

# A STUDY ON MARKETABILITY OF AMWAY PRODUCTS IN TAMILNADU

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## **INTRODUCTION**

Marketing activities, concepts and strategies are bound to change due to changing situations and environment. During the past two decades, a competitive customer driven economy has been emerging in India. Consumers reign supreme in a market economy. Market supply of goods and services follows more or less the market demand patterns.

Amway India, a wholly-owned subsidiary of US-based \$ 6.3 billion direct selling FMCG Company. The company, which has emerged as the largest direct marketing company in the country, is now looking to make India an export hub for South Asia. Amway presently has over 80 products in four categories – personal care, home care, Nutrition and wellness and cosmetics.

## **STATEMENT OF THE PROBLEM**

Direct Marketing is growing very rapidly. The UK Direct Marketing Association regularly makes estimates of total expenditure by firms on direct Marketing in the UK and has estimated that total direct Marketing expenditure grew by 80% in the period 1996-2001, rising from \$ 6.1 billion to \$ 11.14 billion. Amway India (Pvt.) Ltd is a well known direct Marketing Company in India.

Amway product is fast moving product, is in fact a necessity and it is not possible to forego its consumption, there is a great potential in the marketing of Amway product in India. At present the Amway Product market is floated by numerous brands.

## **SCOPE OF THE STUDY**

The scope of the study on the effectiveness of marketing Amway products is confined to the households of Tamil Nadu. This study has been undertaken to know and analyze the factors that determine the buying behavior of the consumer and to assess the sales promotion activities of Amway in Tamil Nadu. The Findings of the study would throw light on the product that is mainly preferred and the factors which influence the purchase of Amway Products.

## **OBJECTIVES OF THE STUDY**

1. To analyze the marketability of Amway Products.
2. To assess the Sales promotion activities of Amway Products.
3. To provide suitable suggestion for improving the sales of Amway Products.

## **METHODOLOGY**

Methodology is a way to systematically solve the research problem. It is necessary for the researcher to know the researcher methodology. The purpose of Methodology is to describe the research procedure and explains the various steps that are generally adopted by the researches in studying the problem along with logic themes. The methodology includes the nature of the study research design, source of data, tools for data collection, tools used for analysis.

## **FACTORS INFLUENCING CONSUMER BEHAVIOUR**

The influences that determine the behavior of the individual buyers can be grouped into:-

- i) Cultural Factors
- ii) Social Factors
- iii) Personal Factors

## **FINDINGS**

The majority of the respondents were male (i.e.) 52.7 percent and only 47.3 percent of the respondents were female. People in the age group of 21 to 40 were found to mostly use Amway Products. Personal tooth Brush is found to be the most popular and used Amway Products followed by Glister tooth brush and Protein Powder. Majority of the Amway users were the Private Employees. Duration, Status, Branding, price has been ranked in the Second, Third, Fourth and Fifth Places respectively. Quality is considered as the special feature of Amway products by majority (37.3 percent) of the respondents.

Majority (72.7 percent) of the respondents felt satisfied with the usage of Amway Products. Majority (69.3 percent) of the respondents were found to be satisfied with the Marketing activities of Amway Products. Majority (68.6 percent) of the respondents were found to be satisfied

with the customer service of Amway Products. The sales promotion activities of Amway Products have been satisfactory. Price of Amway Products has been opined to be high by majority (88 percent) of the respondents.

## CONCLUSION

Most of the customers are not satisfied with the delivery of Amway Products. So the company should take necessary steps to improve its delivery aspect. Price of the products should be reduced. So that middle classes can also enjoy the products. Necessary steps should be taken to promote Amway Products on a large scale. In order to capture a large market share Amway Products may be given as free samples. Consumer awareness about the product and price reduction will procure a huge market for the Amway Products.

## REFERENCES

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### Annexure Demographic Profile

Table-1

Sr.No	Demographic	Category	Frequency	Percentage%
1	Gender	Male	124	60.2
		Female	82	39.8
2	Age	≤20 years	173	59.7
		21—25 years	83	40.3
3	Study Semester	First	32	15.5
		Second	28	13.6
		Third	26	12.6
		Fourth	21	10.2
		Fifth	17	8.3
		Sixth	19	9.2
		seventh	18	8.7
		Eighth	10	4.9
		Nineth	11	5.3
		Tenth	24	11.7
4	Nationality	Indian	202	98.1
		Other	4	1.9

### Table-2 Scale Reliability

Sr.No	Factor	No of Variables	Dropped Variables	Cronbach Alpha
1	Social Responsibility	12	0	0.837
2	Environmental Responsibility	11	0	0.847
3	Financial Responsibility	10	0	0.841

**Table-3a****Statistics(Social Responsibility)**

	SR1	SR2	SR3	SR4	SR5	SR6	SR7	SR8	SR9	SR10	SR11	SR12
N Valid	206	206	206	206	206	206	206	206	206	206	206	206
Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mode	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	1.00	4.00	4.00	4.00
Std. Deviation	1.52	1.42	1.52	1.47	1.42	1.52	1.47	1.48	1.48	1.40	1.47	1.48

**Table-3b****Statistics(Environmental Responsibility) Independent Variable**

	ER1	ER2	ER3	ER4	ER5	ER6	ER7	ER8	ER9	ER10	ER11
N Valid	206	206	206	206	206	206	206	206	206	206	206
Missing	0	0	0	0	0	0	0	0	0	0	0
Mode	1.00	4.00	4.00	4.00	4.00	1.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation	1.49	1.42	1.54	1.48	1.50	1.49	1.40	1.49	1.50	1.50	1.50

**Table-3c****Statistics(Financial Responsibility) Independent Variable**

	FR1	FR2	FR3	FR4	FR5	FR6	FR7	FR8	FR9	FR10
N Valid	206	206	206	206	206	206	206	206	206	206
Missing	0	0	0	0	0	0	0	0	0	0
Mode	4.00	4.00	4.00	4.00	1.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation	1.41	1.54	1.48	1.50	1.50	1.41	1.49	1.51	1.51	1.42

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