A STUDY ON BUYER PREFERENCE OF AMWAY PRODUCTS IN ERODE DISTRICT

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ABSTRACT

Customers are the prime focus of any organization. The most important asset that any firm, can have is customers. An organization greatly depends on how many customers it has (customer base) how they buy and how often they buy. Satisfied customers usually buy more and buy frequently. Loyal customers also act best promotional source to new customers. They tend to bring in more and more new customers through word of mouth communication. It improves the market position of the firm and also the profits. This paper deals with the buyers' preference of Amway products in Erode District.

Keywords: - *Buying behavior, Advertisement, Product, Marketing, Communication, and Product mix.*

1. INTRODUCTION

Marketing is the process of creating or reorganizing an organization to be successful I 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 product or services.

1.1 RETAIL INDUSTRY

Retailing involves the process of selling consumer goods or Services to customers through multiple channels of distribution to earn a profit. Retailers satisfy demand identified through a supply chain. The term "retailer" is typically applied where a service provider fills the small orders of a large number of individuals, who are end-users, rather than large orders of a small number of wholesale, corporate or government clientele. Shopping generally refers to the act of buying products. Sometimes this is done to obtain final goods, including necessities such as food and clothing; sometimes it takes place as a recreational activity. Recreational shopping often involves window shopping and browsing: it does not always result in a purchase.

Most modern retailers typically make a variety of strategic level decisions including the type of store, the market to be served, the optimal product assortment, customer service, supporting services and the store's overall market positioning. Once the strategic retail plan is in place, retailers devise the retail mix which includes product, price, place, promotion, personnel and presentation. In the digital age, an increasing number of retailers are seeking to reach broader markets by selling through multiple channels, including both bricks and mortar and online retailing. Digital technologies are also changing the way that consumers pay for goods and services. Retailing support services may also include the provision of credit, delivery services, advisory services, stylist services and a range of other supporting services.

Retail shops occur in a diverse range of types and in many different contexts – from strip shopping centres in residential streets through to large, indoor shopping malls. Shopping streets may restrict traffic to pedestrians only. Sometimes a shopping street has a partial or full roof to create a more comfortable shopping environment – protecting customers from various types of weather conditions such as extreme temperatures, winds or precipitation. Forms of non-shop retailing include online retailing (a type of electronic-commerce used for business-to-consumer (B2C) transactions) and mail order.

1.1.1 RETAIL STRATEGY

The distinction between "strategic" and "managerial" decision-making is commonly used to distinguish "two phases having different goals and based on different conceptual tools. Strategic planning concerns the choice of policies aiming at improving the competitive position of the firm, taking account of challenges and opportunities proposed by the competitive environment. On the other hand, managerial decision-making is focused on the implementation of specific targets."

In retailing, the strategic plan is designed to set out the vision and provide guidance for retail decision-makers and provide an outline of how the product and service mix will optimize customer satisfaction. As part of the strategic planning process, it is customary for strategic planners to carry out a detailed environmental scan which seeks to identify trends and opportunities in the competitive environment, market environment, economic environment and statutory-political environment. The retail strategy is normally devised or reviewed every 3– 5 years by the chief executive officer.

The strategic retail analysis typically includes following elements:

MARKET ANALYSIS

Market size, stage of market, market competitiveness, market attractiveness, market trends

CUSTOMER ANALYSIS

Market segmentation, demographic, geographic and psychographic profile, values and attitudes, shopping habits, brand preferences, analysis of needs and wants, media habits

INTERNAL ANALYSIS

Other capabilities e.g. human resource capability, technological capability, financial capability, ability to generate scale economies or economies of scope, trade relations, reputation, positioning, past performance.

1.1.2 THE RETAIL MARKETING MIX

Product management; promotion mix; marketing mix; price; services capes and retail design. Once the strategic plan is in place, retail managers turn to the more managerial aspects of planning. A retail mix is devised for the purpose of coordinating day-to-day tactical decisions. The retail marketing mix typically consists of six broad decision layers including product decisions, place decisions, promotion, price, personnel and presentation. The retail mix is loosely based on the marketing mix, but has been expanded and modified in line with the unique needs of the retail context. A number of scholars have argued for the modified marketing mix with the inclusion of two new Ps, namely, Personnel and Presentation should be added to the marketing mix since these contribute to the customer's unique retail experience and are the principal basis for retail differentiation. Yet other scholars argue that the Retail Format should be included. The modified retail marketing mix that is most commonly cited in text-books is often called the 6 Ps of retailing.

COMPETITION ANALYSIS

Availability of substitutes, competitor's strengths and weaknesses, perceptual mapping, competitive trends

REVIEW OF PRODUCT MIX

Sales per square foot, stock-turnover rates, profitability per product line

REVIEW OF DISTRIBUTION CHANNELS

Lead-times between placing order and delivery, cost of distribution, cost efficiency of intermediaries.

EVALUATION OF THE ECONOMICS OF THE STRATEGY

Cost-benefit analysis of planned activities. At the conclusion of the retail analysis, the retail marketers should have a clear idea of which groups of customers are to be the target of marketing activities. Research studies suggest that there is a strong relationship between a store's positioning and the socio-economic status of customers. In addition, the retail strategy, including service quality, has a significant and positive association with customer loyalty. A marketing strategy effectively outlines all key aspects of firms' targeted audience, demographics, and preferences. In a highly competitive market, the retail strategy sets up long-term sustainability. It focuses on customer relationships, stressing the importance of added value, customer satisfaction and highlights how the store's market positioning appeals to targeted groups of customers.

1.2 THE RETAILING MIX

6 PS OF RETAILING MIX

Once the strategic plan is in place, retail managers turn to the more managerial aspects of planning. A retail mix is devised for the purpose of coordinating day-to-day tactical decisions. The retail marketing mix typically consists of six broad decision layers including product decisions, place decisions, promotion, price, personnel and presentation (also known as physical evidence). The retail mix is loosely based on the marketing mix, but has been expanded and modified in line with the unique needs of the retail context. A number of scholars have argued for the modified marketing mix with the inclusion of two new Ps, namely, Personnel and Presentation should be added to the marketing mix since these contribute to the customer's unique retail experience and are the principal basis for retail differentiation. Yet other scholars argue that the Retail Format (i.e. retail formula) should be included.

PRODUCT
The primary product-related decisions facing the retailer are the product assortment (what product lines, how many lines and which brands to carry); the type of customer service (high contact through to self-service) and the availability of support services (e.g. credit terms, delivery services, after sales care). These decisions depend on careful analysis of the market, demand, competition as well as the retailer's skills and expertise.

PRODUCT ASSORTMENT
A typical supermarket carries an assortment of between 30,000 and 60,000 different products

The term product assortment refers to the combination of both product breadth and depth. The main characteristics of a company's product assortment are:

(1) The length or number of products lines, the number of different products carried by a store

(2) The breadth refers to the variety of product lines that a store offers. It is also known as product assortment width, merchandise breadth, and product line width.:

(3) Depth or number of product varieties within a product line, the number of each item or particular styles carried by a store

(4) Consistency how products relate to each other in a retail environment.

For a retailer, finding the right balance between breadth and depth can be a key to success. An average supermarket might carry 30,000–60,000 different product lines (product length or assortment), but might carry up to 100 different types of toothpaste (product depth). Specialty retailers typically carry fewer product lines, perhaps as few as 20 lines, but will normally stock greater depth. Costco, for example, carries 5,000 different lines while Aldi carries just 1,400 lines per store.

Large assortments offer consumers many benefits, notably increased choice and the possibility that the consumer will be able to locate the ideal product. However, for the retailer, larger assortments incur costs in terms of record-keeping, managing inventory, pricing and risks associated with wastage due to spoiled, shopworn or unsold stock. Carrying more stock also exposes the retailer to higher risks in terms of slow-moving stock and lower sales per square foot of store space. On the other hand, reducing the number of product lines can generate cost savings through increased stock turnover by eliminating slow-moving lines, fewer stock outs, increased bargaining power with suppliers, reduced costs associated with wastage and carrying inventory, and higher sales per square foot which means more efficient space utilization.

When determining the number of product lines to carry, the retailer must consider the store type, store's physical storage capacity, the perishability of items, expected turnover rates for each line and the customer's needs and expectations.

CUSTOMER SERVICE AND SUPPORTING SERVICES
Customer service is the "sum of acts and elements that allow consumers to receive what they need or desire from the retail establishment." Retailers must decide whether to provide a full service outlet or minimal service outlet, such as no-service in the case of vending machines; self-service with only basic sales assistance or a full service operation as in many boutiques and specialty stores. In addition, the retailer needs to make decisions about sales support such as customer delivery and after sales customer care.

Retailing services may also include the provision of credit, delivery services, advisory services, exchange/ return services, product demonstration, special orders, customer loyalty programs, limited-scale trial, advisory services and a range of other supporting services. Retail stores often seek to differentiate along customer service lines. For example, some department stores offer the services of a stylist; a fashion advisor, to assist customers selecting a fashionable wardrobe for the forthcoming season, while smaller boutiques may allow regular customers to take goods home on approval, enabling the customer to try out goods before making the final purchase. The variety of supporting services offered is known as the service type. At one end of the spectrum, self-service operators offer few basic support services. At the other end of the spectrum, full-service operators offer a broad range of highly personalized customer services to augment the retail experience.

When making decisions about customer service, the retailer must balance the customer's desire for full-service against the customer's willingness to pay for the cost of delivering supporting services. Self-service is a very cost efficient way of delivering services since the retailer harnesses the customers labour power to carry out many of the retail tasks. However, many customers appreciate full service and are willing to pay a premium for the benefits of full-service.

A sales assistant's role typically includes greeting customers, providing product and service-related information, providing advice about products available from current stock, answering customer questions, finalising customer transactions and if necessary, providing follow-up service necessary to ensure customer satisfaction. For retail store owners, it is extremely important to train personnel with the requisite skills necessary to deliver excellent customer service. Such skills may include product knowledge, inventory management, handling cash and credit transactions, handling product exchange and returns, dealing with difficult customers and of course, a detailed knowledge of store policies. The provision of excellent customer service creates more opportunities to build enduring customer relationships with the potential to turn customers into sources of referral or retail advocates. In the long term, excellent customer service provides businesses with an ongoing reputation and may lead to a competitive advantage. Customer service is essential for several reasons. Firstly, customer service contributes to the customer's overall retail experience. Secondly, evidence suggests that a retail organization which trains its employees in appropriate customer service benefits more than those who do not. Customer service training entails instructing personnel in the methods of servicing the customer that will benefit corporations and businesses. It is important to establish a bond amongst customers-employees known as Customer relationship management.

1.3 TYPES OF CUSTOMER SERVICE

There are several ways the retailer can deliver services to consumers:

- ✓ Counter service, where goods are out of reach of buyers and must be obtained from the seller. This type of retail is common for small expensive items (e.g. amway products) and controlled items like organic and natural. It was common before the 1900s in the United States and is more common in certain countries like India.
- ✓ Click and Commute, where products are ordered online and are picked up via a drive through.
- ✓ Ship to Store, where products are ordered online and can be picked up at the retailer's main store.
- ✓ Delivery, where goods are shipped directly to consumer's homes or workplaces.
- ✓ Mail order from a printed catalogue was invented in 1744 and was common in the late 19th and early 20th centuries.
- ✓ Ordering by telephone was common in the 20th century, either from a catalog, newspaper, television advertisement or a local restaurant menu, for immediate service (especially for pizza delivery), remaining in common use for food orders. Internet shopping – a form of delivery – has eclipsed phone-ordering, and, in several sectors – such as books and music – all other forms of buying. There is increasing competitor pressure to deliver consumer goods – especially those offered online – in a more timely fashion. Large online retailers such as Amazon.com are continually innovating and as of 2015 offer one-hour delivery in certain areas. They are also working with drone technology to provide consumers with more efficient delivery options. Direct marketing, including telemarketing and television shopping channels, are also used to generate telephone orders. Started gaining significant market share in developed countries in the 2000s.
- ✓ Door-to-door sales, where the salesperson sometimes travels with the goods for sale.
- ✓ Self-service, where goods may be handled and examined prior to purchase.
- ✓ Digital delivery or Download, where intangible goods, such as music, film, and electronic books and subscriptions to magazines, are delivered directly to the consumer in the form of information transmitted either over wires or air-waves, and is reconstituted by a device which the consumer controls (such as an MP3 player; see digital

rights management). The digital sale of models for 3D printing also fits here, as do the media leasing types of services, such as streaming.

1.4 GLOBAL MARKETING

Global marketing is "marketing on a worldwide scale reconciling or taking commercial advantage of global operational differences, similarities and opportunities in order to meet global objectives".

Global marketing is also a field of study in general business management to provide valuable products, solutions and services to customers locally, nationally, internationally and worldwide.

International marketing is the export, franchising, joint venture or full direct entry of an organization's product or services into another country. This can be achieved by exporting a company's product into another location, entry through a joint venture with another firm in the target country, or foreign direct investment into the target country. The development of the marketing mix for that country is then required - international marketing. It can be as straightforward as using existing marketing strategies, mix and tools for export on the one side, to a complex relationship strategy including localization, local product offerings, pricing, production and distribution with customized promotions, offers, website, social media and leadership. Internationalization and international marketing meets the needs of selected foreign countries where a company's value can be exported and there is inter-firm and firm learning, optimization and efficiency in economies of scale and scope.

A firm does not need to export or enter all world markets to be considered an international marketer. According to American Marketing Association (AMA) "International marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organization's goals".

1.5 CONSUMER GOODS

In economics, any commodity which is produced and subsequently consumed by the consumer, to satisfy his current wants or needs, is a consumer good or final good. Consumer goods are goods that are ultimately consumed rather than used in the production of another good. For example, a microwave oven or a bicycle which is sold to a consumer is a final good or consumer good, whereas the components which are sold to be used in those goods are called intermediate goods. For example, textiles or transistors which can be used to make some further goods. When used in measures of national income and output, the term "final goods" only includes new goods. For instance, the GDP excludes items counted in an earlier year to prevent double counting of production based on re sales of the same item second and third hand. In this context the economic definition of goods includes what are commonly known as services. Manufactured goods are goods that have been processed in any way. As such, they are the opposite of raw materials, but include intermediate goods as well as final goods.

1.6 BUYING HABITS

Final goods can be classified into the following categories, which are determined by the consumer's buying habits:
- ✓ Convenience goods
- ✓ Shopping goods
- ✓ Specialty goods
- ✓ Unsought goods
- ✓ Convenience goods

Convenience goods are goods which are regularly consumed and easily available. Generally convenience goods come in the category of nondurable goods such as fast foods, cigarettes and tobacco with low value. Convenience goods are mostly sold by wholesalers or retailers, so as to make them available to the consumers in good or large volume. Convenience goods can further be categorized into:

- ✓ Staple convenience consumer goods
- ✓ Impulse convenience consumer Goods

Staple convenience consumer goods are those kinds of goods which come under the basic necessities of the consumer. These goods are easily available and in large quantity. Examples include milk, bread, sugar, etc.

Impulse convenience consumer goods are the goods which do not belong to the priority list of the consumer. These goods are purchased without any prior planning, just on the basis of the impulse. Examples include potato wafers, candies, ice creams, cold drinks, etc.

SHOPPING CONSUMER GOODS

Shopping consumer goods are the goods which take lot of time and proper planning before making purchase decision; in this case consumer does a lot of selection and comparison based on various parameters such as cost, brand, style, comfort etc., before buying an item. Shopping goods are costlier than convenience goods and are durable in nature. Consumer goods companies usually try to set up their shops and show rooms in active shopping area to attract customer attention and their main focus is to do lots of advertising and promotion so that to attract more customer.

Example include clothing items, televisions, radio, footwear, home furnishing, etc. They sell Ray Bans

SPECIALTY CONSUMER GOODS

Specialty goods are unique in nature; these are unusual and luxurious items available in the market. Specialty goods are mostly purchased by the upper class of the society as they are expensive in nature and difficult to be afforded by middle or lower-class people. Companies advertise their goods targeting the upper class. These goods do not fall under the category of necessity; rather they are purchased on the basis personal preference or desire. Brand name, uniqueness, and special features of an item are major attributes which attract customers and make them buy such products.

Examples include antiques, jewelry, wedding dresses, cars, etc.

UNSOUGHT CONSUMER GOODS

Unsought goods neither belong to the necessity group of consumer goods list nor to specialty goods. They are always available in the market but are purchased by very few consumers, either based on their interest or their need for some specific reasons. The general public does not purchase such goods often.

Examples include snowshoes, fire extinguishers, flood insurance, etc.

1.7 OBJECTIVES OF THE STUDY
- ✓ To study the factors influencing the customer preference towards Amway products.
- ✓ To study the customer overall 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.
- ✓ To discuss briefly on quality and rates of Amway products.
- ✓ To analysis the demographic variables such as age, gender, education & income.
- ✓ To measure the level of opinion towards Amway products.

1.8 SCOPE OF THE STUDY

The scope of the study extends to the following related aspects viz factors influencing the customer's preference regarding this Amway products and also the satisfaction level of the consumers regarding this product and the problems faced by the consumers in purchasing and using of Amway products. The data has been collected based on the questionnaire schedule. Though the main scope of this study is to analyze the problems faced by the consumers by using Amway products.

1.9 LIMITATIONS OF THE STUDY

Many researchers have made studies on Amway products. Research on Amway products was worth rating carefully analysis and critical enquiry an attempt has made to study the consumer preference of Amway products. There are a number of 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 preferences, a number of inferences can be found so that extends of satisfaction can also be desired. Brand preference of products may vary from group to group and also from individual persons.

2. LITERATURE REVIEW

Diehl, K., van Herpen, E., & Lamberton, C Says Retailers often organize at least part of their assortment by displaying complementary products from different product categories together (e.g., a pair of pants with a shirt) rather than grouping items by product type (e.g., a pair of pants with other pants). However, little is known about how retailers should choose between complement-based and substitute-based organizations. The present paper shows that consumers' preferences for such store organizations are a function of the effort and assortment perceptions cued by these organizational formats. Holding the underlying assortment constant, complement-based organizations are always more effortful than substitute-based organizations. This difference in effort can create

downward pressure on complement-based store choice. Moreover, the effects of organization format on assortment perception depend on whether consumers hold a hedonic or utilitarian focus. When consumers have a highly hedonic focus, complement-based based stores create more positive assortment perceptions than substitute-based stores. Such positive assortment perceptions can, in turn, raise complement-based store choice. However, as consumers' utilitarian focus increases, substitute-based assortments are seen as both easier and more attractive, leading to a strong advantage in store choice. Our findings provide actionable guidance for retailers considering various store organizations and suggest opportunities for future research. Feng, Y., & O'Mahony, M. Says The food industry is now global, so that hedonic comparisons for various products may need to be made between consumers from different countries. Using the 9-point hedonic scale, it has been shown that East Asians use a significantly smaller range of scores than Americans; they are essentially using different scales, <u>rendering</u> comparisons between the two sets of consumers problematic. There is a necessity for a culture-free method of hedonic numerical assessment, which is not affected by such 'cultural range variation'. American and Chinese consumers assessed candies, toothbrushes and pens, using the regular verbal 9-point hedonic scale as well as a purely numerical version. As expected from previous studies, the Chinese consumers tended to have a significantly smaller range of responses than the American consumers, although the effect was not as strong for the purely numerical 9-point hedonic scale. This meant that Chinese consumers were often using a shorter scale than the Americans, making comparisons between the two groups problematic. However, a ranking protocol with an R-Index analysis was also used. With this protocol, the range of responses for the Chinese and Americans was the same, being equal to the number stimuli being ranked, circumventing the problem of 'cultural range variation'. Kuesten, C., Bi, J., & Meiselman, H. L . Says Consumers' affective states associated with product development are hot topics and an important area of consumer research. The Profile of Mood States 2nd Edition™ – Adult (POMS 2-A™) with 65 items and 5 negative scales can be used to assess adult consumers' affect. Consumer POMS data collected in the US for the NUTRILITE™ brand multivitamin multimineral supplement product are analyzed using an advanced statistical model and the R package 'repolr'. This proportional odds model (POM) fitted with generalized estimating equations (GEE) is more appropriate for repeated ordinal categorical data than conventional ANOVA. Analysis of the data collected before product testing show that there are significant user group effects for each of the 7 POMS scales and significant gender and age group effects for some scales. Product users, females and age group 45–55 show larger scores for positive scales and smaller scores for the negative scales than non-users, males and other age groups. Analysis of the data collected after product testing shows that there are significant product effects for some scales of POMS (Depression-Dejection, Anger-Hostility, and Total Mood Disturbance). The estimated effect parameters in the model, i.e., log odds ratio values, can be transformed into Thurstonian discriminal distance δ or d-prime and other sensory measures, offering all the advantages of Thurstonian modeling and ease of interpretation of the results. Further analysis shows that although the results using conventional ANOVA are consistent with the results using the advanced POM model, the POM model for the POMS data is more valid and powerful than conventional ANOVA. Mukherjee, A., Satija, D., Goyal, T. M., Mantrala, M. K., & Zou, S. Says In the post-reforms period, there has been a change in the purchase behaviour of Indian consumers. The large consumer base has attracted many global retailers and domestic corporates to invest in modern retail. The government has partially allowed foreign direct investment (FDI) in retail. At present, there is an ongoing debate on the impact of allowing FDI in retail. This chapter analyses the impact of the retail FDI policy on Indian consumers and offer policy recommendations at the national level. A primary survey of Indian consumers, aimed at examining their shopping behaviour across branded and non-branded products, knowledge of foreign brands and attitude towards liberalisation of FDI in retail brings out interesting results, including identifying factors determining the choice of modern retail outlets. It is observed that the purchase of brands varies across different product categories and for some consumers show distinct preference for non-branded products, which are purchased from traditional outlets. Hence, both traditional and modern retail coexist in India. While knowledge and use of foreign brands, especially luxury brands, is low, majority of the respondents is in favour of allowing FDI in retail. It is held that FDI in multi-brand retail would enhance brand knowledge, choices available to consumers and help promote branding even as the FDI policy should ensure consumer welfare. Whitson, D., Ozkaya, H. E., & Roxas, J. Says This paper is a follow-up on a study conducted in 1996 to determine if there have been changes in market segments and consumer preferences since that time. The specific purpose of this study is to determine whether respondents' will be influenced by the presence of seals and/or logos certifying that the laundry detergent is environmentally friendly, and whether the customer segments and preferences have changed over time. Respondents were subjected to a stack of 16 cards with different combinations of price, degree of concentration, whether detergent had regular or low suds formulas, the presence of phosphates, and the presence of either a Green Seal, an EPA logo or both. The data yielded three distinct clusters/groupings of respondents (i.e. Green Seal, price and EPA Logo) different from the previous study. This study showed that respondents were not monolithic in their preferences for green labelling techniques. The findings of this study indicate that the customer segments and their preferences have changed

over time. Suggestions are made for marketing to each of the respective current segments. Jain, S., Singla, B., & Shashi, S. Says In the present scenario of high unemployment; Multilevel Marketing (MLM) generates employment for people who have no permanent source of earning. MLM system has emerged as one of the prime alternatives in the current marketing system. India has become a very popular destination of doing MLM business with high potential of growth. MLM system provides lucrative compensation that works as motivation for people to join this business. Motivation for executives of any firm plays a major role in its success. It also leads commitment of employees towards work and responsibilities. An attempt has been made to identify the motivational variables that have the highest level of contribution for joining the MLM system. Most of the MLMcompanies focus on compensation plan or reward system but apart from that a number of variables have been found which motivate the distributors to engage in MLM business. Further, the distributors play a vital role in the growth of the business. In this study, we also propose a motivational model to help MLM companies formulate better strategies in making a large network of people for growth of business. Naiksatam, A., & Arumugam, S. Says A study was conducted to understand effectiveness of heavy advertisement done by Oral care brands for recall to buy oral health care products. The study includes various aspects that help for brand loyalty & influence the buying behavior of consumers. It analyzes the income, education, family size, and occupation, preferences for buying Oral care products and influencing factors for purchase behavior. We tried to get an idea of whether consumers get influenced by TV adds while choosing oral health brand. According to the study a majority said that they get aware and influenced by Ad. The various level of agreement for statements was taken for influence factors and effectiveness of Ad & its results. Gonsalves, J., & Vastani, H. A study was conducted to understand consumers' brand recall for buying oral health care products. The study includes various aspects that enhance brand loyalty and influence the buying behavior of consumers. It analyzes the influence of demographics such as income, education, family size, occupation and preferences in purchase of oral health care products. An effort was made to get an idea of whether a brand which the consumer uses is the brand which he/she recalls in the first instance. The study was conducted in the city of Mumbai through E questionnaires only. Data collected was analyzed using Excel-based statistical tools. Whitson, D., Ozkaya, H. E., & Roxas, J. Says This paper is a follow-up on a study conducted in 1996 to determine if there have been changes in market segments and consumer preferences since that time. The specific purpose of this study is to determine whether respondents' will be influenced by the presence of seals and/or logos certifying that the laundry detergent is environmentally friendly, and whether the customer segments and preferences have changed over time. Respondents were subjected to a stack of 16 cards with different combinations of price, degree of concentration, whether detergent had regular or low suds formulas, the presence of phosphates, and the presence of either a Green Seal, an EPA logo or both. The data yielded three distinct clusters/groupings of respondents (i.e. Green Seal, price and EPA Logo) different from the previous study. This study showed that respondents were not monolithic in their preferences for green labelling techniques. The findings of this study indicate that the customer segments and their preferences have changed over time. Suggestions are made for marketing to each of the respective current segments. Kerker, W. S., Paasche, T. D., Bamborough, D., Bancino, R. S., Horder-Koop, R., McDonald, K. J., ... & Zevalkink, C. E. Study A recurring order management system and method for a computer network is disclosed. The system receives a request to suggest a recurring order for one or more products or services. The system generates a profile which stores the suggested products or services, the suggested recurrence for those products or services and the suggested quantities to deliver upon each recurrence. The order then automatically recurs one or more times according to the specified recurrence.

3. RESEARCH METHODOLOGY

The present study on "Analysis of buyer preference of Amway products–A Study in Erode" is an Empirical one and undertaken the research work with the following research methods

RESEARCH DESIGN

Samples are representatives of the universe. The findings from the samples can be taken as the opinion of all respondents. The data cannot be collected from each and every person. Hence I take the sample as 100. The data needed for the project consist of 2.
        a) Primary data
        b) Secondary data
Primary data is that data which collected from primary sources by using a schedule of questionnaire consisting of 22 question. Simple random sampling has been applied for data collection.

GEOGRAPHICAL AREA COVERED

The present study is based on Consumers perceptions, so the study conducted through
Collecting the feedback about the Buyer preference from the Amway product at Erode District.

STATISTICAL TOOLS USED

The data collected has been analyzed with the help of various tools and techniques to fulfill the research objectives.

The statistical tools applied for the project is
> a) Factor analysis
> b) Regression method
> c) Correlation analysis
> d) Score analysis

Descriptive Research

Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (what are the characteristics of Minnesota state population or situation being studied?) The characteristics used to describe the situation or population are usually some kind of categorical scheme also known as descriptive categories. For example, the periodic table categorizes the elements. Scientists use knowledge about the nature of electrons, protons and neutrons to devise this categorical scheme. We now take for granted the periodic table, yet it took descriptive research to devise it. Descriptive research generally precedes explanatory research. For example, over time the periodic table's description of the elements allowed scientists to explain chemical reaction and make sound prediction when elements were combined. Hence, descriptive research cannot describe what caused a situation. Thus, descriptive research cannot be used as the basis of a causal relationship, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity.

The description is used for frequencies, averages and other statistical calculations. Often the best approach, prior to writing descriptive research, is to conduct a survey investigation. Qualitative research often has the aim of description and researchers may follow-up with examinations of why the observations exist and what the implications of the findings are.

Quantitative data

Quantitative data is information about quantities; that is, information that can be measured and written down with numbers. Some examples of quantitative data are your height, your shoe size, and the length of your fingernails. Here's the data is income level, monthly expenditure, customer opinion about Amway product for price, quality, display, attractive, discount, available, package, features, accessible, after sale of service and overall satisfaction. The data sample collected from 100 customer who are using Amway products.

4. DATA ANALYSIS AND INTERPRETATION
4.1 PERCENTAGE ANALYSIS

Data collected are edited and coded by using the rally bars. This helps in converting the gathered data into a tabulated grouped data. Percentage Analysis is applied to create a contingency table from the frequency distribution and the represent the collected data for the better understanding.

Table 1-Annual Income

S.No.	Annual Income	No. of. Respondents	Percentage
1	Less than Rs.1,50,000	65	65%
2	Rs.1,50,000-Rs. 3,00,000	20	20%
3	Rs.3,00,000-Rs. 6,00,000	9	9%
4	Above Rs.6,00,000	6	6%
Total		**100**	**100%**

Interpretation

From the above table 1, it reveals that 65% of the respondents are the Less than Rs.1, 50,000, 20% of the respondent for Rs.1, 50,000-Rs. 3, 00,000. 9% of the respondent for Rs.3, 00,000-Rs. 6, 00,000 and then least respondent 6% for Above Rs.6,00,000.

Table 2 - Monthly Average Purchase for Amway products

S.No.	Monthly Expenditure	No. of. Respondents	Percentage
1	Below Rs.500	59	59%
2	Rs.500-Rs.10000	40	40%
3	Rs.10000-Rs. 25000	1	1%
4	Above Rs.25000	0	0%
Total		**100**	**100%**

Interpretation

From the above table 2, it reveals that 59% of the respondent are the less than Below Rs.500 .The respondent for Rs.500-Rs.10000 is 40%. The respondent for Rs.10000-Rs.25000 is 1% and there is no responsible for above Rs.25000 .For the Amway products monthly expenditure least one Rs.10000-Rs.25000 respectively.

Table 3 – Source of Awareness about the Amway Products

S.No.	Particulars	No. of. Respondents	Percentage
1	Newspaper	5	5%
2	Magazines	7	7%
3	Television	20	20%
4	Internet	12	12%
5	Others	56	56%
Total		**100**	**100%**

Interpretation

From the above table 3, It conclude that the number of respondents for Newspaper 5%, for magazines 7%, for television 20%, for Internet 12%, for others 56%. Maximum respondents in others categories consumer prefer to know about the Amway products.

Table 4 - Consumer buying preference of Amway products

S.No.	Particulars	No. of. Respondents	Percentage
1	Showroom	13	13%
2	Shopping Mall	23	23%
3	Shopping Web-site	3	3%
4	Marketing agents	50	50%
5	Others	11	11%
Total		**100**	**100%**

Interpretation

From the above table 4, It shows that the number of respondents for Showroom 13%,for shopping mall 23%,for shopping web-site 3%,for marketing agents 50% and for others 11% respectively. The consumer mostly prefer to buy the Amway products from marketing agents. The least preference from shopping web site.

Table 5- Type of Buyer

S.No.	Particulars	No. of. Respondents	Percentage
1	Frequent buyer	8	8%
2	Normal buyer	48	48%
3	Occasional buyer	12	12%
4	Rare buyer	32	32%
Total		**100**	**100%**

Interpretation

From the above table 5, it indicates that the number of respondents of frequent buyer 8%, for normal buyer 48%, for occasional buyer 12%, for rare buyer 32%.The maximum buyers are normal buyer.

Table 6 – Attracting Factor of Amway Products

S.No.	Particulars	No. of. Respondents	Percentage
1	Price	3	3%
2	Packaging	20	20%
3	Quality	56	56%
4	Easy availability	1	1%

5	All of the above	11	11%
6	Others	9	9%
Total		**100**	**100%**

Interpretation

From the above table 6, It shows that the number of respondents for 3% 'price', 20% 'packaging', 56% 'quality', 1% 'easy avilability',11% 'all the above', 9% 'others'. The maximum consumer prefer to choose the Amway products "quality".

Table 7 - Type of Package Consumer Prefer

S.No.	Particulars	No. of. Respondents	Percentage
1	Packet	66	66%
2	Container	44	44%
Total		**100**	**100%**

Interpretation

From the above table 7, It indicates that the number of respondents for packet 66% and for the container 44%.The consumer prefer the type of package is "Packet".

Table 8 - Consumer Like to Purchase

S.No.	Particulars	No. of. Respondents	Percentage
1	In bulk	10	10%
2	Single pieces	28	28%
3	Just When I need them	62	62%
Total		**100**	**100%**

Interpretation

From the above table 8, it shows that the number of respondents of in bulk is 10%, for single piece 28% and for just when I need them. The maximum consumer like to purchase of Amway products" Just when I need them".

Table 9 - Consumer Mostly Prefer the Products of Amway

S.No.	Particulars	No. of. Respondents	Percentage
1	The Shampoo	33	33%
2	The bar soap	30	30%
3	The utensil cleaning gel	6	6%
4	G&H body lotion	8	8%
5	Other(please specify)	23	23%
Total		**100**	**100%**

Interpretation

From the above table 9, it shows that the number of respondents of in the shampoo is 33%, for the bar soap is 30%, for the utensil cleaning gel 6%, G&H body lotion 8% and others 23%. The maximum consumer likes in Amway products "The Shampoo".

Table 10 - Is the products easily available and accessible

S.No.	Particulars	No. of. Respondents	Percentage
1	Yes	56	56%
2	No	44	44%
Total		**100**	**100%**

Interpretation

From the above table 10, it shows that the number of respondents for the product easily available and accessible for 'yes' 56% and 'no' is 44% respectively .

Table 11 - Opinion on the quality of Amway products compared to other similar products

S.No.	Particulars	No. of. Respondents	Percentage
1	Excellent	8	8%
2	Good	51	51%
3	Average	28	28%
4	Poor	5	5%
5	Very poor	8	8%

	Total	100	100%

Interpretation
From the above table 11, it indicates that the number of respondent for the quality of Amway products compared to other similar products of 'excellent' is 8%, 'good' 51%,'average' 28%, 'poor' 5% and 'very poor' 8% respectively. The maximum respondent's consumer prefer 'Good' to compare to other products.

Table 12 - Overall satisfaction of using Amway products

S. No	Particulars	No. of. Respondents	Percentage
1	Highly Satisfied	10	10%
2	Satisfied	51	51%
3	Neutral	33	33%
4	Dissatisfied	6	6%
5	Highly Dissatisfied	0	0
	Total	100	100%

Interpretation
From the above table 12, it indicates that the number of respondent for the overall satisfaction for 'highly satisfied' 10% 'satisfied' 51% ,'neutral ' 33% and 'dissatisfied' 6% .The maximum consumer prefer for overall satisfaction is "satisfied".

Table 13 - Suggestion of Amway products to others

S.No.	Particulars	No. of. Respondents	Percentage
1	Yes	56	56%
2	No	44	44%
	Total	100	100%

Interpretation
From the above table 13, it shows that the number of respondents for suggestion of Amway products to others 'yes' 56% and 'no' 44% respectively. The maximum number consumer prefer 'yes' because of quality.

Table 14 - Suggestion to others for switch over from the Amway products

S.No.	Particulars	No. of. Respondents	Percentage
1	Yes	22	22%
2	No	17	17%
3	May be	61	61%
	Total	100	100%

Interpretation
From the above table 14, it shows that the number of respondents for the suggestion to others for switch over from the Amway products 'yes' 22%, 'no' 17% and 'may be' 61%.the maximum consumer prefer "may be".

Table 15 - The consumer opinion for alternate products

S. No	Particulars	No. of. Respondents	Percentage
1	Lakme	22	22%
2	Yardley	10	10%
3	Himalaya	33	33%
4	Hindustan unilever	16	16%
5	Others	21	21%
	Total	100	100%

Interpretation
From the above table 15, it shows that the number of respondent for the consumer opinion for alternative products for 'Lakme' 22%, 'yardley', 10%, 'himalaya' 33%, 'hindustan unilever' 16% and 'others' 21% respectively. The maximum preference for alternative products is "Himalaya".

4.2 FACTOR ANALYSIS
Factor analysis is a useful tool for investigating variable relationships for complex concepts such as socioeconomic status, dietary patterns, or psychological scales. It allows researchers to investigate concepts that are not easily measured directly by collapsing a large number of variables into a few interpretable underlying factors. The key

concept of factor analysis is that multiple observed variables have similar patterns of responses because they are all associated with a latent (i.e. not directly measured) variable. For example, people may respond similarly to questions about income, education, and occupation, which are all associated with the latent variable socioeconomic status. In every factor analysis, there are the same numbers of factors as there are variables. Each factor captures a certain amount of the overall variance in the observed variables, and the factors are always listed in order of how much variation they explain. The eigenvalue is a measure of how much of the variance of the observed variables a factor explains. Any factor with an eigenvalue ≥1 explains more variance than a single observed variable. So if the factor for socioeconomic status had an eigenvalue of 2.3 it would explain as much variance as 2.3 of the three variables. This factor, which captures most of the variance in those three variables, could then be used in other analyses. The factors that explain the least amount of variance are generally discarded. Deciding how many factors are useful to retain will be the subject of another post.

Table 16 - KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.650
Bartlett's Test of Sphericity	Approx. Chi-Square	179.801
	Df	21
	Sig.	.000

Table 17 - Communalities

	Initial	Extraction
Price	1.000	.284
Quality	1.000	.561
Discount	1.000	.641
Features	1.000	.708
Package	1.000	.776
Display	1.000	.645
aftersaleofservice	1.000	.233
Extraction Method: Principal Component Analysis.		

Component Matrix[a]

	1	2	3
Price	.216	.487	.802
Quality	.748	-.039	-.451
Discount	-.174	.781	-.435
Features	.689	.483	-.101
Package	.876	-.094	.100
Display	.762	-.253	.042
aftersaleofservice	.482	.005	.079
Extraction Method: Principal Component Analysis.			
a. 3 components extracted.			

Table 18 - Rotated Component Matrix a

	Component		
	1	2	3
Price	.092	.021	.958
Quality	.802	.159	-.308
Discount	-.140	.900	-.013
Features	.680	.444	.242

Package	.857	-.164	.155
Display	.758	-.270	.012
After sale of service	.467	-.053	.134
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 4 iterations			

Table 19 - Factored Components

Particulars	Component		
	1	**2**	**3**
Quality	0.802		
Features	0.680		
Package	0.857		
Display	0.758		
After sale of service	0.467		
Discount		0.900	
Price			0.958

Interpretation

Kaiser-Meyer-Olkin Measure of Sampling Adequacy indicates 0.650, which infers the test has good sample adequacy. The Descriptive Statistics for research questions Means varies from 2.60 to 4.05 and Standard Deviation varies from 0.628 to 1.163. The 7 variables are classified into three factors such as:

Factor 1 consists of the variables
        *Quality
        *Features
        *Package
        *Display
        *After sale of service
Factor 2 consist of the variables
        *Discount
Factor 3 consists of the variables
        *Price

Table 20 - Descriptive Statistics

	N	Mean	Std. Deviation
Price	100	2.6000	1.16342
Quality	100	4.0500	.91425
Discount	100	2.9100	.80522
Features	100	3.5300	.93695
Package	100	3.7200	.86550
Display	100	3.6600	.85540
After sale of service	100	3.0900	.98571
Compared	100	3.4600	.99919
Overall	100	3.7800	.62893
Valid N (listwise)	100		

Interpretation:
As it has been absorbed that the lowest mean value is 2.60 for 'price the buyer preference is lowest strategies' and highest mean value is 4.05 for 'Quality the buyer preference is highest strategies'. The lowest standard deviation (SD) is 0.628 for 'overall satisfaction for the amway products' and highest standard deviation is 1.163 for price of amway products. The average deviation is 0.906, which is high. It is always desirable to have low standard deviation.

4.3 REGRESSION ANALYSIS
Regression analysis is a form of predictive modelling technique which investigates the relationship between a dependent (target) and independent variable (**s**) (predictor). This technique is used for forecasting, time series modelling and finding the causal effect relationship between the variables. Regression analysis is an important tool for modelling and analysing data. Regression analysis estimates the relationship between two or more variables. There are multiple benefits of using regression analysis. They are as follows:
1. It indicates the significant relationships between dependent variable and independent variable.
2. It indicates the strength of impact of multiple independent variables on a dependent variable.

Regression analysis also allows us to compare the effects of variables measured on different scales, such as the effect of price changes and the number of promotional activities. These benefits help market researchers / data analysts / data scientists to eliminate and evaluate the best set of variables to be used for building predictive models.

REGRESSION ANALYSIS FOR 'OVERALL SATISFACTION'
A regression analysis was conducted with dependent variable. 'Overall Satisfaction' and by the independent variables consider were price, quality, discount, features, package, after sale of service and display of the Amway products.

Hypothesis:
        H_0: There is no significant difference between the independent variables that are Influencing the dependent variable 'Overall satisfaction '
        H_1: There is significant difference between the independent variables that are Influencing the dependent variable 'Overall satisfaction '

Analysis:

Table 21 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.306[a]	.094	.025	.62112
a. Predictors: (Constant), after sale of service, price, discount, quality, display, features, package				

Table 22 - ANOVA b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.667	7	.524	1.358	.233[a]
	Residual	35.493	92	.386		
	Total	39.160	99			

a. Predictors: (Constant), after sale of service, price, discount, quality, display, features, package

b. Dependent Variable: overall

Table 23 - Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.653	.468		9.952	.000
	Price	-.068	.060	-.127	-1.141	.257
	Quality	.018	.095	.027	.194	.847
	Discount	-.016	.082	-.020	-.192	.848

Features	-.158	.087	-.236	-1.812	.073
Package	.070	.117	.097	.600	.550
Display	-.084	.102	-.114	-.825	.412
After Sales Service	-.039	.069	-.061	-.560	.577
a. Dependent Variable: overall					

REGRESSION EQUATION:

OAS $= a1 + + \alpha_1\,PRC + \alpha_2\,QLT + \alpha_3\,DIS + \alpha_4\,FEA + \alpha_5\,PAC + \alpha_6\,DPL + \alpha_7\,ASS + \varepsilon_1$

Where,

OAS-	Overall Satisfaction
PRC-	Price
QLT-	Quality
DPL-	Display
FEA-	Features
DIS-	Discount
ASS-	After sale of service
a1-	Constant
α_1-	Coefficient of PRC
α_2-	Coefficient of QLT
α_3-	Coefficient of DPL
α_4-	Coefficient of FEA
α_5-	Coefficient of PAC
α_6-	Coefficient of DIS
α_7-	Coefficient of ASS
ε_1	- Error

By substituting the value from table, the regression equation will be

     OAS $= 4.653 + (-0.068)\,PRC + 0.018\,QLT + (-0.016)\,DIS + (-0.158)\,FEA + (0.070)\,PAC + \quad (-0.084)$
                      $DIS + (-0.039)\,ASS + 0.094$…………………………………Eq.(1)

Interpretation:

The Significance (P Value) of the model is 0.00, which is less than the stipulated P-Value of 0.05. So this test is statistically significant. The independent variables are considered for the test are 'Price', 'Quality', 'Discount' , 'Features' , 'Package' , 'Display' , and 'After sale of service'. . By running that regression test the co-efficient of predicts and constant value are arrived as $a_1 = 4.653$, $\alpha_1 = -0.068$, $\alpha_2 = 0.018$, $\alpha_3 = -0.016$, $\alpha_4 = -0.158$, $\alpha_5 = -0.070$, $\alpha_6 = -0.084$, $\alpha_7 = -0.039$, and $\varepsilon_1 = 0.094$ (value of R squire) with this the regression equation Eq. (1) is formed.

As the p-value is much less than 0.05, (i.e. 0.233), we reject the null hypothesis. Hence there is a significant relationship between the variables in the linear regression model of the data set faithful.

4.4 CORRELATION ANALYSIS:

The Correlation Analysis is the statistical tool used to study the closeness of the relationship between two or more variables. The variables are said to be correlated when the movement of one variable is accompanied by the movement of another variable. The correlation analysis is used when the researcher wants to determine the possible association between the variables and to begin with; the following steps are to be followed:

- Determining whether the relation exists and then measuring it (The measure of correlation is called as the Coefficient of Correlation**).**
- Testing its significance
- Establishing the cause-and-effect relation, if any.

In the correlation analysis, there are two types of variables- Dependent and Independent. The purpose of such analysis is to find out if any change in the independent variable results in the change in the dependent variable or not. Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables. Pearson's correlation coefficient (r) for continuous (interval level) data ranges from -1 to +1. Positive correlation indicates that both variables increase or decrease together, whereas negative correlation indicates that as one variable increases, so the other decreases, and vice versa.

Correlation analysis has been carried out between the eight variables and the result is listed in the table ---- above. Out of the combinations of all the correlation, the highlighted combinations of 11 are discussed in the following sections which are having high correlation (both positive and negative). These combinations of variables for correlation analyses:

CORRELATION MATRIX

Table 24 - Correlation Matrix of Variables

Correlations		know	buy	quality	package	display
Know	Pearson Correlation	1	**.503**[**]	.222[*]	.028	.110
	Sig. (1-tailed)		.000	.013	.390	.139
	N	100	100	100	100	100
Buy	Pearson Correlation	**.503**[**]	1	.153	-.060	.136
	Sig. (1-tailed)	.000		.064	.278	.088
	N	100	100	100	100	100
quality	Pearson Correlation	.222[*]	.153	1	**.567**[**]	.461[**]
	Sig. (1-tailed)	.013	.064		.000	.000
	N	100	100	100	100	100
package	Pearson Correlation	.028	-.060	**.567**[**]	1	**.689**[**]
	Sig. (1-tailed)	.390	.278	.000		.000
	N	100	100	100	100	100
display	Pearson Correlation	.110	.136	.461[**]	**.689**[**]	1
	Sig. (1-tailed)	.139	.088	.000	.000	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (1-tailed).						
*. Correlation is significant at the 0.05 level (1-tailed).						

1. Between 'How did you know about the amway products' and 'where do you buy this products'
2. Between 'package' and 'quality'
3. Between 'display' and 'package'

Correlation between 'how did you know about the Amway products' and 'where do you buy this products'

Table 25 - Correlation Analysis 1

		know	buy
Know	Pearson Correlation	1	.503[**]
	Sig. (1-tailed)		.000
	N	100	100
Buy	Pearson Correlation	.503[**]	1
	Sig. (1-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (1-tailed).			

Interpretation:
The correlation analysis between 'how did you know about the amway products' and 'where do you buy this products' was carried out and the result is depicted in the table - The significance difference between the variables 'how did you know about the amway products' and 'where do you buy this products' is calculated as 0.000, which is

less than the stipulated P Value of 0.05. So, it is statistically significant to conduct correlation test. The result indicates that, the Pearson correlation co-efficient of 0.503 between the variables. This indicates there is a positive and has closer relationship between these variables. This infers that the variables 'Annual Income' and 'Monthly Expenditure' are impacted unidirectional.

Correlation between 'Package of the Amway products' and 'Quality of the Amway products'

<p align="center">Table 26 - Correlation Analysis 2</p>

		package	quality
Package	Pearson Correlation	1	.567**
	Sig. (1-tailed)		.000
	N	100	100
Quality	Pearson Correlation	.567**	1
	Sig. (1-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (1-tailed).			

The correlation analysis between 'Package' and 'quality' was carried out and the result is depicted in the table ----- The significance difference between the variables 'package' and 'quality' is calculated as 0.000, which is less than the stipulated P Value of 0.05. So, it is statistically significant to conduct correlation test. The result indicates that, the Pearson correlation co-efficient of 0.567 between the variables. This indicates there is a positive and has closer relationship between these variables. This infers that the variables 'package' and 'quality' are impacted unidirectional

Correlation between ''Package of the Amway products' and 'Display of the Amway products'
<p align="center">Table 27 - Correlation Analysis 3</p>

		package	display
Package	Pearson Correlation	1	.689**
	Sig. (1-tailed)		.000
	N	100	100
Display	Pearson Correlation	.689**	1
	Sig. (1-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (1-tailed).			

The correlation analysis between 'display' and 'package' was carried out and the result is depicted in the table ----- The significance difference between the variables 'display' and 'package' is calculated as 0.000, which is less than the stipulated P Value of 0.05. So, it is statistically significant to conduct correlation test. The result indicates that, the Pearson correlation co-efficient of 0.689 between the variables. This indicates there is a positive and has closer relationship between these variables. This infers that the variables 'display' and 'package' are impacted unidirectional

4.5 SCORE ANALYSIS
<p align="center">Table 28 - Score Analysis</p>

Ratings	Excellent (5)	Good (4)	Average (3)	Poor (2)	Very Poor (1)
Price	25(5*5)	72(18*4)	93(31*3)	48(24*2)	22(22*1)
Quality	173(35*5)	168(42*4)	54(18*3)	6(3*2)	2(2*1)
Discount	15(3*5)	72(18*4)	141 (47*3)	62 (31*2)	1 (1*1)
Features	40 (8*5)	212 (53*4)	90 (30*3)	4 (2*2)	7 (7*1)

Package	60 (12*5)	232(58*4)	75(25*3)	10 (5*2)	0 (0*0)
Display	50 (10*5)	232 (58*4)	69 (23*3)	12 (6*2)	3 (3*1)
After Sales Service	20 (4*5)	140 (35*4)	99 (33*3)	44 (22*2)	6 (6*1)

Interpretation

Majority of the respondents have given average ratings for price and the score is 93.The respondent for the quality has given excellent ratings and the score is 175.The respondent for the discount has given average ratings and score is 141.The respondent for the features has given good ratings and score is 212.The respondent for the package has given good rating and score is 232.The respondent for the display has given good ratings and score is 232.The respondent for the after sale of service good ratings and score is 140.Overall good rating for package and display for the Amway products.

5. FINDINGS, SUGGESTION AND CONCLUSION
5.1 FINDINGS
- ➢ Most of the respondents are male in the study area.
- ➢ Majority of the person for annual income Less than Rs.1, 50,000.
- ➢ The most of the consumer spend for monthly expenditure of Amway products Below Rs.500.
- ➢ 56% of the consumer to know about the Amway products form others category and 20% of the consumer form the television.
- ➢ The consumer mostly prefer to buy the products from marketing agents.
- ➢ In the Amway products most of the buyer is the normal buyer.
- ➢ The most of the consumers attracts to buy the Amway products for the quality.
- ➢ 66% of the consumer buying the Amway products from the packet.
- ➢ The most of the consumer buying the products just when need them.
- ➢ The maximum consumer mostly preferring the shampoo from the Amway products.
- ➢ In the urban area consumer can easily buy the Amway products but in the rural area it is not possible to buy the products.
- ➢ From the score analysis consumer opinion for 'price' average score 93, 'quality' excellent score 175, 'discount' average score 141, 'features' good score 212, 'package' good score 232, 'display' good score 232 and after sale of service good score 140.
- ➢ The opinion on the quality of Amway products to compare to other similar products is 'Good' from the survey report.
- ➢ Overall satisfaction of using Amway products 'Satisfied'.
- ➢ 56% of the consumer said that we suggest the Amway products to others.
- ➢ The maximum number of the respondents said that we will 'may be' switch over from the Amway products.
- ➢ The most of the consumer prefer for alternate products is 'Himalaya'.

5.2 SUGGESTIONS
As regarding this suggestion given respondent as following below:

- ➢ The price is not affordable.
- ➢ The Amway products not available in all markets.
- ➢ The Advertisement for this products is less.
- ➢ Some suggest to improve the Amway quality.
- ➢ Not satisfied compare to other products.
- ➢ For the Amway products there is no discount.
- ➢ Features is less in the products.
- ➢ After sale of service there is no responsible for service of the products.

5.3 CONCLUSION
As per the research what I done, I came to conclude the Amway product is very high in order to increase the sale of product they must reduction the product price. The available and accessible of the product is less so they should make it in all the market area, more advertisement want to prefer ,compare to other products features want to be add more, want to improve in quality and they want to concentrate in after sale of service the consumer mostly expecting the service after sales .

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