



A STUDY ON CUSTOMER SATISFACTION TOWARDS AMWAY PRODUCTS IN MADURAI CITY

S. BALAJI	III-B.COM (CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.
S.SIVAKUMAR	III-B.COM (CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.
C.GURUPRASAD	III-B.COM (CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.
DR. N. PRABHA	M.COM., ASSISTANT PROFESSOR OF COMMERCE, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

ABSTRACT:

Amway Corporation, which stands for "American Way," is a Multi-Level Marketing (MLM) business based in the United States that distributes items for home care, cosmetics, and health. Based in Ada, Michigan, the business was established in 1959 by Jay Van Andel and Richard DeVos. It and Amway. The purpose of this study is to investigate consumer perceptions of Amway products and customer satisfaction. It becomes crucial given the intensifying competition in the health and direct selling sectors. to comprehend how customers view Amway's product offering's total value, effectiveness, pricing, and quality. to learn about the respondents' individual profiles. to determine which factors influence respondents' decisions to purchase Amway products. The respondents' opinions about Amway products are the main focus of this survey. The character of the study is both descriptive and analytical. survey of field observation samples. The study's analysis's findings are entirely dependent on the data provided by the respondents.

KEYWORDS:

CUSTOMER SATISFACTION TOWARDS AMWAY PRODUCTS.

1.1 INTRODUCTION

The American Multi-Level Marketing (MLM) corporation Amway Corp., which stands for "American Way," sells cosmetics, health care items, and home care items. Based in Ada, Michigan, the business was established in 1959 by Jay Van Andel and Richard DeVos. Amway and its In 2019, Alticor's subsidiary firms reported \$8.9 billion in sales. In terms of income, it is the biggest multilevel marketing company globally. It operates in over 100 countries and territories through a number of affiliated businesses.

1.2 STATEMENT OF THE PROBLEM

This study aims to explore customer satisfaction and perception towards Amway Products with the growing competition in the direct selling and wellness industry, it becomes essential to understand how consumers perceive the quality, effectiveness, pricing and overall value of Amway's Product offering. The study seeks to identify factors influencing customer satisfaction and brand loyalty, as well as challenges faced by Amway in retaining its customers. Further more this research will help in

determining the role of customer feedback in shaping the company's product strategies and improving its market position. By analysing customer satisfaction the study aims to provide actionable insights for enhancing the customer experience with Amway Products.

1.3 OBJECTIVES

- ✓ To know the personal profile of the respondents.
- ✓ To find the which factors are influenced to Buying Amway Product by the respondents.
- ✓ To study the level of satisfaction towards Amway Products by the respondents.
- ✓ To offer valid findings and suggestions to improve the Quality of Amway Products.

1.4 METHODOLOGY

The methodology for this study on customer satisfaction towards Amway products in Madurai City will involve a combination of both primary and secondary data collection methods. Primary data will be gathered through

structured questionnaires distributed to a sample of Amway customers in the city. The survey will focus on assessing customer perceptions, experiences, and satisfaction levels regarding Amway products, including product quality, pricing, customer service, and brand image. Secondary data will be collected from existing literature, company reports, and relevant market research. In this research sample size 50 responded. The data will be analyzed using statistical tools such as descriptive analysis, frequency distribution, and correlation to identify patterns and insights. This approach ensures a comprehensive understanding of customer satisfaction in the context of Amway products in Madurai.

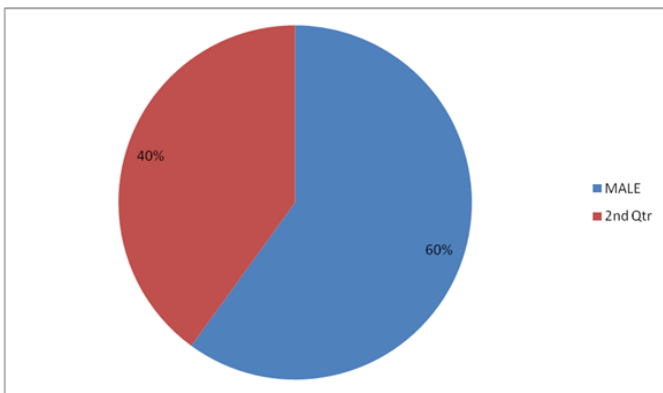
DATA ANALYSIS

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

**TABLE 1
GENDER**

SI NO	Particulars	No.Of Respondents	Percentages
1	Male	30	60
2	Female	20	40
Total		50	100

**CHART NO 1
GENDER RESPONDENT**



1.5 INTERPRETATION

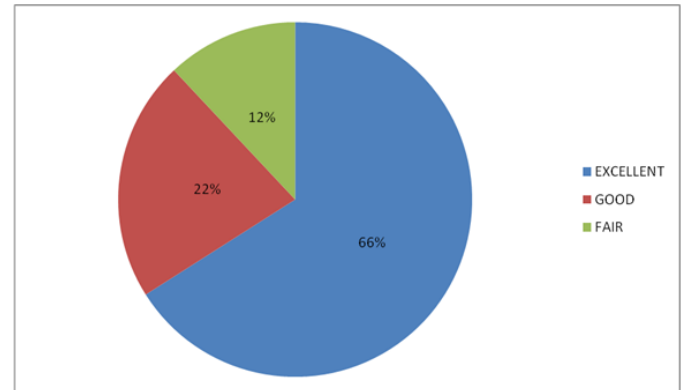
The above data indicates that 60% of respondents were male 40% were female.

TABLE 2 SHOWING THE RATE OF CUSTOMER SERVICE PROVIDE BY AMWAY

SI NO	Rating	No.Of Responded	Percentages
1	Excellent	33	66
2	Good	11	22
3	Fair	6	12
4	Poor	0	0

Total		50	100
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**CHART NO 2
RATE OF CUSTOMER SERVICE PROVIDE BY AMWAY PRODUCT**



1.6 FINDINGS

1. The majority (60%) of the respondents are male.
2. The majority (66%) of the respondents are excellent.

1.7 SUGGESTIONS

- ✓ Focus on how the quality of Amway's health, wellness, and beauty products influences customer satisfaction and loyalty.
- ✓ Explore how pricing strategies affect customer perceptions and satisfaction levels, especially in comparison to competitors.
- ✓ Analyze how Amway's direct-selling approach impacts customer satisfaction and retention.
- ✓ Investigate how the quality of customer service, including support from Amway representatives, affects overall satisfaction.
- ✓ Compare customer satisfaction levels between Amway and its competitors to identify strengths and areas for improvement.

1.8 CONCLUSION

The literature highlights the importance of product quality, pricing, customer service, and brand trust in driving customer satisfaction toward Amway products. As a direct selling company, Amway's unique distributor-customer relationship adds another layer of complexity to the satisfaction equation. Future research should focus on emerging markets and the role of technology in enhancing customer satisfaction in the direct selling industry.

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