

A Study on Consumer Attitudes towards Amway Products at Aruppukottai

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ABSTRACT

Consumer attitudes are both an obstacle and an advantage to a marketer. Choosing to discount or ignore consumers' attitudes of a particular product or service—while developing a marketing strategy—guarantees limited success of a campaign. A study was made on consumer attitude towards Amway Products. The aim of the present paper is to examine to what extent their need based of Amway products.

1. Introduction

Consumers are individuals with likes and dislikes. When the preponderance of people in a particular group feel one way or another about a product, service, entity, person, place or thing, it is said to be a generalized consumer attitude that could affect the marketing of that person, product or entity in positive or negative ways. Marketers strive to influence consumer attitudes, and understanding the prevailing attitude is the first step to changing it if needed.

Consumer Attitude is both an obstacle and an advantage to a marketer. Choosing to discount or ignore consumers' attitudes of a particular product or service—while developing a marketing strategy—guarantees limited success of a campaign. In contrast, perceptive marketers leverage their understanding of attitudes to predict the behavior of consumers.

An attitude in marketing terms is defined as a general evaluation of a product or service formed over time. An attitude satisfies a personal motive—and at the same time, affects the shopping and buying habits of consumers. Consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. A consumer can hold negative or positive beliefs or feelings toward a product or service. A behavioral intention is defined by the consumer's belief or feeling with respect to the product or service.

2. Objectives of the study

1. To find out the whether the Amway products are need based.
2. To offer suggestions in the light of findings of the study.

3. Data & Methodology

The study has mainly depended on primary and secondary sources of data. Primary data were collected by administering a well-conceived questionnaire to the respondents. The size of the sample was 200. Simple random sampling was used for the selection of the required number of samples.

4. Statistical tools used

- Relevant statistical tools such as
- Percentage calculation,
- Discriminant analysis

5. Review of literature

According to Goffman (1959) introduced the concept a 'managed situation', the idea that people manage the impression that others have of them by the way they present themselves. In the presence of others, the actor is seen to organize his activity in order to express an impression that he wishes to convey. The object of the study of role theory is to increase understanding of role enactment of individuals in social settings, so as to understand and predict behavior.

According to Holbrook and Hirschman (1982) the paramount goal of marketing is to understand the consumer and to influence buying behavior. One of the main perspectives of the consumer behavior research analyses buying behavior from the so-called "information processing perspective".

6. Research Gap

From the above discussion it is clear that, most of the studies made earlier focused on conspicuous consumption, managed situation, inclination, decision process relating to pre-purchase, post-purchase, consumer satisfaction, quality of consumer services, advertisement design, market product design, loyalty, values, consumer delight, successful competitive strategies and so forth. The studies were not made with reference to awareness, frequency of purchase factors influencing purchase of particular product. Further earlier studies were not made with particular reference to Amway products. The present study titled "A STUDY ON CONSUMER ATTITUDE TOWARDS AMWAY PRODUCTS AT ARUPPUKOTTAI" fills this research gap.

7. Findings

The frequency distribution of the profile of the respondent is shown in table 1.