



A STUDY ON CUSTOMER SATISFACTION TOWARDS AMWAY PRODUCT IN TIRUCHIRAPPALLI TOWN

S. Karmugil*

Dr. R. Kannapa**

Abstract: *Customer satisfaction is widely recognized as a key pressure in the information of customers future purchase intentions. Satisfied customers are also likely to tell others favourable experience and thus engage in positive work of mouth advertising. The present study aims to investigate customer satisfaction towards Amway product in Tiruchirappalli town. Customer satisfaction is a major subject in the marketing strategies. A total of 75 questionnaires have been randomly distributed to Amway customers. Using descriptive statistics method simple tables charts are used in this study the result of this analysis suggests the degree of customer satisfaction in terms of services provided by the Amway Company in Tiruchirappalli Town.*

Key words: *Amway concepts, Amway product, Customer satisfaction*

*Research Scholar, Srimad Andavan Arts & Science College, (Autonomous), Tiruchirappalli.

**Research Supervisor, Assistant Professor of Commerce, Periyar E.V.R. College, (Autonomous), Tiruchirappalli.



INTRODUCTION OF MARKETING AND AMWAY PRODUCT:

Marketing is the process of finding consumer needs and serving those needs profitably. Thus customer is the heart of marketing activities. Marketing people is involved in marketing 10 types of entities: goods, services, experiences, events, persons, places, properties, organisations, information and ideas.

“Marketing is the process planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational goals.” ----- **American Marketing Association.**

Amway is an abbreviation for “American Way” and was coined in 1959 by company founders, Jay Van Andel and Richard DeVos. Amway has been registered as a corporate name and trademark ever since.

Amway Corporation successfully established itself as a leading multi-level 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.

IMPORTANCE OF THE STUDY:

In business world, many brands of product are produced and marketed by a single manufacturer. The decision whether to buy or not depends only on the basis of consumer motives. Modern market is consumer oriented and now consumer is the decisive force.

The research study undertaken does not probe too much about whether respondents have a very fine insight into Amway product. The research would reveal result about the satisfaction level towards Amway product.

OBJECTIVES OF THE STUDY:

- To study the factors influencing the customer to purchase product from Amway.
- To identify the level of satisfaction of the customer.
- To verify the customer’s opinion and ideas about the price, quality and services provided by the Amway product.
- To suggest, improve the sales and functions in the Amway products based on result.



STATEMENT OF THE PROBLEM:

The study is undertaken for the purpose of to know the consumer satisfaction towards using Amway product. For this purpose of satisfaction of consumer are analyzed. 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 foresaid reason has inspired the researcher to make out a study about the consumer buying behaviour and their position in choosing the particular brand of product. The research is an attempt to find out he customer need and level of satisfaction in the Amway product marketing in Tiruchirapalli town.

RESEARCH METHODOLOGY

- **Research Design :**

A descriptive study was undertaken in order to know the satisfaction level of the customers towards Amway products in Tiruchirappalli town.

- **Questionnaire of the study :**

The questionnaire formed an integral part of this research. It as a mix of both closed ended and open-ended questions. Also questions about rating the choices of the respondent were also included. The first part of the questionnaire was designed to obtain information about the personal details. The second part was framed by using the Liker type scale to examine the satisfaction of customers regarding selected Amway products in Tiruchirappalli town.

- **Sampling techniques:**

The selection criteria were based upon the data availability, convenience and the level of participation. Hence, the investigator chose convenience sampling for this study among the various sampling methods.

- **Data Collection:**

This study was covered with both primary and secondary data. The primary data were collected from 75 respondents relating to the selected sources, in Tiruchirappalli town and also secondary data were collected from the magazines, Journals, News paper and websites.

- **Sampling Size:**

The research investigator has adopted a convenience sampling method from the collected information of 75 respondents Tiruchirappalli town. The researcher was selected five sources from this District. From each sources, 15 respondents have taken for this study is



known the satisfaction level of the customers regarding these Amway products in Tiruchirappalli town.

PERIOD OF THE STUDY:

The field work was conducted for the study during the period between March 2013 and April 2014.

FINDINGS:

43% of the respondents are age group of 27-30 yrs.

78% of the respondents are gender is female.

54% of the respondents are educational qualification is graduate and diploma.

48% of the respondent's occupation is business.

70% of the respondents most preferred quality and brand image.

78% of the respondents feel that price is high.

SUGGESTIONS:

On the basis of the above analysis the following suggestions are made.

To create awareness, Amway must take effective sales promotion methods like advertisement so that the products reach every class of people. Even though Amway offers quality goods at customer convenience, its prices are very high. The price is the main factor, which curtails the purchase of Amway products. So Amway take steps to reduce the price of the products to gain more customers.

CONCLUSION:

Amway products have a large market, so it is important to determine which factor plays the pivotal role of the influence the consumer purchasing behaviour. The Amway product can give more importance to their quality and reduction of price. The given suggestion is more useful to the Amway Company for future development.

REFERENCES:

1. Yared Ademe, "Evaluating Customer Satisfaction on Network Marketing Activities, in Dxn Ethiopia Company", School of Management and Accounting, Hawassa University, November 5, 2012, p.no:97-99,112.



2. Florian Kraus, Thomas Rajab and Jan Wieseke, "Should Firms Encourage Sales People to Promote House Brands in Customer Interaction? An Empirical Investigation of Financial Outcomes and Customer Response", October 2012, p.no:331-363.
3. Dr. Chia-chi Chang and Shu-hei Chen, "An Exploratory Study For Salespersons Extra-Role Customer Service in The Direct Selling Organizations", The Journal of Global Business Management, vol.8, no.2, August 2012, p.no:235-241.
4. Kalia .S and Kalia, R.(2011) "Subhiksha: A Battle for Survival. " Indian journal of Marketing, Vol.41, No.7 PP.20-24.
5. S. A. Sherlekar, Marketing Management , Himalaya Publishing House, 2004
6. Dr. N. Rajan Nair & Dr. C.B. Gupta, Marketing Management, Sultan Chand & Sons,2009.
7. www.Amway.com
8. www.Amway products.com