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06

## A STUDY OF CONSUMER PERSPECTIVE TOWARDS NETWORK MARKETING: A COMPARATIVE STUDY & RANKING PREDICTION OF MODICARE & VESTIGE

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**ABSTRACT:**

Network marketing which is also known as multi-level marketing or referral marketing, is an approach by which the firm sells its goods and services to its clients with the help of salespersons who does not receive salary but only get commission for the sales done by them. Customers have their own perception about the merchandises sold by the network marketing firms and these network marketing firms in the recent years have included each available product in the market that is in demand by the customers. Customers' perspective is very important for the success of any company's product or service. In this research paper, an endeavor was undertaken to make a comparative comparison regarding various parameters that are seemed to be important from Modicare and Vestige customers' viewpoint. The data analysis revealed that only for the four factors i.e. brand image, promotion strategies, product features and product reviews, the customers had different perspectives and for the rest six factors the



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# **COMPARATIVE ANALYSIS OF NETWORK MARKETING COMPANIES IN NAINITAL DISTRICT, UTTARAKHAND: A STUDY OF MODICARE, AMWAY AND VESTIGE**

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## **ABSTRACT:**

Women Empowerment indicates the measures to be undertaken to empower the women in the society among others. Women in the traditional society were not given equal opportunity but in the last few years things have started to change with the passing of laws and changes in the perception of the society. Network Marketing means a business model used by the direct selling companies to sell their products and services to the clients. Network marketing is one such business model where the majority of the independent members are women. It will not be incorrect to say that women empowerment most fertile ground to grow is network marketing, as it teaches them leadership skills, personality development, self-development among others. This research has made efforts to study three different network marketing companies in relation to women empowerment on to different variables. The results concluded that out of the ten variables only negotiation skills, financial independent and money saving ability were different in different network marketing companies.

**Keywords:** Women, Empowerment, Network, Marketing, Uttarakhand.

## ROLE OF NETWORK MARKETING IN THE ASCENDANCE OF WOMEN EMPOWERMENT IN INDIA: AN EMPIRICAL STUDY IN UTTARAKHAND

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### ABSTRACT

*Network marketing is a business model that is employed by companies to increase their sales with the help of non-salaried persons who build 'networks' to sell the company's goods and services. These non-salaried individuals receive commission as per their sales and also increase the profits of their respective organizations as they are not paid any salary. Empowerment of women denotes encouraging their growth and development in all the aspects of personal and professional spheres. To develop a balanced society the contribution of women is uniformly significant and it should be a precedence to give them an opportunity to develop themselves. This research's main endeavor was to study various indicators of women empowerment in relation to network marketing organizations. The results concluded that out of the nine indicators, seven had significant impact whereas three did not have any significant impact on women empowerment.*

*Keywords: Network, Marketing, Women, Empowerment, Indicators.*

### INTRODUCTION

Network marketing means a corporate strategy which involves a direct communication with the buyer which is build by accumulating a network of non-salaried distributors by the company. Network marketing is a business model that is employed by manufacturers and merchants to increase their sales. In network marketing, producers deal with a huge number of non-salaried persons who build 'networks' to function at different stages and in this manner include a bigger segment of the community. They generally work as independent salespersons of the organization, which helps to decrease the costs that are incurred in the traditional business models. These non-salaried individuals receive commission as per their sales and also increase the profits of their respective organizations. This business model uses are diverse and wide-ranging and its intricate procedure is done by creating levels of distributors who employ the independent networking to sell the merchandise. Organizations that employ this business model often give authority to distributors to recruit people under them.<sup>[6][9]</sup>

Women empowerment refers to the empowerment of women to make their personal and professional decisions as per their preferences. The main aim of women empowerment is to make the women autonomous and independent. This will help them to develop an optimistic attitude and self-belief which in turn helps them to survive and make a place in the society. This will only be possible if equivalent chances are available for them in the world. Empowerment of women denotes encouraging their growth and development in all the aspects of personal and professional spheres. The population of women is almost half across the various countries of the world but their involvement in financial and other activities is very less. This portrays that there are not equivalent chances available for women and the tasks which are given to them do not have any contribution to the national income of the nation. To develop a balanced society the contribution of women is uniformly significant and it should be a precedence to give them an opportunity to develop themselves.<sup>[8][11]</sup>

### REVIEW OF LITERATURE

**Deepali Bhattacharjee [2016]** states that network marketing is a comparatively new business model in the country. In less than two decades, it has given self-employment to more than 50 lakhs people in the country and 60% of them are women. This research examines the role of network marketing in generating revenue and job opportunities in the state of Assam. This research is based on primary data which has been collected from 650 participants and secondary data has been employed as per the need. The data has been collected from Amway, Oriflame, Tupperware and Max Insurance. This research makes an attempt to draw attention to the issues and future of direct marketing. The outcomes indicate that there is an optimistic association between education and distributors number; women do more sales than man, the acceptance of direct marketing has increased in the recent times and there is an increase in satisfaction level of the people working in this industry.<sup>[11]</sup>

**Victoria E. Drake [2017]** states that in the last few decades, there has been an increase in advertising campaigns whose main focus is female empowerment i.e. Femvertising. While these advertising campaigns are regularly analyzed in the market, there is limited research examining the efficiency of Femvertising from a promotion stance. The research design used in this research is a between-subjects experiment where women respondents were indiscriminately exposed to either a conventional T.V. advertisement or Femvertising



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