

Customer Perception, Problems and Satisfaction on Multi-level Marketing Products

*Dr. Yajnya Dutta Nayak**

Introduction

World over multi-level marketing (MLM) has become a successful concept which provide opportunities for the emergence of successful entrepreneurs. Multi-level marketing is the fastest growing sector of the direct selling industry in the world during the last six to nine years. Moreover it is becoming more popular day by day due to the minimum risk involved. The reason for the growth of multi-level marketing business is simple; there are more people looking for opportunities to earn additional income to supplement to their regular income. Multi-level marketing is one of the forms of direct selling method which is also known as Network Marketing. Multi-level marketing enables customers to receive goods directly from the manufacturer. Thus, the customers get the entire benefits of direct selling. Multi-level marketing method have been successfully implemented for the first time by Carl Rehnborg in 1920 and started a company to distribute unique range of food supplements called California Vitamin Company and later renamed as Nutrilite Products Inc in 1934 and also the first multi-level marketing plan was introduced in 1945 by the company. This business is in operation in United States in all 50 states and in more than 100 other countries. The most reputed companies in multi-level marketing in India and abroad are Amway, Modicare, Oriflame, Tupperware, Quantum, Rmp, Goodways, etc. India, as an emerging economy, has registered a phenomenal growth in the multi-level marketing industry. India is one of the largest consumer markets and has attracted many multi-level marketing companies to operate. The country has experienced reasonably steady growth in the multi-level marketing sector. Amway India, Oriflame and Modicare are the companies that have really introduced the concept of direct selling and multi-level marketing in India. Amway is the third top of multi-level marketing company operating in India. It is known to be the king of multi-level marketing industry which promotes individual entrepreneurship through its innovative direct selling approach of world class products. Its business is based on the simple

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integrity of helping people to lead a better life by marketing their products and services through independent business owners worldwide.

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Multi-level marketing through direct selling is reasonably increasing in the Indian consumer market. In today's world, consumption of fast moving consumer goods (FMCG) is tremendously increasing. The multi-level marketing companies offer household utensils, homecare products, cosmetics, fitness equipments, healthcare products, food supplements, etc. According to the American Marketing Association, "A customer is the actual or prospective purchaser of product or services". A marketer is in a position to study the customer perception, problems and satisfaction in order to sustain in the market with stiff and tough competition.

Today selling becomes very easy through the entry of multi-level marketing concept. The concept of multi-level marketing attracts more companies to sell their products to a large number of consumers and it is a fact that each and every individual can join the business and earn sufficient income by selling the products without any investment or risk. Another factor that helps any company to become successful in multi-level marketing business is the attitude towards customer service and satisfaction. The key to build a successful business is to believe that customer is the king. Only this belief holds good for any business and more for multi-level marketing businesses. In the early 1920's, multi-level marketing concept was introduced by Carl Rehnborg. By using the concept of multi-level marketing, he began to sell the major line of vitamins in the United States through his California Vitamin Corporation, which is renamed in 1939 as Nutrilite Products Company, Inc. Alticor Inc. connects entrepreneurs around the globe with unparalleled opportunity and consumers with premier products. They are the parent company of three distinct and dynamic businesses : Amway, Access business group LLC and Alticor Corporate Enterprises. Alticor is a global company offering products, business opportunities, and manufacturing and logistics services in more than 80 countries and territories worldwide. Amway Corporation Amway, a subsidiary of Alticor, is the largest multi-level marketing (MLM) organization in the world. Amway, an abbreviation of "American Way" was

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coined in 1959 by the founders, Jay VanAndel and Richard DeVos. Amway is about people connecting people to better way of life. Amway Corporation is one of the largest Direct Selling companies in the world. It is a multinational direct-selling company using multi-level marketing techniques that sells a variety of products, primarily in the health, beauty, and home care markets. Today, Amway is a multibillion-dollar international business representing freedom and opportunity to millions of people in more than 100 countries and territories around the world. It owns and operates 15 global manufacturing and process plants around the world. Amway is a prominent and active member of the regional and national direct selling associations worldwide. 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 the company today. Amway India Today Amway is one of the most successful American Corporations. The MLM system is very important in Amway's business plan. Amway India is a wholly owned subsidiary of US \$ 11.3 billion Amway Corporation which is renamed as Alticor Inc., Ada, Michigan, USA, established in 1995. Amway India commenced commercial operations on 5th May 1998 and has emerged as one of the largest Direct Selling FMCG Companies which manufacture and sell world-class consumer products. The Company has its headquarters in the National Capital Region of India - New Delhi. Amway has invested in excess of US\$ 35 million (Rs.151crore) in India of this approximately Rs.22crore is in the form of direct foreign investment. The company is improving its Product line by introducing new and modifying the existing products. It is also a founding member of India Direct Selling Association (IDSA) and also a member of the Confederation of Indian Industries (CII) and Federation of Indian Chambers of Commerce (FICCI). Through its presence in India, multi-level marketing has helped improve human resource development through entrepreneurship and self-employment opportunity. In Fifteen years of commercial operation, Amway India has established a nation-wide network of over 152 offices and 64 city warehouses and four regional mother warehouses. The distribution and home delivery network is spread across over 4000 cities and towns. Objectives of the study

1. To understand the socio-economic profile of the customers.
2. To study the customers' preference and awareness towards Amway products.

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3. To identify perception among customers towards the products.
4. To know the satisfaction level of customers.
5. To offer suggestions based on the findings of the study.

Hypotheses

1. Socio-economic factors are not associated with preference.
2. Socio-economic factors are not associated with perception.
3. Socio-economic factors are not associated with satisfaction.

Research methodology

The validity of any research depends on the systematic method of collection of data and analysis of the same in an appropriate manner. By adopting convenient sampling method the data have been collected from three hundred and seventy customers of South Odisha.

The primary data were collected from the respondents using a questionnaire. The questionnaire was constructed with questions relating to socio-economic profile, perception, preference, problems and satisfaction level of the respondents towards Amway products. The secondary data were collected from the journals, magazines, dailies, books and from the company's kit issued to the distributors and from brochures, handouts and websites. The collected data have been analysed by making use of the following statistical tools:

- (I) Simple Percentage Analysis (ii) Chi-Square Test (iii) Analysis of Variance (ANNOVA)
(iv) T-Test (v) Friedman Rank Test (vi) Correlation Analysis (vii) Multiple Regression Analysis
and (viii) Step-wise Regression Analysis.

Review of literature

Rekha Choudhary & Karnal (2013) Amway India, Avon, Tupperware, Oriflame, Modicare and Hindustan Lever Network are the major network marketing players in the Indian market. The authors found that the multiplying effect on network marketing will expand when the distributors continue their recruiting or sponsoring efforts. This multiplying effect is an important element in recruiting or sponsoring function which differs the network marketing from other types of direct selling.

Pravin Kumar and Dr. Asha (2012) This study focuses on the effectiveness of FMCG distribution channels with respect to the satisfaction of consumers in the rural market. Two companies -

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Hindustan Unilever Limited (HUL), and Godrej Consumer Products Limited (GODREJ), which are pioneers in Fast Moving Consumer Goods (FMCG) in the rural market were selected to study their distribution channels in two rural districts of Maharashtra. The study revealed that there were limited stocks of products at village retailers; hence, customers had to wait for some days. So, it compelled them to travel outside their villages to meet their demands. The effectiveness of FMCG distribution channels in rural markets depended upon the satisfaction of the rural customers.

Suman .M, Anuradha and Manasa Veena (2012) For any business to be successful it must find a perfect way to approach its customers. Authors mainly concentrated and studied on why they apply data mining for direct marketing, how they apply and the problems one faces while applying data mining concept for direct marketing and the solutions for them in direct marketing. Direct marketing is widely used in the fields of marketing like telemarketing, direct mail marketing, email marketing etc., data mining is applied on this marketing strategy to avoid human flaws in classifying the customers based on their loyalty.

Rekha Attri and Sunil Chaturvedi (2011) This paper attempts to study the ethical issues involved in multilevel marketing and its awareness amongst the public. The genuineness of the products offered in relation to value for money and product quality is another area of study of this paper. They observe that a higher percentage of both males as well as females disagree that they are being pushed towards the distributorship of a MLM product. From the research they found that the awareness of Amway is the highest in the Indian market.

Chamikutty and Preethi (2010) This study projected Amway more as a FMCG company and less as a direct marketing business, the company will now start with the category advertising soon to "to educate customers about the brand as many people don't know us."

Products are still sold through a network of Amway Business Owners (ABOs) across the country with emphasis on bottom line margins. One of the thrust areas has been a faster delivery of the product range to end users. Amway has a network of 130 offices, 55 warehouses that reach around 4000 cities and towns across India. Taking a leaf out of the FMCG sector, Amway has introduced smaller single use sachets of its products to generate trials among customers and get them interested. Lakshmi and Akhila (2009) This research paper is

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based on a survey in a direct selling organization. It envisages the need to study the factors that influence the quality of work life of employees in the company. The study reveals a number of factors which influenced the quality of work life, which could form the vital inputs for retention strategies. The findings reveals that sales force face some challenges, including the need to convince the customer, inadequate time to spend with the family, not supported to meet the targeted customer visits and lack of customized training. Yared Ademe (2012) Customer satisfaction is the main ingredient for effective implementation of network marketing strategy and its success in the market. Satisfied customers will be loyal and create strong relationship with the company. This study assessed customer's satisfaction in terms of the quality of products and service given by DXN Ethiopia. The study used both primary and secondary sources of data. Both probability and non probability sampling technique were used in this research. Most people are likely to recommend DXN products mainly because they believe that it gives solutions for health problems and its effectiveness. And also the compensation plan is one of the determinant factors for customer satisfaction. Customers/members of DXN Ethiopia exceeded their expectation about the qualities of the product and services which lead us to say that they are satisfied. The major recommendation is reducing the price of the products which is supposed to be very expensive by customers. Iorian, Thomas and Wieseke (2012) The investigation extends research on house-brand programs from the traditional focus on household and consumer goods to a personal selling context. The major contribution of this study is to provide insights into how firms can mitigate the negative impact of salespeople's intentions to promote house brand on customer outcomes, findings that may refine conventional wisdom in sales management research. Both adaptive selling and sales empathy show significant mitigation effects. Customers served by empathetic salespeople or by salespeople proficient in adaptive selling are less negatively affected by intentions to promote house brand. From the study, it is also found that the negative effects of salespeople's intentions to promote house brand are smaller when the customer is familiar with the salesperson. The results of the study suggest that customers are more accepting of the recommendations of a salesperson they have met before, presumably because customers' suspicion of ulterior motives in sales presentations is most pronounced in an

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initial sales encounter with an unfamiliar salesperson.

Rose Leahy and Bishopstown (2011) This paper aims to explore relationship marketing and the existence of relationships in mass consumer markets from the consumers' perspective, with the focus on the fast moving consumer goods (FMCG) sector. The study highlights the dominant negative attitudes that exist among consumers to relationship marketing as it is operationalised in fast moving consumer goods markets. It is found that from the consumers' perspective relationships do not and cannot exist in these markets and that the nature of exchange in such markets is not relationship based.

Consequently, the research concludes that there is a necessity to move away from relationship rhetoric in fast moving consumer goods markets, and to explore the true nature of exchange in the quest for effective marketing strategies. The research also suggests that further research on relationship marketing should focus on situations where relationships do and can exist and consequently the boundaries of relationship marketing should be limited to only these situations.

Mary and Richard (2010) Direct marketing has been in existence for a number of decades. The purpose of this study is to examine the evolution and review the various types of direct marketing. The evolution and change in direct marketing particularly when it involves the increased use and adaptation to technology does not necessarily mean that older, lower tech tried and true methods necessarily become irrelevant. Flexibility and appropriate use of all available possible options available seems to be a good approach with respect to marketing a product. Direct marketing has changed and at the same time, to some extent remained the same, is very helpful for use in developing the appropriate marketing strategy to market a product.

Majority of the studies have been conducted in multi-level marketing which results in finding out the growth rate of success, marketing strategies of the industry and perception, satisfaction and relationship of distributors towards companies.

Socio-economic profile of the respondents The socio-economic profile of the respondents include age, gender, marital status, social status, educational qualification, family income, family expenditure, total family members and monthly income.

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TABLE NO -1 : AGE OF THE RESPONDENTS

Age	Numbers	Preference index	Above average	Below average	Range
Up to 20 Years	46 (12.40)	75.65	19	27	60.95-88.57
21 to 40 Years	270 (73.00)	77.52	124	146	50.48-97.14
Above 40 Years	54 (14.60)	73.55	28	26	51.43-94.29
Total	370	76.71	181	189	50.48-97.14

Source: Primary data

d.f.: V1 2, V2 367

3.020

Calculated F Value: 6.165

4.663

Table Value: Five per cent level:

One per cent level:

The above table shows that out of 370 customers, 46 (12.40 percent) customers are within 20 years of age. Their mean preference index is 75.65. Of which, 19 (41.30 percent) customers are above the mean preference index and the rest 27 (58.70 percent) customers are below the mean preference index. Their preference index ranges between 60.95 and 88.57.

Two hundred and seventy (73.00 percent) customers age ranges between 21 years and 40 years. Their mean preference index is 77.52. Of which, 124 (45.93 percent) customers are above the mean preference index and the rest 146 (54.07 percent) customers are below the mean preference index. Their preference index ranges from 50.48 to 97.14.

Fifty four (14.60 percent) customers are above the age of 40 years. Their mean preference index is 73.55. Of which, 28 (51.85 percent) customers are above the mean preference index and the rest 26 (48.15 percent) customers are below the mean preference index. Their preference index ranges between 51.43 and 94.29.

Mean preference index is high among customers, whose age ranges between 21 years and 40 years. Mean preference index is low among customers, who are above the age of 40 years. Thus, it is inferred that customers, whose age ranges between 21 years and 40 years have high level of

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mean preference.

As the calculated 'F' value is greater than the table value at one per cent level, there exists significant mean difference among respondents classified on the basis of age. To ascertain whether age is associated with the level of preference Chi-square test is employed.

Table no 2: Educational qualification of the respondents and preference

Educational qualification	Numbers	Preference index	Above average	Below average	Range
Illiterate	12 (3.20)	74.53	19	27	60.95-88.57
SSLC	38 (10.30)	70.95	124	146	50.48-97.14
H.Sc.,	29 (7.80)	75.27	28	26	51.43-94.29
Diploma	48 (13.00)	77.58	19	27	60.95-88.57
Degree	179 (48.40)	77.87	124	146	50.48-97.14
Professional	64 (17.30)	77.28	28	26	51.43-94.29
Total	370	76.71	181	189	50.48-97.14

Source: Primary data

d.f.: V1 5, V2 364

Calculated F Value: 6.165

Table Value: Five per cent level: 2.239

One per cent level: 3.068

The above table depicts that out of 370 customers, 12 (3.20 percent) customers are illiterate. Their mean preference index is 74.53. Of which, three (25.00 percent) customers are above the mean preference index and the rest nine (75.00 percent) customers are below the mean preference index. Their preference index ranges between 60.95 and 91.43.

Thirty eight (10.30 percent) customers have completed their SSLC. Their mean preference index is 70.95. Of which, 16 (42.10 percent) customers are above the mean preference index and the rest 22 (57.90 percent) customers are below the mean preference index. Their preference index ranges

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from 51.43 to 93.33.

Twenty nine (7.80 percent) customers have completed their HSC. Their mean preference index is 75.27. Of which, 15 (51.72 percent) customers are above the mean preference index and the rest 14 (48.28 percent) customers are below the mean preference index. Their preference index ranges between 60.95 and 88.57.

Forty eight (13.00 percent) customers are diploma holders. Their mean preference index is 77.58. Of which, 24 (50.00 percent) customers are above the mean preference index and the rest 24 (50.00 percent) customers are below the mean preference index. Their preference index ranges from 50.48 to 94.29.

One hundred and seventy nine (48.40 percent) customers are degree holders. Their mean preference index is 77.87. Of which, 81 (45.25 percent) customers are above the mean preference index and the rest 97 (54.75 percent) customers are below the mean preference index. Their preference index ranges between 62.86 and 96.19.

Sixty four (17.30 percent) customers are professionals. Their mean preference index is 77.28. Of which, 29 (45.31 percent) customers are above the mean preference index and the rest 35 (54.69 percent) customers are below the mean preference index. Their preference index ranges from 51.43 to 97.14.

Mean preference index is high among customers, who are degree holders. Mean preference index is low among customers, whose educational qualification is up to SSLC. Thus, it is inferred that customers, who are degree holders have high level of mean preference.

As the calculated 'F' value is greater than the table value at one per cent level, there exists significant mean difference among respondents classified on the basis of educational qualification.

To ascertain whether educational qualification is associated with the level of preference Chi-square test is employed.

To identify whether mean preference differs among respondents classified on the basis of monthly income, ANOVA test is employed.

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Table: 3: Monthly income and preference

Monthly Income	Numbers	Preference index	Above average	Below average	Range
Up to Rs.10000	159 (43.00)	75.90	75	84	50.48-97.14
Rs.10001 to Rs.20000	101 (27.30)	75.90	51	50	54.29-96.19
Above Rs.20000	110 (29.70)	78.61	57	53	51.43-94.29
Total	370	76.71	181	189	50.48-97.14

Source: Primary data

d.f.: V1 2, V2 367

Calculated F Value: 4.419

Table Value: Five per cent level: 3.020

One per cent level: 4.663

The above table shows that out of 370 customers, 159 (43.00 percent) customers are earning up to Rs.10,000. Their mean preference index is 75.90. Of which, 75 (47.17 percent) customers are above the mean preference index and the rest 84 (52.83 percent) customers are below the mean preference index. Their preference index ranges between 50.48 and 97.14.

One hundred and one (27.30 percent) customers belong to the income group ranging from Rs.10,001 to Rs.20,000. Their mean preference index is 75.90. Of which, 51 (50.49 percent) customers are above the mean preference index and the rest 50 (49.51 percent) customers are below the mean preference index. Their preference index ranges from 54.29 to 96.19.

One hundred and ten (29.70 percent) customers are earning above Rs.20,000. Their mean preference index is 78.61. Of which, 57 (51.82 percent) customers are above the mean preference index and the rest 53 (48.18 percent) customers are below the mean reference index. Their preference index ranges between 51.43 and 94.29.

Mean preference index is high among customers, who are earning above Rs.20,000. Mean preference index is low among customers, who are earning up to Rs.20,000. Thus, it is inferred that customers, who are earning above Rs.20,000 have high level of mean preference.

As the calculated 'F' value is greater than the table value at five per cent level, there exists

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significant mean difference among respondents classified on the basis of monthly income.

To ascertain whether monthly income is associated with the level of preference Chi-square test is employed.

Awareness and preference of products includes period of usage, frequency of purchase, source of awareness, product knowledge, place and mode of purchase and factors assisting the respondents for effective purchase. The above table depicts that out of 370 customers, 182 (49.20

Table No 4: Period of usage

Period of usage	Numbers	Percentage
Up to Two Years	182	49.20
3 to 4 Years	109	29.50
Above Four Years	79	21.40
Total	370	100.00

Source: Primary data

percent) customers use Amway products upto two years; 109 (29.50 percent) customers use Amway products for 3 to 4 years and the rest 79 (21.40 percent) customers use Amway products for more than four years. Thus, it is inferred that majority of the customers use Amway products upto two years. From the above table it is revealed that out of 370 customers, 161 (43.50 percent)

Table No 4: Period of usage

Source of awareness	Numbers	Percentage
Friends	161	43.50
Relatives	87	23.50
Neighbors	61	16.50
Colleagues	20	05.40
Media	6	01.60
Distributors	35	09.50
Total	370	100.00

Source: Primary data

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customers are aware of Amway products through friends; 87 (23.50 percent) customers are aware of Amway products through relatives; 61 (16.50 percent) customers are aware of Amway products through neighbours; 20 (5.40 percent) customers are aware of Amway products through colleagues; six (1.60 percent) customers are aware of Amway products through media and the rest 35 (9.50 percent) customers are aware of Amway products through distributors. Thus, it is inferred that majority of the customers are aware of Amway products through friends.

Social status

To identify whether mean preference differs among respondents classified on the basis of social status, ANOVA test is employed. Out of 370 customers, 72 (19.50 percent) customers are students.

Table-6: Social status and preference

Social status	Numbers				Range
Student	72 (19.50)	77.42	35	37	50.48-97.14
Employee	185 (50.00)	77.39	82	103	51.43-96.19
Business	56 (15.10)	76.41	24	32	51.43-92.38
Agriculturists	19 (5.10)	73.58	10	9	60.95-85.71
Unemployed	38 (10.30)	74.01	19	19	60.00-93.33
Total	370	76.71	181	189	50.48-97.14

Source: Primary data

d.f.: V1 4, V2 365

Calculated F Value: 2.335

Table Value: Five per cent level: 2.396

One per cent level: 3.371

Their mean preference index is 77.42. Of which, 35 (48.61 percent) customers are above the mean preference index and the rest 37 (51.39 percent) customers are below the mean preference index.

Their preference index ranges between 50.48 and 97.14.

One hundred and eighty five (50.00 percent) customers are employees. Their mean preference index is 77.39. Of which, 82 (44.32 percent) customers are above the mean preference index and

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the rest 103 (55.68 percent) customers are below the mean preference index. Their preference index ranges from 51.43 to 96.19.

Fifty six (15.10 percent) customers are doing business. Their mean preference index is 76.41. Of which, 24 (42.85 percent) customers are above the mean preference index and the rest 32 (57.15 percent) customers are below the mean preference index. Their preference index ranges between 51.43 and 92.38.

Nineteen (5.10 percent) customers are agriculturists. Their mean preference index is 73.58. Of which, 10 (52.63 percent) customers are above the mean preference index and the rest nine (47.37 percent) customers are below the mean preference index. Their preference index ranges from 60.95 to 85.71.

Thirty eight (10.30 percent) customers are unemployed. Their mean preference index is 74.01. Of which, 19 (50.00 percent) customers are above the mean preference index and the rest 19 (50.00 percent) customers are below the mean preference index. Their preference index ranges between 60.00 and 93.33.

Mean preference index is high among customers, who are students. Mean preference index is low among customers, who are agriculturalists. Thus, it is inferred that Students have high level of mean preference.

As the calculated 'F' value is lesser than the table value at five per cent level, there exists no significant mean difference among respondents classified on the basis of social status.

To ascertain whether social status is associated with the level of preference Chi-square test is employed.

Perception towards products

Perception is how a person see the things. Customer perception is the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It is the form of opinion regarding the various aspects of the products needed, the brands desired, the way of approaching and consuming them.

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Table-7 : Opinion on Amway products

Features	SA	A	NANDA	DA	SDA	Total	Mean Rank	Rank
Products are high in quality	194 (52.40)	155 (41.90)	17 (4.60)	4 (1.10)	0 (0.00)	370 (100.00)	7.86	1
Company provides high quantity products	96 (25.90)	226 (61.10)	41 (11.10)	7 (1.90)	0 (0.00)	370 (100.00)	6.46	2
Range of products are available	97 (26.20)	188 (50.80)	76 (20.50)	9 (2.40)	0 (0.00)	370 (100.00)	5.98	3
Company possess good brand image in the minds of the customer	106 (28.60)	193 (52.20)	58 (15.70)	13 (3.50)	0 (0.00)	370 (100.00)	6.25	4
Company delivers products in time	99 (26.80)	186 (50.30)	66 (17.80)	19 (5.10)	0 (0.00)	370 (100.00)	5.98	5
Customer gain product knowledge through product demonstration	91 (24.60)	169 (45.70)	93 (25.10)	17 (4.60)	0 (0.00)	370 (100.00)	5.56	8
Products are easily accessible	84 (22.70)	172 (46.50)	93 (25.10)	21 (5.70)	0 (0.00)	370 (100.00)	5.46	9
Company offers innovative products	65 (17.60)	179 (48.40)	109 (29.50)	17 (4.60)	0 (0.00)	370 (100.00)	5.15	10
Refund policy for dissatisfaction of products	74 (20.00)	195 (52.70)	93 (25.10)	6 (1.60)	2 (0.50)	370 (100.00)	5.62	6
Company provides better customer	92 (24.90)	210 (56.80)	57 (15.40)	9 (2.40)	2 (0.50)	370 (100.00)	6.10	4
support Company provides good offers and discounts	70 (18.90)	210 (56.80)	78 (21.10)	12 (3.20)	2 (0.50)	370 (100.00)	5.58	4

Source: Primary data

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Test Statistics (a)

N	370
Chi-Square	263.580
df	10
Asymp.	Sig. .000

A Friedman Test

1. Products are high in quality

Out of 370 respondents, 194 (52.40 percent) customers strongly agreed that products are high in quality; 155 (41.90 percent) customers agreed that products are high in quality; 17 (4.60 percent) customers neither agreed nor disagreed that products are high in quality and the rest four (1.10 percent) customers disagreed that products are high in quality. Thus majority of the customers strongly agreed that products are high in quality.

2. Company provides high quantity products

Ninety six (25.90 percent) customers strongly agreed that Company provides products in high quantity; 226 (61.10 percent) customers agreed that company provides products in high quantity; 41 (11.10 percent) customers neither agreed nor disagreed that company provides products in high quantity and the rest seven (1.90) customers disagreed that company provides products in high quantity. Thus majority of the customers agreed that company provides products in high quantity.

3. Range of products are available

Ninety seven (26.20 percent) customers strongly agreed that range of products are available; 188 (50.80 percent) customers agreed that range of products are available; 76 (20.50 percent) customers neither agreed nor disagreed that range of products are available and the rest nine (2.40 percent) customers disagreed that range of products are available. Thus majority of the customers agreed that range of products are available.

4. Company possess good brand image in the minds of the customer

One hundred and six (28.60 percent) customers strongly agreed that company possess good

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brand image in the minds of the customer; 193 (52.20 percent) customers agreed that company possess good brand image in the minds of the customer; 58 (15.70 percent) customers neither agreed nor disagreed that company possess good brand image in the minds of the customer and the rest 13 (3.50 percent) customers disagreed that company possess good brand image in the minds of the customer. Thus majority of the customers agreed that company possess good brand image in the minds of the customer

5. Company delivers products in time.

Ninety nine (26.80 percent) customers strongly agreed that company delivers products in time; 186 (50.30 percent) customers agreed that company delivers products in time; 66 (17.80 percent) customers neither agreed nor disagreed that company delivers products in time and the rest 19 (5.10 percent) customers disagreed that company delivers products in time. Thus majority of the customers agreed that company delivers products in time.

6. Customer gain product knowledge through product demonstration

Ninety one (24.60 percent) customers strongly agreed that customers gain product knowledge through product demonstration; 169 (45.70 percent) customers agreed that customers gain product knowledge through product demonstration; 93 (25.10 percent) customers neither agreed nor disagreed that customer gain product knowledge through product demonstration and the rest 17 (4.60 percent) customers disagreed that customer gain product knowledge through product demonstration. Thus majority of the customers agreed that customer gain product knowledge through product demonstration.

7. Products are easily accessible

Eighty four (22.70 percent) customers strongly agreed that products are easily accessible; 172 (46.50 percent) customers agreed that products are easily accessible; 93 (25.10 percent) customers neither agreed nor disagreed that products are easily accessible; and the rest 21 (5.70 percent) customers disagreed that products are easily accessible. Thus majority of the customers agreed that products are easily accessible.

8. Company offers innovative products

Sixty five (17.60 percent) customers strongly agreed that company offers innovative products; 179 (48.40 percent) customers agreed that company offers innovative products; 109 (29.50

percent) customers neither agreed nor disagreed that company offers innovative products; and the rest 17 (4.60 percent) customers disagreed that company offers innovative products. Thus majority of the customers agreed that company offers innovative products.

9. Refund policy for dissatisfaction of products

Seventy four (20.00 percent) customers strongly agreed that refund policy offered by the company is for dissatisfaction of products; 195 (52.70 percent) customers agreed that refund policy offered by the company is for dissatisfaction of products; 93 (25.10 percent) customers neither agreed nor disagreed that refund policy offered by the company is for dissatisfaction of products; six (1.60 percent) customers disagreed that refund policy offered by the company is for dissatisfaction of products and the rest two (0.50 percent) customers strongly disagreed that refund policy offered by the company is for dissatisfaction of products. Thus majority of the customers agreed that refund policy offered by the company is for dissatisfaction of products.

10. Company provides better customer support

Ninety two (24.90 percent) customers strongly agreed that company provides better customer support; 210 (56.80 percent) customers agreed that company provides better customer support; 57 (15.40 percent) customers neither agreed nor disagreed that company provides better customer support; nine (2.40 percent) customers disagreed that company provides better customer support and the rest two (0.50 percent) customers strongly disagreed that company provides better customer support. Thus majority of the customers agreed that company provides better customer support.

11. Company provides good offers and discounts

Seventy (18.90 percent) customers strongly agreed that company provides good offers and discounts; 210 (56.80 percent) customers agreed company offers innovative products; 78 (21.10 percent) customers neither agreed nor disagreed that company offers innovative products; and the rest 12 (3.20 percent) customers disagreed that company offers innovative products. Thus majority of the customers agreed that company offers innovative products. From the Friedman Rank test, it is inferred that majority of the customers have good opinion towards Amway products due to high quality of the products followed by high quantity of the products, good

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brand image, better customer support and the like. From the Chi-square test it is inferred that respondents' opinion towards Amway products differs.

Table: 8- Amway Products are Superior

Reasons	Mean Rank	Rank
Price	3.30	3
Quality	1.69	1
Quantity	2.86	2
Range of Products	4.42	4
Offers	4.87	5
Brand Image	4.97	6
Quick Delivery	5.88	7

Test Statistics (a)

Source: Primary data

N	299
Chi-Square	803.688
df	6
Asymp.	.000

A Friedman Test

From the Friedman Rank test, it is inferred that majority of the customers feel that Amway products are superior to other products due to high quality followed by high quantity, price, range of products and the like.

Customer satisfaction is the post-purchase evaluation where the perception towards the performance of selected goods or before purchasing. Basically customer satisfaction and dissatisfaction with products will influence the subsequent consumer behavioural intentions. Satisfaction of customer satisfaction is the post-purchase evaluation where the perception towards the performance of selected goods or before purchasing. Basically customer satisfaction and dissatisfaction with products will influence the subsequent consumer behavioural intentions.

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Table-9: Satisfaction on follow-up

Satisfaction on follow-up	Numbers	Percentage
Highly Dissatisfied	0	0.00
Dissatisfied	1	1.2
Neither Satisfied Nor Dissatisfied	7	8.3
Satisfied	64	76.2
Highly Satisfied	12	14.3
Total	84	100.00

Source: Primary data

The above table reveals that out of 370 customers, one (1.20 percent) customer is dissatisfied with the follow-up action taken by the company towards complaint; seven (8.30 percent) customers are neither satisfied nor dissatisfied with the follow-up action taken by the company towards complaint; 64 (76.20 percent) customers are satisfied with the follow-up action taken by the company towards complaint and the rest 12 (14.30 percent) customers are highly satisfied with the follow-up action taken by the company towards complaint. It is inferred that the majority of the customers are satisfied with the follow-up action taken by the company towards complaint.

Table-9: Level of perception and level of satisfaction

Ho: Level of perception is not associated with the level of satisfaction

Level of perception	Level of satisfaction			Total
	Low	Moderate	High	
Low	22 (39.30)	33 (58.90)	1 (1.80)	56 (100.00)
Moderate	12 (5.00)	208 (87.40)	18 (7.60)	238 (100.00)
High	0 (00.00)	37 (48.70)	39 (51.30)	76 (100.00)
Total	34	278	58	370

Source: Primary data d.f: 4

Calculated V2 Value: 158.903

Table Value:

Five per cent level: 9.488

One per cent level: 13.277

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Out of 370 customers, 56 (15.10 percent) customers have low perception towards Amway products. Of which, 22 (39.30 percent) customers have low level of satisfaction towards Amway products; 33 (58.90 percent) customers have moderate level of satisfaction towards Amway products and the rest one (1.80) customer has high level of satisfaction towards Amway products. Two hundred and thirty eight (64.30 percent) customers have moderate perception towards Amway products. Of which, 12 (5.00 percent) customers have low level of satisfaction towards Amway products; 208 (87.40 percent) customers have moderate level of satisfaction towards Amway products and the rest 18 (7.60 percent) customers have high level of satisfaction towards Amway products.

Seventy six (20.50 percent) customers have high perception towards Amway products. Of which, 37 (48.70 percent) customers have moderate level of satisfaction towards Amway products and the rest 39 (51.30 percent) customers have high level of satisfaction towards Amway products. The percentage of customers with high level of satisfaction towards Amway products is found high among customers who have high perception towards Amway products. The percentage of customers with low level of satisfaction towards Amway products is found high among respondents, who have low perception towards Amway products. Thus, it is found that customers who have high perception towards Amway products have high level of satisfaction towards Amway products.

As the calculated Chi-square value is greater than the table value at one per cent level, there exists significant association between level of perception and level of satisfaction. Hence, the null hypothesis is rejected.

Table – 10: Future purchase of Amway products

Purchase of products in future	Numbers	Percentage
Yes	312	84.30
No	58	15.70
Total	370	100.00

Source: Primary data

From the above table it is clear that out of 370 customers, 312 (84.30 percent) customers will continue to buy Amway products in future and the rest 58 (15.70 percent) customers will not continue to buy Amway products in future. Thus, it is inferred that majority of the customers will continue to buy Amway products in future.

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Findings

- Majority (73.00 percent) of the customers are within the 21 to 40 years of age. Whereas 51.40 percent of the customers are males
- Majority (48.40 percent) of the customers are degree holders. and Majority (50.00 percent) of the customers are employees.
- Majority (43.00 percent) of the customers are earning upto Rs.10,000. And Majority of the customers' families consists above three members.

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