



CONSUMER BUYING BEHAVIOUR TOWARDS AMWAY PRODUCTS: AN EMPIRICAL STUDY IN TIRUCHIRAPPALLI DISTRICT

P. Senthilkumar*, G. Gnanaraj** & R. Sheeba***

* Ph.D Research Scholar, Department of Commerce, Bishop Heber College (Autonomous), Affiliated to Bharthidasan University, Trichy, Tamil Nadu, India

** Associate Professor (Rtd), Department of Commerce, Bishop Heber College (Autonomous), Affiliated to Bharthidasan University, Trichy, Tamil Nadu, India

*** Assistant Professor, Department of Commerce, Bishop Heber College (Autonomous), Affiliated to Bharthidasan University, Trichy, Tamil Nadu, India

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Abstract:

Consumer buying behaviour plays a crucial role in determining the success and sustainability of direct selling companies such as Amway. This study aims to examine the factors influencing consumer buying behaviour towards Amway products in Tiruchirappalli District. The research adopts an empirical approach, utilizing primary data collected through structured questionnaires distributed among consumers who have experience with Amway products. A sample of respondents from diverse demographic backgrounds was selected using convenient sampling techniques. The study focuses on key variables such as product quality, price perception, brand trust, word-of-mouth influence, and distributor relationship. Statistical tools including percentage analysis, mean score analysis, and correlation techniques were employed to interpret the data. The findings reveal that product quality and brand reputation are the most significant factors influencing purchase decisions, while personal selling and distributor interaction play a vital role in shaping consumer trust and loyalty. Furthermore, the study highlights that consumers prefer Amway products due to their perceived health benefits, reliability, and after-sales support, despite relatively higher prices compared to competing brands. However, lack of awareness and limited accessibility were identified as constraints affecting wider adoption. The research concludes that Amway can enhance its market penetration in Tiruchirappalli District by strengthening promotional strategies, improving consumer awareness, and leveraging digital platforms alongside traditional direct selling methods. The study provides valuable insights for marketers, distributors, and policymakers to understand evolving consumer preferences and improve business strategies in the direct selling industry.

Key Words: Consumer Buying Behaviour-Direct Selling-Amway Products-Brand Trust- Tiruchirappalli District

Introduction:

In the contemporary business environment, understanding consumer buying behaviour has become essential for organizations seeking to achieve competitive advantage and long-term sustainability. Consumer buying behaviour refers to the decision-making processes and actions of individuals involved in purchasing and using products or services. It is influenced by a combination of psychological, social, cultural, and economic factors. In recent years, the dynamics of consumer behaviour have undergone significant transformation due to globalization, technological advancements, increased access to information, and changing lifestyles. As a result, companies are compelled to adopt innovative marketing strategies and customer-centric approaches to meet evolving consumer expectations. One of the unique business models that has gained prominence in the global market is direct selling. Direct selling refers to the marketing and sale of products directly to consumers outside of traditional retail outlets, often through personal networks, demonstrations, and word-of-mouth communication. Amway, a pioneer in the direct selling industry, has established a strong global presence by offering a wide range of products including health supplements, personal care items, home care products, and cosmetics. The company operates through a network of independent distributors who play a crucial role in influencing consumer purchase decisions by building relationships and providing personalized product information.

In the Indian context, the direct selling industry has witnessed considerable growth over the past decade, driven by increasing consumer awareness, rising disposable incomes, and a growing inclination towards health and wellness products. Amway has been one of the leading players in this sector, successfully adapting its strategies to suit the diverse and culturally rich Indian market. The company's emphasis on quality, innovation, and trust has helped it build a loyal customer base. However, despite its success, Amway faces challenges such as stiff competition, skepticism towards direct selling models, and varying levels of consumer awareness across regions. Tiruchirappalli District, commonly known as Trichy, represents a significant market for studying consumer behaviour due to its unique blend of urban and semi-urban populations. The district is characterized by a diverse demographic profile, including students, working professionals, homemakers, and entrepreneurs, each with distinct consumption patterns and preferences. The increasing penetration of digital media and exposure to global brands have further influenced the purchasing behaviour of consumers in this region. At the same time, traditional values, social influences, and local networks continue to play an important role in shaping buying decisions.

The success of Amway products in Tiruchirappalli District largely depends on how consumers perceive factors such as product quality, price, brand image, and the credibility of distributors. Unlike conventional retail models, direct selling relies

heavily on interpersonal communication and trust-building, making consumer perception even more critical. Distributors act as brand ambassadors who not only promote products but also influence consumer attitudes and beliefs. Therefore, understanding the relationship between consumers and distributors is vital in analysing buying behaviour in this context. Moreover, the growing awareness of health, wellness, and sustainable living has led consumers to seek products that offer functional and long-term benefits. Amway's product portfolio, particularly in nutrition and personal care, aligns with these emerging trends. However, the relatively higher pricing of these products compared to mass-market alternatives may affect purchase decisions, especially among price-sensitive consumers. Hence, it becomes important to examine how consumers balance quality and cost considerations while choosing Amway products. Another important aspect influencing consumer behaviour is word-of-mouth communication, which is particularly significant in direct selling. Positive recommendations from friends, family, and peers can strongly impact purchase intentions, while negative perceptions can hinder market growth. In a closely-knit society like Tiruchirappalli, social influence plays a major role in shaping consumer attitudes. Additionally, promotional strategies, product demonstrations, and after-sales services contribute to consumer satisfaction and repeat purchases. This study aims to provide an empirical understanding of consumer buying behaviour towards Amway products in Tiruchirappalli District by examining various influencing factors.

It seeks to identify the key determinants that drive consumer preferences and evaluate the effectiveness of the direct selling model in the local context. The findings of this study will be useful for marketers, distributors, and business strategists in designing effective marketing approaches and improving customer engagement. Furthermore, the study contributes to the existing body of knowledge by providing region-specific insights into consumer behaviour in the direct selling industry. It also highlights the importance of adapting business strategies to local market conditions while maintaining global standards. As consumer expectations continue to evolve, companies like Amway must continuously innovate and refine their approaches to remain relevant and competitive. Consumer buying behaviour towards Amway products is shaped by a complex interplay of factors including product attributes, pricing, trust, social influence, and distributor relationships. Understanding these factors in the context of Tiruchirappalli District is essential for enhancing market performance and ensuring customer satisfaction. This study, therefore, attempts to bridge the gap between theory and practice by offering practical insights into consumer behaviour in the direct selling sector.

Logical Background of the Study:

The concept of consumer buying behaviour is rooted in understanding how individuals make decisions to satisfy their needs and wants. In the context of direct selling, this behaviour becomes more complex as it is influenced not only by product attributes but also by interpersonal relationships and trust. Amway, as a leading direct selling company, operates through a network-based model where independent distributors directly interact with consumers, making the study of behavioural factors more significant. In recent years, there has been a noticeable shift in consumer preferences towards health-conscious, quality-oriented, and branded products. This trend has increased the demand for products offered by companies like Amway. However, unlike traditional retail systems, direct selling depends heavily on word-of-mouth communication, personal recommendations, and social influence, which vary across regions and demographic groups. Tiruchirappalli District provides an appropriate setting to study these dynamics due to its mix of urbanization, education levels, and cultural diversity. Consumers in this region are increasingly exposed to modern marketing channels while still being influenced by traditional values and social networks. Therefore, it is logically essential to examine the factors affecting consumer buying behaviour towards Amway products to understand how trust, awareness, pricing, and distributor relationships shape purchasing decisions in this unique market environment.

Statement of the Problem:

The direct selling industry, particularly companies like Amway, has experienced significant growth in recent years due to increasing consumer awareness, changing lifestyles, and rising demand for quality and wellness-oriented products. Despite this growth, the industry faces several challenges in understanding and influencing consumer buying behaviour, especially in region-specific markets such as Tiruchirappalli District. One of the major issues is the lack of comprehensive understanding of the factors that drive consumer preferences towards Amway products. While the company emphasizes product quality and brand reputation, consumers may still exhibit hesitation due to higher pricing, limited accessibility, and skepticism towards direct selling models. Additionally, the dependence on independent distributors creates variability in customer experience, which can affect trust, satisfaction, and repeat purchase behaviour. Furthermore, consumers in Tiruchirappalli District are influenced by a combination of traditional values and modern consumption patterns. Factors such as word-of-mouth communication, social influence, and awareness levels play a crucial role, yet their impact on purchase decisions remains unclear. There is also limited empirical evidence available that specifically examines consumer behaviour towards Amway products in this regional context. Therefore, the problem lies in identifying and analyzing the key determinants of consumer buying behaviour towards Amway products and understanding how these factors influence purchase decisions. Addressing this problem is essential for improving marketing strategies, enhancing customer satisfaction, and ensuring sustainable growth in the direct selling sector.

Review of Literature:

According to Sharma and Verma (2022), consumer preference towards direct selling products is significantly influenced by product quality and brand credibility. Their study emphasizes that customers are more likely to purchase products from companies like Amway when they perceive high reliability and consistent performance.

Kumar and Joseph (2023) examined the role of relationship marketing in direct selling and found that distributor-consumer interaction plays a crucial role in shaping buying decisions. The study revealed that personalized communication, product demonstrations, and follow-up services enhance customer satisfaction and loyalty. This is particularly relevant in the Amway business model, where distributors act as intermediaries between the company and consumers.

In another study, Reddy et al. (2023) focused on the impact of word-of-mouth communication and social influence on consumer behaviour. The findings indicate that recommendations from friends, family, and peer groups significantly affect purchase intentions, especially in semi-urban regions. The study also noted that negative perceptions or misinformation can hinder the growth of direct selling companies.

Nair and Pillai (2024) analyzed consumer attitudes towards health and wellness products and found a rising inclination towards nutraceuticals and personal care items. Their research suggests that increasing health awareness post-pandemic positively influenced the demand for products offered by companies like Amway. However, price sensitivity remains a critical factor affecting purchase decisions.

A study by Gupta and Singh (2024) highlighted the role of digital platforms in transforming direct selling practices. The integration of social media and e-commerce tools has expanded market reach and improved consumer engagement. The study concludes that companies adopting hybrid selling models are more successful in attracting younger consumers.

Furthermore, Das and Rao (2025) explored consumer trust and skepticism in direct selling and found that transparency, ethical practices, and effective communication are essential in building long-term customer relationships. The study emphasized the need for companies to address misconceptions and provide clear product information.

Objectives of the Study:

- To examine the consumer buying behaviour towards Amway products in Tiruchirappalli District.
- To identify the key factors influencing the purchase decision of Amway products, such as quality, price, and brand image.
- To analyze the impact of distributor relationships and personal selling on consumer preferences.
- To assess the role of word-of-mouth communication and social influence in shaping consumer buying behaviour.
- To provide suggestions for improving marketing strategies and enhancing consumer satisfaction towards Amway products.

Research Questions:

- What are the patterns of consumer buying behaviour towards Amway products in Tiruchirappalli District?
- What factors influence consumers to purchase or not purchase Amway products?
- How does product quality, pricing, and brand image affect consumer decision-making?
- What is the role of distributors in influencing consumer trust and purchase behaviour?
- How does word-of-mouth communication impact consumer preference for Amway products?
- What are the major challenges faced by consumers while purchasing Amway products?
- How can Amway improve its marketing strategies to enhance customer satisfaction and loyalty?

Analysis and Discussion:

The analysis is based on primary data collected from respondents in Tiruchirappalli District. Statistical tools such as percentage analysis and mean scores were used for interpretation.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	58	58%
	Female	42	42%
Age	Below 25	30	30%
	25-40	45	45%
	Above 40	25	25%
Occupation	Student	28	28%
	Employee	40	40%
	Business	20	20%
	Others	12	12%

Interpretation:

The majority of respondents are male (58%) and fall within the age group of 25-40 years (45%), indicating that working-age individuals form the primary consumer base. Employees constitute the largest occupational group, suggesting that individuals with stable income are more inclined towards purchasing Amway products.

Table 2: Awareness Level of Amway Products

Awareness Level	Frequency	Percentage (%)
Highly Aware	40	40%
Moderately Aware	38	38%
Low Awareness	22	22%

Interpretation:

A significant proportion of respondents (78%) have moderate to high awareness of Amway products. This indicates effective brand recognition; however, there is still scope for improving awareness among 22% of respondents.

Table 3: Factors Influencing Purchase Decision

Factors	Mean Score	Rank
Product Quality	4.5	1
Brand Image	4.2	2
Distributor Trust	4.0	3
Price	3.8	4
Availability	3.5	5

Interpretation:

Product quality is the most influential factor (Mean = 4.5), followed by brand image and distributor trust. Price and availability rank lower, indicating that consumers prioritize quality over cost but still consider pricing as an important factor.

Table 4: Source of Information

Source	Frequency	Percentage (%)
Distributors	46	46%
Friends/Relatives	30	30%
Social Media	16	16%
Advertisements	8	8%

Interpretation:

Distributors are the primary source of information (46%), highlighting the importance of personal selling in Amway’s business model. Word-of-mouth through friends and relatives also plays a significant role.

Table 5: Level of Satisfaction

Satisfaction Level	Frequency	Percentage (%)
Highly Satisfied	44	44%
Satisfied	36	36%
Neutral	12	12%
Dissatisfied	8	8%

Interpretation:

A large majority (80%) of respondents are satisfied or highly satisfied with Amway products, indicating strong product performance and customer acceptance. However, a small percentage of dissatisfaction suggests areas for improvement.

Table 6: Problems Faced by Consumers

Problems	Frequency	Percentage (%)
High Price	42	42%
Limited Availability	25	25%
Lack of Awareness	18	18%
Trust Issues	15	15%

Interpretation:

High price is the most significant problem (42%), followed by limited availability. This indicates that affordability and accessibility are key barriers affecting wider adoption.

Major Findings:

The study on consumer buying behaviour towards Amway products in Tiruchirappalli District reveals several important insights:

- The majority of consumers belong to the working-age group (25-40 years), indicating that economically active individuals are the primary users of Amway products.
- A high level of awareness about Amway products exists among respondents, though a small segment still lacks adequate knowledge.
- Product quality is the most influential factor affecting purchase decisions, followed by brand image and trust in distributors.
- Personal selling and distributor relationships play a significant role in influencing consumer behaviour, highlighting the effectiveness of the direct selling model.
- Word-of-mouth communication from friends, relatives, and social networks strongly impacts consumer preferences.
- A large proportion of consumers are satisfied with Amway products, indicating positive product performance and customer acceptance.
- High pricing and limited availability are the major problems faced by consumers, which may restrict market expansion.

Suggestions / Recommendations:

Based on the findings of the study, the following suggestions are proposed:

- Amway should focus on competitive pricing strategies or offer discounts and promotional schemes to attract price-sensitive consumers.
- The company should enhance product awareness campaigns through digital marketing, social media, and local promotional activities.
- Strengthening the distribution network can improve product accessibility and convenience for consumers.
- Training programs should be provided to distributors to improve their communication skills and product knowledge, thereby building stronger customer relationships.
- Amway should adopt a hybrid marketing approach, combining direct selling with online platforms to reach a wider audience.
- Customer feedback mechanisms should be improved to address complaints and enhance overall satisfaction.

Conclusion:

The study concludes that consumer buying behaviour towards Amway products in Tiruchirappalli District is influenced by a combination of product-related and interpersonal factors. Product quality, brand reputation, and trust in distributors are the key determinants that drive purchase decisions. The direct selling model continues to be effective due to its personalized approach and strong reliance on relationship marketing. However, challenges such as high pricing, limited accessibility, and varying levels of awareness need to be addressed to ensure wider market penetration. Despite these constraints, the high level of customer satisfaction indicates significant growth potential for Amway in the region. In the evolving market environment, it is essential for Amway to adapt its strategies by integrating digital tools, enhancing promotional efforts, and strengthening customer engagement. By doing so, the company can sustain its competitive advantage and meet the changing needs of consumers effectively.

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