

Customer Attitude And Satisfaction Towards Direct Marketing Of Amway Products-A Study With Special Reference To Theni District-Tamil Nadu

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Abstract: India is a major hub for most of the direct selling companies in the world and is going to be one of the biggest markets in the world as population is one of the major factors in the growth of industries. Without doubt, India has greatest potential for direct sales in the world. The direct selling strategy of Amway is quite different from the business administration of general enterprises although it can save the company a lot of cost, in spite of being accompanied with uncertain risks. Amway focuses on organisation first, determines its potential customer desires and then builds the product service. Amway started operation in India in 1998. Today 90% of the products are made through contract manufacturing. This paper aims to study the customer attitude and satisfaction towards direct marketing with reference to Amway products in Theni district. This study also revealed the reason for buying the Amway product with factor analyses. Random sampling and convenience sampling are used for the study. The technique used for data collection is questionnaire. The study covered about 300 respondents belonging to Theni district only. Tools and techniques used are simple percentage, Chi square test, Garret ranking and factor analysis.

Keywords

1. Factors influencing purchase decisions.
2. customer satisfaction towards Amway product.
3. Problems of Amway product respondents.

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I. INTRODUCTION

Amway is a global company which has built its success on direct selling. Direct selling is different from more traditional distribution channels: Amway has three million Independent Business Owners (IBOs) worldwide who deal directly with clients, building up personal relationships and delivering direct to their homes. Amway manufactures and distributes different products including household goods, cosmetics and food supplements. The IBOs are highly motivated, in selling to people they know or meet. The personal contact and care is an important element in direct selling. Scientific research and development of new products are extremely costly and are often beyond the financial resources of small companies. For Amway this investment has been key to its success. Amway has been a market leader in researching and developing new products throughout its product portfolio and designing new manufacturing processes, essential, if it is to keep ahead of its competitors. Direct selling consists of two main business models: single-level marketing, in which a direct seller makes money by buying products from a parent organization and selling them directly to customers, and multi-level marketing (also known as network marketing or person-to-person marketing), in which the direct seller makes money from both direct sales to customers and by sponsoring new direct sellers and earning a commission from their effort.

II. STATEMENT OF THE PROBLEM

Now days the customers can purchase any products, but the customer want to like the quality products. So quality is important for any product. Branded products are most welcome by the customers, because the poor quality products may easily affect the health. So the customer prefers good quality products. Despite the worldwide growth of direct marketing, direct marketers face two major problems. First, not all consumers are responding favourably to direct marketing offers and second, as increasing numbers of direct marketers are entering the field, competition is intensifying. In this competitive environment, where some consumers are sceptical about direct marketing, it is essential for FOT direct marketers to know what factors affect consumers' purchase behaviour. And, for direct marketers operating cross-nationally, it is important to know whether these factors operate similarly across countries or whether they are country specific.

The study is undertaken for the purpose to know the customer attitude and satisfaction towards using Amway product. For this purpose, satisfaction of the consumers are analysed. Amway products are now fast becoming to all class population and the rise in consumerism over the decade is the major force in deriving 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 an answer for customer satisfaction and awareness of about direct marketing in Amway products in Theni district.

III. REVIEW OF LITERATURE

Xardel(1993) "In his study on consumer attitude towards various brand of Amway products with special reference to direct marketing". The study examines that the brand preference of a Amway consumers. The study is based on both primary and secondary data. The data were collected from 150 respondents for the purpose of the study and convenience sampling technique was adopted. Tools used in this study are graphs and pie charts worked out for primary data collected. It is concluded that consumer is the 'king' and that consumer satisfaction is our 'gold'Wotruba and Pribova, (1996) "Direct Selling in an Emerging Market Economy: a Characteristics and Buying Experiences". It is aimed to find out the identify the factors those influence the purchase and the satisfaction of Amway products. The data are collected directly from the sample by interviewing or mailing questionnaires at particular period of time. In this study, the sample size were 100 respondents. Tools used in this study are percentage analysis, and Chi square test. It is concluded that customer satisfaction is with preferable taste, smell, label guidance, awareness about various brands, about the choice and their frequency of preference satisfaction of Amway products.

IV. OBJECTIVES OF THE STUDY

This terms have been carried out for the following objectives.

To identify the factors influencing while purchasing the Amway products.

To analyse the relationship between selected socio economic factors and their level of satisfaction.

To identify the problem faced by the sample respondents and summarize the major findings and give suitable suggestions.

V. HYPOTHESES

The following hypothesis were framed for the purpose of analysis:

There is no significant relationship among age, gender, marital status, education level, occupation, income, size of family and classification of consumers of the respondents and their consumer satisfaction.

VI. RESEARCH METHODOLOGY

The present study is both descriptive and analytical nature mainly based on survey method. It is based on both primary and secondary data. By following a systematic methodology, the problem taken for the research is analysed and the results are presented.

4.1 Collection of Data

Primary data required for the study were collected by using well-structured interview schedule. Secondary data were collected from website, magazines, journals and other newspapers.

4.2 Research design

A description study was undertaken in order to know the satisfaction level of the consumer towards Amway products in Theni district.

4.3 Sampling techniques

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

4.4 Sampling size

The researcher has adopted a convenience sampling method from the collected information of 300 respondents in Theni district. The researcher has selected five taluks namely Theni, Periyakulam, Bodinakkanur, Uththmapalayam and Aundipatti from this district. From each taluk 60 respondents were taken for this study is known the satisfaction level of the consumer regarding these Amway products in Theni district. Tools of the AnalysisThe analysis for the study is done on the basis of data collected through observation, questionnaire, and discussions with officials. The data collected were of qualitative nature. For extracting meaningful information from the data collected, the following tools were used Simple percentage method, Chi-Square method(x²), Garrett ranking method and Factor analysis

VII. PERIOD OF THE STUDY

Field work for this study was carried out by the researcher himself. It was conducted during the month of MAY-JUNE 2017. The researcher used interview schedule for collecting of data from customers (interview schedule). Completed schedule were thoroughly checked and duly edited. The omission and commission were rectified by revisits.

VIII. RESULTS AND DISCUSSION

8.1 Factors motivating to use Amway product

Consumer preference means impressing consumers to buy Amway products. Consumer preference is important towards buying of products. An attempt has been made to extract specific factors and define variables, which constitute each factor, based on the strength and the direction of factor loading in consumer preference. In total, 20 variables have been included to analyse the consumer preference of Amway products. Variables have been factorized into 5 factors towards consumer preference.

Table No 1 Rotated Factors Matrix For The Variables Involved In Purchase Decision Of Amway Products

Variable	Components				
	Factor1	Factor2	Factor3	Factor4	Factor5
Marketing gives information about a product	.799	.171	.011	.223	-.041
Product effectiveness	.755	.093	.368	.121	.063
Customer protection	.695	.051	.245	.008	.257
Offers in product like combo etc	.604	.177	-.009	.161	.438
Trust worthy.	.586	.293	.359	.436	.122
Quality in product	.194	.719	.206	.151	-.065
Medical advisory	.046	.640	.362	-.093	.187
Chemical free product	.136	.616	.245	.179	.366
Price is reasonable	.106	.612	.059	.423	.077
Availability of variety of products on the market compare with competitive brands.	.243	.599	.232	.303	.235
Opinion about the product in market	.447	.576	-.051	.082	.403
Convey	.314	.305	.723	-.111	.032
Label description	.029	.071	.710	.273	.341
Packaging of products is good and attractive	.127	.319	.656	.228	.247
Marketing gives the product a kind of international image	.375	.206	.642	.116	.000
Users guide	.108	.179	.056	.842	.091
Free samples	.050	.230	.206	.717	.265
Demonstration	.218	.030	.047	.669	.016
Trust in product	.117	.202	.122	.174	.795
Dealer service before and after marketing	.206	.129	.376	.076	.626

Extraction Method : Principal component analysis
 Rotation Method : varimax with Kaiser Normalization
 Source : Primary data.

a) Rotation converged in 7 iterations

The variable defining factor 1 with their factor loading and communality for the consumer preference towards AMWAY products in Theni district is given below.

Table No 2 Factor 1 customer Expectation

S.No	Variable	Factor loading	Communality (H ²)	Cronbach Alpha
1	Marketing gives information about a product.	0.799	0.719	0.763
2	Product Effectiveness.	0.755	0.733	
3	Customer protection.	0.695	0.612	
4	Offers in product like combo Etc.	0.604	0.614	
5	Trust worthy.	0.586	0.764	

Source: Computed data

It is observed from the above table that the variables of customer expectation such as marketing gives the information about a product, product effectiveness, customer protection, offer in product like combo Etc, and trust worthy constituted in factor 1 with higher factor loading. The higher amount of communality for the

five variables indicate that higher amount of variance is explained by the extracted factors. The included five variables explain this factor to the extent of 76.3 percent. The variable defining factor 2 with their factor loading and communality for the AMWAY products towards consumer preference in Theni district is given.

Table No 3 factor 2 products Standard

Si.No	Variable	Factor loading	Communality (H ²)	Cronbach Alpha
1	Quality in Product.	0.719	0.624	0.618
2	Medical advisory.	0.640	0.586	
3	Chemical free products.	0.616	0.623	
4	Price is reasonable.	0.612	0.574	
5	Availability of variety of products on the market compared with competitive brands.	0.599	0.619	
6	opinion about the product in market	0.576	0.703	

Source: Computed data

Among the variables of consumer preference, the variables such as quality in product, medical advisory, chemical free products, price is reasonable, availability of variety of products on the market compared to competitive brands, and opinion about the product in market with effective consumer preference constituted factor 2 with higher factor loading. The higher amount of communality for six variables indicate that higher amount of variance is explained by the extracted factors. The included six variables explain this factor to the extent of 61.8 percent. The variable defining factor 3 with their factor loading and communality for the AMWAY products towards consumer preference in Theni district is given below.

Table no 4 Factor 3 marketing of products

Si.No	Variable	Factor loading	Communality (H ²)	Cronbach Alpha
1	Convey	0.723	0.727	0.713
2	Label description	0.710	0.700	
3	Packaging of product is good and attractive.	0.656	0.661	
4	Marketing gives the product a kind of international image.	0.642	0.608	

Source: Computed data

Among the variables of consumer preference, the variables such as convey, label description, packaging of product is good and attractive, and marketing gives the product a kind of international image with effective consumer preference constituted factor 3 with higher factor loading. The higher factor loading of the variables indicate that factor 3 underlies the above four variables. The high communality value of the variables indicate that variable four with in the factor 3 have very high association among them. The four variables in this factor explain it to the extent of 71.3 percent. The variable defining factor 4 with their factor loading and communality for the AMWAY products towards consumer preference in Theni district is given below.

Table No 5 factor 4 products satisfaction

Si.No	Variable	Factor Loading	Communality (H ²)	Cronbach Alpha
1	Users guide	0.842	0.764	0.650
2	Free samples	0.717	0.682	
3	Demonstration	0.669	0.499	

Source: Computed data

Among the variables of consumer preference, the variables such as users guide, free samples and demonstration with effective consumer preference constituted factor 4 with higher factor loading. It is important because consumer preference leads to high improvement. The higher communality value is 0.764. The included three variables explain the factor to the extent of 65.0 percent. The variable defining factor 5 with their factor loading and communality for the AMWAY products towards consumer preference in Theni district is given below.

Table No 6 factor 5 guarantee And Warrantee

Si.No	Variable	Factor loading	Commuality (H ²)	Cronbach Alpha
1	Trust in product	0.795	0.732	0.639
2	Dealer service before and after marketing.	0.626	0.599	

Source: Computed data

The variable various trust in products and dealer service before and after marketing constituted factor 5 with higher factor loading. The higher commuality value is 0.732. The variable in factor two explains it to the extent of 63.9 percent. The above table exhibits the rotated factor loading for 20 variables of consumer preference. It is clear from the table that all the said variables have been extracted into five factors

Table No 7 factors Motivating To Purchase Amway Products

S.No	FACTORS	Eigen Value	Percentage of Variance	Cum. Percentage of Variance
1	Customer expectation	7.661	38.304	38.30
2	Product standard	1.646	8.232	46.54
3	Marketing of product	1.629	8.143	54.68
4	Products satisfaction	1.143	5.714	60.39
5	Guarantee and warrantee	1.066	5.328	65.72

Source: Kaiser-Meyer-olkin measure of sampling Adequacy : 0.783

Bartlett's Test of sphericity

Chi-Square : 3319.220

Degrees of freedom : 190

Significance : 0.00.

It is observed from Table 4.26 that five factors were extracted out of 20 variables. These factors account for 65.72 percentage variance in the data. Eigen value for the first factor is 7.661 which indicate that the factor contains very high information than other factors. The customer expectation variables clearly indicate the consumers awareness on buying AMWAY products. The second factor accounts for 8.232 percent of variance. The information from customer expectation, product standard, marketing of product, product satisfaction and guarantee and warrantee satisfaction induce the consumer towards buying products. The Eigen value of this factor is 1.646. The third factor accounts for 8.143 percent variables. Its Eigen value is 1.629. Importance of convey is highlighted. The fourth factor accounts for 5.714 percent variance and its Eigen value is 1.143. It observed user guide is highlighted towards buying of products. The fifth factor accounts for 5.328. The trust in products is very important factor towards buying of products.

8.2 Satisfaction of the customers towards Amway product

Level of Consumer Satisfaction towards Amway Products The consumer satisfaction has been classified into three categories such as low, medium and high levels. For the respondents, the total score value of each respondents has been calculated, the arithmetic mean (X) and the standard deviation (σ) are calculated from 300 respondents. The chi-square test is used to know the level of consumer satisfaction of Amway Products.

Table No 8 level Of Consumer Satisfaction On Amway Product

S. No	Level of Satisfaction	Number of Respondents	Percentage to Total
1	High	78	26
2	Medium	156	52
3	Low	66	22
	Total	300	100

Source: Computed data

Table 8 shows the level of consumer satisfaction on Amway products. Out of the total respondents, 156 respondent have medium level of consumer satisfaction and their strength comes to 52 percent to the total. 78 respondents have high level of satisfaction on Amway product and the remaining 66 respondents have low level of consumer satisfaction and their strength comes to 22 percent to the total. Factors influencing level of satisfaction of the consumers. In this study presents the various demographic factors of the sample respondents like age, gender, marital status, education, occupation, income and family size and consumer wise classification. The researcher has examined the relationship between the factors and consumer satisfaction for this purpose. Chi square test has been applied. 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 on Amway Product.

Table No 9 Agewise Classification And The Consumer Satisfaction

S. No	Age of Year	Level of Consumer Satisfaction			Total
		High	Medium	Low	
1	Up to 40	12 (4)	14 (4.67)	16 (5.33)	42 (14)
2	40-50	54 (18)	106 (35.33)	40 (13.33)	200 (66.66)
3	Above 50	12 (4)	36 (12)	10 (3.33)	58 (19.34)
	Total	78 (26)	156 (52)	66 (22)	300 (100)

Source: Computed data

Figures in parentheses denote percentage

X^2 10.703

Table value 9.49

Df 4

From table 9 it is observed that out of 300 respondents 42(14),200(66.66)and belong to the age category up to 40,40-50 and above 50 years respectively, among the sample respondents the age category of respondents 40-50 dominated the sample.In order to examine the null hypothesis that there is no association between the age of the respondents and consumer satisfaction, chi-square test has been applied.the calculated chi-square value is more than the table value at 5% level of significance and therefore the hypothesis is rejected. Hence, it is concluded that there is a significant relationship between the age group of the respondents and consumer satisfaction.

8.3 Gender and the Level of Consumer Satisfaction

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

Table No 10gender Wise Classification And The Consumer Satisfaction

S. No	Gender	Level of Consumer Satisfaction			Total
		High	Medium	Low	
1	Male	12 (4)	90 (30)	24 (8)	126 (42)
2	Female	66 (22)	66 (22)	42 (14)	174 (58)
	Total	78 (26)	156 (52)	66 (22)	300 (100)

Source: Computed data

Figures in parentheses denote percentage

X^2 39.312

Table value 5.99

Df 2

From table 10 it is observed that out of 300 respondents 126(42), and 174(58)and belong to the gender category of male and female respectively, among the sample respondents the gender of female dominated the sample.In order to examine the null hypothesis that there is no association between the gender of the respondents and consumer satisfaction, chi-square test has been appliedthe calculated chi-square value is more than the table valueat 5% level of significance, and therefore the hypothesis is rejected. Hence it is concluded that there is a significant relationship between the gender of the respondents and consumer satisfaction. Marital Status and the Level of Consumer SatisfactionThe chi-square test is used to know whether the marital status of respondents has any influence on consumer satisfaction of Amway Product.

Table 11 marital Status Classification And The Consumer Satisfaction

S. No	Marital Status	Level of Consumer Satisfaction			Total
		High	Medium	Low	
1	Married	54 (18)	90 (30)	12 (4)	156 (52)
2	Unmarried	24 (8)	66 (22)	54 (18)	144 (48)
	Total	78 (26)	156 (52)	66 (22)	300 (100)

Source: Computed data

Figures in parentheses denote percentage

X^2	41.545
Table value	5.99
Df	2

From table 11 it is observed that out of 300 respondents 156(52), and 144(48) belong to the marital status category of married and unmarried respectively, among the sample respondents the married dominated the sample. In order to examine the null hypothesis that there is no association between the marital status of the respondents and consumer satisfaction, chi-square test has been applied. The calculated chi-square value is more than the table value at 5% level of significance, and hence the hypothesis is rejected. Hence it is concluded that there is a significant relationship between the marital status of the respondent's and the consumer satisfaction.

Education and the Level of Consumer Satisfaction The chi-square test is used to know whether the respondent has any influence on consumer satisfaction of Amway product.

Table No 12 educationwise Classification And The Level Of Consumer Satisfaction

S. No	Education level	Level of consumer Satisfaction			Total
		High	Medium	Low	
1	Illiterate	12 (4)	10 (3.33)	10 (3.33)	32 (10.66)
2	School level	30 (10)	68 (22.67)	14 (4.67)	112 (37.34)
3	UG	24 (8)	42 (14)	24 (8)	90 (30)
4	PG	12 (4)	36 (12)	18 (6)	66 (22)
	Total	78 (26)	156 (52)	66 (22)	300 (100)

Source: Computed data

Figures in parentheses denote percentage

X^2	15.645
Table value	12.6
Df	46

From table 12 it is observed that out of 300 respondents 32(10.66), 112(37.34), 90(30) and 66(22) belong to education qualification category of Illiterate, school level, UG, and PG respectively, among the sample respondents the education of school level dominated the sample. In order to examine the null hypothesis that there is no association between the education of the respondents and consumer satisfaction, chi-square test has been applied. The calculated chi-square value is more than the table value at 5% level of significance, and hence the hypothesis is rejected. Hence it is concluded that there is a significant relationship between the education level of the respondents and consumer satisfaction.

Occupation and the Level of Consumer Satisfaction The chi-square test is used to know whether the occupation of the respondents has any influence on consumer satisfaction of Amway Product.

Table No 13 occupation Wise Classification Based On Level Of Consumer Satisfaction

S. No	Occupation	Level of Consumer Satisfaction			Total
		High	Medium	Low	
1	Student	12 (4)	48 (16)	16 (5.33)	76 (25.33)
2	Business	12 (4)	48 (16)	14 (4.67)	74 (24.67)
3	Employee	30 (10)	50 (16.67)	24 (8)	104 (34.67)
4	Unemployee	24 (8)	10 (3.33)	12 (4)	46 (15.33)
	Total	78 (26)	156 (52)	66 (22)	300 (100)

Source: Computed data

Figures in parentheses denote percentage

X^2	31.554
Table value	12.6
Df	6

From table 13it is observed that out of 300 respondents 76(25.33) , 74(24.67), 104(34.67) and 46(15.33) belong to the occupation category of Student, Business, Employee,andUnemployee respectively, among the sample respondents the occupation of employee dominated the sample.In order to examine the null hypothesis that there is no association between the occupation of the respondents and consumer satisfaction, chi-square test has been applied. the calculated chi-square value is more than the table value at 5% level of significance, and hence the hypothesis is rejected. Hence it is concluded that there is asignificantrelationship between the occupation level of the respondent's and consumer satisfaction.

Income and the Level of Consumer SatisfactionThe chi-square test is used to know whether the income of the respondents has any influence on consumer satisfaction of Amway Product.

Table No 14 income Wise Classification Based On Level Of Consumer Satisfaction Of

S. No	Income level	Level of consumer Satisfaction			Total
		High	Medium	Low	
1	Below 20000	48 (16)	74 (24.67)	44 (14.67)	166 (55.34)
2	20000-30000	12 (4)	28 (9.3)	10 (3.33)	50 (16.66)
3	Above 30000	18 (6)	54 (18)	12 (4)	84 (28)
	Total	78 (26)	156 (52)	66 (22)	300 (100)

Source: Computed data

Figures in parentheses denote percentage

X^2 9.540
Table value 9.49Df 4

From table 14 it is observed that out of 300 respondents 166(55.34), 50(16.66) and 84(28) belong to the income level of below 20000, 20000-30000,and Above 30000 respectively, among the sample respondents the income level of Above 30000 dominated the sample.In order to examine the null hypothesis that there is no association between the income of the respondents and consumer satisfaction, chi-square test has been applied the calculated chi-square value is more than the table value at 5% level of significance, and hence the hypothesis is rejected. Hence it is concluded that there is asignificantrelationship between the income wise classifications of the respondents and consumer satisfaction.Family Members and the Level of Consumer SatisfactionThe chi-square test is used to know whether the family members of the respondents have any influence on consumer satisfaction of Amway Product.

Table No 15 Family Size Classification Based On Level Of Consumer Satisfaction

S. No	Size of family	Level of Consumer Satisfaction			Total
		High	Medium	Low	
1	Below 4	56 (18.67)	72 (24)	27 (9)	155 (51.67)
2	4-5	12 (4)	54 (18)	24 (8)	90 (30)
3	Above 5	10 (3.33)	30 (10)	15 (5)	55 (18.33)
	Total	78 (26)	156 (52)	66 (22)	300 (100)

Source: Computed data

Figures in parentheses denote percentage

X^2 18.121

Table value :9.49

Df :4

From table 15 it is observed that out of 300 respondents 155(51.67), 90(30), and55(18.33) belong to the size of the family category of Below 4, 4-5,and Above5respectively, among the sample respondents the size of the family Below 4 dominated the sample.In order to examine the null hypothesis that there is no association between the family members of the respondents and consumer satisfaction, b has been applied.The calculated chi-square value is more than the table value at 5% level of significance, and therefore the hypothesis is rejected. Hence it is concluded that there is asignificantrelationship between the family members of the respondents and consumer satisfaction.

Consumer wise Classification and the Level of Consumer SatisfactionThe chi-square test is used to know whether the consumer wise classification of the respondents has any influence on consumer satisfaction on Amway Product.

Table No 16 Consumer Wise Classification Based Onlevel Of Consumer Satisfaction

8.4S. No	Consume this product	Level of Consumer Satisfaction			Total
		High	Medium	Low	
1	Kids	18 (6)	26 (8.67)	24 (8)	68 (22.67)
2	Old age People	9 (3)	32 (10.67)	9 (3)	50 (16.67)
3	Sick People	10 (3.3)	23 (7.67)	10 (3.3)	43 (13.66)
4	Adult	41 (13.66)	75 (25)	23 (7.67)	139 (46.33)
	Total	78 (26)	156 (52)	66 (22)	300 (100)

Source: Computed data

Figures in parentheses denote percentage

X^2 13.743

Table value 12.6

Df 6

From table 16 it is observed that out of 300 respondents , 68(22.67), 50(16.67),43(13.66)and 139(46.33) belong to the consumer wise classification category of Kids, Old age People, Sick People,and Adult respectively, among the sample respondents the consumer wise classification of Adult dominated the sample. In order to examine the null hypothesis that there is no association between the consume the product of the respondents and consumer satisfaction, chi-square test has been applied.the calculated chi-square value is more than the table valueat 5% level of significance, and hence thehypothesis is rejected. Hence it is concluded that there is asignificant relationship between product of the respondent's and consumer satisfaction..

(Iii) Brand Preference Of Sample Respondents

In this study,the respondents preference of Amway products has been analysed by using garret ranking technique.In this analysis the respondents were asked to rank the factors which mainly opinion about the factors of particular product.

Table No 17 Preference Of Amway Products

NO	Factors	Garrett mean score	Rank
	Brand image	57.16	3
	Quality	59.34	1
	Service	51.8	5
	Effectiveness	53	4
	Price	49.4	8
	Attractive model	50.04	6
	Availability	49.74	7
	Durability	59.12	2

Source: Coputed data

It could be observed from Table 4.18 that quality is most preferred and consumed by respondents compared to other factors of Amway products with mean score of 59.34. Durability comessecond with a mean score of 59.12. Brand image inthird with a mean score of 57.16. Effectiveness is the fourth with a mean score of 53. Service is fifth with a mean score of 51.8. Attractive model is the sixth with a mean score of 50.04. Availability is seventh with a mean score of 49.74 and Price is found to be the least with a mean score of 49.4.

IX. PROBLEMS OF AMWAY PRODUCTS BY DIRECT SELLING

Direct selling representatives often have no office or place of residence for selling and use aggressive techniques to reach consumers at their premises; so it makes direct selling very difficult to be supervised by the government. Subsequently, using the internet to carry out their schemes, fraudsters now have access to the consumers world wide as well as the potential to affect the consumer attitude towards the direct selling companies.

Table No 18 problems Of Amway Products Respondents

S.NO	Factors	Garrett mean score	Rank
1	Lack of clarity about the direct selling concept in the mass people in India	51.14	3
2	Government still have not recognized or made special Laws for the safeguard of direct selling industry in India	53.42	2
3	Direct selling companies don't sell their product through shop selling	42.64	6
4	People misunderstand direct selling (multilevel) marketing for pyramid and Ponzi scheme. Lack of advertisement of direct selling companies is also a major factor for people's unawareness.	55.92	1
5	Most direct selling companies lack infrastructure in India. One of the major problems of a direct selling company is to provide training programs across the country	49.76	5
6	All the direct sellers are not well educated about the direct selling concept and their products	51.12	4

Source: computed data

It could be observed from Table 4.19 that People misunderstand direct selling (multilevel) marketing for pyramid and Ponzi scheme. Lack of advertisement of direct selling companies is also a major factor for people's unawareness is the major problem compared to other problem of direct selling in India with mean score of 55.92. Second major problem covered under is Government still has not recognized or made special Laws for the safeguard of direct selling industry in India is with a mean score of 53.42. Third rank covered Lack of clarity about the direct selling concept in the mass people in India with a mean score of 51.14. Fourth rank covered under All the direct sellers are not well educated about the direct selling concept and their products with a mean score of 51.12. Fifth rank covered under most direct selling companies' lacks infrastructure in India. One of the major problems of a direct selling company is to provide training programs across the country with a mean score of 49.76 and Sixth rank covered under Direct selling companies don't sell their product through shop selling with mean score of 42.64.

X. FINDINGS

54(18), 106(35.33), and 40(13.33) respondents coming 40- 50 years age group With high, medium and low level of satisfaction respectively 66(22%) and 42(14%) respondents belong to female category with high and low level of satisfaction respectively and 90(30%) respondents belong to male category with medium level satisfaction. 54(18%) and 90(30%) respondents belong to married category with high and medium level of satisfaction respectively and 54(18%) respondents come under unmarried category with low level satisfaction. 30(10%) and 68(28.67%) respondents completed school level education with high and medium level of satisfaction respectively and 24(8%) respondents with UG level education with low level satisfaction respectively. 30(10%), 50(16.67%), and 24(8%) respondents come under employee group, followed by 48(16%), 74(24.67%) and 44(14.67%) respondents under income Rs below 20000 income group and 56(18.67%), 72(24%) and 27(9%) respondents come under below 4 members family group with high, medium and low level of consumer satisfaction respectively. 41(13.66%) and 75(25%) respondents come under adult consumer group with high and medium level of satisfaction respectively and 24(8%) respondents come under kids consumer group with low level of satisfaction respectively. The chi-square analysis applied to the hypothesis reveals that there is a significant relationship among age, gender, marital status, education, occupation, income, family member and consumer wise of the respondents and their level of consumer satisfaction towards Amway products.

10.1 Brand Preference of Sample Respondents

Quality factor is in 1st rank position and last rank is allotted to price factors consumer satisfaction towards preference of Amway products during the study period.

Problems of Amway Products by Direct Selling People misunderstand direct selling (multilevel) marketing for pyramid and Ponzi scheme. Lack of advertisement of direct selling companies is also a major factor for people's unawareness, factors occupy the first rank position and last rank is allotted to factor of Direct selling companies don't sell their product through shop selling towards Amway products user during the study period.

Factor Analysis towards Purchase of Amway Products

The important factors motivating buying decision behaviour of amway products are customer expectation, product standard, marketing of product, product satisfaction and guarantee and warranty during the study period. An analysis of explanation of higher factor loading revealed that the above said variables recorded factor to the extent of 76.3 percent, 61.8 percent, 71.3 percent, 65.0 percent, and 63.9 percent respectively during the study period.

XI. SUGGESTIONS

Based on the findings of the study, the researcher would like to give following suggestions to strengthen business and consumer satisfaction level. As Amway is a foreign company, it needs to study about the feature of products sold through direct selling in Tamil Nadu and make a product differentiation to the customers as new alternatives to them and find out more and more strategy to make the company a successful one. To create awareness, Amway should 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 higher. The price is the main factor, which curtails the purchase of Amway products. So Amway takes steps to reduce the price of the products to gain more customers. Major products purchased by customers are Household products, beauty care products, and cosmetic products. Therefore the company's focus in marketing strategies can concentrate on these lines of products. The product should also be launched in urban areas, because they should come to the city to buy the products. The products are not easily available in all places. So it should also be improved. Amway has to allow its products to be sold in retail stores so that the product will be available anywhere anytime.

XII. CONCLUSION

Now the modern marketing faces higher competition in their activities. Earning profit is possible only through consumer's satisfaction. Recently, direct marketing had a greater impact, both positive and negative on the economy of the world. Thus, the study on attitudes and customer satisfaction towards direct marketing with special reference to Amway products makes an attempt to find solution for different operational problems in direct marketing business. Even though the Amway has survived long survival in the market, the people have good awareness about the company. The study also reveals that Amway is offering often discounts, and gifts to motivate the customers to buy a product. This shows that Amway is taking more initiative in selling the products to mass groups. Based on discounts and gifts offered to the customers, they were highly satisfied in consumption of Amway products. The concern can adopt new strategies to sustain the customer in the longer run.

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