CONSUMER ATTITUDE TOWARDS AMWAY PRODUCT WITH SPECIAL REFERENCE TO SELECTED CONSUMERS OF COSMETICS PRODUCTS USERS IN SALEM CITY

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ABSTRACT

People now on the threshold of the 21st century, have begun to pay more attention to their looks and have been swayed off their feet by the various tempting and promising creams. The current day scenario in the Indian market is a complex one. There is cut-throat competition for almost every product. Too many brands are available for each item and the stress of selection rests with the present day consumers. Therefore, this study analyses the consumer attitude towards the Amway cosmetics products. The research study has analyzed the features of Amway cosmetic products. It is assured that, the study would give more information, inferences and other unique features of the Amway cosmetic products that are going to be selected by the consumers.

Key words: Consumer, Attitude, Cosmetic, Involved

INTRODUCTION

Consumer is the most important person, the business revolves around the consumer, and all of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or industrial goods what we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality social class and many other factors that are both internal and external to us.

Consumer Attitude

Consumer attitude can be defined as the “Decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.” This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer attitude but, the process starts much before the goods have been acquired or bought. A process of buying starts in the mind of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase attitude which is also very important, because it gives a clue to the marketers whether his products has been a success or not.
Cosmetics
Cosmetics in accordance with the Oxford dictionary are defined as that which “Purposes to improve beauty”. Cosmetics may be defined as “A substance that you put on your face or body to make it more attractive”.

1. “Improving only the outside appearance of structure and not its basic character. Those reforms are not merely cosmetic.
2. Connected with medical treatment that is intend to improve a person’s appearance” – Oxford Dictionary

Brand Loyalty
Consumers who keep on buying our product, and who do so based on a conviction that our product is the best. This gives protection from competition and a degree of freedom on marketing parameters such as price and distribution. Consumers will be willing to go for the product and to pay a price premium.

Buyer/User
The terms buyer refers to one who buys a product. But, buyer might not be the user of the product. For example, Seta buys pen for her friend. Seta is a buyer but her friend is a user.

Product
The nature of the physical and service features are of concern here. Consumer behaviour influences decisions regarding the size, shape, and features of the products, its packaging, the important aspects of service, types of warranties and service programmes, types of accessories to be offered, etc.

Consumer Behaviour
According to Kotler and Armstrong “Consumer buying behaviour refers to the buying behaviour of final consumer individuals and households who buy goods and services for personal consumption”.

Factors Influencing Consumer Behaviour
Consumers do not make decisions in a vacuum. Their purchases are strongly influenced by Cultural factors, Social factors, Personal factors, and Psychological factors.

Changes in Consumer Attitudes of India
Possibly the most challenging concept in the marketing is to deal with understanding the consumer attitude. This research paper explains the changes occurred in consumer attitude of India. The purpose of this research paper is to find out the factors that are affecting the consumer attitude and what strategies can be formed to adopt those changes and achieve the long term growth and success. The synthesis of this research paper is based on the secondary data sources as well as the observation of buying attitude of consumers. The attitude of Indian consumers has undergone a major transformation over the last few years.

The Indian consumer today wants to lead a life full of luxury and comfort. He wants to live in present and does not believe in savings for the future. An important and recent development in India’s consumerism is the emergence of the rural market for several basic consumer goods. Consumer attitude is affected by lot variables, ranging from personal motivations, needs, attitudes and
values, personality characteristics, socio-economic and cultural background, age, sex, professional status to social influences of various kinds exerted by family, friends, colleagues and society as a whole.

We have developed a HSSE model that is: Health, Safety, Sophistication, Environment of Indian consumer. In this research we have found that today’s consumer strictly follow their culture, tradition and values, as a result of which foreign companies were forced to give an Indian touch to them in order to succeed in India.

**Scope and Importance of the Study**

The scope of the study is to know the attitude of the consumer towards Amway cosmetic products in Salem city. What are the expectations of the respondents in the Amway cosmetic products, and base on which factor consumers selecting the Amway cosmetic products.

The following are the importance of the study

1. It helps to study the preference and problem faced by consumers on Amway cosmetic products.
2. It helps to identify the consumers view about the quality and quantity of the Amway cosmetic products.
3. This study helps us to know the factor that influences the consumer to buy the Amway cosmetic products.
4. It is helps to know about brand awareness and the necessary changes in the Amway cosmetic products that the consumer feel can also be looked into.

**Need of the Study**

Amway has a long history of sharing with the communities where it does business, both through volunteer efforts and charitable contributions. In 2003, Amway launched the One by One campaign for children to focus its philanthropic efforts on children. Today, in every community where Amway operates, thousands of employee and distributor volunteers support hundreds of charitable organizations to offer children the resources they need to live, achieve, learn, and play. Hence, the researcher wants to study the consumer attitude and Amway cosmetics products.

**Statement of Problem**

Cosmetics have gained popularity with all age groups, and the markets offers variety of cosmetics to consumers. The media plays a vital role in helping manufacturers promote and find market for their product.

The focus is on trying to capture the market by motivating consumers and not the market. Hence, a complete understanding as to consumer’s preferences and attitudes to particular brand of a product or service is necessary.

This research, therefore, aims at finding out whether the consumer give any priority to Amway cosmetics products and how far the consumers in Salem are willing to remain loyal to Amway cosmetics products.

**Objectives of the Study**

The overall objective of the present study is to analyze the consumer attitude with reference to Salem City. The specific objectives of the study are enunciated below.
1. To find out the demographic factors and examine the preference of the Amway cosmetic products by the respondents.
2. To analyze which factor influence the respondents to buy the Amway cosmetic products.
3. To enumerate the satisfaction level of the respondents.
4. To offer the suggestions for the improvement of quality of Amway cosmetic products.

**Methodology**

The validity of research mainly depends on the proper method of data collection and suitable techniques analysis.

**Research Design**

The research design is the arrangement of condition for collection and analysis if data in a manner that aims to combine relevance to the research purpose with economy in procedure. The design used in this project study is descriptive type. The descriptive type includes surveys and fact findings, enquiries of different kinds. The major purpose of this research is description of the state affairs, as it exists at present.

**Sampling Technique**

Sampling is the process of obtaining information about entire populations. By examining only a part of it, convenient sampling technique is used in this from the population sample.

**Data Collection**

The task of data collection begins after a research problem has been defined and research design/ plan chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz., primary data and secondary data.

**Primary Data**

The primary data are those, which are collected a fresh and thus happened to be original in character. The data collected from the respondents through the structured questionnaire method. First part of the questionnaire is about the demographic factor of the respondents and the second part of the questionnaire refers about the research.

**Secondary Data**

Secondary data are those which have already been collected by someone. Secondary data include various journals, newspapers, magazines and websites, which provide valuable information related to the topic.

**Tools of Analysis**

For the purpose of present study, a detail questionnaire was framed and information collected from 100 respondents. With the help of collected data, the following statistical tools were applied. The tools are like, Percentage Analysis, Chi-Square analysis, Anova (F-test), and T-test.

**Limitations of the Study**

1. For the economic and time constraints of the researcher the number of sample respondents limited to 100 consumers.
2. The published data used in the study may contain some clerical and numerical errors.
3. The study is not applicable to other than Salem City.
4. Depending on one’s own experience, interest, will and pleasure some respondents might have given biased information.

5. The study is only about the consumer attitudes of selected Amway cosmetic products.

REVIEW OF LITERATURE

In order to find a research gap, earlier studies relating to the consumer behavior and purchase decisions have been thoroughly studied. The study has been identified with personal preferences on Amway cosmetic products which are available in the study area and various research studies are also taken into account.

The views expressed by various authors have been reviewed in broad sense so as to confine itself for reference.

B.C.Y. Lee (2009) Supported by the growth of information technology, the virtual stores have increased their importance in the modern marketing environment. The purpose of this research is to investigate the relationships between consumer attitude toward virtual stores and its correlates. A conceptual model with four postulated hypotheses is proposed and verified by empirical data. Our study results show that consumer risk averseness is negatively related to consumer attitudes.

Bettman, Jamcor R. (2006) New products special sale, color broachers, new packing style etc, may cause the consumer to give attention stimuli in an immediate sense”.

Zeo Diana Draelos (2006) Discussed in their article cosmetics that are appropriate for use in patients with rosacea and acne must be non comedogenic, nonacnegenic, nonirritating and hypoallergenic. This requires a basic understanding cosmetic formulation and the selection of products that meet guidelines for sensitive skin.

Thiru K.P.K. Unni (2005) “member of the state consumer protection council in this article on “what public distribution system viewed” that “not adhering to the business hours, not selling all commodities in the same day, non-display of board informing the stock, price and the black marketing are the inherent weakness that exists even from independence and not rectified fill date”.

Anderson(2005) Younger seemed most favourably tend to buy foreign made or foreign brand apparel because they were more affected by fashion and likely to try new products and famous names, considered symbolism important, and they were less sensitive to higher prices.

Oxenfeldt, Alfred R.(2005) A buyer is emotionally created i.e., the buyer on the impulse he doesn’t have the enough information about the products and does not made by efforts towards economic evaluations of the products usefulness, some of the basic foundations of impulsive buying behavior.

Srivastav (2005) While discussing the basic psychological factors, which influence the consumer behaviour and how to motivate them through effective advertising media holds that, In India, “Demonstration effect” has influenced the rural consumers to go in for the product, which the urban consumer is using.

G.David and Epstenins (2005) book introduces the major issues in “Customer law and summaries the principle governing it, they have also discussed the rules governing customer transaction & the policies underlying these rules”

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PROFILE OF THE COMPANY

For proper understanding of the Consumer Attitude and Amway Products, a brief analysis of the profile of Amway Corporation becomes inevitable. It would give the necessary background for the analysis besides it would provide an answer to the question why the consumer behave in certain ways.

Vision & Mission

Inspiring people to live better lives. To provide the best business opportunity. To deliver exceptional quality products to urban and semi urban homes in the areas of nutrition and wellness, cosmetics, personal care, home care, home tech and insurance.

Amway Corporation

Amway is one of the world’s largest direct selling companies. Founded in 1959 by Jay Van Andel and Rich 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, wellness and household products and sharing the opportunity with others who will do the same.

Product and Services

More than 450 unique, high-quality products carry the Amway name in the areas of nutrition, wellness, beauty and home. In addition, Amway distributors in selected markets sell additional brand-name goods through local merchandise catalogues, plus a variety of services and educational products. All products are backed by a customer satisfaction guarantee.

Governance and Management

Steve Van Andel is chairman and Doug DeVos is president. The board of directors is controlled by the Van Andel and DeVos families.

Affiliations

Amway is a prominent and active member of the regional and national direct selling associations worldwide. Doug DeVos is vice-chairman of the World Federation of Direct Selling Associations (WFDSA), and serves on the WFDSA CEO Council. He is also past chairman of the board of directors for the U.S. Direct Selling Association. Globally, direct selling is an industry with more than $113 billion in estimated retail sales and more than 66 million sales people.

The History of Amway

What does the word Amway mean? 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.
Today, Amway is a multibillion-dollar international business representing freedom and opportunity to millions of people in more than 88 countries and territories around the world. Amway generates US $ 9.2 billion (January - December '09) in sales at estimated retail through this global product distribution network. We offer over 3 million Business Owners the inspiration to grow those businesses, and we work hard to provide new and better ways for them to achieve their life goals.

Awards

1. As a corporate leader in promoting environmental awareness and education, Amway received the prestigious United Nations Environment Programme Achievement Award in 1989.
2. Corporate Citizenship Award - On November 08, 2005, the United States Chamber of Commerce awarded Alticor with the Corporate Citizenship Award in the category of International Community Service for the One by One Campaign for Children

The Decade of Growth

As vowed by Jay Van Andel the night of the 1969 disaster, Amway rebuilt the aerosol plant and went on. The '70s began with sales of more than $100 million at estimated retail, and kept going strong. After a lengthy investigation, the FTC verified that Amway is a genuine business opportunity and not a "pyramid."

Corporate Credentials

1. Amway India is a wholly owned subsidiary of US $ 10.9 billion Amway Corporation, Ada, Michigan, USA. Amway Corporation is one of the largest Direct Selling companies in the world. It has a presence in 80 countries & territories.
2. Established in 1995, Amway India commenced commercial operations in May 1998 and has emerged as the largest Direct Selling FMCG Company. The Company has its headquarters in the National Capital Region of India - New Delhi.
3. Amway has invested in excess of Rs. 200 crore in India of this; Rs. 22 crores is in the form of direct foreign investment.
4. Amway India has 500 full time employees and has generated indirect employment for 2000 persons at all the contract manufacturer locations.
5. The Company has provided income-generating opportunities to over 550,000 active independent Amway Business Owners.
6. Amway India provides free and unlimited training to all its distributors to help them grow their business. Amway India conducts over 20,000 training sessions during an average 12-month period with an attendance of over 1.5 million Amway Business Owners and prospects.
7. Amway India recorded a sales turnover of over Rs. 2130 crore in 2011, up from Rs.1790 crores in 2010.
8. Amway India is a member of the Confederation of Indian Industries (CII) and Federation of Indian Chambers of Commerce (FICCI).
9. The World Blind Union presented an award and citation to Amway India in 2003, for its peerless work for the blind child.
Products

1. At present, Amway India offers over 130 products in five categories. They are Personal care category, Home Care category, Nutrition & Wellness category, Cosmetics and Great Value Products.
2. With the exception of Cosmetics range (Artistry) and some products in Nutrition and Wellness category, all Amway India products and bottles are manufactured in India.
3. The products match Amway’s global quality standards. They carry a tamper-proof seal and a ‘100 per cent Money Back Guarantee’. Amway products are environment friendly, and are not tested on animals. Amway encourages the return of its used product bottles for re-cycling and to prevent their misuse.

Varieties of Amway Cosmetic Products

1. Attitude Face Wash.
2. Attitude Face Mosque.
3. Attitude Hand & Body Cream.
4. Attitude Sun Screen Lotion.
5. Attitude Foot Cream.
6. Attitude Moisturizer.
8. Attitude Nail Paints (Crimson Strom, Pink, Honey Glaze, Nutty Brown).
10. Attitude Eye Pencil (Cobalt Blue, Dark Brown, Deep Purple, Kajal coal).
14. Artistry Skin Refinishing Lotion.
15. Artistry Polishing Scrub.

ANALYSIS AND INTERPRETATION

The problems regarding the consumer’s attitude and Amway Product were analyzed, and the objectives were presented in the first chapter. The important concepts used in the study were presented in the earlier chapter. The reviews of literature were reviewed in the second chapter. The profile of the study area, Salem city were presented in the fourth chapter. The first chapter deals with the Introduction and design of the study. The present chapter IV deals with the results of the primary data collected on the consumer attitude and it is discussed with the specific objectives. The fifth chapter deals with the summary of findings and suggestions.

In this chapter, the data collected were systemically processed, tabulated and made suitable for analysis and interpretations. It was a one-way study from the consumer’s attitude and Amway products in Salem city through data collected by questionnaire. A sample of 100 consumers from Salem city was selected. The results obtained were classified, tabulated and the following analysis was performed in fulfilling the objectives of the study.
Descriptive Analysis

The data collected from the respondents in Salem City were classified, tabulated and presented in simple percentage analysis as follows.

Distribution showing respondents Occupation wise Classification

The Table No.1 describes the place wise distribution of the respondents based on the occupation. It is classified as Business, Government, Private, Professional, Student and others.

Age and Level of Satisfaction towards Amway Cosmetic Product

Null Hypothesis:

There is no association between age of the consumers and level of satisfaction about quality.

In order to find the association between the age of the consumers and the level of satisfaction about quality, a Chi-square test was used and result of the test is shown in the following table.1

Table No. 1
Age and Level of Satisfaction towards Amway Products- Chi -square test

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated Chi-square value</th>
<th>Degrees of freedom</th>
<th>‘p’ Value</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>8.903²</td>
<td>3</td>
<td>0.031</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

Sources: Primary Data

Interpretation:

It is noted from the above table that the ‘p’ value is less than 0.05 and hence the result is rejected. Hence the hypothesis ‘age of the consumers and the level of satisfaction are not associated’ does not hold well. From the analysis it is concluded that there is relationship between the age group of the consumers and the level of satisfaction about quality.

Monthly Income and Level of Satisfaction about Price

Null Hypothesis:

There is no association between ages of the consumers and level of satisfaction about price.

With a view to find the degree of association between income of the consumers and level of satisfaction about price, a two-way table was prepared and the results are shown in the table. 2

Table No.2
Monthly Income and Level of Satisfaction about Price- Chi square test

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated Chi-square value</th>
<th>Degrees of freedom</th>
<th>‘p’ Value</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>22.120²</td>
<td>12</td>
<td>.036</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

Sources: Primary Data
It is noted from the table 2 that the ‘p’ value is less than 0.05 and hence the result is rejected. Hence the hypothesis ‘income of the consumers and the level satisfaction on price are not associated’ does not hold well. From the analysis it is concluded that there is relationship between the monthly income of the consumers and level of satisfaction on price towards Amway product.

**Size of Family and Level of Satisfaction on Discount Offer**

**Null Hypothesis:**

There is no association between ages of the consumers and level of satisfaction on discount offer.

With a view to find the degree of association between size of family members of the consumers and level of satisfaction on discount offer, a two-way table was prepared and the results are shown in the following table 3

<table>
<thead>
<tr>
<th>Table No.3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size of Family and Level of Satisfaction on Discount Offer- Chi square test</strong></td>
</tr>
<tr>
<td><strong>Factor</strong></td>
</tr>
<tr>
<td>Size of family</td>
</tr>
</tbody>
</table>

**Sources: Primary Data**

**Interpretation:**

It is noted from the above table that the ‘p’ value is less than 0.05 and hence result is rejected. Hence the hypothesis ‘size of family of the consumers and the level of satisfaction on discount offer are not associated’ does not hold good. From the analysis it is or concluded that there is relationship between the size of the family of the consumers and level of satisfaction on discount offer towards Amway products.

**Occupation and Level of Satisfaction on Brand Image**

**Null Hypothesis:**

There is no association between ages of the consumers and level of satisfaction on brand image.

With a view to find the degree of association between occupation of the respondents and level of satisfaction on brand image, a two-way table was prepared and the results are shown in the following table 4

<table>
<thead>
<tr>
<th>Table No.4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Occupation and Level of Satisfaction on Brand Image-Chi square test</strong></td>
</tr>
<tr>
<td><strong>Factor</strong></td>
</tr>
<tr>
<td>Occupation</td>
</tr>
</tbody>
</table>

**Sources: Primary Data**
Interpretation:

It is noted from the above table that the ‘p’ value is less than 0.01 and hence the result is rejected at 1% level. Hence the hypothesis ‘occupation of the respondents and the level of satisfaction on brand image are not associated’ does not hold well. From the analysis it is concluded that there is relationship between the occupation of the respondents and level of satisfaction on brand image towards Amway products.

Testing for difference between / among sub-group means using ‘t’ Test

The respondents are grouped by place and sex. The significance of difference in sub means within a group is tested here using the test of difference between means / ‘t’ test as the case may be. All the tests were carried out at 5% level of significance.

Place and Level of Satisfaction Choice of Amway Product

**Null Hypothesis H₀:** There is no significant difference between mean scores of level of satisfaction choice of Amway product and place of respondents.

Table No.5

<table>
<thead>
<tr>
<th>Place</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>‘t’ Value</th>
<th>‘p’ Value sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>1.45</td>
<td>.500</td>
<td>1.699</td>
<td>0.108</td>
</tr>
<tr>
<td>Urban</td>
<td>1.69</td>
<td>.480</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sources:** Primary Data

Interpretation:

The Null Hypothesis is accepted as the computed ‘t’ value is more than 0.05 value at 5% significance level. From the analysis it is concluded that there is no relationship between the place of the respondents and level of satisfaction choice of Amway products.

Sex and Level of Satisfaction on changes in Amway Products

**Null Hypothesis H₀:** There is no significant difference between mean scores of level of satisfaction on changes in Amway products and sex of respondents.

Table No.6

<table>
<thead>
<tr>
<th>Sex</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>‘t’ Value</th>
<th>‘p’ Value sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>1.59</td>
<td>.498</td>
<td>1.854</td>
<td>0.070</td>
</tr>
<tr>
<td>Female</td>
<td>1.76</td>
<td>.432</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sources:** Primary Data

Interpretation:

The Null Hypothesis is accepted as the computed ‘t’ value is more than 0.05 value at 5% significance level. From the analysis it is concluded that there is no relationship between the sex of the respondents and level of satisfaction on changes in Amway products.
Analysis of Variance (ANOVA)

Age and Level of Satisfaction on availability of Amway products

Null Hypothesis $H_0$: There is no significant difference among mean scores of the level of satisfaction on availability of Amway products and different age group of respondents.

ANOVA

<table>
<thead>
<tr>
<th>Source of Variation</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between groups</td>
<td>8.351</td>
<td>3</td>
<td>2.784</td>
<td>5.443</td>
<td>.002</td>
</tr>
<tr>
<td>Within groups</td>
<td>49.089</td>
<td>96</td>
<td>.511</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Primary Data

Interpretation:
The Null Hypothesis is accepted as calculated $F$ is very low. Therefore it is concluded there is no significant difference among mean scores of the level of satisfaction on availability of Amway product and different age group of respondents.

Summary of Findings

This chapter deals with the summary of the findings, suggestions and conclusion of the study. The findings are presented on the basis of different tools of analysis such as descriptive analysis, Chi-square analysis, analysis of variance and t-test.

1. It is concluded that there is relationship between the monthly income of the consumers and level of satisfaction on price towards Amway product.
2. It is or concluded that there is relationship between the size of the family of the consumers and level of satisfaction on discount offer towards Amway products.
3. It is concluded that there is relationship between the occupation of the respondents and level of satisfaction on brand image towards Amway products.
4. It is concluded that there is no relationship between the place of the respondents and level of satisfaction choice of Amway products.
5. It is concluded that there is no relationship between the sex of the respondents and level of satisfaction on changes in Amway products.
6. It is concluded there is no significant difference among mean scores of the level of satisfaction on availability of Amway product and different age group of respondents.
7. It is concluded that there is no significant difference among mean scores of the level of satisfaction on color of Amway products and respondents with different occupational status.

Suggestions

1. “Marketing of cosmetics starts and ends with Consumer” Hence manufacturers have to identify the trends and try to anticipate the desires of the consumer.
2. Manufacturers must be aware of their competitors so that they may be able to penetrate the market based on quantity, quality and consumer satisfaction which will help them to retain their consumer.
3. Manufacturers must try to reduce price. So that they can retain their customers there by increase their market share.
4. Consumers must be fully aware of the cosmetic market and then make a choice. This would increase competitions and their by increase the standard and quality of production, which would ultimately be a boom to the consumer.
5. “Consumer rule the market” hence, it is the choice of the consumers to choose a particular brand of cosmetic and switch over to other brands of the feel that it is unsatisfactory or inferior or on the other hand by many remain loyal to the particular brand.

CONCLUSION

The Indian Market today has been heavily loaded with variety of cosmetics. Every second there is a new variety of cosmetics. In such situation the consumers should be very careful in selecting their products.

The respondents seem to have a through knowledge of the market as can be seen in the way they select the brands. They do not hesitate to switch brands when satisfied. It would be a warning to the manufacturers to make necessary rectifications. Retaining the consumers to their brands is a challenging task for the manufacturers. So the producers must pay much attention to the quality. Since the consumers have a wide range of brands to select their cosmetics and hence business could be lost if quality is not maintained.

REFERENCES