CONSUMER BUYING BEHAVIOUR TOWARDS AMWAY HAIR CARE PRODUCTS AT COIMBATORE CITY-AN OUTLOOK

[1] **Dr. R. Senthil Kumar, [2] Ms. V. Dhanalakshmi, [3] Dr. D. Parasakthi**

[1] Assistant Professor, [2] Student of II M.COM CS, [3] Professor and Head
Department of Commerce with Corporate Secretaryship,
Dr. N. G. P. Arts and Science College, Coimbatore, Tamil Nadu, India

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 Coimbatore city. In this paper, respondents were selected by random sampling method and data was analyzed and interpreted with the help of statistical techniques. The study reveals that the different factors have significant influence on buying behavior. This study also contributes to the knowledge of how hair care companies will be able to understand buying habits of the consumers.

KEYWORDS: Consumer buying behavior, Hair care products and Coimbatore District

INTRODUCTION

The personal care industry is one of the fastest growing consumer products sectors in India with a strong potential for foreign companies. The personal care products and cosmetics sector in India have shown continued strong growth, with increasing shelf space in retail within a short span of the last decade, the use of cosmetics by Indian consumers has increased significantly with more and more women and men taking greater interest in personal grooming, increasing disposable incomes, changing life styles. With the demand for hair care on the rise and the opening of the market to foreign companies, many of the worlds popular hair care brands entered in Indian market at the early and mid nineties and some more have set their sights in India. Hair care comprise a range of products that are used to care for the face and body or to enhance or change the appearance of the face or body. The products include skin care, personal care, cosmetics and fragrances. Cosmetics have at least one of three purposes. They can be used to cleanse, such as shampoo, body wash and face cleanser do. They can be used to replenish and protect the skin like toners, serum, moisturizers, and balms. Or they can be used to enhance one's appearance such as makeup. People more commonly think of cosmetics as makeup and these products include lipstick, mascara, eye shadow, foundation, blush, highlighter, bronzer, primer and several others.

Amway is one of the world's largest direct selling companies. It is founded in 1959 by Jay Van Andel and Richard DeVos. Amway operates in more than 80 countries and territories on six continents. Amway offers the opportunity for people to have a business of their own based on retailing beauty, nutritional, Health care and household products and sharing the opportunity with

others who will do the same. 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, Amway has been registered as a corporate name and trademark ever since. In the following decades, Amway Corporation successfully established itself as a leading multilevel marketing business, built on strong values and founding principles that continue to sustain our company today. The business is built on the simple integrity of helping people lead better lives.

STATEMENT OF THE PROBLEM

The customers can purchase any product, but the customers want to like the quality products. So quality is an important for any product. Now for withstanding a brand, expectation and the buying behaviour of its customers an essential one. High quality products are most welcome by the customers, because the poor quality products may easily affect the health. There are many brands available in hair care segment and hence there is inevitable intensive competition among various hair care products. Apart from Indian brands, many foreign cosmetics are available in the markets, even in a particular brand, there are slight variant varieties offered to satisfy all segments of the people. So the necessity that has arisen for the study has been to identify the level of customers satisfaction towards Amway products and to know about the causes for shifting their preference from Amway to other brands. Hence, the current study on customer satisfaction towards Amway has been conducted.

SCOPE OF THE STUDY

- To know the consumer buying behavior about Amway hair care products.
- To study the customers opinion about the Amway hair care products.
- To identify the people expectation and the quality of products.
- To know the consumer's overall purchase pattern of products.
- This study analyses the peoples spending styles.
- This study covers and analyses the buying behavior and their expectation from the Amway hair care product.

OBJECTIVES OF THE STUDY

- To study demographic profile of consumers buying Amway hair care products.
- To analysis factors affecting consumers decision for purchasing Amway hair care products.
- To identify most widely used Amway hair care products category among consumers.
- To examine purchase pattern of consumer for Amway hair care products.
- To know the satisfaction level of the consumers towards purchase of Amway hair care products.
- To offer suggestions in view of findings.

RESEARCH METHODOLGY

- Descriptive research design is used in this study.
- Primary data is collected through Questionnaire.
- The sample size is 150 respondents.
- Sampling is done using Simple Random Sampling Method

STATISTICAL TOOLS USED

The statistical tools used for analysis are

- Simple Percentage Analysis
- Weighted Average Method
- Ranking Analysis
- Correlation

REVIEW OF LITERATURE

Review of literature provides information to the researcher regarding the previous works done in their area of research and thereby helps them in identifying the theoretical framework and methodological issues relevant to the study. It provides the researcher a proper direction to carry out their research work and enables them to arrive at meaningful conclusions.

Dr. A. Nallasivam, (2019) Factors Influencing the Consumer Satisfaction towards FMCG Products his study was to examine the factors influencing the consumer satisfaction towards FMCG products in Erode. According to him the most influencing factor that affects the buying decision of the consumers is still the price, followed by quality and then easy availability. it is concluded that the age, frequency of purchase and period of using increases their satisfaction on FMCG products also positively increases.

Anjana S S (2018) in her study mainly focused to understand the buying pattern of consumers for hair care products. Through this study an attempt was conducted to identify the different factors that impact and influences the customers for buying a product. The study reveals that a variety of factors like quality, brand, price, advertisement and packaging have tremendous influences on consumer purchasing behaviour. The findings of the study help to contribute an extra idea and knowledge to cosmetic companies so that they get to know more about the purchasing behaviour of consumers.

RESULTS AND DISCUSSIONS

The analysis and interpretation of the study on sample size of 150 respondents' and the data collected are classified and tabulated below. Further the following Statistical measures are employed in fulfilling the objective of the study.

- Simple Percentage Analysis
- Weighted Average Method
- Ranking Analysis
- Correlation

SIMPLE PERCENTAGE ANALYSIS

The various factors are analyzed on the basis of the percentage of statistical among the sample size 150 from these samples the percentage of satisfied level is found to give a conclusion. It refers to a special kind of rates, percentages are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

$$\text{Simple percentage} = \frac{\text{Number of the respondents}}{\text{Total number of respondents}} \times 100$$

TABLE SHOWING AWARNESS ABOUT AMWAY HAIR CARE PRODUCTS

S. No	Awareness about Amway hair care products	No of respondents	Percentage (%)
1	Internet	39	26.00
2	Television	40	26.67
3	Suggestion	63	42.00
4	Workplace	08	5.33
	Total	150	100.00

INTERPRETATION

From the result, 26 % of the respondents are aware about Amway hair care products through internet, 26.67 % of the respondents are aware about Amway hair care products through television, 42 % of the respondents are aware about Amway hair care products through suggestion and 5.33 % of the respondents are aware about Amway hair care products through workplace.

Majority 42 % of the respondents are aware about Amway hair care products through suggestion.

RANKING ANALYSIS

A Ranking analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where a "ranking" is the assignment of the lable "First", "second", "third" etc.., to different observations of particular variable. A Rank analysis measure the degree of similarity two rankings, and can be used to assess the significance of the relation between them.

RANKING OF VARIOUS FACTORS ON AMWAY HAIR CARE PRODUCTS

Factors	5th Rank	4th Rank	3rd Rank	2nd Rank	1st Rank
Anti hairfall control	13	10	57	36	34
Conditioner	15	63	34	32	06
Hair mask	69	15	37	22	07
Moisture shampoo	15	68	43	13	11
Hair repair treatment	74	18	26	26	06

Calculation

Factors	5th Rank	4th Rank	3rd Rank	2nd Rank	1st Rank	TOTAL	AVERAGE	RANK
Anti hairfall control	65	40	171	72	34	382	76.4	5
Conditioner	75	252	102	64	06	499	99.8	4
Hair mask	345	60	111	44	07	567	113.4	2
Moisture shampoo	75	272	129	26	11	513	102.6	3
Hair repair treatment	370	72	78	52	06	578	115.6	1

INTERPRETATION

From the above ranking analysis, it was found that Hair repair treatment ranks 1, Hair mask ranks 2, Moisture shampoo ranks 3, Conditioner ranks 4 and Anti hairfall control ranks 5.

WEIGHTED AVERAGE METHOD

A Weighted average can be more accurate than a simple average in which all numbers in a data set are assigned an identical weight.

In calculating a simple average, or arithmetic mean, all numbers are treated equally and assigned equal weight. But a Weighted average assigns weights that determine in advance the relative importance of each data point. A weighted average is most often computed to equalize the frequency of the values in a data set.

LEVEL OF SATISFICATION ON FEATURES FACED BY THE CUSTOMERS

Factors	HS	S	N	DS	HDS
Attractiveness and fragrance	90	23	24	12	01
Pleasant feel	18	116	12	03	01
Smoothness	85	37	20	07	01
Shinning	34	83	19	11	03
Enhance our appearance	77	38	22	09	04
Controlling dandruff	29	90	18	10	03

Calculation:

Factors	HS	S	N	DS	HDS	Mean score	Rank
Attractiveness and fragrance	450	92	72	24	01	639	2
Pleasant feel	90	464	36	06	01	597	4
Smoothness	425	148	60	14	01	648	1
Shinning	170	332	57	22	03	584	5
Enhance our appearance	385	152	66	18	04	625	3
Controlling dandruff	145	360	54	20	03	582	6

INTERPRETATION

The above table we found out that Smoothness ranks 1, Attractiveness and fragrance ranks 2, Enhance our appearance ranks 3, Pleasant feel ranks 4, Shinning ranks 5 and Controlling dandruff ranks 6.

INFERENCE

Majority of the respondents say that smoothness ranks 1.

CORRELATION

Correlation coefficients are used to measure the strength of the relationship between two variables. Pearson correlation is the one most commonly used in statistics. This measures the strength and direction of a linear relationship between two variables.

TABLE SHOWING ANALYSIS ON GENDER AND PREFERRED PLACE TO PURCHASE

Correlations

		Gender	Prefered place to purchase
Gender	Pearson Correlation	1	-.170*
	Sig. (2-tailed)		.037
	N	150	150
perefered place to purchase	Pearson Correlation	-.170*	1
	Sig. (2-tailed)	.037	
	N	150	150

*. Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION

➢ There is a significant correlation (r=-0.170, sig.0.037) observed between gender and preferred place to purchase to reject null hypothesis.

Therefore, it is concluded that gender significantly influences the preferred place to purchase.

FINDINGS FOR SIMPLE PERCENTAGE METHOD

- Majority 42 % of the respondents are aware about Amway hair care products through suggestion.
- Majority 54.67 % of the respondents are collecting information about Amway hair care products sometimes.
- Majority 48.67 % of the respondents have preferences about Amway hair care products through features.
- Majority 54 % of the respondents are purchased the Amway hair care products through latest trends.
- Mostly 64 % of the respondents views about Amway hair care as unique.

FINDINGS FOR RANKING ANALYSIS

- From the ranking analysis, it was found that Hair repair treatment ranks 1, Hair mask ranks 2, Moisture shampoo ranks 3, Conditioner ranks 4 and Anti hairfall control ranks 5.
- From the ranking analysis, it was found that Hair mask ranks 1, Conditioner ranks 2, Hair spray ranks 3, Hair oil ranks 4, Scalp tonic ranks 5, Long and Shampoo ranks 6.

FINDINGS FOR WEIGHTED AVERAGE METHOD

- Majority of the respondents say that smoothness ranks 1.

FINDINGS FOR CORRELATION

- There is a significant correlation (r=-0.170, sig.0.037) observed between gender and preferred place to purchase to reject null hypothesis.

  Therefore, it is concluded that gender significantly influences the preferred place to purchase.
- There is a significant correlation (r=-0.049, sig.0.550) observed between Gender and how long you been using Amway hair care product to reject null hypothesis.

  Therefore, it is concluded that gender significantly influences how long you been using Amway hair care product.

SUGGESTIONS

- After conducting the survey and knowing the market, I realized that, the company should keep in mind the need of young generation.

- Majority of the respondents suggested that the price of Amway product is considered to be higher. Hence steps could be taken by the companies to reduce the prices so that many would be get benefited.

- The Company should know its customers satisfaction level throughout doing periodic surveys. Periodic surveys can treat customer satisfaction directly, Company should improve/upgrades their customer satisfaction.

- The company should provide effective, attractive advertisement to increase the sales.

CONCLUSION

Amway is one of the largest direct selling company in the world. The products of Amway are world class product quality. They are made up of natural thing that's why they are good for health and environment. Amway covers a wide range of products from beauty care, healthcare, to clothing, and daily use products etc. The products are costly as compared toother branded products available in market but if we compare the quantity while using the products -require less amount and thus can be used for longer time. The development in the field of science and technology accompanied by updated media in very quick in creating awareness about the changes in all fields including personal and health care products amongst the consumers. As a result the consumer do not mind giving up their old products and taking up a new product. Today there is also no consumer who is slave for any product. The number of brands available is also increasing, in its place of old products consumer prefers to new branded products like Amway. "The study on consumer satisfaction towards Amway products" has revealed that most of the respondents switch over their preference to other brands due to higher price and lack of awareness about Amway products. Hence to maintain the brand image of Amway Company the prices of the products should be reasonable and moreover it must be affordable to buy its products by all consumers.

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