

## **A STUDY ON CONSUMER PREFERENCE TOWARDS AMWAY PRODUCTS IN MADURAI CITY**

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### **ABSTRACT**

Dawn of civilization has witnessed the usages of cosmetics and other allied product like perfumes of natural origin were generally used by priests and shrives in their houses. India said to be the country which can boast of variety of cosmetics in their advanced stages of preparation and application from time immemorial with the advent of industrial revolution. The application of science becomes inevitable in almost all branches of industry and business. Even though beauty care and health care product industry is a prominent industry in India, it is also suffering from various draw backs. Most of the products are chemical products which is injurious to health and life. In order to over-come this problem herbal products are of natural origin which will make human beings more energetic and healthy. The use of natural ingredients in personal and health care products has been practiced since time immemorial leading to increase use of herbs with accurate value.

**Keywords:** Product, Cosmetics, Natural, Herbal Products.

### **INTRODUCTION**

Amway was founded by Mr Jay Van Andel and Mr Rich Davos in 1959 in Michigan, US. The term Amway is an abbreviation for American Way. Amway India is a subsidiary of the Amway Corporation and was established in 1995. It is presently one of the largest direct selling FMCG companies in India. Amway India provides free and unlimited training to all its distributors to help them grow their business. The company offers over 140 products in five categories. They are Nutrition and Wellness, Beauty, Personal Care, Home Care, and great value products. With the exception of Beauty range and some products in Nutrition and Wellness category, all Amway India products are manufactured in India. Amway India has 500 full-time employees and has generated indirect employment for 2,000 persons at all the contract manufacturer locations. The company has provided income-generating opportunities to over 650,000 active independent Amway business owners.

### **OBJECTIVES OF THE STUDY**

1. To study the consumer satisfaction of Amway products in Madurai City.
2. To identify the reason for consuming the Amway products.

3. To know the opinion about the price of Amway products.
4. To find out the factors influenced to buy the Amway products.

### REVIEW OF LITERATURE

**ECCOTT, LYNDY, HESCHUK, SHIRLEY (2008)** “Herbal and dietary supplements for depression “In one nationally representative survey, researchers found that 42(%) of Americans overall and 54(%) of those with severe depression reported using some type of complementary therapy in the previous year. Because the herbal and dietary supplements are among the most popular forms of complementary therapies. We’re providing a quick review of four supplements that are considered to be safe and effective for some patients.

**GEORGE BAO (2009)** “Acupuncture herbal Medicine become more popular in US”. LOS ANGEELS, June 24(Xinhua) when Dr.Francisyu started his acupuncture clinic in California in 1970’s, most of his patients were Chinese”, more non Chinese, but now half of his patients are non – Chinese”, more non-Chinese Americans begin to accept the Chinese way of treatment, such as acupuncture clinics are not Chinese but American’s who do not know Chinese”, said you who owns his two-storied TCM healing institute in arcadia in the suburbs of Los Angles.

### SCOPE OF THE STUDY

The scope of the study reveals the demand of the product in general. It confined with Amway products in Madurai city. The vital purpose of the study has been conducted to identify the consumer and evaluate their brand choice and comparison could be made with reference to the quality, taste, utility, preferences of the other herbal products available in the market.

#### Sample Size

The researcher has selected 120 sample respondents each based on convenient sampling method. In order to collect the necessary information from the sample respondents, the researcher has conducted questionnaire method in each and every category.

#### Methods of Data Collection

The analysis for the study is done on the basic of data collection through observation, questionnaire, and discussions with officials. The data collected were of qualitative nature.

#### Tools for Analysis

The data were collected, coded, tabulated and analysed using statistical tools. The statistical techniques used in this study are

1. Simple percentage method
2. Chi-square method

#### Amway Products

At present Amway India offers over 105 products in four categories.

**HOME CARE CATEGORY**

- SA8 delicate and SA8 prewash.
- Pursue disinfectant cleaner.
- Dish drops.
- See spray.
- Car wash concentrated liquid.

**NUTRITION AND WELLNESS CATEGORY**

- Nutrilite protein powder
- Nutrilite Iron-folic
- Nutrilite garlic heard care
- Positrim low fat drink mix.

**PRODUCTS CARE CATEGORY**

- Glister toothpaste
- Persona toothpaste
- Persona soap
- Persona family talc
- Nature shower crème hand soap.

**COSMETICS CATEGORY****Beauty Artistry**

- Artistry creamy massage
- Artistry loose powder
- Artistry skin refinishing lotion
- Artistry time defiance products
- Artistry clarifying system

**Beauty Attitude**

- Attitude lipsticks
- Attitude eye liner
- Attitude sunscreen lotion
- Attitude cleansers
- Attitude Nail enamel.

**ANALYSIS AND INTERPRETATION****Percentage analysis****1. Age –wise Classification**

Table 1: Age-wise Classification of the Respondent

Age Level	Number of Respondents	Percentage (%)
Below 20 years	8	7
20-30 years	70	58
30-40 years	40	33
Above 40 years	2	2
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

Table 1 shows that age level of the respondents 7 percent respondents are below 20 years, 58 percent of the respondents are 20-30 years, 33 percent of the respondents are 30-40 years and 2 percent of the respondents are above 40 years. Majority 58 percent of the respondents are belonging to 20-30 years of age group.

## 2. Gender of Respondents

Table 2: Gender of Respondents

Gender	Number of Respondents	Percentage (%)
Male	54	45
Female	66	55
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

Table 2 reveals that 45 percent of the respondents are male and 55 percent of the respondents are female. Majority 55 percent of the respondents are female.

## 3. Occupation of the Respondents

Table 3: Occupation wise classification of Respondents

Occupation	Number of Respondents	Percentage (%)
Student	36	30
Govt Employee	24	20
Professional	21	18
Private Employee	39	32
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

From the table 3 shows that 30 percent of the respondents are students, 20 percent of the respondents are govt employees, 18 percent of the respondents are professional and 32 percent of the respondents are private employees.

### Chi-square test

The researcher has examined the relation between the factors and the consumer satisfaction for this purpose Chi-square test has been employed. In order to examine the relationship, the chi-square test was used. It is calculated by adopting the following formula.

$$(O-E)^2$$

$$\text{Chi-square}(X^2) = \sum \frac{(O-E)^2}{E}$$

With  $(r-1)(c-1)$  degree of freedom

Where, O= Observed frequency      E= Expected frequency

Row totals \* Colum Totals

$$E=-----$$

Grand Totals

### **Age and the Level of Consumer Satisfaction**

The chi-square test is used to know whether the age of respondents has any influence on the consumer satisfaction of Amway Product.

**AGE-WISE CLASSIFICATION AND THE CONSUMER SATISFACTION**

S. No	Age Year	Level of Buying Behaviour			Total
		High	Medium	Low	
1	Below 20	20	50	8	78
2	Above 20	10	20	12	42
	Total	30	70	20	120

Source: Primary Data

The result of the chi-square test is given below

Calculated value of chi-square= 7.04

Table value of chi-square= 5.99

Degree of freedom= 2

### **Education Wise Classification and the Level of Consumer Satisfaction**

The chi-square test is used to know the respondent has any influence on the consumer satisfaction of Amway product.

**Education wise classification and the level of consumer satisfaction**

S. No	Level of buying Behaviour			Total	
	Education level	High	Medium		
1	School	8	17	5	30
2	Graduate level	7	28	8	43
3	Post Graduate	15	25	7	47
	Total	30	70	20	120

Source: Primary Data

The result of the chi-square test is given below

Calculated value of chi-square= 3.03

Table value of chi-square= 9.49

Degree of freedom= 4

### **FINDINGS**

- i. Out of 120 respondents the majority of respondents in the age group the 70 respondents are in age –group people of 20 years -30 years and their strength come in 58 per cent.
- ii. Out of 120 respondents the majority of respondents in the gender wise the 66 respondents are come under the category of female and their strength come in 55 per cent.
- iii. Out of 120 respondents the majority of respondents in the marital status the 72 respondents are come under the category of Unmarried and their strength come in 60 per cent.

- iv. Out of 120 respondents the majority of respondents in the occupation the 39 respondents are come under the private employee and their strength come in 32 per cent.
- v. Out of 120 respondents the majority of respondents in the family size the 75 respondents are come under the size of 4-5 members and their strength come in 60 per cent.
- vi. Out of 120 respondents the majority of respondents in the monthly income the 48 respondents are come under the Rs.10001-Rs.15000 and their strength come in 40 per cent.
- vii. Out of 120 respondents the majority of 96 respondents in awareness of the Amway product and their strength come in 80 per cent.
- viii. Out of 120 respondents the majority of 51 respondents in the influences by the dealers and their strength come in 43 per cent.

### SUGGESTIONS

- i. The price of Amway Product may be reduced to create more demand. Try to cover small towns and villages to attract the new customers.
- ii. The company has to focus on advertisement in the existing position to get more attention of consumers. It has to participate in exhibitions and trade fairs to attract more consumers yet.
- iii. Marketing awareness of the Amway product is fully herbal, sample pouches can be given to the public and it may help in increasing the products popularity and it may also promote its sales.
- iv. The company has to introduce new varieties of color and flavours in tooth paste attract the customers.

### CONCLUSION

Now the modern marketing faces the high competition in their activate competitions increasing order of the day. Earning profit is possible only through consumer's satisfaction. The study reveals that most of the respondents are aware about Amway products. Now a day's people are considering the cosmetic is not a luxurious one and also consider the medicine for improving health condition. Amway manufacturing company is a leading company to introduced best brand. The company has got good name and same for its quality and innovative products to satisfy the current demand for their customer. If the Amway Manufacture and its marketers have executed these suggestions a desired result can be achieved in future.

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