A STUDY ON CONSUMER SATISFACTION TOWARDS AMWAY PRODUCTS IN COIMBATORE CITY

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ABSTRACT
“A consumer is a king of the marketing”. Consumer movement is a universal phenomenon. A consumer is an individual who consumes goods manufactured by firms or created by nature (air, water etc) and service offered by government or firms-hospital, educational institutions etc. The marketer must know the consumer more and more, in order to manufacture the product, which give them satisfaction, in the way, the customer need. All the behavior of human being during the purchase may be termed as “buyer behavior”. The process whereby individuals decide whether, what, when, how, and from to purchase goods and service can be termed as the customer’s or the buyer behavior.

The buyer may take decisions whether to save or spend the money. When he decides to spend then are many problems as to purchase, because needs are numerous, which leads to ranking the needs in terms of priority. The problems are consumption problem-where to buy, how to buy, from whom to buy etc.

KEY WORDS: Consumer Satisfaction, Amway products, Factors Influenced and purposive sampling.

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