion of the Respondents					Total Score	Mean Score
		Highly Satisfied	Satisfied	Undecided	Dis-satisfied	High Dis-satisfied		
1.	Sex							
	Male	14	14	12	7	5	181	1.51
	Female	29	18	10	6	5	264	2.20
2.	Age							
	Upto 35 Years	32	20	15	8	6	307	2.56
	Above 35 Years	11	12	7	5	4	138	1.15
3.	Marital Status							
	Married	24	19	14	6	7	257	2.14
	Unmarried	19	13	8	7	3	188	1.57
4.	Educational Level							
	School Level	10	10	15	4	3	146	1.22
	Under-graduate	18	9	3	5	5	150	1.25
	Post-graduate and Professionals	15	13	4	4	2	149	1.24

Sl. No.	Demographic Factors	Opinion of the Respondents					Total Score	Mean Score
		Highly Satisfied	Satisfied	Undecided	Dis-satisfied	High Dis-satisfied		
5.	Occupation							
	Govt. and Private Employees	20	4	12	5	4	166	1.38
	Businessmen and Professionals	2	4	6	4	3	55	0.46
	Housewives and Others	21	24	4	4	3	224	1.87
6.	Type of Family							
	Joint Family	8	12	16	7	5	155	1.29
	Nuclear Family	35	20	6	6	5	290	2.42
7.	Family Members							
	Upto 5 Members	40	30	20	10	8	408	3.40
	Above 5 Members	3	2	2	3	2	37	0.31
8.	Monthly Income							
	Upto Rs.3000	4	2	7	4	3	60	0.58
	Rs.3000 - Rs.9000	12	18	12	3	3	177	1.47
	Above Rs.9000	27	12	3	6	4	208	1.73
	Total Mean Value							1.56

Source: Primary Data.

Note: Mean Score = Total score/Number of respondents.

Table 1 shows the Amway products consumers who are female respondents, who are upto 35 years, who are married, who have educational qualification are under graduate, whose housewife and others, who are from nuclear family, who are size of the family is upto five members, and whose monthly income is above Rs.9000 have higher consumer attitude regarding the existence of refund policy services.

Consumer Attitude towards Availability Services

The overall mean score for the consumer attitude towards Amway products on Availability services is compared to the mean score calculated for each of the classification of respondents and are given in Table 2

Table 2 Opinion about the Consumer Attitude towards Availability

Sl. No.	Demographic Factors	Opinion of the Respondents					Total Score	Mean Score
		Highly Satisfied	Satisfied	Undecided	Dis-satisfied	High Dis-satisfied		
1.	Sex							
	Male	7	5	10	18	12	133	1.10
	Female	13	5	19	20	11	213	1.77
2.	Age							
	Upto 35 Years	13	5	22	28	13	240	2.00
	Above 35 Years	7	5	7	10	10	106	0.87

3.	Marital Status							
	Married	18	5	15	18	14	225	1.87
	Unmarried	2	5	14	20	9	121	1.00
4.	Educational Level							
	School Level	12	3	8	9	10	144	1.20
	Under-graduate	2	4	13	12	9	98	0.81
	Post-graduate and Professionals	6	3	8	17	4	104	0.86
5.	Occupation							
	Govt. and Private Employees	4	3	10	14	14	104	0.86
	Businessmen and Professionals	2	4	6	4	3	55	0.46
	Housewives and Others	14	3	13	20	6	187	1.55
6.	Type of Family							
	Joint Family	3	6	14	15	10	121	1.00
	Nuclear Family	17	4	15	23	13	225	1.87
7.	Family Members							
	Upto 5 Members	17	8	27	35	21	309	2.57
	Above 5 Members	3	2	2	3	2	37	0.30
8.	Monthly Income							
	Upto Rs.3000	4	2	7	4	3	60	0.50
	Rs.3000 - Rs.9000	11	4	8	15	10	135	1.12
	Above Rs.9000	5	4	14	19	10	151	1.25
	Total Mean Value							1.25

Source: Primary Data.

Note : Mean Score = Total score/Number of respondents.

Note: Mean score = Total Score / Number of respondents

Table 2 shows that the consumers those who are female respondents, who are upto 35 years of the age, who are married, who have educational qualification of school level, whose housewife and others, who are from Nuclear family who are size of the family is upto five members and whose monthly income is above Rs.9000 have higher consumer attitude regarding the availability.

Suggestions

From the study of consumer awareness, the researcher has gathered the opinion of the respondents towards the usage of fast moving consumer products, price, quality, quantity and so on and has also analysed the side effects of the products. To overcome the negative impacts, the researcher has commercial banks forward to offer suitable suggestions and also for the improvement of the quality of consumer goods. The suggestions are: Age, sex, education and occupation are not the important influencing factors in case of preference towards consumer products. The consumers are very particular about the quality of the product. Therefore, the companies should concentrate more on their quality.

Many companies produce different varieties of products to meet the needs of various segments of market. But the ayurvedic products are very limited. The companies should focus its attention on this line of production also.

Conclusion

The study has revealed that most of the consumers have favourable attitude towards Amway products because of its quality and distribution services. This study has found out that the quality is the major point to prefer a particular brand of toothpaste, protein powder, Hair oil, Nutrilite Daily, Toilet soap. The distributors do not distribute Amway products to others in previous. But now a days the distributors and consumers are same. So Amway products are easily available.

This study reveals that the cost of Amway products available in the market is high. The consumers are not satisfied with the cost-benefit of Amway products. Findings of this study will help the distributors improve their services. Furthermore, if the study will kindle the future researchers to pursue research in this area, the researcher will be satisfied with his work, which has served its purpose.

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