



A Study on Consumers' Preference And Satisfaction Towards Amway Nutrition Products With Special Reference To Coimbatore City

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ABSTRACT

Today most of us lead hectic and sedentary lifestyle, have poor eating habits and not having healthy meals, exposed to depleting environmental conditions (Pollution), face stress at every stage and have various health problems. All of these millions of people looking for good health. Hence, the present study has been undertaken to find out customers' preference of Amway Nutrition Products by different customers' in Coimbatore city.

KEYWORDS : Nutrition,health,lifestyle,preference

Introduction

Marketing is the process of creating or reorganizing an organization to be successful in selling a product or service that people not only desire, but are willing to buy. Therefore good Marketing must be able to create a "proposition" or set of benefits for the end Consumer, Shopper or Customer, that delivers value through products or services. This value will be made up of benefit/cost.

Amway is an abbreviation for "American Way" and was coined in 1959 by company founders, Jay Van Andel and Richard DeVos. Short, unique and easy to remember, it has been registered as a corporate name and trademark ever since. It is the US Based company. All the network marketing companies of the world accept that Amway Corporation is one of the prestigious company. The products match Amway's global quality standards

Objectives of the study

- To study the factors influencing the consumer preference towards Amway Nutrition Products.
- To study the consumer satisfaction towards the consumption of the Products.
- To find out the problems faced by the consumer and give suggestions on the basis of the study.

NEED FOR THE STUDY

Many resources have made studies on health products. Research on nutrition items was worth rating carefully analysis and critical enquiry an attempt has made to study the consumer preference of nutrition products. There are a number of health products and they are playing a vital role in satisfying the thirst and needs of an individual consumers. By making an attempt to study the consumer preference, a number of inferences can be found so that extent of satisfaction can also be derived. Brand preference of nutrition items may vary from group to group and also from individual persons.

SCOPE OF THE STUDY

The scope of the study extends to the following related aspects viz., factors influencing the consumers' preference, satisfaction level of the consumers regarding this product, and the problems faced by the consumers in purchasing and using of Amway Nutrilite Products. The data has been collected based on the structured interview schedule. Through the main objective of this study is to analyze the problems faced by the consumers by using Amway Nutrilite Products.

METHODOLOGY OF THE STUDY

The study is an empirical research based on survey method and based on primary and secondary data.

Sample size: In this study, sample size of 150 respondents is chosen who are using the Amway nutrition products.

Sampling Technique: Convenience sampling technique has been

applied.

Tools of Data Analysis: The data collected has been analyzed with the help of various tools and techniques to fulfil the research objectives. These include Percentage Analysis, Ranking and Chi-square Analysis.

REVIEW OF LITERATURE

Hans C. M. van Trijp(2009) conducted a study on "**Consumer understanding and nutritional communication**" Aim of the study to review some of the key issues in consumer understanding of nutritional communication as a basis for reflection on the consumer understanding element of the new EU legislation on nutrition and health claims. The study conclude that there is a need for more methodologically advanced research in consumer understanding of nutrition and health claims, as a basis for truly assessing the real-life use of such information and its actual effect on consumer food choices.

Herne, Sally (1995) conducted a study on "**Research on food choice and nutritional status in elderly people**" for this study nutrition education and health promotion have increasingly focused on the influence of diet on the quality of life in old age. The study was conducted on the social, economic, psychological, physiological, educational and personal factors that mediate food choice in later life. Indications are that it is the structural influences on choice that have the greatest impact on education, income, class and access to good health care. As a result of the study is action at the national level in the form of health and social policy designed to taken into account the needs of older generations is highlighted.

ANALYSIS AND INTERPRETATION - PERCENTAGE ANALYSIS

Table No.1 Percentage table for Demographic factors & Study factors

Variables	Categories	%	Variables	Categories	%			
Age	Up to 20 years	10	Family type	Nuclear	66			
	21-40 years	64				Joint	34	
	41-60 years	23						
	Above 60 years	3						
Gender	Male	35	Monthly Income	Below Rs 15,000	15			
				Female		Rs. 15,001 – Rs. 30,000	30	
	65					Rs. 30,001 – Rs. 40,000		34
				Above Rs. 40,000		21		

Marital Status	Married Unmarried	69 31	Level of Preference	Nutrilite Iron Folic Nutrilite Protein Powder Nutrilite Daily Nutrilite Calmag D Nutrilite Bio-C Nutrilite Kids Chocolate Drink	22 32 16 14 7 9
Education	Illiterate School level Degree / Diploma Professional level	4 34 45 17	Brand Preference	Much Better Better About the Same Worse Much Worse	82 11 7 0 0
Occupation	Agriculturalists Business Employed Professional Home makers	4 17 41 14 24	Problems	Low Quality Higher Price Adulteration Density Side Effect No Outcome	3 54 1 12 7 4

(Source-Interview Schedule)

Interpretation:

From the above table it is inferred that majority of the lies in the category of 21 -40 years of age group with 64%, majority of the respondents' belong to female category with 65%, majority of the respondents' are married with 69%, 45% of the respondents are graduates, majority of the respondents are employed with 41%, majority of the respondents are in the nuclear family type with 66%, 34% of customers monthly income lies in the category of Rs.20,001-Rs.30,000, 32% of the respondents are preferred Nutrilite Protein Powder,82% of the respondent's preference level is much better and 54% of the respondents says that there is a drawback in higher price of the product.

Ranking analysis

There are number of factors influencing the customer while purchasing the product and influencing factor differs from one respondent to another respondent. Simple ranking analysis has been used to find the most preferred factor among the other factors. The weighted score has been calculated by assigning weights from 1 to 12 to the total number of respondents to each factor. Using this score, ranking is given from highest score to lowest score.

Table No.2 Factors influencing to Purchase Amway Nutrition Products

S.NO	FACTORS	score	RANK
1	Good Quality	1482	I
2	Good Price	603	XII
3	Brand Loyalty	1241	II
4	Offers / Free gifts	1011	VI
5	Business opportunity	930	VIII

6	World Class Standard	1046	III
7	Availability	932	VII
8	Bio degradable	823	X
9	Vitamins and Minerals	1027	V
10	Freshness	1042	IV
11	100 Percent Money Back Guarantee	843	IX
12	Cash Discount	724	XI

(Source-Interview Schedule)

Interpretation:

From the above table it is clear that most preferred factor to purchase the product is good quality, followed by Brand Loyalty, World Class Standards, Freshness, Vitamins and Minerals , Offers / Free gifts , Availability , Business opportunity, 100 Percent Money Back Guarantee , Bio degradable , Cash Discount and Good Price.

CHI-SQUARE ANALYSIS

Ho: There is no significant relationship between personal factors (Gender, Age, Education, Occupation and Income) and Product Preference.

Table No.3 Relationship between Personal Factors and Product Preference

Personal factor	Calculated value (x ²)	Table value	Degrees of freedom	Level of Significance	Result
Gender	20.19	11.070	5	5%	Rejected
Age	63.25	24.996	15	5%	Rejected
Educational Level	20.95	24.996	15	5%	Accepted
Occupational Status	25.598	31.410	20	5%	Accepted
Income	26.83	24.996	15	5%	Rejected

(Source-Interview Schedule)

Interpretation:

From the above table, reveals that the Educational level and Occupational status are accepted at 5% level of significance. Hence there is no significant relationship between Educational level, Occupational status and Product preference. Gender, Age and Income are rejected at 5% level of significance. Hence there is a significant relationship between Gender, Age and Income and Product preference.

CONCLUSION:

The present study reveals that the consumers' preference and satisfaction towards the products. They are mainly motivated by quality of the products. The popularity of the brand also, one of the factors urged the consumers' for their purchase decision. Overall, it can be concluded that consumers' are satisfied with the quality and vitamin contents but they expect more on reasonable price.

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